

## **ABSTRACT**

Indonesian society is a society with diverse ethnic, racial, religious and economic backgrounds. Each culture has its own characteristics, such as customs, food, cultural and linguistic norms, as well as believed values. However, due to the COVID-19 pandemic, tourism in Bali has stagnated. Bali has very high tourist attractions compared to other islands in Indonesia. Bali, a region that utilizes tourism as its main economic source, has been hit particularly hard by the coronavirus pandemic. and this ads is make to raise again balinese economic with a present of the culture of bali that present on this Gojek Advertisement by research conduct used Charles Sanders Peirce Semiotic method.

**Keywords : Balinese Culture, Semiotic, Charles Sanders Peirce**