

ABSTRACT

Moral message is one aspect of communication that is considered very important and can be shown in many different ways so that it can show many meanings. Moral messages can be related to information technology, especially through the visual video clip of a song that attracts people's attention. In this study, researchers are interested in knowing the meaning of the moral message contained in the video clip for the song Tuter Batin by Yura Yunita. This research is a qualitative research with a constructivism paradigm that uses Roland Barthes's semiotic analysis technique. According to Roland Barthes, the analysis process is divided into three parts, namely denotation, connotation, and myth. The results of the research reveal the meaning of the moral message in the video clip Tuter Batin by Yura Yunita about women who have accepted their physical or physical differences and create self-confidence in a woman.

Keywords: moral messages, video clips, semiotics, Roland Barthes