

ABSTRACT

Music videos are one of the media used to convey messages to audiences. This study aims to analyze how the representation of hope is visualized in the music video “Janji Palsu” by Hindia using Charles Sanders Peirce’s semiotic theory. As a visual medium, music videos are considered capable of conveying emotional and symbolic meanings not only through lyrics but also through visual elements such as colors, symbols, movements, and expressions. Using Peirce’s semiotic approach, which includes three categories of signs—icon, index, and symbol—this research examines various visual signs that appear in the music video and how these signs represent hope in emotional and social contexts. The research method employed is descriptive qualitative with semiotic analysis techniques to interpret the meaning of visual signs in selected scenes. The results show that the “Janji Palsu” music video contains symbols of hope embedded in its visual narrative and illustrates a shift in the meaning of hope from optimism to despair, reflecting the emotional state experienced by individuals facing pressure and expectations.

Keywords : *representation, Music Video, Semiotic, Hope, Hindia.*