

ABSTRACT

This research examines how the representation of racial pluralism is presented in the Figma Slides: All Hands on Deck! advertisement as part of a visual communication strategy that not only promotes product features but also conveys a globally relevant social message. Using qualitative methods with Roland Barthes' semiotic analysis technique, this research explores the denotative and connotative meanings of visual elements in the advertisement. The analysis results show that the representation of racial, gender, and visual expression diversity is organically integrated into the advertisement's narrative, reflecting an inclusive collaborative work environment. Racial pluralism in this advertisement is not merely an aesthetic element, but rather an educational medium to foster values of equality and cooperation across identities. These findings affirm that advertisements aligned with the social and psychological context of the audience have great potential in building emotional closeness and strengthening brand image. The Figma Slides advertisement serves as evidence that digital advertising media can play a dual role as a promotional tool and a social change agent, bringing inclusive values into the global workplace.

Keywords: *Figma Slides, digital advertising, racial pluralism, semiotics, collaboration, inclusivity, visual communication.*