***ABSTRACT***

Debora Yohana Pinaria / 67150263 / 2019 / *A Semiotic Theory Analysis in the Application of Content Marketing Messages to Visual Content on the Instagram Account “SabangMerauke” from February 1st to April 20th 2019 / Advisor:* Deavvy M.R.Y. Johassan, S.Sos, M.Si.

*The development of social media is not as a social trend only, but bring a new paradigm to build trustworthiness by sharing content to communicate product. The application of Content Marketing to Visual Content on SabangMerauke’s Instagram account is the way to promote the student exchange between regions in Indonesia as its main program.*

*The theory that used in this research is Semiotics Theory by Ferdinand de Saussure. Saussure’s Semiotics theory consist of Signifier, Signified, and Signification to analyze the screenshots of visual content on SabangMerauke’s Instagram from February 1st to April 20th 2019. Meanwhile, this research uses Content Marketing concept by McPheat consist of 5 types of message: Educates, Informs, Creates Trustworthiness, Connects, and Entertains.*

*This research uses qualitative method with descriptive type of research. The primary data were collected by interviewing 3 informants, and secondary data was obtained from screenshots visual content as a documentation that were shared on SabangMerauke’s Instagram account within February 1st to April 20th 2019 period. For the analyzes method in this research uses the model of Miles and Hubberman that is divided into three steps, Data Reduction, Data Display, and Conclusion.*

*The results in this research explain about the application of Educates message is delivered through illustrations and photos that show the togetherness of SabangMerauke members as the signifier and signified of tolerance and diversities that would be in this program. The application of Informs message had been done through their e-posters that contain some information about recruitment, religious or cultural events, and tolerance message with the signifier of big font size and bolded texts as a signified of another important information. The application of Creates Trustworthiness message had been done by sharing photos with the signifier and signified that show the credibility of SabangMerauke’s members. The application of Connects message had been done by putting phone numbers, registration link, official website and social media account of SabangMerauke. SabangMerauke did not apply the Entertains message to focus on a lot of important information about its main program.*

*This research concludes that SabangMerauke applied Content Marketing to Visual Content with four types of message consist of Educates, Informs, Creates Trustworthiness, and Connects.*

*Keywords*: *Application, Content Marketing, Signifier, Signified,* SabangMerauke.