

**ANALISIS SEMIOTIKA KOMUNIKASI GAYA BAHASA  
SOSIALISASI VAKSINASI COVID-19 RADIO RRI JAKARTA  
DALAM PROGRAM PRO 1 RRI LINTAS JAKARTA PAGI & SORE**

**ABSTRAK**

Komunikasi berperan dalam memberikan informasi. Penyiar RRI Radio Jakarta menggunakan gaya bahasa komunikasi sesuai dengan teori komunikasi “Semiotika Roland Barthes”. Penelitian mencoba untuk memastikan denotasi, konotasi, dan mitos kata-kata yang digunakan dalam program PRO 1 RRI Lintas Jakarta Pagi & Sore. Paradigma konstruktivisme digunakan dalam hubungannya dengan pendekatan semiotik dan metodologi penelitian kualitatif. Temuan penelitian didapatkan analisis semiotika bermakna denotasi, konotasi dan mitos. Kesimpulan penelitian menjelaskan makna denotasi: (1) Pemerintah DKI Jakarta menghimbau masyarakat agar jujur. (2) Pemerintah mengadakan vaksinasi malam hari. (3) Pemerintah perlu mengambil tindakan mitigasi. (4) Program vaksinasi dilakukan agar capaian vaksinasi 100%. Makna konotasi: (1) Banyak masyarakat yang memanipulasi data. (2) Capaian vaksinasi booster dibawah 50%. (3) Pemerintah diingatkan agar mengambil kebijakan mitigasi. (4) Masyarakat diajak bekerjasama untuk menyukseskan vaksinasi. Makna mitos: (1) Masyarakat Indonesia dianggap kurang bisa diatur, disiplin, dan mencari cara untuk mengakali aturan. (2) Masyarakat Indonesia dianggap sebagai masyarakat yang kurang bisa bekerjasama. (3) Pemerintah dianggap sebagai pembuat kebijakan yang kurang tepat. (4) Masyarakat Indonesia dianggap susah diajak kerjasama dengan pemerintahnya sendiri.

Kata kunci: Covid-19, Skript Radio, Semiotika.

***SEMIOTICS ANALYSIS OF COMMUNICATION LANGUAGE STYLE  
RRI JAKARTA RADIO VACCINATION SOCIALIZATION IN PROGRAM 1  
RRI LINTAS JAKARTA MORNING & AFTERNOON***

***ABSTRACT***

*Communication is instrumental in giving information. Radio announcer Jakarta USES the communication language style according to the communication theory "Roland barthes semioth." Research attempts to understand the significance of denrotations, connoissions, and myths in the morning and afternoon Jakarta Cross programs of rri Jakarta. Semiotics is employed as part of the qualitative research methodology a constructive paradigm. Research has produced a semiotical analysis that has a denconnotation, connotation and myth. Research conclusion explains denrotate: (1) The dki Jakarta government urges people to be honest. (2) Governments hold nighttime vaccinations. (3) Governments need to take measures of mitigation. (4) A vaccination program is performed to achieve 100% vaccination. Connotation: (1) Many societies manipulate data. (2) Booster vaccination sequence is below 50%. (3) Governments are reminded to take mitigation policies. (4) Communities are invited to work together to succeed in vaccinating. Meaning of myth: (1) Indonesians are thought to be less manageable, disciplined, and seek ways to bend rules. (2) The Indonesian society is regarded asa poor cooperative society. (3) Governments are perceived to be faulty policymakers. (4) The Indonesian people are difficult to work with their own government.*

*Keywords: Covid-19, Radio Script, Semiotics.*