

## **ABSTRACT**

*With today's technological advances, talking to each other no longer has to be face to face. Many young people today like music as a way of communicating. Music is not only used as a way to describe the strains of haminoka which are pleasant to listen to, but is also used as a way to convey messages in both verbal and non-verbal language.*

*Semiotics is a science or method of analysis that studies signs because humans are always in contact with signs. Signs are the tools we use to find our way in the world, among people, and with them.*

*The purpose of this research is to find out what Bangtan Sonyeondan's success means in the song RUN BTS. The nature of the research used in this study is the nature of descriptive qualitative research.*

*The research method used is Charles Sanders Peirce's semiotic method and the data collection technique is qualitative data in the form of text and text analysis containing symbols from the lyrics of the song RUN BTS.*

*The research results show that the lyrics of the song "RUN BTS" describe the natural struggles in their careers, such as ups and downs in their career achievements and achieving their dreams by working hard for ten years and producing good results until they become very famous idols in the world and break incredible records.*

***Keywords: Semiotics, Representation, RUN BTS, Success, Dreams and Songs***