

## **ABSTRACT**

This study examines the values of an ancient brotherhood called Illuminati that the form of the symbols contained in the lyrics and video clip of the band 30 Seconds to Mars songs called “This is War” and “Up In The Air”. The formulation of the problem examined is how 30 Seconds to Mars band presented the return values of the Illuminati group through lyrics and video clip. Illuminati values is shown through some lyrics and symbols used by the band 30 Seconds to Mars since the band's golden age to the present. The purpose of this research is to find out the values of what is sought is delivered by the band 30 Seconds to Mars about the Illuminati and to know the meaning of the symbols that used by the band 30 Seconds to Mars in the video clip of their song called “This is War” and “Up in The Air”. This research uses the analysis of semiotics Roland Barthes composed of two labelling systems in denotative and connotative signs, then for the last using the definition of the myth system. Semiotics has elements of signifier and signified that it can help to analyze and annotate the text and images on a film or video clip. The result of this study indicates that the band 30 Seconds to Mars embraced religious values and beliefs of the Illuminati who then indicated through symbolic interaction. The use of such symbols indirectly implies that the band 30 Seconds to Mars including its member group of the Illuminati. The triangle symbols, hieroglyph, and inverted pentagram became the official trademark used by 30 Seconds to Mars band.