

## ABSTRACT

Yogyakarta is a city that is identical to culture, tourism, and education. The government of Yogyakarta's programs especially in tourism aspect still be explored, it happens to attract foreign and local tourists to visit Yogyakarta. This study use Roland Barthes Semiotics studies to know the difference value of the cultures contained in Malioboro festival. Understanding semiotics itself it is a study of the structure, type, typologies, and the sign's relations in its use in society, who studied the relationship between the components of the sign, as well as its relations with the community. There are two kinds of levels used by the researcher, that is denotation and connotation which includes strengthening the meaning on each poster, the researcher also use three of the nine formulas development by Andik Purwasito. The three of formulas are, who is the communicator, the motivation of communicators, and social physical context. The method of this research is qualitative method by use of semiotika's analysis which is head for understanding the meaning of cultural sign in every poster had been explored. This poster use technique of caricature picture illustration with unique design, and then there is always a connection between the theme of event and the picture's illustration itself, so that the message can be accepted. The result from Malioboro festival posters that explore the meaning of culture has a different attractiveness, whether Yogyakarta as a city of full traditional culture but as the development time the traditional culture mixed with the modern culture expansion. The purpose of this poster Malioboro festival is to find the symbols and the meanings are conveyed.