

ABSTRACT

SYMBOLIC MEANING IN THE MUSIK VIDEO (WAY HOME) BY YURA YUNITA SEMIOTIC STUDY OF ROLAND BARTHES MAKNA

Oleh:

Achmad Fawaz Irfani

This research was motivated by an interest in finding out the deeper meaning that Yura Yunita wanted to convey symbolically or as a sign in the music video with the title "Jalan Pulang". The author examines this with the aim of describing (1) the meaning of the text and the visual meaning contained in the music video Jalan Pulang by Yura Yunita, (2) what is the correlation between the meaning of the text and the visual meaning contained in the music video Jalan Pulang by Yura Yunita. The theory used is Roland Barthes' Semiotics. This research method is descriptive qualitative. The data collection technique involves observing the music video "Jalan Pulang" by Yura Yunita in detail to capture events or signs related to the analysis topic. The results of this research are (1) the meaning of the text and the meaning of the video which includes coded signs and symbols (verbal and non-verbal) mode (image, color and space). (2) the correlation between the meaning of the text and the meaning of the video includes social meaning and religious meaning. It is hoped that the results of this research can provide education about the importance of maintaining connectedness with family and traditional values amidst the dynamics of modern life.

Key words: symbols, music videos, semiotics