

ABSTRACT

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Keywords: nationalism, Campus Cowboy album, love for the country, romance.

This research aims to analyze the representation of nationalism in the lyrics of the song "Campus Cowboy" and how the lyrics describe love for the homeland and romance through the humorous and romantic lyrics presented. The lyrics of the song "Koboy Kampus", created by Pidi Baiq and popularized by The Panasdalam, have become a unique phenomenon in the world of Indonesian music with a lyrical approach that combines humor, social criticism and romance.

The research method used is text analysis and a descriptive qualitative approach. Data was obtained from the song lyrics in the Syair Syair song "Kampus Cowboy" which were analyzed to identify themes of nationalism and love of the country. Apart from that, interviews with the songwriter and several loyal listeners of Syair Syair this song were conducted to gain a deeper understanding of the impact and public perception of the messages conveyed in these songs.

The results of the research show that the lyrics of the song "Campus Cowboy" successfully describe nationalism and love of the country in a unique and entertaining way. The lyrics in this song's poetry often use everyday language that is simple but touching, creating emotional closeness with the listener. Through romantic lyrics tinged with humor, Pidi Baiq succeeded in conveying strong and inspiring messages of love for the homeland, making this Syair Syair song not just entertainment, but also an effective educational medium in instilling nationalist values.