

Analisis Semiotik Roland Barhtes Pada Lagu dalam Album “Selamat Ulang Tahun” Karya Nadin Amizah

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ABSTRACT

This research aims to describe the semiotics of Roland Barthes in Nadin Amizah's song in Nadin Amizah's album "Selamat Birthday" in his song. This research is included in the semiotic study that focuses on Roland Barthes' theory. The data source of this study uses the lyrics of the song in the album "Selamat Birthday" by Nadin Amizah which contains Rolan Barthes' semiotics. The method used in this study is a qualitative method through an objective approach. The technique used in data collection uses reading, reading and recording techniques. The data in this study uses the lyrics of songs in the album "Selamat Birthday" by Nadin Amizah which contain Rolan Barthes semiotics which will be grouped according to their form, namely connotations, denotations and myths.

The data analysis technique in the study uses the theory put forward by Miles and Huberman which has several stages, namely data collection, data reduction, data presentation, and confirmation of conclusions or verification. And the presentation of data in this study uses informal techniques. This research resulted in the meaning of denotation, connotation and myth in the song in the album "Selamat Birthday" by Nadin Amizah. This research produces songs that tell the lives of adolescents to adults that are continuous with the surrounding reality. The message that Nadin Amizah wants to convey through his songs contains gratitude, never giving up, accepting all circumstances and paying attention to the surroundings.



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INTRODUCTION

Literature is an art form that reflects humanity. In a literary work, there is a very deep and broad meaning that can be interpreted differently by each reader. According to Pradopo (2003:121), a literary work is a work of art that uses language as a medium. In literary works, there is a certain message from the author that aims to invite readers to follow the aspirations conveyed by the author. Therefore, in a literary work, it can be found that there is language that is used as a tool to build a literary work itself. Literary works according to Ratna (2003: 34) are human behaviors that are considered as the aspirations of the artist's life as a response to social life and as aesthetic creativity. Thus, literary works contain various descriptions of human life as social creatures. Literature can provide good knowledge and can also educate and direct its readers because of the value of goodness. Nurgiyantoro (2012:2) said that literary works are used to tell most events and have been framed in patterns of imagination and creativity. An imaginary work, a work of fiction offers various problems about human behavior and about various forms of human life. The author uses literary works to convey his thoughts about something that happens in the life he faces in real life.

Barthes said that the text contains many signs that can be interpreted by the reader, especially in a literary work. Language in a literary work cannot be understood linearly or sequentially, but as a complex and often ambiguous network. Therefore, he suggests conducting a semiotic analysis holistically, taking into account the entire narrative structure and linguistic aspects of the literary work. This process involves identifying signs in a literary work and then analyzing the connotations of those signs (Barthes. 2007:203). One of the most famous theories of semiotics is Roland Barthes' theory of

semiotics. Barthes's semiotic theory focuses on the analysis of signs in a literary work through lexicon. Lexia is the decapitation of a text to obtain a certain meaning in the analysis (Barthes, 1990:13). According to Barthes in Mirnawati (2016) a manuscript has a similar rationalization code and is divided into five codes, namely hermeneutic codes (puzzle codes), semic codes (connotative codes), symbolic codes, proairetic codes (logic of action) and cultural codes that give rise to a certain knowledge

Semiotics comes from Latin, namely semion which means sign, semiotics is a systematic study to analyze signs (Berger, 2010: 4). According to Eco (in Berger, 2010: 4) semiotics is not only a literary work that can be researched, but all things that can be attached (interpreted) as a connection with other things that are quite significant. Murwati (2016) explained that semiotics is a science that studies humanity which means things that do not only carry information. Thus, it can be concluded that semiotics is a branch of science that analyzes everything that has a certain meaning or information significantly through the signs shown.

In Barthes's semiology, denotation is a first-order system of signification, while connotation is a second-order system. Barthes saw another aspect of the marker, which was "myth". Barthes mentioned that denotation is the real meaning of a sign, while connotation is a term used to indicate the interaction that is formed when a sign meets the emotions or feelings of the audience and the influence of culture. Definitely, connotation is a determination, a relationship, an asaphora, a feature that has the power to connect itself to the anterior, ulterior, and exterior, to other places in the text (or from other texts). John Fiske (in Via Hapsari Dwiningtyas, 2014: 141) said connotation is an interaction that occurs when a sign meets the feelings or emotions of the user and the values in their culture. According to Indriawan Seto (2011: 17) connotation has a subjective or at least intersubjective meaning. Barthes used the term connotation to indicate the significance of the second stage. Connotations have a subjective and varied meaning so that their presence is unknown.

In general, connotation is synonymous with the operation of ideology, which is usually called a myth. Barthes not only understood how the marking process works, but he also saw another aspect of markers, namely the "myths" that mark a society. Barthes saw meanings that were more deep, but more conventional, that is, meanings related to myth. According to Wibowo (2013), the second stage of signification (connotation), is a sign of work through myths. The connotative meaning of some sign that will be a myth or a mythical clue (which emphasizes these meanings) so that as a result in many ways (meaning) the connotation becomes a very influential manifestation of the myth.

This research is based on relevant research that has existed before. Several previous studies that are relevant to the research to be carried out, one of which is a research by Mohammad Kanzzunudin (2022) with the title "Semiotic Analysis of Roland Barthes on the Poetry 'Mother' by D. Zawawi Imron". This research aims to show the codes in the novel "Mother" by D. Zawawi Imron using Roland Barthes' theory. This research is relevant to the research that the researcher will conduct. The method used is also qualitative.

Research by Vicky Dianiya (2020) entitled "Representation of Social Class in Film (Semiotic Analysis of Roland Barthes Film Parasite)". This study examines the social class that exists in a film using the signs that have been put forward by Roland Barthes. Similar to Dianiya (2020), a study conducted by Farah Hanum Isfandiyary (2017) with the title "The Aspects of Semiotics Using Barthes's Theory on A Series of Unfortunate Event Movie Poster". Research conducted by Isfandiyary (2017) focuses only on the poster of a film. This similar research was also carried out by Iskandar Siregar (2022) with the title "Semiotics Analysis in The Betawi Traditional Wedding 'Palang Pintu': The Study of Semiotics Roland Barthes". The same is true of the work of Mohamad Jazeri (2020) with the title "Semiotics of Roland Barthes in Symbols Systems Of Javanese Wedding Ceremony". The two studies are aligned because they study semiotics using Roland Barthes' theory. The research also has a similar object, namely a marriage custom, only the difference lies in the chosen tribe.

This study chose a song by Nadin Amizah because there is a semiotic Roland Barthes that convinces researchers to analyze further. One example of Roland Barthes' semiotics in the song "Bertaut" by Nadin Amizah which was released in 2020. The lyrics "Like a hedgehog that has no friends" contain the connotation as explained by Barthes. The lyrics explain that tomorrow the hedgehog has many thorns on its body, causing no one to dare to approach it. This study aims to find out what signs are contained in the lyrics of the song in the album "Selamat Birthday" by Nadin Amizah and how these signs can be interpreted using Roland Barthes' semiotic theory. Thus, it is hoped that the results

of this research can contribute to the development of semiotic theory in literary studies and provide new insights for readers in understanding the meaning contained in the lyrics of the song in the album "Selamat Birthday" by Nadin Amizah.

RESEARCH METHODS

This research is a qualitative research, namely research that aims to analyze a phenomenon through data collection and observe more deeply. Qualitative research aims to find cause and effect, or to understand a situation objectively, (Sarifuudin, 1998:7). This study uses a qualitative descriptive method. The qualitative method, according to Bogdan and Taylor (1975:5) in Moleong (2019:4), is a procedure in research that produces descriptive data in the form of written words or observable speech and behavior. The results in the study were described using words. The approach in this study uses an objective approach. According to Abrams (1979: 3) and Teeuw (1998: 50) an objective approach is an approach that considers literary works that are free from surrounding influences such as authors, readers and so on. This research is carried out with an objective or structural approach that analyzes based on parts of words, sentences and paragraphs that contain Roland Barthes' semiotic elements. This study uses the technique of reading, reading and taking notes. The data collection technique by reading is that the researcher declares and records the lyrics of the song on the album "Selamat Birthday" by Nadin Amizah to understand the content of the song and find out the signs that are in accordance with the theory of Roland Barthes. This study uses a data analysis technique according to Miles and Huberman (1984), namely qualitative data analysis that is carried out continuously until the data is complete. According to Miles and Huberman, activities in data analysis are in the form of data collection, data deduction, data display, and conclusion drawing or verification.

RESULTS AND DISCUSSION

This research produced an analysis in the form of the meaning of denotations, connotations and myths in the lyrics of the song on the album "Selamat Birthday" by Nadin Amizah as follows.

Meaning in Happy Birthday Song

The song "Happy Birthday" has a denotation meaning about the greeting for the birthday. The meaning of the connotation in the song is about gratitude for someone's birth in this world which is considered important and in this life there is only success or failure, but whatever will happen, our choice is hard work and trying. The meaning of the myth in this song is in the form of gratitude for the gift of being born in this world by continuing to try and work hard in living this life even though many things happen.

Meaning in Kanyaah Song

The song "Kanyaah" has a denotation meaning taken from the word "Kanyaah" itself. Sundanese language which has the meaning of affection or affection, namely learning a kindness and behavior from a loved one. The meaning of the connotation in this song explains about a very special figure who teaches so much about personality and how in living this life, that figure is a mother. The meaning of the myth in this song explains the figure of a mother who is always present and encourages her child and teaches how to control herself when living this life.

The Meaning of Old Uncle's Song

The song "Old Uncle" has a denotation meaning explaining about an old man who is waiting for the night to return home quickly. The meaning of the connotation in this song is the figure of a father who has been busy working for his family all day and waiting for the time to come home to gather with his children and wife just to eat together. The mythical meaning in this song explains the role of a father who works hard to earn a living for his family. A father always prioritizes and prioritizes his family even though he is tired. A father who looks busy, will always remember his family and want to spend time with his family.

The Meaning of This Train Song Goes Too Fast

The song "This Train Goes Too Fast" has the meaning of denotation is a journey that the author considers too fast to make him afraid because he does not know the final destination he will go to. The meaning of the connotation in this song explains that actually the author is not ready to accept and live his life that has changed because he still loves his old life and is afraid to live his life, but that life and time will continue. The meaning of the myth in this song explains that the wheel of life is spinning and time continues to run, even though we think that for a certain time, everything will pass and we must keep going.

Song Meaning Beranjak Dewasa

The song "Beranjak Dewasa" has a denotation of the author's awareness that his life is no longer the same, there is a change without him realizing it. The meaning of the connotation in this song explains about self-awareness that life is very short and many unexpected things make a figure who is premature. The mythical meaning in this song explains the wheel of life that will continue to spin from happiness or sadness. The wheel of life in man cannot be stopped and no one knows about the flow, man only tries to live it until the appointed time.

Song Meaning Bertaut

The song "Bertaut" has a denotation meaning taken from the title of the song explaining the relationship with each other. The meaning of the connection in this song explains that the inner bond between mother and child is very strong. The child is in the womb for 9 months so that it has the same feelings as its mother, such as a rhythmic heartbeat. The nature and personality of a child are the result of inheritance and the genes of his parents, especially a mother. The meaning of the myth in this song explains that a child's personality and traits are formed from his parents' genes and education. The role of a mother is very important to shape the personality of the child. The figure of the mother is the first teacher for her child and the bond between the child and her parents is very thick and cannot be separated.

Song Meaning Taruh

The song "Bet" has a denotation meaning about a gamble made by the author. The connotation in this song has a meaning about the writer who is in love but he has doubts that love will end beautifully and starts betting with himself because love is not as easy as it seems. The mythical meaning in this song shows about love that has different views from bad to good.

Song Meaning Sorai

The song "Sorai" has a denotation meaning explaining about the joyful cry of love's destiny. The meaning of the connotation in this song explains about a bond of love destiny that no matter how far it is, if it has been destined together, it will definitely unite even though the nature is inversely proportional, it will still be together. The meaning of the myth in this song explains that a destiny of love has been determined by the creator. No matter how far or even if we don't know each other, if we are destined together, we will unite by ourselves. Differences in nature, personality, wealth, race and so on do not hinder the destiny of love.

CONCLUSION

The songs contained in Nadin Amizah's album "Selamat Birthday" contain many implicit meanings. The message that Nadin Amizah wants to convey through his songs contains gratitude, never giving up, accepting all circumstances and paying attention to the surroundings. Using Roland Barthes' theory to study the meaning that Nadin Amizah wants to convey through his songs. The song "Happy Birthday" by Nadin Amizah tells about the birth greetings for Nadin's siblings. This song only describes gratitude for the birth of her brother. The meaning of the myth in this song is in the form of gratitude for the gift of being born in this world by continuing to try and work hard in living this life even though many things happen. The song "Kenyaah" by Nadin Amizah explains about a very special figure who teaches so much about personality and how in living this life, that figure is a mother.

The meaning of the connotation is taken from the lyric fragment "Red flowers pick up the tired, the cradle is wet" which has the meaning of a figure who is considered beautiful like a flower by the writer, namely a mother, approaching her child (the writer) who is tired to be encouraged again. In addition, the lyrics of "Like gentleness that allows me, Stronger and not weak" explains that a gentle mother always teaches each child to be stronger and not weak in living life. The song "Old Uncle" is a figure of a father who has been busy working for his family all day and waiting for the time to come home to gather with his children and wife just to eat together. The song "This Train Goes Too Fast" explains that actually the author is not ready to accept and live his life that has changed because he still loves his old life and is afraid to live his life, but that life and time will continue. The song "Berajak Adult" by Nadin Amizah explains about self-awareness that life is very short and many unexpected things make him a precocious figure. The song "Bertaut" by Nadin Amizah explains that the inner bond between mother and child is very strong. The child is in the womb for 9 months so that it has the same feelings as its mother, such as a rhythmic heartbeat. The nature and personality of a child are the result of inheritance and the genes of his parents, especially a mother. The song "Bet" by Nadin Amizah has a meaning about a writer who is in love but he has doubts that love will end beautifully and starts betting with himself because love is not as easy as it seems. The song "Sorai" by Nadin Amizah explains about a bond of love destiny that no matter how far it is, if it has been destined together, it will definitely unite even though it is inversely proportional, it will still be together.

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