

ABSTRACT

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ROLAND BARTHES SEMIOTIC ANALYSIS OF THE MEANING OF MORAL MESSAGE IN THE SONG WHEN YOU HAVE UNDERSTAND BY VIRGOUN

Keywords : Semiotics, Moral Messages, Songs, When You Have Understand.

(xii + 65 + Attachment)

Music is the science or art of composing tones or sounds, combinations and temporal relationships to produce compositions (sounds) that have balance and unity, tones or sounds arranged in such a way that they contain rhythm, song and harmony. Songs or music can be used as a means of mass communication through music videos and song lyrics. **The purpose** of this study was to find out the meaning of the moral message in the song When You Have Understand by Virgoun. **The theory** used is Roland Barthes semiotics where there are denotation, connotation, and myth meanings. **This research method** uses qualitative and descriptive methods. **The results** of this study explain that in the song lyrics and video clip of the song When You Have Understand by Virgoun, denotation, connotation, and myths about the meaning of moral messages are found. The song tells about how parents give messages, advice, and trust to their children. This shows that parental love will always be there at all times and under any circumstances. **The conclusion** in this study, the meaning of the moral message obtained is how a father who really loves his child by giving a message using a song that his child will listen to later, so that the child will always remember himself and the reason a father educates him to be someone who is strong and great.

Bibliography (2010 – 2023)