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Analysis of the Meaning of Motivation in the Lyrics of the Song "Dream House" by Gusti Irwan Wibowo and Natasya Elvira

Keywords: Ferdinand de Saussure's Semiotics, Motivational Meaning, Song Lyrics.

(xii + 78 + Appendices)

The purpose of this study was to explore the motivational meaning contained in the lyrics of the song "Rumah Impian" by Gusti Irwan Wibowo and Natasya Elvira, using semiotic analysis from the perspective of Ferdinand de Saussure who identified two components of signs, namely signifiers and signified. This research adopts a descriptive qualitative method approach with data collection techniques including literature studies, observations, and interviews. In semiotics, the concept introduced by Ferdinand de Saussure distinguishes between signifier and signified as two key elements in the sign process. Markers are physical representations or mental images of a concept or idea, while signifiers are concepts or ideas represented by signifiers and signifieds, such as the use of "Dream House" signifiers that describe signifiers as "true self." In semiotics, signifiers and signifieds are interconnected and inseparable. Understanding this concept is important in understanding how a work of art such as song lyrics can produce complex meanings and can be interpreted variously. The results of the study obtained from this study show that the lyrics of the song "Rumah Impian" by Gusti Irwan Wibowo contain a deep motivational meaning. In the context of communication, motivation plays an important role in determining the extent to which the message is successfully delivered.

Bibliography (1993 – 2021)