

ABSTRACT

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Representation Of Moral Values In The Lyric Tutar Batin By Yura Yunita

Keywords : Semiotics of Ferdinand De Saussure, Mass Communication, Moral Values, Song Lyrics, Representation

(xii + 60 + Appendices)

This research aims to find out the representation of moral values contained in the lyrics of the song Tutar Batin by Yura Yunita. This research uses descriptive qualitative research methods using Ferdinand De Saussure's semiotic analysis, namely signifier and signified. Data collection techniques used are non-participant observation, documentation and literature study. In this research, it is divided into 6 verses of the song, in the song the author explains the meaning of signifiers and signified, and messages and moral values contained in the lyrics of the song Tutar Batin. The results of the research show that the song has a moral value of autonomy, self-determination and morality of gratitude and invites the public and listeners to love and respect themselves regardless of their condition. Not only that, the author also presents a moral message that imperfection is not a problem. As humans, we are created with our own uniqueness, therefore perfect or imperfect humans must have advantages in themselves.

Bibliography (2019-2021)