

ABSTRACT

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REPRESENTATION OF SOCIAL ALIENATION, DIGITAL ANXIETY, AND SOCIAL VALIDATION IN THE LYRICS OF "KEMBALIKANKU" BY TEDDY ADHITYA (A SEMIOTIC ANALYSIS OF ROLAND BARTHES)

Keywords: Social Alienation, Digital Anxiety, Social Validation, Roland Barthes, Semiotics

(xi + 56 + Attachment)

Music serves as a powerful form of emotional communication, where song lyrics can convey deep feelings and meanings. This study aims to analyze the melancholic meaning in the lyrics of "Kembalikanku" by Teddy Adhitya using Roland Barthes' semiotic approach. The analysis focuses on three levels of meaning: denotation, connotation, and myth, to uncover how the lyrics reflect feelings of loss, longing, and self-reflection on social change. The findings reveal that the song expresses a desire to return to a more meaningful past, both emotionally and socially. Musical elements, such as minor harmonies, slow tempo, and expressive vocal techniques, further enhance the melancholic atmosphere of the song. It not only serves as a personal expression of the artist but also functions as an emotional communication medium that creates a strong connection with the audience. For future research, a deeper analysis of musical elements and comparisons with similar-themed songs could help identify patterns of emotional communication in music. Additionally, an audience-based approach, such as interviews or surveys, could be used to explore how listeners subjectively interpret and resonate with the song.

Bibliography (2019-2024)