

ABSTRACT

Almayra Shadrina Zahirah 10821079

Ferdinand de Saussure's Semiotic Analysis of Motivational Messages in the Lyrics of the K-Pop Song Turbulence by ATEEZ

Keywords : ATEEZ, Ferdinand de Saussure, K-Pop, Motivation, Semiotics, Song Lyrics

(x + 40 + Appendix)

K-Pop or Korean pop songs, is a global cultural phenomenon originating from South Korea. K-Pop song lyrics often contain deep and varied messages, one of which is a motivational message. In this context, the lyrics of the song "Turbulence" sung and popularized by the K-Pop group ATEEZ on the album ZERO: FEVER EPILOGUE are an interesting subject of research. Unlike ATEEZ's previous songs, ATEEZ's Turbulence song is melancholic and has a strong motivational content. Thus, in this study, the author is interested in examining the lyrics of ATEEZ's song "Turbulence" using a qualitative approach and Ferdinand de Saussure's semiotic theory analysis method. This study aims to find out what motivational message ATEEZ wants to convey to fans in the lyrics of the song. The results of this study indicate that the lyrics of ATEEZ's Turbulence song are proven to contain a strong motivational message. In the song Turbulence, it begins with ATEEZ sharing a story they have experienced and ends with ATEEZ as if they want to embrace the listeners, providing warmth and a shoulder to cry on. Telling you that you are not alone, not only you who feel tired and are in a struggling position because the singer has also felt the same way. All the pain you experience and all the encouragement you get to pursue what you want is part of the process that you will definitely experience on this journey of youth, so you don't need to worry about the direction of life that will happen in the future. So, it's okay to feel tired and want to take a break from the fights that happen in this life. To be able to reach the finish line, you need to accept this situation slowly, then get up and try again to believe in yourself that you can do it. In the end, you will definitely shine in your own way.

Bibliography (1990-2023).