

ABSTRACT

REZA SYAH PUTRA, 10820666

The meaning of motivational messages in song lyrics "Untuk Apa / Untuk Apa?" By Hindia (Semiotic Analysis of Ferdinand de Saussure)

Keywords: Semiotics, Ferdinand de Saussure, Motivation, Hindia (xi-53-Attachment)

This research aims to find out the meaning of the motivational message in the lyrics of the song "Untuk Apa / Untuk Apa?" Indies works. This research is intended to find out the meaning contained in the song lyrics and examine more deeply the signifiers and signifieds. The semiotic theory used to examine the lyrics of the Hindia song with the title "Untuk Apa / Untuk Apa?" and what is relevant is Ferdinand De Saussure's theory. The method in this research uses qualitative methods. The results of the semiotic analysis of the meaning of motivation in the lyrics of the song "Untuk Apa / Untuk Apa?" has the meaning of someone who previously had a simple house and simple dreams, ultimately getting trapped in a cycle of chasing material dreams and wealth, to the point of forgetting values that are actually valuable such as family, relationships, and happiness. Overall, the song "Untuk Apa / Untuk Apa?" presents a message of introspection about the importance of appreciating relationships, happiness and eternal values, beyond material pursuits that will not be taken away at the death of the world.

Bibliography (2001-2022)