

## ABSTRAK

Feizal Kemal Santoeso (00000002079)

### **PESAN SOSIAL DALAM LIRIK LAGU “HARIMAU! HARIMAU!” DAN “ORANGUTAN” KARYA NAVICULA**

(xiv + 75 halaman: 6 gambar; 11 tabel; 1 lampiran)

*Kata kunci:* lirik lagu, analisis semiotika, pesan sosial, realitas sosial, isu lingkungan.

Skripsi ini menganalisis lirik lagu dari band Navicula yang berjudul Orangutan dan Harimau!Harimau! dari album *Love Bomb*. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Analisis skripsi ini terfokus pada kata-kata yang digunakan dalam bentuk teks di mana lirik tersebut berupaya menyampaikan informasi suatu keadaan habitat fauna yaitu orangutan dan harimau. Lirik lagu tersebut memiliki hubungan dengan pengalaman penulis lirik yang melihat langsung keadaan habitat orangutan dan juga kepeduliannya terhadap harimau Sumatera. Peneliti mengaitkan teori analisis semiotika karya Roland Barthes terhadap lirik lagu Orangutan dan Harimau!Harimau!.

Tujuan dari penelitian ini adalah untuk mengetahui adanya pesan yang terdapat pada lirik lagu Orangutan dan Harimau! Harimau! Hasil penelitian membuktikan bahwa adanya pesan tentang menjaga lingkungan alam. Selain itu lirik lagu Orangutan dan Harimau! Harimau! juga memiliki unsur kritik sosial didasarkan adanya korelasi antara teks lirik lagu dengan pernyataan penulis lirik lagu Orangutan dan Harimau! Harimau!

Referensi: 68 (1987-2018)

## ABSTRACT

Feizal Kemal Santoeso (00000002079)

### **SOCIAL MESSAGES IN THE SONG'S LYRICS OF "HARIMAU! HARIMAU!" AND "ORANGUTAN" BY NAVICULA**

(xiv + 75 pages; 6 pictures; 11 tables; 1 attachments)

*Keyword:* song lyrics, semiotic analysis, social message, environment issue.

This thesis analyzed song lyrics by Navicula entitled Orangutan and Harimau! Harimau! Which was released in their *Love Bomb* album. The method of this research is descriptive qualitative research method. The analysis focus on words used in the form of text discourse, which the lyrics has make great efforts to deliver information about the situation of the fauna habitat, which is orangutan and tigers. These lyrics have a relation with the lyricist experience who plunged himself into the orangutan's habitat and his concern towards the Sumateran tiger. The author connects semiotics analysis theory created by Roland Barthes with the song lyrics of Orangutan and Harimau! Harimau!

The purpose of this research is to understand that every word in Orangutan song lyrics has an element of social critic and social campaign. The conclusion of this research proves that Orangutan song lyrics represents a message to protect the natural environment. Other than that, Orangutan song lyrics has an element of social critic and social campaign based on the correlation between the textual lyrics of Orangutan and the statement of the lyricist of Orangutan and Harimau! Harimau!

References: 68 (1987-2018)