

# *Interpretation Of Adolescent Culture In “Konservatif” Songs (Roland Barthes Semiotics Analysis)*

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**Abstract** – This study explains the interpretation of song entitled Konservatif by The Adams Band Group through Roland Barthes' concept of Semiotics. The concept is focused on three discussions, namely denotation, connotation and myth. This research method through an interpretative qualitative approach focuses on signs and text as an object of study and understanding the code behind the song's signs and text. The results showed that interpretatively this Konservatif song had the meaning of describing the life of Indonesian people, especially adolescents at that time. Healthy dating patterns or styles in the sense of not doing bad deeds in dating two people or a couple are described as experiencing a courteous dating moment in compliance with customary norms in Indonesia. Forms of dating or having negative romance have been rampant anywhere, not escaping parental supervision so as to have free association. The semiotic study of songs that reflect people's lives is for teenagers who are starting to grow up.

**Keywords** – Youth Culture, Konservatif Songs, Semiotics, Roland Barthes

## I. INTRODUCTION

Music is a form of expression message from song creators expressed through feelings or emotions. We can also channel emotions through art forms such as poetry, novels, music, dance or painting. According to William I. Gorden (Mulyana, 2000: 21), "Expressive communication does not automatically aim to influence others, but can be done to the extent that it becomes an instrument to convey feelings (emotions) and the feelings are communicated through messages". Music is often used as a medium for uniquely delivering messages through songs. Songs as a universal and effective medium, can convey the creator's ideas,

messages, and expressions to their listeners through lyrics, musical compositions, musical instrument selection, and how to bring them to life. Ideas in songs can be in the form of expressions of love, protest against things, anger, nervousness and so on, all of which are assembled with beautiful words, poetic and not always straightforward.

In the contemporary era (with the diversification of information technology), music has its own power to convey messages. Many musicians use music media to convey thought, ideas, thinks, opinions, perspectives and even criticism of things and through lyrics the message is conveyed to a wide audience. However, many musicians also make music only as an expressive means of what he is feeling. There is no tendency as an expression of feelings, especially as a tool of social control. Music like this usually only raises personal friends' themes, such as romance issues and so on. Through lyrics written by song creators, listeners are invited to interpret through the brain that stores experience and knowledge and processes it as the basic foundation in digesting the beauty of song lyrics. In other words, song lyrics are able to cause many perceptions that are strongly influenced by a person's level of understanding derived from life experience. In other words, a cleverly created song can lead listeners to immerse themselves in the positive meaning of a lyric, regardless of its current genre.

Semiotics is defined as a science or method of analysis to study signs, in Barthesian terms, semiology, basically to learn how humanity interprets things. to sinify in cannot be mixedto communicate (Barthes, 2007:5).The language in song lyrics also carries various complexities of visual depictions, symbols, and metaphors. In the song lyrics, the song creator can convey feelings, opinions, and even everyday events that occur, so that many songs that raise the theme of an event or event that occurs daily, themes that are often raised by the song creator are about love, peace, religion, nationalism, social. Semiotic analysis of songs is interesting to study, there are many previous studies examining the meaning of a song lyrics, one of which is research entitled semiotic analysis of the meaning of solitude in song lyrics "own space" sincere work. The semiotic meaning in the song is in the context of solitude to feel freedom. The impressed song gives deep meaning to the thoughts of its creator. Like the band group The Adams, in which the lyrics are "Konservatif", brings themes about social phenomena. Semiotics Ferdinand de Saussure Saussure (Budiman, 2011) conceptualizes semiotics with a linguistic or lingous approach. In this case, linguistic related to logical relationships and psychological relationships that then create a system in shared thinking. Lingustik then by Saussure is categorized into two types of studies, namely synchronic investigation and diachronic sedation. Synchronic reviews are reviews that peel off about a particular moment or can be mentioned today or can also be in today's popular language, called „up-to-the-minute“, whereby this up-to-the-minuteness is obtained by overriding the journey it went through.

So the formulation of the problem examined in this study is what is the meaning of youth culture in the lyrics of the band's Konservatif song group the Adams in Roland Barthes' semiotic concept?

## II. METHOD

The research method used was interpretive qualitative approach. The qualitative research method itself is a research method that has an inductive way of thinking, namely a way of thinking from special to general. According to Strauss and Corbin (in Arifzal, 2016:52) qualitative research methods need to include the way data is analyzed, because research is conducted with in-depth interviews, where this research is a type of research whose findings are not obtained through statistical procedures or other forms of calculation. The interpretive paradigm sees truth as something subjective, and is created by participants. In this case the researcher acts as one of the participants. In research with an interpretive paradigm there is less emphasis on objectivity because the absolute objective nature is highly unlikely (West & Turner, 2008:75).

This research does not depend on what is said by participants, because there is an assessment from outside the researcher. Meanwhile, through a semiotic approach, the signs and meanings in the lyrics of Konservatif Songs can be interpreted in depth so that it can produce a detailed explanation of the meanings behind existing signs.

### Data Collection Technique

Data collection technique used in this study is document study. Where the data were obtained through searching various sources related to this research study. The lyrics of the song “Konservatif” were analyzed in depth using Roland Barthes' analytical technique. Secondary data used such as literature study books and scientific journals.

### Data Analysis

Data analysis is the process of searching and compiling systematically the data obtained. In this study, the data were

analyzed using Roland Barthes model. There are three aspects of meaning that must be analyzed from song lyrics, namely denotation which means the actual meaning. Connotations are subjective and emotional meanings rather than denotational meanings. Third, the meaning of myth which means justification for the dominant values that prevailed in a certain period (Sobur, 2009).

### **III. RESULT AND DISCUSSION**

#### **Research Results**

In a song called Konservatif this has a pre-verse or verse that begins a song. The pre-verse is:

*Siang ku saksikan engkau Terduduk sendiri dengan  
kostum mu yang berkilau dan angin sedang  
kencang - kencang bertiup di Jakarta.*

Adams is an Indie rock band that has a power popmusic color. The music group was formed in 2001 under the name Lonely Band, only in 2002 was it renamed to be The Adams. Currently the music group has released three studio albums, including The Adams, v2.05 and Agterplaas. The current formation consists of Ario Hendarwan (vocals, guitar), Saleh Husein (vocals, guitar), Pandu Fathoni (vocals, bas), Gigih Suryo Prayogo (drums, vocals), and Ghina Salsabila (kibort, vocals). The song called Konservatif begins by taking the first part of the refrain. The lyrics of the song tell about a woman who is occupied during the day by wearing a costume or clothes that are clean and sparkling without dust and with a wind that continues to blow over this song shows the location, namely in Jakarta. This is reinforced by the depiction of lyrics that are clear and easy to understand with lyrics that clearly describe the incident during the day seeing a woman in neat clothes sitting alone on an angina located in Jakarta the author uses the meaning of denotation, connotation and myth in the depiction of the lyrics.

Then the second byte on the lyrics of the song “Konservatif”

*Dan aku akan berada diteras Rumahmu  
saat air kau suguhkan  
Dan kita bicara apa saja*

This second verse continues the first verse until it is synchronized with the story that is told in this Konservatif song. The songwriter tells the story when he visits the woman's house by waiting in front of the woman's house terrace then the woman serves drinks like a guest who must be welcomed warmly and then the dormitory speaks anything. The songwriter tries to describe the meaning of the connotation in the lyrics clearly but the myth is as if we are looking at two people who are warmly related to each other and cause mutual fondness. Simple but meaningful without having to go to a restaurant or fancy place just at home and in front of a romantic terrace is not like the current era Data released by Kejati Sultra, the case of molestation ranks first. The cases of obscenity or immoral acts handled by the Southeast Sulawesi High Prosecutor's Office throughout the year were approximately 72 cases. Then the Domestic Violence (Domestic Violence) case was 63 cases and narcotics 47 cases. The third verse The last of these lyrics is reff and at the same time the cover of the song "Konservatif"

*Siang lambat laun telah menjadi malam  
Dan ini telah gelas ketiga  
Jam 9 malam aku pulang.*

Reff on this song lies in this third lyric which is repeated 3 times. The songwriter reveals the meaning of the denotation connotation as well as the myth of this last verse, which describes the continuation of the second verse after hanging out then day has become night from day to night enough to spend time with the connotation of having spent the third glass. We are invited to think by the songwriter about the time that rolls so fast it is not noticeable to have spent the third glass served by the woman, then the final lyrics that explain the myth „jam 9 malam aku pulang”” interpretation describe that the dating time has finished the hour 9 malam harus pulang, so "Konservatif" is too preserving the old tradition of courtesy of a teenager dating in the previous era.

## Discussion

The meaning of Konservatif refers to the dating tradition in Indonesia in the "Konservatif" Song Lyrics. The song that is used as an object is the "Konservatif" song lyrics contained in the created and was performed by the band "The Adams". The song lyrics were analyzed using semiotic theory from Barthes which consisted of denotation, connotation, and myth meaning so that the Konservatif meaning in the song was known. The meaning of Denotation Dotted in Barthes' opinion is the denotation meaning or the actual meaning of a word that can be known through in the way described in the dictionary in the process of communicating the meaning of the song means the semiotic element of communication. Therefore, to find out the meaning of the denotation of the words contained in the lyrics of the song "Konservatif", it is done by referring to the meaning stated in the Big Indonesian Dictionary (KBBI). KBBI is used as a reference because of the words used.

### Meaning of Denotation

In Barthes' opinion, the denotation or actual meaning of a word can be known through the means described in the dictionary. Therefore, to find out the meaning of the denotation of the words contained in the lyrics of the song "Konservatif", it is done by referring to the meaning stated in the Big Indonesian Dictionary (KBBI). KBBI is used as a reference because of the word the words used in the song lyrics are included in the Indonesian vocabulary, so that the possibility of an explanation of the meaning of a word is quite large. In the lyrics of the song "Conservative" there are several words, phrases, or sentences that need to know the meaning of the denotation, for example the word I witnessed you sitting alone with your shiny costume, how amazed is the appearance of the woman and "sitting alone". The meaning of the word denotation itself in KBBI means "sendirian tanpa orang lain". The meaning of the denotation of the self-occupied phrase with your sparkling costumes is "melihat dengan mata si penulis bahwa ada seseorang (gadis) sedang duduk sendiri dengan pakaian yang rapih elegan".

### Meaning of Connotations

Connotational meaning is a cultural or emotional meaning that is subjective and contains meaning in addition to general basic meaning. The meaning of the lyrical connotation of the song "Conservative" is taken through the interpretation of the lines that build the song lyrics from the entire line and the relationship between them can be interpreted as the meaning of the lyrical connotation of the song "Conservative", which expresses a liking at first sight, which positions the songwriter as a person who saw with his own eyes that he liked the woman when he first saw her then went to his house to get acquainted or just to chat but the next lyrics told him that "jam 9 malam aku pulang" was Konservatif.

The songwriter also described that he fell in love immediately when he first saw the woman in his mind. The woman was innocent like an ordinary house child without jewelry without any elements, natural that was always in his daily life, then came home at 9 pm, really creating an atmosphere that seemed old-fashioned following the old tradition if a man wanted to meet a woman at his house and at 9 pm had to go home, it seemed very polite and customs were maintained.

### Meaning of Myth

After analyzing the lyrics of the song "Konservatif" by the band the adams as a whole, the meaning of the connotations and denotations obtained is related to the meaning of the myths in the lyrics of this song. From the whole analysis of song lyrics, the meaning of the myth is obtained, namely that the creator of the song wants to convey that the meaning of the title of the word "Konservatif", which is to follow the old tradition of following the old Pakem which is how it is described in the song in addition, a man sees a woman during the day and then he goes to his house to host or to get to know each other. However, it is worth knowing that in the current era or Millennials no longer follow the theme to meet the girl or (dating) more than that, there are many free associations, sexual harassment and many more in this era. In this song, it also describes that the time of visiting women must be at 9 pm to go home. In this case, a phenomenon that looks very classic and rare now, songwriters want to convey the message of the meaning of "Konservatif" in social culture. Do not be underestimated, especially in the generation that can now be felt back in the time of dating, a polite and ethical old style, so that they can find out if they love each other and need time to be able to feel love itself as illustrated in this song and can become an amplifier in a relationship of romance. Through the activities carried out by each and guard against despicable and unkind acts in dating relationships and they can feel again the feeling of longing that is strengthening in dating relationships.

#### IV. CONCLUSION

This research includes three discussions, namely the meaning of Denotation, Connotation and Myths proposed by Roland Barthes there is an element of communication in this song. Based on the formulation of the problem in this study, the following conclusions can be made. The lyrics of the song entitled "Konservatif" have the meaning of describing the life of Indonesian people, especially adolescents at that time. Healthy dating patterns or styles in the sense of not doing bad deeds in dating two people or a couple are described as experiencing a courteous dating moment in compliance with customary norms in Indonesia. Racial or negative forms of romance have been rampant anywhere, not escaping the supervision of parents who do not know their girls to be in free association. The study of song semiotics that reflects community life is intended for adolescents who begin to grow up to be able to continue for other song analysis. Furthermore, the study can see whether songs are always made based on the experience of the community, or whether on the other hand, songs shape people's daily lives. These studies can also be developed by looking at other elements of communication associated with songs.

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