

**THE MEANING OF BERTAUT SONG LYRICS BY NADIN AMIZAH
(ROLAND BARTHES SEMIOTICS ANALYSIS)**

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ABSTRACT

The phenomenon of communication cannot be separated from the name of the message. The phenomenon of communication is not always a conversation between 2 people. A song can be said as a communication phenomenon, the song is one of the arts of music. In a song, the songwriter gives a message to the listener which is written in the form of song lyrics. The purpose of this study is to reveal or describe the meaning of the lyrics of the song Bertaut by Nadin Amizah. In this study, researchers will use the theory of semiotic analysis of Roland Barthes to help interpret the meaning of the lyrics of the song. The research method used is a qualitative method with a descriptive type of research which then interprets the data through analysis of meaning. The data collection technique used by the author is direct observation as a passive participant, then documentation in the form of snippets of lyrics from the song Bertaut. The results of this study are the researchers found that music can be used as a product of mass communication that has a function as a means of education, information, and entertainment. The essence of the connotation in this song is to tell the story of the inner relationship and love of a mother with a very close child which is likened to a heart that is connected and continues to beat until only death can separate.

Keywords: *Semiotics Analysis, Roland Barthes, Broadcast Communication, Signs, Song Lyrics, Music.*

ABSTRAK

Dalam fenomena komunikasi tidak lepas dari yang namanya pesan. Fenomena komunikasi tidak selalu berupa percakapan antara 2 orang. Sebuah lagu dapat dikatakan sebagai fenomena komunikasi, lagu merupakan salah satu seni musik. Dalam sebuah lagu, pencipta lagu memberikan pesan kepada pendengarnya yang dituangkan dalam bentuk lirik lagu. Tujuan dari penelitian ini adalah untuk mengungkap atau mendeskripsikan makna lirik lagu Bertaut karya Nadin Amizah. Dalam penelitian ini, peneliti akan menggunakan teori analisis semiotika dari Roland Barthes untuk membantu menginterpretasikan makna dari lirik lagu tersebut. Metode penelitian yang digunakan adalah metode kualitatif dengan jenis penelitian deskriptif yang kemudian menginterpretasikan data melalui analisis makna. Teknik pengumpulan data yang digunakan penulis adalah observasi langsung sebagai partisipan pasif, kemudian dokumentasi berupa cuplikan lirik dari lagu Bertaut. Hasil penelitian ini peneliti menemukan bahwa musik dapat dijadikan sebagai produk komunikasi massa yang memiliki fungsi sebagai sarana pendidikan, informasi, dan hiburan. hubungan batin dan cinta seorang ibu dengan anak yang sangat dekat yang diibaratkan seperti hati yang terhubung dan terus berdetak hingga hanya maut yang bisa memisahkan.

Kata kunci: Analisis Semiotika, Roland Barthes, Komunikasi Siaran, Tanda, Lirik Lagu, Musik.





PRELIMINARY

The phenomenon of communication cannot be separated from the message. The phenomenon of communication is not always a conversation between 2 people. A song can be said as a communication phenomenon, the song is one of the arts of music. According to Moylan, (2007:62) song is music that has elements of text/lyrics. Therefore, songs can be classified as mass media products.

Music is an art form that involves sound in an organized manner over a certain continuum of time. According to Danesi, (2012: 196) Music plays a role in every society, has a large number of styles, and each style is a feature of a geographical area or a historical era. In a song, music is composed as a duplication of the rhythm of the verbal text. Music is one of the arts produced by its creator. Music deals with rhythm, rhyme, rhythm, tempo, pitch, and more. Music can be used as a means of mass communication, for example for political campaigns using music in advertisements.

The minimal unit or signifier in a musical arrangement is the pitch – a sound with a specific pitch and duration. Musical texts are composed by combining individual notes to create melodies and harmonies. The markers in the musical order are the tone, while the markers in the song lyrics are the words and sentences.

Nadin Amizah released an album called *During Birthday* which contains ten songs, most of the songs he produced were performed and recorded in his room, a place that witnessed his feelings for years. *Happy Birthday*, the album is a summary and reflection of his life during his teenage years. Before moving on to the moment of maturity, aka the age of 20, Nadin wants to reminisce about all the processes and appreciate the people around her.

In the context of this research, one of them is a song entitled *Bertaut* which was specially created for his parents, namely the mother figure in Nadin Amizah's life. The figure of a mother herself that is told in the song *Bertaut* is very clearly visible and the relationship between a mother and child is very close, it can be seen from the lyrics written by Nadin Amizah, from the song it describes the image or picture of a mother who takes care of her child until he grows up, even to have grandchildren

A song lyric, of course, has something to do with the language used.

According to Sobur (2004: 290), language is a reflection of the understanding of language users about their culture, the past, and the present. This sentence can be understood that in fact language users, including songwriters, make the lyrics used in their songs based on their understanding of their culture, life history, or future, as well as the period in which they compose their songs.

In examining the meaning of the lyrics of the song *Bertaut* by Nadin Amizah, the author uses the semiotic method. Semiotics is a science or method of analysis to study signs. According to Sobur (2003:15), the signs here are the tools we use in trying to find a way in this world, amid humans and together with humans. It can be interpreted that semiotics is used to see and understand the signs contained in a message.

The researcher chose the song *Bertaut* by Nadin Amizah to be studied using Roland Barthes' semiotic theory because his theory is more critical than other semiotic theories. According to Barthes, semiology wants to study how humanity interprets things. According to Barthes (1988: 179 in Kuniawan, 2001; 53), interpreting means that objects not only carry information, in which case the objects want to communicate, but also constitute a structured system of signs.

Signs can represent objects or what is pointed to in the mind of the interpreter so that only in the mind of the interpreter can the sign in question be understood. The sign intended or as an identification of the problem in this research is the lyrics of the song *Bertaut* by Nadin Amizah by paying attention to the semiotic elements of Roland Barthes, namely denotation, connotation, and myth.

Based on the identification of the problems found, the purpose of this study is to reveal or describe the meaning of denotation, connotation, and myth from the lyrics of the song *Bertaut* by Nadin Amizah according to Roland Barthes' semiotics.

The academic benefits of this research are useful for the development of communication science related to the semiotic analysis of a song lyric. The results of the research conducted by the researchers are expected to provide knowledge or broaden the readers' horizons that in a song lyric, there is a meaning that can be analyzed using the semiotic method..

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LITERATURE REVIEW

SEMIOTICS AND SEMIOLOGY

According to Sobur (Sobur, 2004:15), semiotics is a science or method of analysis to study signs. Signs are tools that we use in trying to find our way in this world, among humans, and with humans. Semiotics focuses on the message and the sign behind it all is a meaning. Semiotics is not a science that has the properties of certainty, singularity, and objectivity. Semiotic logic is logic where interpretation is not measured based on right or wrong, but the degree of logic.

According to Prasetya (2019: 7), the sign itself cannot stand alone. He needs 'help' embedding meaning. A sign without meaning is just a visual object that means nothing. Humans, through signs, can communicate with each other, so that many things can be communicated in this world.

According to Kriyantono (2014: 56), qualitative research aims to explain the phenomenon in depth through deep data collection. This study does not prioritize the size of the population or sampling, and even the population or sampling is very limited. In this study, the emphasis is on the problem of depth (quality) of data, not the amount (quantity) of data.

Semiotics is used as an approach to analyzing data with the assumption that the media itself is communicated through a set of signs. Media texts which are composed of a set of signs never carry a single meaning. Semiotics is a science that discusses or studies the meaning of a sign. The philosophers who studied signs first came from the linguistic realm, namely Ferdinand de Saussure and Charles Sanders Peirce.

According to Saussure (Sobur, 2006) signs are divided into 3 components, namely:

1. Signs include material aspects, namely sound, letters, images, motion, shapes.
2. The signifier is the material aspect of language: what is said or heard and what is written or read.
3. Signified is a mental picture, though, and concept. The signifier is the mental aspect of language.

The semiotic tradition itself is a combination of the thoughts of various semiotic experts such as Saussure, Peirce, Barthes, Derrida, and so on.

Their study of the science of signs provides a new understanding related to the meaning of a sign. The game of signs and the meanings contained therein are forms of sign systems that are understood structurally.

SEMIOTICS ROLAND BARTHES

According to Budiman (Budiman, 2003: 63), semiotics according to Roland Barthes develops semiotics by developing a multilevel marking system called the denotation and connotation system, or it can also be called the first level and second level meaning. Semiotics according to Barthes (Barthes, 1998:179; Kurniawan, 2001:53), basically wants to study how humanity (humanity) interprets things. Meaning (signify) in this case cannot be confused with communicating (to communicate). Meaning means that objects not only carry information, in which case the objects want to communicate but also constitute a structured system of signs.

The narrative concept proposed by Barthes emphasizes the formation of meaning. He also started the concept of sign meaning by adopting Saussure's thought, but he continued it by incorporating the concepts of denotation and connotation. Denotation is more about physical sight, what it looks like, what it looks like, and what it smells like.

Denotation is the basic level of Barthes' thinking. The next level is connotative markers and connotative markers. This level is more of an advanced form of meaning. At the connotation level, it is more directed to the purpose of the sign which is of course based on the participation of the sign maker's thoughts. So at the level of this connotative sign, a sign with a specific purpose can be communicated.

Barthes develops Saussure's semiotics not only in a linguistic context but also in the field of cultural studies and criticism in a very broad sense. Although at the beginning of its history, semiotics was closer to modern linguistics, namely the study of written and spoken language, what is more, interesting according to Barthes is that semiotics is not primarily linguistics, but semiotics which can also be used as an approach to studying "other than languages". In this context, Barthes finally suggested, that in studying semiotics one should not stop only one language, but semiotics should be "general science of sign".



According to Prasetya (2019:14), in simple terms, Barthes' semiotic study can be described as follows:

1. Denotation is the real meaning, or a phenomenon that appears with the five senses, or can be called a basic description. Denotation is the meaning of a sign that is visible, describing the relationship between the signified and the signifier in a sign with the external reality that it addresses.
2. Connotations are cultural meanings that arise or can be called meanings that arise due to cultural construction so that there is a shift, but remains attached to the symbol of sign. Connotation describes the relationship that occurs when a sign is seen with the feelings or emotions of its users and with their cultural values.
3. Myths is a message that the creator of the myth wants to convey and is not a concept, idea, or object. Myth is a way of conveying a message, it is the result of the speech, not language. What myths say is important and provides a disguise when incorporated into ideology.

MASS COMMUNICATION

Mass communication is communicating with the masses. The masses here are intended as recipients of messages who have social, educational, and economic statuses that are heterogeneous with each other. They have different backgrounds, so they have different points of view and think differently. This difference in background results in different feedback. There is positive, negative, or even no feedback at all.

In mass communication, the process of conveying symbols can be done through music or songs. Music or song is an effective medium to convey a message. In a song, music is composed as a duplication of the rhythm of the verbal text. In an instrumental song, the music is made to follow the rhythmic pattern of various poetic dimensions (Danesi, 2012:196). According to Danesi (Danesi, 2012: 197), the minimal unit or marker in a musical order is a tone, a sound with a specific pitch and duration. Musical texts are composed by combining individual notes to create melodies and harmonies. The markers in the musical order are notes, while the markers in the song lyrics are words and sentences.

The song is used as a form of mass communication and has been used for a long time

and plays an important role in conveying the writer's aspirations, feelings, or concerns. One example, a dangdut singer who is very famous in Indonesia with his songs, has just made a new song during the ongoing COVID-19 pandemic, which contains the author's anxiety and represents some of the public's concerns, namely a song entitled "Corona Virus" by Anisa Rahman and Rhoma Irama.

There is a lyric as follows "Almost all over the country, they shut themselves down. Isolation, hiding, indescribable fear" which we can interpret as conveying the anxiety and anxiety felt by the author and many today. There is also the lyric "Only in You, God, we ask for protection" from this lyric which we can interpret is to invite all human beings to continue to be enthusiastic and surrender to God during the pandemic that never ends. The song "Corona Virus" contains the current pandemic conditions and people's fears that hit not only in Indonesia but almost all over the face of this earth.

The message in the song lies in the substance of the lyrics of the song itself, which is that the song comes from poetry and a combination of music, the poem usually raises a certain theme. Music communicates through the delivery of its lyrics. The lyrics made by the songwriter contain an implied meaning conveyed through a song. The power of a song lyric can make listeners or music lovers get carried away, whether sad or happy.

RESEARCH METHODS

The research subject is a source from which to obtain research information or is more accurately interpreted as someone or something about which information is wanted to be obtained. The subject of this research is song lyrics. The lyric of the song in question is a song entitled "Bertaut" by Nadin Amizah. This song is about a child who loves his mother very much, because of the love she has given him.

In this study, the researcher will use a qualitative approach with a descriptive type of research whose data is interpreted through analysis of meaning. The topic of the study will be analyzed using tools such as stories, myths, and themes. This type of research can help researchers understand how people interpret their own experiences.

Qualitative research is also called interpretive research, naturalistic research, or phenomenological research. Qualitative research emphasizes meaning, reasoning, the definition of certain situations and examines things concerning everyday life.

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Researchers use the semiotic method which is a science that studies objects, events and the culture of a sign. In this study, the semiotic method will help researchers to reveal the meaning that is in the song under study. The method used will focus on research tools in the form of song lyrics. More specifically, the research method that will be used in this study is the text analysis method. A method that uses a message-focused approach.

DATA COLLECTION TECHNIQUE

The data collection method is a technique or method used by researchers to collect data. According to Kriyantono (2006:91), researchers can use one or even a combination of existing methods depending on the problem at hand. In this study, researchers will collect data based on the source, namely primary data and secondary data with the following techniques:

1. Observation, in a general sense, observation is the process of systematically observing and recording an object of research, of any process or object that you want to observe. Observation is direct, which means the researcher will make direct observations as passive participants by listening to the song "Bertaut".

2. Documentation, documentation is a record of events that have been researched. The document in question can be in the form of writing, pictures, or someone's work. Researchers will use documentation in the form of snippets of song lyrics from the song "Bertaut" which can provide meaning from the lyrics of the song.

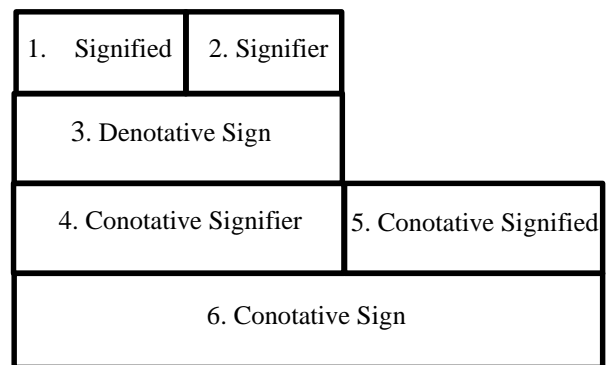
3. Text Analysis, the text analysis referred to in this study is the researcher will use semiotic text analysis from Roland Barthes. According to Barthes, the key to analysis is the concept of denotation and connotation.

Data analysis is a process of organizing and sorting data into patterns, categories, and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data. According to Kriyantono (2006: 191), through qualitative data, data obtained from the field are drawn conclusions that are specific to general ones and then presented in narrative form.

Researchers use the semiotic method which is a science that studies objects, events and the culture of a sign. In this study, the semiotic method will help researchers to reveal the meaning that is in the song under study. The method used will focus on research tools in the form of song lyrics.

Semiotic analysis is used to analyze a sign, namely auditive data, text, and audiovisual in the form of verbal and nonverbal through films, photos, literature, music, advertisements, to news media with a qualitative approach.

Picture 1
Roland Barthes Sign Map



Source: Sobur (2017:69)

In the Barthes sign map above, it can be interpreted that (3) denotative signs consist of (1) markers and (2) signifiers. But at the same time, denotative signs can be interpreted as well (4) connotative markers. So, the connotative sign not only has an additional meaning but also contains two parts of the denotative sign in its existence. According to Vera (2015: 28), denotation is the first order that is closed or in the sense of a sign that produces an explicit, direct, and definite meaning or the actual meaning that has been socially agreed upon and refers to reality.

The concept of myth has a different meaning from the general meaning according to Barthes. Barthes argues that myth is a language, so myth is a communication system and myth is a message. Barthes explains that myth in this particular sense is a development of connotation. The connotations that have been formed for a long time in society are called myths.

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RESULT AND DISCUSSION

In the discussion, the researcher will discuss as a whole about the meaning contained in the lyrics of the song Bertaut. From the 24 phrases that have been studied with denotation and connotation analysis, a common thread can be drawn about the meaning of love from a mother to her child in the song lyrics that have been studied. These phrases mostly consist of expressions of the songwriter's feelings for his mother who is always there for the songwriter.

Bertaut song by Nadin Amizah conveys a deep meaning about the intimate relationship and love that is very close between mother and child until death do them apart. The connotative meaning contained in the lyrics of this song is able to bring out a deep sense and make this song a song that attracts many listeners.

In the first stanza, it can be concluded that the songwriter wants to convey that even when it is difficult, sad and down and even ostracized by the surrounding environment, the mother figure will always be there like a prince who has the image of a tough and strong person to accompany his child during difficult times.

In the second stanza, it can be concluded that when a child is in a difficult time or in the lyrics of this song using the word "crushed" which indicates a very poor situation, a mother still gives love and helps her child, especially when a child becomes a "champion". which is interpreted in a state of feeling happy, happy, successful a mother must continue to support her child, and help provide the right direction in the process of her life journey.

In the third stanza, the songwriter wants to tell or tell people how close the inner relationship and love that the creator has with his mother. In the fourth verse, it tells how the stubborn nature of the songwriter is obtained from the figure of his mother, starting from the way he expresses his emotions of anger and emotions of happiness. A mother figure is very attached to Nadin Amizah which is expressed by using the phrase "like a heartbeat that is linked" which symbolizes, a heart that will continue to beat and will not be separated, like the relationship between a mother and her child.

In the fifth stanza, it means that he will always be beside his mother, with all the abilities he has in a very strong and neardeath state. In the sixth stanza, it explains that a child is still very innocent and innocent and still needs to learn a lot about the puzzles of life that exist from his mother. From these lyrics, we can see that the mother is also a source of information and answers to solve the problems that are being experienced by the child.

In the last stanza, it is very clear that the writer has hope for his mother to live long and healthy always so that she can see her struggle to the end and make her mother proud. Music as a product of mass communication should have a function as a means of education, information, and entertainment. This study seeks to provide insight and enlighten the reader, that it is important for us to love and be grateful for what our parents have given us, in the context of this research, it is devoted to a mother.

Where the figure of a good mother, will always accompany and love and even become a source of answers to every problem experienced by a child, both in joy and sorrow. It is fitting for us as a child to also give the appropriate reward for our mother, not in the form of material, but rather towards a sense of affection and love back to our mother. In Roland Barthes' semiotics, Barthes argues that myth is a cultural perspective on the reality of social life. Myths are often associated with superstitions, absurdities, and astral things that develop in a tradition. Myths can cause feelings of prejudice against something and affect attitudes and thoughts in yourself.

According to Barthes (Fiske, 2007: 120-123), myth is a way of thinking from a culture about something, a way to conceptualize or understand something. The material aspect of the myth is that the second signifiers are referred to as rhetoric, which is composed of first-order signs, while the signs themselves are called ideological fragments.

After interpreting signs through the first order, namely denotation and connotation, the next order is a myth. In the past, the mother figure always had the main place in human life, because she was considered a subject, a leader, and had great power, as well as the placement of other high positions.



CONCLUSION

Based on research that has been done by researchers, the song Bertaut has very high meaning of the figure of a mother for her child, which can be seen through the meaning of denotation, connotation, myth, and the code formed in the lyrics of the song under study.

The lyrics of the song are divided into several phrases. Then, first of all, the denotative meaning is sought, which essentially describes the state of the piece of the phrase. Then from the denotative meaning that has been found, it is drawn deeper into the connotative meaning. In the connotative meaning, it has similarities between one phrase and another, namely the majority is a story, a sense of gratitude, the songwriter's gratitude towards his mother.

The essence of the connotation in this song is to tell the story of the very close relationship between mother and child. This relationship is likened to a heart that is intertwined and continues to beat until humans die. In the context of this research, the inner connection between mother and child will be irreplaceable and will never be extinguished until death separates them both.

Furthermore, in interpreting the lyrics of the song above, the researcher found that there is a myth in the lyrics of this song as previously written, regarding the figure of a mother who from time to time the mother figure always has the main place in human life, because she is considered a subject, a leader, and has great power. In Indonesia, the mother figure is depicted with nature, the land where humans live, which must be respected. So that it can be interpreted a child must always respect, respect, and love the figure of a mother, the figure of a mother who is always present in all circumstances, both in difficult and happy situations.

The topic of love, the close inner relationship between a mother and a child and vice versa, seems to have high values and morality, to make people aware of the importance of parental figures in our lives, especially the mother figure in this song. But in the end, only death can separate the ropes of love between the two relationships.

SUGGESTION

Future researcher, especially communication studies students, they can further enrich research in the field of semiotics regarding the meaning implied in a song lyric. By using available analytical techniques, not only based on the semiotics of Roland Barthes, but also Charles Sanders Peirce, Umberto Eco, and Ferdinand de Saussure. The researcher also hopes that this research can be continued by other students not only from the lyrics of the song but also from the semiotics of the music, also the music video.

For musicians and songwriters, to be able to make songs that have deeper meaning from various aspects, for example about humanity, so that the songs created can make changes to society and the surrounding environment, starting from the closest environment, namely family members. By the function of the mass media, namely to educate, to entertain, and to inform. In addition, the meaning of this song should be implemented in everyday life so that what is conveyed or expressed in the song can be realized as well as a real embodiment.

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