



ABSTRAK

REPRESENTASI PATAH HATI PADA VIDEO KLIP “SADRAH” KARYA FOR REVENGE

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Penelitian ini menganalisis representasi patah hati dalam video klip “Sadrah” karya For Revenge dengan fokus pada bagaimana makna patah hati direpresentasikan melalui simbol visual, narasi, dan ekspresi emosional tokoh utama. Menggunakan metode kualitatif deskriptif dan analisis semiotika Roland Barthes, penelitian ini mengkaji perilaku karakter, properti, dan tone warna dalam video klip berdurasi 5 menit 1 detik. Analisis Barthes digunakan untuk mengidentifikasi makna denotasi, konotasi, dan mitos dalam elemen-elemen video klip. Hasil penelitian menunjukkan bahwa “Sadrah” merepresentasikan patah hati secara mendalam: pada level denotatif, adegan-adegan menampilkan situasi kehilangan, kesedihan, kemarahan, dan kepasrahan tokoh utama setelah berakhirnya hubungan; secara konotatif, simbol-simbol seperti cincin kenangan yang dirusak, kehadiran orang ketiga, dan surat undangan pernikahan membangun makna emosional tentang luka batin, pengkhianatan, dan penerimaan kenyataan pahit; sedangkan pada level mitos, video klip ini mengukuhkan narasi budaya populer bahwa patah hati adalah pengalaman manusiawi yang wajar, penuh gejolak emosi, dan harus dilalui untuk mencapai kedamaian diri. Dengan demikian, video klip “Sadrah” tidak hanya berfungsi sebagai hiburan, tetapi juga sebagai media edukasi emosional yang membantu penonton memahami kompleksitas emosi patah hati. Penelitian ini mengisi celah dalam analisis representasi patah hati pada media visual, serta memberikan pemahaman mendalam tentang bagaimana media populer mengonstruksi dan mentransmisikan makna emosi dalam konteks budaya.

Kata Kunci: Representasi, Patah Hati, Video Musik, Semiotika Roland Barthes

ABSTRACT

THE REPRESENTATION OF HEARTHBREAK IN THE MUSIC VIDEO “SADRAH” BY FOR REVENGE

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This study analyzes the representation of heartbreak in the music video "Sadrah" by For Revenge, focusing on how the meaning of heartbreak is conveyed through visual symbols, narrative, and the main character's emotional expressions. Using a descriptive qualitative method and Roland Barthes' semiotic analysis, this research examines character behavior, props, and color tones in the 5-minute 1-second music video. Barthes' analysis is applied to identify the denotative, connotative, and mythical meanings within the video's elements. The findings show that "Sadrah" deeply represents heartbreak: at the denotative level, scenes depict loss, sadness, anger, and resignation experienced by the main character after a breakup; at the connotative level, symbols such as a broken keepsake ring, the presence of a third person, and a wedding invitation construct emotional meanings of inner wounds, betrayal, and acceptance of painful realities; while at the myth level, the video reinforces the popular cultural narrative that heartbreak is a natural human experience, full of emotional turmoil, and a process that must be endured to achieve inner peace. Thus, the "Sadrah" music video serves not only as entertainment but also as an emotional education medium that helps viewers understand the complexity of heartbreak. This research fills a gap in the analysis of heartbreak representation in visual media and provides a deeper understanding of how popular media constructs and transmits emotional meaning within a cultural context.

Keywords: *Representation, Heartbreak, Music Video, Semiotic Roland Barthes*