



ABSTRAK

REPRESENTASI PERAN AYAH DALAM VIDEO KLIP “AYAH IBU” KARYA KARNAMERKA (ANALISIS SEMIOTIKA CHARLES SANDERS PIERCE)

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Fenomena *fatherles* di Indonesia mulai menjadi isu yang semakin mengkhawatirkan, dimana kehadiran peran ayah dalam kehidupan anak semakin berkurang. Penelitian ini memiliki tujuan untuk mengetahui bagaimana representasi peran ayah dalam video klip “Ayah Ibu” karya Karnamereka menggunakan pendekatan semiotika Charles Sanders Peirce. Penelitian ini menggunakan metode kualitatif deskriptif dengan menggunakan semiotika Peirce yang melibatkan tiga elemen utama: representamen (tanda), objek (sesuatu yang dirujuk), dan interpretan (penafsiran). Analisis berfokus pada penggalan *scene* dalam video klip yang direpresentasikan sebagai peran ayah berdasarkan delapan kategori menurut Hart 2002 yaitu, *Economic Provider, Friend & Playmate, Caregiver, Teacher & Role Model, Monitor and disciplinary, Protector, Advocate, Resource*. Hasil penelitian menunjukkan bahwa video klip “Ayah Ibu” karya Karnamereka merepresentasikan sosok ayah yang pekerja keras, penuh kasih sayang, dan protektif. Visualisasi yang ditampilkan menggambarkan kedekatan emosional ayah dengan anak serta perjuangan ayah dalam memenuhi kebutuhan dan kebahagiaan anak. Penelitian ini menyimpulkan bahwa video klip tersebut merepresentasikan peran ayah dalam berbagai aspek kehidupan anak sekaligus menyuarakan pentingnya kehadiran ayah dalam membentuk karakter dan kesejahteraan anak.

Kata Kunci: Representasi, Peran Ayah, Semiotika Peirce, Video Klip

ABSTRACT

REPRESENTATION OF THE ROLE OF FATHER IN THE VIDEO CLIP “AYAH IBU” BY KARNAMERKA (CHARLES SANDER PIERCE SEMIOTIC ANALYSIS)

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The phenomenon of fatherlessness in Indonesia has become an increasingly concerning issue, with the presence of fathers in children’s lives gradually diminishing. This study aims to explore how the role of father is represented in the music video “Ayah Ibu” by Karnamereka using the semiotic approach of the Charles Sanders Peirce. This research employs a descriptive method, applying Peirce’s semiotic theory which involves three main elements: representamen (sign), Object (the referent), and interpretant (the interpretation). The analysis focuses on selected scenes in the music video that illustrate the role of father based on the eight categories proposed by Hart (2002): Economic Provider, Friend & Playmate, Caregiver, Teacher & Role Model, Monitor and disciplinary, Protector, Advocate, and Resource. The findings indicate that the “Ayah Ibu” music video portrays a father figure who is hardworking, loving, and protective. The visual representation highlights the emotional closeness between father and child, as well as the father’s struggle to fulfil the child’s needs and happiness. This study concludes that the video represents various aspects of a father’s presence in shaping a child’s life, while also emphasizing the importance of a father’s presence in the shaping a child’s character and well-being.

Keywords: *Representation, Father’s Role, Peirce’s Semiotics, Music Video*

