



ABSTRAK

REPRESENTASI *INTIMATE FRIENDSHIP* PADA *MUSIC VIDEO* “MEMORI BAIK” KARYA SHEILA ON 7 MENGGUNAKAN ANALISIS SEMIOTIKA ROLAND BARTHES

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Penelitian ini menganalisis representasi *intimate friendship* dalam music video “Memori Baik” karya Sheila On 7 dengan menggunakan pendekatan semiotika Roland Barthes. Objek penelitian adalah music video tersebut; pendekatan yang dipakai bersifat kualitatif deskriptif dengan teknik pengumpulan data melalui penayangan ulang, observasi, dan dokumentasi layar pada adegan-adegan kunci. Analisis difokuskan pada tingkat denotatif, konotatif, dan mitos untuk mengungkap bagaimana tanda-tanda visual seperti gestur, ekspresi, aktivitas dalam membangun makna keintiman persahabatan. Hasil menunjukkan bahwa video klip merepresentasikan *intimate friendship* secara konsisten dari masa kanak-kanak hingga dewasa melalui beberapa dimensi: kegiatan bersama (*common activities*), *sensitivity & knowing*, dukungan tanpa syarat (*unconditional support*), ekspresi emosi, keterbukaan diri, serta kepercayaan dan kesetiaan. Kisah persahabatan Ifa dan Ify menjadi simbol dari hubungan *Intimate Friendship* yang lekat dengan kehidupan remaja. *Music Video* ini memperkaya pandangan tentang hubungan *Intimate Friendship* dalam kehidupan masyarakat Indonesia.

Kata Kunci: *intimate friendship*, music video, semiotika, Roland Barthes, representasi, memori baik, Sheila On 7

ABSTRACT

REPRESENTATION OF INTIMATE FRIENDSHIP IN THE MUSIC VIDEO “MEMORI BAIK” BY SHEILA ON 7 USING ROLAND BARTHES’ SEMIOTIC ANALYSIS

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This study analyzes the representation of intimate friendship in the music video “Memori Baik” by Sheila On 7 using Roland Barthes’ semiotic approach. The object of the study is the music video; The approach used is descriptive qualitative with data collection techniques through re-presentation, observation, and screen documentation of key scenes. The analysis focuses on the denotative, connotative, and myth levels to reveal how visual signs such as gestures, expressions, and activities in building the meaning of intimate friendship. The results show that the video clip represents intimate friendship consistently from childhood to adulthood through several dimensions: shared activities (common events), sensitivity & knowledge, unconditional support, emotional expression, self-disclosure, and trust and loyalty. The story of Ifa and Ify’s friendship is a symbol of the Intimate Friendship relationship that is inherent in the lives of teenagers. This Music Video presents a view of the Intimate Friendship relationship in the lives of Indonesian society.

Keywords: *intimate friendship, music video, semiotics, Roland Barthes, representation, memori baik, Sheila On 7*