



ABSTRAK

REPRESENTASI KEBAHAGIAAN DALAM MUSIK VIDEO SEVENTEEN VOCAL TEAM (CHEERS TO YOUTH): ANALISIS SEMIOTIKA CHARLES SANDERS PEIRCE

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Di tengah dominasi konten media digital yang kerap menampilkan emosi negatif atau kebahagiaan yang bersifat artifisial, musik video K-Pop hadir sebagai medium populer yang berpotensi merepresentasikan kebahagiaan secara lebih autentik. Penelitian ini berangkat dari permasalahan bagaimana konsep kebahagiaan direpresentasikan dan dikonstruksi melalui tanda-tanda visual dalam musik video Cheers to Youth karya SEVENTEEN Vocal Team. Tujuan penelitian ini adalah untuk mengungkap makna kebahagiaan yang dibangun melalui elemen visual, gestural, dan naratif dalam musik video tersebut. Metode yang digunakan adalah pendekatan kualitatif deskriptif dengan analisis semiotika Charles Sanders Peirce, yang menelaah hubungan antara representamen, objek, dan interpretant melalui klasifikasi ikon, indeks, dan simbol. Data diperoleh melalui observasi mendalam terhadap adegan-adegan kunci, ekspresi tokoh, penggunaan warna, pencahayaan, serta komposisi visual. Hasil penelitian menunjukkan bahwa kebahagiaan direpresentasikan sebagai pengalaman emosional yang bersifat kolektif, reflektif, dan optimistis, yang tercermin melalui ekspresi kebersamaan, dinamika gerak, serta simbol kebebasan dan harapan masa muda. Penelitian ini menyimpulkan bahwa musik video Cheers to Youth tidak hanya berfungsi sebagai hiburan, tetapi juga sebagai media representasi nilai kebahagiaan yang bermakna bagi generasi muda dalam konteks budaya digital.

Kata Kunci: representasi, kebahagiaan, musik video K-Pop, semiotika Peirce

ABSTRACT

THE REPRESENTATION OF HAPPINESS IN SEVENTEEN VOCAL TEAM'S MUSIC VIDEO CHEERS TO YOUTH: A SEMIOTIC ANALYSIS BASED ON CHARLES SANDERS PEIRCE

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Amid the dominance of digital media content that often emphasizes negative emotions or portrays happiness in an artificial manner, K-pop music videos emerge as popular media with the potential to represent more authentic forms of happiness. This study addresses the problem of how happiness is represented and constructed through visual signs in the music video Cheers to Youth by SEVENTEEN Vocal Team. The purpose of this research is to reveal the meanings of happiness formed through visual, gestural, and narrative elements within the music video. This study employs a qualitative descriptive approach using Charles Sanders Peirce's semiotic analysis, focusing on the relationship between representamen, object, and interpretant through the classification of icons, indices, and symbols. Data were collected through in-depth observation of key scenes, character expressions, color usage, lighting, and visual composition. The findings indicate that happiness is represented as a collective, reflective, and optimistic emotional experience, manifested through expressions of togetherness, dynamic movement, and symbols of freedom and youthful hope. This study concludes that the Cheers to Youth music video functions not only as entertainment but also as a medium for representing meaningful values of happiness for young audiences within the context of digital culture.

Keywords: *representation, happiness, K-Pop music video, Peirce semiotics*