

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Makna Eksistensi *Girlband* Korea dalam Menarik Minat *Cover Dance*. Penelitian ini menggunakan teori semiotika Roland Barthes dan teori tanda nonverbal Ray Birdwhistle.

Penelitian ini menggunakan metode penelitian kualitatif, dengan paradigma konstruktivisme, dan pendekatan penelitian studi analisis semiotika. Subyek penelitian ini yaitu para *cover dancer* Blackpink di Bandung yang ditentukan secara purposive berdasarkan pertimbangan peneliti dengan tujuan tertentu. Proses pengumpulan data diperoleh melalui wawancara mendalam dan pengamatan peran serta terhadap informan, sedangkan unuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, dan studi literatur lainnya.

Hasil penelitian ini menunjukkan bahwa yang menjadi daya tarik bagi *cover dancer* untuk meng-*cover girlband* Blackpink bermula dari melihat video klip Blackpink yang di unggah di youtube. Beberapa *cover dancer* memilih meng-*cover girlband* Blackpink karena mengidolakan *girlband* tersebut. Ada juga yang meng-*cover* hanya karena popularitas Blackpink. Makna mitos seperti LGBT, tersebarnya kebudayaan Korea, Plagiat atau *sexy dance*, mitos ini menjadi daya tarik bagi *cover dancer*, walaupun beberapa mitos ini diruntuhkan oleh jawaban informan.

**Kata Kunci :** *Cover Dance*, Eksistensi, *Girlband* Korea, Semiotika.

**ABSTRACT**

*This research aimed to determine the meaning of Korean Girlband's Existence meaning in attracting cover dance interest. Roland Barthes's semiotics and Ray Birdwhistle's Sign Theory are used as main theory of this research.*

*Qualitative method and constructivism paradigm are used in this research with semiotics analysis study as it's approach. The subject of this research were Blackpink cover dancers in Bandung which purposively determined by research's consideration with specific purposes. The data collecting process were obtained through in-depth interview, participation observation with informants, while supporting data were obtained through the study on previous research document and other literatures.*

*This research showed that cover dancer's main interest in covering Blackpink dance was based on Blackpink music video on youtube. Some cover dancers choose to cover Blackpink because they idolize the girlband. But others just simply because the popularity of Blackpink. The myth behind covering dance starts from LGBT, Korean wave, plagiarism and even sexy dance. These myths have their own magnet for cover dancers, even though some myths are proven wrong by the answer from informants.*

**Keywords:** *Cover Dance, Existence, Korean Girlband, Semiotics.*