

ABSTRAK

Nurul Khoerunnisa 4115303012001. Makna Foto Demi Lovato dalam Album Confident. Analisis Semiotika Foto Demi Lovato dalam Album Confident pada Mahasiswa Universitas Langlangbuana dalam pendekatan Roland Barthes. Dosen Pembimbing R. Indriyati Kamil, SIP., M.Si. dan Dina Alamianti, S.I.Kom., M.I.Kom

Penelitian ini bertujuan untuk mengetahui Makna Foto Demi Lovato dalam Album Confident

Penelitian ini menggunakan metode penelitian kualitatif, dengan paradigma penelitian konstruktivisme, dan pendekatan studi semiotika. Subyek penelitiannya adalah penggemar atau mengetahui Demi Lovato yang ditentukan secara purposive berdasarkan pertimbangan penelitian dengan tujuan tertentu. Proses pengumpulan data diperoleh melalui wawancara mendalam dan pengamat peran serta terhadap informan, sedangkan data peninjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, dan studi literature lainnya, serta wawancara dengan pihak terkait.

Hasil penelitian ini menunjukkan bahwa foto Demi Lovato mulai dari rambut, pakaian, warna kuku, tattoo, make up, dan gesture sebagai makna denotasi sekaligus makna konotasi dan hubungan EDM dengan album sebagai makna mitos.

Kata Kunci : Komunikasi visual, semiotika, Foto Demi Lovato

ABSTRAC

Nurul Khoerunnisa Meaning Construction 41153030120014. The Meaning of Demi Lovato's Photo In Confident Album. Semiotic Analysis Of Demi Lovato's Photo In Album Through Roland Barthes Approach To The Student Of Langlangbuana University. Supervisor : R. Indriyati Kamil, SIP., M.Si. and Dina Alamianti, S.I.Kom., M.I.Kom

The objective of this research is to undertand the meaning of demi lovato's photo in confident album.

The method being used in this is research qualitative with constructivisme paradigm an semiotic analysis approach. The subject of this research the user of Demi Lovato's are determined purposivity according to author's consideration toward certain objektivies. The primary data gathering processs are through in-depth interview and participant observation, as for supporting data are gathered by analysis the result of reluted research documentation, literature study, and interview with relatied parties.

The result of this research is to show tha Demi Lovato's Photo cousist of hair, cloher, nail colour, slein colour, tattoos, make up, and gesture. Are as well as the meaming of denotation an connotation meaning, and connection between EDM with its album as mythical meaning it is corcluded

The keyword are : Visual Communication, Semiotic, Photo of Demi Lovato