

ABSTRAK

Silvanus Bogar. 41153035140123. Makna Konser Tribute to The Beatles. Studi Analisis Semiotika pada Fans The Beatles di Classic Rock Cafe Bandung dalam Pendekatan Ferdinand de Saussure. Dosen Pembimbing: Wa Ode Nurul Yani, Dra., M.Si. dan Riefky Krisnayana, S.Sos., M.Sn.

Penelitian ini bertujuan mengetahui makna konser tribute to The Beatles.

Penelitian ini menggunakan metode penelitian kualitatif dengan paradigma penelitian konstruktivisme, pendekatan penelitian studi analisis semiotika. Subyek penelitian adalah fans The Beatles, obyek penelitian adalah Classic Rock Cafe Bandung. Sampel ditentukan secara purposif berdasarkan analisis semiotika pada komunikasi seni. Proses pengumpulan data diperoleh melalui observasi terlibat dan wawancara mendalam terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, studi literatur, dan wawancara dengan pihak terkait.

The Beatles banyak menghasilkan lagu hits yang terkenal hingga sekarang. The Beatles dikategorikan sebagai grup band terbesar sepanjang masa. Lagu-lagu The Beatles merupakan miniatur peristiwa dan pengalaman yang dikomunikasikan dalam bahasa teks lagu agar masyarakat memahami pesan yang tersirat tentang masalah sosial budaya dan perdamaian dunia. Makna pesan sosial budaya untuk perdamaian dunia yang disalurkan melalui lagu dan musik kreatif dan inovatif. The Beatles menjadi jembatan antar generasi.

Kata kunci: Makna, Konser, *Tribute to The Beatles*, Analisis Semiotika.

ABSTRACT

Silvanus Bogar. 41153035140123. The Meaning Behind The Tribute Concert to The Beatles. Semiotics Analysis Study in the approach of Ferdinand de Saussure on the fans of the Beatles at Classic Rock Cafe Bandung. Mentor: Ms. Wa Ode Nurul Yani, Dra., M.Si., and Mr. Riefky Krisnayana, S.Sos., M.Sn.

This research is to know the meaning behind the tribute concert to The Beatles.

The research used qualitative method by constructivism research paradigm, the approach of semiotics analysis study. The subject of the research was the fans of The Beatles and the object of research is Classic Rock Cafe Bandung. Samples were determined purposely based on semiotics analysis of art communication. The process of sampling was obtained by involving observation and depth interview to the informants, whereas the supporting data were obtained by documentation study of the prior result, literature study, and the interview on the corresponding interviewees.

The Beatles composed many hits. The Beatles is categorized as the greatest band of all time. Their songs are the miniatures of events and experiences communicated in the lyrics of the songs so that the audience is be able to understand the social cultural problem faced by the youngsters in the 60's which is stated implicitly. The social cultural message for the world peace was implied through creative and innovative songs and lyrics. The Beatles is the bridge for many generations.

Key words: Meaning, Concert, Tribute to The Beatles, Semiotics Analysis.