ABSTRACT

REPRESENTATION OF CONSUMERISM ON THE SONG TEXTS LYRIC SHOPPING CONTINUES UNTIL DEATH

(Charles Sanders Pierce Semiotic Analyze About Consumerism On The Song Texts Shopping Continues Until Death By Efek Rumah Kaca)

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The research was conducted with a view to knowing the meaning of semiotic consumerism contained in the Spending Continues lyrics Dead, analyzing the signs contained in the lyrics of the song Dead Continues Spending related to consumerism.

This research is a qualitative study using Charles Sanders Pierce semiotic analysis are analyzed based representamen sign, object, and interpretan. Objects that were analyzed were the words contained in the lyrics of the song which is then linked to consumerism.

The results from the lyrics of the song Spending Continues To mark based classification is based representamen, Qualisignnya the satisfaction, pride, arrogance, justification. Sinsignnya the end of the journey, landing. Legisignnya the victim malignancy, severity of urban life. The object is classified based on the sign of the iconic ie shopping, fatigue, persuasion devil. The index is spending continues to death, and a desire to set up symbols of time, the victim of malignancy. Interpretan based marks are Rheme ie shopping, persuasion devil. Dicentsignnya the urban life. Argumentnya is spending continues until death.

Conclusion The study is a representation of consumerism seen in the lyrics of shops, fatigue, satisfaction, pride, arrogance, evil persuasion, passion, sacrifice malignancy, urban life, we continue shopping to death in song texts Shopping Continues Dead.

Researchers advise the public to be more wise in shopping and consuming goods or services with a value of more importance to being caught in a culture of consumerism that tends to attach importance to the value of identity, image, status and self-esteem classes.