ABSTRACT

REPRESENTATION MESSAGE OF DAWAH IN BIMBO'S LYRICS

(Study of Semiotics Roland Barthes About Message of Dawah In lyrics " Long Prayer Rug " Which Was Sung by Bimbo)

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This research was conducted with a purpose to knowing the meaning of propaganda messages in the lyrics of long prayer rug the song sung by Bimbo.To achieve that goal then raised the question of how denotative , connotative and myths. This study focused on the analysis of semiotics, which is qualitative, using Critical paradigm as an approach. While blade analysis, researcher used semiotics made by Roland Barthes. Data collection techniques used is by studying literature, documentation and data searches online.

Results of the study are that in this study the researcher get results, the denotation meaning is contained in the couplet of lyrics "Looking for Fortune for Science.". preaching the message to be conveyed worship songwriter is not only prayer, charity , and hajj only. Looking for fortune is a worship, seeking science is also included in a worship. Connotations of propaganda messages contained in the lyrics of a long prayer rug is that we live in this world only to worship to Allah. That said a rug always signifies the direction of prayer, same with worship. The meaning of myths contained in these lyrics is a myth circulating in the community now, there a pray is last place to complaint and lamented to the creator We often hear people talking: "If you feel hard or got a lot of problems, just pray". This is a wrong assumption, because prayer is the primary obligation of each individual not only while distress (got trouble) only.

The conclusion of Representation messages of dawah from the lyrics of this long prayer rug is the songwriter trying to convey to us that life is not just seek knowledge and fortune, and prayer is not just a mere complaint when we run into a problem (got a problem), but in this lyrics songwriter trying to explain that prayer is the main purpose of our lives is at the core of life that must be obedient to God.

Hopefully advised the audience is expected to be more prudent to addressartwork and more critical reading and find out about the exact meaning of a work of art.

***Keywords**: Representation Message Of Dawah, Deotation, Connotations, Myths*