

ABSTRAK

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Representasi Keluarga Orde Baru dalam Lirik Lagu Karya

Melancholic Bitch

(Analisis Semiotika pada Lirik Lagu “Normal, Moral”,

“Cahaya,Harga” dan “Dapur,NKK/BKK”)

Tahun Skripsi : 2019 + 109 Halaman

Daftar Pustaka : 26 Buku + 10 Jurnal + 1 Newsletter + 1 Katalog + 19 *website*

Program Norma Keluarga Kecil Bahagia dan Sejahtera (NKKBS) menjadi gambaran keluarga idaman Indonesia pada masa Orde Baru, pertumbuhan ekonomi dipercepat dengan pengendalian jumlah penduduk. Negara mulai masuk ke dalam ranah keluarga yang merupakan organisasi terkecil bersifat privat dalam masyarakat dengan mengontrol segala lini kehidupannya, mulai dari moral, sosial, politik dan ekonomi. Sehingga tindakan-tindakan represi yang masif dan terstruktur semasa Orde Baru diberlakukan dan menjadi hal yang wajar di masyarakat. Pendekatan kualitatif deskriptif dengan metode analisis semiotika Roland Barthes digunakan dalam penelitian ini. Dan lirik lagu Melancholic Bitch pada album NKKBS Bagian Pertama yang berjudul “Normal, Moral”, “Cahaya, Harga” dan “Dapur, NKK/BKK” sebagai objek penelitian. Hasil dari penelitian menunjukkan bahwa representasi keluarga pada masa Orde Baru digambarkan dengan kehidupan yang sangat terkontrol, dimana Negara ikut mengatur segala pola perilaku masyarakatnya sampai ke ranah privat seperti seksualitas.

Kata kunci : NKKBS, keluarga, Orde Baru, Semiotika.

ABSTRACT

Muhammadiyah University of Yogyakarta

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**Representation of Family at New Order Era in Melancholic Bitch's Song Lyrics
(Semiotic Analysis in Song of "Normal, Moral", "Cahaya, Harga" and "Dapur,
NKK/BKK")**

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The Norms of the Happy and Prosperous Small Family program (NKKBS) became a picture of Indonesia's ideal family in the New Order era, economic growth was accelerated by controlling the population. The regim began to enter into the realm of the family which is the smallest private organization in society by controlling all lines of life, such as moral, social, political and economic. So that the actions of massive and structured repression during the New Order era were implemented and became a natural thing in the societies. This research used descriptive qualitative approach with semiotic analysis Roland Barthes method. The song lyrics of Melancholic Bitch on the NKKBS Bagian Pertama album with the title "Normal, Moral", "Cahaya, Harga" and "Dapur, NKK/BKK" as the object of this reasearch. The results of this study showed that representation of family in the New Order era was described as a very controlled life, in which the regime participated in regulating all behavioral patterns of the people until the private sphere such as sexuality.

Keywords : NKKBS, family, New Order, Semiotic