

BEAUTIFUL MEANING OF SEKAPUR SIRIH JAMBI DANCE WITH ROLAND BARTHES'S SEMIOTICS ANALYSIS

ABSTRACT

Culture is about human's life itself. Culture also could be told as the ways of human's life or developing society and heritable from generation to generation. The internal factors not only affect the attention as one of the perception aspect, but also affect our overall perception, particularly the interpretation of a stimulation. Religion, ideology, level of intellectuality, level of economy, job, and the taste as the internal factors clearly affect someone's perception on reality. Therefore, that perception bound by culture (culture-bond). Through verbal communication and non-verbal, information could be received if the receiver embrace the same perception. One of them is through dance that could describe a meaning that finally being a form of communication. On this research, the researcher using qualitative research methode that using semiotic approach by Ronald Barthes in handling of object. There are three stage to analyze the object according Barther, which are denotation, connotation, and myth. Based on the result of research could be seen denotation meaning that displaying a hospitable a movement generally and taking the movement that originated from another Jambi area. Whereas, according to connotation, this dance has the meaning that appropriate with Jambi's society about the meaning of beautiful that owned by Jambi's woman and displaying the ideality and the purity of Jambi's woman. So that from the connotation could be known the myth that contain in Sekapur Sirih Dance's movement.

Keyword: Meaning, Beautiful, Motion, Dance, Semiotics, Roland Barthes