

ABSTRACT

This study discusses the meaning of racism in the lyrics of the song "Sekarang atau Nanti" that was popularized by Seringai. This study aims to find out the image of racism found in the lyrics of the song "Sekarang atau Nanti" which has been created by Seringai, to convey the message using the song they created. The study used qualitative-interpretative research methods. Then the method of research used is the Semiotic method of Roland Barthes. Data collection techniques and data analysis techniques conducted are using various data collection techniques, and carried out continuously until the data is saturated. Researchers look for the meaning of denotings, connotations, and myth to derive meaning from the mark. The results of this study show that in the lyrics of the song "Sekarang atau Nanti", Seringai makes the song's lyrics a core message about the rejection of racism in the country. Researchers have also found the pique of the poet with the treatment of racism done by groups that racist against other groups in the country. The group bands describe the story behind the song with its true meaning and figurative meaning as representatives of their pique meaning to the presence of a racist treatment in the country so that researchers are easy to understand the meaning of racism in the song's lyrics. Researchers found the link between the lyrics of the song "Sekarang atau Nanti" in some of the songs with some of the incidence of racism occurring in the country..

Keywords: Meaning, Lyrics of song, Seringai
