

ABSTRACT

The song is an information that can be heard and felt, from there the song can also be referred to as a message (stimulus) in the communication process. The song is called a message (stimulus), because according to Wagner and Zeigler in Wibowo (2013: 37) the song is a delivery of information and a statement of feelings. Where the message itself is one process of exchanging information, then the song can be categorized as a form of communication. So if the song is used as a medium for delivering messages, the song can provide different effects, such as; Effects of Understanding, Feelings and Behavior. One of them is the song "Merakit" Yura Yunita, from which Yura wants to give a message about the fighting spirit in building every dream, to keep loving every failure, respecting yourself and not giving up in all circumstances.

This study studies the delivery of messages in a song, where in this study the researchers used the S-O-R theory (stimulus, organism, response) with the aim of measuring the song "Merakit" in providing future optimism in the Yura Hip-hip Community. Future optimism on aspects; understanding, feeling and behavior change. The sample in this study were 96 respondents who were members of the Yura Hip-hip community by using the Nonprobability Sampling technique with a purposive sampling type. This research uses quantitative methods with descriptive analysis techniques. The results show the message delivered in the song "Merakit" effectively gives future optimism to the Yura hip-hip community of 93.1%, while the indicators of the effect of future optimism that get the highest percentage value are achieved on the sub-indicator feeling of 93.4%.

Keywords: Effectiveness Communication, Future Optimism, S-O-R Theory