



Representation Of Nationalism In Wonderland Indonesia Video Clip (Charles Sanders Peirce Semiotic Analysis)

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ABSTRACT

The phenomenon of the decline of nationalism in Indonesia looks increasingly worrying, especially for the younger generation. This gave birth to the idea of Allfy Rev to make one of the video clips for Allfy Rev ft. Nova Bacmid entitled Wonderland Indonesia. The purpose of this study was to determine the representation of the sign of nationalism and to find out the expression of the meaning of nationalism in the Wonderland Indonesia video clip. This study uses a qualitative research method through the semiotic approach of Charles Sanders Peirce, in the form of a triangle theory of meaning; Representement, Object, and Interpretant, to show the sign and meaning of nationalism in the video clip. The result of this research is the message of nationalism in the music video "Wonderland Indonesia" so that the Indonesian people have a sense of commitment to Indonesia, have the courage to defend Indonesia, self-strength not to waver, purity of heart and an unyielding spirit and spirit that never dies. This video clip shows how important it is that no matter how far Indonesian youths go, the spirit of nationalism will always be present as the identity of the Indonesian people who still respect historical events and cultural heritage.

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1. INTRODUCTION

It is known that the development of information technology from time to time is growing rapidly. With today's information technology, it is very easy for researchers as a society to more quickly obtain and obtain information. There are many emergence of various media nowadays, to make people more active in choosing the type of media they want to use to meet the needs of society based on their wishes. People prefer something new and this shows that people can follow the development of all information. Although not everyone is very enthusiastic about receiving all the information that is happening across the various countries of the world, and it is always a

pleasure to receive new information. What is happening now is that people are very active in opening various media, not only to seek information. Even today, many people use social media as a tool or means to do business, find relationships, entertain, and even as a means to expand friendships.

Social media is defined as online-based media where users can quickly and easily view, share, and learn about the content on social media. There are lots of social media used by users all over the world such as websites, Instagram, Facebook, WhatsApp, YouTube, and others (Series & Society, n.d.).

Youtube has a large audience as a form of one type of new media in various forms of technological developments that meet the information needs of this youtube site every day. YouTube media was first born on February 15. Youtube itself is a place or place for young people, students, students and filmmakers who have a hobby as a broadcasting media. YouTube is the most visited video sharing platform by social media users, where users can upload various kinds of videos and then watch and share videos for free.

In today's modern digital era, globalization has caused various problems for the presence of the nation and state. In relation to nationalism, it will be further eroded by the understanding of globalization. Nationalism is a knowledge that creates and maintains the sovereignty of a country by understanding one of the concepts of shared identity for a group of people who have the same desire for hope or belief in the national interest, and nationalism is also our sense to defend and protect the country, both domestically and abroad. country.

Nationalism in the Big Indonesian Dictionary comes from the phrases "negeri wide" and "ism", which means in particular that researchers as citizens who have the spirit of nationalism can create a sense of awareness and a spirit of love for the homeland (Rambe, Lukitoyo, Saragih, & Khairani, 2019).

The solution and alternative to the problem of signs of globalization is to campaign for a nationalist attitude. A campaign is a successful effort made by a group of people (renewal agents) that focuses on a goal in terms of attracting certain ideas, attitudes, and behaviors in order to get the expected results (Dollah, 2016). There are several media that can be used for campaigns, one of which is the use of video clips. The function of the media is education to educate, then the role of musicians in making video clips as agents of change where musicians can realize this through the work they make. Musicians spread their mission by playing an important role in bringing about change in life. Moral, nationalist and spiritual messages are packaged in a certain way, music videos must contain positive messages that reach the listeners. The message that can be conveyed through music where the listener feels they are in the atmosphere, means that a musician has succeeded in capturing the hearts of his listeners.

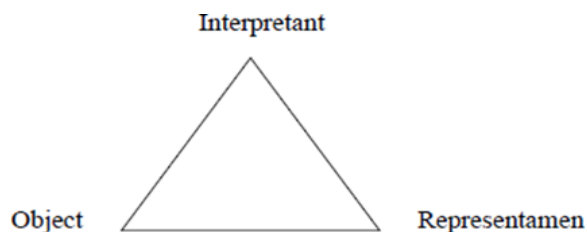
In this study, researchers watched Wonderland Indonesia in the video clip to see signs that indicate the meaning of nationalism. Nationalism is a form of message spread by the mass media. This is analyzed by using the theory of semiotics, an analytical method that studies or examines a sign. The main purpose of using semiotics is to study how the mass media produce or change signs for the intended purpose.

This is what makes researchers very interested in this research, because seeing the current situation, with the emergence of advanced technology, the younger generation is more socially sensitive to the environment around us. His identity wants to disappear because there is no love for his own culture and a sense of caring for the surrounding community. The young generation in Indonesia today is starting to lose its cultural identity, which can be seen from the way of life, dress code, language, association and customs that make themselves like other nations and cause the younger generation to lose their identity and attitude of nationalism.

Etymologically, the term semiotics comes from the Greek word *Semeion* which means sign/signal. The signal itself is interpreted as something based on a pre-determined mutual agreement, it can be seen as something else. The sign used to be interpreted as an indication of something else. In the end, semiotics is identified as a science that teaches things, events, the whole culture as symbols. Semiotic analysis is basically like a researcher trying to feel something confusing, and something that needs to be considered further when reading a particular story (Wibowo, 2006; 7-8).

Semiotics is an action (action), influence (influence), or cooperation of the three subjects, including signals or signs, objects and interpretants. As for what is considered the subject is a semiotic entity in the form of an abstract, no longer driven by concrete communication habits. A sign is a link between one thing and the interpretation (interpretant) which states something else in some way. The final result of interpretation is a mental event that is in the mind of the interpreter (Umay & Asriningsari, 2010).

The triangle theory of meaning is the three main elements in the semiotics of Charles Sanders Peirce. What is discussed in the triangle theory is how a sign when people use the sign is done when communicating. The theory about the understanding of triangles, namely: (1) A sign is something in a tangible form that can be seen by the five human senses in the sense that something related to something other than a sign can be called an object. (2) The reference to the character (Object) is a social example as a mold of a character or something related to a character. (3) The user of the sign (Interpretant) is a form of human thought that has a symbol or sign and becomes a meaning in one's thinking considering the object associated with the sign (Yuliaswir & Abdullah, 2019).



In this case, Peirce's semiotics has a characteristic that is not simple. Peirce also distinguishes several types of signs (objects) into three (1) symbols (icon), (2) markers (index) and (3) symbols based on the representation and object. First, the icon is a sign or a meaning based on similarities. Second, the index is something that is created based on cause and effect. Third, the symbol is a sign that is in accordance with the agreement or convention of a number of community groups. (Patriansyah, 2014).

Charles Sanders Peirce divides signs and how they work into three categories as shown in the table below. However, in practice, it cannot be done 'mutually exclusive' because in certain contexts an icon can become a symbol, many symbols are icons. Besides being an index, a sign also functions as a symbol (Wibowo I. s., 2006; 18).

2. RESEARCH METHODE

From the problems that have been described in the formulation of the problem by the researcher, this research uses a qualitative research approach. According to Sugiyono, the qualitative method is a research method whose form is based on the post-processing philosophy and is used to study the state of natural objects (not experiments) with the researcher as the main tool, the data acquisition technique is carried out by triangulation techniques (combined)

qualitative analysis data, and qualitative research explains more about signs than generalizes (Sugiyono, 2013; 9).

The method used in this study uses the semiotic analysis method of Charles Sanders Peirce. Peirce's semiotic approach allows researchers to explore the broad and deep meaning of Wonderland Indonesia's video clip with signs depicting the meaning of nationalism. According to Charles Sanders Peirce, signs cannot stand alone. Peirce distinguishes characters based on characters, objects, and interpreters. Peirce's concept is rational thinking with a logical approach. Judging from other forms of semiotics, Peirce's semiotics has the advantage that Peirce only sees semiotics as an unchanging form. Perceptual semiotics describes signals as coordinated forms, which, however, can be analyzed in separate parts without losing the meaning of the signals. This is because Peirce's semiotic analysis uses three main characteristics commonly used in research, namely symbols, indices, and symbols (Wulandari & Siregar, 2020; 31).

The subject of this research is the Wonderland Indonesia video clip which can be used as a source of data and the object of this research is the scenes that reveal the meaning of nationalism in the Wonderland Indonesia video clip.

3. RESULT AND ANALYSIS

Based on the repeated observation process on the Wonderland Indonesia music video by Allfy Rev feat Novia Bachmid, the author was able to get some meanings of *Bhinneka Tunggal Ika* which is the core of the music video. These messages are firstly a message of courage to sacrifice for the good of the nation and state, the second message of natural diversity in Indonesia, the fourth message of pride as an Indonesian citizen and the last one is the message of Indonesian unity.

In this study, the results and discussion are based on the researcher's observations in accordance with the research objectives that have been stated above, especially with regard to "How is the representation of signs and expressions of the meaning of Nationalism in the Wonderland Indonesia video clip". In this study, the researchers focused on the signs of Nationalism in the video clip.

The results of this study were obtained from direct observation by observing and understanding every scene in the Wonderland Indonesia video clip. It is known that this video clip has a duration of 10 minutes 53 seconds. In this study, researchers used descriptive qualitative methods with semiotic analysis of Charles Sanders Peirce through the triangle theory of meaning. From the results of the above research using Charles Sanders Peirce's semiotics, it can be observed that in the Wonderland video clip

Indonesia has the sign and meaning of nationalism. It is known that every scene in the video clip has the meaning of nationalism, such as the scene that displays the text of the proclamation and the song *Bagimu Negeri*, it is marked as a form of love for the Indonesian people. In each scene, several traditional clothes, characteristics, and traditional houses from each region in Indonesia are also displayed, from every difference in ethnicity, culture, or belief, do not weaken the spirit of our nationalism, but rather create a sense of love for every Indonesian citizen, whether young and old.

It can be seen in the Wonderland Indonesia video clip that there are signs that indicate the meaning of Nationalism. Allfy Rev also explained that he always makes something by inserting a meaning through the scenes in each object, which he has often made in his previous video works, so that if we are not careful and careful, it will be difficult for the audience to understand the meaning of each of his works. convey. Therefore, it is hoped that this research will make it easier for readers to know the meaning contained in the Wonderland Indonesia video clip.

The meaning of Nationalism in Wonderland Indonesia's video clip

- a. Singing a song to your country with hands pressed to the chest, is meant to foster a sense of pride for all Indonesian citizens of the diversity and richness and culture of the Indonesian people and dare to do anything even if they have to sacrifice their body and soul.
- b. The Garuda symbol is the vehicle of Lord Vishnu which in Hinduism, Lord Vishnu is the Preserver of God (Sthiti). The character of Garuda can be seen through Garuda and its Kingdom which tells about the sense of devotion and sacrifice of birds in saving from a story that is finally protected by Lord Vishnu. So we as Indonesian citizens must have a soul and a sense of sacrifice and dedication for Indonesia from all conditions.
- c. The Coconut Tunas symbol is more identical to the scout symbol which has a deep meaning. However, Coconut is generally described as a fruit that grows from a fruit bud that becomes the forerunner of a tall coconut tree. Coconut palm trees that are practically towering remain upright even in strong winds, the tree trunks are not too large in diameter, but are able to withstand thick leaves and fruit on top. Even though the roots are small and not long, the coconut tree is strong enough to withstand strong sea and mountain winds. Characteristics Coconut is described as a fruit that has a sturdy tree, can adapt to various conditions, has fruit that can last a long time. A tall coconut tree also symbolizes high ideals, a strong coconut tree root symbolizes having a strong life principle. The coconut tree is likened to a human being where the human must be a useful human being for everyone, dedicating himself and his usefulness to the interests of the homeland, nation and state of the Republic of Indonesia as well as to mankind.
- d. Naga (Sang Hyang Antaboga) is traced to the embodiment of a dragon in Javanese wayang mythology, Sang Hyang Antaboga who is a figure in the form of a dragon and has the power to revive corpses, for example. Hyang Antaboga can also change himself into whatever he wants, according to the term wayang, which describes the spirit of the young generation who will never die and be defeated. You must never give up from all kinds of failures, with the encouragement of being able to rise from all problems of conditions and situations to always defend Indonesia's sovereignty.
- e. The natural beauty displayed by the existence of various different traditional houses, shows that Indonesia is rich in beauty and abundant natural wealth and can maintain these differences, a sign of hostility.
- f. The message of diversity contained in the video clip Wonderland Indonesia by Allfy Rev is not only explained through the music or lyrics shown in the video clip, but the display of several folk songs that are connected from scene per scene and also displays by showing each scene about Indonesia's diversity, starting from the clothes from each region, traditional houses, culture.
- g. Reading the text of the proclamation to the accompaniment of burning music will make us strengthen the message of unity that must be owned by the Indonesian people now and in the future.
- h. The Indonesian flag has a deep meaning, namely red symbolizes blood and white symbolizes the holy human spirit, it also means that red means brave and white means holy. The Red and White Flag or also called Sang Saka Merah Putih has become a symbol of courage and purity, especially in defending Indonesia. The red and white color used on the Indonesian flag has a deep meaning for the Indonesian state. The meaning of the color red is courage or human courage. The red color also symbolizes the basic

color of the human body which is filled with blood since birth. While the color white has the meaning of holiness, the color describes the sanctity of the human soul. So the red and white flag is a symbol of unity between men and women. For Indonesian citizens, the Sang Saka Merah Putih flag is used as a brave and sacred symbol to defend Indonesia's independence and advance Indonesia

Overall, the scenes shown above average reflect a positive attitude containing the value of nationalism, namely living and practicing the values contained in Pancasila and the 1945 Constitution. From the understanding that has been explained by the researcher, there are scenes that reflecting the sign and meaning of nationalism by showing these scenes, can make the audience think about shaping the future of the Indonesian state so that they have a strong determination and desire to make changes for the progress of Indonesian citizens and participate in preserving the cultures we have.

Through this Wonderland Indonesia video clip, Allfy Rev conveys a meaningful message that Indonesia must be loved and protected by all citizens, in order to maintain its authenticity which has positive values, the people unite to realize the ideals of the nation and maintain its honor. for the nation so as not to be respected by other countries. Love for the homeland does not mean underestimating other nations, but being able to establish good cooperation and mutual respect, so that the Indonesian state will be known among other nations.

It's good to learn foreign cultures, but don't use them as a characteristic of someone that many teenagers today are known as westernized culture and Korean-Korean culture, as Indonesian citizens then we must also appear as Indonesian citizens. It's simple, foreign cultures can be accepted, but to learn the positive things, but we as Indonesian citizens continue to cultivate the culture that exists in Indonesia, so as not to lose the sense of love for nationalism within us.

4. CONCLUSION

Based on the results and discussion of research that has been carried out by researchers regarding the Wonderland Indonesia video clip, using Charles Sanders Peirce's Semiotics. It can be concluded that there are 7 scenes in the video clip that have the meaning of the message of Nationalism, both direct and indirect messages, it can be concluded from the results of the study as follows:

1. The sign of nationalism in the Wonderland Indonesia video clip is a statue (Garuda Wisnu Kencana), a coconut (Tuna Kelapa), the Indonesian flag (red and white), and a dragon. (Red and white). Sang Hyang Antaboga). The statue of Garuda (Garuda Wisnu Kencana) symbolizes devotion and sacrifice. Coconut (Tuna Kelapa) symbolizes the ancestors, has physical and mental endurance, is strong and tough. The Indonesian flag (red and white) symbolizes courage and purity. While the dragon (Sang Hyang Antaboga) symbolizes the power to revive a faded spirit.
2. The meaning of nationalism in the Wonderland Indonesia video clip is that every Indonesian citizen must have a sense of devotion to the Indonesian homeland, have the courage to defend Indonesia, have the courage not to be shaken, have a pure heart and a sense of having the spirit of not giving up and a spirit that will never die, not blaming every difference on everyone such as ethnicity, belief, culture, and others.

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