

ABSTRACT

S, Wenny Romauly. 2151220035. Representation of Cultural Values in Viky Sianipar's "Toba Dream Album Vol.3" (Semiotics Analysis by Roland Barthes). A Thesis. English and Literature Department. Faculty of Languages and Arts. State University of Medan. 2021.

The study deals with the Representation of Cultural Values in Viky Sianipar's Toba Dream Album Vol.3 in Semiotics Analysis by Roland Barthes. The objectives of the study were to find out the meaning of semiotics analysis used in Toba Dream Album Vol.3. In analyzing the data, the researcher was conducting by using qualitative research. The sources of the data obtained from the songs in the album are, Sinanggar Tullo, Sigulempong, Inang, Poda, Dengke Jahir, Nasonang Do Hita Nadua, Leleng, Tonani Tao. The data were analyzed by using Roland Barthes's theory, each of the analyses that were found in Toba Dream Album Vol.3 has a different meaning. These differences have given different representations. The semiotic meaning of each song could only be obtained based on the context. The semiotic meaning of each song was analyzed through the denotation, connotation, and myth. 3 songs contained Batak Toba literature, which are Inang, Leleng, and Tonani Tao. And 5 songs that contained cultural values are, Sinanggar Tullo, Sigulempong, Poda, Dengke Jahir, and Nasonang Do Hita Nadua.

Keywords: Cultural Values, Semiotics, Toba Dream Album Vol.3, Viky Sianipar

