

ABSTRACT

Basri Dodi Simatupang. Registration Number 2191220006. Representation of Indonesian Diversity in “The Sacred of Nusantara” Video Clip: Semiotics Analysis. English and Literature Department Faculty Language and Arts, Universitas Negeri Medan, Thesis. 2023.

This research discussed the Representation of Indonesian Diversity in “The Sacred of Nusantara” video clip: Semiotics Analysis. This research aimed to identify signs in “The Sacred of Nusantara” video clip, to find out the signs contained Indonesian diversity included culture and natural diversity, and to explain why the icons, indexes, and symbols were realized in the way they are. This research used theory semiotics analysis by Charles Sanders Peirce, this research also used qualitative descriptive method. This research data was collected from visuals in every scene of “The Sacred of Nusantara” video clip on YouTube Alffy Rev. The first of the finding in this research there were fifty- four signs exist including icons, indexes, and symbols. The second finding were Indonesian diversity elements of culture such as displayed traditional houses, traditional musical instruments, traditional dances, typical batik from several tribes, traditional clothes, mythology, historical building, and religion, and then elements of natural diversity were displayed Padar Island, Pengilon Hill, animals, and endemic plants. And the third finding were the use of signs realized useful for increasing understanding of the diversity that exists in Indonesia which is very wealthy, helping to increase the spirit of nationalism, especially for the nation's generation, strengthening tolerance and community unity, and promoting nature and tourism in Indonesia.

Keywords: Representation of Indonesia, Indonesian Diversity, The Sacred of Nusantara, Representation, Semiotics Analysis, Video Clip, Alffy Rev