

CHAPTER I

INTRODUCTION

A. Background of the Study

Indonesia is a country that is rich in culture and very diverse. Diversity means that everything in an individual has a distinctive character, in the process of recognizing the differences of each class and individual in several aspects, such as ethnicity, race, gender, traditional dress, socioeconomic status, age, historical building, religion, traditional dances, buildings or other ideologies (Queensborough, 2018). Furthermore, Indonesia is the largest archipelagic country in the world with a total of 17,504 islands and the fourth most populous country in the world. Indonesia has more than 300 ethnic groups, more precisely there are 1,340 ethnic groups in the country. Sadya (2022) states that Indonesia is the second most languages with a total of 715 languages. The diversity of Indonesia can be displayed through video clips.

Video clips are one of the contents preferred by the young generation because video clips tend to display visuals and audiovisuals, which makes the contents more attractive. Video clips are a collection of visual pieces that are combined using filters, these video clips are usually adjusted to the rhythm of songs, instruments, lyrics, and tones that aim to market and introduce visualizations and songs (Gallery, 2011).

In this research focused on analyzed the Representation of Indonesian Diversity in “The Sacred of Nusantara” video clip: Semiotics analysis which was

the masterpiece that initiated by a young composer Rizky Al-Firori as known as Alffy Rev. He is a YouTuber, Cinematographer, and Music producer that collaborated with the Directorate General of the Ministry of Education and Culture, Dewatlantis Studios, Rev production, and Axioo Stylemeet performance. This is the most interesting masterpiece because it collaborated with famous singers from Indonesia like Novia Bachmid, Shanna Shannon Siswanto, Andovi da Lopez, and Jovian da Lopez.

In explored the wealth and diversity of Indonesia in this video clip, Alffy Rev utilized technology, Computer-Generated Imagery (CGI) which is the application of a more graphic computer field for effects in a film with 3D graphics. The video will be more attractive, and realistic with graphics with more expressive colors. Alffy Rev also utilized Electronic Music Dance (EDM) technology and combines it with regional instruments to arrange folk songs so that the music will be fresher and more energetic (Sukmono, 2022).

After being released on August 17, 2022, "The Sacred of Nusantara" video clip has been trending with 1.2 million likes and 13. 701. 218 views on YouTube. "The Sacred of Nusantara" video clips are a form of representation of diversity in Indonesia and represented Indonesia which is currently still in the process of returning to glory because visualized traditional dances, traditional clothes, traditional buildings, groups, endemic plants, and, animals, the history of the Majapahit kingdom, the beauty of Indonesia and Garuda has risen in that scene. Many Indonesians and foreigners appreciate this masterpiece, but many of them are unaware of the signs and regions from which the diversity in "The Sacred of

Nusantara” video clip is presented. In this point, the diversity can be wrapped in the form of visualization so that the process of transferring information occurs.

In the process of transferring information, semiotics study is the most interpretive and communicative with the most influential impact. Jason Dunstone (2019) stated that semiotics can be applied in a variety of ways, like visual communication, writing, and mass communication. Semiotics can interpret and analyze data in the form of photos, videos, and text, the semiotics has the advantage of being complex and systematic because have thick descriptions. Semiotics conventions consist of how a sign can represent situations, objects, ideas, and feelings.

Semiotics is concern with representation in interpreting the meaning. Representation is a way to bring back or construct a picture of reality conveyed through conventions, codes, myths, and ideologies in culture. According to Stuart Hall (2009) there are two processes of representation, namely: mental representation and representation in the form of language.

The process of representation according to Stuart Hall in (Fauzi & Mayesti, 2019) states that interpreting a meaning not only occurs through spoken language but also visually. In this context, certain objects are always related to representations that have meaning. Representation can take in many forms, such as films, photographs, clothing, ceremonies, and gesures, which are a means of expressing meaning for instance, Indonesian diversity can be interpreted. Nurhidayat (2016) states that the meaning an object is presented with different

meanings depending on which group interpreted it, this is due to the existence of a separate meaning in a group in terms of interpreting something.


In this research, the previous study which are relevant to this research has been conducted by Risaleh et al (2020) *Representation of Nationalism on Wonderland Indonesia Video Clip*. The researchers used descriptive qualitative methods and the purpose of the research is to determine the representation of nationalism and to find out the expression of the meaning of nationalism the Wonderland Indonesia. The findings of the research were Wonderland Indonesia has the meaning of nationalism and sign. It is marked in every scene of the video clip, for example, the display of the national song entitled “Bagimu Negeri”, the text of the proclamation, and then showing the several traditional clothes, beliefs, culture, and differences in ethnicity.

Moreover, the differences between this research and the previous study were focused on figured out of how the representation of Indonesian diversity, determining the meaning of the sign also why the signs exist in “The Sacred of Nusantara” video clip. This research can be beneficial to the revitalization of Indonesian culture and also introduce Indonesian wealth to the public and foreigners.

Semiotics analysis approach by Charles Sanders Peirce (1903) which proposes a triangle theory, namely representamen, object, and interpretation applied in this research. Representamen in this research is the images in “The Sacred of Nusantara” video clip. The object contained elements of Indonesian diversity in “The Sacred of Nusantara” video clip and Interpretation gave the

meaning of the image and then interpreted it in the form of a narrative. As preliminary data here is one of the pictures from the scene of the video as follows:

Source (YouTube Alffy Rev).

| | |
|------------------|--|
| Representantment |  |
| Objects | <p>Figure 1. 1 (Minute 04.25) Traditional Dance of Bataknese</p> <p>Novia Bachmid with dancers wear a traditional clothes from Bataknese while danced the traditional of Bataknese.</p> |
| Interpretant | <p>Bataknese is one of the tribe in Indonesia from North Sumatra which has a distinctive traditional dance and traditional clothing. Traditional Batak dances called Tor-Tor is a ceremonial dance that is presented with the accompaniment of a distinctive musical instrument called Gondang. The traditional Batak clothing made from Ulos is woven with a beautiful blend of colors and is full of philosophical meaning. The scene shows that there is art in the form of dances and traditional clothing which makes the significance of Indonesian diversity in The Sacred of Nusantara video clip.</p> |

Based on the background of these problems, the interested in this research in what were object, indexes, and symbols exist and also analyzed how Indonesian diversity are represented in “The Sacred of Nusantara” video clip.

B. Problems of the Study

Based on the background of the study, the problems were formulated as the following:

1. What signs are represented in “The Sacred of Nusantara” video clip?
2. How are the representations of Indonesian diversity realized in “The Sacred of Nusantara” video clip?
3. Why are the icons, indexes, and symbols realized in the way they are?

C. Objectives of the Study

Regarding to the research of the problems, the objectives of this study were:

1. to find out the signs expressed in “The Sacred of Nusantara” video clip.
2. to described the realization of Indonesian diversity in “The Sacred of Nusantara” video clip.
3. to explain why are the icons, indexes, and symbols realized in the way they are.

D. Scope of the Study

The researcher limits and focused on the analysis of one video which every scene video clip that duration is 16 minutes and 57 seconds on YouTube entitled “The Sacred of Nusantara” which was uploaded by Alffy Rev’s YouTube channel on 2022, August 17. This research focused on described how Indonesian diversity is realized and also to find out the meaning and reason why are the icons,

indexes, and symbols in “The Sacred of Nusantara” video clip presented, the theory used by Charles Sanders Peirce (1903).

E. Significances of the Study

The findings of the study expected to give both theoretical and practical significance:

1. Theoretically, this research considered enriched the understanding of the meaning of signs and the representation of Indonesian diversity realized in “The Sacred of Nusantara” video clip. This research expected to be beneficial for English Literature students to increase knowledge about semiotic analysis related to culture, especially Indonesian Diversity in “The Sacred of Nusantara”.
2. Practically, the findings expected as practice for students of English Literature and those who are interested in studying Semiotics as comparison and reference to the next researchers.