

The Meaning Of The Message Of Optimism In The Lyrics Of Yura Yunita's Song "Batin Speech"

¹Hidayatul Mukharomah, ²Siti Muyasaroh

^{1,2} Universitas Yudharta Pasuruan

ARTICLE INFO	ABSTRACT
<p>Keywords: message meaning, inner speech lyrics, Optimism, Semiotics Rolland Barthes</p>	<p>This study aims to find out the meaning of the message in a song "Inner Speech" by Yura Yunita. This study uses Rolland Barthes' semiotic theory. In a communication, meaning means understanding that objects not only carry information, but also constitute a structured system of signs. Based on the book <i>Culturan and Communication Studies</i>, the core of Barthes' theory is the idea of two orders of signification consisting of denotation, connotation and myth (Fiske, 2007). Yunita uses descriptive qualitative research methods. The data collection technique used is document study, that is, data acquisition is achieved through tracing various sources which are predicted to contain the data needed in this study. The researcher did not conduct interviews with related parties because in Semiotics documents in the form of song lyrics will be analyzed in depth based on the interpretation of the researcher using Rolland Barthes' Semiotics analysis technique. The results of this study indicate that the lyrics of the song <i>Tutur Batin</i> by Yura Yunita contain several messages of optimism, confidence, hope and others.</p>
<p>Email : Romaa2910@gmail.com muyasaroh@yudharta.ac.id</p>	<p>Copyright © 2023 Ju-SoSAK Journal. All rights reserved is Licensed under a Creative Commons Attribution- NonCommercial 4.0 International License (CC BY-NC 4.0)</p>

INTRODUCTION

Communication is an activity that must be carried out by all human beings as long as they still live in the world as social beings to interact with each other. Communication is done to convey messages to other people with the aim that other people understand the intent of the message conveyed and have the same knowledge. Symbol exchange is one of the process of conveying messages in communication. Herusatoto in the book "Semiotics of Communication" says that a symbol (symbolos) is a sign or feature that tells someone something (Sobur, 2009). Symbols are arbitrary and independent, depending on the ideas and thoughts that are formed. The media in the delivery of mass communication are increasingly diverse. This is due to the rapid development of technology, such as the development of television, magazines, and radio. In addition, because the human mind is also growing, message delivery at this time can use various media, such as through films and songs.

According to the Big Indonesian Dictionary (1999), "meaning" can be defined as (1) the meaning (2) the intention conveyed by the speaker or writer, (3) the meaning given to a form of language. Whereas if the meaning is meaningful which means it has (contains) important meaning.

Songs are basically information that can be heard and felt, therefore songs can also be referred to as messages (stimuli) in the communication process. In essence, a communication process is an exchange of information, either from the thoughts or feelings of a communicator to another, in this case, the listener. The song is referred to as a message (stimulus), because the song is the result of a process of exchanging information received both from individuals and the

surrounding environment, which is then managed based on the understanding of reason and background of the singer or songwriter. According to Wagner and Zeigler in the Wibowo journal (2013; 37) a song is a delivery of information and a statement of feelings, so that if the song can be received and consumed by listeners or audiences,

The message itself is one of the processes of exchanging information, so in connection with this definition it can be underlined that songs can also be categorized as a form of communication. Because if the song is processed, distributed and consumed by individuals or the general public, then the process becomes a process of listening to the song, indirectly the information and message that the communicator (songwriter) wants to convey has been captured and received by the recipient of the message.

In general, songs are included in the characteristics of the music itself, music is not only used as a medium of entertainment. According to Merriam (1968) in the journal Wilifiani (2016: 103) states that in general songs are included in the characteristics of music, where music is not only used as a medium of entertainment, but there are ten important functions of other music, namely; Emotional expression, aesthetic appreciation, entertainment, communication, symbolism, physical reactions, validation of social institutions, social norms, cultural continuity, and community integration.

As explained above, songs are not only a means of entertainment, but can also be a medium of communication that conveys messages. Conveying messages through songs has been implemented and is often used in several elements of society, such as the use of songs as a medium for promoting a product (advertisement), a medium for basic learning about moral messages in the field of education, political media or as a medium for social criticism in society. Music has begun to be widely used by musicians as a messenger with various themes. According to Deny Sakrie (2009) in the journal Yulianti (2011: 4) said that since the 1945 era messages began to be conveyed through a song, such as songs with the theme of struggle (My Homeland Song), love songs (Selendang Sutra) songs with satire themes of social criticism (songs of Iwan Fals).

The message in the song itself is a work of an expression of one's own emotions, it is the basis that each song has various messages. Because the message expressed in a song is based on various differences in background, perception, and experience of the songwriter so that the message spread through the song will have an impact or effect on the listener, one of the songs that has a message and influence in it is in the song Monokrom by Tulus in the journal mei, Yarno, and Panji R (2019).

One of the singers who composes songs with the theme of mental health is Yura Yunita, a songwriter and singer from Indonesia with the genres of Pop, Soul and Jazz music. Yura Yunita whose real name is Yunita Rachman was born in Bandung on June 9 1991 (32 years old) of Sundanese descent. Yura Yunita released her album since 2013 with the title "YURA". The album "YURA" was chosen as 6 of the best Indonesian albums according to Rolling Stone Indonesia in 2014. In 2018, Yura released his album again with the title "MERAKIT" and at the beginning of 2019 he was included in the category of the 99th edition that most inspired Indonesian women globally. Asia. in 2021, yura released his album, which is still the same as the theme of accommodating psychological messages entitled "TUTUR BATIN" in this album, yura shares messages in his works. One of them is a song entitled "TUTUR BATIN" in conveying the message, this song invites you to accept yourself and start with more confidence in the upload on Instagram on March 8 2022 after the making of the Tutar Inner music video with the caption "acne, arms,

The Meaning Of The Message Of Optimism In The Lyrics Of Yura Yunita's Song "Batin Speech". Hidayatul

Mukarromah , et.al

stomach, body shape , scars, people's perceptions, comparisons, unhealthy relationships, being disappointed, considering oneself imperfect, and so on often become self-struggles, in silence, alone. Continuing to seek perfection to the end of the world, there will be no end until we can scars, people's perceptions, comparisons, unhealthy relationships, being disappointed, considering oneself imperfect, and so on often become self-struggles, in silence, alone. Continuing to seek perfection to the end of the world, there will be no end until we can scars, people's perceptions, comparisons, unhealthy relationships, being disappointed, considering oneself imperfect, and so on often become self-struggles, in silence, alone. Continuing to seek perfection to the end of the world, there will be no end until we can *try to celebrate imperfection and learn to accept yourself as you are. It turns out that together supporting the struggles of fellow women will make our journey feel lighter & more relieved. That we are not alone.*"

This song is a part of the inner speech album which focuses on motivating listeners to accept circumstances more and love themselves more because of someone who has never been well received in their surroundings. Because humans are social creatures, they definitely need to interact with other people. This song is worth learning because of its uniqueness. The content of this song talks about various mental health problems of someone who has experienced bullying, including physical bullying, verbal bullying, acts of exclusion and other forms of bullying that can affect a person's mental health. Given the variety of messages that are conveyed through a song. This is what causes a lot of misunderstandings in interpreting or understanding a message, both from the communicator conveying it and the results of the message received by the communicant.

Therefore, in this study, researchers used qualitative methods to find out the meaning of the message of self-confidence optimism in the song "Inner Speech" by Yura Yunita. As in this study, where the stimulus in this study was in the form of words in the lyrics which were arranged into a chant, so that the message packaged through the song requires an in-depth study of the meaning that the singer wants to convey.

Based on this, the researcher is interested in examining how the lyrics of the song "Tutur Batin" by Yura Yunita are interpreted with the aim of knowing the meaning of the message of optimism for more self-confidence from the lyrics of the song "Tutur Batin" by Yura Yunita.

METHODS

This study uses a descriptive qualitative research method. Qualitative research is a type of research that studies the phenomena experienced by research subjects (Sugiyono, 2019). By using a descriptive method, the purpose of this qualitative research is to collect information accurately and thoroughly on the meaning of the message of optimism in the lyrics of Yura Yunita's "Inner Speech". Primary data in this study is the song "inner speech" which is also the subject of research, and also includes reaction videos, while secondary data comes from literature, books, journals, articles on the internet, and other written sources that support the research. The data collection technique used is document study. And data analysis techniques using data reduction, data presentation, drawing conclusions.

In analyzing the meaning of optimistic messages in the inner speech song lyrics, this research uses Rolland Barthes' Semiotics theory. The researcher also selects several codes that will help analyze and understand the workings of texts in producing meaning in Rolland Barthes' Semiotics theory. In semiological theory, the objects studied are signs and functions. Signs are also called semiology. Symbols only have meaning by themselves. This means that letters, words and

The Meaning Of The Message Of Optimism In The Lyrics Of Yura Yunita's Song "Batin Speech". Hidayatul

Mukarromah , et.al

sentences do not have their own meaning when applied to linguistic symbols. Symbols have meaning (signification) only in relation to the reader. Readers associate symbols with those drawn as conventions of the relevant language system. All have a symbol system and can be displayed as text. For example films, songs, magazines, television, advertisements, brochures, newspapers,

RESULTS AND DISCUSSION

Tutur Batin is one of Yura Yunita's third published albums after assembling. A brief biography of Yura Yunita, whose real name is Yunita Rachman, was born on June 9, 1991 (age 32) in Bandung, West Java (Sunda) and is an alumni of the Faculty of Communication, University of Pajajaran and is married in 2020 to her husband, Donne Maula. He started his career by participating in Indonesian Idol 7 and was eliminated in the big 3 rounds. Dan auditioned again in the first season of The Voice and was eliminated in the Combat round.

In the music video "Inner Speech" made by Yura Yunita as a form of socialization to be more confident by starting to accept yourself and love yourself because according to him self-love or self-love is part of awareness about mental health which is quite important and a step The first thing to love yourself is to know yourself. This music video contains a lot of optimistic messages in it. Here are the lyrics of the song Tutur Batin:

*Bagaimanakah kabar diriku? Baik-baik saja
Sedikit ku takjub, namun, nyatanya sudah kuduga
Kau yang kesana kemari, kau anggap aku tak cukup
Semua kesempatan dan langkahku coba kau tutup
Tutur batinku tak akan salah
Silahkan pergi, ku tak rasa kalah
Namun, percayalah, sejauh mana kau mencari
Takkan kau temukan yang sebaik ini
Kau yang kesana kemari, kau anggap aku tak cukup
Semua kesempatan dan langkahku coba kau tutup
'kan ku buat jalanku sendiri
Tutur batinku tak akan salah
Silahkan pergi, ku tak rasa kalah
Namun percayalah sejauh mana kau mencari
Tak kan kau temukan yang sebaik ini
Aku tak sempurna
Tak perlu sempurna
Akan ku rayakan apa adanya
Aku tak sempurna
Tak perlu sempurna
Akan ku rayakan apa adanya
Tutur batinku tak akan salah
Silahkan pergi, Kutak rasa kalah
Namun, percayalah sejauh mana kau mencari
Tak kan kau temukan yang sebaik ini
Tak kan kau temukan yang sebaik ini
Jiwa yang terbaik itu hanya*

The Meaning Of The Message Of Optimism In The Lyrics Of Yura Yunita's Song "Batin Speech". Hidayatul Mukarromah , et.al

Aku



Figure 1. Poster for the Inner Speech Song MV
Source: Yura Yunita's official Instagram account

The author conducted research on the meaning of the optimistic message that the singer wanted to convey through a song by seeing and interpreting it directly in the music video "Inner Speech" in the form of song lyrics and visuals. To find out the deeper meaning of the music video for "Inner Speech", the author divides this 4:46 minute video into 4 because there are several lyrics and visual scenes that change dynamically. In the early stages the researcher looked for markers and signifieds from each scene which had been divided into 8 parts so that denotation marks would be found.

The denotation sign is the first stage of Roland Barthes' semiotic theory model. After the sign is found, the denotation sign becomes a connotation sign. This connotation marker is the second stage of Roland Barthes' semiotic theory model.

After the first and second stages are achieved, it will be in the last stage, namely myth. This myth is known with the limitations that exist in society to then be limited by researchers to the limits of optimistic messages.

Intro Scene Speech Inner Official Music Video (0:00 – 0:56)

The meaning of the denotation is that a small family is eating together at the dinner table, then a different atmosphere is seen when the older sibling arrives carrying a trophy. And my sister finished eating while carrying the dirty plate to the kitchen. The connotative meaning of the intro scene in this music video is that at first glance you can see a happy family eating together at the dinner table but not everyone who looks happy feels happy, this is shown in the scene where the younger sibling feels alienated by his own family when his older brother came with a trophy, even though at that time the younger brother was chatting with his parents. A sad face and a sigh showed that he was not okay. The myth in this scene is that some people may have formed the habit of looking happy in front of other people, even though they don't actually feel that happiness. The feeling of happiness is something that exists within a person that cannot be forced.

Scene in the song Tujur Batin verse 1 line (0:57- 1.25)

The meaning of the denotation in the lyrics is wanting to ask how he is, a little amazed at himself even though in reality it can already be guessed, you who never thought I could and who have seized all the opportunities I want to learn. The connotation of wanting to ask himself is it

okay? Or is it not okay, this can be seen in the scene when the younger sibling is silent when the older sibling arrives with an award trophy. At that time the younger sibling has not finished talking about the extras he will take part in and wants to take part in the upcoming competition next month, that opportunity like a sunrise, when you wait too long you will lose it, the same as in the lyrics above that opportunity seems to be closed by both parents without giving a time to learn it,

All children have their own potential, whether it has been realized or not realized, has not been seen or has not been used. Meanwhile, the advantages possessed by a child cannot be seen from the level of the academy they occupy but rather let the child continue to explore the strengths they have. And as parents should direct and provide support to children as a form of appreciation for the talents and interests possessed by children. According to Howard Earl Gaedner, a well-known psychologist who sparked the theory of multiple intelligences or multiple intelligences. This theory explains that all children have advantages in his book entitled *Frames of Mind* states there are seven types of intelligence. That is; a) Language or linguistic intelligence: consists of the ability to think in words, and use language to express and appreciate complex meanings. Jobs that fit in this field are: journalists, journalists, writers, poets and others. b) Mathematical Logic Intelligence: the ability to calculate, measure, consider the propositions of formulas, hypotheses and complete complex mathematical operations work in accordance with this field, namely: mathematician, accountant, engineer, computer program. c) Intrapersonal intelligence: refers to the ability to form the right assumptions in a person and to use a kind of knowledge and plan and direct one's life. Some people who exhibit this intelligence are usually psychologists, philosophers. d) Interpersonal Intelligence: the ability to understand people and build effective relationships with others. This intelligence is demonstrated by teachers, social workers, or politicians. e) Musical or Musical Intelligence: sensitivity to pitch, melody, rhythm. People who exhibit this intelligence are composers, conductors, musicians, music authors. f) Visual Intelligence and Special Intelligence: the ability to accurately sense the world and recreate or change aspects of that world. This intelligence is usually owned by a sailor, pilot, sculptor, painter, architect. g) Kinesthetic Intelligence: the ability to use the body skillfully and hold objects proficiently. This intelligence is usually owned by an athlete, dancer, surgeon, and craftsman People who exhibit this intelligence are composers, conductors, musicians, music authors. f) Visual Intelligence and Special Intelligence: the ability to accurately sense the world and recreate or change aspects of that world. This intelligence is usually owned by a sailor, pilot, sculptor, painter, architect. g) Kinesthetic Intelligence: the ability to use the body skillfully and hold objects proficiently. This intelligence is usually owned by an athlete, dancer, surgeon, and craftsman People who exhibit this intelligence are composers, conductors, musicians, music authors. f) Visual Intelligence and Special Intelligence: the ability to accurately sense the world and recreate or change aspects of that world. This intelligence is usually owned by a sailor, pilot, sculptor, painter, architect. g) Kinesthetic Intelligence: the ability to use the body skillfully and hold objects proficiently. This intelligence is usually owned by an athlete, dancer, surgeon, and craftsman the ability to use the body skillfully and handle objects proficiently. This intelligence is usually owned by an athlete, dancer, surgeon, and craftsman the ability to use the body skillfully and handle objects proficiently. This intelligence is usually owned by an athlete, dancer, surgeon, and craftsman

The video scene continues the story of Rania, her sister, who is always compared and the chorus of the song "Inner Speech" (1:26 – 1:53)

The Meaning Of The Message Of Optimism In The Lyrics Of Yura Yunita's Song "Batin Speech". Hidayatul Mukarromah , et.al

The meaning of the denotation in the lyrics is that conscience is never wrong, please leave if it's not right with me, I won't feel tired to face a situation like this. And you must remember you will not find a good person me. The connotative meaning that the lyrics have is a conscience that is never wrong, because according to him only his heart is sincere under any circumstances, this is proven by the scene when Rania is hugging herself which means that no one can love oneself except himself and then he bowed down by sitting on the edge of the rice field which means he feels if he wants to leave him just because he doesn't have the appreciation he gets but you need to know that he is the best in loving his family. The myth in this scene is that parents shouldn't only emphasize intelligence in the academic field. Because currently the school environment also provides a place for expression through extracurriculars that aim to develop hidden talents in their students.

Scene in the inner speech song featuring the story of the victim of the act of exclusion (1:54 – 2:18)

The meaning of denotas is that it describes the treatment of someone who is indifferent to him or doesn't care about him just because he is lacking, and blocks all opportunities that come because the environment seems unable to accept him, so I will make a way for myself. The connotative meaning is that only because of a person's shortcomings can be alienated and other people. This makes someone who actually has enthusiasm become dim and this is proven in the scene where the big woman is not invited to chat, posts on her friends' social media accounts also do not exist, aliases are cropped and sanctified by her own friends even though previously she was very excited when choose the clothes to wear. His enthusiasm disappeared when he saw a photo post on his friend's social media account, this was proven by an expression that showed disappointment mixed with sadness. The myth of an act of bullying is the use of one's power to hurt others either verbally, physically or psychologically. Bullying can have a negative impact on a child's mental health; in severe cases, bullying can lead to fatal actions such as suicide.

Scene in the song Tuter Batin which shows the story of a person experiencing physical violence and a victim of infidelity (2:19 – 2:44)

The meaning of the denotation is conscience that is never wrong. Please leave if you really can't accept it, but you need to remember that you won't find the best version of me. The connotative meaning is that the reason for leaving is because he is not satisfied with his own wife. It is proven that his lover looks sexy and seductive, so the husband looks for other satisfaction in his affair. The point is leaving just because you can't accept flaws. when you want to leave him, you will not find out about who is best for you, it is proven that his wife has great love for her husband, even though she has been cheated on, she still prepares food for her husband and is willing to wait to come home even though she already knows that her husband is meeting with his mistress .

Scenes containing optimistic messages (2:44 - 3:28)

The meaning of the denotation in the lyrics is an acknowledgment of the imperfections one has and will celebrate these imperfections in a grateful way. The connotative meaning is that we don't want perfection because perfection only belongs to God and the right choice is to be grateful, start accepting ourselves as we are and believe that God has given the best for his people, this is proven in the scene when Raina imagines her friend who once gave flowers and tucked into her ear

The Meaning Of The Message Of Optimism In The Lyrics Of Yura Yunita's Song "Batin Speech". Hidayatul Mukarromah , et.al

from there Raina smiled and started to accept herself by loving herself. The myth despite the fact that self-love is a must, it can be achieved by engaging in activities that can improve one's mental and physical health. Loving yourself helps a person believe that he has the ability to handle the worst of times. There are ways to love yourself, including: 1) Practice accepting yourself. 2) Fulfill their own needs well. 3) Interact more with people who like to think positively. 4) Reduce reading negative news

Scene showing confident optimism (3:29 – 3:54)

The meaning of the denotation shows that women are smiling broadly in various places and there are also those who pat their shoulders to show smiles at other women. The connotative meaning of the lyrics which are sung for the third time is the climax of the story shown in the music video scene which shows women starting to accept themselves as evidenced by the presence of women smiling broadly in various places, not only mutually Support for one another is also shown in the scene when a big woman pats a housewife on the shoulder by smiling to strengthen one another. The myth of self-confidence is the belief to do something for the subject as a personal characteristic in which there is confidence in one's own abilities, optimism, objectivity, responsible, rational and realistic. The circle of friends between one woman and another woman who always provides support or positive support between one another regardless of the person.

Scene showing the meaning of hope (3:55 – 4:46)

The meaning of the denotation is that the best person is only himself. This is proven in a scene where a person smiles against a light background. The connotative meaning is that you won't find someone as good as me. This is proven in a scene where Raina has started to accept herself by walking down a place where she can see the sunset, but she is shocked. by his friend who was also there at the time, then they hugged and other women followed behind and they hugged together. Stay confident that no one is better than yourself, no one loves yourself other than ourselves. It's okay to admire others but don't envy others, don't compare yourself to others because you are yourself, keep being yourself, there are still many dreams that we have not achieved with opportunities that have been closed, this is proven in the scene that shows these women hugging together against the background the sun sets, which means that there will still be a sunrise tomorrow which we will welcome in the morning, meaning that there are still other opportunities that we can take advantage of. The myth in this scene is that every creature in this world must have dreams and hopes. To achieve your own dreams, you need optimism that is embedded in yourself, believing that you can do it, don't give up easily and try not to forget to pray.

CONCLUSION

It can be concluded that the lyrics of the inner speech song by Yura Yunita contain messages of optimism, confidence, hope and others. Not only means entertaining, but contains a lot of moral, educational and educational values. As in a fragment of the song lyrics "*My inner speech will not be wrong, Please go I don't feel defeated, But believe me how far you are looking, You will not find anything as good as this*" In the lyrics of the song, it conveys the meaning of the message of optimism which means that the heart is never wrong, because the heart is always honest in any situation. If other people don't like us, then hate and leave just because we can't accept what we are, what else can we do? Because the best solution is to be sincere and humble, and determined

The Meaning Of The Message Of Optimism In The Lyrics Of Yura Yunita's Song "Batin Speech". Hidayatul

Mukarromah , et.al

not to give up even though the storm is facing me, I will prove that I can get through it! If you leave me just because you lack maybe you can get something more perfect, but you won't find someone as good as me.

REFERENCE

- Sobur, A. (2003). *Semiotika komunikasi*. Jl.Ibu Inggit Garnasih No.40, Bandung 40252: PT REMAJA ROSDAKARYA.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Wahyu Mei Anggreani, Y. Y. (2019). *Pesan Nilai-nilai Motivasi Pada Lirik Lagu Album Monokrom (Kajian Semiotika Model Charles Sander Peirce)*. *Stalistika Jurnal Pendidikan Bahasa dan Sastra*.
- Wibowo, R. A. (2018). *Mengajar Vocabulary Dengan Menggunakan Lagu Berbahasa Inggris Di Akademi Teknik Perkapalan (ATP) Veteran Semarang*. *Jurnal Sosio Dialektika*.
- Wiflihani, W. (2016). *Fungsi seni Musik Dalam Kehidupan Manusia*. *Anthoropos Jurnal Antropologi Sosial Dan Budaya*.
- Yuliarti, M. S. (2015). *Pesan Nilai-Nilai Cinta dalam Lagu Indonesia*. *Jurnal Ilmu Komunikasi*.