

**REPRESENTASI *SELF ESTEEM* DALAM MUSIK VIDEO “S-CLASS”  
KARYA STRAY KIDS (ANALISIS SEMIOTIKA CHARLES SANDERS  
PEIRCE)**

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**ABSTRAK**

Masalah kesehatan mental di Indonesia cukup tinggi yakni 34,9% remaja yang mengalaminya. Hal ini karena tingkat *Self Esteem* di Indonesia masih rendah. Maka dari itu, perlu adanya kesadaran dan kepedulian terhadap *Self Esteem* dari berbagai hal disekitar. Penelitian ini bertujuan untuk menganalisis makna *Self Esteem* dalam musik video “S-Class” karya Stray Kids dengan menggunakan analisis semiotika Charles Sanders Peirce, dan memperbanyak penelitian mengenai representasi di musik video terkait *Self Esteem* dengan menggunakan analisis semiotika Charles Sanders Peirce. Metode yang digunakan pada penelitian ini adalah kualitatif deskriptif dengan paradigma konstruktivisme. Teknik pengumpulan data yang digunakan yakni observasi non partisipasi, dokumentasi, wawancara, dan studi literature yang menghasilkan adanya sumber data primer dan data sekunder. Selain itu, peneliti menggunakan teknik analisis data berdasarkan model Miles dan Huberman berupa pengumpulan data, reduksi data, penyajian data, dan menarik kesimpulan. Hasil akhir dari penelitian ini menunjukkan bahwa musik video “S-Class” karya Stray Kids terdapat makna *Self Esteem* dengan ditemukannya 11 scene berdasarkan analisis semiotika Charles Sanders Peirce. Scene-scene yang merepresentasikan makna *Self Esteem* dalam musik video “S-Class” di analisis dengan melihat dari *body language* atau *gesture*, mimik wajah, rona warna, lirik, dan lainnya yang ada di musik video tersebut, serta berpacuan dengan konsep turunan *Self Esteem* dan semiotika Charles Sanders Peirce. Peneliti menggunakan konsep turunan *Self Esteem* berupa Komponen I dan Indikator *Self Esteem* menurut Coopermith, Pendekatan *Self Esteem* menurut Rosenberg, serta Komponen II *Self Esteem* menurut Battle. Selain itu, peneliti juga menggunakan turunan semiotika Charles Sanders Peirce dengan memperhatikan *Triangle Meaning Semiotics* yang terdiri dari Representamen (*Qualisign*, *Sinsign*, dan *Legisign*), Objek (*Icon*, *Indeks*, dan *Symbol*), dan Interpretasi (*Rheme*, *Dicent Sign*, dan *Argument*).

**Kata kunci:** Musik Video, Representasi, *Self Esteem*, Semiotika Charles Sanders Peirce, Stray Kids

**REPRESENTATION OF SELF ESTEEM IN STRAY KIDS' "S-CLASS"  
MUSIC VIDEO (CHARLES SANDERS PEIRCE SEMIOTIC ANALYSIS)**

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**ABSTRACT**

*Mental health problems in Indonesia are quite high, with 34.9% of adolescents experiencing them. This is because the level of Self Esteem in Indonesia is still low. Therefore, there needs to be awareness and concern for Self Esteem from various things around. This study aims to analyze the meaning of Self Esteem in the music video "S-Class" by Stray Kids using Charles Sanders Peirce semiotic analysis, and to multiply research on representations in music videos related to Self Esteem using Charles Sanders Peirce semiotic analysis. The method used in this research is descriptive qualitative with a constructivism paradigm. The data collection techniques used were non-participatory observation, documentation, interviews, and literature studies which resulted in the existence of primary and secondary data sources. In addition, researchers used data analysis techniques based on the Miles and Huberman model in the form of data collection, data reduction, data presentation, and drawing conclusions. The final result of this research shows that the music video "S-Class" by Stray Kids has the meaning of Self Esteem with the discovery of 11 scenes based on Charles Sanders Peirce semiotic analysis. The scenes that represent the meaning of Self Esteem in the music video "S-Class" are analyzed by looking at body language or gesture, facial expressions, color tones, lyrics, and others in the music video, and referring to the concept of Self Esteem derivatives and Charles Sanders Peirce semiotics. The researcher used the concept of Self Esteem derivatives in the form of Component I and Self Esteem Indicators according to Coopermith, Self Esteem Approach according to Rosenberg, and Component II of Self Esteem according to Battle. In addition, the researcher also used Charles Sanders Peirce's semiotic derivatives by paying attention to the Triangle Meaning Semiotics consisting of Representamen (Qualisign, Sinsign, and Legisign), Object (Icon, Index, and Symbol), and Interpretation (Rheme, Dicent Sign, and Argument).*

**Keywords:** *Music Video, Representation, Self Esteem, Charles Sanders Peirce Semiotics, Stray Kids*