

REPRESENTASI SELF-ESTEEM DALAM VIDEO KLIP MUSIK “SATU-SATU” IDGITAF (ANALISIS SEMIOTIKA CHARLES SANDERS PEIRCE)

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ABSTRAK

Video klip musik "Satu-satu" yang dipopulerkan oleh Idgitaf mengangkat isu kesehatan mental melalui visual dan teks yang ditampilkan dalam reka adegan. Kesehatan mental menjadi perhatian global, di mana *self-esteem* atau penghargaan terhadap diri sendiri memegang peranan penting dalam membentuk kondisi mental yang baik. Penelitian ini bertujuan untuk mengidentifikasi dan memahami representasi *self-esteem* yang disampaikan dalam video klip tersebut. Metode yang digunakan adalah kualitatif deskriptif dengan pendekatan semiotika Charles Sanders Peirce, yang berlandaskan teori triadik meliputi Representamen, Objek, dan Interpretan. Hasil penelitian menunjukkan bahwa video klip "Satu-satu" merepresentasikan fenomena *self-esteem* melalui tiga aspek utama menurut Heatheron dan Polivy, yaitu *Performance Self-Esteem*, *Social Self-Esteem*, dan *Physical Self-Esteem*, yang terefleksi terutama pada karakter utama anak perempuan. *Social Self-Esteem* menjadi aspek yang paling dominan dalam video klip, meskipun aspek *Performance* dan *Physical* juga berperan penting dalam membangun *self-esteem* yang baik. Penelitian ini memberikan pemahaman mendalam mengenai bagaimana isu *self-esteem* dapat direpresentasikan secara visual untuk meningkatkan kesadaran akan pentingnya penghargaan terhadap diri sendiri dalam mendukung kesehatan mental.

Kata kunci: Idgitaf, Satu-Satu, *Self-esteem*, Semiotika Charles Sanders Peirce, Video Klip Musik

**REPRESENTATION OF THE SELF-ESTEEMS IN
IDGITAF'S "SATU-SATU" MUSIC VIDEO (SEMIOTICS
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ABSTRACT

The music video "Satu-satu" by Idgitaf addresses mental health issues through the visuals and lyrics presented in its scenes. Mental health has become a global concern, with self-esteem playing a crucial role in fostering good mental well-being. This study aims to identify and understand the representation of self-esteem portrayed in the music video. The research employs a descriptive qualitative method using Charles Sanders Peirce's semiotic approach, based on the triadic theory consisting of Representamen, Object, and Interpretant. The results reveal that the "Satu-satu" music video represents self-esteem phenomena through the three key aspects proposed by Heatheron and Polivy: Performance Self-Esteem, Social Self-Esteem, and Physical Self-Esteem, predominantly reflected in the main character, a young girl. Social Self-Esteem is the most prominently depicted aspect in the video, although Performance and Physical aspects also play significant roles in fostering healthy self-esteem. This study provides an in-depth understanding of how self-esteem issues can be visually represented to raise awareness about the importance of self-worth in supporting mental health.

Keywords: *Charles Sanders Peirce Semiotics, Music Video, Idgitaf, Satu-Satu, Self-esteem*