

ABSTRAK

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Representasi Kritik Kebijakan Publik Donald Trump dalam Musik Video (Analisis Semiotika dalam Video Clip “Walk On Water” Karya Thirty Seconds To Mars, “Back In The USA” Karya Green Day dan Lyric Video “Troubled Times” Karya Green Day).

Tahun Skripsi : 2018+ 149 halaman + 29 tabel + 3 grafik + 3 bagan + 39 gambar

Daftar Pustaka: 56 buku + 8 jurnal + 2 majalah + 4 video + 39 sumber internet

Terpilihnya Donald Trump hingga kebijakan publik yang dibuat oleh Donald Trump kini tengah menjadi perbincangan panas di kalangan masyarakat. Tidak hanya masyarakat yang menyuarakan pendapat mereka melalui aksi protes, para musisi pun turut menyuarakan pendapat mereka mengenai kebijakan publik Donald Trump melalui karya mereka, seperti video klip “Walk On Water” karya Thirty Seconds To Mars, video klip “Back In The USA” karya Green Day dan *lyric video* “Troubled Times” karya Green Day.

Penelitian ini bertujuan untuk mengungkap representasi kritik terhadap kebijakan publik Donald Trump yang tersembunyi pada potongan adegan dalam musik video. Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif dengan menggunakan teori semiotika Roland Barthes.

Hasil analisis pada potongan gambar tersebut menunjukkan bahwa kebijakan publik Donald Trump yang dibuat oleh Donald Trump memunculkan kekhawatiran masyarakat, karena kebijakan publik tersebut sangat berbanding terbalik dengan fakta-fakta yang ada di lapangan.

**Kata Kunci : Representasi, Semiotika, Kritik, Kebijakan Publik,
Donald Trump**

ABSTRACT

Universitas Muhammadiyah Yogyakarta

Faculty of Social Science and Political Science

Communication Studies

Broadcasting

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Representation of Donald Trump's Public Policy Criticism in Music Video (Semiotic Analysis of "Walk On Water" Video Clip by Thirty Seconds To Mars, "Back In The USA" by Green Day and "Troubled Times" Lyric Video by Green Day).

Year of Thesis : 2018+ 149 pages + 29 tables + 3 graphics + 3 schemes + 39 pictures

References : 56 books + 8 journals + 2 magazines + 4 videos
+ 39 internet articles

After Donald Trump's winning on presidential election, his choice on public policy now becoming a hot issues among the public. Not only drawing protest from the citizens, fellow musician also describing their political view on their works, for example video clip with the title "*Walk On Water*" by Thirty Seconds To Mars, "*Back In The USA*" by Green Day and lyric video "*Troubled Times*" by Green Day.

The purpose of this research is to reveal representation of Donald Trump's public policy criticism which is hidden both in the lyrics or music video's scenes. The method used in this reasearch is qualitative method with semiotics theory from Roland Barthes.

The result from analyzing music video's scenes shows that Donald Trump's public policy triggers public concern, seeing that the public policy made by Donald Trump completely different to the facts given on the field.

Keywords: Representation, Semiotics, Critism, Public policy, Donald Trump