

**MATERIALIASM REPRESENTATION
(CRITICAL DISCOURSE ANALYSIS TEUN A. VAN DIJK TOWARD BUAYA
BUNTUNG SONG LYRIC BY YONI DORES)**

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Abstract

Music is also interpreted as a communication tool to a process of delivering a message to others. Where music is as one media to communicate which can convey a message through the message implied. In the song “Buaya Buntung” by Yoni Dores tries to show a man called Buaya Buntung. Through the lyric of the song, materialism is represented where the composer defined materialism in that song lyric. Moreover, through dangdut music which become one of the most influential mass media.

This study is held to analyze and explain the presentation of a buaya buntung man in the lyric song “buaya buntung” by Yoni Dores which related by materialism representation discourse. The method used in this research was qualitative method. Data collection techniques come from documentation study on the lyric song “buaya buntung” as well as an archive library like collecting various related posts. The paradigm used was critical paradigm that sees something having a purpose to influence anything. This research would be explored through critical discourse analysis model of Van Dijk by using one of the elements, namely the text analysis consisting of macro structure, super structure, and micro structure and social context.

By the result of research using text analysis and social context is found that there is materialism discourse in the lyric song of buaya buntung. The researcher also summarized the data in that lyric song presented materialism.

Keywords: critics Discourse Analysis, Representation, Materialism, dangdut song lyric, Buaya Buntung.