

ABSTRACT

The phenomenon of body shaming has become a problem that often occurs in Indonesia, this is what makes most people feel insecure. With Affirmation itself is a positive application or often said also as a positive statement through the provision of motivation. Motivation can be given in several ways, including through music. This research discusses the meaning of motivation in the lyrics of the song "Pelukku Untuk Pelikmu" by Fiersa Besari. This research aims to find out what the meaning of motivation is in the lyrics of the song "Pelukku Untuk Pelikmu" by Fiersa Besari. This research uses a qualitative-interpretative research method. The lyrics of the song "Pelukku Untuk Pelikmu" are then analyzed using Roland Barthes Semiotics Theory which examines the Denotation Meaning, Connotation Meaning and Myth in the song "Pelukku Untuk Pelikmu" from the results of the analysis that has been done states that the meaning of motivation contained in the lyrics of the song "Pelukku Untuk Pelikmu" is to remain yourself to increase self-confidence, make yourself a separate motivation for life because if we want us to be someone else we will feel alien to ourselves. And don't make weight as a measure of perfection.

Keywords : Motivation, Song Lyric, Semiotics