

ABSTRACT

Semua Aku Dirayakan was created by Nadin based on her personal experience which tells purely about love, not because of fear, not because of predictions about separation like the other love songs she has created. Even though this song is about love, the music video tells the story of the mourning of a wife who was abandoned by her late husband. Through this music video, Nadin wants to illustrate that love is vast and he wants to tell the story of the eternity of love from a different perspective. *Semua Aku Dirayakan* received a very positive response from the Indonesian people, so much so that this song went viral on social media such as Instagram, TikTok. The aim of this research is to find out how the meaning of love for a partner is represented in the music video *Semua Aku Dirayakan* by Nadin Amizah. This research uses qualitative methods with Roland Barthes' semiotic approach. The results of this research show that there is a meaning of love represented in the music video *Semua Aku Dirayakan*. There is an atmosphere of intimacy, passion and commitment to a partner and there are myths represented in the music video *Semua Aku Dirayakan*.

Keywords: Representation, Love, Music Video, Semiotics, *Semua Aku Dirayakan*