

**A SEMIOTIC STUDY ON THE USE OF VERBAL
AND VISUAL SYMBOLS IN *UNGU'S* RELIGIOUS
SONG “*DENGAN NAFASMU*”
FROM *AKU DAN TUHAN KU* ALBUM AS THE
MESSAGE OF ISLAMIC PROSELYTIZING**



THESIS

Submitted in Partial Fulfillment of the Requirement
For Thesis Project in Getting Degree of Islamic Communication (S. Kom. I)

Departement of Islamic Preaching and Communication

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WALISONGO SEMARANG
2010**

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VERBAL AND VISUAL SYMBOLS IN *UNGU'S* RELIGIOUS
SONG *DENGAN NAFASMU* FROM *AKU DAN TUHANKU* ALBUM
AS THE MESSAGE OF ISLAMIC PROSELYTIZING.**

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THESIS

**A SEMIOTIC STUDY ON THE USE OF
VERBAL AND VISUAL SYMBOLS
IN UNGU'S RELIGIOUS SONG *DENGAN NAFASMU*
FROM *AKU DAN TUHAN KU* ALBUM AS THE MESSAGE OF ISLAMIC
PROSELYTIZING**

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DECLARATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah the Most Gracious and the Most Merciful.
Hereby, I fully declare that this thesis is made by my self, and it is not
containing materials written or has been published by other people, and
other people's ideas except the information for the references

Semarang, June 9th 2010

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MOTTO

لا تؤخر عمل اليوم الى الغد

“Never put off till tomorrow, what you can do today”

من جد وجد

“Someone who works hard he will be successful”

دع ما يريبك الى ما لا يريب

“Do whatever that you are not doubt”

DEDICATION

Firstly, I present this thesis for my beloved close friend Nur Khalis who has taught me how to be a true struggler and to my favorites group band, *Ungu*. Secondly, this thesis is proudly dedicated to:

- My respectable parents, my mother and father, Munasibah and Maimun Zubair. You are always in my heart. I love you mom. I love you dad.
- My beloved siblings, Al Khafidz Muhammad Najib, Qumil Laila, and Muhammad Ulil Albab, who have made my days more meaningful.
- All my big family, descendant of Abdul Ghofur and Syahri.
- My new family, Bundha, De' Za and Ayah who have supported me when I broke down.
- My respectful teachers of Islamic Boarding House Raudlatut Thalibin and their cognate. The Late KH. Zaenal Asyikin, Ny. Hj. Muthohiroh, KH. Mustagfirin, KH. Abdul Kholiq, Lc, and Gus Qolyubi, S. Ag. My loyalty greeting to you all. Peace be unto you and may God bless you all.
- My Favourite lecturers who have been my good example, Mr. Najahan, Miss. Solichati, Miss. Elizabeth, Mr. Anas and Bu Ema.
- My foolhardy friends, Lovely Upliek, Ainy Ndut and Kaprik. Who have done together the impressive thesis.
- Occupant of Lovely PPRT, Thol”, Ceng Ho, Emon, Tardos, Arip, Tompix, Ochiem, Qowee, Imron, Rush Day, Komendan, Q- Bie, Rosyed, Sopel- chyuur, Bodrex, Farid, Mbak Umm’s family, etc.

- KPI's Lovers, who have accompanied my study. Ezta, Aliph, Tya, Ruketi, Oliph, Yuni, Nyak Risa, Hyma, Nana, Inul, Mb. Asna, Hanik, Njjjah, Gus Farih, Paduka, Bintang, Pharuki, Indra, Mahphud, Tigno, De' Sheel, De' Na, De' Ul, Inox, Icha, Ruru, Anif, Viki, Mb. Rini.
- The elders of FORKOMNAS KPI se- Indonesia, particularly for Om Riki, Mas Zen, (Jogja), Fatur (Kediri), Angga (Solo), Topik (Aceh), Amik (Banjarmasin), Ridho, Fahdi (Jakarta) etc.
- My 53th KKN team 2009 *Posko* 59, Deroduwur, Mojotengah, Wonosobo, Jeng Maurisa (FU), Mb. Azah (FU), Mb. Anna (FD), Belinda (FU), Mb. Vita (FT), M. Munir (FT), M. Malik (FS), M. Suyuthi (FD), M. Rohim (FS), M. Bambang (FT) and Mahfud (FU). Our nice memories are unforgettable things.
- My gratify family of MBS FM, Bu Amel, Pak Fandi, Pak Abu, Tete Zoem, Luluk, Poe Poen, Halim, Mb Mega, and all of crew, etc.
- Proudly WEC- Walisongo English Club, Ussho, Mb. Yayah, Pak Shofi, Taz-Q, Nanik, Pak Taka, Ropik, Qibti, etc
- My beginner community in Walisongo, PMII.
- My Remembrance Senior High School of SMA N 3 Magelang and Junior High School of SLTP N 1 Tempuran Magelang.
- My pleased friends of PKPA, Da'wah Faculty. Keep spirit to be different person, guys!
- My first and last wife will be who will love me and understand me every time and moment.
- I My lovely self.

ACKNOWLEDGEMENT

Assalamualaikum Wr. Wb.

Alhamdulillah hirabbil 'alamin. Firstly, the researcher said as praise and thanks to Allah SWT with His Blessing, this thesis could be completed. May *shalawat* and *salam* always be given to our prophet Muhammad SAW, who has been a good example for all *ummah*.

However, this success would not be achieved without the supports, guidances and encouragements from individuals and institutions. Therefore, let me say thanks to:

1. Drs. H. M. Zain Yusuf, M. M, the dean of Da'wah Faculty, State Institute for Islamic Studies (IAIN) Walisongo Semarang and his assistants.
2. DR. H. M. Nafis, M.A and Drs. H. Muchlis Yahya, M.Si, the consultans & advisors of this thesis. Thanks for their careful guidance, wisdom, kindness, and suggestions during the completion of this thesis.
3. All lecturers of KPI's department, who have given the knowledge patiently.
4. My beloved family, *abah*, *ummy* for their motivations and contribution.
5. My motivator figures, Khalis, Upli, 'Ndhut, Bunda, and De' Za.
6. All of my supporter friends of KPI 2006's era, HMJ KPI, KKN Team of Posko 59, WEC, MBS FM, FORKOMNAS KPI and PPRT.

This thesis is expected to be able to provide useful information to the readers.

Wassalamualaikum. Wr. Wb.

Semarang, June 9th 2010

The Researcher,

MUHAMAD CHANIF MIFTAHUDDIN

ABSTRACT

The title of this thesis is a semiotic study on the use of verbal and visual symbols in *Ungu's* religious song *Dengan NafasMu* from the album *Aku dan Tuhanku* album as the message of Islamic proselytizing, emerged as a form of attention to the application of verbal and non-verbal communication. Whatever form of communications are used, there must be goals to be achieved through a message. Message is produced through a sign. When we conduct a search of the meaning of a sign, we entered the area for a study of semiotics as a science of the sign itself. While the object of study in this thesis is a form of verbal and visual communication on a bundle of *Ungu's* religious song entitled *Dengan NafasMu* from a third religious album *Aku dan Tuhanku*.

Chosen study on *Ungu's* religious songs also has a reason associated with a media of *da'wah*. Today *da'wah* entered the era of globalization with a more varied conditions of the society. The religious song becomes one of the exact choices to reach the teen segment as *mad'u* especially for music lovers. *Ungu* has produced four religious albums until the year 2010, and it launched in the month of Ramadan. These religious songs, as well as a special treat during Ramadan are also the demands of business. Seemingly, it takes advantage the moment of Ramadan for more profit. *Ungu* is not a special music group of religious genre. Therefore, we need to examine whether the work is a form of representation of the Islamic values or not, so worthy to be called as a religious song that contains the message of Islamic proselytizing.

This research is a interpretative qualitative research using semiotic analysis of Roland Barthes. Barthes made an interpretation with the reading of denotative and connotative meaning, and then does a deeper interpretation of the cultural, hermeneutic, semantic, symbolic and narrative code. Primary data obtained from the original documentation CD and VCD from *Ungu's* religious songs and several other supporting literatures. The analysis was conducted on the use of verbal and visual signs. These videos clips cut into 1479 with JPG images format. Among the pictures was divided into 51 figures for easy investigating of verbal and visual signs of an integrated in seconds count.

Results of analysis state that the meanings of the message of the song are the seriousness of repentance. It is done before the death and not

only limit in verbally say that word but also shown by deeds as an indication and proof of seriousness to return to the right path. The seriously repentance is accompanied by the promise. It is to run all His commands and stay away from His entire bans. *Dengan NafasMu* song from *Aku dan Tuhunku* Album can be clarified as the religious (Islamic) song. It is showed verbally that the song lyrics are not contain vulgar words, erotic, ridicule and denial of Allah SWT and His Apostle. This song uses polite language. There are no slovenly words. Commonly, those words do not have the impolite interpretation. Verbal signs in this song give explanations about the seriousness of repentance and the importance of repentance. Visually, this *Ungu's* religious songs invite the viewer to the end of the journey from the core message in the song. But there is no appropriate integration between verbal and visual narrative signs within the same time. Visual symbol of the narrative only made clear the core message of repentance through the story scene. With the reading of facial expressions and body movement, verbalizing the lyrics more meaningful supported with that visualization.

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