

ABSTRACT

Seranita Riskiningtyas. *Critical Analysis of: Moral Message in Song Lyrics of Beyond The Scene (BTS) in Album BE (Semiological Study).* Thesis. Pacitan: STKIP PGRI Pacitan, 2022.

This study aims 1) to analyze the values delivered by BTS in song lyrics in album BE in denotation and connotation, domain viewed from semiological perspective, 2) to analyze the meaning of moral messages contained in song lyrics of BTS in music album BE in denotation and connotation, domain viewed from semiological perspective. It is a research that focuses of the values and moral messages embedded in the lyrics of the song.

The researcher used the top two songs from the eight track lists in the BE music album in this research, namely Life Goes On and Fly to My Room. The researcher used a critical analysis approach. A documentary technique was a research technique that used documents to collect data. The data in this research is analyzed using Spradley analysis. There are three data analysis techniques. They are (a) domain analysis, (b) taxonomic analysis, and (c) componential analysis.

The results of this study have shown that there are three values in the lyrics of the songs Life Goes On and Fly to My Room from the music album BE. The results were obtained by applying a concept theory of denotation and connotation established by Roland Barthes. Furthermore, moral messages have been revealed in the song lyrics. The researcher employed three categories of moral messages. They are (a) habitual moral messages, (b) social moral messages, and (c) religious moral messages.

Key Words: *Moral Message, Music Album, Song Lyrics, Values.*