

## ABSTRAK

Masyarakat kini menjadikan musik sebagai media komunikasi yang mampu merepresentasikan pengalaman kolektif mengenai kondisi psikologis kompleks atas realitas sosial. Band Perunggu hadir sebagai medium ekspresi atas realitas tersebut. Lagu “Gemilang” karya Perunggu menarik diteliti karena liriknya mengandung simbol dan makna implisit terkait perjuangan melawan lelah batin, kerja keras, dan harapan yang terus berjalan. Penelitian ini bertujuan untuk menganalisis representasi perjuangan hidup dan harapan generasi z dalam lirik lagu “Gemilang” karya Perunggu.

Penelitian ini menggunakan metode kualitatif dengan pendekatan semiotika Roland Barthes. Objek penelitian yang dikaji adalah teks lirik lagu “Gemilang” karya Perunggu. Teknik pengumpulan data dilakukan melalui observasi non-partisipan dan studi dokumentasi. Data dianalisis melalui tahapan dua tingkat signifikasi yaitu denotasi, konotasi, serta pembentukan mitos.

Hasil penelitian menunjukkan bahwa makna denotasi menggambarkan narasi perjalanan tokoh dalam menjalani rutinitas berat yang penuh dengan tekanan. Secara konotasi, lirik lagu ini merepresentasikan konflik batin, keteguhan diri, dan dukungan spiritual. Secara mitos, lagu ini menaturalisasi budaya *hustle culture* yang berkembang di kalangan generasi z dan doa orang tua sebagai kekuatan spiritual. Representasi perjuangan hidup dan harapan dalam lirik lagu “Gemilang” teridentifikasi melalui nilai-nilai perjuangan hidup meliputi kesabaran, semangat pantang menyerah, dan rela berkorban. Selain itu, teridentifikasi komponen harapan meliputi *goal*, *pathway-thinking*, dan *agency-thinking*. Dengan demikian, lirik lagu “Gemilang” sebagai produk budaya populer mampu menyampaikan pesan yang kuat dan reflektif bagi masyarakat urban, khususnya Generasi Z, dalam menghadapi realitas sosial.

**Kata kunci:** Semiotika, Perjuangan Hidup, Harapan, Generasi Z, Lirik Lagu

## **ABSTRACT**

*Society uses music as a medium of communication capable of representing collective experiences regarding the complex psychological states associated with social reality. Perunggu band acts as a medium of expression for this reality. Perunggu's song "Gemilang" is worth studying because its lyrics contain many symbols and reflective elements that can be interpreted as symbols of the struggle against inner exhaustion, the harshness of reality, and a hope that lives on. This study aims to analyze the representation of Generation Z's life struggles and hopes in the lyrics of Perunggu's song "Gemilang."*

*This study employs a qualitative method using Roland Barthes's semiotic analysis approach. The research object under examination is the lyrics of Perunggu's song "Gemilang." Data collection techniques include non-participant observation and documentary analysis. Data were analyzed through two levels of significance denotation, connotation, and myth formation.*

*The research findings show that the denotative meaning depicts the narrative of the character's journey as he navigates a grueling routine filled with pressure. Connotatively, the song's lyrics represent inner conflict, self-discipline, and spiritual support. Mythologically speaking, this song normalizes the "hustle culture" that has taken root among Generation Z and the prayers of parents as a source of spiritual strength. The representation of life's struggles and hopes in the lyrics of "Gemilang" is depicted through the values of the struggle of life, including patience, an unyielding spirit, and a willingness to make sacrifices. In addition, the identified components of hope include goals, pathway-thinking, and agency-thinking. Accordingly, as a product of popular culture, the lyrics of "Gemilang" convey a powerful and thought-provoking message to urban communities, particularly Generation Z as they navigate social realities.*

**Keywords:** *Semiotics, The Struggle for Life, Hope, Generation Z, Song Lyrics*