



Songs 'Koyo Jogja Istimewa' and 'Widodari': Efforts to Accentuate Locality and Javanese Cultural Products

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Abstract. Javanese songs as part of cultural creativity are also experiencing a rapid trend. This study attempts to look at Javanese cultural values in the song 'Koyo Jogja Istimewa' by Ndarboy Genk and the song 'Widodari' by Denny Caknan feat GuyonWaton. To achieve this goal, this research uses a qualitative approach and Charles Sanders Peirce's Semiotics method. The research results show that the two songs show; visual places and properties (locations in video clips, local entrepreneurs/products, love for batik as a unique product of the nation. First, visual places and properties can be seen in the songs 'Koyo Jogja Istimewa' and 'Widodari', several video clip locations in Malioboro, around Tugu Yogyakarta. Apart from that, there are public places used, namely there are sellers of pecel, satay, angkringan, Unggul Jaya batik figures, Decorative lamps are common on Jalan Malioboro Yogyakarta, the Pekalongan Batik Museum, the Kiyu Gelato Cafe Shop, the Kotagede Jewelry Ring Shop. Second, visualize local product business locations, which can be seen from the video clip locations at Kiyu Gelato Cafe Shop, and Kotagede Jewellery Shop, Pekalongan Batik Museum. This marks increasing or promoting the presence of local businesses in the community. Third, there are actors who wear batik and batik (in the song 'Widodari') which is also interpreted as depicting a sense of nationalism. In this context, through these songs it is a sign of taking part in promoting locality in Java, promoting the nation's local businesses and products while increasing awareness of the uniqueness of batik as Indonesian culture amidst exposure to foreign culture. Pekalongan Batik Museum, Kiyu Gelato Cafe Shop, Kotagede Jewelry Ring Shop. Second, visualize local product business locations, which can be seen from the video clip locations at Kiyu Gelato Cafe Shop, and Kotagede Jewellery Shop, Pekalongan Batik Museum. This marks increasing or promoting the presence of local businesses in the community.

Keywords: Javanese Songs, Song Analysis, Denny Caknan, GuyonWaton, Peirce's Semiotic Analysis

1 Introduction

Songs are now experiencing a rapidly increasing trend. Including Javanese songs performed among Indonesian people which have attracted the attention of many groups, such as Javanese music performed by (the late) Didi Kempot. The presence of music performed by the late Didi Kempot in his concerts is always visited and listened to by young people. This can be seen in several Javanese songs that went viral on TikTok in 2021, namely the song Denny Caknan Feat Guyon Waton entitled *Widodari*, Ndarboy Genk – *Mendung Tanpo Udan*, Yeni Inka Feat Adelia – *Angel*, Happy Asmara – *Jajal Kowe Dadi Aku*, Nella Kharisma Feat Dory Harsa – *Craving Pentol*[1]. On the other hand, Ndarboy Genk's cover song entitled "*Mendung Tanpo Udan*" on Ndarboy Genk's YouTube channel reached 70,211,278 views[2]. From this context, Javanese songs are experiencing popularity in Indonesian society.

On the other hand, exposure to foreign culture is increasingly widespread in Indonesia. Foreign culture also has various impacts on Indonesian society. In Korean culture, such as the Korean Wave has an impact on changes in behavior for the younger generation in Indonesia, such as the tendency of Indonesian students to be Korean Lovers, one of which has an impact on lifestyle; imitate the way they dress, then tend to be consumptive of goods related to the Korean Wave[3]. This trend has an impact on many students liking K-Pop and knowing more about updated information on developments in Korean pop culture than local Indonesian culture.[3]. The Korean Wave also has a significant influence on the intention to purchase Korean cosmetic products[4], apart from that, the Korean Wave, especially K-Pop (Korean music industry) and K-Drama (Korean drama) also has an influence on the purchase of K-Pop merchandise and K-Drama merchandise[5]. This is in line with the studystudents at state campuses in Indonesia, namely Diponegoro University students, show consumptive behavior such as buying Korean CD albums and K-Pop merchandise.

Apart from the popularity of Korean cultural products in Indonesia, other foreign cultures, such as Japanese culture, are also in demand by Indonesian people. This is shown in studiethat through anime, as one of the popular cultural products in Japan, people in the Palembang Anime Community will be interested in it, such as by participating in various events, namely anime cosplay events, sketch drawing events of anime characters, as well as members who are members of the anime community. take part in spreading the culture that appears in anime in the context of the members' favorite hobbies.

Efforts to filter popular cultural values that are considered contrary to the local culture of the Indonesian nation, one of which is multicultural education[8]. Multicultural education, as offered byfocuses on efforts to provide understanding to the community to always care for and preserve the nation's various local cultural practices, such as efforts to respect each other's culture, and also respect other cultures. This is according to so that each individual has a sense of pride in the nation's local culture, and a strong foundation of love for the nation's culture which is related to the nation's national identity amidst exposure to various global cultures.

On this basis, and in the midst of exposure to foreign cultural products which are experiencing popularity in Indonesia, one of the musicians named Ndarboy Genk, through his songs, provides a touch of the nation's local cultural values, namely by creating songs with Javanese nuances. These Javanese songs which were composed and popularized by Ndarboy Genk not only use Javanese lyrics, but the location settings chosen in the video clips used are also located in Java. Apart from

that, the use of Javanese city settings chosen in the video clips for his songs has become his trademark.

Ndarboy Genk, is one of the musicians or singers of Javanese songs, who also has various social media platforms to promote his songs, one of which is through live concert events, then releasing official songs and video clips published on YouTube, Then it was also promoted through the official Instagram social media account, as well as publishing the song on Spotify and other media channels. In such a context, this Javanese style song appears, and will it be able to generate interest from the audience, considering that in the midst of exposure to the widespread popularity of foreign culture among Indonesian people. So, in this research, the researcher attempts to review the song by Ndarboy Genk entitled 'Koyo Jogja Istimewa' with a semiotic approach to see what the semiotic meaning is,

Based on the various reviews above, researchers want to identify the signs or messages behind the video clip for the song entitled 'Koyo Jogja Istimewa' by Ndarboy Genk. The object of this research is visual footage from the video clip for the song 'Koyo Jogja Istimewa' by Ndarboy Genk. After that, the results of the visual pieces of the image were then analyzed using a semiotic approach, namely Peirce's The Three Elements of a Sign (Sign, Object, Interpretant). In this framework, the researcher wants to analyze the video clip of the song entitled 'Koyo Jogja Istimewa' using a semiotic approach, and on certain occasions, tries to find the meaning of Javanese culture in the video clip of the song.

2 Research Methods

This research uses a qualitative approach and Charles Sanders Peirce's semiotic method. In this research there were three stages of analysis, namely first, the researcher took a screenshot of the video clip of the song 'Koyo Jogja Istimewa' by Ndarboy Genk and the video clip of the song 'Widodari' by Denny Caknan feat GuyonWaton, then a filtering process was carried out by sorting the results. screenshots that are appropriate to the topic of this research problem, namely in the form of consideration of containing visual elements that tend to depict Javanese cultural values, such as lyrical and visual linguistic elements. Second, the researcher analyzed the results of the image/visual pieces of the song using a semiotic approach with the aim of getting results on the meaning.

3 Discussion

3.1 Semiotic Analysis of the Video Clip for the Song "Koyo Jogja Istimewa"

The film *The Greatest Showman* is more inclined to show Barnum's struggles, namely from when he was young until he was an adult and a minority group with "special needs" in starting a business to establish a circus rather than his love story. The members of the "special needs" group in the film consist of Lettie Lutz (a woman with a mustache and beard), Charles Stratton (the shortest man with a height of only 99 centimeters), WD Wheeler and Anne Wheeler (sisters who have thin

bodies and dark skin), Fedor Jechtichew (man with hair all over his body), Frank Lentini (man with three legs), Vasily Palvos (Tallest Man), Chang and Eng Bunker (Conjoined twins with only one body).

Visual Culture theory was used by researchers to examine the visual signs in the Denny Caknan song video clip. In order to analyze the visual objects in the video clips for the songs 'Koyo Jogja Istimewa' and 'Widodari', researchers used the Charles Sander Peirce Semiotics method. Peirce's semiotic analysis focuses on 3 aspects, namely a sign, an object and an interpretant.[9]. Signs can be interpreted as markers in the form of written/written words, speech, and so on; then, object, is whatever is signified, such as the object to which written words are attached; then, the interpreter, namely the understanding one has about the relationship between signs or objects[9]; The interpreter has an important role in interpreting signs[9]. Peirce's semiotic analysis model (figure 1), which is often called the three elements of a sign, is as follows;

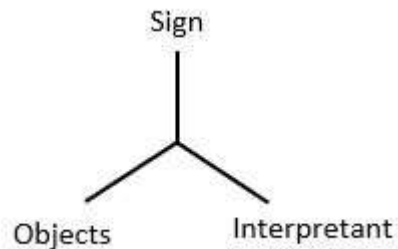


Figure 1. The Three Elements of a Sign according to Charles Sanders Peirce[10]

In Peirce's semiotics, there are important processes called the three elements; on the sign which becomes a unit that carries out representation (the representamen), then what is represented (the object), and the attempt to interpret it (the interpretant)[11].

Researchers have widely used semiotic analysis in various studies[12], [13], [14], [15]. Apart from that, several researchers have carried out various developments in Semiotic frameworks[15], [16], and conceptualize the study of Semiotics[17]. With the large number of researchers using Semiotics studies, the scope and objectives, as well as the objects of study, are increasingly diverse and complex. On the other hand, this indicates that the study of Semiotics is increasingly contributing to the increased development of the study of semiotics, linguistics and various other scientific disciplines.

As language has an important element in influencing many people. Language represents a very sophisticated system of signs, and therefore, any text consists of signs[18]. Therefore, this research focuses on identifying the signs and use of language in the video clips and lyrics of the songs entitled 'Koyo Jogja Istimewa' and 'Widodari'. So, in the context of this research, the following are presented in the form of table 1 in the form of the results of the analysis of the songs 'Koyo Jogja Istimewa' and 'Widodari' using Barthes' semiotic approach.

 Analisis



Signs: Visual actor (Daru) holding writing, and visual text "Koyo Jogja Istimewa"

Interpretant: Ndarboy is a musician with a Javanese background. The songs he created were dominated by Javanese songs, including this song entitled Koyo Jogja Istimewa. This scene features the singer of this song as well as an actor who plays the role of a food seller. This scene also displays the visual text "Koyo Jogja Istimewa" as a form of confirmation of the information about this song entitled "Koyo Jogja Istimewa". Likewise, the setting of this place is a food stall in Yogyakarta.



Visual The seller is preparing his merchandise

Interpretant: This visual depicts the seller preparing his wares. This visual is at 0.07 seconds in the video clip for the song 'Koyo Jogja Istimewa'. In this visual, the text 'Ndarboy Musical Series' is also written which describes that the songs in the series were produced by Ndarboy Genk. This picture shows people selling food. This food can be seen in another scene, which

depicts selling pecel rice and side dishes. Mixed rice, also pecel rice, is known as a food that is often found in the Java region, such as Central Java, East Java, including in the Special Region of Yogyakarta where the costs are relatively affordable. This food of rice mixed with side dishes, as well as pecel rice, is a symbol that the city of Yogyakarta is a city of simple lifestyles.



Visual side dishes

Interpretant: In this visual there are side dishes. The side dishes that appear are various satays, tempoh, eggs, and also pecel. This visual reinforces the impression of simplicity, because side dishes such as tempoh, egg, satay, as well as the pecel visual are also familiar to Indonesian people, because they are widely sold and enjoyed by Indonesian people. With relatively affordable costs, the various foods shown in this video clip further strengthen the existence of the city of Yogyakarta, a city that provides a simple lifestyle.



Visual of the seller preparing his merchandise

Interpretant: This is the same as above, the difference is that the seller visually prepares his selling needs. This also further strengthens Yogyakarta's identity as a city with a simple lifestyle.



Visual of the seller preparing his merchandise

Interpretant: Ndaru plays the role of a food seller preparing his wares, including the 2nd actor preparing his drink. The setting that appears here suggests the context of a simple setting, starting from the visual of the actor's simple clothing, namely wearing a plain T-shirt, wearing cloth that is usually common in selling places. An atmosphere of simplicity is displayed in this scene.



Visual The seller serves consumers in choosing food

Interpretant: Here there is a visual of Ndaru acting as a seller serving consumers/food buyers. From this scene, the consumer (played by A) chooses various available menus. Among the available food menus, you can visually see salted fish being chosen. Visuals of rice pecel food, also with side dishes of tempeh, salted fish, satay. If seen from the context of this image, it shows a nuance of simplicity in the context of food in Java, especially Yogyakarta, rice pecel, with a side dish of tempeh, salted fish, which is a common food and the cost is not expensive/still affordable for all groups. In this context, the visual of rice pecel food depicts a simple life.



Visual of a food seller serving buyers

This visual image shows the activity of buyers receiving orders for rice, pecel and side dishes. On the other hand, a simple identity is also displayed in this section in the form of a plain dark brown t-shirt worn by the buyer using a sarong. This visual shows a simple personality.



Visual decorative lights

This picture shows visuals of street lights/decorative lights. These decorative lights are often seen around Malioboro Street, Yogyakarta. object is often a place for people to take photos. They are called decorative lamps, or Jogja lanterns or some people call them antique street lamps along Jalan Malioboro, Yogyakarta. A trendy or popular place in Yogyakarta and often one of the popular destinations in Yogyakarta is Malioboro. decorative and aesthetic lights also explicitly mark the existence and identity of the city of Yogyakarta. The musician tries to show his love for his hometown by displaying visuals of these decorative lights with unique shapes and aesthetic value. On this occasion, he invites the audience to come to Yogyakarta to see the beauty of the city of Yogyakarta. The curved shape of the carvings in the street lamp adds an aesthetic impression. The visual appearance of the decorative lights in Malioboro and the location of the aesthetic decorative lamps in Malioboro indicate that the musicians are trying to invite other people to stop by to visit. In other words, the musicians want to promote this place as a destination that can be visited.



Visual of streets in Yogyakarta

This visual describes the conditions and situation in Yogyakarta. The video clip for the song 'Koyo Jogja Istimewa' is also dominated by the setting of Yogyakarta. This is the intention, to invite people to love their hometown, just as musician Ndarboy Genk loves his hometown, Yogyakarta. On the other hand, this visual also gives meaning to concern for the city and love of culture.



Objec Visual Monument

The beauty of the city of Yogyakarta can also be seen in the clip of Ndarboy Genk in the song 'Koyo Jogja Istimewa'. This can be seen in the visual of Tugu Yogyakarta. Tugu Yogyakarta is interpreted as an iconic place in Yogyakarta. In this context, through the iconic visual of Tugu Jogja, the musician seeks to introduce—promote—the city of Yogyakarta to the public. Here, musician Ndarboy Genk, who has a Yogyakarta background, confirms his love for his hometown. The feeling of love, in this context, brings attitude which in turn brings a sense of

concern for the city and attitude musician wants to invite everyone to see the beauties of Yogyakarta by looking at the Yogyakarta Monument.



Visual of the seller pouring tea

This visual depicts a seller pouring tea from a teapot into a glass. Here you can also see visuals of selling angkringan food. Angkringan is a place that sells food from rice, side dishes, to drinks. This angkringan, which is usually found in Yogyakarta, is a destination for Yogyakarta people and people outside Yogyakarta. This is because angkringan sells food and drinks that are relatively cheap. This triggers the meaning of the value of simplicity. This angkringan visual is proof that simple life exists. So it can be interpreted that when you are in Yogyakarta, it contains the value of simple living and the beauty of the city.



Visual of a satay seller

This cut scene will show a visual of a satay seller. Satay is generally known as a very popular food. In various places and locations, there are also many satay sellers. Sate is also loved by many groups in Indonesia. The existence of visual satay can be interpreted as the value of the city of Yogyakarta's closeness to its people. The price of satay is also generally relatively

affordable. This also means that the city of Yogyakarta gives the impression of simplicity. With simplicity, brings a simple attitude and actions to life.



Visual of satay sellers and satay buyers

There are visuals of satay buyers and satay sellers. Sate is generally known by the Indonesian people, and is available in many locations in Indonesia, and can also be purchased at an affordable price, here also gives the impression of simplicity in attitude and actions. This simplicity gives a positive impression to the city of Yogyakarta. The city of Yogyakarta is a city with a simple life.



Signs: Visual locations selling angkringan, satay sellers, and social interactions

There are visuals of angkringan sellers, satay sellers, and all the community's social interaction activities. This indicates that life is simple, with visual displays of angkringan and satay sellers, as well as people's conversations, giving the impression of the simple life that exists in Yogyakarta.



Visual of a food seller serving buyers

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Table 1. Visual Findings for the Song Ndarboy Genk – Koyo Jogja Istimewa



Visual of Unggul Jaya Ruko

The scene clearly shows the visuals of the Unggul Jaya shophouse. This shophouse is a batik shop located in... The visual presence of this shop further strengthens the love of the city of Yogyakarta. Apart from that, through the visuals of the batik shop, it indirectly introduces the shop to everyone, on certain occasions, helping to make the Unggul Jaya batik shop businesses successful wherever they are. Through its visuals, the shop conveys love for national culture through batik clothes.



Denny Caknan's visuals

Interpretant: This picture shows Denny Caknan singing against the background of a circle-shaped wall with the Unggul Jaya batik shop. The Unggul Jaya batik shop will appear again in a different frame. Through efforts to re-present the Unggul Jaya Store with a different frame, this explicitly shows the value of caring for culture through the products sold at the Unggul Jaya store. Apart from that, this is also an effort to introduce the Unggul Jaya bookstore.



Kiyo Gelato Cafe Shop and Seller Visuals

Interpretant: This picture shows an actor as an Ice Cream Man at Cafe Kiyo Gelato. In this condition, the musician who sings this song, indirectly/directly, plays a role in helping promote MSMEs as a choice/reference for people to come shopping. This also contributes to providing space for business actors to grow together with the music industry, as has been done by Denny Caknan and Guyon Waton who presented the visual of Café Kiyo Gelato as a place to produce this song entitled 'Widodari'.



Cast Visuals Showing Unggul Jaya Batik Products

Interpretant: Visual Apif holding a totebag from the Batik Unggul Jaya shop. This visual conveys a message about the musician's concern for batik culture. The impression in this song gives a message of; batik products as national culture need to be cared for and preserved by the community; Buying batik includes showing people's gratitude and concern for their culture, visualizing the spirit of optimism about the nation's culture



Visuals of Batik Performers at the Pekalongan Batik Museum

Interpretant: Visual of actors doing the batik process at the Pekalongan Batik Museum. Batik is a unique cultural value of the Indonesian people. Batik often becomes formal clothing and is the cultural heritage of the Indonesian people. The presence of batik in the video clip for the song 'Widodari' adds to the impression and feel of Indonesian culture. This also provides a sign of the nation's children's concern for batik, as well as forming a sense of concern for batik as a cultural product of Indonesian society.

Table 2. Visual Findings for the Song Denny Caknan feat. Guyon Waton – Widodari

4 Popularizing Javanese Culture through Songs

There are so many fans of the songs in the Indonesian music industry, including fans of the Korean music industry. Many people like Korea because of their physical appearance (good looks and beauty), on the other hand, one of them has an impact on their consumptive lifestyle by buying goods related to the Korean Wave.[3].

Various meaning messages; the value of simplicity, and, then indirectly, depicting the atmosphere and/or identity of Javanese culture through the songs of Ndarboy Genk, and Denny Caknan. Through this, it also illustrates that Ndarboy Genk with its Javanese songs has contributed to presenting music in Indonesia. This can be seen when Ndarboy Genk appears on national television, as well as other events, including when Ndarboy Genk is invited to the media.....(check various sources)

Ndarboy Genk released a song entitled 'Koyo Jogja Istimewa'. The song was created and sung by Helarius Daru (Ndarboy Genk), and was released on April 8 2022. Now, views of the song "Koyo Jogja Istimewa" have reached 16,942,341 million views on Ndarboy Genk's official YouTube account[19]. The song 'Koyo Jogja Istimewa' is included in No.41 Top Music Video on YouTube[19]. So, it can be said that the song was successful in being watched and became popular.

The song is a Javanese song and is set in Yogyakarta. Apart from showing the setting of Yogyakarta, the song also directly mentions 'Yogyakarta' in the title, namely "Koyo Jogja Istimewa", and the lyrics of the song, as in one of the lyrics, namely; "Like Koyo Kutoku Jogja, Koe Ncen is special." Then, in one of the scenes in the video clip for the song, it also shows Yogyakarta's iconic visual, namely the Yogyakarta Monument. The song 'Koyo Jogja Istimewa' marks that Javanese culture is about to be visualized, and then gets a lot of public attention. In fact, in the description of the video clip [19] Ndarboy Genk clearly stated that this song was proof of Ndarboy Genk's love for his homeland, and at the same time invited the public to experience the beauty of the city of Yogyakarta. In this context, cultural values can emerge through certain visuals in a song.

In order to strengthen Javanese values through a song, it is also practiced by other local musicians in Indonesia. This can be seen in the behind the scenes (BTS) video clip for Denny Caknan and GuyonWaton's song entitled 'Widodari' which also illustrates concern for songs in Javanese, namely as follows:

"...so, the guy is finding love, ngono. "He was writing a song, it turned out an angel came, then suddenly he joined him," explained Denny.

Then, Denny Caknan said, "So I wrote this in Indonesian, so Bohoso Jowo doesn't interrupt Indonesian," said Denny.

"Who can sing Indonesian is my friend, Bagus," said Denny.

"..then in the end we (Denny Caknan and GuyonWaton) collabs," Denny. "Finally, this song is suitable for Mr. Bagus," Denny.

in his review entitled "Discourses and social languages" explains that language is one of the things that plays a role in building the world. In addition, language is used in conjunction with actions, interactions, objects, tools, technology, and also plays a role in distinctive ways of thinking, judging, feeling, and believing. [20]. As in this research, apart from musicians being born Javanese, the choice of Javanese language in the lyrics, as well as the meaning of the video clips in the songs that have been made, also confirms the spirit of the nation's local culture. The Javanese cultural values in the song as analyzed above introduce the setting of the video clip in several locations in Java, the use of batik as a product of the nation's local culture.

From the semiotic analysis in table 1 and table 2 above, three findings were identified, namely the background of the place/location and property in the video clip, the existence of local business products, love for batik: First, the location and property background. The two video clips for the song 'Koyo Jogja Istimewa' and the song 'Widodari' show several background locations in Java, namely depictions of locations in Yogyakarta, one of which is Malioboro, Yogyakarta, around Tugu Yogyakarta in the video clip for the song 'Koyo Jogja Istimewa'. Apart from that, the use of settings that support a typical local atmosphere (pecel, satay, angkringan, Unggul Jaya batik shop, decorative lamps which are generally found around Jalan Malioboro, Yogyakarta, the role of batik at the Pekalongan Batik Museum. In that sense,

Second, apart from the location and property background, the two video clips show the existence of local business products. This can be seen from the existence of the Kiyu Gelato Café Shop, the Kotagede Jewelry Ring Shop in the video clip for the song 'Widodari', which at a certain point, illustrates that Ndarboy Genk and Denny Caknan took part in introducing the businesses run by the Indonesian people, in this case batik businesses and shops. Café, as well as the Pekalongan Batik Museum. This condition also marks an effort to introduce the public to the local community's

business industry. Third, love for batik as a local national product. In the video clip for the song 'Widodari' there are actors wearing batik and acting out batik (the process of making batik) at the Pekalongan Batik Museum.

This condition illustrates the nuances of love for the nation by introducing Javanese cultural identity through songs. The two songs reviewed above also confirm that they are promoting love for the nation's local products, attitudes of nationalism, and on certain occasions, also want to socialize the Javanese language to the public. In this context, the identification of the findings above shows that there are strong Javanese cultural nuances in the video clips for the songs 'Koyo Jogja Istimewa' and 'Widodari'. Efforts to introduce the nation's cultural values and local products are inherent in efforts to maintain/preserve values amidst exposure to foreign values or products.

4.1 Sustainable Culture

Culture is an activity learned and shared by group members consisting of operant behavior, verbal and non-verbal behavior that is obtained as a result of group membership.[21]. In a cultural context, the two songs studied above show a significant cultural role. The existence of culture is strengthened through the song. Through this song, a positive response emerged in society. People are becoming increasingly aware of local culture, namely Javanese cultural identity and also the nation's local products. In such conditions, local culture becomes closer to the community.

reveals that society is necessary for culture to exist. The existence of society as explained This is reflected in the positive and high public interest in both songs; 'Koyo Jogja Istimewa' and 'Widodari'. One thing that can be seen is the level of public interest in the song through views (viewers) (as song fans), and also comments on the official video clips of the two songs on the YouTube platform.

Singer and Song Title	Viewer	Number of Comments
Ndarboy Genk - Koyo Jogja Istimewa (Official Video Musical Series) Eps 4 #AlbumCidroAsmoro	36,059,274 x views	7,304 Comments

Table 1. Ndarboy Genk - Koyo Jogja Istimewa (Official Video Musical Series) Eps 4 #AlbumCidroAsmoro

Looking at the dynamics of audience ratings/comments on songs can be seen through comment sentiment analysis. In the context of this research, sentiment analysis of audience comments is seen from the YouTube channel/channel with the title 'Ndarboy Genk - Koyo Jogja Istimewa (Official Video Musical Series) Eps 4 #AlbumCidroAsmoro'. With the help of Exportcomments.com, researchers exported comments via YouTube social media for the song Ndarboy Genk - Koyo Jogja Istimewa (Official Video Musical Series) Eps 4 #AlbumCidroAsmoro, and obtained 100 exported comments from comments on the video clip for the song 'Koyo Jogja Istimewa ' by Ndarboy Genk on Ndarboy Genk's official YouTube. However, the 100 export comments do not represent all existing comments, due to researchers' limitations in using the Exportcomments.com website which is not premium.

After obtaining 100 comments, the researcher wanted to show the audience's reactions/views through their comments on the video clip through sentiment analysis. Analysis of the sentiment of comments on the song was assisted by software (software) ATLAS.ti version 9. The results of sentiment analysis of comments (as in Figure 2) show positive sentiment. There was a positive sentiment regarding the audience's comments in the official video clip for the song 'Koyo Jogja Istimewa' by Ndarboy Genk, namely that there was positive appreciation for Ndarboy Genk's songs, then, positive appreciation for Yogyakarta, uplifting the mood, as well as an attitude of simplicity in Yogyakarta. Apart from that, as in Figure 2, it can be seen that the audience also expressed their view that Yogyakarta is a place to study, giving rise to a sense of pride in Yogyakarta, The audience also feels that Yogyakarta is where they live and feels proud of Yogyakarta, there are also those who want to live in Yogyakarta, and even feel that they miss Yogyakarta. All of this illustrates the feeling of love for the city of Yogyakarta, along with the growing value of nationalism in the audience. In this case, the audience feels that the message in the song clip depicts the audience's reality.



Figure2. Visualization of Comment Sentiment Analysis on the Song 'Koyo Jogja Istimewa' by Ndarboy Genk with ATLAS.ti version 9

The nuances of Javanese culture that are manifested in Ndarboy Genk's video clip entitled 'Koyo Jogja Istimewa' are increasingly visible. This condition is confirmed by comments obtained through the results of Netlytic analysis. With the help of Netlytic, 6777 audience comments (POSTS, N = 6777) were obtained on the song 'Koyo Jogja Istimewa' by Ndarboy Genk. From the collected dataset, which is 6777, we got the term = one popular word which was then visualized in a Words Cloud. In the Words Cloud visualization, as shown in Figure 3, there are 100 terms most frequently used in the video clip for the song 'Koyo Jogja Istimewa' by Ndarboy Genk on YouTube.



Figure 3. Words Cloud Visualization of the Song 'Koyo Jogja Istimewa' by Ndarboy Genk on Netlytic
Source: Netlytic.org (processed by researchers, 2023)

In Figure 3 you can see the terms or terms that often appear. Terms that look bigger than other terms indicate that they are very popular with the audience, including the terms 'Jogja', 'jogja', 'matur', 'nuwun', 'share', 'poll', 'gass', 'special', '@Ndarboy', 'proud'. Among these, the word 'Jogja' dominates. The word 'Jogja' in audience comments reached 1601 terms (Posts (n = 1601, including partial matches)). The word 'Jogja' which is popularly called is a fragment of a sentence from audience comments, including explaining Yogyakarta as a city that gives memories, a sense of pride in Yogyakarta, also Yogyakarta is called a special city by the audience (for researchers, this is an effort to affirm positively, in certain cases, support efforts as per the tagline/slogan from the Yogyakarta Government which calls Yogyakarta Special). Furthermore, in the Worlds Cloud above, a sense of pride in the city of Yogyakarta also appears, not only for native people born from Yogyakarta, but also for other people outside, and people who migrate to Yogyakarta. Then, the audience also conveyed a message/feeling of longing for Yogyakarta.

6 Conclusion

Based on all the analysis and interpretation above, this research can conclude that, through the two songs (the song 'Koyo Jogja Istimewa' and the song 'Widodari') it was found that; First, there is a visualization of the location and property background, namely Malioboro Street Yogyakarta, Tugu Yogyakarta, decorative lights which are generally located around Malioboro Street, Yogyakarta. Other visual depictions include places such as sellers of pecel, satay, angkringan, the Unggul Jaya batik shop, decorative lamps around Malioboro Street, the Pekalongan Batik Museum. Second, there is a visualization of the existence of local business products, this can be seen, namely the Kiyu Gelato Café Shop, the Kotagede Jewellery Shop which is featured in the song 'Widodari'. Third, there is a visual of the actor/actor wearing batik and carrying out the batik process. From the three findings above, several things are noted; through the two songs, namely 'Koyo Jogja Istimewa' and 'Widodari' contribute to strengthening Javanese culture and identity through visualization of places and

properties in Java, then also contribute to promoting local businesses in Java. Then, through these two songs, visuals of the activities of making batik and wearing batik are displayed, marking the meaning of concern for batik as a unique cultural product of the nation. Thus, in this article, it increasingly positively affirms and confirms the local identity, products and culture of the Indonesian nation.

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