

**SIGNS AS FOUND ON T-SHIRT IN PUNK ROCK SHOW**

**PADANG**

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## ABSTRAK

Dalam skripsi ini penulis membahas tentang tanda-tanda yang terdapat pada baju kaos yang dipakai oleh anak-anak Punk khususnya di Padang. Tanda yang ada dibagi atas dua macam yaitu tanda linguistik dan tanda non linguistik. Kedua tanda tersebut dijabarkan menurut fungsinya dengan merujuk kepada sistem 'penanda' (*signifier*) dan 'petanda' (*signified*) yang dikemukakan oleh Ferdinand de Saussure. Tujuan penulisan skripsi ini adalah untuk menemukan makna 'denotasi' (*denotative meaning*) dan 'konotasi' (*connotative meaning*) pada tanda-tanda yang terdapat pada baju kaos anak-anak Punk. Analisis dilakukan menggunakan teori Roland Barthes yang mengembangkan dua sistem 'pertandaan bertingkat' yang disebut sistem 'denotasi' dan 'konotasi'.

Data diambil pada baju kaos anak-anak Punk sebanyak 10 tanda dengan menggunakan teknik observasi langsung dan wawancara. Kemudian analisis data menggunakan teori 'pertandaan bertingkat' (*order signification*) dikemukakan oleh Roland Barthes. Dalam hal ini Barthes mengemukakan bahwa ada 2 sistem pertandaan bertingkat dari sebuah tanda yaitu, sistem 'denotasi' sebagai sistem 'pertandaan pertama' (*first order signification*). Kedua, sistem 'konotasi' sebagai sistem 'pertandaan kedua' (*second order signification*). Seterusnya penulis menjabarkan hubungan antara kedua sistem tersebut dengan mengidentifikasi makna-makna yang ada sehingga makna tanda dapat diinterpretasikan oleh pembaca.

Dari analisis makna dan tanda pada baju kaos anak-anak Punk, diketahui bahwa anak-anak Punk dalam penggunaan baju kaos dipengaruhi oleh makna tanda yang terdapat pada baju kaos, tanda tersebut tergabung oleh tanda linguistik dan tanda non linguistik. Tanda yang ada disampaikan secara tersirat oleh pemakai baju kaos guna menyampaikan pesan-pesan yang cenderung menyebutkan kritikan-kritikan.

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the research

Language is a system of arbitrary vocal symbols used by human beings to communicate and interact. All people have language; it can be oral language, written language or body language. Language can be words, images, sounds and gesture that have a meaning (Chandler, 2002:2). Many studies focus on language such as, semantics, pragmatics, semiotics, phonology, morphology etc. This research concerns on how language is used in form of images or pictures. It is usually used to sign something. The study that is focused on this issue called semiotics.

The basic definition of semiotics is the study of signs. The most dominant contemporary models of what constitutes of sign is that proposed by a Swiss linguist Ferdinand de Saussure. Saussure argued that 'nothing is more appropriate than the study of languages to bring out the nature of the semiological problem' (Saussure, in Chandler, 2002:5). Semiotics draws heavily on linguistics concepts, partly because of his influence, and also because linguistics is more established discipline than the study of other sign-systems. Saussure referred to language as 'the most important' of all of the system of signs (Saussure, in Chandler, 2002:5).

Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stand for' something else. In a semiotic sense, signs take the form of words, images, sounds, gesture and objects



(Chandler, 2002:2). Semiotics can be applied to anything which can be seen as signifying something. Semiotics analysis also can be applied to media text including; television and radio programmers, cartoons, newspaper and magazines article, posters, film, music, photography and painting.

Based on the explanation above, the writer analyzes the sign that appears in the T-shirt, the clothes that uses words, images, photograph, symbol, etc. T-shirt can be a media for expressing feeling, presenting our selves or our characteristics through the design of image, words, or symbol. In this research the writer focuses on analyzing the Punk T-shirt. Based on Sabin (1999) punk was not an isolated, bounded phenomenon, but had an extensive impact on a variety of cultural and political fields. In other words, punk is not only music; punk explores such disparate areas as film, literature, comics, fashion, and everyday behavior. Once we adopt this vantage, new and hopefully exciting avenues are opened up for exploring punk's complicated relationship with the social differences of class, region, age, gender, sexuality and ethnicity (Sabin, 1999:2). It can be seen from their music, fashions and attitudes such as anti-racists, individualism, anti-authoritarianism, anarchism, free thought, doing it yourself (DIY), and wearing T-shirt with controversial signs, words, or picture for expressing their mind.

The signs, words or pictures appear in their T-shirt have a meaning, but not all people know it, sometimes the user also does not know it. In this research the writer analyzes the meaning of the signs based on Punk perspective through identifying the linguistic sign and non-linguistic signs. For example:



*Figure 1.1 Anti-Nazi*

The sign is the picture of swastika being crossed and the word "Anti-Nazi" in the middle. Swastika is the symbol of Nazi. This sign is collaborated by linguistic sign and non-linguistic sign. The linguistic sign is the word "Anti-Nazi". Then, the non-linguistic sign is the picture of swastika being crossed. This sign is composed by signifier and signified in order to be understood by the user. The signifier of this sign is the words "Anti-Nazi" and the picture of swastika being crossed and the signified is any kind of Nazi is not allowed or disagreement for Nazi. Nazi is a group of people who used their power in a cruel way with extreme and unreasonable views about race. Their system not only make a discrimination of race where Nazi killed all of race except Aria as their originally race but they also killed them with sadistic. Punk agrees with that signs because punk reveres a freedom especially about human being. The writer chooses T-shirt worn by followers of Punk to be analyzed by using semiotics study and it aims at finding the meaning of the signs in T-shirt worn by followers of Punk.

## **1.2 Identification of problem**

This research aims at finding the answers of the questions below:

1. What are the linguistic and non-linguistic signs used in T-shirt worn by community of Punk?

## CHAPTER 4

### CONCLUSION

In conclusion, the writer found linguistic and non linguistic signs in the t-shirt of punk. The linguistic signs are identified from the words, phrases, utterances, and texts in the t-shirt. The non linguistic signs are identified through the sign of the t-shirt.

This research classified linguistic signs and non-linguistic signs in these signs. The writer found 6 signs with combination of linguistic signs and non-linguistic signs and 4 signs only with non-linguistic signs. In this phenomeanon the writer concludes that the signs with linguistic sign helps the reader and the user to understand the sign more easier. So the signs with combinaation of linguistic signs and non linguistic signs are more easier to understand than signs only with non-linguistic signs.

If the reader and the user know the signs through the linguistics and non-linguistics sign, but the meanings of signs can not be defined by it. Based on Roland Barthes, meaning includes denotation and connotation, both of meaning as order of signification. The writer found the meanings of signs in these t-shirt have important roles, because the factor that influences the users wear the t-shirt is based on the meaning of these signs, especially the connotative meaning in contexts of Punk.

Based on the punk point of view, these signs that are found on their t-shirts have communicative purpose. These signs express their mind about what they think and feel. Besides that, this research also wants to change the society



perspective about community of punk. Most of people think punk community is bad generation and uneducated people. This research proves that punk community is not bad generation and uneducated people, but they are creative people who express their ideas through their fashion style.

Finally, punk community wears the t-shirt with the signs not only as fashion style and clothes, but also as a medium to communicate their ideas and feelings. One thing for sure, punk used the signs that are found in their t-shirt to make criticism.

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