

ABSTRACT

Music as a Media of Persuasion and Propaganda (Textual Analysis Lyrics of Speech Composing by Eka Gustiwana on Youtube Site)

By

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Speech composing songs by Eka Gustiwana is a kind of unique song because it consists of a combination some people's said. The creation of this song is based on the phenomenon has occurred in Indonesia. The object of this study is the lyrics of speech composing song. This research using the hermeneutics theory to interpretation the lyrics of the song. This research also use textual analysis methode to find meaning in the lyrics of the song. The result of this study are lyrics of speech composing songs as a media of persuasion and propaganda. Messages of persuasion found are persuade to following the election process and realize the unity Indonesia. Propaganda message found are about a leader who expect and desire for Indonesia with free from corruption.

Keywords : songs, persuasion, propaganda, speech composing