

ABSTRAK

Putri Nanda Sari.210531100027.Ilmui Komunikasi.Representasi Identitas Sinden Muda dalam Channel Youtube:*Niken Salindry Official*.

Sinden merupakan bentuk dari identitas budaya Jawa. Kehadiran sosok Niken Salindry yang mampu menjadi representasi sinden muda di tengah perkembangan jaman saat ini. Penelitian ini mengkaji channel *Youtube Niken Salindry Official* untuk mengetahui bagaimana identitas sinden muda dibangun melalui konten-konten dalam channel tersebut. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan analisis semiotika John Fiske yang terdiri dari tiga level pengkodean, yaitu level realitas, representasi, dan ideologis. Hasil data diperoleh dari 4 video terpilih yang mampu merepresentasikan keunikan dan inovasi baik dari bentuk aransemen maupun penampilan serta penggunaan simbol budaya yang mampu dikemas secara modern. Penelitian ini diperkuat dengan teori representasi dari Stuart Hall dan teori Personal Branding oleh Hubbert K. Rampersad. Hasil penelitian menunjukkan bahwa identitas Niken Salindry menjadi sosok sinden muda diciptakan melalui kombinasi dan inovasi antara vokal yang kuat, estetika visual yang konsisten, platform Youtube pada channel ini mampu menjadi sarana yang efektif dalam proses representasi dan penciptaan citra diri sehingga dapat menjangkau masyarakat luas lintas generasi.

Kata Kunci: representasi, Youtube, semiotika, sinden muda

ABSTRACT

Putri Nanda Sari.210531100027.Communication Science.Representation of Young Sinden Identity in Youtube Channel: *Niken Salindry Official*.

Sinden is a form of Javanese cultural identity. Like the presence of the figure of Niken Salindry who is able to represent young sinden in the midst of current developments. This research examines the Niken Salindry Official Youtube channel to find out how the young sinden identity is built through the content on the channel. The research method used is a qualitative approach with John Fiske's semiotic

analysis consisting of three levels of coding, namely the level of reality, the level of representation, and the ideological level. Data results were obtained based on four selected videos that were able to represent uniqueness, collaboration and innovation both in the form of arrangements and appearance as well as the use of Javanese cultural symbols that can be packaged in a modern way. This research is strengthened by Stuart Hall's representation theory and Hubbert K. Rampersad's Personal Branding theory. The results showed that Niken Salindry's identity became a young sinden figure created through a combination and innovation between strong vocals, consistent visual aesthetics, the Youtube platform on this channel was able to become an effective means in the process of representation and creation of self-image so that it could reach a wide cross-generational community. Keywords: representation, Youtube, semiotics, young sinden