

Batara Dwi Primanda. 2017. **Ilmu Komunikasi. Pesan Non Verbal Cover Album Abbey Road (Studi Analisis Semiotik Pada Band The Beatles)**, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Budaya, Universitas Trunojoyo Madura.
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ABSTRAK

Tujuan dari penelitian ini adalah mengetahui pesan non verbal pada cover album Abbey Road band The Beatles serta menjelaskan dan untuk menjelaskan dan mengetahui makna mitos dalam pesan non verbal pada cover album Abbey Road band The Beatles. Dan subjek dari penelitian ini adalah band The Beatles sendiri.

Metode pengumpulan data menggunakan teknik analisis semiotika. Penelitian ini yang dipakai adalah penelitian kualitatif, Melalui pendekatan semiotik secara mendalam sehingga didapatkan penjelasan terperinci mengenai makna dibalik dibalik tanda-tanda yang ada dan selanjutnya mengungkapkan makna mitos yang terdapat pada cover album yang diteliti.

Hasil penelitian menunjukkan bahwadisini secara ideal bahwa pemaknaan mitos yang dibentuk pada band The Beatles sendiri pada cover album Abbey Road, bahwa mereka ingin dipandang sebagai kiblatnya musik dunia (Tuhan). Dan mitos yangterdapat dari keseluruhan cover album Abbey Road disini secara garis besar bahwa John Lennon sebagai frontman ingin memberikan sebuah pesan tersirat kepada publik bahwa Paul McCartney memang telah meninggal.

Kata Kunci : Pesan, NonVerbal, Abbey Road, The Beatles.

Batara Dwi Primanda. 2017 **Science communication. The Message Non Verba Album Cover Abbey Road (Analisis Semiotics Study On The Band The Beatles)**, Department of Communication Studies, Faculty of Social and Cultural Sciences, University of Trunojoyo Madura.
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ABSTRACT

The purpose of this research is to know the message non verbal on the Abbey Road album cover band The Beatles as well as explain and to explain and know the meaning of myth in non verbal message on the Abbey Road album cover band The Beatles. And the subject of this research is the band The Beatles themselves.

Method of data collection using the technique of analysis of semiotics. This result used is qualitative research, through approaches semiotics in depth so that a detailed explanation about the meaning obtained myths found on the album cover are examined

The results showed that here in ideal that such myths that formed in his own band, The Beatles Abbey Road album cover, that they want to be seen as their world music (God). And the myth that there is on the whole album cover Abbey Road here in outline that John Lennon as frontman wants to give an amplified message to the public that Paul McCartney had died.

Keyword : The Message, Non Verba, Abbey Road, The Beatles.

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