

**YOUNGSTERS' PERCEPTIONS OF THE
EXPRESSIONS OF INDONESIAN CULTURES IN
WONDERLAND INDONESIA 2 (REV, 2022)**

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ABSTRACT

In today's globalized world, Indonesian youngsters often prefer foreign cultures over their own traditional culture and traditions, prompting concerns about cultural preservation, national pride, and youngsters' nationalism. Some artists and influencers in Indonesia have attempted to revive Indonesian youngsters' love and pride towards Indonesia by including Indonesian traditional elements in the content they make. This study examines whether or not the message of nationalism contained in *Alffy Rev's* work *Wonderland Indonesia 2* was well received by Indonesian youngsters by using a qualitative approach. The visual traditional elements in the music video such as the traditional costume and attire and Indonesia's national heritage were analyzed using close reading methods with Barthes' theory of denotation and connotation. Following that a semi-structured interview was conducted with 5 Indonesian youngsters between ages 16-27. The visual traditional elements that was revealed through a content analysis method include traditional attire, traditional dance and performances and Indonesian cultural heritage. Subsequently, based on the written interview, it was concluded that *Alffy Rev's* music video *Wonderland Indonesia 2* effectively communicates a message of nationalism. The analysis revealed that youngsters were not only able to recognize the traditional visual elements featured in the music video but also felt a meaningful connection and sense of pride towards the represented cultures and traditions.

Keywords: Wonderland Indonesia 2, Indonesian traditional visual elements, Youngsters' perception

ABSTRAK

Di era globalisasi saat ini, para pemuda Indonesia seringkali lebih tertarik terhadap budaya asing daripada tradisi dan budaya tradisional mereka sendiri. Hal ini menimbulkan kekhawatiran tentang pelestarian budaya, kebanggaan nasional, dan nasionalisme anak muda Indonesia. Beberapa seniman dan figur publik di Indonesia telah mencoba menghidupkan kembali cinta dan kebanggaan para pemuda Indonesia terhadap Indonesia dengan menggunakan elemen-elemen tradisional Indonesia dalam karya-karya seni mereka. Studi ini menguji penyampaian pesan nasionalisme yang terkandung dalam karya Alffy Rev, *Wonderland Indonesia 2*, terhadap para pemuda Indonesia dengan menggunakan pendekatan kualitatif. Elemen visual tradisional dalam video musik seperti pakaian tradisional dan warisan nasional Indonesia dianalisis menggunakan metode pembacaan mendalam dengan teori denotasi dan konotasi oleh Barthes. Setelah itu, dilakukan wawancara semi-struktural terhadap 5 pemuda Indonesia berusia 16-27 tahun. Elemen-elemen visual tradisional yang diungkapkan melalui metode konten analisis meliputi pakaian tradisional, tarian dan pertunjukan tradisional, serta warisan budaya Indonesia. Melalui wawancara tertulis tersebut, penulis menyimpulkan bahwa pesan nasionalisme yang terdapat dalam video musik *Wonderland Indonesia 2* buatan Alffy Rev dianggap berhasil disampaikan kepada anak muda Indonesia karena para pemuda mampu mengidentifikasi elemen visual tradisional yang ditampilkan dan merasa terhubung serta bangga terhadap budaya tradisional di Indonesia.

Kata Kunci: *Wonderland Indonesia 2*, Elemen Tradisional Visual Indonesia, Persepsi Anak Mud