

ABSTRACT

This research aimed to analyze the semiotic signs in YungKai's song "Blue" using a qualitative descriptive approach. The study examined how signs and symbols embedded in the lyrics and musical composition conveyed emotional meaning and expressed broader themes such as romantic idealization, vulnerability, and longing. The semiotic analysis was based on the theories of Daniel Chandler, while musical semiotics drew from Theo van Leeuwen's framework of music as a semiotic resource. The research was expected to reveal how YungKai's "Blue" functioned as a multimodal cultural text that communicated emotional and symbolic content through lyrical and musical elements. By incorporating audience responses from digital platforms such as YouTube, the study also intended to explore listener interpretations and emotional engagement with the song. The findings contributed to the fields of media semiotics, music analysis, and qualitative research, and served as a reference for future studies on contemporary music and its cultural meanings.

Keywords: Semiotics, Analysis, YungKai, Song Lyric, Qualitative Study