

REPRESENTATION OF THE INTERNET LIFE IN PETRA SIHOMBING'S ALBUM "SEMENJAK INTERNET"

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Abstrak

Album Musik merupakan sebuah kumpulan lagu atau musik yang memiliki susunan/urutan yang konsisten dalam sebuah rekaman. Sementara lagu atau musik adalah sarana untuk mengekspresikan suatu keresahan yang dirasakan oleh penulisnya. Album yang berjudul "Semenjak Internet" merupakan karya dari musisi Petra Sihombing yang dirilis pada 23 Oktober 2020. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana lagu-lagu yang ada pada album "Semenjak Internet" merepresentasikan kehidupan berinternet pada masyarakat kita. Lagu-lagu yang ada pada album "Semenjak Internet" menggambarkan tentang bagaimana perilaku kita berubah setelah adanya perkembangan di bidang teknologi dan internet serta dunia maya. Ada beberapa dampak positif dan juga dampak negatif yang diakibatkan oleh perkembangan teknologi dan internet yang mempengaruhi cara kita menjalani hidup di zaman sekarang. Penelitian ini menggunakan penelitian kualitatif yang dipadukan dengan teknik analisis semiotika Roland Barthes, yang meliputi tiga sistem tanda: denotasi, konotasi, dan mitos. Hasil penelitian ini menunjukkan bahwa kemajuan teknologi dan internet membawa dampak positif dan negatif pada masyarakat kita. Dampak negatif yang ditunjukkan adalah seperti bagaimana kita terlalu terlena dengan kemajuan teknologi dan internet sehingga terlalu bergantung pada internet dan melupakan kegiatan dan bersosialisasi pada kehidupan nyata. Namun jika kita bisa memanfaatkan teknologi dengan maksimal dan sesuai takarannya kita bisa menggunakan internet untuk menunjang dan membantu kegiatan sehari-hari kita.

Kata Kunci: Internet, Music, Representasi, Semiotika.

Abstract

Music Album is a collection of songs or music that has a consistent arrangement/order in a recording. While songs or music are a means to express the anxiety felt by the songwriter. The album titled "Semenjak Internet" is an art by musician called Petra Sihombing which was released on October 23, 2020. The purpose of this research is to find out how the songs on the album "Semenjak Internet" represent internet life in our society. The songs on the album "Semenjak Internet" describe how our behavior has changed after the development of technology and the internet and cyberspace. There are several positive and negative impacts arising from the development of technology and the internet that affect the way we live our lives today. This study uses qualitative research combined with Roland Barthes' semiotic analysis technique, which includes three sign systems: denotation, connotation, and myth. The results of this study indicate that advances in technology and the internet have both positive and negative impacts on our society. The negative impact shown is how we are too complacent with advances in technology and the internet so that we are too dependent on the internet and forget about activities and

socializing in real life. But if we can take full advantage of technology and according to our measure we can use the internet to support and help our daily activities.

Keywords: Internet, Musik, Representation, Semiotics.

1. INTRODUCTION

1.1 RESEARCH BACKGROUND

Petra Joshua Sihombing as known as Petra Sihombing is a newcomer to the Indonesian music scene. For the first time appearing in Indonesian music with the song titled "*Cinta Takkan Kemana-mana*", Petra Sihombing started to be known and appeared on several music shows on TV, and also his songs are often used as a soundtrack in TV serial. Then he has his first album, "Petra Sihombing" in 2009. Until now, Petra still productive in his work. After the albums of "Petra Sihombing", "*Pilih Saja Aku*", and "Mine", Petra Sihombing gave a new touch to his music. He started playing electronic instruments, not as pure with acoustic instrument as before on his 2018 album "1/4". After two years, Petra Sihombing released a series of singles that are increasingly unique and different. Every 23rd of 2020, he releases his new single that will be the bridge to his Album "*Semenjak Internet*". Petra Sihombing invites another Indonesian musicians such as Pamungkas, Hindia, David Bayu, etc. to do a collaboration in this album. Every song in this album, has over 100.000 streams on digital streaming platforms.

This study took an example from the songs on the music album of an Indonesian musician, Petra Sihombing, with the album titled "*Semenjak Internet*". Petra Sihombing's album was released on October 23, 2020. There are 12 songs contained in this album. As the title implies, this album tells about Petra Sihombing's restlessness and heartbreak with the emergence of the internet in the midst of our lives. The 12 songs on the album "*Semenjak Internet*" include *Canggih, Apa?, Manusia Kasur, Cerita Kita Milik Semua, Astrologi, Selimut, Adu/h, Bodoh, Kawan, Biji, Martabat Manis, Cinta Digital*. Not every song in this album is related to the internet, or related to our life after the internet is take an effect into our daily life. But the connection of every song make this album really related to our life in the internet daily life. This album has its own closeness to today's music listeners, because the internet has become a daily necessity for us.

Currently the internet has become a necessity for our life in nowadays. The need for internet is very high, especially in big cities that have been facilitated by internet providers. Internet is a global communication network that connects all computers in the world despite different operating systems and machines. According to Termas Media, an interconnection network (internet) is a global system of all connected computer networks (Ahmadi & Hermawan, 2013, p. 68). People can access various information according to their needs by simply browsing through the internet. The

internet is not only used for special activities or purposes, but has become a necessity of life for all people from various social circles and also at various ages who already understand how to use it. As we know lately, internet-based technology is used in almost everything, from office work, education, commerce, and also relationships (Deborah Fallows, 2004).

The purpose of this research is to find out how is the representation of the internet life on our daily lives which is discussed in Petra Sihombing's album entitled "*Semenjak Internet*". This study uses a qualitative research method to analyze the signs on the album "*Semenjak Internet*". Other data sources that used in this research are literature sources that are credible and relevant to this research.

This research refers to previous research by Axcell Nathaniel & Amelia Wisda Sannie, in 2020 that titled "*Analisis Semiotika Makna Kesendirian Pada Lirik Lagu "Ruang Sendiri" Karya Tulus*". The findings in that study are that the meaning of solitude in the lyrics of the song is time to be alone, not always with their partner, in the context of a romantic relationship, that solitude has a positive meaning and is needed by people who are in a relationship.

The difference between my research and the previous research is that this research examined the meanings of the songs on the album "*Semenjak Internet*" as well as the conclusions of all the songs on the album. Meanwhile, the previous research that I mentioned examined the meaning of solitude in the lyrics of the song "*Ruang Sendiri*" by Tulus. Another references of the research is conducted by Hanna Eka Rosita in 2019 that titled "*Analysis Of The Symbol in Westlife's Song Lyrics*", the conclusion is that from the several Westlife songs there are many symbols from the lyrics that related to the human's life. The difference with this research lies in the object under study. That this research focuses on the meaning of the album "*Semenjak Internet*" by Petra Sihombing. Unlike the references that focus on only one song, this study will discuss most of the songs contained in the album "*Semenjak Internet*". The similarity with reference research lies in the use of semiotic theory by Roland Barthes through the signifier (expression) and signified (content) models in signs of external reality. Connotation has a subjective meaning, the meaning of connotation is how the meaning itself is described, while denotation is what is depicted by a sign on an object.

The research problem formulation of this research is, how the internet life is represented in the Petra Sihombing's album "*Semenjak Internet*", and what phenomenon that is happened in our life that described on the album "*Semenjak Internet*"?

1.2 Semiotics Theory

This research use semiotic theory. Semiotics is defined as a science or analytical method for studying signs, in Barthes terms, semiology, basically about studying how humanity interprets things. Interpreting in this case cannot be confused with communicating (Roland Barthes, 2007, p. 5). Barthes and Kurniawan argue that in a communication, interpreting means understanding objects not only carrying information, but also constituting a structured system of signs (Alex, 2009, p. 15). This theory is used to analyze the signs contained in the song lyrics on Petra Sihombing's "*Semenjak Internet*" album. In the analysis, there is an analysis based on the meaning of denotation and connotation. Signification in the process is multi-layered and according to Roland Barthes the process is familiar with the concepts of connotation and denotation (Budiman, 2011). The understanding of these two things is, if denotation is an objective meaning while connotation is a subjective and varied meaning (Vera, 2014). Connotation can be said to be more identical with a myth that can occur in a certain period of time, that is why connotation is said to be a subjective meaning. In contrast to denotation, whose system of meaning is at the first level, it is more closed and true, therefore usually the meaning of denotation is socially agreed upon and the reference is a reality that actually happened (Indriani Oktavyanthi & Muh Kholiq, 2018).

According to Hidayat, text is a fixation or institutionalization of an oral discourse event in written form (Alex, 2009, p. 53). Lyrics are texts or song words that are part of the language element in music (Syafiq, 2003, p. 203). According to the Big Indonesian Dictionary, lyrics are literary works (poetry) that contain an outpouring of personal feelings; the wording of a song. According to the Indonesian Encyclopedia, a song consists of several elements, namely: melody, lyrics, arrangement, and notation (Sanjaya, 2015, p. 2).

In this case, the researcher will try to analyze the signs and also the meaning of the songs contained in Petra Sihombing's album "*Semenjak Internet*". The researcher will analyze some of the songs contained in the album and draw conclusions on the implied meanings. Researchers will also interpret some of the song lyrics contained in the album. Referring to several song lyrics in the album "*Semenjak Internet*" by Petra Sihombing, the researcher will focus on the meaning of connotation and denotation.

The workings of Roland Barthes' semiotics in analyzing meaning can be mapped as follows:

Roland Barthes Sign Map

1. Signifier	2. Signified
3. Denotative Sign	
4. Connotative Signifier	5. Connotative Signified
6. Connotative Sign	

Source: Paul Cobley & Litza Jansz, 1999, *Introducing Semiotic*, N.Y. Totem Books (Alex S, 2003)

From Barthes' map, it can be seen that the denotative sign consists of a signifier and a signified. However, at the same time, denotative signs are also connotative signifier (Alex S, 2004). From these connotative markers a connotative sign will appear which then underlies the emergence of the connotative sign.

In this study, Barthes' sign map serves as a reference and boundary for researchers in conducting research. First, in identifying markers and signs in the song lyrics on the album "*Semenjak Internet*" by Petra Sihombing. After that interpret these signs at the stage of denotative meaning and the next meaning to a deeper level, namely connotative, which will eventually be produce myths that develop to the public society.

a) Denotative

The significance of the first stage is the relationship between the signifier and the signified in the sign of external reality, as Barthes calls it as denotation, namely the meaning of the most real sign. So in draft Barthes, connotative sign not only has additional meaning but also contains both parts of the denotative sign that underlies its existence, so that in this case denotation is associated with closed meaning (Alex, 2009). In Barthes' semiotics, denotation is a system of first-level significance, which is later followed by a connotative meaning system which is at the second level.

b) Conotative

Barthes uses the word connotation as a term to denote the significance of the second stage. Connotative meaning is a combination of denotative meaning with all the images, memories and feelings that arise when our senses intersect with what is signified. After that there will be an interaction when the marker meets the feelings or emotions of the reader along with their cultural values. Barthes's framework explains that connotation is synonymous with ideological operations which are referred to as myths and function to express and provide justification for the dominant values prevailing in a certain period. This connotation refers to the meaning attached to a word because of the history of its use, so that it can be interpreted differently by each individual. If the denotation of a word is considered as the purpose of the word, then the connotation of a word is considered as its subjective or emotional meaning. In addition, the denotative meaning can be understood by many people, so that the connotative meaning can only be understood by a small number of people.

c) Myth

The connotation is synonymous with ideological operations which can be called myths and functions to provide justification for the dominant values prevailing in a certain period. In addition, in myth there are three-dimensional patterns of signifiers, signifieds, and signs. Myths are usually considered the same as fairy tales, and are considered strange and difficult to understand the meaning or accept the truth because the story is irrational or unreasonable. Therefore, in Greek, myths that contradict logic (muthos and logos) are known. In myth also the signified can have several signifiers.

1.3 Representation

Representation according to Stuart Hall is a process in which a meaning is produced using language and is exchanged between group members in a culture. Representation is a combination of concepts in our minds using language. This language allows us to interpretate something in the form of an object, person, real event, and the imagined world of objects, people, things, and events that are not real (Sigit Surahman, 2014).

Stuart Hall representation contains 2 meanings. First is mental representation, is a concept about something that is in our heads or also known as a conceptual map. These mental representations form something abstract. And the second is language representation, language representation plays an important role in the construction of meaning. Abstract concepts that stand in our heads must be translated into a language that can be understood, so that we can connect our concepts and ideas about certain signs and symbols so that they are easily understood in a common language(Gita Aprinta E.B, 2011).

1.4 Internet Life

Internet is a whole network that is connected to one another. Some of the computers in this network store files, such as web pages, that can be accessed by the rest of the computer network (Strauss et al., 2003). The development of ICT (Information, Communication, and Technology) is super fast and sudden, bringing about radical changes. We are very overwhelmed by the online phenomenon. All of our habits change with it online access without having to meet in person in a form face tap. We often just have mutual trust and for this virtual communication. Whether you realize it or not, the flow of the internet (Social Media Communication) also greatly influences our social life. Children in the 80s-90s who have not yet been affected by the flow of the internet, have quite high social sensitivity both in their families and in society. They live by looking directly at their surroundings, so that a sense of empathy for something becomes very attached to the child. But today, the internet is changing its role to replace the role of parents and society in providing daily social roles and unfortunately, the internet does not only provide positive things but contains a lot of negative things in it. (Rahman Taufik, 2022). The negative things that can happen is when our children is more addicted to the internet and being not able to do a normal social interaction. This can be happened because there are parents who provide internet access to their children freely regardless of their age, needs, and proper use, this happens because not all of the parents do not know proper education about the internet (Karlina, 2020). That's showed us that the developemnt of internet and technology are very fast and undeniable. But in the other hand, the development of technology and internet has caused the world to become borderless and caused a significant social changes to take place so quickly that it reaches even the most remote areas (Moonti, 2012).

The internet can be a double-edged sword, because it has many factors that can have positive and negative impacts on its users. However, because there are also many positive impacts,

whether we like it or not, we have to use the internet as the fastest and most sophisticated communication tool today. Seeing the negative and positive impacts of the technology, especially the Internet, it can be concluded that when compared to the negative impacts, the positive impacts are much more and can be utilized to support human life (Malay, 2022).

2. METHOD

The study of semiotics is in two paradigms, namely the constructive paradigm and the critical paradigm. In this study, the paradigm used is the constructivist paradigm which examines in detail with logical and argumentative analysis to interpret an event. This paradigm is a relevant approach to use in text analysis research to uncover the deeper meanings that didn't only appear on the surface. The constructivism paradigm requires active cognition to associate several things that are relevant to the research theme in order to be able to answer the formulated problems. In addition to active cognition, this paradigm also requires in-depth observation to reveal the social phenomena being studied. Constructivism theory states that individuals interpret and act according to various conceptual categories in their minds. According to this theory, reality does not show itself in its gross form, but must first be filtered through how one sees things.

Qualitative descriptive is used on this research's data presentation. Descriptive method is research that describes the state of the object being studied as it is, according to the situation and conditions when the research was conducted (Sugiyono, 2017, p. 59).

A qualitative approach is a research work mechanism that is guided by non-statistical or non-mathematical subjective assessments, where the measure of value used in this study is not score numbers, but categorization of value or quality (Sugiyono, 2017, p. 59).

The reason for using this method is because the qualitative method aims to describe the actual situation or conditions that exist in the subject, especially in relation to the research theme taken. Researchers use the data presentation in order to describe as well as explain how the meaning of denotation and connotation contained in the lyrics of the song on the album "*Semenjak Internet*". The primary data used in this research is the lyrics of the songs on the album "*Semenjak Internet*" by Petra Sihombing. And the secondary data used for this research comes from books and journals.

The data collection technique used is a documentation study. Documentation study is one method of collecting qualitative data by viewing and analyzing documents made by the subject himself or by others about the subject. "The study of documentation is one way that qualitative researchers can do to get a picture from the subject's point of view through a written medium and other documents written or made directly by the subject in question" (Herdiansyah, 2010, p. 143). Documents that are used in this research are using the songs in the album that available on the DSP (Digital Streaming Platform) such as Spotify and Apple Music..

This research used a purposive sampling technique, which is a sampling technique for data sources with certain considerations (Sugiyono, 2008). The purpose of certain considerations in sampling is how to choose information according to the research category, and in this research the purpose is to know more deeply about the "*Semenjak Internet*" album.

This study uses source and data triangulation techniques to test the validity of the data. validity is the degree of certainty between the data that occurs in the research object with the power that can be reported by the researcher (Sugiyono, 2008).

Researcher chose the Roland Barthes semiotic analysis model because by using the Roland Barthes theory the researcher could interpret it in terms of meaning, namely the meaning of denotation, connotation and myth.

3. RESULT AND DISCUSSIONS

3.1 Research Result

"*Semenjak Internet*" is an Album by Petra Sihombing. Just as the title implies, "*Semenjak Internet*" as an album which in general is the result of Petra Sihombing's understanding of cyberspace and internet life. Summarized through 12 songs with urban pop music, all of which involve Indonesian singer and songwriters. From Sal Priadi, Teddy Adhitya, Pamungkas, Sheryl Sheinafia, Indies, Danilla Riyadi, Ben Sihombing, Tulus, Kunto Aji and David Bayu. Except for "*Cerita Kita Milik Semua*" and "*Biji*" which he wrote himself. The songs are; *Canggih, Apa?, Manusia Kasur, Cerita Kita Milik Semua, Astrologi, Selimut, Adu/h, Bodoh, Kawan, Biji, Martabat Manis, Cinta Digital*. Here's the discussion:

No	Song	Lyrics	Meaning
1	Canggih	<p><i>Laju lari mesin-mesin ini begitu tangguh, mustahil terkejar</i></p> <p><i>Meski sudah maksimal seribu langkah kakiku</i></p> <p><i>Hidup memang harus canggih</i></p> <p><i>Tapi pastikan kau yang pegang kendali</i></p> <p><i>Tersita waktu di layar, pada sibuk berselancar</i></p> <p><i>Jeda dulu, reda</i></p> <p><i>Boleh juga lama tak apa antik tak harus robotik, kau sudah cantik</i></p>	<p>The lyrics convey a critique of the way technology dominates our lives and encourages mindless consumption. The message is to encourage listeners to control their attention and focus to be present and authentic, rather than being swept up in the pressures of a hyper-connected world. In the song 'Canggih', a myth is found that the sophistication of today's technology is not everything. in the lyrics of the song explains how technology is currently developing very rapidly so it's really difficult for humans to keep up with the development of technology itself. But, as a human being that living daily, it's very important to us to keep up with the technology. We must be able to take the advantage of the technology. It is undeniable that technology is very helpful for human work and social relations in the present. And we as humans must be able to adapt to it.</p>

2	<i>Apa?</i>	<p><i>Berapa langkah yang sudah kau lalui, berapa lama lagi</i></p> <p><i>Memang sulit berhenti, Tapi bisa nanti</i></p> <p><i>Kini, esok, nanti kan misteri</i></p> <p><i>Ingin tau lebih dari kini</i></p> <p><i>Dapat apa lagi, bagi apa lagi</i></p>	<p>The lyrics describing about a situation where people are so much putting their time on internet especially in a social media. They just always want to keep up with things, today or tomorrow and what will happen next. Because in social media we can always give or share any information and also get many information.</p>
3	<i>Manusia Kasur</i>	<p><i>Manusia kasur, tidur tak teratur</i></p> <p><i>Aku ini manusia, manusia Kasur</i></p> <p><i>Sulitnya berdiri, dunia sendiri</i></p> <p><i>Ide kepala, jari kelana</i></p> <p><i>Ramai tapi sepi, kasur yang temani</i></p> <p><i>Teman-temanku jauh tapi dekat</i></p>	<p>In the lyrics, the phrase ‘<i>manusia</i>’ In the lyrics, the phrase ‘<i>manusia kasur</i>’ can be seen as a sign or symbol. In this case, the signifiers are the words ‘<i>manusia kasur</i>’, while the signified are the idea of someone who has merged or been comfortable in bed for a long time.</p> <p>Barthes also argues that myth has "second-order signification", namely the meaning conveyed through stories or cultural narratives. In this sense, the lyrics can be seen as a critique of modern society, in which people are increasingly disconnected from each other and from themselves. The lyrics</p>

		<p><i>Tak bisa berkumpul hanya bisa melihat</i></p> <p><i>Sebatas data binari memberi gambaran</i></p>	<p>suggest that technology and social media have created a world where people are physically present but emotionally distant, and where human connections have been reduced to binary data.</p> <p>The phrase ‘<i>aku ini manusia, manusia kasur</i>’ is repeated throughout the song, reinforcing the idea that she is very confined and already in the overly comfortable bed and socializing in the real world.</p>
4	<i>Cerita Kita Milik Semua</i>	<p><i>Aku tahu semua yang kau juga tahu</i></p> <p><i>Mereka tahu sama sepertiku, sama sepertimu</i></p> <p><i>Berbeda zona waktu tak jadi halangan</i></p> <p><i>Ini kemajuan atau merugikan</i></p> <p><i>Dari pikiran jadi unggahan instan</i></p> <p><i>Cerita kita milik semua</i></p>	<p>In the lyrics of the song, there are several possible myths that can be concluded based on the context. First, there may be a myth that advances in technology and social media have brought significant benefits to humans, such as the ease of communicating and sharing stories. However, this progress can also harm humanity in the form of dependence on technology and the loss of traditional values such as ethics and empathy. Then, there is the myth that absolute truth can be found within the individual, thus making the individual feel empowered to determine what is</p>

		<p><i>Lewat layar, rindu, ruang, sirna</i></p> <p><i>Zaman serba sekarang, semua tak ingin dilarang</i></p> <p><i>Akulah yang paling benar sekarang jadi hakim tak perlu gelar</i></p> <p><i>Setiap menit harimu yang kau bagikan itu pilihanmu, lepas dari kendalimu</i></p> <p><i>Lewat layar, penakut juara</i></p>	<p>right and wrong without considering the views of others. This can damage social relations and reinforce differences between different groups. Finally, there is the myth that all individual stories and experiences can become public property, regardless of privacy and individual interests. This can cause inconvenience and even loss for individuals who do not want their story published. The message delivered by the lyrics is the importance of being critical and wise in viewing technological advances and values related to communication and social relations.</p>
5	<i>Astrologi</i>	<p><i>Jangan percaya aplikasi astrologimu</i></p> <p><i>Lebih dari kau percaya kepada dirimu</i></p> <p><i>Jangan sampai itu mengganggu akal sehatmu</i></p>	<p>From the lyrics, the writers want to tell us that we are better than what we know. We don't have to believe to the application that can lead our opinions about ourself getting worse. We can't take a suggestion by technology without any filtering. We have to know that we are better than what we know and we have to be confident with it.</p>

6	<i>Selimut</i>	<p><i>Berselimut</i></p> <p><i>Kehidupan manusia</i> <i>Dan yang kutahu di dunia maya</i></p> <p><i>Kau baru beli mobil baru, aku tahu</i></p> <p><i>Kau lapar sekali, aku tahu</i></p> <p><i>Tak muncul tiga hari di Instagram, ku kira kau jadi bunuh diri</i></p>	<p>From the lyrics, we can know that the human life after the internet is very different. When people only behind their blanket, they can interact with one and another. They can exchange information through the internet and social media updates. People are more often to express their feelings on social media, until if there are someone who are not online on social media, somebody else just worried about them why they're not online.</p>
7	<i>Adu/h</i>	<p><i>Menjelajahi lampiran dunia</i></p> <p><i>Yang ada hanya dari media</i></p> <p><i>Mau tak mau</i></p> <p><i>Unggah pesonamu</i></p> <p><i>Sampai di titik yang kita mau</i></p> <p><i>Bolehkah kita berhenti sejenak?</i></p> <p><i>Bicarakan tentang realita</i></p>	<p>This song describes the situation of how all these things are assessed through the internet and social media. Like it or not, we have to have some charm on our social media, and if we don't, we're going to be left behind. This more describes feelings of boredom and annoyance with the internet world. And this song invites people to stop staring at internet or social media for a moment and talk about real things, in the real life.</p>

8	<i>Bodoh</i>	<p><i>Jika kau jatuh karena kecepatanmu</i></p> <p><i>Kapan saja kau boleh menangis di bahu</i></p> <p><i>Dan berlari lagi</i></p> <p><i>Dunia menakutkan</i></p> <p><i>Pegangannya terkadang hanya harapan tanpa buku panduan</i></p>	<p>The lyrics of the song is containing a meaning about how the real world happened. Because in the world there is no definite guidebook because humans have to walk and live with their own way. It's the same as the internet, which can make us fall because of the speed of information that arrives and we can forget the ourself with the presence of technology and social media</p>
9	<i>Kawan</i>	<p><i>Senyummu sebenarnya tidak setenang itu</i></p> <p><i>Tawamu sebenarnya tak selepas itu</i></p> <p><i>Wajah bangun pagimu mungkin tak sesegar itu</i></p> <p><i>Keberadaanmu yang lebih berharga</i></p> <p><i>Tutup layar dan utuh kau berwaktu</i></p>	<p>This song shows that there is a phenomenon that makes our image on social media and the internet world must always be perfect. Because the things we share will be seen by other people, so as much as possible the content that we share on our social media, must show that we are in a Happy and perfect phase. In fact, there are times when we have to be what we are, and also everything doesn't have to be shared and uploaded to social media. So that we can enjoy our own time to rest.</p>

10	<i>Biji</i>	<p><i>Dari caramu merangkai kata, dan buang waktu di dunia maya</i></p> <p><i>Sudah sangat jelas, kau beda kelas</i></p> <p><i>Kamu yang paling berani di ponsel pintarmu</i></p> <p><i>Aku tak pernah peduli dengan komentarmu</i></p> <p><i>Tak ada bunyi-bunyi nada dering mengganggu</i></p>	<p>The lyrics hint that life lived through cyberspace and social media is more intense and there is too much competition with the other people. This implies that enjoying a quiet afternoon without distractions is a desirable experience, compared to the presence of ringtones or other digital distractions.</p> <p>Overall, the lyrics express myths regarding the knowing of social media, better understanding through the use of technology, the belief that success depends on online activities, and the nostalgic outlook that existed in peacetime before social media existed.</p>
11	<i>Martabat Manis</i>	<p><i>Bukannya tambah datang ragu</i></p> <p><i>Hidup sendiri pun ku mampu</i></p> <p><i>Tapi apa yang aku tahu</i></p> <p><i>Ternyata kita memang harus satu</i></p> <p><i>Beradu kita untuk maju</i></p> <p><i>Mengisi semua rongga ragu</i></p>	<p>This song describes the condition that it turns out that the development of technology and internet are good enough. Because the human activity in this era cannot be separated from the help of the internet as well. And it is a positive impact that the internet and human life cannot be separated.</p>

		<i>Pijakanku semakin baik denganmu</i>	
12	<i>Cinta Digital</i>	<p><i>Ku geser ke kanan, wajah terbaik pilihanmu</i></p> <p><i>Sedang kesepian, ibu jari ku memilihmu</i></p> <p><i>Siapa sangka jatuh cinta terjadi tanpa tatapan mata</i></p> <p><i>Aku, jumpa di maya hidup bersama kamu</i></p>	<p>The song tells that falling in love or having a romantic relationship can be happened through online interactions without any face-to-face contact. This implies that love can develop through cyberspace without the need for direct communication. The lyrics also reflect that a marriage or serious commitment can be built on a relationship that exists in cyberspace. This shows that online relationships can develop into real relationships with the same seriousness.</p>

Table 1. Lyrics in the Semenjak Internet Album

3.2 DISCUSSIONS

Based on Roland Barthes' semiotic theory which is the basis of this research, there are two levels of significance, namely denotation at the first level and connotation at the second level. Denotation is the level of marking that explains the relationship between the signifier and the signified literally or the actual meaning of a sign. While connotation is the level of marking that explains the relationship between the signifier and the signified which has an indirect and uncertain meaning because it is formed from feelings, emotions and cultural aspects. "*Semenjak Internet*" album by Petra Sihombing discusses about how virtual worlds and the development of the internet can affect our daily lives. The development of the internet and the existence of social media and cyberspace have changed our routine and the way we work in carrying out our daily activities. The album "*Semenjak Internet*" through its songs displays a lyrics that represent how changes occur when there is the influence of technological developments and the internet world on aspects of our daily lives after the presence of social media and the internet in our lives.

The development of the internet world and the existence of social media make our lives easier and make the work we do everyday can be more practical and easy to do. The existence of social media also shows progress and development as well as interactions between social groups in our lives. It also breaks a barrier that we couldn't do before the development of the internet and social media. Just as we can interact with anyone without any restrictions, differences in place and time are not an obstacle to being able to carry out inter-social interactions in our daily lives.

Changes in people's behavior can be seen when there was the internet and before the internet. The development of social media and the internet has brought many influences that bring positive progress, but it is undeniable that there are also some things that bring negative in human behavior. We know the development of the internet and social media is very fast and uncontrollable. Where in the current condition of our society there are still those who can control and adapt to the current progress of the internet and use it according to their needs. So that people who can maximize the technology and internet nowadays can really show the best capabilities of technology to support and boost their daily needs and their workflow. However, there are also people who are actually complacent with advances in technology and the internet so they can't keep up with its developments of the internet development. Unable to keep up

with development of the internet technology in the sense of not being able to control oneself in using technology. In the end it can be said that the technology is using them, not they are the one who use the technology (Gafar Abdoel, 2008).

The case are there are many people are now too complacent in using social media for nothing, they only spend time on social media for their own interests and do not get a positive impact from using social media and the internet itself. So, there are internet users or can be called 'netizens' who can take advantage of the use of social media technology to support their work and life or also use it for entertainment purposes only. And there are also people who do spend their time on social media for useless and pointless things. It can be concluded that there are people who are not able to adapt and are not affected by advances in internet technology and social media. As already explained that the internet changes referring to society in providing daily social roles and unfortunately, the internet does not only provide positive things but contains many negative things in it (Rahman Taufik, 2022).

There are also people who are complacent with the sophistication of technology and social media. That is people who have been used by technology so they only spend their time on social media. This can be happened because they are complacent with technology where they can interact with the world only by phone and not leaving the house or go outside and hangout with other people. Because all of the information can be obtained from the internet. This has other negative impacts, such as losing a real social activity with the people around them, because they only depend on social media for their inter-social life and do not carry out actual social interactions in real life. As for example, people who live in cities are more understand and are more updated about how to use the internet and social media to support their work. Because they live in an area that is already supported by the use of social media. But, people who live in rural areas like for example in papua, they still don't even understand how the internet works and only use it to please themselves because they don't know how to maximize it as a tool.

Another impact caused by other advances in the world of the internet that showed in this abum is, represent how all kinds of information can be given by anyone, and can also be received by other internet users. With social media that is very freely accessed by anyone, people are free to share their stories or posts to be uploaded on social media and become public consumption. Other people can easily find out what information from something we have

uploaded to social media, actually this shows a positive impact because this is one example of how the internet and social media can quickly provide information to everyone without being limited by place and place. time. However, there are also negative impacts that we cannot avoid from the ease of using social media. Privacy is one of the concerns, where people who don't want their lives to be exposed by social media can be uploaded easily by anyone.

Freedom of expression is also alluded to in this song, where on social media we can say whatever we want to say about anything. However, the negative impact of this freedom is even more worrying, because people can also easily say whatever they want to say, including dropping and judging things according to their personal opinion through social media. Also because the rate of information in internet are very fast, people often can filter the information that right or wrong. That's why there are so many hoax that spread on the internet. That's concerning because not all of the netizens can filter all of the information that they get. Hoaxes reveal the chaos in spreading information without expert verification and not further researching the information so that it harms other people (Sabarina Sitepu et al., 2021). And that's why hoax is very dangerous impact of the development of technology and social media, because such hoaxes have the effect of making people have difficulty distinguishing the original hoax, being easy to provoke, easy to hate, and a change of choice (Rika Asnaria et al., 2022).

Over the time, the use of the internet and social media in society is not only for seeking information or entertainment. But it can also be done to seek and find someone who can be a partner. Another aspect that we can get from this album is the use of application for dating. Online dating is currently booming in people nowadays, where they can find friend or looking for a partner. This phenomenon reflect how we can actually date with people that we don't know before just via phone with an application based on the intenret. With the sophistication of social media that can store personal information, it is used to find more deep information about the person they met in the social media (Sa'adatina & Rouli Manalu, 2017). The internet can be a double-edged sword, because it has many factors that can have positive and negative impacts on its users. However, because there are also many positive impacts, whether we like it or not, we have to use the internet as the fastest and most sophisticated communication tool today.

4. CONCLUSION

Based on the data obtained from the analysis of the 12 songs on the album "*Semenjak Internet*" by Petra Sihombing, the results show how the album represents internet life. Internet is a game changer in the activities that are carried out by humans. On this album, Petra describes a lot about the positive and negative impacts that occur in our daily lives caused by the internet. There are internet users or can be called 'netizens' who can take advantage of the use of social media technology to support their work and life or also use it for entertainment purposes only. And there are also people who do spend their time on social media for useless and pointless things. For example just as we as a student, we don't use our phone to study but to always open some application such as Youtube or TikTok, just to entertain ourselves. This is a bad impact when we can't maximize the use of the internet and social media.

This album is more became a reminder that information also can come and go very quickly just as the internet going, because the rate of information in internet are very fast, people often can filter the information that right or wrong. That's why there are so many hoax that spread on the internet. That's concerning because not all of the netizens can filter all of the information that they get. Hoaxes reveal the chaos in spreading information without expert verification and not further researching the information so that it harms other people. As in 2020, hoax about the pandemic covid-19 is very spreading and cause a panic situation in society and it is very detrimental for ourselves.

Another uniqueness is also found in the use of the internet as a dating agency. By using a dating apps, this is a new and interesting thing to try. Because we don't need to make an effort to get to know people directly, we can just tap the screen, we can get acquainted with the people we want. However, the bad thing is we don't know exactly who we are dating or chatting with. Maybe they are just people who use fake data to take advantage of other people through the application.

This album tells us that we must be able to learn more to take advantage of any positive impacts that we can get from the development of the internet, because on the songs inside this album have shown how the world of the internet can support our lives. or even this development of the internet can be disastrous or dangerous that can be caused by ourselves not being able to use the internet properly. Again, internet can be a double-edged sword, it has many positive and negative impacts on its users .

Based on the conclusions above, the writer realizes that this research has limitations because of the broad meaning of social representation in society, therefore the researcher suggests to future researchers to develop similar research by using more reference sources regarding theories related to how our lives have changed. since the advent of the internet. To the general public, researchers suggest to be critical as listeners and connoisseurs of songs in order to understand what meaning is contained and wants to be conveyed in every lyric in a song or album.

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