

ABSTRACT

A song is a series of notes mixed and matched with a melodious rhythm and is usually equipped with beautiful lyrics in it. Often, songs are created as a means for a songwriter to convey a message to his listeners. The messages are varied, according to the feelings felt by the songwriter at that time. As time goes by, songs are also often used as a medium by musical artists to express dislike or disagreement with various things, from government policies that are not pro-people, to social phenomena that occur in society. This is what the music group from Jakarta, Feast, often does through the albums they have released. However, of all the albums they have released, there is one song that sounds like a cry of frustration over the SARA (ethnicity, religion, race and inter-group) discrimination they have experienced. Considering how the history of this musical group and the songs they create often satirically depict the realities of life in Indonesia, it is not impossible that this song is also one of them, because Indonesia itself is a very multicultural country. This research uses descriptive qualitative methods and constructivism as its approach, and data collection is carried out through observation, documentation and literature study. The author also uses Roland Barthes' semiotics as a data analysis tool, to find out the message conveyed in the song and its correlation with the multicultural social reality in Indonesia today.

Keywords: Critic, social, song, multicultural