

## ABSTRAK

Sari, Ni Putu Vina Novita (2019), Asosiasi Pornografi pada Teks Lagu Bali Populer: Analisis Karakteristik, Teknik Penciptaan, dan Fungsinya. Tesis, Program Studi Pendidikan Bahasa, Program Pascasarjana, Universitas Pendidikan Ganesha

Tesis ini telah diperiksa dan disetujui oleh Pembimbing I: Prof. Dr. I Nengah Suandi, M.Hum. dan Pembimbing II: Prof. Dr. I Nyoman Suidana, M.Pd.

Kata kunci: lagu Bali populer, pornografi, makna asosiasi

Penelitian ini bertujuan mendeskripsikan (1) karakteristik asosiasi pornografi, (2) teknik penciptaan asosiasi pornografi, dan (3) fungsi penggunaan asosiasi pornografi pada teks lagu Bali populer. Penelitian ini berjenis deskriptif kualitatif. Data penelitian berupa teks lagu. Data diperoleh melalui sumber berupa kaset, CD, atau situs-situs daring yang memuat *file* lagu Bali populer. Lagu tersebut dipilih secara acak berdasarkan pertimbangan, (1) teks lagu berbahasa Bali, (2) lagu sempat populer di masyarakat, dan (3) teks lagu mengandung asosiasi pornografi. Prosedur analisis data penelitian ini dilakukan dengan langkah-langkah: (a) reduksi data, (b) penyajian data, dan (c) penarikan simpulan. Berdasarkan hasil analisis data, dapat disimpulkan tiga hal. *Pertama*, karakteristik asosiasi pornografi dalam teks lagu Bali populer (1) mengasosiasikan alat kelamin, (2) mengasosiasikan aktivitas berhubungan seksual, (3) mengasosiasikan hasrat seksual, dan (4) mengasosiasikan aktivitas perselingkuhan. *Kedua*, teknik penciptaan asosiasi pornografi dalam teks lagu Bali populer meliputi, teknik (1) metafora, (2) pemotongan kata, (3) pengaburan makna, dan (4) repetisi. *Ketiga*, fungsi asosiasi pornografi dalam lirik lagu Bali populer, meliputi (1) menarik perhatian, (2) menghibur, (3) membuat rasa penasaran, dan (4) mengecoh pendengar. Saran yang dapat direkomendasikan: (1) bagi pengguna bahasa Bali hasil penelitian ini dapat dijadikan bahan bacaan untuk melihat fenomena penggunaan bahasa Bali kekinian dari sudut pandang lirik lagu, (2) bagi penulis teks lagu Bali populer sebaiknya tidak melupakan identitas kebalian dalam membuat lagu Bali, dan (3) bagi peneliti lainnya, dapat meneliti tentang ada tidaknya perbedaan asosiasi yang muncul pada benak pembaca yang memiliki latar pendidikan atau usia berbeda.

## ABSTRACT

Sari, Ni Putu Vina Novita (2019), Pornography Association on Popular Bali Song Texts: Characteristics Analysis, Creation Techniques, and Functions. Thesis, Language Education Study Program, Postgraduate Program, Ganesha University of Education

This thesis has been supervised and approved by Supervisor I: Prof. Dr. I Nengah Suandi, M.Hum. and Supervisor II: Prof. Dr. I Nyoman Sudiana, M.Pd.

*Keywords:* popular Balinese songs, pornography, associations meaning

This study aims to describe (1) the characteristics of pornographic associations, (2) the techniques of creating pornographic associations, and (3) the function of using pornographic associations in popular Balinese song texts. This research is a qualitative descriptive type. Research data in the form of song text. Data is obtained through sources in the form of cassettes, CDs, or online sites containing popular Balinese song files. The song was chosen randomly based on consideration, (1) the text of the song in Balinese, (2) the song was popular in the community, and (3) the song text contains a pornographic association. The procedure of analyzing the data of this study was carried out by the steps of: (a) data reduction, (b) data presentation, and (c) drawing conclusions. Based on the results of data analysis, three things can be concluded. First, the characteristics of pornographic associations in popular Balinese song texts (1) associating genitals, (2) associating sexual activity, (3) associating sexual desire, and (4) associating sexual activity. Second, the technique of creating pornographic associations in popular Balinese song texts includes, (1) metaphorical techniques, (2) word cutting, (3) blurring of meaning, and (4) repetition. Third, the function of pornography associations in popular Balinese song lyrics includes: (1) attracting attention, (2) entertaining, (3) making curiosity, and (4) deceiving listeners. Suggestions that can be recommended: (1) for Balinese language users the results of this study can be used as reading material to see the phenomenon of the use of contemporary Balinese from the perspective of song lyrics, (2) for popular Balinese song text writers should not forget the identity of kebalian in making Balinese songs , and (3) for other researchers, can examine whether there are differences in associations that arise in the minds of readers who have different educational backgrounds or ages.