

# Representation of nationalism in video clips wonderland indonesia by Alffy Rev

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## ABSTRAK

This study aims to dissect the representation of Nationalism in the Wonderland Indonesia video clip by Alffy Rev. Wonderland Indonesia video clip is a video clip concept that combines real seat visuals with CGI (Computer Generated Imagery) technology and combines elements of modern EDM (Electronic Dance Music) music with elements of traditional music. This video clip elevates and introduces the beauty of Indonesia. The focus of this research is to find out that Indonesia is represented in any form within Wonderland Indonesia.

This research was conducted using a type of qualitative research using John Fiske's semiotic analysis theory (Codes of television), this theory can reveal the meaning contained in film or audio-visual, with three level codes, namely: the level of reality (Displaying, environment, makeup, costumes, behavior, expression, movement and dialogue), the level of representation (Camera, lighting, music and sound editing), the level of ideology (individualism, patriarchy, race, materialism and capitalism). The data collection technique in this study is to use observation, documentation and literature studies which are then processed by researchers to obtain appropriate and accurate data.

The results in this study show that in the Wonderland Indonesia video clip, Nationalism is represented through Indonesia's natural wealth, Cultural Diversity, Indonesian Independence and the Figure of Antaboga. To analyze and dissect what kind of Nationalism in Wonderland Indonesia, researchers use John Fiske's semiotic theory with three levels, namely: the level of reality, the level of representation and the level of ideology.

## 1. Pendahuluan

Video clips are the concept of conveying the content of the song through audio and visuals, by showing the content of the lyrics as well as music and visual images in the form of depictions of the lyrics of the song. In addition, video clips are also able to communicate and show the wishes of musicians to the audience. For a director, video clips are a tool for conveying the message of a song through audio and visuals, in addition to being a work, video clips for directors are also a place to show their creativity from directing narratives, visualizations and uniqueness or style in making video works. Video clips with an Indonesian theme always feature the visual concept of video clips that make viewers and listeners feel the spirit of nationalism rising, especially for Indonesian citizens. Films, songs and video clips have a very accurate ability to convey messages uniquely and easily understood.

In this study, researchers will focus on researching and dissecting the representation of Nationalism in the Wonderland Indonesia video clip. Researchers chose wonderland Indonesia video clip as the object of study because this video clip was released on August 17, 2021 right on the 76th

independence day of the Indonesian state. With a very interesting video clip concept because there are many elements of Indonesian culture and natural beauty and combine elements of EDM (Electronic Dance Music) music and elements of traditional music from several tribes in Indonesia. This video clip with a duration of 10.53 minutes has been watched by more than 33 million viewers, 3 million likes, and became a youtube 1 trending within 3 days from the release date. Wonderland Indonesia's video clip director, Alfyy Rev, won the Gatra Awards 2021 in the arts, social and culture category (Ucha Julistian, 2021).

Wonderland Indonesia video clip is a new concept from alfyy rev that is able to make a very significant differentiator from other video clips. In terms of songs, Wonderland Indonesia included 9 folk songs and 1 national song, as well as inserted a proclamation of independence in the middle of the song. In terms of Visual Video Wonderland Indonesia combines real seats with CGI (Computer Generated Imagery) technology which is an advanced technology today in the world of audio visual.

One of the efforts in realizing and maintaining a sense of nationalism is to recognize, preserve and maintain various cultures in Indonesia. Video clips are one of the new ways to realize a sense of nationalism (Sebayang, 2019). The "Wonderland Indonesia" video clip is a form of effort to create and foster a sense of nationalism of Indonesian citizens.

Alffy rev as the producer and director of the "Wonderland Indonesia" video clip uses Youtube as a platform to distribute and publish the "Wonderland Indonesia" video clip. Youtube is one of the largest media today as a place for creativity, besides that Youtube is also indirectly a medium for channeling certain ideologies, values and norms through videos and content displayed (Bilga Ayu Permatasari & Roosinda, 2020).

Therefore, the researcher conducted a study with the title "Representation of Nationalism in the wonderland Indonesia video clip by Alfyy Rev using john fiske's semiotic model analysis.

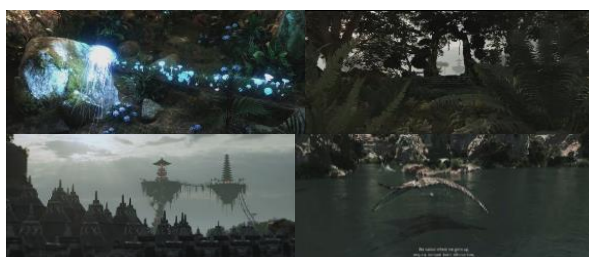
## 2. Metodologi

The method used is descriptive qualitative research. using John Fiske's semiotic analysis. Qualitative is a type of research that aims to be able to produce descriptive data in the form of written text. Descriptive aims to provide an overview of a phenomenon, symptoms and facts (Ahyar, 2020). The semiotics analysis method aims to examine the Representation of Indonesia in the Wonderland Indonesia Youtube video clip by Alfyy Rev.

The data collection techniques used are Observation, Documentation and literature studies. observation is collecting data by systematically observing the object being analyzed. Researchers made direct observations by observing wonderland Indonesia video clips, then chose which scene to analyze according to the type of research used. Documentation is a technique used in obtaining data through existing documents (Ahyar, 2020).

The documents that are already available and used in this study are in the form of screenshots of scenes that will be analyzed from the Wonderland Indonesia video clip by Alfyy Rev, a video clip obtained from Youtube media. Library Studies is a data collection technique to strengthen data collection that researchers get from several sources of information that are relevant and related to the research that researchers are making, such as scientific journals, and articles that can be accessed from the Internet and can be accounted for.

## 3. Theory



### a. Level of Reality

In the opening scene of the video clip "Wonderland Indonesia" shows visuals in the form of the natural beauty of Indonesia together with the narrator's dialogue expressing an admiration for Indonesia. The dialogue is spoken in English and if translated into Indonesian: Indonesia is the most beautiful land in the universe, The land where we were born, The country where we grew up, So many colors live together in peace, With a million immortal treasures, With abundant natural wealth, Indonesia is not only beautiful, Indonesia is a Wonderland.

The visuals displayed are jellyfish, mushrooms, moss on trees, plants, forests on which there are several traditional houses in Indonesia, male figures meditating using balinese traditional clothes, stingrays with batik motifs, traditional houses floating above the clouds, temples, and water that flows rapidly and forests that have a lot of large trees. The color displayed is predominantly green because it represents nature.

#### b. Level of Representation

In this opening scene, the image setting position technique used is the Eye Level with the movement of the Track In camera. In this scene, visual creation and editing use CGI (Computer Generated Imagery) using the Blander 3D application. The voice used in this scene is the song Bagimu Negri, then continued with the male Voice Over Narrator who explains admiration for Indonesia.

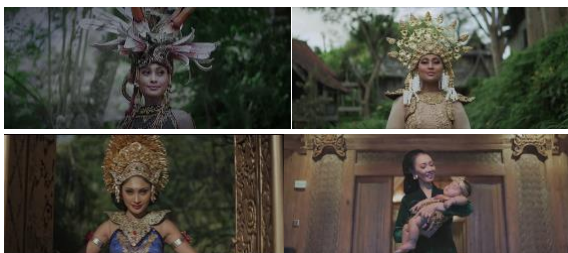
In addition, there is a backsound Ambiance sound of water, wind, birds chirping with the aim of adding to the atmosphere as if it is reallnated in the forest. The sound of music from gamelan instruments. The mood lighting in this scene is made Natural Lighting with the aim of adding to the true sense or feel of nature. Bright sunlight is the main factor that this scene uses Natural Lighting, which is to make use of sunlight.

#### c. Ideological Level

This scene contains the ideology of Nationalism as seen from the visuals of nature in addition to the narrator's dialogue which makes it clear that Indonesia is a beautiful country and has extraordinary natural wealth. Evidence of Indonesia's natural wealth is illustrated by the beauty of the sea and forests.

The sea has a symbol that Indonesia has a large sea area so it is called a maritime country, because the area of the Indonesian sea is 2/3 of the area of the entire territory of Indonesia. So that Indonesia becomes the world's maritime axis. Jellyfish and stingrays that appear around the ocean are proof of Indonesia's marine wealth (Nikawanti Gia, 2021). Indonesia has a fairly large landmass. About 50% of Indonesia's land is forest (Fatma, 2021). Indonesia's forests are among the third largest in the world so they are known as Indonesia's tropical rainforests. The vastness of Indonesia's forests makes a lot of biodiversity including flora and fauna.

## 4. Result and Discussion



#### a. Level of Reality

In Scenes 2, 3, 4, 5, 6, 8, 12, 13, 15 featuring Novia as a folk song singer from several regions wearing traditional clothes according to the folk songs she sings. The dances performed include the Hornbill dance, plate dance and majenger dance. In all the scenes Novia's expression always seemed happy and happy.

### b. Level of Representation

This scene uses Long shot, Medium shot and Medium Close Up shooting techniques. Long shots are used for the purpose of showing dancers, while Medium Shot is used with the aim of clarifying the movements of dancers, the traditional clothes that Novia wears as well as the dancers and showing the movements of Novia scenes. Medium Close Up is used to show Novia's facial expressions.

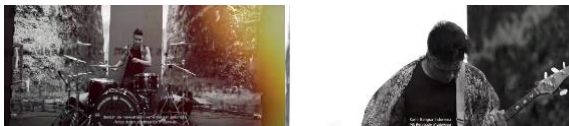
Using cutting techniques that cut in. Mood lighting in the entire scene of Indonesian cultural representation is Natural Lighting, which is the lighting that is naturally available at the shooting location. The voice in this Indonesian cultural diversity scene is the song Paris Barantai, Si Patokaan, Sajojo, Janger, Anak Kambing Saya, Manuk Dadali, Kampuang Nan Jauh Di Mato, Soleram and Lelo Ledhung.

### c. Ideological Level

The whole scene of Indonesian cultural diversity contains the Ideology of Nationalism. All seen from the visuals displayed are traditional clothes, regional dances from several regions in Indonesia also represent from several tribes in Indonesia, folk songs that are sung are also the main factor in becoming the value of Nationalism.

Showing Indonesian culture and being proud of the culture in Indonesia makes the ideology of nationalism not only love the Indonesian homeland in general but in detail related to cultural diversity.

#### Representation of Indonesian Independence



### a. Level of Reality

This scene shows Alffy Rev playing the guitar, there are two men, one playing the guitar wearing batik patterned clothes and woven cloth on the tie on the head and the other playing drums wearing woven cloth wrapped around the neck.

The expression of living the opening intro is visible on the face of Alffy Rev when playing the guitar. The movements of the two men when playing guitar and drums are very burning and full of energy. The movement of talents wearing white clothes ran away gathered at the time of the Voice Over proclamation of Independence. The voice that appears in this scene is the Voice Over voice of President Ir. Soekarno who loudly and firmly reads the text of the Proclamation of Independence.

### b. Representation Level

In this scene, the shooting technique is used medium shot, long shot, medium close up, medium shot with the movement of the Track In camera. Medium Shot aims to show an Alffy Rev expression when playing guitar. Medium Close Up aims to show the expressions and emotions of the two men in this scene. Medium Shot with track in camera movement aims to show the movements of the two men playing guitar and drums. Long Shot aims to feature talents wearing white clothes running together during the Voice Over proclamation.

The color in this scene is Black-and-White with the aim of adding to the impression and time of the past where television and videos in the past were identical to Black-and-White warrants. Voice Over Proclamation of Indonesian Independence. The editing technique in this scene is cut to cut adjusting the intonation of the music with the aim of multiplying the Point Of View.

### c. Ideological Level

In this scene contains the ideology of Nationalism, the form of Nationalism in this scene is found in the Voice Over reading the text of the Proclamation of Independence by Ir. Soekarno accompanied by music with a combination of guitar and drums that is so passionate. It can also be seen that the feeling of pride in the original Indonesian fabrics displayed in this scene, namely ikat, woven cloth and batik is a form of Nationalism for the original creations or works of the nation's children and reflects the richness of cultural customs owned by the ethnic group.



#### a. Level of Reality

This scene shows a scene of Alfy Rev sticking a red and white flag. The color red symbolizes the meaning of courage and philosophically the color red is the basic color of the human body filled with blood and the color white means purity philosophically has the meaning of a pure human soul.

If courage and chastity are plugged in and planted in the ground, it is true that the courage and purity of all Indonesian citizens must be strong and will always be grounded in the homeland of Indonesia.

Alfy Rev wears black clothes wrapped in batik patterned clothes. Sang Hyang Antaboga is a dragon figure who has become a mythology in society, especially the Javanese and Balinese people. Antaboga is taken from an ancient Javanese wayang story (Huda et al., 2017).

#### b. Representation Level

In this scene, the shooting technique used is Medium Shot with the aim of showing the movement of the scene of Alfy Rev sticking the flag to the ground. Long Shot is used with the aim of showing the dashing figure of Antaboga with the flapping of its wide wings.

Antaboga was created using CGI (Computer Generated Imagery) with the Blender 3D application. Backsound sounds that are heard in this scene are gamelan sounds, flute sounds mixed with modern music using Louncpad tools and Antaboga dragon sound effects.

#### c. Ideological Level

This scene contains the value of Nationalism Ideology, this is illustrated from the scene of Alfy Rev sticking the red and white flag, the figure of antaboga who is a mythological creature from ancient Javanese puppetry, namely the figure of the snake king who guards the bowels of the earth or in puppetry called the "underworld".

The figure of Antaboga is attached to javanese and balinese culture so. Antaboga's form should be in the form of a dragon snake, but in this video clip, it is realized in the form of a combination of Garuda wings with Dragons, where garuda wings are interpreted as symbols of the guardians of the upper world, so that if combined, it will form the meaning of Antaboga as the guardian of the upper and lower worlds. The figure of Antaboga illustrates the spirit of the younger generation who must not be extinguished by nature to protect the Indonesian homeland.

## 5. Conclusion

Nationalism represented in the video clip wonderland Indonesia as a country that has natural wealth visualized by the beauty of the sea and forests, jellyfish and stingrays are proof of Indonesia's marine wealth. Indonesia's natural wealth is displayed with the green trees in each scene of the change of folk songs representing several regions of Indonesia. The diversity of Indonesian culture, in the video clip of Wonderland Indonesia is packed with several folk songs sung by Novia, traditional clothes worn by Novia, regional dances and traditional houses representing Indonesia.

The figure of Antaboga in this video clip is symbolized as a figure of the guardian of the upper world and the underworld of the Indonesian state. Meanwhile, the power possessed by Antaboga is symbolized as a force to revive the spirit and love of the motherland that has faded.

Wonderland Indonesia is the first video clip in Indonesia that uses a combination of modern music elements Electronic Dance Music (EDM) with traditional and visual music elements between real seats using CGI (Computer Generated Imagery) technology. Wonderland Indonesia is a manifestation of the figure of Alfyy Rev in terms of music which is presented thickly with the

characteristics of Alffy Rev, the combination of traditional and modern music is the main instrument in each of his works.

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