

ABSTRACT

Xi + 129 pages + 6 table + 27 picture + 21 book + 6 journal + 26 Website + 8 article

Punk as a subculture in popular culture is represented through various kinds of mass media such as film clip video. In clip video, punk is represented i.e through symbol not only a band punk but also through various genre of music other than punk such as a popular artist, Agnes Monica. This becomes a problem because of different cultural background which due to different meaning. The symbol of punk emerges through *fashion* used. The artist who is eager to go *international* uses punk symbol continuously in all her album. In her representation, Agnes tries to reconstruct a new meaning based on her goal. The clip video *Tak Ada Logika* shows the using of punk symbol through some talent and is the main element in *fashion*. Besides, the representation conducted reaches *attitude* level. The purpose of this research is to know how punk symbols are represented on *Tak Ada Logika* clip video.

This is an deskriptif kualitatif research with using of interpretative paradigm. *Tak Ada Logika* clip video is the object of this research. The analisis metode is using semiotic theory of Saussure and semiotic theory of 2 phase succession of sign Barthes. Various punk symbols represented in this clip video have experienced the change of meaning from the meaning of symbol in punk subculture. This is influenced by cultural understanding, the purpose of the using symbols and ideological values. As an example, this clip video is a means of capitalism while punk is the anti capitalism movement. In this phase semiotic analysis wich is most relevant is the semiotic theory from the famous person on semiotic of media Baudrillard. This theory talk about the relation amoung image and reality. This Baudrillard phase is associate with sign sucesion of sign.

In *Tak Ada Logika* clip video, punk symbol is represented through the using of bejel jeans, leather tank top with iron accessories, boot, *Mohawk* hair style tattoo, piercing, spike band, net cloth and *rantai anjing* necklace. In this clip video, punk symbol experiences false representation when this subculture group is told unsuitable with the reality and the values of punk subculture. Bauldrilard phase is the second phase in which an image covers and bends the reality. Besides, in this clip video, a symbol also simulates. A symbol in a clip video creates its own reality., without having a real relationship. A symbol is represented more real than its reality. In Baudrilard phase, this symbol is in the third and the fourth phase. In this clip video this symbol is represented as a chaos community which do the violent. And the false representation is resulted in this phase. In a simulation phase punk symbol is created as a reality ; a glamour and sexy punk fashion. A punk symbol weather fashion and accessories experience superficiality of meaning and means as a sign.

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