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Music Communication in Juicy Luicy's Lyrics: Emotional Voices of Generation Z

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Abstract
This study aims to analyze the emotional representation in the lyrics of Juicy Luicy's popular songs among Generation Z. Employing Roland Barthes' semiotic framework and Stuart Hall's theory of representation, this research explores how emotional meanings are constructed through linguistic and symbolic signs in the lyrics and how Generation Z audiences interpret them based on their social context. The study focuses on four songs: "Lantas", "Tanpa Tergesa", "Lampu Kuning", and "Sialan", selected for their digital popularity and emotional resonance on platforms Spotify and YouTube. The findings reveal that the lyrics represent emotions such as dilemma, regret, uncertainty, and loss through simple diction, visual metaphors, and accessible symbols. These songs deliver emotional depth not only on a literal level but also connotatively, forming cultural myths around love and longing. Generation Z decodes these lyrics through the lens of their personal experiences, treating them as a reflective space for articulating emotional identity. Moreover, the lyrics serve as a medium for managing emotional stress and building social connections through shared empathy. Thus, the study affirms that Juicy Luicy's lyrics function as a form of emotional communication and cultural representation in the lives of Generation Z.

Keywords: Barthes' semiotics, Generation Z, Indonesian pop music, song lyrics, Stuart Hall decoding.

1. INTRODUCTION

Humans use language as the primary means of communication to convey ideas, feelings, and understanding (Xiao, 2018; Zhang, 2013). In the world of art, humans also use language as a means to express aesthetic values and emotions in depth (Hoffmann, 2009). Poetry and song lyrics are two forms of literary works that directly rely on language as the primary medium (Cahyo et al., 2020). Poetry comes in dense, imaginative writing, while song lyrics appear as sung poems. Through the selection of

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distinctive diction and supporting rhythm, song lyrics can evoke strong emotional resonance among listeners (Innayah, 2024).

Literary writers create entertainment, reflect the reality of life, and express the deepest layers of human emotions. In this context, song lyrics are important in conveying messages and feelings that are difficult to express explicitly (Murniaseh et al., 2021). Music can transcend age, culture, and social background as a universal art form. The younger generation actively makes music an integral part of their lives (Netti & Irwansyah, 2018). Generation Z, born between the mid-1990s and early 2010s, grew up amidst the development of digital technology and easily accessed music through various online platforms. They not only enjoy music as a form of entertainment, but also use it as a medium of self-expression and escape from the psychological pressures of everyday life (Sinurat, 2024).

Musicians use lyrics and musical compositions to evoke emotions and form strong emotional bonds with their listeners. When relevant lyrics combine with touching melodies, they can shape perceptions, strengthen self-identity, and help individuals manage their emotions (Saarikallio & Erkkilä, 2007). Several studies support this claim. Habsya and Shofiyudin (2024) found that listening to music can stimulate positive thoughts and help individuals deal with emotional stress. Miranda and Claes (2009) explained that music can create a calmer mood, especially for individuals experiencing emotional stress. In addition, Saarikallio and Erkkilä (2007) also emphasized that music and song lyrics function as effective emotional therapy media, especially for teenagers searching for their identity.

In this context, the music group Juicy Luicy is one of the relevant objects to study. Juicy Luicy consistently presents melancholic and reflective lyrics, which they compose based on the emotional experiences of the younger generation. Some of their songs, such as “Lantas”, “Tanpa Tergesa”, “Lampu Kuning”, and "Sialan", have not only gained commercial popularity but also provide deep emotional meaning to their listeners. The group uses a simple and communicative language style in composing lyrics, thus creating an emotional closeness with the audience (Handoko & Apridhani, 2024). The lyrics describe the dynamics of everyday experiences such as unrequited love, uncertainty in relationships, and feelings of loss—themes that are very relevant to the psychosocial conditions experienced by Generation Z (rctiplus.com, 2025).

Previous researchers have studied the relationship between music and emotions extensively. Miranda and Claes (2009) concluded that adolescents' music genre preferences reflect and influence their emotional conditions. In addition to functioning as a means of reflection and inner healing, music can influence adolescents' emotional regulation. However, most of these studies still focus on music in general. No research has examined song lyrics as a linguistic construct that shapes listeners' perceptions and emotions. For this reason, this study offers novelty by specifically exploring how Juicy Luicy song lyrics affect Generation Z's emotions and perceptions. This study is important because song lyrics can help young people manage their emotions. In addition, this study also opens up new perspectives in understanding emotional health and the formation of adolescent identity.

This study aims to describe the role of Juicy Luicy song lyrics in helping Generation Z manage emotions and deal with personal problems. The researcher also wants to explain how the lyrics shape the listener's perception and mood. In addition, the researcher analyzes how Generation Z interprets the lyrics based on their own

emotional experiences. The researcher hopes that the results of this study can provide theoretical contributions to the study of linguistics, literature, and psychology. Practically, this study can also benefit educators, parents, and mental health practitioners in understanding the dynamics of adolescent emotions.

To achieve this goal, the researcher used a qualitative method with Roland Barthes' semiotic approach and Stuart Hall's encoding-decoding theory. This approach allows researchers to understand individuals' subjective meaning and emotional experiences deeply.

The researcher chose four Juicy Luicy songs, namely "Lantas," "Tanpa Tergesa," "Lampu Kuning," and "Sialan" (YouTube, 2025). The researcher considered the popularity of the songs and the relevance of their themes to the emotional experiences of young listeners. The researcher analyzed the lyrics by identifying the themes, symbols, and language styles. In addition, the researcher observed the reception of Generation Z by collecting comments they uploaded on TikTok. Through this approach, researchers attempt to present a comprehensive picture of how song lyrics as a form of language art can influence the emotions and perceptions of listeners. Researchers also hope that this study will open up a broader scope for study on the role of music in the social and psychological lives of the younger generation.

2. LITERATURE REVIEW

This study is based on several theories that explain the relationship between music, emotions, and the formation of perception and identity in Generation Z. The researcher describes the theoretical concepts that underlie the analysis of Juicy Luicy's lyrics as a form of emotional and social communication.

Music is a form of intense nonverbal communication and can sincerely convey emotional messages (Netti & Irwansyah, 2018). Music can express and arouse emotions through tone, tempo, dynamics, and lyrics. Therefore, music not only functions as entertainment but also as a therapeutic medium that helps individuals express feelings that are difficult for them to express verbally (Juslin & Sloboda, 2010).

Song lyrics are important in conveying messages and emotions from their creators. Like poetry, lyrics are a form of language aesthetics full of connotative and symbolic meanings. Luxemburg, Bal, and Weststeijn (1989) explain that literary language, including song lyrics, is ambiguous, metaphorical, and open to interpretations. Therefore, song lyrics can arouse emotions and create a strong psychological connection between the creator and the listener (Innayah, 2024).

This study also refers to Stuart Hall's (1980) media reception theory, which views audiences as actively interpreting texts based on their social context, personal experiences, and ideological positions. In this context, Generation Z can interpret Juicy Luicy's song lyrics according to their emotional experiences. The researcher sees that responses to lyrics are subjective and contextual, not universal. Generation Z grew up in a digital environment highly connected to social media and technology. Twenge (2017) and Prensky (2001) show that this generation shows a more complex and open pattern of emotional expression. Music, especially song lyrics, is the primary medium they use to express and process emotions.

This study can fill a gap in the literature by combining two important approaches—Barthes' semiotics and Hall's encoding/decoding theory—in the context of

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Indonesian popular music and Generation Z's perceptions. Thus, this study contributes to developing cultural communication studies, popular music, and generation studies.

3. METHOD

The researcher used a qualitative method with a semiotic analysis approach to examine the representation of emotions in the lyrics of the song Juicy Luicy. The researcher chose this approach because it focuses on the explicit content in the text and the process of forming meaning through the signs that appear in the lyrics (Yulin et al., 2022). The researcher also examined how emotional messages are constructed and communicated to the audience. Semiotics, as the study of signs, provides a conceptual framework for understanding dynamic meaning. Meaning does not remain fixed; individuals construct it through the relationship between the signifier and the signified within specific social and cultural contexts (Barthes, 1977; Hapsari & Sunarto, 2022).

This study applies two semiotic approaches—those of Roland Barthes and Stuart Hall. Roland Barthes analyzes text as a system of signs operating on two levels: denotation, which conveys literal meaning, and connotation, which reflects cultural or emotional meaning (Çitil, 2023). The meaning of song lyrics is not just a series of words, but as a form of representation that stores certain myths or ideologies rooted in socio-cultural values (Barthes, 1972). This approach allows researchers to identify how Juicy Luicy's lyrics represent emotions such as loss, regret, hope, and uncertainty in love relationships symbolically and implicitly.

Meanwhile, Stuart Hall completes the analytical framework through encoding and decoding. Hall states that the meaning in media messages is not singular or final. Songwriters can encode specific meanings in the text, but audiences can reinterpret the message dominantly, negotiate, or even oppose it (Hall, 1980). Therefore, researchers analyze the meaning of the lyrics and pay attention to how audiences, especially Generation Z, reinterpret the lyrics according to their experiences.

The researchers used data in the form of lyrics from four Juicy Luicy songs: "Lantas", "Tanpa Tergesa", "Lampu Kuning", and "Sialan". The researchers determined these four songs as a corpus based on their popularity levels on digital platforms, Spotify, and YouTube, as well as their relevance to the emotional experiences of the younger generation. The song "Lantas" has received over 385 million streams on Spotify and more than 129 million views on YouTube. This song narrates the inner conflict due to a forbidden love relationship and describes emotions such as dilemma, desire, and loneliness through diction and metaphor (Handoko & Apridhani, 2024).

The song “Tanpa Tergesa" portrays the dynamics of a relationship navigated with caution. The lyrics highlight the importance of time and emotional space, and the songwriter conveys these themes through the structure and diction. This song has also reached over 200 million streams (rctiplus.com, 2025). The song “Lampu Kuning”, although less popular than the previous two songs, still has a high semiotic value. This song uses a traffic metaphor to describe the ambiguous and doubtful relationship conditions. These lyrics imply emotions such as uncertainty, ambivalence, and loss through symbols of color and nuances of pauses (Handoko & Apridhani, 2024).

Meanwhile, the song "Sialan” presents more explicit emotions. The lyrics express anger and disappointment due to unrequited or failed love. The use of straightforward

and emotional language in this song shows how pop culture normalizes the representation of negative emotions (rctiplus.com, 2025).

The lyrics of the four songs present numerous signs and meanings that researchers can explore through a semiotic approach. This approach also aligns with previous studies that use corpora or collections of texts as the primary units of analysis(Bignell, 2002; Krippendorff, 2004). In this context, researchers understand corpus as a collection of meaningful texts—in this case, song lyrics—selected based on their relevance and depth of meaning in a particular cultural context (Lindlof & Taylor, 2017).

The researchers followed the following research procedures. First, the researchers collected song lyrics from official sources, including Emotion Entertainment (YouTube, 2025) and the Juicy Luicy Spotify account (Spotify, 2025). Second, the researchers read the lyric text in-depth to identify linguistic and symbolic signs related to emotions. Third, the researchers analyzed the meaning of the lyrics using Roland Barthes' framework by interpreting the denotative, connotative, and mythical layers contained. Finally, the researchers applied Stuart Hall's framework to examine how audiences, especially Generation Z, might decode these emotional meanings. This study also considers the audience's social and cultural context integral to meaning-making.

4. RESULTS AND DISCUSSION

The research began with observations on the phenomenon of the increasing popularity of Juicy Luicy songs among Generation Z. Songs such as "Lantas", "Tanpa Tergesa", "Lampu Kuning", and "Sialan" stand out in the digital space because they not only present strong musical quality, but also touch the emotional side of listeners through poetic and meaningful lyrics. This phenomenon prompted researchers to ask questions about how the lyrics of these songs represent emotions and how Generation Z articulates their emotional experiences through the consumption of popular music.

Researchers refer to representation theory and a semiotic approach to answer these questions. Representation theory explains that language and symbols are important in conveying meaning and shaping social reality (Astagini, 2021). In this context, researchers view song lyrics as cultural texts that contain emotional symbols. Researchers use Roland Barthes' semiotic approach to reveal the denotative, connotative, and mythological meanings hidden in the words and metaphors of song lyrics (Yumna & Huda, 2021). On the other hand, the researcher adopted the encoding/decoding concept from Stuart Hall to examine how the meanings encoded (Auliya & Sumardjijati, 2022) by the songwriters are interpreted differently by listeners, depending on their social background and personal experiences, especially the Generation Z audience.

The researcher chose four Juicy Luicy songs as the objects of study, namely “Lantas”, “Tanpa Tergesa”, “Lampu Kuning”, and “Sialan”. The researcher made this choice based on the popularity of the songs and their strong thematic relevance to the emotional lives of Generation Z. The four songs were treated as a research corpus because each represents a broad spectrum of emotions, ranging from love dilemmas, doubts, caution in establishing relationships, to disappointment and anger. The researcher analyzed the lyrics of these songs by identifying signs that reflect emotions, interpreting symbolic meanings, and linking them to the audience’s socio-cultural context.

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The researcher builds the scientific logic of this study based on the relationship between song lyrics as cultural texts, the emotional symbols contained therein, and the process of meaning-making carried out by the listener. Barthes' semiotic approach provides a framework for examining the structure of meaning in the text (Amalia & Zuhri, 2022). Meanwhile, Hall's theory opens space to explore how the audience negotiates the meaning they capture from the lyrics, allowing for various interpretations. This approach can provide a deep understanding of how popular music, especially Juicy Luicy's song lyrics, acts as a medium for representation and articulation of the emotions of the younger generation.

The researcher found that Juicy Luicy's songs gained high popularity on various digital platforms. The song "Lantas" became the most popular, with the number of streams on Spotify reaching 385,893,807 times and the music video views on YouTube reaching 129,321,695 times. The song "Tanpa Tergesa" recorded 203,719,431 streams on Spotify, and its music video received 68,931,178 views on YouTube. This data reflects that the song has successfully attracted the audience's audio and visual attention.

The song “Lampu Kuning” recorded 83,641,008 streams on Spotify and 15,746,591 views on YouTube. Although the numbers are lower than the previous two songs, this song still shows significant interest from the audience. The song “Sialan” received 205,440,397 streams on Spotify, but only recorded 65,666,897 views on YouTube. This data shows that the audience enjoys this song more as an audio medium than a visual one.

4.1. “Lantas”: Representation of Complex Emotions and Love Full of Wounds

The song “Lantas” released by Juicy Luicy on November 6, 2020, presents a love story full of dilemmas and inner contradictions. Thematically, this song presents a narrative about forbidden love, featuring a character in the lyrics who loves someone who already has a partner.

Referring to Roland Barthes' Approach: Denotation and Connotation, which distinguishes between denotative (literal meaning) and connotative (cultural and emotional meaning) levels in signs (Riwu & Pujiati, 2018). The meaning of the lyrics: "*Lima hari sudah kurindu, tak bisa ku menghubungimu, kau sedang dengan dirinya, sedang kita rahasia*". Denotatively, these lyrics describe a character who misses someone but cannot contact them because the person is with their official partner. Connotatively, this meaning implies sadness and helplessness, and creates an image of a relationship that must be hidden from the public because it is not the norm.

The lyrics "*Padahal kutahu kau t'lah terikat janji*" show the character's awareness of the relationship status of the person he loves. Connotatively, this emphasizes the ethical and moral conflict within the character, who knows that his feelings of love are “illegitimate”, but are still strongly present. Barthes would see this as a cultural myth about love that sacrifices logic, and how society often romanticizes suffering in love. Furthermore, in the lyrics "*Kau paling tahu cara lemahkan hatiku*", "*Yang kau beri hanya mimpi*", "*Lupakanmu tapi aku tak mau*", "*Pantaskah aku menyimpan rasa cemburu, padahal bukan aku yang memilikimu*". Barthes would read this as a series of signs that represent emotional dependence. These lyrics form the myth of love as deep and inevitable suffering. The character loves and experiences ‘surrender’ to the feelings that control him. Feelings of jealousy mixed with the awareness that the character has

no right to the person he loves. The narrative constructs the relationship as a melodramatic depiction of love that resists possession.

Stuart Hall's Approach: Encoding/Decoding and Representation emphasizes how meaning is formed in the process of encoding by the message creator and decoding by the recipient (Asidiky & Puspa, 2020). The song "Lantas" generally encodes a message about the struggle of love that cannot be approved, but is still felt as human.

For the decoding framework, the Generation Z audience, which is Juicy Luicy's primary target, can interpret these lyrics from various positions: (1) Dominant-hegemonic position: Listeners accept that feelings of love are free to control, even though they are against the norm. They may feel this song is "honest" and relatable because it reflects their experiences. (2) Negotiated position: Listeners may understand the character's feelings, but still question the morality of the secret relationship. (3) Oppositional position: Listeners may reject this forbidden love narrative because it justifies betrayal or infidelity.

Hall also emphasizes that representation in the media is not only a reflection of reality, but also forms social reality itself (A. D. Safitri et al., 2022). Thus, this song not only describes dark love, but also conveys that even wrong love deserves to be expressed and interpreted. By combining Barthes and Hall's semiotic approaches, the song "Lantas" can be seen as a complex production of meaning, not only about love, but also about how love is understood, felt, and validated in popular culture. This song represents the complexity of human emotions, forming a myth about love full of wounds, while inviting listeners to negotiate with the values they hold.

4.2. “Tanpa Tergesa”: Representation of Love as a Process

The song “*Tanpa Tergesa*” released by Juicy Luicy on February 28, 2018, offers an emotional narrative about unhealed love wounds and the fear of opening one's heart to a new relationship. With a soft tone and reflective lyrics, this song expresses the feelings of someone still haunted by memories, so they choose to keep their distance and not rush to welcome new love. The character in the song expresses an inner condition that has not yet healed, as seen in the lyrics "*luka lamaku juga belum reda*” and “*sakit sebelumnya masih kurasa*”.

Referring to Roland Barthes’ approach, denotatively, these lyrics explain that the pain from a previous relationship still lingers. Connotatively, this reflects deep emotional trauma and becomes a symbol of an experience that is difficult to forget. Within Roland Barthes' semiotic framework, these phrases signify sadness and construct a cultural myth that frames love as an experience that individuals cannot force or heal instantly.

Furthermore, in the lyrics “*jangan terlalu kau dekat, jangan buat terikat*," the speaker explicitly requests to keep their distance. Denotatively, he wants the new person in his life not to get too close too quickly. However, connotatively, this reflects self-protection against the possibility of repeated wounds and symbolizes the need for emotional boundaries in relationships. Barthes would see this as part of the modern myth of ‘self-care’, namely that self-healing is a legitimate form of self-love.

Furthermore, the lyrics " *mungkin kau dapat perannya, tapi hanya sebagai bayang-bayangnya saja* " indicate that the new person has not been able to replace the figure from the past. The connotation is an incomplete relationship because it still lives

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in comparison. This line conveys the myth that individuals who do not resolve past love tend to form pseudo relationships—relationships filled only with shadows rather than a complete emotional presence.

Viewed from Stuart Hall's approach, this song contains a straightforward encoding process from the songwriter: voicing emotional experiences about wounds, trauma, and the healing process. The song illustrates that individuals do not invariably respond to love enthusiastically; instead, they sometimes require time to process it. In the decoding framework, the audience from Generation Z can capture this message from various perspectives.

In the dominant-hegemonic position, the listener fully accepts that self-healing is more important than rushing into love. This song is considered honest, relatable, and in line with the values of mental and emotional health that are now increasingly recognized in popular culture. In the negotiation position, the listener may understand the need for time, but still feel that keeping too much distance can be excessive, fearing inhibiting openness to new experiences. Meanwhile, audiences who adopt an oppositional stance may reject this message, interpret it as a glorification of emotional wounds and an inability to move on, and question the legitimacy of relationships burdened by the past.

The representation presented in this song forms a construction of social reality that love does not always have to be full of passion and readiness. This song becomes a symbolic space representing the emotional exhaustion many Generation Z experience. Amidst social pressure to recover quickly and continue to be emotionally productive, this song legitimizes that unpreparedness is also worthy of being acknowledged. Thus, "Tanpa Tergesa" represents a complex emotional condition: exhaustion due to past wounds, unpreparedness to open the heart, and the awareness that healthy love must start from a recovered self. This song not only describes personal emotions, but also forms myths and representations about love as a process, not something to possess in a hurry.

4.3. “Lampu Kuning”: Representation of Love Enduring for Hope

Juicy Luicy released *Lampu Kuning* on June 28, 2024, presenting a musical narrative of a fragile relationship marked by emotional conflict and hesitation. Written by Debis Ligia, Faishal Muhammad Fasya, and Iqbal Siregar, the song portrays a character who remains in a relationship despite clear warning signs, trapped between fear and hope. The metaphor of a "yellow light" symbolizes the dilemma of whether to stop or continue.

Using Roland Barthes’ semiotic approach, the researcher interprets the lyric *“ku buat sepuluh kemungkinan”* as a denotation of anxiety over unreciprocated messages. Connotatively, it reflects emotional instability and toxic patterns rooted in assumption and fear. Barthes would see this as a cultural myth: love that overrides reason and glorifies suffering. In popular culture, such portrayals normalize irrational emotional responses, reinforcing the belief that love, even when painful, is valid and worth enduring. The song critiques yet perpetuates this romanticized narrative.

The lyrics of “*kemeja hitam andalan*" function as a symbol of the identity of the person who is missed. However, at the same time, this symbol creates an illusion in the character's mind. The character doubts whether the person is present or just a shadow of

longing. In Barthes' semiotic framework, this sign describes the play between reality and imagination in unhealthy love. Small objects such as clothes become markers of ambiguous relationships and create emotional bonds that bind psychologically.

The lyrics "*padahal lampu kuning tlah peringtakanku*" present the peak of the song's symbolism. This phrase refers to a traffic symbol. However, connotatively, this phrase marks a warning in a relationship that should alert the character to stop. Barthes would consider this section a cultural myth, romanticizing steadfastness in a relationship, even when all signs indicate the relationship is headed for destruction. Popular culture often interprets staying in a relationship as noble, even though it risks causing suffering.

The lyrics "*hati-hati mengecewakan mengecewakan kan tunggu*" reinforce the message that disappointment is before our eyes, but the character still chooses to continue. These lyrics emphasize the myth of love as a form of unconditional sacrifice and create a narrative about a relationship shaped by vulnerability and false hope. Through Stuart Hall's approach, the researcher analyzes how the meaning in this song is encoded by the songwriter and decoded by the listener. The songwriter encodes a message about the emotional dilemma in a fragile relationship. Even though signs of danger appear, the character persists because of the hope for love and change. Audiences from Generation Z interpret the song from various positions.

In the dominant-hegemonic position, listeners accept the narrative as an honest depiction of an unhealthy relationship that is difficult to leave. They may feel that the song represents their emotional state. In the negotiating position, listeners understand the character's emotions but question the reasons for staying in a relationship that has shown signs of damage. Meanwhile, in the oppositional position, audiences reject this narrative and consider the song to potentially affirm that staying in a toxic relationship is normal or even romantic.

Hall emphasizes that the media does not simply reflect reality; it shapes it (L. M. Safitri & Utari, 2018). Thus, the song "Lampu Kuning" describes the dilemma of relationships and constructs a collective understanding of love as a complex, often irrational emotional journey. This song opens up a space for reflection for listeners to evaluate their relationships, whether they are ignoring the "yellow lights" that should be a warning to stop.

Thus, this song represents love full of danger signs, inner dilemmas, and the tendency to hold on to hope. This song creates a cultural narrative that balances emotion, intuition, and logic while encouraging listeners to re-examine their decisions in personal relationships.

4.4. "Sialan": Representation of Emotions in Unfinished Love

Juicy Luicy and Adrian Khalif released the song "Sialan" on March 8, 2024. This song describes the emotional experience when someone accidentally meets someone from the past again. Denis Ligia, Iqbal Siregar, Faishal M. Fasya, and Mohammed Kamga created this song to open up a reflective space for listeners to deal with unhealed wounds and love that has not entirely died out. This song does not simply narrate coincidences, but shows how memories can shake up present emotions again.

The lyrics "*Dari seribu jalan di dunia, mengapa berpapasan dengan dia*" present coincidence as a representation of destiny. Denotatively, these lyrics describe an

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unexpected meeting. However, connotatively, these lyrics imply inner restlessness and inevitable emotional conflict. Barthes would interpret these lyrics as a common romantic myth in popular culture—that true love has the power to reunite two people who have been separated.

The lyrics "*Lupa bahwa lupakannya tak mudah*" reinforce the idea of the difficulty of forgetting emotional memories. Barthes would read this as a symbol of unfinished feelings. Popular culture often interprets the memory of love as something that lingers in the body and mind, even when it is painful. This lyric creates a narrative that forgetting is a non-linear and highly emotional process.

The lyric "*Seketika kembali ku jatuh cinta*" conveys that the feeling of love is not truly gone, but merely dormant and can be reawakened by specific triggers—a look, a voice, or a physical presence. The myth of love in this lyric illustrates that love transcends time and logic. However, the song does not simply celebrate past romance. The lyric "*Sakit dan air mata sia-sia*" emphasizes that love also leaves wounds. Barthes would read this lyric as part of the contradiction of love: it brings both joy and suffering. The song conveys that past love is not only a source of nostalgia, but also a source of unhealed pain.

Using Stuart Hall's encoding/decoding model, the song "Sialan" is interpreted as a text that encodes the emotional complexity of reuniting with an ex-lover. Audiences may decode this message through three positions. In the dominant-hegemonic position, listeners accept the song as a truthful reflection of their emotional experiences, resonating with its pain and honesty. In the negotiated position, they recognize the emotional depth but question the value of reviving past feelings. Meanwhile, those in the oppositional position reject the romanticization of past relationships, viewing the song as a hindrance to emotional healing.

Hall argues that media not only reflects reality but also shapes cultural understanding. In this context, "Sialan" contributes to the discourse of love, reunions, and unresolved emotions. The song's melancholic tone and poignant lyrics highlight how emotional memories can resurface with unexpected intensity. It conveys a tension between the desire to rekindle love and the awareness of lingering pain. From the perspectives of Hall and Roland Barthes, "Sialan" demonstrates that love transcends physical relationships, embedding itself in emotional memories that persist over time. Thus, the song articulates how popular culture communicates the enduring nature of emotional wounds and the complexity of navigating past relationships.

Table 1. Summary of Lyric Meanings in Four Juicy Lucy Songs

Song Title	Theme Dominant Emotion	Social Connotation	Generation Z Response (Decoding)
Lantas	Disappointment, left behind	Romanticism of broken love	Preferences melancholy, relatable
Tanpa Tergesa	Doubt, introspection	Ambiguity of the relationship	Passive-aggressive interpretation
Lampu Kuning	Alert, awareness	Signs of separation	Symbol of caution Damn
Sialan	Frustration, anger	Criticism of partner, Unfinished Love	Irony, consumed as sad humor

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4.5. The Cultural Context of Generation Z in Interpreting Juicy Luicy's Lirics

As the researcher explained in the introduction, the analysis in this study involves several main theories, including: music as an expression of emotion; lyrics as a form of language aesthetics that contain denotative, connotative, symbolic, and metaphorical meanings; and audience reception theory, especially in the context of Generation Z.

The researcher understands music as a universal form of emotional expression. In this context, Juicy Luicy's works act as a medium of catharsis and a means of emotional release for Generation Z. This group faces emotional dynamics typical of young people, such as unrequited love, heartbreak, and experiences of loss. Juslin and Sloboda (2010) emphasized that individuals use music to express and regulate emotions, as emphasized in the theory of the affective function of music.

The researcher obtained data from screenshots of several TikTok accounts that show how Generation Z uses Juicy Luicy's songs to express emotions personally. A student who listened to the song “Lantas" stated that the lyrics helped him release the sadness he had held back for a long time (see Figure 1). This statement confirms that the song functions as entertainment and an emotional companion that helps listeners understand, accept, and express their feelings.

Juicy Luicy’s lyrics do not merely convey literal (denotative) meaning. The researcher found that the lyrics also contain strong connotative and symbolic meanings. In the approach of music semiotics and lyric discourse analysis, the researcher views the song text as an aesthetic construction that conveys emotions and reality implicitly through language (Barthes, 1977). For example, the lyrics “The yellow light has warned me” in the song Lampu Kuning symbolize a rift in a relationship. Metaphorically, these lyrics refer to the transition phase towards the destruction of a relationship. The researcher believes the phrase conveys more than just a warning; it forms a symbol of uncertainty, doubt, and hope that persist. Also, it reflects Generation Z's tendency to read messages symbolically and like expressive visual-verbal communication.

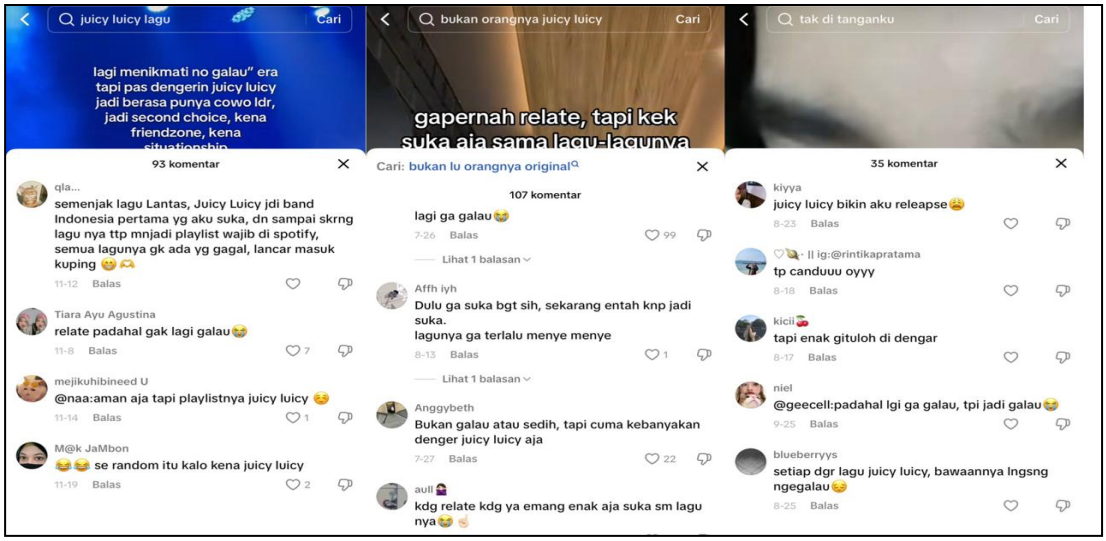


Figure 1. Screenshot of listener comments on TikTok content

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Generation Z is a group that is open to expressing emotional vulnerability. They tend to seek authentic emotional connections through digital media. In this case, music is important in shaping their cultural and emotional identity. North and Hargreaves (2008) stated that music contributes significantly to forming the younger generation's self-definition and expression of identity.

Juicy Luicy presents relatable lyrics and emotional yet straightforward musical arrangements. This combination makes their songs very popular with Generation Z. Platforms such as TikTok provide a creative medium for audiences to display their emotions through short videos accompanied by songs. Researchers view this phenomenon closely, connecting music and forming identity and emotional community in Generation Z culture.

Based on the theories described, researchers consider it important to explore meaning directly from the audience, especially Generation Z. Music does not stand alone; it gains its meaning in its users' social, psychological, and cultural context. Therefore, getting a direct response from the audience is an important dimension in the analysis. This approach allows researchers to capture emotional nuances and subjective meanings that difficult to detect by reading lyrics or popularity data on TikTok. Juicy Luicy's songs are not just viral content. The songs also function as emotional outlets, symbolic language, and significant identity narratives for Generation Z.

5. CONCLUSION

This study found that Juicy Luicy's song lyrics function as a significant emotional and symbolic communication medium for Generation Z. Songs such as "Lantas", "Tanpa Tergesa", "Lampu Kuning", and "Sialan" represent various complex emotions experienced by young people in the context of relationships, loss, and self-reflection. Through distinctive metaphors and diction, the lyrics help listeners express their feelings and strengthen their emotional identity.

Analysis using Roland Barthes' semiotic approach and Stuart Hall's decoding theory shows that the song's meaning is not singular, but is influenced by the interpretation and background of the audience. Generation Z is proven active in constructing meaning contextually based on their experiences. It strengthens the theory that popular music is a medium of entertainment and a dynamic space for producing cultural and psychological meaning.

Future scholars should critically investigate the visual and performative dimensions of Juicy Luicy's music by analyzing video clips and social media content. By employing a mixed methods or netnographic approach, researchers can examine how audiences from various social backgrounds construct meaning and engage with the music. This line of inquiry will advance cross-disciplinary scholarship on the intersections of music, emotion, and identity within Indonesia's evolving digital cultural landscape.

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