

## **Analysis of the Moral Message of the Songs "Kotamobagu Motompia" and "Uyo Kotamobagu" by Chairul A Luli. The Implications for the Formation of the Young Generation in Kotamobagu**

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**Abstract:** This research describes the reception oh generation regarding the meaning of the lyrics of the Minahasan ethnic song Si Patokaan. The method used in this research is descriptive qualitative. Data collection techniques re observation, interviews, documentation. The data analysis techniques used are analysis according to Pohan (Prastowo 2012: 208) data collection techniques are the methods used to collect information or facts in the field. The data collection technique is the most strategic step in research because it is the main aim of the word zoomer because they were born and grew up along with rapid technological developments. Types of meaning: Lexical meaning is real meaning in accordance with our lives. Grammatical meaning is often called contextual meaning or situational meaning. Cultural meaning arises from the relationship between one conversation and another. A mother's concern for her child who has grown up and gone far away to earn a living.

**Keywords:** *Kotamobagu motompia and uyo Kotamobagu in the formation of youth character in Kotamobagu*

### **Introduction**

A moral message is a message or message that you want to convey from a story, song, film, or other work of art that is related to good values. several characteristics of a moral message, containing teachings about good behavior that humans should carry out, encouraging readers/listeners to do good deeds and stay away from evil. often conveyed implicitly or indirectly through the storyline, is universal and timeless, applies to anyone and at any time, touches on basic human issues. Moral messages include teaching about the importance of honesty, hard work, love, justice and so on. In short, moral messages guide us to become better human beings through stories and messages. that is what is meant by the moral message of a work of literature or art.

As for the implications of the moral message of the songs "kotamobagu motompia" and "uyo kotamobagu" in forming the character of today's youth, it fosters a sense of love for one's homeland and pride in one's region of origin even though one has lived abroad for a long time. This is important in the era of globalization where many young people migrate out of town or abroad, raising concern for environmental preservation such as the surrounding environment, rivers, lakes and animal habitats in Kota Mobagu. This character is relevant considering the issue of environmental destruction that is rife in the region itself, encouraging youth to maintain and preserve the culture and customs of their region such as traditional songs, traditional dances, typical foods and traditional ceremonies.

At this time, moral messages are also used as a tool to express ideas, thoughts, notions and feelings through songs. All types of songs created by authors must have a certain meaning. One type of song found in Indonesia is regional songs, regional songs are songs created by authors from certain regions and use the local language of that region. Regional songs have an important role in the development of education, especially in efforts to improve character. Every piece of music or song that is created definitely has a specific aim and purpose that it wants to convey to the public as listeners, either through direct expression or a series of imprecise words. It is called a song because it contains a beautiful series of words and is made based on a musical composition that is rhythmic and has a tempo so that this can cause the listener's feelings to be carried away by the meaning contained in the song.

A song is someone's expression about something they have seen, heard or experienced, in expressing their experiences. Poets or songwriters play with words and language to create attraction and uniqueness to their lyrics or poems. Songs can have themes of happiness, sadness, gratitude, humor, love, memories and hopes that can be recognized by the public. Song genres are experiencing development in the refreshing aspect, this is because listeners are starting to get bored with songs with the same theme. as well as the boredom felt by poets towards music in Indonesia which has encouraged renewal in the world of music.

Regional songs are a manifestation of the creativity of the people who live in an area through songs using local regional languages as poetry. Regional songs are generally created based on the culture and customs of the local community. It contains images of life and messages that have positive value to society. So far, regional songs in Indonesia have been maintained, this is indicated by the many regional songs which have now been rearranged in various types of music, be it jazz, rock, dangdut and so on. for example, the regional songs from North Sulawesi entitled "Kotamobagu Motompia" and "Uyo Kotamobagu" which were rearranged by singer from Bolaang Mongondow Kriss Mamangkay with Jaaz music. and regional songs basically have general features and characteristics such as lyrics that use local regional languages or dialects.

The lyrics of regional songs usually contain descriptions of the beauty of nature and a sense of love for a region. Regional songs also have a musical character, namely simple melodies usually

using pentatonic scales typical of each region. North Sulawesi also has regional songs which have similar characteristics to regional songs in general, such as the songs "Kotamobagu Motompia" and "Uyo Kotamobagu" created by Mr Chairul A Luli (deceased) whose lyrics describe a sense of love for the region, natural beauty and behavioral patterns. people in the area. The melody is so attached to the ears of the people, it is almost always sung and played at every celebration or event in the area.

## **METHOD**

This research uses a descriptive methodanalytic. According to *Sugiyono* For qualitative research, reality is not just one thing. Each researcher creates reality as part of the research process which is subjective and within the researcher's reference. A qualitative approach means that the scope cannot be generalized in general, because the data collected is in the form of words and images, so the aim is to understand a plural reality. Because the data is in the form of words and images, not numbers, the researcher will collect this data to use as a key to what will be researched (Moleong, 2004: 6)

## **RESEARCH RESULT**

The research results below are answers to research that has been formulated from the problem formulation, namely What is the moral message of the songs "Kotamobagu Motompia" and "Uyo Kotamobagu".

### **1. Form of Delivering Moral Messages**

The song "Kotamobagu Motompia" tells the beauty of the city of Kotamobagu. The lyrics invite listeners to always love and build their city to be more advanced. Some of the moral messages contained in the lyrics of this song include: Cultivating a feeling of love for your hometown. The lyrics of the song describe Kotamobagu as a beautiful city, full of happy childhood memories. This can foster a sense of love and pride in your hometown. Encourages the spirit of work. This song invites listeners to continue working to advance their region, build Kotamobagu so that it becomes more advanced and prosperous. Fosters the value of mutual cooperation. The song's lyrics also show the spirit of mutual cooperation and working together to build the city. This value is important to shape the character of young people.

The song "Uyo Kotamobagu" tells of the struggle and spirit of never giving up. The lyrics are full of positive moral messages for young people, including: Never give up. Even though there are many obstacles and trials, the lyrics of this song teach not to give up easily and keep fighting, Optimism, contains elements of optimism, namely always have a positive outlook in facing the future, religious values. There are lyrics that show religious values, namely surrendering to the Creator in the midst of life's struggles, enthusiasm for achieving goals. This song motivates listeners, especially young people, to continue to move forward and achieve their goals, not be afraid. face challenges.

Regional songs in Kotamobagu are quite well developed, especially as Kotamobagu is also an area rich in art and culture, starting from regional songs, dances and food. Regional songs are very attached to everyday society so they are very popular. Kotamobagu regional pop songs are songs that originate from the people of an area in Kotamobagu. Regional pop songs are one of the religious traditions that each region has, one of which is the song "Kotamobagu Motompia" and the song "Uyo Kotamobagu" by Chairul A Luli. The making of regional pop songs also uses the traditional language and customs of Kotamobagu, sung from generation to generation or from time to time. . Regional pop songs are not only created as a means of entertainment. But there are also folk parties, traditional ceremonies, ritual accompaniments and other events.

North Sulawesi has its own characteristics which are influenced by the social and cultural background of its people. Several things that can be explained regarding pop song culture in Kotamobagu are: Kotamobagu Pop Music is still dominated by the dangdut and koplo genres. Several famous Kotamobagu dangdut koplo musicians include Edo Kondologit, Oppie Andaresta, and Monita. Many Kotamobagu pop song lyrics use the Kotamobagu regional language, Sanger and Manado Malay. This shows the characteristics of local culture. The lyrics of local pop songs tell a lot about the daily life, nature and culture of the people of Kotamobagu. Local pop music is also influenced by the flow of gospel and western country music brought by the evangelical mission in Kotamobagu. Some Kotamobagu musicians are starting to explore Malay and Indonesian pop music genres to expanding their market. Kotamobagu bands such as Efek Rumah Kaca and Para Pencari God are also starting to become popular for performing pop rock and alternative pop genres. Big events such as carnivals and music festivals have become a forum for the appreciation and development of pop music in Kotamobagu. Social media and the internet have helped popularize pop music. local Kotamobagu to the national stage. That is a glimpse of the pop music culture that is developing in Kotamobagu with its unique local cultural characteristics. Kotamobagu's pop music continues to evolve following developments in national and international music.

The song lyrics created provide pleasure and entertainment for listeners and also provide a moral message to music lovers because in the song lyrics are written words that tell about life, adventure, culture, and explore human feelings, each element of which is related and builds a unified whole of meaning in the elements. its intrinsic.

Stanza 1

*Na aya don we are committed  
Ginalumku moguod moguhang  
kumadai kon bolanguage  
pogogutat ule in woundan*

In the lyrics "na aya don kita komintan" means that we are all family, young and old adhere to the language and maintain family ties. Meanwhile, this moral message is that we all stand there for you, family ties are strengthened.

Stanza 2

*Colleague don moyotainku  
Colleague don my moyobayat  
moyokapit moyobambanku  
build the city of Mobagu*

This verse has the meaning, come be friends with me, don't let go of your hand, let's repair this city of Mobagu together, a meaning that invites the younger generation to build

Stanza 3

*Mobayong in us  
moropot in us  
Kotamobagu Motompia*

In stanza 3 above, it describes closer unity, more progress, our place of origin, Kota Mobagu, is a beautiful city, this can foster a sense of love and pride in our hometown, and also invites listeners to continue to work and advance their region, fostering great values of mutual cooperation. .

Stanza 1

*uyo pobui don au ikow  
kon lipu' mu na' a bi' kami*

*support your coin.*

*bo thoughton pata' isi' uyo in fate*

*your people*

*Uyo Kamunda Bi' Asli Kitogi Totabuan*

*dika bi' buliyan mako in totabuan*

*sin tonga' bi' kamunda pinomiya hope*

The lyrics of this song, which has a moral message for Kota Mobagu, gives the message, hurry home for your hometown, all the people support you, feel sorry for the fate of your people, no one pays attention, don't forget your hometown, just the two of you are the hope of all the people of Kota Mobagu

Stanza 2

*Pobui don bo tompia in lipu' mu bo rayaktmu*

*guyanga bo ki adi' in totabuan your supporters*

In this last verse, go home and improve your hometown and your people, the parents and children of Kota Mobagu always support you. The people really need you.

convey the moral messages contained in the songs Kotamobagu Motompia and Uyo Motompia to youth: Play these songs at youth events, such as camps, arts performances and youth organization activities. By listening directly, the moral message can be more easily absorbed. Hold an open discussion about the meaning and moral message in these regional songs. Interactive discussions can make young people better understand and appreciate the noble values contained therein. Using song lyrics as material for writing poetry, short stories or painting to be entered in art competitions for young people. This creative activity can deepen understanding of the moral message of songs. Promoting regional songs via social media that is popular among youth, such as TikTok, Instagram, YouTube. Creative and interesting content can reintroduce regional songs to the younger generation. Hold regional cultural festivals that involve youth in introducing regional songs. Youth can perform live performing these regional songs. Hold an essay writing competition about the meaning and moral message of regional songs among school and university students. This activity can stimulate their critical thinking about regional songs. Include regional songs in the local content curriculum in schools and universities so that the younger generation is more familiar with regional songs.

Moral messages are messages that contain teachings, discourses, verbal and written, about how humans must live and act, so that they become good human beings. The direct sources of moral teachings are various people in positions of authority, such as parents, teachers, community leaders, and wise people. The sources of these teachings are traditions and customs, religious teachings, or certain ideologies.

## **2. Identify the value and moral message of the song**

Overall, the lyrics in the songs Kotamobagu Motompia and Uyo Kotamobagu contain positive messages which can have implications for forming the character of young people in Kotamobagu, including: forming a spirit of love for the country and being proud of their region, fostering a high work ethic and motivation to work, improving attitudes. never give up and always be optimistic, foster religious values and faith in the one and only God, form young people who are tough, creative, accomplished and virtuous, thus the lyrics of this regional song play an important role in shaping the positive character of the young generation in Kotamobagu. Youth are expected to emulate the noble values in this regional song to advance their region and teachers become role models and instill character values through daily interactions, religious and moral education through religious education, youth can learn moral values such as honesty,

discipline, responsibility, people. old. and religious figures play an important role in providing role models and spiritual guidance, extracurricular activities, artistic activities, can foster the character of cooperation, sportsmanship, nationalism and the example of parents and the environment. Parents must model attitudes and behavior that reflect good character. The community environment also shapes the character of young people through daily interactions, as well as popular culture and entertainment mass media which can shape young people's opinions and thought patterns.

Both songs contain moral messages that can build the enthusiasm of Kotamobagu youth to love and develop their region. The song "Kotamobagu Motompia" invites youth to appreciate nature and local culture. This can form the character of love for the country and concern for the environment. Song lyrics that mention the natural beauty of Kotamobagu can arouse a sense of pride and belonging in local youth. This forms a spirit to protect and preserve the city's nature. And the song "Uyo Kotamobagu" contains the spirit of never giving up and working hard to advance Kotamobagu. This forms the character of hard work and never giving up in young people. The spirit of building a country in the lyrics of the song can foster a spirit of patriotism and nationalism in young people to develop their region. These two songs can effectively provide motivation and raise the enthusiasm of Kotamobagu youth to have character, love their region, and be determined to advance their city. Thus, these regional songs play an important role in forming the spirit and positive character of the young generation in Kotamobagu.

Youth also need to pay attention that they have a function as agents of change, moral force and social control so that they can be useful for society, qualitatively youth will be more creative, innovative, have pure idealism and great energy in change and quantitatively youth will be more creative to carrying out regional progress movements. Because young people can change people's views on an area and become the foundation for previous generations to advance a city with knowledgeable ideas, broad insight and based on the values and norms that apply in society.

## **DISCUSSION**

Based on the results of the research compiled by the researcher, the finding was that the analysis of the moral message of the song "Kotamobagu Motompia" and "Uyo Kotamobagu" by Chairul A Luli. Data was analyzed using theory structuralism, to analyze and interpret the meaning and moral message that an author wants to convey through his work. from "Ferdinand de Saussure" to find out the moral message in the song "Kotamobagu Motompia" and the work of Chairul A Luli and its implications in forming the character of young people in Kotamobagu. The purpose of the moral message itself is to convey it to listeners or fans of the song. To advance Kotamobagu and prosper, as in the lyrics: "Koligay don moyotakinku, koligay don moyobayatku. Moyokapit moyobambanku mobangun kon Kotamobagu" which means: "Hurry up and come with me, hurry up and be friends with me. Hold hands and join hands to build Kotamobagu."

Meanwhile, the moral message of the song "Uyo Kotamobagu" encourages youth to advance Kotamobagu as in the lyrics: "Uyo Kamunda bi' Asli Kitogi Totabuan Dika Bi' Buliyan Mako i Totabuan, Sin Tonga' Bi' Kamunda au Pinomiya Harapan" meaning "You two own the whole Kotamobagu, don't forget your hometown. You two are the only hope of all Kotamobagu people."

Overall, the lyrics in the songs Kotamobagu Motompia and Uyo Motompia contain positive messages that can have implications for forming the character of young people in Kotamobagu, including: Forming a spirit of love for the country and pride in their region, Developing a high work ethic and motivation to work, Increasing an attitude of never giving up and always being optimistic, Cultivating religious values and faith in God Almighty, Forming youth who are

tough, creative, accomplished and virtuous. Thus, the lyrics of this regional song play an important role in shaping the positive character of the young generation in Kotamobagu.

Youth are expected to emulate the noble values in this regional song to advance their region and teachers become role models and instill character values through daily interactions. Religious and moral education. Through religious education, youth can learn moral values such as honesty, discipline, responsibility. Parents and religious figures play an important role in providing role models and spiritual guidance. Extracurricular activities Sports, arts, scouting extracurricular activities can foster the character of cooperation, sportsmanship, nationalism. Example of parents and the environment, Parents must set an example of appropriate attitudes and behavior reflects good character, the community environment also shapes the character of young people through daily interactions as well as media and popular culture. Mass media and entertainment can shape young people's opinions and thought patterns. Positive content needs to be promoted. Popular culture such as music and films also influence character formation. In these various ways, youth character can be formed through the synergy of all elements of society. Character formation must be carried out comprehensively and continuously.

in the songs "Kotamobagu Motompia" and "Uyo Kotamobagu" in forming the character of youth in Kotamobagu: Fostering youth's love for their homeland and pride in being part of Kotamobagu, Developing a spirit of mutual cooperation, togetherness, and willingness to sacrifice for regional progress among youth, Forming youth who are persistent in working hard to realize the common dream of building Kotamobagu, Instilling youth awareness to participate in preserving the natural environment, culture and local traditions of Kotamobagu, Developing attitudes of tolerance, mutual respect, tolerance between residents as social capital for regional development, Training social sensitivity and the spirit of youth leadership to participate in building a more advanced and harmonious social order, Strengthening the value of youth unity and unity across ethnicities, religions, groups, to realize the common goal of progressing Kotamobagu. The positive implications that can occur in order to shape the character of the young generation in Kotamobagu through the moral messages instilled in these two regional songs.

Moral messages in forming the character of youth in Kotamobagu basically follow the conditions and situations of youth in Kotamobagu. several main moral messages that are important to instill in order to shape the character of young people in Kota Mobagu: The importance of character education in schools and campuses with an emphasis on noble moral values such as honesty, hard work, mutual respect, responsibility and religion, Encouraging a spirit of self-sacrifice, patriotism and nationalism in the younger generation as the nation's successors, Developing social empathy, concern and awareness to help others who are in trouble or less fortunate, Developing critical, rational, creative and innovative attitudes among young people, instead of being trapped in old-fashioned dogmatism, Developing moral sensitivity to distinguish between right and wrong, good and bad, and the courage to reject all forms of corruption, injustice and injustice. That is a positive moral message that needs to be instilled to build the character and soul of young people as the nation's next generation.

## **CONCLUSION**

Based on the results of research and discussions conducted by researchers on Analysis of the moral messages of the songs "Kotamobagu Motompia" and "Uyo Kotamobagu" by Chairul A Luli and their implications in forming the character of young people in Kotamobagu then the researcher concluded:

**Analyze the moral message of the song**

The song "Kotamobagu Motompia" emphasizes the message of love for the homeland and respect for nature. This can foster nationalism and ecological awareness among youth. Meanwhile the song "Uyo Kotamobagu" inspires the spirit of hard work and never giving up. This value is important for building a work ethic and entrepreneurial spirit in young people. Content analysis techniques, semiotics, discourse, reception and framing can be used to understand the moral message and meaning contained in song lyrics. The combination of several analytical techniques provides a comprehensive understanding. To internalize positive values in songs, appropriate strategies are needed such as regular playback of songs on local radio, holding song singing competitions, creating music videos, and directed discussions with youth. The role of local government and communities. Kotamobagu arts and culture are very important to promote these regional songs as a means of forming the character of the younger generation.

#### **Pemcharacter formation of Kotamobagu youth**

positive and relevant moral messages for the formation of the character of the younger generation. The moral messages in these songs include the value of local wisdom, love for the homeland, the spirit of struggle, optimism, loyalty, tolerance and religiosity. These moral messages are very useful if internalized and implemented in the daily lives of Kotamobagu youth. By using the values of this song as a guide to life, it is hoped that it can form Kotamobagu youth who are virtuous, nationalistic, never give up, loyal friends, tolerant and religious. It requires planned efforts. and ongoing efforts from various parties to appreciate and socialize these regional songs so that their moral messages can be emulated by youth. In the future, the moral messages in Kotamobagu regional songs need to continue to be explored and utilized in building national character through youth as the next generation.

#### **THANK-YOU NOTE**

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#### **CONFLICT OF INTEREST**

In this study, the researchers stated that they had no conflict of interest from any party.

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