ABSTRACT

Research on drinking in worldwide, indicates that the alcohol consumption has increased steadily. However, these qualitative study provides with journals of drinking culture to support the meanings and drinking habits of the object. Music video, a popular culture form, is constitutive of a widespread the cultural practice which transmits the representation of identity toward the society. Drinking is the most common leisure activity among young Australian in the socialization, as included in the music video, Chandelier by Sia Furler. It tends to show that alcoholism is a tool to cope the freedom. In the case of ignorance family, the young alcoholic abuser tends to use alcohol as a rebellion tool toward adults. Besides that, the music video brings up the “hedonism” that the character is happy in behaving the party life and consuming alcohols. The relationship between the character’s disturbance and condition bring her to have a drinking behavior as a motive and determinant that could overshadow stress-reduction motives. As analyzed from the character, alcohol tends to be a positive tool for continuing her life which without the assistance of alcohol, the character will commit suicide because her problems or disturbance. In this study, the object study is analyzed by using a semiotic analysis, discussing the portrayal of an alcoholic of young female person who is being neglected by the surroundings. Through the codes of television culture, John Fiske which is created from social structure and values connect, the study attempts to reveal how identity is created by the alcoholic female young person to reinforce the drinking culture of youth.

Keywords: alcoholism, female young person, representation, television culture