'Aur-Auran' as a Language of Digital Cultural Expression in Live Streaming: An Analysis of Its Connotation Meaning and Impact among Virtual Audiences

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Abstract

This research aims to understand the connotative meaning in the lyrics of the song "Aur-Auran" by Windah Basudara, examine its impact on the virtual audience, and identify the factors influencing the song's popularity. Using a descriptive qualitative approach, data were collected through lyric observation, listening, and online questionnaires. The findings show that the song carries positive connotations, such as moral advice and motivation, though some expressions contain negative nuances that may be less suitable for younger audiences. The impact varies: 29% of respondents feel motivated to improve themselves, 20% enjoy the humor, and 12% criticize certain inappropriate terms. The song's popularity is driven by its creative, spontaneous, and interactive delivery. This study contributes to the understanding of how digital music content conveys connotative meaning, influences audiences in virtual spaces, and shapes cultural interaction in the digital era.

INTRODUCTION

In daily life, most forms of human interaction are through language, meaning that language is central to human interaction and experience in their daily lives. Language is a system of symbols used by members of society to communicate that allows individuals to share thoughts and ideas, and build social relationships through verbal interaction (Kridalaksana, 2001). According to Suyanto (2011), language not only functions as a means of communication, but also as a medium to shape social and cultural identity.

The development of digital cultural technology and the presence of live streaming platforms have created a space for cultural expression that continues to grow, especially in the context of social interaction. One interesting form of cultural expression is the use of music as a medium of interaction, especially in live streaming sessions. Live streaming allows users to engage directly and experience a collective experience (Subarkah, 2021). This phenomenon becomes relevant with the increasing use of streaming applications that allow people to now enjoy various genres of music in real-time, creating a more personalized and interactive listening experience (Populix, 2024).

The song "Aur-Auran" sung by Windah Basudara, a popular content creator, is one interesting example. The song, which was spontaneously produced during a live streaming session, managed to attract the attention of the audience because of its light, humorous lyrics, which are close to everyday

life. The song has a humorous, relaxed, and interactive feel. The repetitive and light melodies and musical arrangements reinforce the educative and reflective nuances, so that the message in the song is more easily accepted by the audience. The live streaming video of the song "Aur-Auran" released on YouTube by Windah Basudara on October 4, 2024, has been viewed more than 2 million times (Windah Basudara, 2024). This phenomenon shows that the song "Aur-Auran" not only functions as entertainment, but also as a medium to convey moral messages and reflects how works of art can be a means to express the reality of life through human imagination in the context of an ever-evolving digital culture.

Wellek and Warren (1976:20-21) state that literary works are creative activities with language as the main means of expressing the reality of life packaged with imagination, so they have aesthetics. In line with this opinion, Ratna (2006) emphasized that literary works not only function as a medium of communication, but also as a reflection of the social and cultural conditions of society. In this context, the lyrics of the song "Aur-Auran" not only function as entertainment, but also convey a deeper meaning through the use of expressive language. Noermanzah (2017:28) adds that song lyrics can be considered as part of poetry, where the use of diction.

In semantic studies, there are various types of meaning, one of which is connotative meaning. The author focuses on research on connotative meaning which is often considered as non-literal meaning. Connotative meaning is basically an additional meaning attached to a word or expression that is not directly explained and is often implicit. According to the Big Indonesian Dictionary (KBBI), connotation is a link of thought that raises the value of taste in a person when dealing with a word. In line with Chaer's (2004) opinion, a word is said to have connotative meaning if it contains "taste value," both positive and negative. If there is no sense value in a word, it is said that there is no connotation meaning (Amelia, 2020: 3). Thus, connotative meaning plays an important role in helping people understand the context and nuances associated with words used in language (Slametmulyana in Chaer, 2009: 65).

Parera (2004: 97-98) explains that connotative meaning is a meaning that is natural but has been enriched with certain emotions, stimuli, and feelings that may be unexpected. That is, when we use words, there is often more than just the literal meaning; there are also emotional nuances that come with it. Therefore, it is important to understand connotative meaning carefully, as it depends on experience and the context in which the language is used. In other words, connotative meaning is not only determined by the definition in the dictionary, but also by how the word is understood and perceived by individuals or groups in a particular situation.

Arifin and Tasai (2010:28) add that connotative meaning is an associative meaning that arises from social and personal attitudes and certain criteria applied to conceptual meaning. Connotative meaning tends to be more professional and operational compared to denotative meaning which is the general or actual meaning of a word. In this case, connotative meaning can be interpreted as meaning associated with certain situations and conditions, thus providing an additional dimension to our understanding of a word.

According to Astuti and Prananingrum (2024), digital culture has shown that live streaming platforms and social media play an important role in shaping social interaction and cultural dissemination among the younger generation. Previous research, such as that conducted by Nurmanita (2021), revealed that apps like TikTok can be an effective tool in introducing and preserving local culture. In addition, Miller (2012) emphasized that digital technology enables a more networked and participatory form of culture which is relevant to the phenomenon of the song "Aur-Auran" going viral among virtual audiences.

Focusing on linguistic studies, relevant research conducted by Akhiruddin, Ashlah, and Karman (2024) focuses on analyzing connotative meanings in the lyrics of the song "Tenang" by Yura Yunita. In this study, researchers used descriptive qualitative methods with data collection

techniques through listening and recording. The results showed that the connotative meaning in the song lyrics refers to the feelings of a person who seeks calmness and peace within oneself. In addition, research by Febryanti (2024) analyzed the message of the song lyrics "Amin Paling Serius" using critical theory to explore the meaning and underlying assumptions behind the lyrics. The study focused on the deconstruction of the message and social context of the song lyrics, but did not relate it to the phenomenon of digital culture and its impact on virtual audiences as is done in this study.

The impact of connotations on virtual audiences is also an important aspect that needs to be researched in the context of digital communication. Research by Deddy Nugraha (2020) shows that listeners' interpretations of lyrics, such as in the song "Aur-Auran," are heavily influenced by their personal experiences and social context. This means that each individual brings unique backgrounds, feelings and life experiences when they listen to the song. When song lyrics contain connotative meanings, this can form a strong emotional response in the listener. Connotative meanings, which are additional meanings that arise from personal associations and experiences, allow listeners to connect more deeply with the lyrics. For example, certain words or phrases in the lyrics may remind listeners of touching personal experiences or relevant social situations.

The similarities between this research and several previous studies are that both discuss the role of digital culture in spreading or preserving a culture and try to dissect the hidden messages in a song, while the advantages of this research lie in the semantic approach to song lyrics that have not been widely studied in the context of digital culture, as well as the focus on virtual audiences in live streaming. This research is also interesting because the subject of Windah Basudara, which already has a large and active fan base, provides a deeper context of how this song affects the fan audience.

Using qualitative methods, this research is able to reveal the meaning contained in the lyrics in depth. The process of revealing this meaning involves the reader processing or producing meaning from the text that has been written. In this case, the text is no longer considered the property of the author, but belongs to the reader. Endaswara (2013:120) refers to Roland Barthes' view that an author must let go of their ideas and accept the fate of their work, which will eventually be affected by time and the development of civilization. This means that any text is abandoned by the author and completely left to the reader, who has the right to give meaning to the text without being bound to the interpretation of the author.

Furthermore, this research also explores the impact of the song's meaning and reasoning on social interactions on live streaming platforms. This is in line with Sugiyono's (2017) opinion, which emphasizes that the right research methodology can produce sharp and in-depth analysis, and provide a clear research flow. With this approach, this research analyzes connotation meaning using semiotic theory proposed by Roland Barthes.

This research aims to (1) analyze the connotative meaning in the lyrics of the song "Aur-Auran" by Windah Basudara by exploring the hidden meanings within it, (2) examine the connotative impact of the song "Aur-Auran" on the virtual audience, and (3) identify the things that influence the popularity of the song "Aur-auran" among digital audience users. As such, this research provides greater insight into the relationship between linguistic elements, cultural context, and audience interaction in a digital environment.

METHOD

This research uses descriptive qualitative methods through observation, listening/recording, and indirect interviews with online questionnaires to gain a comprehensive understanding of the impact of the song "Aur-Auran" sung by Windah Basudara on virtual audiences. The population in this study is a virtual audience aged 16 to 30 who are listeners of the song or even loyal followers of Windah Basudara's content. Samples were taken randomly from various regions with a total of 80

people involved. The object of research is an attribute or trait or value of people, objects, or activities that have certain variations set by researchers to study and then draw conclusions (Sugiyono, 2017).

Data collection was carried out through two main steps, namely: (1) direct observation of Windah Basudara's live streaming, especially when singing the song "Aur-Auran", and (2) filling out google forms by sources which were then collected by listening and recording the results obtained. The questions for the interviewees were structured with questions to measure the younger generation's perception of the song, including aspects such as meaning, enjoyment, and emotional impact. The questions were then distributed directly to the informants.

Instruments

This research also adhered to ethical principles by obtaining permission from respondents in surveys and observations, and maintaining the confidentiality of all data collected. With this descriptive qualitative method, the research is expected to provide a comprehensive picture of the impact of the song "Aur-Auran" on the younger generation, as well as provide deeper insights into the meaning and positive effects of the song's content for young audiences.

Data analysis procedures
1.1 Analysis of the Connotation Meaning in the Song Aur-Auran by Windah Basudara

Fiqure 1. Screenshot of Windah Basudara's live streaming session singing Aur-Auran While playing the Plants vs. Zombies game.
Source: YouTube (2024).

After conducting research, the connotation meaning contained in the song "Aur-auran" song by Windah Basudara spontaneously in his live streaming at minutes 01.08.33-01.08.52, was found as follows:

FINDINGS

Before presenting the findings, it is essential to identify and analyze the connotative meanings contained in the song lyrics *"Aur-Auran"* by Windah Basudara. The analysis focuses on both positive and negative connotations to understand the implicit messages, moral values, and social attitudes reflected in the lyrics. The table below presents the detailed connotative meaning of each lyric line, categorized into positive and negative connotations as shown in the table below.

Table 1. Connotative Meanings Found in the Song Lyrics "Aur-Auran" by Windah Basudara

Song lyrics	Positive Connotation Meaning	Negative Connotation Meaning
Aur auran *Kamu jangan suka aur auran* *Jadi anak jangan sombong* *Jangan melawan orang tua* *Jangan takabur* *Ayo jangan remehkan* *Zombie zombie musuh* *Kita bangun formasi*	*"So children don't be arrogant"* and *"Don't fight your parents"* mean don't act carelessly and be a good child and don't disobey your parents, don't be arrogant or conceited, and do good to plants.	*"Aur-auran"* in the first line refers to being arrogant or feeling more than others.
Aur auran kamu jangan suka aur auran *Jadi orang jangan sombong* *Jangan banyak bacot* *Jangan nyolot* *Kamu jangan sotoy* *Jangan jadi orang bacot cot-cot*	"Don't" means to warn against acting recklessly.	*"Bacot"* means a swear word that talks a lot. *"Nyolot"* in the fifth line has the meaning of describing someone who is suddenly full of emotion and speaks in a high tone. *"Sotoy"* has a pretentious attitude.
Aur auran jangan suka aur auran *Jadi anak jangan sombong* *Jangan banyak bacot* *Jangan jadi ngeyel* *Ayo dengarkan orang tua* *Ranking satu di kelas* *Banggakan keluarga*	*"Let's listen to parents"* means to respect and listen to advice from parents. *"Rank one in class"* means to be at the top of academic achievement, it also implies achievement and pride, both for oneself and one's family. *"Make the family proud"* means to strive for achievements that can make their family proud, emphasizing family values and social responsibility.	*"Ngeyel"* means insisting or not listening to others' opinions, which shows stubbornness.
Aur auran *kamu jangan suka aur auran* *Jadi orang jangan sombong* *Jangan jadi nyolot* *Jangan jadi ngeyel* *Bahagiakan lah orang tua* *Ranking satu dikelas* *Jadi kebanggaan indonesia*	*"Make your parents happy."* means to honor and make your parents happy. *"Be the pride of Indonesia."* means to excel and be a source of pride for the nation, showing social responsibility and nationalism.	*"Aur-auran"* refers to being arrogant or feeling more than others. *"Sotoy"* has a pretentious attitude.

The song "Aur-Auran" sung by Windah Basudara presents a deep meaning about social relationships and individual behavior. The connotative meaning in each lyric brings out a deep sense of value, thus making this song memorable for the listener. This is in accordance with Chaer (2009:65) and Amelia

(2020:3), who state that a word is considered to have connotative meaning if it has "taste value," either positive or negative. If it has no sense value, it is categorized as having no connotation.
The first stanza has a positive connotation that tells us not to act carelessly and be a good child and not to disobey our parents, not to be arrogant or conceited, and to be kind to plants.

In the second stanza, there is a positive connotation meaning in the words you don't like aur-auran, don't be arrogant, the streamer Windah Basudara warns the audience on his live stream, don't act carelessly and don't immediately become arrogant when streaming the Plant Vs Zombie game. Also, there is a negative connotation meaning in the word jangan bacot which means swear word, talk a lot. The word nyolot has the meaning of describing someone who is suddenly full of emotion and speaks in a high tone.

In the third stanza, there is a positive connotation meaning in the words don't like aur-auran, so people don't be arrogant, let's listen to parents, rank first in class, make the family proud in this stanza Windah gives advice and encouragement to the audience who are still in school on his live stream to listen to parents so that they study hard to become class champions and make the family proud.

The fourth stanza in Windah Basudara's spontaneous work has a positive connotation meaning in the first to sixth arrays where Windah Basudara warns the audience on his live streaming not to be arrogant and stubborn children, and invites them to make their parents happy by winning the class so that they can one day become the golden child of the pride of the Indonesian homeland, and there is a negative connotation meaning in "the word don't be nyolot", "don't be ngeyel" which is less ethical if heard or seen through text, because it can ignite or invite emotions because of its inappropriate words.Then the context of this word can be replaced with other synonyms such as the example of slang slang "don't rush" "don't be sensi".

Based on the analysis of the connotation meaning in the lyrics of the song "Aur-auran", it can be concluded that the stanza has a theme related to humility and respect for parents. Through the use of strong words and phrases, the stanza illustrates the importance of staying away from arrogance and listening to parental advice, creating an educational and evocative feel. The connotations of the phrases "don't like aur auran" and "make your parents happy" highlight positive moral values, as well as a commitment to excel and make the family proud. Thus, the song lyrics are able to convey a message about the importance of simplicity, gratitude, and responsibility in family relationships.

Overall, the analysis of the connotation meaning in Windah Basudara's "Aur-Auran" song lyrics reveals the intelligence in the use of language as well as the values carried by the lyrics. This article provides a deep insight into the meaning of song lyrics and helps listeners to better appreciate and understand the messages contained therein. Although the verse is full of positive meanings that focus on family values, the connotation interpretation may vary depending on the context and individual experience of the listener.

Impact of Connotative Meanings on Virtual Audiences

Based on the analysis of the connotation meaning in the lyrics of the song "Aur-Auran," it can be seen that the impact caused by this song is very diverse. From the data obtained, 29% of listeners feel the motivation to improve themselves and respect their parents after listening to the lyrics. This shows that the moral message conveyed through the lyrics can encourage individuals to be more responsible and humble. In addition, 20% of informants noted the acceptance of humor in the lyrics, which made the messages easier to digest and accepted by young people. The humor inserted in the lyrics helps to create a more relaxed atmosphere, so that listeners do not feel burdened by the social criticism contained therein.
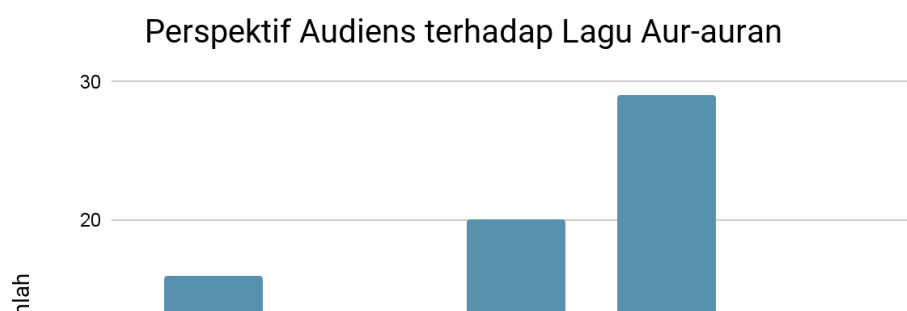
Perspektif Audiens terhadap Lagu Aur-auran

Figure 2. Percentage of audience perspective on the song Aur auran

However, there were also 16% of listeners who felt an increase in morale, where the lyrics provided encouragement to excel and be a source of pride for the family. Meanwhile, 12% of informants identified language criticism in the use of certain terms that can trigger reflection on how to communicate daily. Although there were 3% of informants who did not feel any impact from this song, overall, the analysis of the connotation meaning in "Aur-Auran" shows that this song is not just entertainment, but also serves as a tool to convey positive values and build social awareness among its listeners.

Things that Influence the Popularity of Aur-Auran Songs among Digital Audiences

Windah Basudara's spontaneous song "Aur Auran" is a representation of digital culture that touches on universal themes of ethics and morals, but is delivered with local nuances that lead to the modern era. Through this live streaming, Windah has presented elements of Indonesian culture, this is certainly not only introducing local culture but expressing digital culture through the aur-auran song that was spontaneously created in his live streaming content. (Windah Basudara Youtube, 2023)

Live streaming as a link of interaction between Windah Basudara and his audience. Through the streaming session, he can share the story behind the song "Aur Auran," explain the meaning of the lyrics, and invite listeners to feel the emotions contained in the song. This interaction creates a more immersive experience, where fans feel involved in the creative process. This way, even underage listeners can get carried away with the streamer's creative banter without thinking about the meaning of the spontaneous banter.

During the stream, viewers can provide real-time comments and reactions through a live stream that is broadcast on the youtube page. This creates a dynamic and interactive atmosphere. Fans can ask questions, give opinions, or share personal experiences related to the theme of the song. This engagement not only enhances the emotional connection, but also builds a solid community around Windah's work. (Putri, A, 2022).

Live streaming also encourages creativity and innovation in the way art is delivered. Windah can experiment with the format even if what is delivered is a reflex or spontaneous thing that comes out of her mouth because she is carried away by the fun atmosphere of the rhythm of the Plant Vs Zombie game backsound song, such as inviting collaborators to perform live or conducting a question

and answer session that involves the audience. Not only that, Windah also has a unique characteristic in the concept of the content he creates that makes many fans admire him. for example, he always takes attendance at the audience every time he streams on his youtube page, this approach not only makes the content more interesting, but also creates opportunities for cross-cultural and genre collaborations.

There are several factors that made this aur-auran song quickly go viral among Windah Basudara fans. First, Windah is already known as a streamer who often creates hilarious and spontaneous moments. His fans, especially Bocil Kematian, love funny and entertaining content. This song fulfills all these criteria: simple, funny, and catchy (Calvin, D, 2024).

CONCLUSION

Based on the analysis and interpretation of the song *"Aur-Auran"* by Windah Basudara, several important points can be drawn to summarize the overall findings of this study. The conclusion below highlights the main ideas related to the connotative meanings, moral messages, and cultural values embedded in the lyrics, as well as their influence on the audience's perception and behavior.

1. The song "Aur-auran" by Windah Basudara contains deep meanings and moral messages. The song, which was spontaneously created by Windah Basudara, has its own wisdom. In the song, Windah Basudara also encourages respecting parents, being humble, and being ready to do good. Each stanza encourages listeners not to show unkind actions and to be grateful as children at home and at school based on the expectations of their parents. Although there are some phrases that can be classified as negative, the thought patterns are always positive, i.e. they encourage people to listen to their elders and behave on certain occasions. And the analysis of the relationship between words in the lyrics shows that there is a positive mindset even though there are phrases that can be interpreted negatively. For example, although there is an element of humor in the lyrics, the core of the message is to encourage listeners to listen to parental advice and behave well in certain situations. This creates space for the audience to reflect on their own actions.

2. The end of the analysis of the impact of meaning in the song "Aur-auran" by Windah Basudara shows that the connotations of words can affect the interpretation of the audience. The impact of this song is mixed: 29% of informants felt motivated to improve themselves, 20% enjoyed the humor in the lyrics, while 12% criticized certain inappropriate terms. Words with positive connotations, such as "Don't fight your parents," provide a constructive moral message, while negative words such as "don't talk too much" can create discomfort. In addition, connotative meanings are also influenced by cultural background, where a word can have a different meaning in another cultural context. The positive impact of this song lies in its ability to convey moral messages in a way that appeals to young people. However, there are also potential negative impacts if the lyrics are not well understood, as the choice of words in the lyrics of the song "Aur-Auran" tend to be harsh for minors.

3. The song "Aur Auran", created spontaneously by Windah Basudara, is a representation of digital culture that raises ethical and moral themes with local nuances that are relevant in the modern era. Through the live streaming platform, Windah not only introduces elements of Indonesian culture but also expresses creativity in the form of songs inspired by video games, specifically "Plants vs. Zombies". Direct interaction with the audience during the stream allows Windah to share stories and explain the meaning of the song, creating a deep emotional experience for listeners, including the younger generation involved in the session. The live stream also encourages innovation in art delivery, where Windah can experiment with formats and engage the audience in collaboration. Windah's trademarks, such as conducting audience attendance, make the content more engaging and strengthen the community around it. The song "Aur Auran" quickly went viral due to its humorous and catchy simplicity, catering to the tastes of fans who love humorous content. The

success of this song shows how elements of spontaneity and digital interaction can create new trends among fans, especially among the "Bocil Kematian" community.

It can be concluded that with simple and memorable lyrics, the song "Aur-Auran" was able to capture the attention of a young audience, creating an experience that was both fun and educational. In this context, Windah Basudara utilizes his popularity as a streamer to effectively deliver positive messages. The song "Aur-Auran" is not only entertaining but also serves as a reminder of the importance of values such as respect for elders and good behavior in social settings. Through his colorful lyrics, Windah Basudara hopes to shape positive character traits in his listeners and help them develop the ability to make wise decisions in their daily lives.

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