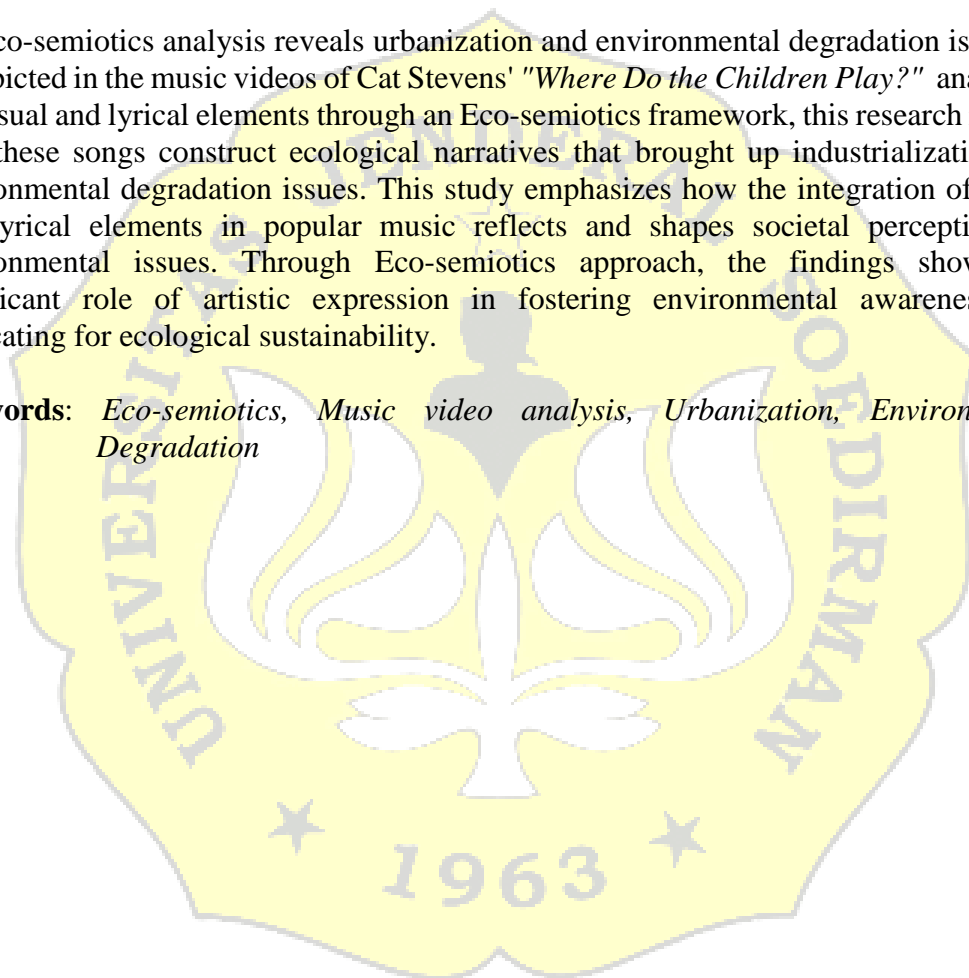


## ABSTRACT

Gianca, Gracia Abigail. 2025. Urbanization and Environmental Degradation in ‘Where Do the Children Play?’ Music Video (2020) : An Eco-Semiotics Analysis. Thesis. Supervisor 1: Dr. Lynda Susana W A F, S.S., M. Hum. Supervisor 2 : Eni Nur Aeni, S.S., M. A. Examiner: Mia Fitria Agustina, S.S., M.A, Ministry Of Higher Education, Science, And Technology, Universitas Jenderal Soedirman, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

An Eco-semiotics analysis reveals urbanization and environmental degradation issues as depicted in the music videos of Cat Stevens' "*Where Do the Children Play?*" analyzing the visual and lyrical elements through an Eco-semiotics framework, this research reveals how these songs construct ecological narratives that brought up industrialization and environmental degradation issues. This study emphasizes how the integration of visual and lyrical elements in popular music reflects and shapes societal perceptions of environmental issues. Through Eco-semiotics approach, the findings shows the significant role of artistic expression in fostering environmental awareness and advocating for ecological sustainability.

**Keywords:** *Eco-semiotics, Music video analysis, Urbanization, Environmental Degradation*



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Gianca, Gracia Abigail. 2025. Urbanization and Environmental Degradation in ‘Where Do the Children Play?’ Music Video (2020) : An Eco-Semiotics Analysis. Skripsi. Pembimbing 1: Dr. Lynda Susana W A F, S.S., M. Hum. Pembimbing 2: Eni Nur Aeni, S.S., M. A. Penguji: Mia Fitria Agustina, S.S., M.A , Kementerian Pendidikan Tinggi, Sains, dan Teknologi, Universitas Jenderal Soedirman, Fakultas Ilmu Budaya, Jurusan Sastra Inggris, Program Studi Sastra Inggris, Purwokerto

Analisis ekosemiotika mengungkapkan isu urbanisasi dan degradasi lingkungan yang digambarkan dalam video musik Cat Stevens "Where Do the Children Play?". Dengan menganalisis elemen visual dan lirik melalui kerangka Eco-semiotics, penelitian ini mengungkapkan bagaimana lagu-lagu ini membangun narasi ekologis yang mengangkat isu industrialisasi dan degradasi lingkungan. Studi ini menekankan bagaimana integrasi elemen visual dan lirik dalam musik populer mencerminkan dan membentuk persepsi masyarakat terhadap isu-isu lingkungan. Melalui pendekatan Eco-semiotics, temuan menunjukkan peran penting ekspresi artistik dalam meningkatkan kesadaran lingkungan dan mengadvokasi keberlanjutan ekologis.

**Kata Kunci:** *Ekosemiotika, analisis musik video, Urbanisasi. Kerusakan Lingkungan*

