



# The Meanings and The Myths Behind The JKT48 Kiii Team "Jangan Kasih K3ndor" Show at The Seskoal Indoor Basketball Building

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## Abstract

The purpose of this study is to find out the meaning of the show seen from within the actors, namely the clothing used on the show "Jangan Kasih K3ndor." The research method used was a qualitative method using Roland Barthes' Semiotics theory. Data collection techniques used in this study were primary and secondary data; the data then processed and sorted into research-related data. The results showed that the meaning of the show "Jangan Kasih K3ndor" was that there is a message behind every hard work that can realize any dreams so that it became an extraordinary show and appreciated by people. This research also showed there were a lot of meanings, when the show took place, seen from the inside and outside of the actors. The significance of fashion in this performance was very influential and influenced the success of the concert held.

**Keywords:** show, JKT48 Team KIII, Roland Barthes' Semiotics, performance studies

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## INTRODUCTION

Performing arts contain more complex humanism values compared to artifacts. The world of ideas (minds) manifested in the culture in the form of cultural performances and rituals is a cultural behavior relating to beliefs and traditions in the form of symbols. (Matondang & Setiawan, 2015, p. 41)

The recent concerts have generated a lot of crowd appreciation on social media to participate in one of the shows organized by the Indonesian idol group. An idol is different from musicians, singers or artists. After being liked, idols are required to have many talents. Not only dancing and having a good voice, but they are also

expected to act and have an exciting personality when they appear on the television screen. (Akto, Dec 2017).

The beginning of the emergence of idol groups in Indonesia was at the time of the rise of numerous girlbands and boybands, most of whom leaned towards K-Pop. Then, amid the rise, something new and different from what was already circulating in the world of Indonesian music appeared. They were the JKT48 idol group, first appeared in November 2011 and claimed themselves to be an idol group.

JKT48 is the first sister group of a Japanese idol group, AKB48, outside Japan that has the concept of "Idols you can meet." To realize this concept, JKT48 holds events almost daily by the members in

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the theater JKT48 located in FX Sudirman Mall, F4 floor, and after the event, the audience can perform a *Hi-Touch* with JKT48 members. JKT48 Theater was established on September 8, 2013. Previously, JKT48 had performed theatrical performances in several temporary theaters, from May to July. With the opening of the permanent theater, JKT48 would perform in the JKT48 Theater regularly. For AKB48, the AKB48 Theater is not just a theater where they perform regularly and meet with their fans. (JKT48, n.d.b)

Every idol group of the 48-Family has a team system. Each group is divided into three teams with names corresponding to the three letters that make up the group name. For example, AKB48 is divided into three teams, namely team A, team K, and team B. Members who have not been able to enter the team will be classified as trainees or members who are still in the training process. From each, there are members who act as the center or members who appear in front when appearing on stage; each team also has a captain who acts as the team leader (Japan Station, 2012).

The JKT48 General Manager operation announced the new JKT48 formation, Jiro Inao, which became effective on December 1, 2016. Team J consisted of 20 people namely Della Delila, Dena Siti Rohyati, Devi Kinal Putri, Dwi Putri Bonita, Feni Fitriyanti, Gabriela Margareth Warouw, Melody Nurramdhani Laksani, Michelle Christo Kusnadi, Nabilah Ratna Ayu, Nadhifa Salsabila, Priscillia Sari Dewi, Riskha Fairunissa, Saktia Oktapyani, Shania Junianatha (Captain), Sinka Juliani, Sri Lintang, Syahfira Angela Nurhaliza, Thalia Ivanka, Viviyona Apriani, and Zahra Yuriva (Cahya, 2016).

Team KIII consisted of 24 people, namely Amanda Dwi Arista, Anindhita Rahma, Alicia Chanzia, Ayana Shahab, Ayu Safira Oktaviani, Beby Chaesara, Cindy Yuvia, Fakhriyani Shafa, Fransisca Saraswati, Frieska Anastasia, Jennifer Rachel, Lidya Maulida, Maria Genevova Desy, Nadila Cindi, Natalia, Ni Made Ayu Vania Aurellia, Ratu Vienny (Captain), Rina

Chikano, Rona Anggreani, Shania Gracia, Shani Indira Natio, Shinta Naomi, Sonia Natalia, and Stephanie Priscillia (Cahya, 2016).

Team T consisted of 18 people, namely Adisty Zara, Adriani Elisabeth, Christi, Cindy Hapsari, Citra Ayu, Elisabeth Gloria, Eve Antoinette, Fidy Immanda, Jinan Safa, Made Devi, Melati Putri, Melody Nurramdhani Laksani (Captain), Nurhayati, Puti Nadira, Regina Angelina, Ruth Damayanti, Tan Zhi Hui Celine, Violeta Burhan, and another four trainee members, namely Diani Amalia, Gabryella Marcelina, Hasyakyla Utami, Sania and Juli (Cahya, 2016).

JKT48 Team KIII was given the name K-(III), for it is the 3rd "K" team within the 48-Family. Previously in the 48-Family, Team K was first formed by AKB48 in 2006, and Team KII by SKE48 in 2009. Team KIII is a team of young girls dreaming of showing their best and perfect performance. To prove to be the best and perfect, each team member should strive to improve various aspects, including performance standards as a person, as well as work together as a team. (Rahim, 2016, June 25).

Team KIII is currently the strongest team in JKT48 and is the team with the biggest fan loyalty proven in a solo concert made by JKT48 Team KIII entitled "Jangan Kasih K3ndor" on Saturday, July 29, 2017, at the Seskoal Indoor Basketball Hall. The solo concert of Team KIII "Jangan Kasih K3ndor" is a journey where, every day, the team members would not put down their enthusiasm and effort at any time. (JKT48, n.d.a)

In this challenge, Team KIII must show the fans that they truly deserve to be supported. The concert that the team members have put together with their own hands is a show that is worth watching.

Before holding this concert, the members of Team KIII were tasked with gathering a minimum of 1,000 crowds; otherwise, their single concert will be canceled. The interesting thing from the "Jangan Kasih K3ndor" concert is that KIII team members must direct and oversee the con-

cepts and all of the sales strategies instead of the usual JKT48 Operation Team.

With the challenge of gathering a minimum of 1,000 crowds conducted only over 48 days, which began on June 1 until July 18, 2017, it made JKT48 Team KIII had to work even harder to get their success as it is now.

The existence of the concert is appealing and unique to be a discussion of the performing arts that had never before materialized in Indonesia and arranged only by teenage girls aged 16 years and over. JKT48 Team KIII has goals and aspirations to be the best performance in Indonesia.

This is what makes the researcher interested in making discussions in terms of the interest and attention of the appreciation of the audience of the solo concert "Jangan Kasih K3ndor," JKT48 Team KIII to be the strongest team in JKT48. JKT48 Team KIII is interesting to be discussed so that questions like "What is the Meaning of the 'Jangan Kasih K3ndor' performance by JKT48 Team KIII viewed from the study of the show?" arise.

### Performance Studies

Performance studies is a new discipline, an interdisciplinary approach that brings together various disciplines, including anthropology, theater studies, dance anthropology or dance ethnology, ethnomusicology, folklore, semiotics, history, linguistics, choreography, literary criticism, and others. Two of the most prominent figures in this discipline are Victor Turner (anthropologist) and Richard Schechner (actor, theater director, performance expert, and editor of *The Drama Review*). The target of study performances is not limited to shows performed on the stage, but also shows occurred outside the stage, such as sports, games, circuses, carnivals, pilgrimage trips, *nyekar*, and ceremonies. (Takari, 2009, August 8)

Schechner outlined seven functions of performance, namely to entertain, to make something beautiful, to mark or change identities, create or grow a community, to heal, teach, persuade or convince,

and confront the sacred. (Schechner, 2013)

According to Barbara Kirshenblatt-Gimblett in "Schechner," performance studies are more than a sum of its inclusions. Performance Studies starts from the premise that the object of research is not divided, medium to intermediate, to various other disciplines such as music, dance, dramatic literature, and art history. Intermediate art section which applies arbitrarily, such as the creation of fields and departments that are specific to each of them. (Schechner, 2013, p. 3)

To study performance, as an art form that has no specific media (and therefore uses all media), requires the presence of all modalities in play. This distinguishes performance studies from those that focus only on one modality, namely dance, music, art, theater, literature, and cinema. For this and other reasons, performance studies is better equipped to handle most of the world's artistic expressions, which always synthesize or integrate movements, sounds, speech, narratives, and objects. (Schechner, 2013, p. 3)

### Theater as a Sign System

According to the book "Theater as Sign System" in (Pramayoza, 2013, p. 235), theater performances are mostly a sign over sign or meta-signs. All signs in the text of a new play are in a complete rounded status when adapted on stage to become staging texts. This understanding makes the signs in the play text directly in the form of potential signs only. Real signs are on the stage such as the body shape and voice of the actor, building materials and properties, the color and intensity of the light, the tone and volume of music, and so on. The implication of the marking process through similar theater performances is the opening of the possibility of shifting signs, from signs mandated by drama scripts, to signs that are finally reflected onto the stage (Pramayoza, 2013, p. 235). Not only does it shift, but the staging signs can also add a variety of other signs that might not be suggested at all in the play. (Pramayoza, 2013, p. 235)

Conversations about staging theater as a sign system, reopen the debate about the relationship between drama and theater. Apart from its function as a basis for staging, the text of the play is basically a genre of literary works, which are made with literary rules. (Pramayoza, 2013, p. 235)

But on the other hand, play or drama texts are also the typical types of literary works, because they are made to be performed by following certain dramatic conventions. This nature makes the text of the play responded and approached differently by theater artists. (Pramayoza, 2013, p. 235). Based on the background above, this paper discusses the meaning of the show, especially in the performance of "Jangan Kasih K3ndor" at the Seskoal Basketball Building.

## METHOD

This research used a qualitative research method. This research focused on the various elements of the actors performing on the show, namely expressions, facial decoration (makeup), dance/gestures, costumes, sounds, and manner of speaking; as well as elements outside the actors which include music, stage, stage lights (lighting), and the audience in the performance. Data collection techniques used were primary and secondary data. The data analysis method in this study used was the Roland Barthes' Semiotic analysis, which aimed to take various sign systems such as substance and boundaries, images, various gestures, various musical sounds, and various objects, which then integrated into *the system of significance*. The researcher also showed several documentations including videos recorded by several Indonesian media on YouTube, images contained in media articles that discussed this show, and also included various kinds of findings in the analysis unit draft to be researched and developed using a semiotic approach.

## RESULTS AND DISCUSSION

### The Meaning of The Costume

Each costume worn by JKT48 Team KIII during the concert had many meanings related to the concept of the performance and was harmonious between the clothes they wore and the song delivered during the performance. In this challenge, Team KIII must show the fans that they truly deserve to be supported. The concert that the team members had put together with their own hands was a show that is worth watching.

Before holding this concert, the members of the JII team were tasked with gathering a minimum of 1,000 crowds; otherwise, their single concert will be canceled. The interesting thing from the "Jangan Kasih K3ndor" concert is that KIII team members must direct and oversee the concepts and all of the sales strategies instead of the usual JKT48 Operation Team.

With the challenge of gathering a minimum of 1,000 crowds conducted only over 48 days, which began on June 1 until July 18, 2017, it made JKT48 Team KIII had to work even harder to get their success as it is now.

The existence of the concert is appealing and unique to be a discussion of the performing arts that had never before materialized in Indonesia and arranged only by teenage girls aged 16 years and over. JKT48 Team KIII has goals and aspirations to be the best performance in Indonesia.

In this concert, Team KIII always discussed with the management and held regular meetings every day to discuss the concepts that would be made, starting from what songs to perform, and also costumes that are suitable to wear at the Team KIII concert.

This concert also invited all JKT48 fans to take part and provide ideas, suggestions, and input on the "Jangan Kasih K3ndor" concert. Usually, the KIII team would announce meeting schedules with fans on each member's social media and also special accounts for concerts.

One of the fans' contributions to this

concert was the costume worn by the team at the end of the event, which was a shirt resembling a newspaper with black writing written in groups. Inside the writing, there were motivational words sent by fans via Twitter to encourage Team KIII when undergoing challenges to realize their dreams, which is the realization of the

### *The First Costume*

This schoolboy-like outfit with dominant colors in black, white and red was worn during the first song until the fourth song, “Korogaru Ishi,” “Saishu Bell ga Naru,” “Run Run Run,” and “Shamu Neko.” This outfit looks like a high schooler’s uniform because, in addition to the checkered pattern, they also wore ties with the same style and similar color as the clothing. They also wore 4 cm black-heeled boots. In addition to the colorful costume, JKT48 Team KIII also wore decorations on their faces, particularly glittery eyeshadow with soft colors making the area of their eyes stood out and lipstick that was not too red but more toward pink.



**Figure 1.** The dress from the song “Kucing Siam,” Japanese Station

Costumes or clothing worn by JKT48 members in each appearance are referred to as “seifuku,” which in Japanese means school uniforms. When thinking about Japanese school uniforms, the first thing that comes to mind is probably the typical sailor uniform. But actually, the world of Japanese school uniforms is more than that. There are many different styles, some with longer or shorter skirts, some also inspired by military uniforms, others are more Eu-

ropean-like; many are in blue or white, the rest are even green or red.

### **Myths**

With their clothing similar to high-schoolers uniforms, Team KIII built an image of their group into women who are still young and cute like those still in high schools, or according to Japanese culture, “*kawaii*” which means cute. This made the fans more loyal and liked the JKT48 Team KIII even more. Therefore, it is also beneficial for JKT48 Team KIII because the more fans that like Team KIII and being loyal makes it easier for Team KIII to realize whatever they want. One of them was to make Team KIII theater performances at JKT48 Theater FX Sudirman always crowded and filled with the audience even willing to stand in line to watch the show.

### **The Meaning behind the Second Costume**

Team KIII wore the clothing depicting a female soldier during the fifteenth to the twenty-first song. JKT48 Team KIII performing seven songs consecutively by wearing a military-themed outfit was dubbed as the “showcase” act because in each song of the seven songs there were unique challenges throughout the performance, and Team KIII successfully passed the challenges made for each song.



**Figure 2.** The “Army” dress, Official JKT48 Facebook

Indonesian people know that JKT48, in general, is a cute, funny, cheerful, beautiful, and childish idol group whose members look like a bunch of spoiled girls; however, not with this costume – seen from

the colors that are different from usual. Regularly, JKT48 wears bright colors like red and pink, but specifically for this costume nicknamed "Army," it was full of dark colors, namely dark green mixed with brown and a little black.

On the collar of the costume lies a gold star logo depicting a military general with a star on the chest, or what is commonly called a badge is given as a sign to distinguish the rank of each TNI (Indonesian Army). Team KIII combined the clothing with short-pants in color similar to the costume. Besides, the decoration on the head was also used as a complement or substitute for the hat that is usually worn by the Indonesian Army soldiers. The boots that were worn were similar to those of soldiers for fighting, but this time Team KIII used high heels on the sole so that they still looked like tall-looking women.

The songs in the "showcase" part had a meaning that every song had its own mission. Usually, someone who has a mission is either a Police, a CIA Agent, an FBI Agent, or a soldier; so, in this outfit, Team KIII wanted to build a connotation that their team is like a group of soldiers who have a mission and will carry out their mission. It was proven in the "Jangan Kasih K3ndor" concert, which was a challenge given by the management to the members to realize the concert with the mission of gathering as many as 1,000 crowds or the show will be canceled.

The Army, the Police or other organization complete their mission for the State, where JKT48 completes their mission for the sake of togetherness, entertaining its members, and also for the image of the JKT48 Team KIII that has been embedded that they are a solid team, able to solve all the missions given, and as an initial image of JKT48 Team KIII with the new formation after being mixed with the other generations.

This mission was carried out with the solidarity of an army who fights together to complete their mission. The members of the KIII team always highlighted their togetherness, cohesiveness, hard work, and

never giving up. In Indonesia, there are various signs of respect for the services done by someone to the country of Indonesia.

### Myths

Myth, according to Barthes (1993, p. 109, in Kurniawan, 2001, p. 85), is a communication system that is thus a message. A myth, then, cannot be an object, a concept, or an idea, because a myth is a mode of the connotation that is a form (Kurniawan, 2001, p. 85). It is the same with JKT48 Team KIII, whose truth is still doubtful.

In realizing this concert, in their fans' minds, all members of Team KIII looked solid, worked together, and focused on one goal; however, what was really within the team, was it the same as what it appeared? No one really knew except the people who were in it. JKT48 Team KIII succeeded in making the fans believe that the Team KIII was a truly compact team, had high solidarity, able to carry out their mission, tried to please the fans, and so on.

### The Third Costume

In accordance with the clothing name "Cinderella," this elegant red shirt worn by the KIII team at the closing song before the encore was a request from the fans when they asked the idol to return to the stage; this encore was at the end of a show. The song was "Cinderella wa Damasarenai" which translates to "Cinderella will not fall asleep."



Figure 3. The "Cinderella" costume, (from Japanese Station)

This outfit was equipped with a red lace armband and covered with a gold list in the middle of the bracelet making the members looked like beautiful and elegant women. The flower-shaped hairpin

worn was also red with a golden bud in the middle. In addition, the shoes from this outfit were heels similar to those glass slippers Cinderella wears but only differ from the colors worn by the actors, which was black. The movements from “Cinderella” used techniques that required attitude in moving the body such as the hands must be really straight, the beat of the feet must be synchronous and neat, and facial expressions must look firm, beautiful, elegant, sexy, and attractive, just like Cinderella who is dancing.

The Cinderella dress we commonly know is generally light blue in color, but this time, the clothes worn by Team KIII members at the concert were red. In this fairy tale, Cinderella referred to a story about a girl who is treated evil and ostracized by her foster family, forced to work hard to become a maid at her home and later had the opportunity to attend a party and got a short miracle from a fairy godmother who blessed her and turned her into a beautiful and charming princess. Still, there was a condition where Cinderella must leave the party before midnight because the curse will disappear afterward.

In the end, Cinderella met a handsome prince who was liked by all the women who attended the party, and then the prince saw Cinderella. Because Cinderella really was a beautiful woman, the prince fell in love with her, but it was unfortunate that the bell at midnight had sounded. Cinderella had to leave the party, but because she was rushing to run away, one of the glass shoes Cinderella was wearing slipped off, and she did not have time to take it until later the prince found the glass shoes. After that night, the prince continued to hold a contest to find the owner of the glass slipper.

With the struggle carried out by the prince to find the real owner of the glass slipper, the prince finally found Cinderella, and there was a happy ending; Cinderella married the prince. In the fairy tale, there is a message that Cinderella was just an ordinary girl who eventually became a royal princess after she was married by a

prince.

With the same concept, the show had a similar meaning/purpose to Cinderella, where the members were originally just an ordinary teenage girl, then turned into a princess and rose their social status to become an idol who is favored, sought and fought by her princes (the JKT48 fans), because the fans of JKT48 are mostly male. In this case, the members of Team KIII were perceived as beautiful but ordinary girls, and after they became members of JKT48, all their lives seemed to turn out to be like Cinderella, loved by the princes.

The lyrics of the song mean that the members of JKT48 hope to be sought by a prince. Here are excerpts from the chorus of “Cinderella.”

“Cinderella itu takkan tertipu  
Cinderella won’t be deceived  
sepatu kaca yang aku percaya ini these  
glass shoes I trust  
kulepas sebelahnya saja dan pergi I took  
the one side off and went away  
suatu hari nanti O n e  
day,  
datanglah mencari ole”  
They’ll look for me, Olé!

From these lyrics, the members deliberately took off one of their glass shoes and they believed that the prince would surely come to find them.

It likens that, in fact, they always provide feedback for their fans to always look for JKT48 members, just like when they greeted their fans during the “Jangan Kasih K3ndor” concert by waving their hands.

It made the fans feel acknowledged and appreciated for their presence at the time and made them come back and attend every show made by JKT48 Team KIII until the members greet them again. The costumes worn on the Cinderella song during the Team KIII performance “Jangan Kasih K3ndor” had two meanings in color psychology, brave or challenging, and burning passion or enthusiasm.

### Myths

The researcher captures the myth of the song “Cinderella” performed by mem-

bers of Team KIII at the “Jangan Kasih K3ndor” concert that was asking the fans, or in this case, the princes to treat the Team KIII members just like Cinderella. Just like in the past, those girls who were previously no one then joined JKT48 and grew fans.

It is the fans who make them the idols, the same as the prince who makes Cinderella a princess.

Of course, if we take a look from the fans’ point of view, they had the imagination to become a prince as a whole for the JKT48 members. In this case, they hoped to be close to their idols, for example, being their boyfriend or husband.

### The Fourth Costume

This yellow T-shirt with blue writing became associated with Team KIII at JKT48. This shirt was used by Team KIII after they were reformed into a renewed team. This shirt was worn during the encore, which was four songs that were performed in sequence. The first song was “Kamonegix,” which was the new song belonging to Team KIII and was the most awaited by fans.



**Figure 4.** Shani crying during the song “Sasae,” (From Official JKT48 Facebook)

The second song they performed was “Kaiyuugyo no Capacity,” which is a nostalgic song because previously, it was only sung by the former members of Team KIII long before the team reformation.

The third song, “1234 Yoroshiku,” was the first song that was sung since the beginning of the old formation of Team KIII. Finally, “Sasae,” which translates to “support” (shown in Figure 10), all members of Team KIII performed this song with

all their hearts and feelings. Also, in figure 11 when Shani, one of the members of Team KIII, cried during the performance.

This shirt is yellow in color and written in blue because it is to be the main attraction of the JKT48 KIII team. After all, each team in the JKT48 Idol Group has its own color and character.

The yellow shirt worn by Team KIII members in the show had a meaning in Japanese culture, yellow represents courage, wealth, and renovations since the Dynasty War in 1357. Since then, soldiers have worn yellow chrysanthemums representing the emperors in Japan and the royal family as a commitment of courage.

The green spotlight had two general meanings, which were quite paradoxical. First, as a symbol of nature and the environment, and the second as finance and wealth. When connected with nature, green represents living plants and growth and is continuously used to promote sustainability and organic life. Therefore, green is very suitable when combined with yellow.

### Myths

Within the JKT48 fans, there is a myth that fans always say “No Idol No Life,” or if there are no idols in this world, there will be no life for them. This yellow shirt showed the initial identity of Team KIII members to become idols for the fans or reminded them to go back to the time when the members first officially accepted as JKT48 members and wore the t-shirts. In addition, considered a symbol of good luck in Thai culture, yellow is the lucky color for Monday.

### The Fifth Costume

The t-shirts used in the double encore or the very last closing song that concluded the concert had a lot of meaning; fans wanted to own them, but they were quickly sold out. This T-shirt made specifically for the concert “Jangan Kasih K3ndor” has a unique design, that is, the shirt looks like a newspaper, not only because the writing is black, with small letters, solid and white-

based, but the contents of the writing are a collection of words the motivation given by the fans who always supported Team KIII via JKT48’s Twitter account.



**Figure 5.** The shirt during the final song, (from Official JKT48 Facebook)

Here are a few collections of motivational words given by fans who have always supported Team KIII via the @KonserJKT48KIII Twitter account with the #SemangatJanganK3ndor hashtag.

Motivational comments from fans were displayed with layout designs that resembled newspaper layouts. Newspapers are media that spread facts as news. Newspapers also have their characteristics, namely written, actively display mental devices, contain transmission techniques, and have effects. Newspapers are written, meaning that news published by newspapers has been arranged in the form of paragraphs, sentences, words, and images printed on paper. Newspapers have the nature of actively creating mental devices, meaning messages that are communicated to the public are using language and letters that are printed “fixed” on paper, and in order to understand their meaning, readers must use mental devices actively. (Hikmat, 2018, p. 37)

This raises the connotation that the close relationship between JKT48 and its fans is a fact that has been widely spread and known to many people like a news story.

### Myths

The last costume had a meaning where the concept of JKT48 “Idols You

Can Meet” by the fans shows that they are idols who have a very close relationship with the fans. This very close relationship was shown by them making symbols on their last costume worn during the show, which filled with motivational comments from the fans for JKT48 Team KIII in a costume that resembled newspapers.

Usually, the newspaper always contains news that resembles facts. Likewise, the comments made by the fans to Team KIII members proved that the relationships in the comments actually happened in the real world. However, it is believed by JKT48 fans that they have a relationship with their idols, namely the Team KIII members who are shown on the symbol; therefore, this becomes a myth.

The meaning found in the show “Jangan Kasih K3ndor” showed that the effort would never betray the results. Team KIII made all the things in the show one and interconnected. The meaning of the costumes that the researchers carefully examined from the concert showed that Team KIII was not only just a bunch of teenage girls who only showed their childish behavior, but here, they showed courage, enthusiasm, freshness, never giving up and proving that teenage girls could definitely get what they want if they really struggle to achieve their goals, and mutually support each other.

The unique things from this concert should be followed by teenagers and even everyone to become a person who is passionate and unyielding despite the never-ending obstacles. The most important thing about this show is that this was a group performance that had successfully achieved their dreams and goals. Therefore, they are brave and resilient because they never gave up in carrying out their challenges so that they managed to make this show deserves the nickname “Jangan Kasih K3ndor.”

### CONCLUSIONS

Based on the research conducted, the meaning of JKT48 Team KIII “Jangan Ka-

sih K3ndor” show in the Seskoal Indoor Basketball building viewed from the study show through fashion is by using Roland Barthes’s semiotic analysis which divides each outfit worn during the performance in 3 parts denotation, connotation and myth.

The denotative meaning of the performance of “Jangan Kasih K3ndor” seen from the expression of the members of Team KIII when they were on the stage and performed all the songs was that they really meant to bring this concert together, and looked very happy and relieved to be able to realize the concert. Of all the clothes that were worn, most of them chose costumes that were revealing or sexy, and these costumes made the members looked harmonious and really showed that this show belonged to Team KIII.

The concert had a connotative meaning that Team KIII had proven that with the realization of this concert, the obstacles and tests they faced could be overcome by the existence of cooperation, having one same mission with each other, determination, strong will, and never giving up. This was shown in the five outfits that were associated with the overall performance both inside and outside the actors and worn by the members at the time of the performance.

Team KIII members had broken the myth that is widely believed by people where beautiful girls can’t strive hard. They had realized this show by working hard and cooperating with each other. However, that was only the evident part. With the visible cohesiveness, as well as supporting each other, it is unknown whether or not the same thing happened behind the stage. The truth is unknown, but the fans believed it because JKT48 Team KIII was able to realize the “Jangan Kasih K3ndor” concert and brought it well to the audience.

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