

## Bushido: analisis konstruksi identitas penyanyi Rap Jerman = Bushido: identity construction analysis of a German rapper

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### Abstrak

Musik rap yang berasal dari budaya HipHop sebagai bagian dari budaya populer merupakan ajang untuk berekspresi bagi anak muda di Jerman. Keberadaan Bushido dan penyanyi-penyanyi rap Jerman lain yang multikultural dan sukses besar dalam industri musik dapat dikatakan sebagai fenomena budaya populer. Melalui dua lagunya Bravo Cover dan Alles Wird Gut, Bushido memperjelas identitasnya sebagai penyanyi rap non Jerman. Dalam skripsi ini, proses konstruksi identitas Bushido dalam arena budaya populer yang hegemonik dilihat berdasarkan skema circuit of culture yang menganalisis lima aspek, yaitu representasi, identitas, produksi, konsumsi dan regulasi.

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<b>Abstract</b><br>

Rap music, having its roots in the hiphop culture as part of popular culture, is a site where german teenagers can express themselves. Bushido's existence and that of other german rappers who are multicultural and very successful in the music industry, can be called as popular culture phenomenon. Through two of his songs Bravo Cover and Alles Wird Gut, Bushido shows his identity as a non german rapper. In this bachelor thesis, the construction process of Bushido's identity in the arena of hegemonic popular culture is based on the "circuit of culture" scheme which analyses five aspects: representation, identity, production, consumption and regulation.