

Global Mindset, Local Voices: Narratives of Gen Z Existence in Dere's Rubik Album

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Abstract. The prevailing influence of global digital culture on the generation is evident, yet the articulation of their voices is localized through the medium of Indonesian indie pop music. This study analyzes Dere's Rubik album, which reflects anxiety, the search for meaning, and self-reflection, while simultaneously embodying the collective inner dynamics of youth in contemporary society. The objective of the present research is twofold: first, to identify and analyze the lexical choices and conceptual metaphors employed in the lyrics, and second, to uncover the representations of existence that they imply. A qualitative descriptive approach was adopted, combining Leech's lexical semantics and Lakoff and Johnson's conceptual metaphor theory, with netizens' comments serving as secondary data. The analysis indicates that Dere utilizes straightforward yet evocative diction and constructs meaning through structural, ontological, and orientational metaphors that represent identity, relationships, and emotional vulnerability. The listeners' responses indicate that these songs are not merely consumed but also internalized as spaces of self-reflection and lived experience. These findings suggest that the language of Indonesian indie pop music articulates the existential concerns of Generation Z. Furthermore, the findings suggest that local cultural expression, informed by a collaborative global mindset, can serve as a form of empowerment for younger generations. Additionally, this expression can enrich linguistic inquiry in the context of popular culture.

Keywords: Conceptual Metaphor, Digital Popular Culture, Gen Z Existence, Indonesian Indie Pop Music