***ABSTRACT***

This study entitled "Analysis of Discourse Lyrics" Red " Efek Rumah Kaca Band Works". The objective of this study was to determine how the meaning, moral values ​​and external realities contained in the lyrics of the song.

This research method uses qualitative research methods to the analysis of discourse which discusses about the word, meaning and moral values ​​and the external reality, in order to know the meaning of the song itself. and raised awareness to know the human subjective experience. This study uses the theory of social construction of reality Peter L. Berger and Thomas Luckman and using a model of Norman Fairclough. Data were analyzed using the techniques of literature study, observation, and interviews. Source data are practitioners, academics / students, the city of Bandung.

Based on the research results obtained in the lyrics to "Merah" Efek Rumah Kaca Band Work that lasted 11 minutes and 20 seconds has meaning to every baitnya. The lyrics here has a meaning in every stanza. The lyrics are quite difficult to be understood by the listener, so that listeners need to understand mendelam to understand the meaning contained in the lyrics of this song. because the creator of the song "Red" uses scientific language and study political science. The lyrics to "Merah" work is the Efek Rumah Kaca Band has a moral message at each of its verses. Lyrics message is particularly important in a song where the lyrics have a form of mass communication which can affect the listener, for listeners to apply it in daily life.

Things i want researchers recommend as an input is should the listeners the lyrics to "Merah" can be a positive motivational to the listeners about the reflection of a person, which is not to make a mistake if it was wrong, because making mistakes or acts that harm others it will certainly have an impact that is not good.