

**REVEALING MEANING OF CHILDISH GAMBINO'S MUSIC
VIDEO "THIS IS AMERICA" (A SEMIOTIC STUDY)**

TERM PAPER

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DARMA PERSADA UNIVERSITY
JAKARTA
2021**

**REVEALING MEANING OF CHILDISH GAMBINO'S MUSIC
VIDEO "THIS IS AMERICA" (A SEMIOTIC STUDY)**

TERM PAPER

Submitted in part – fulfillment of the requirements for obtaining

Sarjana Linguistik (S. Li) degree



**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND
CULTURE**

FACULTY OF LANGUAGE AND CULTURE

UNIVERSITY OF DARMA PERSADA

JAKARTA

2021



INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term-paper is the result of my own work and not plagiarism of another words, the content has become in my responsibility. All the sources quoted or referenced have been stated correctly.

Bekasi, July 7, 2021




(Ratu Mas Balqis Jenisa)

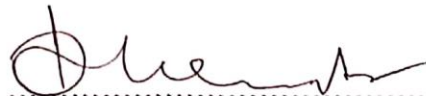
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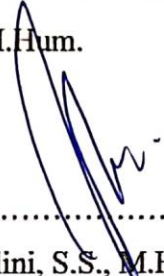
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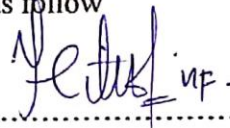
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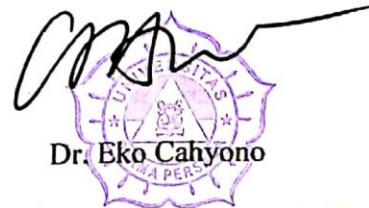
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Bekasi, July 7, 2021

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ABSTRACT

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Study Program : Strata One (S-1) of English Language and Culture
Title of the term paper : Revealing Meaning of Childish Gambino's Music Video "This Is America" (A Semiotic Study)

This term-paper is about revealing meaning of Childish Gambino's Music Video "This Is America". This research focuses on answering two formulation of the problems as follows: 1) Signifier and signified in Childish Gambino's music video "This Is America" and 2) revealing the hidden meanings in Childish Gambino's music video "This Is America". The results of the research show that there are 112 signs contained in the music video. There are 56 signifier and 56 signified from all scenes in the music video. One of the examples is skin color. In "This Is America" music video, black skin has a signifier as African-American skin color and has a signified that is identity or minority. These signifier and signified have a hidden meaning, namely racism. The conclusion of this research is the sign that has a hidden meaning from the music video has positive and negative sides. On the positive side, this video shows the beauty of African-American culture such as the Gwara-Gwara dance. On the negative side, this video clearly shows scenes of gun violence, racial discrimination, white people power, police brutality against black people in America.

Keywords : *Childish Gambino, Music Video, Semiotics, Signifier, Signified.*

ABSTRAK

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Judul Skripsi : Revealing Meaning of Childish Gambino's Music Video "This Is America" (A Semiotic Study)

Skripsi ini tentang mengungkapkan makna dari Video Musik Childish Gambino "This Is America". Penelitian ini berfokus untuk menjawab dua rumusan masalah sebagai berikut: 1) Penanda dan petanda dalam video musik Childish Gambino "This Is America" dan 2) mengungkap makna tersembunyi dalam video musik Childish Gambino "This Is America". Hasil penelitian menunjukkan bahwa ada 112 tanda yang terdapat dalam video musik tersebut. Terdapat 56 penanda dan 56 petanda dari seluruh adegan dalam video musik tersebut. Salah satu contohnya adalah warna kulit. Dalam video musik "This Is America", kulit hitam memiliki penanda sebagai warna kulit Afrika-Amerika dan memiliki petanda yaitu identitas atau minoritas. Penanda dan petanda ini memiliki makna tersembunyi, yaitu rasisme. Kesimpulan dari penelitian ini adalah tanda yang memiliki makna tersembunyi dari video musik memiliki sisi positif dan negatif. Sisi positifnya, video ini menunjukkan keindahan budaya Afrika-Amerika seperti tarian Gwara-Gwara. Sisi negatifnya, video ini jelas memperlihatkan adegan kekerasan senjata, diskriminasi ras, kekuasaan orang kulit putih, kebrutalan polisi terhadap orang kulit hitam di Amerika.

Kata kunci : *Childish Gambino, Video Musik, Semiotika, Penanda, Petanda.*

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