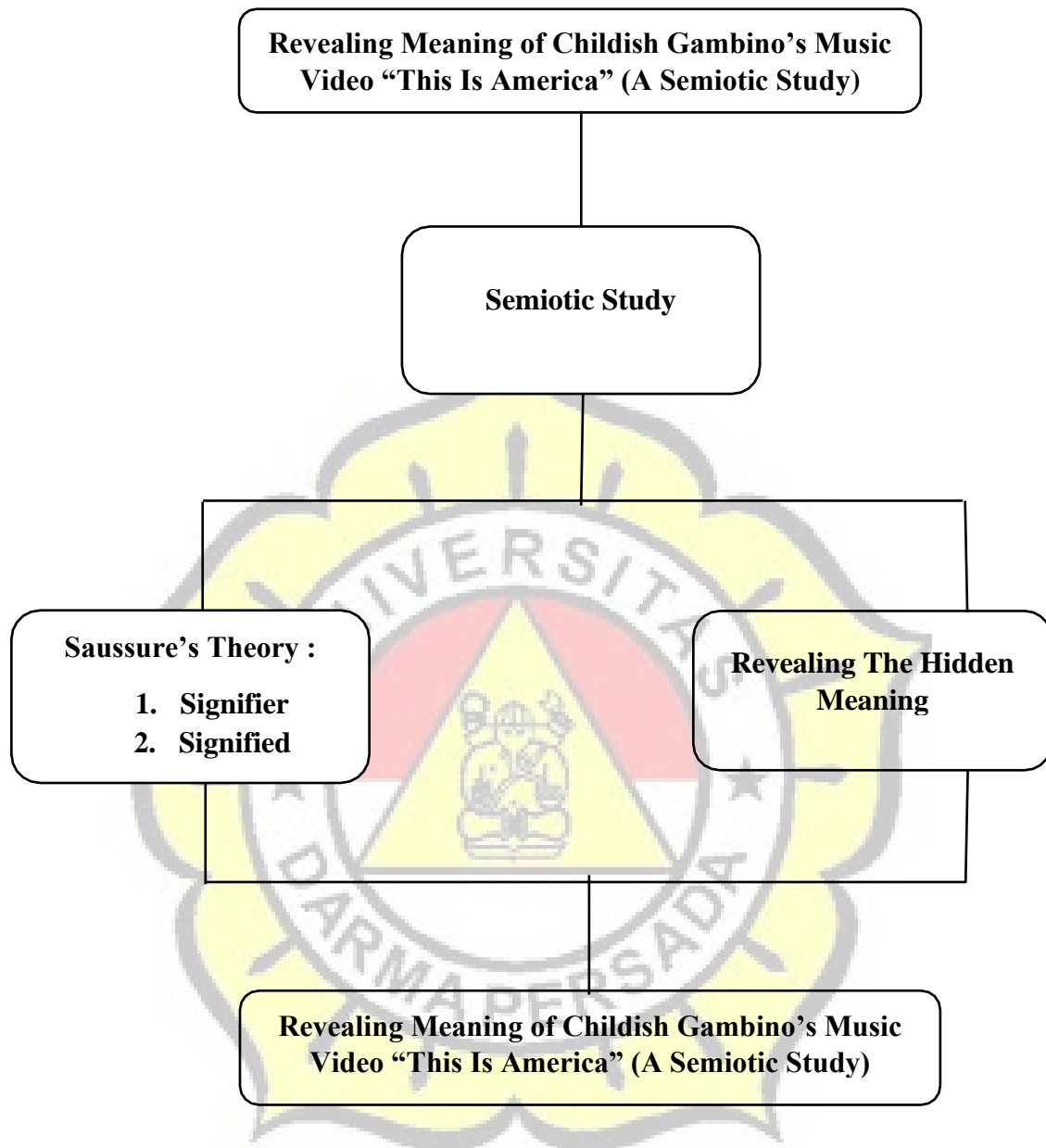


APPENDIX 1 : SCHEME OF THE RESEARCH



APPENDIX 2: POSTER OF THE RESEARCH

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



RATU MAS BALQIS JENISA
2017130097
STRATA ONE (S1) ENGLISH
LANGUAGE AND CULTURE
FACULTY OF LANGUAGE AND
CULTURE
UNIVERSITY OF DARMA PERSADA

1 BACKGROUND

Plenty of scientific shreds of evidence show that music can help second language learners by obtaining grammar, increasing vocabulary, and improving spelling. Music is transformed into a song and then visualized into a music video. Music video is a short film or video that accompanies the music, generally a song. Modern music videos serve as a marketing tool for a new recorded album. Semiotic is a study about signs. Visual semiotics is one of the fields of study that specifically studies the investigation of all kinds of meanings conveyed through the means of the visual senses. In this research, I choose music videos entitled "This Is America" by Childish Gambino as my research object. Therefore, it becomes interesting for me to explore what signs are in this music video. The signs are collaborated to achieve the desired effect. Because music videos are very complex audio-visual products, I have made an effort to find these signs in image, and song lyrics.

2 OBJECTIVE OF THE RESEARCH

1. To find out the signifiers and signified in Childish Gambino's music video "This Is America".
2. To find out the hidden meaning of the signs in Childish Gambino's music video.

3 FORMULATION OF THE PROBLEM

1. What are the signifiers and signified that found in a music video entitled "This Is America?"
2. What are the hidden meanings does Childish Gambino want to convey in a music video entitled "This Is America?"

4 METHODS

I use qualitative approach, descriptive method, and theory of semiotic by Saussure's to analyze the signifier and signified, also the hidden meanings in Childish Gambino music video. The use of it is more appropriate for me because the source of the data is only from the video on YouTube.

5 RESEARCH FINDINGS

Signifier and signified are used in this research in order to find out revealing the hidden meanings in "This Is America" by Childish Gambino.

6 CONCLUSION

Based on the findings, there are 56 of signifier and 56 of signified in this MV, and based on reveal the hidden meanings, the signs in the music video have both positive and negative sides. The positive side is Gambino presents African-American culture, the negative side is Gambino tell us that racism, discrimination, segregation by white people in America still happen to black people in America.



















APPENDIX 3: CONTROL BOOK

Nama Mahasiswa : Ratu Mas Balqis Jenisa
Dosen Pembimbing : Nurul Fitriani, S.S., M.Hum
Judul Skripsi : Revealing Meaning of Childish Gambino's Music Video
"This Is America" (A Semiotic Study).
Mulai Bimbingan : 9 April 2021
Tahun Akademik : 2020/2021

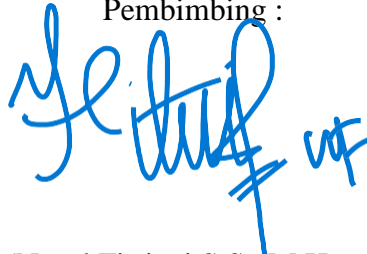
No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	Jum'at, 9 April 2021	Bimbingan Bab 1 terkait perbaikan font judul, identifikasi masalah, rumusan masalah, objek penelitian, metode penelitian, manfaat penelitian, sistematika penyusunan dan grammar.	
2.	Kamis, 20 Mei 2021	Mengumpulkan revisi Bab 1. Dosen menyatakan bab 1 sudah selesai dan diperbolehkan lanjut bab 2.	
3.	Kamis, 3 Juni 2021	Bimbingan Bab 2 terkait perbaikan sitasi, literature review, dan grammar.	

4.	Rabu, 9 Juni 2021	Mengumpulkan revisi Bab 2. Dosen memberitahu cara menulis sitasi sesuai dengan APA Style dan menyatakan bab 2 telah selesai serta diperbolehkan lanjut menulis bab 3.	
5.	Rabu, 30 Juni 2021	Bimbingan Bab 3 terkait line spacing yang digunakan dan perbaikan grammar.	
6.	Sabtu, 3 Juli 2021	Mengumpulkan revisi Bab 3. Dosen menyarankan untuk mengganti kalimat yang benar pada isi sub-bab 3 dan menyatakan bab 3 sudah selesai. Dosen memperbolehkan untuk lanjut mengerjakan bab 4, melengkapi isi dari keseluruhan skripsi serta memberi contoh abstrak, daftar pustaka, daftar isi, skema penelitian dan poster.	
7.	Rabu, 6 Juli 2021	Bimbingan full skripsi terkait perbaikan cover, laman Intellectual, laman feasibility, kata pengantar, abstrak, daftar isi, bab 4, referensi, skema, poster, dan CV.	
8.	Jum'at, 9 Juli 2021	Dosen memeriksa revisi full skripsi (cover, laman Intellectual, laman feasibility, kata pengantar, abstrak, daftar isi, bab 4, referensi, skema, poster, dan CV). Dosen menyarankan untuk merombak ulang isi abstrak, menyarankan untuk menambahkan referensi, menyarankan untuk memperbaiki spasi pada daftar isi dan menyatakan skripsi telah selesai.	

Jakarta, 11 Juli 2021

Menyetujui :

Pembimbing :



(Nurul Fitriani S.S., M.Hum)

Mengetahui :

Pembimbing Akademik

Ketua Jurusan Bahasa dan
Kebudayaan Inggris



(Tommy Andrian, S.S., M.Hum.)



(Dr. Yoga Pratama, M.Pd)



APPENDIX 4: PRESENTATION SLIDES



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



Ratu Mas Balqis Jenisa
2017130097

ENGLISH LANGUAGE AND CULTURE DEPARTMENT
DARMA PERSADA UNIVERSITY
JAKARTA 2021

Gratitude to :



Advisor
Nurul Fitriani, S.S., M.Hum




Examiner
Rhenatus Alfonsus Beresahy,
SE, M.Hum




The Head of Board Examiner
Fridolmi, S.S., M.Hum



✿ Background of the problem ✿

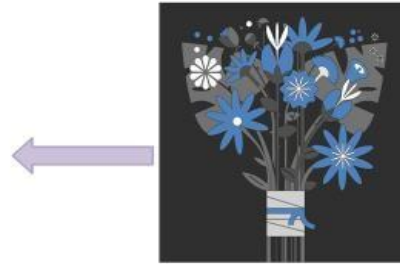


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graph LR; A[Music video] --> B[Semiotics]; B --> C[Signifier & signified]
```



Formulation of The Problem

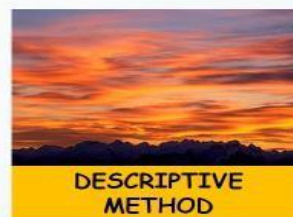
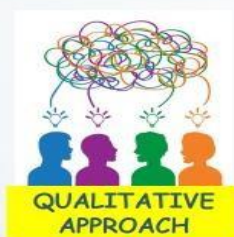
1. What are the signifiers and signified that found in a music video entitled "This Is America?"
2. What are the hidden meanings does Childish Gambino want to convey in a music video entitled "This Is America?"



Objective of The Research

1. To find out the signifiers and signified in a music video entitled "This Is America."
2. To reveal the hidden meanings based a music video entitled "This Is America."

Methods of The Research



Framework of The Theories

Ferdinand de Saussure Theory

SIGNIFIER
&
SIGNIFIED

>>>>>

REVEALING THE
HIDDEN
MEANING



RESEARCH FINDING AND ANALYSIS

Sign of the picture :
Animals



Animals has
signifier as two
chickens.

Animals has
signified as
symbol of racism

Fried chicken is a type of
food that symbolizes racial
discrimination in America,
especially for black people.



RESEARCH FINDING AND ANALYSIS

- 1 There are 112 of signs from whole scenes in the music video "This Is America" by Childish Gambino.
- 2 There are 56 of signifier and 56 of signified from scene one until scene seven in "This Is America" music video.
- 3 The hidden meaning in this music video has been proved to contain racism, segregation, police brutality against African-American people in America.





CONCLUSION




- ① The meaning that the Childish Gambino music video is attempting to convey in general has been passed on to the readers or the audience.
- ② The sign in the music video have both positive and negative sides.
- ③ The signs in the music videos showed in visual structure was by all accounts ready to give separate significance to the readers or the audience.



APPENDIX 5 : LETTER OF APPROVAL AND REVISION


LETTER OF APPROVAL



On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Ratu Mas Balqis Jenisa entitled “**Revealing Meaning of Childish Gambino’s Music Video “This Is America” (A Semiotic Study)**” has been approved and forwarded to the English Language and Culture Department, DarmaPersada University, for final evaluation before the thesis defence for obtaining *Sarjana Linguistik* (S.Li.) degree to the respective candidate.

Supervisor	Signature	Date
(Nurul Fitriani, S.S., M.Hum)		Jakarta, July 11, 2021
Head of English Language and Culture Department	Signature	Date
Dr. Yoga Pratama, M.Pd.		Jakarta, July 15, 2021
(Tommy Andrian, SS, M.Hum) Academic Advisor		Jakarta, July 12, 2021
Name Student Number	: Ratu Mas Balqis Jenisa : 2017130097	

**LEMBAR REVISI UJIAN SIDANG SKRIPSI
PROGRAM STUDI BAHASA DAN KEBUDAYAAN
INGGRIS**

Judul Skripsi	: Revealing Meaning Of Childish Gambino's Music Video "This Is America" (A Semiotic Study)
Nama	: Ratu Mas Balqis Jenisa
NIM	: 2017130097
Pembimbing	: Nurul Fitriani, S.S., M.Hum
Tanggal Ujian	: 30 Juli 2021


No	KETUA SIDANG/PEMBIMBING /PENGUJI	SARAN	HALAMAN REVISI	BUKTI SUDAH REVISI	TANDA TANGAN	TANGGAL
1.	Ketua sidang (Fridolini, S.S., M.Hum)	1. 2. 3.	1. 2. 3.	Telah direvisi sesuai dengan saran pada halaman...		09 Agustus 2021

No	KETUA SIDANG/PEMBIMBI NG /PENGUJI	SARAN	HALAMAN REVISI	BUKTI SUDAH REVISI	TANDA TANGAN	TANGGAL
2	Pembimbing (Nurul Fitriani, S.S., M.Hum)	1. Memperbaiki tanggal pada laman <i>feasibility</i> dan <i>validation</i> . 2. Memperbaiki referensi terkait spasi dan huruf kapital.	1. Hal iii – iv 2. Hal 69 –72	Telah direvisi sesuai dengan saran pada halaman iii, iv, 69, 70, 71, 72.		09 Agustus 2021
3	Penguji (Rheinatus Alfonsus Beresaby, SE., M.Hum)	1. Menghapus pengertian semiotika menurut Yakin & Totu pada latar belakang masalah. 2. Menghilangkan kata <i>hidden</i> di rumusan masalah juga di objek penelitian. 3. Menambahkan semiotika Danesi sebagai metode penelitian. 4. Menjelaskan teori Peirce secara umum saja. 5. Menambahkan teori makna pada bab 2.	1. Hal 1 2. Hal 4 3. Hal 4-5 4. Hal 12-14 5. Hal 17-20	Telah direvisi sesuai dengan saran pada halaman 1, 4, 5, 12, 13, 14, 17, 18, 19, 20.		09 Agustus 2021

Catatan:

- Mahasiswa harus menyelesaikan revisi dan mendapatkan semua tanda tangan dari ketua sidang, pembimbing dan penguji sebelum bisa mencetak *hardcover* skripsi.

APPENDIX 6: TOEIC RESULT AND CV



LISTENING AND READING OFFICIAL INSTITUTIONAL SCORE REPORT

Ratu Mas Balqis Jenisa		LISTENING		TOTAL SCORE	
Name		Your score	370	Your score	660
Identification Number	3175026307990001	READING			
Date of Birth (YYYY/MM/DD)	1999/07/23	Your score	290		
Test Date (YYYY/MM/DD)	2021/06/26	Valid Until (YYYY/MM/DD)			
Valid Until (YYYY/MM/DD)		Your score		495	

Client/Institution Name: Putra Pratama Raya, PT

PT International Test Center Plaza Sentral 17th Floor, Jl. Jend. Sudirman, Kav. 47, Jakarta, Indonesia, 12030

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RATU MAS BALQIS JENISA



CURRICULUM VITAE

Name : Ratu Mas Balqis Jenisa
Place/Date of Birth : Jakarta /July 23, 1999
Status/Sex : Single /Female
Religion : Islam
Nationality : Indonesia

EDUCATIONAL BACKGROUND

2005-2009 : Muhammadiyah 41 Islamic Elementary School
2009-2011 : 05 Kayu Putih Elementary School
2011-2014 : 232 Junior High School
2014-2017 : 36 Senior High School
2017- present : University of Darma Persada

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Twitter : @dalgonakohii

Instagram : @balqisjenisa

Tiktok : @baruqisuneko

RESEARCH EXPERIENCES

2018 : Analysis of Poems "Redemption" by George Herbert
2018 : Paper of Linking Words
2019 : Analysis of Poems "Love And A Question" by Robert Frost
2020 : Paper of Slang words of GAY Community in Indonesia

ACHIEVEMENTS

2018 : Participant and Member of Japan-Asia Youth Exchange program in Science (SAKURA SCIENCE PROGRAM).
2019 : First winner in Talent Show of Pekan ORASI 2019 UNSADA.

