

**A SEMIOTICS ANALYSIS IN THE MUSIC VIDEO “PERFECT
BLUES” BY HANNAH BAHNG (2023)**

TERM PAPER



**BY
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**ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
JAKARTA
2024**

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Submitted in part-fulfillment of requirements for obtaining
Sarjana Linguistik (S.Li) degree



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2024**

INTELLECTUAL PROPERTY STATEMENT

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

Jakarta, January 18, 2024






Fatin Afiqoh



LETTER OF APPROVAL

On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Fatin Afiqoh entitled “A Semiotics Analysis in the Music Video *Perfect Blues* by Hannah Bahng (2023)” has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining *Sarjana Linguistik* (S.Li) degree to the respective candidate:

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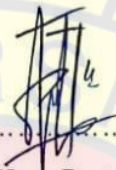
TERM PAPER VALIDATION

On February 6, 2024, the term paper has been academically tested and defended in front of

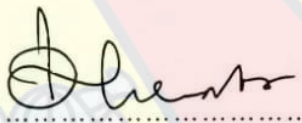
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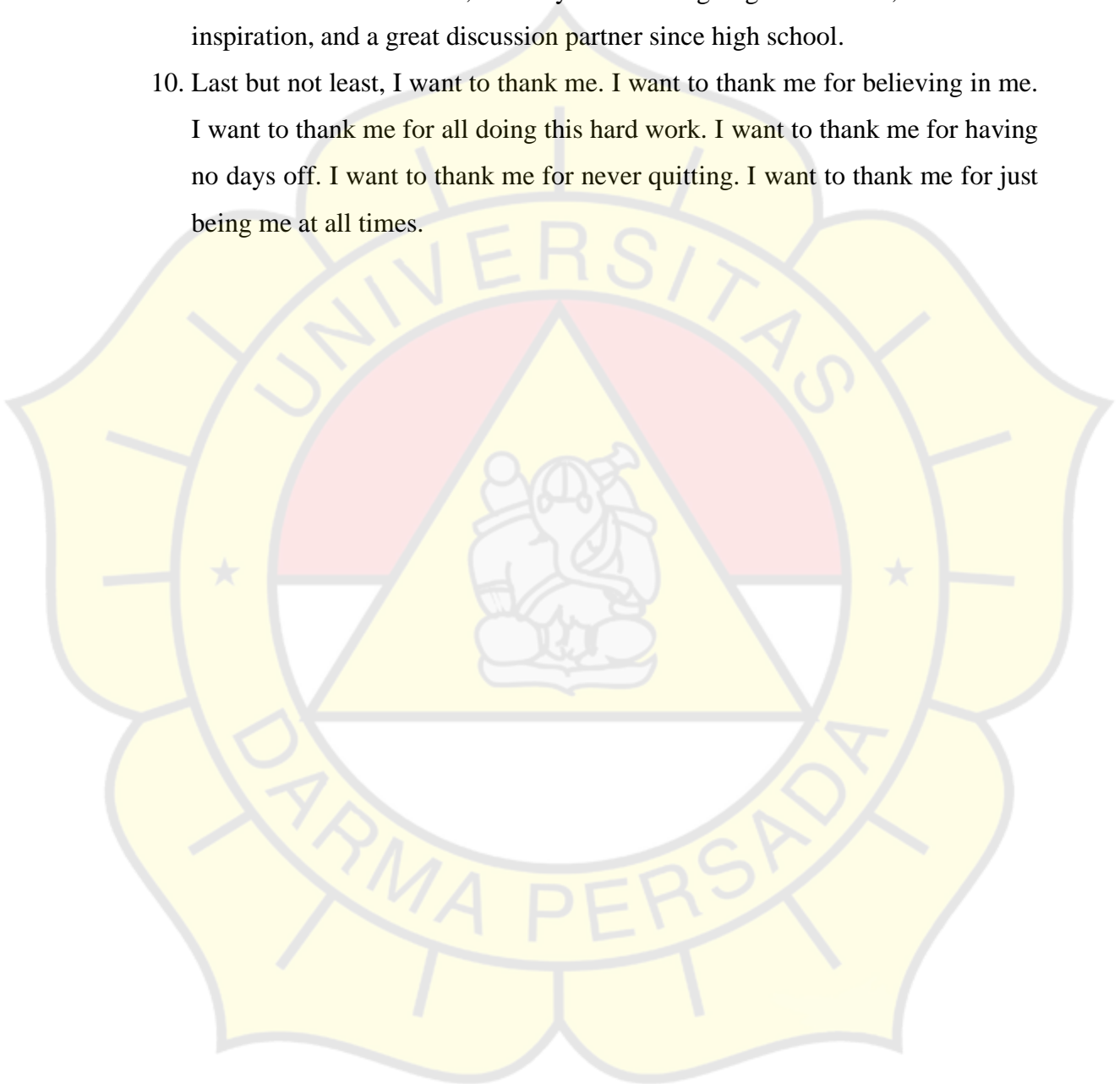
Praise to Allah SWT for His mercy and blessing, finally I could complete this term-paper as planned, which entitled A Semiotics Analysis in the Music Video “Perfect Blues” by Hannah Bahng (2023). This term-paper is submitted to the English Language and Culture Department, Darma Persada University, as a partial fulfilment of the requirements for obtaining the Strata One (S-1) degree.

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**A SEMIOTICS ANALYSIS IN THE MUSIC VIDEO “PERFECT BLUES”
BY HANNAH BAHNG (2023)**

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ABSTRACT

This research aims to create meaning in the music video “Perfect Blues” by dividing sign into expression and content in order to build the meaning in music videos. Through a qualitative content analysis method and involving research approach of semiotic analysis by the Barthes, this research creates meaning in each shot and scene in the music video “Perfect Blues” by Hannah Bahng and tries to find signs that often appear which will become a common thread related to the theme of the perfect blues music video. The analysis is conducted by focusing on visual signs and verbal signs. The results of this study show the challenges of adolescence into adulthood such as self-discovery, a stagnant life, striving for perfection, facing uncertainty, instability, pressure, and other life challenges that are complicated but are faced with ostensible serenity. In sum, this research provides an in-depth insight into music video through the lens of semiotics.

Keywords: *Music Video, Semiotics, Visual Sign, Verbal Sign, Meaning.*

**SEBUAH ANALISIS KAJIAN SEMIOTIKA DALAM MUSIK VIDEO
“PERFECT BLUES” KARYA HANNAH BAHNG (2023)**

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ABSTRAK

Penelitian ini bertujuan untuk membangun makna dengan membedah tanda menjadi ekspresi dan konten guna membangun makna dalam musik video “Perfect Blues”. Melalui metode penelitian kualitatif konten analisis dan melibatkan pendekatan analisis semiotika Barthes, penelitian ini membangun makna dalam setiap shot dan adegan dalam music video “Perfect Blues” karya Hannah Bahng serta mencari tanda yang sering muncul yang akan menjadi benang merah terkait tema dari musik video perfect blues. Analisis dilakukan dengan memfokuskan perhatian pada tanda visual dan tanda verbal. Hasil penelitian ini mengungkapkan tantangan hidup masa remaja menuju masa dewasa seperti pencarian jati diri, hidup yang stagnan, berjuang untuk kesempurnaan, menghadapi ketidakpastian, ketidakstabilan, tekanan dan tantangan hidup lainnya yang pelik namun tetap dihadapi oleh Hannah Bahng dengan respon ketenangan yang pura-pura. Secara keseluruhan, penelitian ini memberikan wawasan mendalam tentang musik video melalui lensa semiotika.

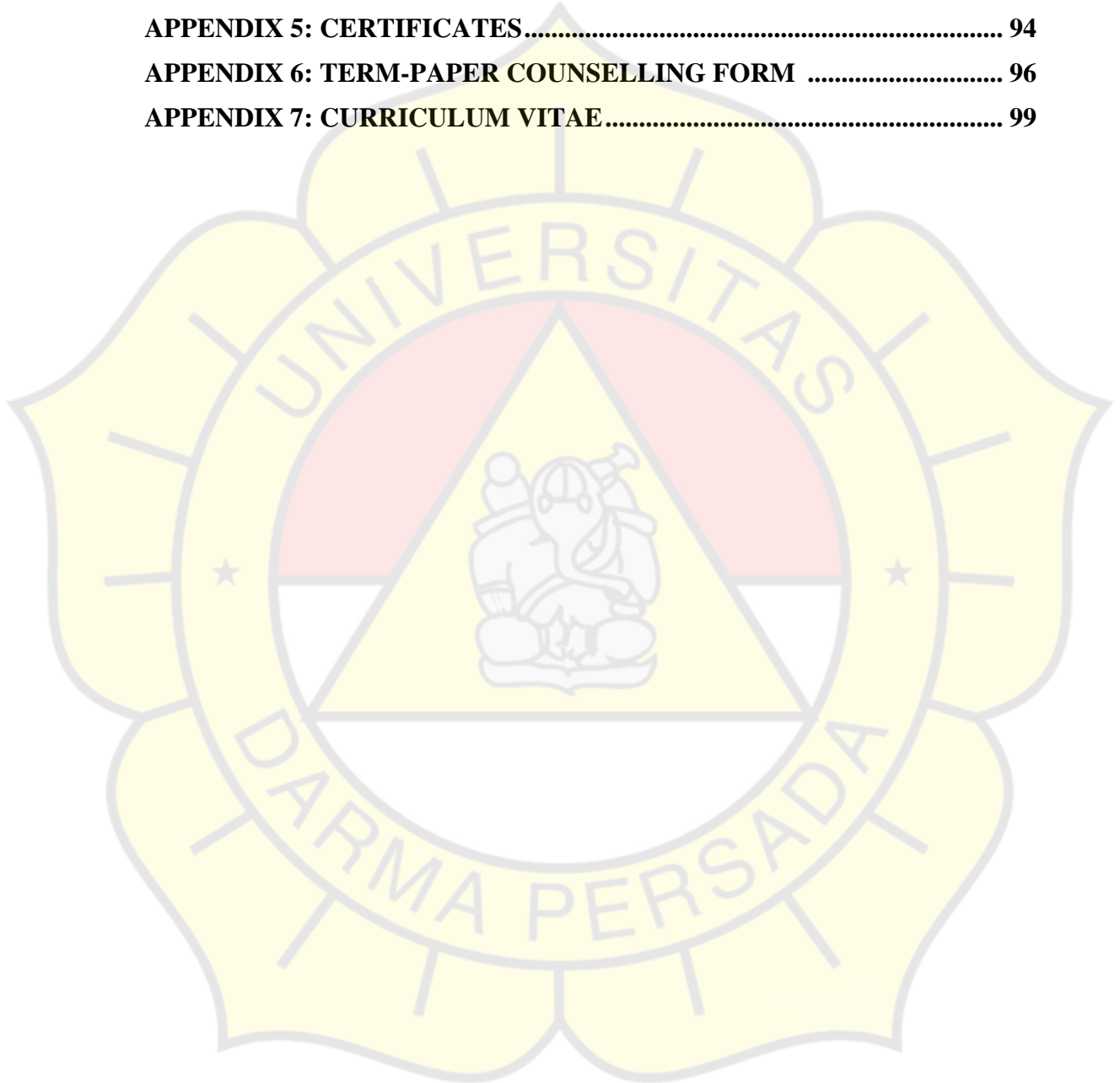
Kata kunci: Musik Video, Semiotika, Tanda Visual, Tanda Verbal, Makna.

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