

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Semiotics is closely related to the role of language as communication. A communication can be said to be effective if the message, meaning, and intention that wants to be addressed can be conveyed and received properly and appropriately by others (Robbins, as cited in Eke, 2020:49). When verbal language is not effectively used in communication, music can be a powerful communication instrument. This means, music has the ability to effectively convey messages, emotions, ideas, and values to people in the midst of factors caused communication to be ineffective.

Nowadays, music is enhanced with visual elements that become a form of visualization of the music audio (music video). Based on the oxford dictionary online (2024), music video is video recordings of songs, which are usually accompanied by visual elements that interpret the lyrics. Furthermore, Moller proposes a more accurate definition of music video to better reflect its position in the current media landscape, as: "A short film that combines songs and visual elements to interpret the lyrics, produced for promotional or artistic purposes" (Moller, 2011:6).

The music video "Perfect Blues" was released on July 14, 2023 by Hannah Bahng as her debut title in her own agency Bahng Entertainment. She was born on February 9, 2004 and raised in Sydney, Australia to Korean parents. Hannah Bahng discovered her love for music and performance at an early age through the enthusiastic influence of her mother. She is an independent artist, writes and composes everything herself, and she is passionately involved in every aspect of its creation, production and marketing.

The music video "Perfect Blues" by Hannah Bahng, which was released on July 14, 2023 with a duration of 2 minutes 50 seconds shows a girl doing something in the sea and on the beach. I found difficulties in constructing meaning from the visual elements as well as the interpretation of the lyrics, which created a complicated problem of connecting the visual elements with

the meaning carried by the lyrics. This can lead to misinterpretation of the information that the creator of the music video "Perfect Blues" wants to convey, therefore, this needs to be investigated further with a semiotic approach to get the meaning in the music video.

According to Barthes, in a system of signification, a sign has two main components: Expression (E) which is the physical form of the sign, and Content (C) which is the meaning it represents. The process of signification occurs through the relationship (R) between Expression and Content. In other words, the sign gets meaning through the connection between its physical expression and the meaning it represents. (Barthes, 1986:89).

Although music videos are often used as a medium of artistic expression and communication, in-depth analysis of the use of visual and narrative elements in music videos is often neglected. In this context, there is a need to explore the meanings and messages contained in music videos, particularly in the case of the music video "Perfect Blues". There are strong visual and narrative complexities in this video, but no research has investigated in detail how these elements are used to convey a deep message or story. Therefore, an in-depth analysis is needed to understand the visual and narrative constructions in the music video "Perfect Blues". If this problem is solved, the audience as well as I will get a deep signification, thus there is no misinterpretation in understanding and responding to the music video; and it can broaden the audience's insight into another perspective differing from what has existed before.

1.2 Identification of the Problem

Based on the background of the problem above, I identified the main problem of constructing meaning in the music video "Perfect Blues" by Hannah Bahng. Music videos have profound meaning that often uses complex visual narratives to convey that meaning. I assume that the problem arises on how to interpret the visual elements coherently with the lyrics, identify and analyse the signs used in the music video and find the relevant meaning and interpretation of the signs to reduce misunderstanding.

1.3 Limitation of the Problem

Based on the identification of the problem above, this research only focuses on the study of semiotics on the visual and verbal aspects (lyrics) of the music video “Perfect Blues” by Hannah Bahng. This research uses the main theory of the semiotics theory by Barthes based on the concept of expression-content and its relation because that theory is an applicable theory in analyzing the music video “Perfect Blues” by Hannah Bahng.

1.4 Formulation of the Problem

Based on the limitation of the problem above, the research problem is formulated as follows:

1. What are the semiotic signs in each shot shown in the scene of Hannah Bahng's “Perfect Blues” music video and what meanings are formed?
2. What do the sign relate to each scene of the music video “Perfect Blues” by Hannah Bahng?
3. What is the theme of the music video "perfect blues" by Hannah Bahng?

1.5 Objective of the Research

Based on the formulation of the problem above, the objectives of the research are as follows:

1. To analyse and explain the semiotic signs found in each shot of the music video “Perfect Blues” by Hannah Bahng and get a better understanding of what they are represented to.
2. To determine the meaning of what each scene relates to in the music video “Perfect Blues” by Hannah Bahng.
3. To discover the theme of music video “Perfect Blues” by Hannah Bahng.

1.6 Benefit of the Research

a. Theoretical Benefits

1. In theoretical terms, this research is expected to provide insight and understanding of semiotic analysis in music videos and is also expected to be a media for the development of the theories studied in academic courses.

2. This research is expected to be used as reference material in research on related issues to the field of English Language and Culture, especially linguistics major at Darma Persada University.

b. Practical Benefits

1. This research is intended to be able to provide information about semiotic analysis in music videos to readers or other students who conduct the same research in the future.

1.7 Systematic Organization of the Research

In accordance to the title of the research above, the systematic of this research organization is written as follows:

CHAPTER 1 : INTRODUCTION

This chapter consists of the phases of the research layout, such as background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, benefit of the research, and systematic organization of the research.

CHAPTER 2 : THEORETICAL FRAMEWORK

This chapter consists of the experts' theories used in accordance with the title of the research and to analyse the research data, which are as follows: "sign", "semiotics", "meaning", "music videos" and "color" theories. It also consists of the review of the related studies as a comparison with this research to reveal the novelty of this research.

CHAPTER 3 : RESEARCH METHOD

This chapter consists of the ways of conducting the research and doing its analysis, such as the explanations about the time and location of conducting research data collection and analysis and following the term paper guidance as: the research approach and method, the

research object and data, the data collection technique, and the data analysis technique.

**CHAPTER 4 : A SEMIOTICS ANALYSIS IN THE MUSIC VIDEO
“PERFECT BLUES” BY HANNAH BAHNG (2023)**

In this chapter, the research data which have problems as described in the formulation of the problem section in Chapter 1, that are found in the research object are analysed in detail. This chapter consists of the answers to the research problems. The research problems solved to achieve the objectives of the research.

CHAPTER 5 : CONCLUSION

This chapter contains conclusion from the result of research that uses a qualitative approach with a content analysis method using semiotic analysis. The answers to the research problems are in accordance with the title of the research is conveyed concisely and clearly.