

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents six topics related to this study. The content covers background of the study, formulation of research questions, purposes of the study, significance of the study, scope and limitations of the study and definition of key terms.

A. Background of the Study

People nowadays have benefited greatly from the advancements in digital and technological aspects. The internet today allows people to contact others from many locations, nations, and regions. Unfortunately, cultures and languages vary greatly among people from different nations. When communicating with others who speak a different language, people frequently encounter challenges. Nevertheless, the problems can be solved by using gestures, body language, and symbols with broad interpretations that are generally understood by others. Semiotics play a significant role in this case. Furthermore, semiotics will assist people in communicating using signs.

Semiotics is a scientific or analytical approach to studying signs. This study will assist people to acknowledge and grasp the meaning of signs they discover by dealing with them. Signs can be found in a variety of locations. For example, the "red" of a traffic light refers to "stop," "green" to "move ahead," and "yellow" to "consideration." (Hjelmslev 1953: 113). People all over the world can understand the true meaning without knowing the native language with the aid of sign.

The existence of semiotics is required in order to understand the meaning of a sign. According to Hurwitz (2009), a semiotic analysis reveals how certain textual elements such as words, images, movies, magazine advertisements, songs, etc. are employed to create a meaning. Although the text might be created collectively by the participants, the meaning will frequently vary for each person. As a result, semiotics can be a tool for determining and examining how communication occurs. As a result, semiotic theory can be used to explore or examine common misunderstandings in cross-cultural communication.

Semiotics is the study of signs and symbols and their use in communication. In the context of music videos, semiotics analysis involves examining the various signs and symbols present in the video, such as visual imagery, color, and gestures, and interpreting their meaning to understand the message the video is trying to convey. Conducting semiotics analysis of music videos can be important for a few reasons. First, it allows us to better understand the meaning behind the music and lyrics of the song. Music videos often include visual elements that reinforce or add to the meaning of the song, and semiotics analysis can help us to uncover these meanings. Second, semiotics analysis can help us to understand the cultural context in which a music video was created. Music videos are a product of their time and place, and understanding the cultural context can help us to better understand the meaning behind the visual elements in the video. Third, semiotics analysis can be a valuable tool for music video makers and music industry professionals. By understanding the signs and symbols used in music videos and the meanings they convey; they can create

more effective and impactful music videos that resonate with their audience. Overall, semiotics analysis can be a useful tool for understanding the meaning behind music videos and the messages they are trying to convey. It can help us to better understand the music and lyrics of a song, the cultural context in which the video was created, and can be valuable for those in the music industry.

Signs and symbols can be found in many aspects of people's day-to-day lives, with music being one of the most common. Music is the science or art of arranging tones or sounds in sequence, combination, and temporal relationships to create a composition with unity and continuity. Music is something that almost everyone in every country enjoys and listens to almost every day, every time, and every moment. Moreover, if they have no idea what the song is about, they enjoy the feeling of euphoria that it provides. As the writer summarizes the statements below, music represents one of the universal languages that can connect people from different languages and cultures through the symbols, signs, and messages contained within the song. The song has evolved from full music without a performer to contemporary music with a variety of genres. One of the most popular genres is K-Pop.

K-Pop is an Asian music which also contains many signs and symbols in it. In 2020, K-Pop becomes one of the most popular genres of music. K-Pop is an abbreviation for Korean Pop, which refers to Korean goods. The Korean wave trend has led to K-Pop's growth and widespread acceptance among the general population (Simbar, 2016). Since K-Pop has become so popular around the world, many of their songs now have English lyrics. Many K-Pop songs now

include English lyrics, such as Darling by Seventeen, The Feels by Twice, You Got My Number by MonstaX, Magic by TXT, and others. Some South Korean artists have their songs translated into English ver. One of them is BTS who translated their songs into English.

Bangtan Seonyeondan, or BTS for short, was a key figure in the development of the Korean wave phenomenon. They are one of the many South Korean celebrities who, despite speaking different languages, have been able to take their music around the world. This is demonstrated by the fact that they have 71.2 million You Tube subscribers, 53.7 TikTok followers, 47.6 million Twitter followers, and 68.4 million Instagram followers.

The music video of BTS's song is enjoyed not only by K-Pop fans but also by people of all ages, from teenagers to adults. K-Pop fans can also enjoy the music video of BTS's songs despite the different languages being used. Dinningrum (2019) states that this happens because of consumer culture that each person has developed. More content is likely to be understood by people than less. This evidence demonstrates that multilingualism, or the constant consumption of numerous languages, can help people grasp a wide variety of languages.

BTS, a globally renowned K-pop group, has left an indelible mark in the music industry through their extensive discography, with each album representing a chapter of their evolution as artists and cultural icons. Among their many albums, "Map of the Soul" has garnered particular attention from researchers seeking to delve into the nuances of BTS's music, lyrics, and overall

artistic narrative. This album stands as a magnum opus, exemplifying their maturation in sound, style, and thematic depth. Through intricate storytelling and profound exploration of the human psyche, "Map of the Soul" offers a rich tapestry of emotions and ideas, prompting researchers to analyze its impact on both fandom and society at large. It's a subject of fascination and academic interest, allowing scholars to unravel the layers of creativity and innovation that have propelled BTS to the forefront of the global music landscape.

"Map of the Soul" is the fourth studio album by BTS, released on April 12, 2019. It is a significant and highly acclaimed album by BTS that has left a profound mark on the global music scene. It represents a conceptual and introspective journey into the complexities of the human mind and soul. The album showcases BTS's artistic growth, demonstrating their ability to blend diverse musical styles while exploring deep and meaningful themes. The album is divided into multiple parts, including "Persona," "Shadow," and "Ego," each delving into themes of identity, introspection, and self-discovery. The incorporation of psychological and philosophical concepts enriches the album, making it a compelling subject for analysis and interpretation. The impact of "Map of the Soul" extends beyond its musicality, serving as a testament to BTS's influence in pushing creative boundaries and connecting with a wide range of listeners on a deeper emotional level.

Researchers often choose this album from BTS over others in their discography due to its exceptional fame and unparalleled commercial success. This album stands as the epitome of BTS's career, marking their zenith as artists

and captivating a massive global audience. Its popularity and status as the best-selling album in their repertoire make it a crucial subject of study, shedding light on the dynamics of contemporary music, fandom culture, and the influence of the BTS phenomenon on the music industry. Studying this album allows researchers to delve deep into the multifaceted aspects of BTS's artistic evolution and its impact on both the fans and the broader music landscape.

To support the analysis of this study, the researcher identified several related previous semiotics studies. The first one is “Signs and Meanings of Wednesday Campanella’s Music Video ‘Yaku No Jitsugetsushushi’: Semiotic Approach” by Fedry Yanto Herman (2019) from Buddhi Dharma University. He discussed the signs and meanings on Wednesday Campanella’s Music Video ‘Yaku No Jitsugetsushushi’. He analyzed the significance of signs using Pierce theory. He only analyzes verbal signs and defines them using micro and macro analysis. The micro analysis of the music video has briefly been explained through the Cambridge dictionary. The macro analysis of the music video is about the rarity of Yakushima trees and the cycle of the forest after the volcanic eruption during Joumon period.

The second one is “Semiotics Analysis of Jonas Blue’s Music Video Rise Through Roland Barthes’ Theory” by Dennis Suswanto Kadiman (2019) from Buddhi Dharma University. He discussed the signs in Rise’s music video. He analyzed the significance of signs using Barthes’ theory. The focus of his research is identifying the denotative meaning and connotative meaning that

appear in a music video. The research found ten denotative and connotative meanings in the music video of Jonas Blue.

The third one is “A Semiotic Analysis in Music Video of Naughty Boy’s La La La” by Dimas Anugrah Satya (2019) from University of Sumatra Utara. He discussed about the signs in Naughty Boy’s music video. He analyzed the denotation and connotation that exist in the music video. He analyzed the significance of signs using Barthes’ theory and subliminal messages’ theory. The findings revealed five denotative and connotative meanings in the music video of Naughty Boy’s La La La.

From the study above, there were many studies that examined signs and meanings. However, further research about signs and meanings is required. Therefore, in this study the research will analyze about denotation, connotation, and myth meanings that existed in the music video of BTS’s songs by using Roland Barthes theory.

B. Formulation of the Research Question

Based on the background of the study, the researcher formulated two research questions as states below:

1. What types of meanings are discernible in the semiotic elements of BTS’s music videos?
2. How are these meanings effectively conveyed through the combination of visual and linguistic signs in the music videos of BTS’s songs?

C. Purpose of the Study

Based on the formulation of the research questions above, the aims of this study are:

1. To identify the types of meanings present in the semiotic elements of BTS's music videos.
2. To describe how these meanings are effectively conveyed through the combination of visual and linguistic signs in the music videos of BTS's songs.

D. Significance of the Study

The result of the study give significance as follows:

1. Students

The result of this study is expected to give benefits to students who want to learn semiotics analysis. The significance of semiotics analysis in music videos for English students is that it provides a way to analyze the use of language and symbolism in a visual medium. By examining the signs and symbols used in a music video, English students can gain a deeper understanding of the ways in which language is used to convey meaning and how it interacts with other elements such as music and visuals. This can help enrich their understanding of language and its use in communication and provide valuable insights into the cultural context in which the video was created.

Additionally, conducting semiotics analysis can be a valuable educational tool for English students. It can help them develop critical thinking skills as well as their ability to analyze and interpret visual

information. This can be a useful skill in many different fields, including the arts, media, and communications. Overall, semiotics analysis of music videos can be a valuable tool for English students, providing a way to analyze the use of language and symbolism in a visual medium and developing critical thinking and analysis skills.

2. Teachers

The result of this study is expected can give a contribution to the English teaching and learning process, especially for teachers. The significance of semiotics analysis in music video for English teachers is that it provides a way to teach students about the use of language and symbolism in a visual medium. By conducting semiotics analysis of music videos and discussing the findings with students, English teachers can help students to gain a deeper understanding of the ways in which language is used to convey meaning, and how it interacts with other elements such as music and visuals. This can help to enrich students' understanding of language and its use in communication and can provide valuable insights into the cultural context in which the video was created.

Additionally, using semiotics analysis as a teaching tool can help to develop students' critical thinking skills, as well as their ability to analyze and interpret visual information. This can be a valuable skill for English students, and can be useful in many different fields, including the arts, media, and communications. Overall, semiotics analysis of music videos can be a valuable tool for English teachers, providing a way to teach students about

the use of language and symbolism in a visual medium, and developing critical thinking and analysis skills.

3. Researchers

The significance of semiotics analysis in music videos for researchers is that it provides a way to analyze and interpret the visual elements of a music video to understand the meaning behind the video, the music, and the lyrics. By conducting semiotics analysis, researchers can uncover the various signs and symbols used in the video and interpret their meaning to gain a deeper understanding of the message the video is trying to convey. This can provide valuable insights into the ways in which music videos communicate meaning and can be useful for researchers studying a wide range of topics, including music, media, and culture.

Additionally, semiotics analysis can be a valuable tool for researchers studying the cultural context in which a music video was created. By understanding the signs and symbols used in the video, and the meanings they convey, researchers can gain a better understanding of the cultural context in which the video was created, and the ways in which this context influenced the visual elements of the video. Overall, semiotics analysis of music videos can be a valuable tool for researchers, providing a way to analyze and interpret the visual elements of a music video to understand its meaning, and gaining insights into the cultural context in which the video was created.

E. Scope and Limitation of the Study

The researcher only limited the analysis of the data to the semiotic meaning to avoid deviating from the objective of the research. As a result, this study only examines the denotation, connotation, and myth meanings using Roland Barthes' theory. Additionally, the researcher examines the denotation, connotation, and myth meanings contained in selected BTS's songs derived from the official digital album of Map of the Soul: 7. It is because the Korean lyrics were translated accurately. Additionally, to avoid the errors of unofficial translators and to ensure the validity and reliability of the study's findings, the researcher used the digital album of Map of the Soul: 7 from the official You Tube channel of BTS rather than translation from unofficial websites. The researcher's scope of investigation is limited to the words, phrases, and sentences used in music video of BTS's songs.

F. Definition of The Key Terms

To avoid misunderstanding and misinterpretation between researcher and the readers, the following key terms are defined:

1. Semiotics is a branch of linguistics which studies about signs and symbols and their use in communication. Semiotics focuses on how signs and symbols are used to convey meaning and how they are interpreted by people.
2. Denotation in semiotics refers to the literal or dictionary definition of a word or symbol. Denotation is the most basic and straightforward meaning of a sign or symbol, and it is the meaning that is most closely tied to the physical characteristics of the sign or symbol itself.

3. Connotation refers to the associations, emotions, and ideas that a word or symbol evokes in the mind of the person interpreting it. Connotation is the emotional or cultural meaning of a sign or symbol, and it is the meaning that is derived from the cultural context in which the sign or symbol is used.
4. Myth, in the context of semiotics, refers to a system of beliefs or ideas that is widely accepted and upheld by a particular culture or society. A myth can be a story, a legend, or a set of ideas or messages that is widely accepted as true within a particular cultural context. In semiotics, myths can be seen as a type of sign or symbol that conveys meaning through the cultural beliefs and ideas that they represent.
5. A music video is a short film or video that is made to accompany a piece of music. Music videos typically feature the song's performers, singing or playing the music, and may also include visual elements such as dancing, special effects, and other imagery that enhances the overall experience of the music.