

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Semiotics can be seen as a philosophical theory concerned with understanding how humans make meaning using signs or symbols. As a part of semiotics, sign taking forms of images, gestures, words, sounds, and objects that represent something else than what it is (Sebeok, 2001: 4). In general, signs can be divided into two parts, namely visual signs which usually refer to images and verbal signs that are associated with words or phrases that contain meaning. According to Barthes' semiotics theory, there are terms namely denotation and connotation that used to describe the relationship between signifier and it signified, and myth as a mode of signification. Signs occur in various aspects of everyday life. In this technological era, a lot of digital media which aim to share information/messages for society. One of them can be found in a music video and its song lyrics.

Music video is a recorded short performance film that accompanies music or song with synchronized actions that dramatically interpret the lyrics of the music or song (New World College Dictionary, 2014). As cited by Austerlitz (2017) "music videos are first, last and always about commerce". Furthermore, music video is created to bring songs to television and online as uploaded on YouTube. However, as music video is essential to promote and market to support song sales, in this evolving era a music video is created to convey the messages of

the song with creative and interesting work in it. The purpose can be to influence the viewers with values contained or may just to entertain people who listen and watch the music video. In making an artistic and meaningful music video, essential things are needed such as; quality of the ideas from creative staff, the record label or the artist's agency and the quality of the artist itself. In the music industry, there are a lot of musicians who have such artistic and hidden meanings behind their music videos. As its purpose to attract more people's interest, this makes them have million to billion viewers of their music videos' especially on the *YouTube* platform. In fact, it can be seen from one of the most successful female musicians in U.S. music industry called Katy Perry.

Katheryn Elizabeth Hudson, who is well known as Katy Perry, is a singer, songwriter and television judge from California, America. Debuted in 2001, she has made various achievements from her career in the music industry. She gets recognition from music experts for authentic and self-produced music with the best performances in every performance. In this study, music video of Katy Perry entitled "Part Of Me" is chosen as data source to be analyzed. It is caused by such emotional illustrated video that contained such empowering meaning. On YouTube, the music video has garnered more than 919 million views and still counting. In the music video, Katy Perry tried to convey messages through the properties, background, facial expressions and the objects used. These aspects make "Part Of Me" music video can be further analyzed.

This study aims to analyze the semiotic signs found in the music video of Katy Perry entitled "Part Of Me" and interpret the meaning of each sign. In

conducting this research, semiotics theory by Roland Barthes from his book entitled *Elements of Semiology* (1983) is applied to analyze the data source.

Below is the sample of analysis as follows:



**Figure 1.1 Katy Perry cuts her hair [01:15]**

The denotation of the data is that Katy Perry cuts her hair in a nearby toilet. The connotation is when Katy Perry cuts her hair, it happens after she found out that her partner was having an affair with his female colleague at the workplace. Cutting hair is believed to be a symbol of the desire to get rid of bad things that happened in the past. Therefore, the myth to be conveyed in this data is when Katy cuts her hair, she wants to change her identity as a new person who will never change to be the same as before. As the music video contained meaning behind each scene that are conveyed through the properties, background, facial expressions and the objects used, these kind of things are interesting to be analyzed. Therefore this study is appealing to be conducted on this music video with the title *Semiotic Analysis in Music Video of Katy Perry entitled "Part Of Me"*.

## 1.2 Problem of the Study

Based on reasons stated in the background above, this research study cover some problems that are formulated as follows:

1. What semiotic signs are found in the music video of Katy Perry entitled “Part Of Me”?
2. What are the implied meanings in the music video of Katy Perry entitled “Part Of Me”?

## 1.3 Objective of the Study

In relation to the questions of covered problems above, the objectives of this study are namely to identify the semiotic signs presented in music video of Katy Perry entitled “Part Of Me” and to analyze the meaning of semiotic signs contained in music video of Katy Perry entitled “Part Of Me”

## 1.4 Limitation of the Study

In order to avoid a broader analysis, this research study has limited the scope of study related to the problems covered above. This study focused on the semiotic signs contained in the music video of Katy Perry entitled “Part Of Me”. The music video was released on March 22, 2012 on *YouTube* platform. This research study used theory of semiotics by Roland Barthes from his book entitled *Elements of Semiology* (1983) to analyze the signs and the meanings that are denotation, connotation and the myth contained in the source of data which is the music video of Katy Perry entitled “Part Of Me”.

## **1.5 Significance of the Study**

The analysis of this research study is expected to be able to give significance for the next researcher and the reader either in theoretical or practical.

### **1.5.1 Theoretical Significance**

The objectives of the study are to give explanation how signs portrayed in music video of Katy Perry entitled “Part Of Me”. In addition, this research is expected to be an orientation and research representation for future researchers to study video semiotics. It is also expected to provide a description that semiotic theory proposed by Roland Gerard Barthes can be applied in music video.

### **1.5.2 Practical Significance**

Practically, this study is expected to broaden people's perceptions of language and messages especially in music video. Other than that, this study are expected to give information about signs meaning and give information how to absorb signs meaning in music video.

## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter consists of three main subchapters namely review of related literature, concepts and theories that functioned as the guidelines in conducting this current study.

#### 2.1 Review of Related Literature

The literature review is taken from previous studies that have been carried out by undergraduate students mostly from other universities that have been published. There are theses and a journal which related and can support the current research study. This review aims to provide a comparison between their research and current research to determine the similarities and differences between the literatures related to this study.

Firstly, there is a thesis written by Satya, D.A., (2018) entitled *A Semiotic Analysis in Music Video of Naughty Boy's "La La La"*, University of Sumatra Utara. The researcher of this thesis was interested in taking semiotic analysis based on the younger generation's interest in electronic media, especially music videos in this evolving era. This thesis described the semiotic signs and explained the meanings contained in Naughty Boy's "La La La" music video. He used a descriptive qualitative method by analyzing data comprehensively and used Roland Barthes' semiotic theory in analyzed the data source. This research shows that the semiotic signs in this music video are visual signs that are depicted by telling the story of a boy who goes on a journey to a mining hill with his friends

whom he met on the way. Lyrics that are verbal signs describe rebels. Then, the denotative meaning is a boy's journey to a mining hill with a dog, a gym keeper and a policeman to find a goat statue. Its connotative meaning is that boys imply disobedience along with other oppressed people. And the myth depicted a messiah that symbolized as the boy who seeking followers to fight evil. The similarity of the previous thesis and this current research are both concern on analyzing the semiotic signs and the meaning behind each of the data source. There is also similarity of both study that is semiotics theory used from Roland Barthes that are denotation, connotation and myth. The obvious difference are based on the source of data. This study used a music video of Katy Perry entitled "Part Of Me", while the previous thesis's data source was Naughty Boy's "La La La" music video.

The second thesis that relates to this study was written by Sari, N.L.E.P., (2020) entitled *An Analysis of Semiotic Signs Found in "Forest Fires" Posters*, Mahasaraswati Denpasar University. She was interested in analyzing the posters due to the concern of forest wildfires that happen all over the world. The research was conducted to discover the verbal and non-verbal signs used in creating forest fires' posters. It used the semiotic theory from Barthes (1964) and supported by the color theory from Wierzbicka (1996). She used a descriptive qualitative method by analyzing the data comprehensively. As a result of the study, found 38 semiotic signs of all the data consisted of 12 verbal signs in text/written form and 26 non-verbal signs from the background color, symbols, images, and the font that used in the data source. It showed that verbal and non-verbal signs were supporting each other to be fully understood and attract people's attention to read

the posters. The similarity of this second previous thesis and the current one comes from the focus of the study in analyzing the semiotic signs and the meanings behind each of the data source. Other similarity is come from the main theory used from Roland Barthes. Meanwhile, the differences come from the data source of each research. This study used a music video of Katy Perry entitled “Part Of Me”, while the previous thesis used “Forest Fires’ Posters” as the data source. The previous research also used supporting color theory proposed by Wierzbicka (1996).

The third research was written by Darmayanti, N.P.D., et al. 2016. It is entitled *Semiotic Study on Visual and Verbal Signs of Taylor Swift's Music Video “You Belong With Me” and Its Song Lyrics*, Udayana University. This research is an article aimed to identify the elements of visual signs that conveyed in the music video and analyze the meanings of verbal signs contained in the lyrics. This research used two major theories, those are theory of visual communication from Dyer (1993) and the theory of meaning from Leech (1983). In the discussion, the researcher of this previous study used a descriptive qualitative method. The results of this study indicated the elements of visual signs include several categories such as; age, body, clothes, gender, hair, size, appearance, expression, posture, touch, body movement, eye contact, properties, places found in all models, except the communication position which is only found in the main model. There are three types of meaning contained in verbal signs, namely conceptual, connotative and affective meanings. The similarity between the previous research and the current study comes from the focus in analyzing the semiotic signs contained from each



of the data source. The difference are from the different music video used as the data source and also from the theory used from both research.

## **2.2 Concepts**

This part defines few technical terms related to the title and often occurred during the research. There are three concepts, namely the concept of semiotics, the concept of music video and the concept of Katy Perry's "Part Of Me" music video.

### **2.2.1 Semiotics**

Semiotics, also known as semiology is a study which concerns signs, symbols, and signification (Barthes, 1983). The study focuses on how meanings are created rather than what they are. As cited from Sebeok (2001: 4), Semiotics come from word *semeion* which means as a mark or sign that stands for something else. Semiotics in terminology can be identified as the study of a vast array of objects, events, across cultures as a sign.

### **2.2.2 Music Video**

Moller (2011: 34) explains that a video clip is a short film or video that accompanies music that is generally a song. According to Austerlitz (2017), music videos are first, last and always about commerce. It was made to bring a song to television and uploaded on *YouTube* platform. Video clip or music video has become the instrument that promotes music since MTV (a television station that specializes in broadcasting video clips) arose around 1982. In the last few

decades, people are not satisfied with listening to music without watching the music video. Therefore, to maintain the demand for it, video clips are increasingly being developed with various creativity and innovative ideas such as giving meaning or hidden messages behind them.

### **2.2.3 Katy Perry’s “Part Of Me” MV**

The music video of Katy Perry entitled “Part Of Me” was recorded and released in 2012 by the record label Capitol as the first single off the third studio album named *Teenage Dream: The Complete Confection*. Poster ads were placed around cities with screen shots of the video as images to promote the music video. The music video of “Part Of Me” has 4:12 minute duration has garnered more than 919 million views on YouTube and still counting.

## **2.3 Theories**

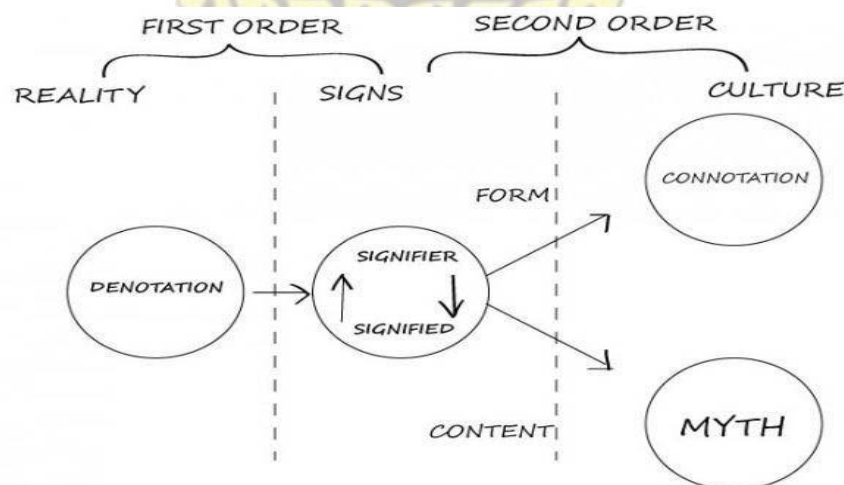
In conducting this research study, the semiotics theory by Roland Barthes (1983) is applied to analyze the signs and the meanings, namely denotation, connotation and myth contained in the music video of Katy Perry entitled “Part Of Me”.

### **2.3.1 Semiotics Theory**

Roland Gerard Barthes (1915-1980) is a French philosopher, literary critic and linguist who most explicitly practiced Ferdinand de Saussure’s semiology. As a former student of Saussure, he decided to expand Saussure’s theory about signifiers and signified to be a theory of grammar and its connotation meaning. Although Barthes continues the ideas from Saussure’s semiotics theory, he

emphasized them with his own ways. His ideas known as *the order of signification* which included with denotation (dictionary meaning) and connotation (second meaning; cultural or personal ideas/experience) (Barthes, 1983).

Cited in Roland Barthes's book *Element in Semiology* (1983), semiology or semiotic is the mutuality between the signifier (material aspect) and the signified (mental aspect) to form all signs in one process. From Saussure's theory, Barthes adds an element of myth to find meaning in the study of semiotics. Likewise, he also provides details of how the signifier and signified appear as a result of denotation as a sign and when added with connotation will produce a myth. The elements in Semiotics theory by Barthes is schemed such in the figure below:



**Figure 2.1 Roland Barthes' Order of Signification**

Barthes conveys that the first signification is the correlation between the signifier and the signified in the signs with external reality. Denotation and

connotation are often depicted in the form of levels of representation or levels of meaning. Once denotation and connotation are combined, it will produce a myth. As a result of connotation, myth provides a picture of the meaning represented by signs. The content of the connotation gives function to the second order signification.

### **2.3.2 Theory of Meaning**

There are three levels of signification proposed by Roland Barthes, namely denotation, connotation and myth.

#### **1) Denotation**

According to Barthes (1983), denotation is the first order of signification that can be given to symbols, or can be said to be the most tangible meaning of a sign. Denotation is considered as the clearest meaning of the sign—the explicit or direct meaning or collection of meanings of a word or expression, as distinguished from the idea or meaning associated with it.

#### **2) Connotation**

Connotation is the second order of signification that comprises signifiers and signified (Barthes, 1983: 91). Connotation denotes the second stage of signification—the secondary or related meaning of a word or expression in addition to its explicit or primary meaning. In other words, denotation is what the sign symbolizes for an object, while connotation is a way to portray it.

#### **3) Myth**

In the second level of signification which deals with content, the sign works through myth. Myth is how culture clarifies or conceives some aspect of

reality or natural phenomena. Myth is a product of social class that already has dominance. Relating to the content (myth), the sign reflects major culturally-variable concepts underpinning a particular worldview—such as masculinity, femininity, freedom, individualism, objectivism and so on.

As an example of the three order of signification, there is a sample from Susan Hayward (1996) used a photograph of Marilyn Monroe:



**Figure 2.2 An American actress named Marilyn Monroe**

The denotation from the figure above, it is a photograph of Marilyn Monroe who is professionally known as an American movie star. The connotation from the photograph is Marilyn Monroe is known with her beauty and glamour, yet also with her depression and premature death as if that is one of her last photos. The myth in the photograph is understood as a Hollywood myth or dream that produces luxury from the resulting stars, but also a dream machine that can destroy everything for its own benefit and profit (Hayward, 1996: 310).