

ABSTRACT

Irmayanti, Ni Putu Eka. 2022. **Semiotic Analysis in Music Video of Katy Perry entitled “Part Of Me”**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S. M.Hum. ; Co- Supervisor: Dr. Ni Wayan Suastini, S.S., M.Hum.

Signs occur in various aspects of everyday life. In this technological era, there are a lot of digital media which aims to share information/messages for the society. One of them can be found in a music video. This research study examines on semiotic signs found in the music video of Katy Perry entitled “Part Of Me”. As it uses self-empowerment theme, it contains with an emotional illustrated video and meaning behind it. This music video describes the story of a woman's journey who feels down after knowing the infidelity that her partner did behind her. However, something made her get up and choose an anti-mainstream path by becoming a marine. She passed the obstacles that existed until she managed to reach her dream. Until her ex-partner wants to re-enter her life, she chooses to close access so he cannot take any part of her again. This study has two aims namely; to find out the semiotic signs in “Part Of Me” music video; to explain the denotation, connotation, also the myth meanings behind each sign. To convey the meanings behind the signs, this study used descriptive qualitative method. In collecting the data, this study used observation methods with some procedures. To support the analysis process, this research study used semiotics theory by Roland Barthes from his book entitled *Elements of Semiology* (1983) to analyze the signs and its meaning, which are denotation, connotation and myth meanings contained in the data source. As the result of the research study, this obtained 47 data consisting of 35 visual signs and 12 verbal signs contained in the music video with the implied meanings consisting of 48 denotations, 51 connotations and 25 myths.

Keyword: semiotic, visual signs, verbal signs, katy perry, music video.