

A SEMIOTICS ANALYSIS FOUND ON MUSIC VIDEO OF ANTI HERO BY TAYLOR SWIFT

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ABSTRACT

The aim of this research was to investigate and analyze the verbal and visual signs and the meaning itself in the music video of Anti Hero by Taylor Swift. The type of this research was qualitative research. In collecting the data, the writer used the following procedures first, Finding out and determining the verbal and visual signs of music video of Anti Hero by Taylor Swift. Second, Analyzing the semiotic signs found on the verbal and visual signs of music video of Anti Hero by Taylor Swift. Third, Interpreting the meaning or the message conveyed by the verbal and visual signs of music video of Anti Hero by Taylor Swift. The data in this research comes from the analysis result of visual sign of music video of Anti Hero by Taylor Swift. Based on the result of the analysis, it can be concluded as there are two classifications, namely: verbal sign and visual sign. In verbal sign, it was found three data. In visual sign, it was found eight data. The concept of music video of Anti Hero by Taylor Swift is a unique concept. This music video has different concept with other music videos. In the data found, verbal and visual sign explained more about struggling from fear, hopelessness, doubt, pressure, even depression.

Keywords: *semantics, semiotics, verbal sign, visual sign.*

1. INTRODUCTION

According to Wardhaugh (2010), language is a system arbitrary vocal symbol used for human communication. Communication is the exchange of ideas or the process of establishing a commonness or oneness of thought between a sender and receiver (Belch and Belch, 2004). In the written communication, sign has taken a part in human surrounding. Perlmutter (2011) argued that human uses the sign or symbol to communicate to the other people who have the same feeling, idea, and desire where the communicator agreed about a sign system (Perlmutter, 2011).

Semantic is the study of meaning in language (Hurford, Heasley, and Smith, 2010; Yule, 2010). It studies of the meaning of words, phrases and sentences (Yule, 2010). Additionally, Yule (2010) differentiated conceptual meaning and associative meaning. Conceptual meaning covers the basic, essential components of meaning that are conveyed by the literal use of a word. It is the type of meaning that dictionaries are designed to describe (Swarniti, 2021).

According to (Riemer, 2010), semantic is the study that talks about the meaning. Based on Mayr (2013), the term semiotics (often also referred to as 'semiology') derives from the Greek word semeion meaning 'sign'. It is the study of signs and symbols that focused on words, any communicative element from an image to a hairstyle counts as a sign (Swarniti, 2019). As for that, the writer believe that Semiotic is the study of meaning of sign that help people to gathering more information and communicate better and efficient through the signs around (Mayr, 2013). Daniel Chandler (2007) defines semiotics, as signs which take the forms of words, images, sounds, gestures, and objects. According to Umberto Eco (1986), semiotics is concerned with everything that can be taken as a sign. So, we can conclude that anything can be a sign as long as someone interprets it as

“signifying”, something referring to or standing for something other than itself. It means, every existing thing in our life is looked as a sign, that is something that we should give them meaning (Berta & Swarniti, 2020).

Benny Hoed (2011) says that semiotics is the study of signs or the science that studies about the signs in human beings. Sobur in Gumono (2017) state that semiotics is a science or method to analyze signs. As Barthes explained (1986) that images, gesture, musical sound, or anything can be a sign, whatever their substance because semiotics aims to take in any system of signs. De Saussure declared that semiotics is a science that studies the role of signs as a part of social life and it also would be a part of social psychology, and general psychology (cited in Chandler, 2002).

Peirce (1931) stated that anything can be a sign as long as someone interprets it as “signifying” something and referring to something other than itself. A sign has two characteristics; signifier and signified. The signifier is usually interpreted as the material (or physical) form of the sign – it is something which can be seen, heard, touched, smelled, or tasted – it can be in the form of a word, sound, or the image itself. The signified is somewhere between “a mental image, a concept and a psychological reality” (Eco 1976).

Verbal sign is something that deals with text and words (Chandler, 2007). It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else in text form (Barthes, 2003). Where the visual sign is the image or the picture where it is a product or result that consciously create by people (Swarniti, 2022).

The music video that writer choose as data source was “Anti Hero” by Taylor Swift. Taylor Swift's album *Midnights* contains a total of 20 songs. One of the songs on the *Midnights* album, entitled *Anti Hero*, was chosen as a single and made into a music video. The *Anti Hero* music video has been released since Friday October 21st 2022 and has been watched more than 26.7 million times until it becomes trending on YouTube. The aim of this research was to investigate and analyze the verbal and visual signs and the meaning itself in the music video of *Anti Hero* by Taylor Swift.

2. RESEARCH METODOLOGY

The type of this research was qualitative research. In addition, Sugiyono (2009) claimed that “the researcher in qualitative research is as human instrument; his function is to determine the research focus, to determine the informant as source of data, to collect data, to assess quality of data, to analyze data, to interpret data and to conclude of the findings”.

In collecting the data, the writer used the following procedures first, Finding out and determining the verbal and visual signs of music video of *Anti Hero* by Taylor Swift. Second, Analyzing the semiotic signs found on the verbal and visual signs of music video of *Anti Hero* by Taylor Swift. Third, Interpreting the meaning or the message conveyed by the verbal and visual signs of music video of *Anti Hero* by Taylor Swift. The data in this research comes from the analysis result of visual sign of music video of *Anti Hero* by Taylor Swift.

The important direction in making conclusion was not only for “checking” the analysis effort, but also for learning process (Miles and Huberman 1994). Furthermore, after performing the whole flows of data collecting and data analyzing, the writer was able to draw a conclusion about this research. In this process, the writer found explanation by gathering information to verify the data

found on verbal and visual signs and the meaning itself in the music video of Anti Hero by Taylor Swift.

3. RELATED RESEARCH/LITERATUR REVIEW

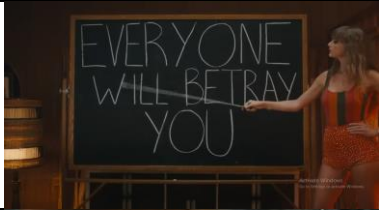

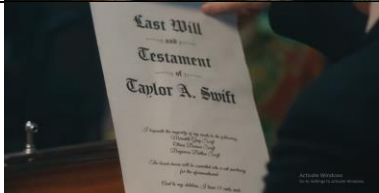
The previous study utilized in this article is written by (Syahdini, 2019) entitled Semiotic Analysis of L'Oreal Paris Advertisement. This research pays attention to the differences between denotative and connotative meaning and the beauty concepts of the data source. Syahdini observed that her data source represents an elegant and classy impression that is adopted from the French beauty ideas, where French ladies prefer not to apply an excess of cosmetic product for their face, however, this makeup product also applies other beauty concepts in the other country. This is because the advertisement not only shows the model with the natural makeup look but also the colorful, luxurious, and pierce makeup. The previous researches more discussed about semiotics analysis found in advertisement, but in this research, the writer tried to analyze semiotics in music video.

4. RESULTS AND DISCUSSION

Based on the analysis from data source, here were the results of the research. There are two classifications, namely: verbal sign and visual sign. In verbal sign, it was found three data. In visual sign, it was found eight data. The explanations of the analysis of each data were discussed in the following description.

A. The Analysis of Verbal Sign in The Music Video of Anti Hero by Taylor Swift

Tabel 1. Verbal Sign in The Music Video of Anti Hero by Taylor Swift

No	Signifier	Signified
1.		It represents that no one can be trusted
2.		It refers to someone who needs support in everything
3.		This shows the last wish of the writer of the letter which is expected to come true

Based on the data above, it was indicated as verbal sign. In the first data, it represents that no one can be trusted. It was caused in the picture the soul with courage teach the soul with fear about "Everyone will betray you". Those words





teach that we cannot trust everyone about anything in this life, because everyone can betray us.





In the second data, the soul with a sense of struggle was hit by an arrow right on the left side of the chest. The left side of the chest symbolizes the heart or center of life in a person's body. The arrow wounded her. Then the person covered the wound using a pin that said "Vote for me, for everything". This indicated that the person is seriously injured in an important part of the body or can be interpreted in another way, namely by having serious problems such as fear, threats, pressure, and even depression that come to their life. With the words written on the pin, it can be symbolized that the person is asking for support for everything that happens to her.

Based on third data above, there is a letter that has the words "Last Will and Testament of Taylor A Swift". It was indicated as something or the last wishes of someone who has died. It is hoped that it will soon be realized by the people around her who are still alive. In that letter it was written what is the last wish of someone who has died.

B. The Analysis of Visual Sign in The Music Video of Anti Hero by Taylor Swift

Tabel 2. Visual Sign in The Music Video of Anti Hero by Taylor Swift

No.	Signifier	Signified
1.		It shows that a strange thing can happen even in normal things
2.		It represents the fear, doubt, and despair that always follow, thus making this person feel uncomfortable in living life
3.		This shows that even though many problems come, this person still stands firm and tries to find a solution
4.		It shows all the weaknesses and shortcomings that exist in a person that she shows to herself

5.		<p>It shows that all those present at the event are in a state of mourning</p>
6.		<p>It shows that there is someone who is wearing colorful clothes among people who are wearing black clothes. It indicates that the person is not in a state of mourning</p>
7.		<p>It represents someone who has died whose soul still hopes to live peeking through the lid of the coffin to see what happened when she died</p>
8.		<p>It represents soul with fear, soul with courage, and soul with a sense of struggle</p>

From the data above, it was classified as visual sign. Visual sign is an image used to convey a message to the audience. The message is an implied message or connotative meaning. Therefore to understand the message requires sufficient understanding of the image displayed.

In the first data, it represents that a strange thing can happen even in normal things. The food served on the plate can be said to be normal. This became strange when there was a strange purple liquid that emerged from inside the egg that had just been cut. The liquid shows that there is something strange in an egg that looks normal. It can symbolize that there is something strange or there is a problem in something that looks normal from the outside.

Based on second data, there is a strange thing that always follows someone so that person feels scared and uncomfortable in living their life. This strange thing can be symbolized as fear, doubt, hopelessness, pressure, and even depression. These things always follow wherever and whatever that person does. It represents the fear, doubt, and despair that always follow, thus making this person feel uncomfortable in living life.

The third data shows a visual sign. In the picture there is a person who was hit by an arrow and injured. The arrow hit the person's left chest. The left side of the chest embodies the most important part of the body, because in that part there is the heart which is an important center in a person's body. Although seriously injured, the person is still struggling to live. This shows that even though many problems come, this person still stands firm and tries to find solutions to existing problems.

In the fourth data, there are two people who are the same. There is one person with a cowardly soul and one person with a brave soul. The person with a cowardly soul shows how low her weight is and the person with a brave soul sees it clearly. All

the weaknesses and shortcomings that are owned can be seen freely. It shows all the weaknesses and flaws that a person has that she shows herself. In other words, being honest with ourselves about our weaknesses and shortcomings will be better and make us more comfortable in living life.

From the fifth data, it shows everyone present at the event wore black clothes. This indicated that these people were in a state of mourning. This is supported by the existence of a coffin decorated with flower garlands in front of all those present. This indicated that someone has died. Everyone at the event was praying for the person who had died.

Based on the sixth data, it shows that there is someone who is wearing colorful clothes among people who are wearing black clothes. It indicated that the person is not in a state of mourning. This is also supported by that person's expression which is very cheerful and excited. In general, it is normal to wear black at the event to honor someone who has died. Someone who is dressed in colorful clothes becomes strange because that person does the opposite.

In the seventh data, the image represents someone who has died being placed in a coffin. Even though the person has died physically, her soul still hopes to live. This living soul peeked through the coffin lid to see what happened when she died. This is because what the people around us do to us will be different from what they will do after we die. This is what the soul of the deceased wants to know.

The last data above was also visual sign. The last data represents the same three people. These three people are the same person representing different souls. The different souls are souls with fear, souls with courage, and souls with a sense of struggle. In the end, these souls must unite in order to live a good life. These souls with different traits will always complement each other in one's soul.

5. CONCLUSION

Based on the result of the analysis, it can be concluded as there are two classifications, namely: verbal sign and visual sign. In verbal sign, it was found three data. In visual sign, it was found eight data. The concept of music video of Anti Hero by Taylor Swift is a unique concept. This music video has different concept with other music videos. In the data found, verbal and visual sign explained more about struggling from fear, hopelessness, doubt, pressure, even depression.

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