

**SEMIOTIC STUDY ON NON-VERBAL SIGNS IN TAYLOR SWIFT MUSIC
VIDEO “ME!” (FEAT. BRENDON URIE OF PANIC! AT THE DISCO)**

A Thesis

Submitted As a Partial Fulfillment of the Requirement for the Attainment Serjana
Pendidikan Degree on the English Language Education



Written by

Maylani Sahara

SRN. 15340025

**ENGLISH EDUCATION STUDY PROGRAM
TEACHER TRAINING AND EDUCATION FACULTY
MUHAMMADIYAH UNIVERSITY OF METRO**

2021



**SEMIOTIC STUDY ON NON-VERBAL SIGNS IN TAYLOR SWIFT MUSIC
VIDEO “ME!” (FEAT. BRENDON URIE OF PANIC! AT THE DISCO)**

Under Graduated Thesis

Submitted

**As a Partial Fulfillment of the Requirement
for the S1 Degree at the English Education**

BY:

MAYLANI SAHARA

SRN. 15340025

**MUHAMMADIYAH UNIVERSITY OF METRO
TEACHER TRAINING AND EDUCATION FACULTY
ENGLISH EDUCATION STUDY PROGRAM**

2021

ABSTRACT

Sahara, Maylani. 2021. *Semiotic Study on Non-Verbal Sign in Taylor Swift Music Video "Me!" (feat Brandon Urie of Panic at The Disco)*. An Undergraduate Thesis English Department Study Program, Teacher Training, and Education Faculty. Advisor: (1) Fitri Palupi, M.Pd.Bi. (2) Syaifudin Latief, M.Pd.

Keywords : semiotics, *nonverbal, music video, meaning.*

This study entitled "Semiotic Study on Non-Verbal Sign in Taylor Swift Music Video Me! (feat Brandon Urie of Panic at The Disco)". The aims of the research was to identify the elements of nonverbal signs presented in the music video and analyze the meanings of the nonverbal signs contained in the music video support by their lyrics. The data analyzed using qualitative analysis method. This research used two main theories there are theory of nonverbal communication by Dyer (2016) to identify the elements of nonverbal signs and theory of of meaning proposed by Leech (2017) to analyzed the meanings.


The result of the research showed 11 nonverbal elements in the music video. In appearance found 6 elements those are age, gender, looks, body, and hair. In manner found 3 elements those are expression, eye contact, and clothes. In activity, it was only found body movements. In property and setting, it was found the music video consists of outdoor and indoor places on all models. The meaning of nonverbal signs found in 3 types of meaning, they were conceptual meaning, connotative meaning, and affective meaning.

RECOMMENDATION

An Undergraduate Thesis is arranged by Maylani Sahara has been revised and recommended for examination

Metro, August 2021

Advisor I,



Fitri Palupi K., M.Pd. BI

NIDN. 0221068503

Advisor II,



Syaifudin Latif D., M.Pd.

NIDN. 0203117901

Head of Language Education Department,



Amirudin Latif, M.Pd.

NIDN. 0203038002

APPROVAL PAGE
AN UNDER GRADUATED THESIS

SEMIOTIC STUDY ON NON-VERBAL SIGNS IN TAYLOR SWIFT MUSIC
VIDEO "ME!" (FEAT. BRENDON URIE OF PANIC! AT THE DISCO)


By

Maylani Sahara

Has been defended by the Examiner Board

On August, 2021

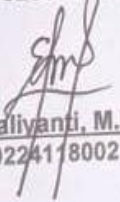
Examiner Board


Fitri Palupi K., M.Pd.Bi.,
NIDN. 0221068503

Chairman


Syaifulin Latief D., M.Pd
NIDN. 0203117801

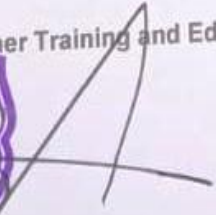
Secretary


Eva Faliyanti, M.Pd.Bi
NIND0224118002

Examiner



Teacher Training and Education Faculty


Drs. Partono, M.Pd.
NIP. 19660413 199103 003

MOTTO

“Each one of us has a purpose in this world, Never give up until you find yours”

Soleah Kenna S.

DEDICATION

After finishing this thesis, i want to dedicate this thesis to:

1. Allah Subhanallahu Wata'alla, the Lord of the universe and Prophet Muhammad Shollahu Alaihi Wasalam for all His bounties and blessings to enabling the writer complete this thesis.
2. The researcher parents, my Mom Alm. Maesaroh and Dad Ujang Sahara who give me true love, affection, motivation and prayers for to have successful life.
3. The best advisors, Mrs. Fitri Palupi K., M.Pd.BI. and Syaifudin Latif Dermawan, M.Pd. who helped guide, teach, assist in the completion of my thesis.
4. The researcher big brother, Deni Erlanda who always argues with me but also give the support and spirit for me to finish this thesis.
5. All the lecturers of PBI UM Metro, who always gives motivations, inspiration, experiences, suggestions, encouragement and advice for the sake of achieving my success in the future.
6. All of big family who have guided and provided enthusiasm and motivation during study.
7. The researcher dearest friends "Mantu Raos" Dita, Inas, Nandita, and Niken, who always accompanies me in happy and sad times, teach me about friendship and togetherness in this life.
8. To all my classmates in English Department of Muhammadiyah Metro University who have provided inspiration, enthusiasm and motivation for me.
9. Last but not least, I wanna thank me, for believing in me, for doing all this hard work, for having no days off, for never quitting, for always in grateful.

ACKNOWLEDGMENT

Alhamdulillahirabbil'alaamiin, thanks to Allah for his compassion and guidance which give me full strength to finish the thesis entitled "*Semiotic Study on Non-Verbal Sign in Taylor Swift Music Video "Me!" (feat Brandon Urie of Panic! at the Disco)*" is submitted as the final requirement in accomplishing undergraduate degree at English Education Study Program of Teacher Training and Education Faculty, Muhammadiyah Universitas Metro.

On this occasion, the researcher would like to express my great appreciation and gratitude to Fitri Palupi, M.Pd.Bi., as my first supervisor for his valuable guidance, suggestion, and supports that have been given to me during the process of finishing this study. The researcher sincerely grateful to Syaifudin Latief, M.Pd., as my second supervisor for all the supports, guidance, patience, suggestions that are greatly useful in accomplishing this study. The researcher believe that without their help, this study will never reach its shape.

Moreover, the researcher also want to express the deepest gratitude to my beloved father, mother, and brother for their love, pray, and supports.

In addition, the researcher would like to thank all the lecturers and the staff of Muhammadiyah Metro University for their academic guidances. Thanks to my classmates who have provided inspiration, enthusiasm, and motivation.

Finally, the researcher realizes that the thesis is far from perfect. The author hopes that this thesis would be beneficial for those who are interested in it and gladly to receive critics and suggestions to make the thesis better.

Metro, July 2021

The Researcher

Maylani Sahara
SRN. 15340025

STATEMENT LETTER

Yang tertanda di bawah ini:

Nama : Maylani Sahara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan : Ilmu Bahasa Inggris
Program Studi : S1 Pendidikan Bahasa Inggris

Menyatakan bahwa skripsi dengan judul "Semiotic Study in Non-Verbal Signs on Taylor Swift's Music Video "Me!" (feat. Brendon Urie of Panic at the Disco) adalah karya tulis saya sendiri dan bukan hasil plagiat milik siapapun.

Apabila kemudian hari terdapat kesalahpahaman dalam skripsi milik saya tersebut, maka saya bersedia untuk menyelesaikan permasalahan terkait dan menerima sanksi bila terbukti bersalah berupa hal yang berhubungan dengan gelar akademik sarjana dan mempertanggung jawabkan secara hukum.

Demikian surat pernyataan ini dibuat dengan sesungguhnya.

Metro, 06 September 2021

Penulis Pernyataan



Maylani Sahara

NPM. 15340025



UNIT PUBLIKASI ILMIAH
UNIVERSITAS MUHAMMADIYAH
METRO

SURAT KETERANGAN UJI KESAMAAN (*SIMILARITY CHECK*)

Nomor: 2543/II.3.AU/F/UPI-UK/2021

Unit Publikasi Ilmiah Universitas Muhammadiyah Metro dengan ini menerangkan bahwa:

NAMA : MAYLANI SAHARA
NPM : 15340025
JENIS DOKUMEN : SKRIPSI

JUDUL:

SEMIOTIC STUDY ON NON-VERBAL SIGNS IN TAYLOR SWIFTS MUSIC VIDEO "ME! (FEAT. BRENDON URIE OF PANIC AT THE DISCO)"

Telah dilakukan validasi berupa Uji Kesamaan (*Similarity Check*) dengan menggunakan aplikasi *Tumitin*. Dokumen yang telah diperiksa dinyatakan telah memenuhi syarat bebas uji kesamaan (*similarity check*) dengan persentase kesamaan $\leq 20\%$. Hasil pemeriksaan uji kesamaan terlampir.

Demikian kami sampaikan untuk digunakan sebagaimana mestinya.



Metro, 07 September 2021
Kepala Unit,

Swaditya Rizki, S.Si., M.Sc.
NIDN. 0224018703

Hajar Dewantara No.116 Iringmulyo,
Metro Timur Kota Metro, Lampung,
nesia

ite: www.upi.ummetro.ac.id
l: upi@ummetro.ac.id

TABLE OF CONTENT

COVER PAGE	i
LOGOGRAM PAGE	ii
TITLE PAGE	iii
ABSTRACT	iv
RECOMMENDATION PAGE	v
APPROVAL PAGE	vi
MOTTO	vii
DEDICATION.....	viii
ACKNOWLEDGMENT.....	ix
STATEMENT LATTER	x
SIMILARITY CHECK	xi
TABLE OF CONTENT	xii
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION.....	1
A. Background of the Research	1
B. Research Focuse	4
C. Formulation of the Problem.....	4
D. Objectives of Study.....	4
E. Significance of Study	4
CHAPTER II THEORITICAL FRAMEWORK	6

A. Previews Research Overview	6
B. Theoretical Review	8
1. The Concept of Semiotic.....	8
2. Nonverbal Sign	9
3. The Concept of the Meaning.....	16
CHAPTER III RESEACRH METHOD.....	19
A. Research Design	19
B. Setting, Subject and Object of the Research.....	19
C. Data Source	20
D. Data Collecting Technique	20
E. Research Instrument	21
F. Data Analysis Technique	22
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION	23
A. Research Findings	23
1. The Elements of Non-Verbal Signs	23
2. The Meaning of Non-Verbal Signs	40
B. Discussion	43
CHAPTER V CONCLUSION AND SUGGESTION	44
A. Conclusion	44
B. Suggestion	45
REFERENCE.....	46
APPENDICS	48

LIST OF APPENDICES

APPENDIX 1.	Screenshot Video Clip
APPENDIX 2.	Song Lyric