

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.