

CHAPTER I

INTRODUCTION

A. Background of the Research

Nowadays, the digital era is growing bigger and more powerful. The development of an increasingly advanced era produces sophisticated technology as well. Therefore any digital technology can be done more easily. This digital age has made humans enter a new lifestyle that cannot be separated from all electronic devices. Digital technology brings various positive impacts that we can use in various fields one of them is information technology and communication. Communication itself is a process of sending and receiving information among people. Through communication, people can express their ideas, feeling, and skills to one another. It not only helps to facilitate the process of sharing information and knowledge but also helps people to build relationships with others. It means communication plays a vital role in human life. There are various ways of doing communication, whether it is through verbal and nonverbal communication.

Verbal communication is a form of communication in which you can use words to exchange information with others in the form of words or words, while non-verbal communication is a way of not using any words or using facial expressions, arms, movements, and gestures (obe J, 2009). Communication can certainly occur with the help of communication media. Communication media is a means of communication used to facilitate a person in conveying and receiving messages with a specific purpose. Communication can certainly occur with the help of communication media that can be printed or audiovisual, including hardware technology. Nowadays audiovisual or video is more popular for learning at school because related to the senses of sight and hearing so that it can

streamline the ability of a student's senses besides that audiovisual media also attracts the attention of students in capturing a material.

Sometimes, people make mistakes when using verbal communication. Failure to communicate can lead to misunderstandings, disadvantages, and even wealth. Risks exist not only at the individual level, but also at the community, institutional, and national level (Mulyana, 2010). The example is misheard, it causes misunderstanding in interpreting a message. Therefore, it is important to use gestures and facial expressions to clarify what they really want to convey because sometimes nonverbal communication is more efficient than linguistics signs. Nonverbal communication can complement verbal communication so that it is easy for the recipient to understand. That means people must know how important learn about a system of signs and the whole thing involving meaning for minimizing the error communication.

Sign as a part of semiotics, according to Beny H. Hoed (2011) "semiotics is a science that examines the signs in people's lives". Semiotics studies all cultural processes as a process of communication and Not all communications can be understood. An example in the discipline of mass communication, semiotics can be applied to film, advertising, music, images, and other unique and interesting fields. Generally, semiotic signs can be divided into two parts those are verbal and visual or nonverbal signs. The Verbal sign is associated with the word or phrase which implies meaning and in its communication, the message delivered verbally in the form of oral or written text. The visual or nonverbal sign is usually delivered without words through gestures, images, appearance, and facial expressions. Signs occur in many aspects of daily life, one of them can be found in the music video.

The Music video is a merger of music and visuals which were originally used as a media to promote the musicians of the world. This video clip is used by producers for promote its music to the audience through television and music stores. Visuals in a video clip are very much realized how important it is by producers to introduce their artists to the audiences. Not only visual but in the video clip, there is also a storyline like a film that makes the audience better understand and feel what the purpose of the song that the musician wants to convey. Without realizing it, video clips make the audience play it repeatedly because they will be more entertained because of the pictures and storylines of their favorite musicians. Therefore the video clip is believed to be very effective in introducing the producers of audio and visual artists, and can make video clips as a new medium to convey the message that the musicians want to convey through the song.

In this study, music video which is analyzed entitled "*Me! ((Feat. Brendon Urie from Panic! at the Disco))*" made to be well-known by Taylor swift. The reason for choosing this music video is that such a music video is unique, contains many puzzles and carries a colorful theme. In addition, clips video contains nonverbal meaning signs which are interesting to be analyzed.

Due to interest in the research will be studied in one branch of Linguistics Semiotics, this study focused on nonverbal signs which is used mainly in Taylor Swift's music video *ME! (feat. Brendon Urie of Panic! at the Disco)* because some people poorly understood of the verbal message and the nonverbal sign will be clarified meaning the message. Based on the explanation above, the researcher will take a research entitled Semiotics Study on Non-Verbal Signs in Taylor Swift's Music Video "*ME! (feat. Brendon Urie of Panic! at the Disco)*".

B. Research Focus

Based on the background of the research stated above, the researcher focuses on a semiotic analysis in Taylor Swift's music video. The study aimed at analyzing the non-verbal sign in Taylor Swift's music video *ME! (feat. Brendon Urie of Panic! at the Disco)* that released in 2019 and take the semiotics meaning refers to conceptual, connotative, and affective that contained in this video.

C. Formulation of the Problem

Related to the backgrounds of the study above, the formulation of the problem are as follows:

1. What are the elements of non-verbal signs found in music video "*ME! (feat. Brendon Urie of Panic! at the Disco)*"?
2. What are the meaning of non-verbal signs found in music video "*ME! (feat. Brendon Urie of Panic! at the Disco)*"?

D. Objectives of Study

In the line with the research problems above the purpose of this study:

1. To identifying the elements of non-verbal signs in music video in of *ME! (feat. Brendon Urie of Panic! at the Disco)*
2. To find out the meaning of non-verbal signs in music video of *ME! (feat. Brendon Urie of Panic! at the Disco)*

E. Significance of Study

1. Theoretically

This study is expected to enrich the knowledge of signification in the music video. Videos may contain issues that cover meaning beyond what is seen. This research hopefully can enhance semiotics literature, especially about meaning in the music video.

2. Practically

It is hoped that the research findings of the study will give benefit to:

a. Researcher

This research is very important and useful. It will provide valuable experience, which can be used to prepare writers as teacher candidates.

b. Reader

The study is useful for the reader to widen their knowledge and think creatively about the meaning of non-verbal in literature.

c. Other Researcher

The study can be used as a material reference, if they will investigate the same subject.

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3. What are the elements of non-verbal signs found in music video “*ME! (feat. Brendon Urie of Panic! at the Disco)*”?
4. What are the meaning of non-verbal signs found in music video “*ME! (feat. Brendon Urie of Panic! at the Disco)*”?

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