

CHAPTER III

RESEARCH METHOD

A. Research Design

In this research, the researcher applies a descriptive qualitative method. Creswell says “qualitative research is study of the social problem and concluded by interpreting the meaning” (2009). Norman K, Denzin (2011) describes that qualitative research involves a naturalistic explanatory approach to the world, which means that qualitative researchers study things in the natural environment, trying to understand or explain phenomena based on the meaning that people bring to them.

A qualitative method is a research procedure that produces descriptive data, including written and oral texts from the research objectives of society or books. Suryabrata (2010) states that “descriptive research which has objectives to describe method in certain situation sistematically, accurately, and factually”. A qualitative descriptive approach prioritizes the depth of data to reach the depth of research objectives. In this research the writer will observe the data that have been valuable information by identifying, clasifying and coding the data from the clip video. The writer also compare the result with several studies that conducted on the problem being studied. After that the writer display and begin to analyzing the data, then making conclusion.

B. Setting, Subject and Object of the Research

The setting of this research is carried out in the writer house or libarary for it a qualitative research and it does not call for certain place to do. So the location can be flexible depends on the reseacher’s disposed. The subject of this reseach is *Taylor Swift’s Music Video “ME! (feat. Brendon Urie of Panic! at the Disco*. The object of the reseach is *“me!”* music video. The object of this research

is the characters in the video clip that are related to their movements and behavior.

C. Data Source

Data is raw material that needs to be processed to produce information. The data source in this study is the subject from which data can be obtained (Arikunto, 2010). This research uses Taylor Swift's Music Video "*ME! (feat. Brendon Urie of Panic! at the Disco)*". The main source of data in this study is the video itself. The secondary data is all data supporting the main data. It involves the historical background of the writer, book, article, journals, critics and other academic writing. The data consist of the statement from literacy expert and related references to support the analysis of non-verbal sign on selected music video above to complete this study.

D. Data Collecting Technique

Data collection technique are the way of collecting data which is used in this research. In this study the researcher uses the documentation method. The writer gets the documentation from supporting books, an article on the internet, journal, video and thesis.

There are some data collection steps employed to collect data used in this research by searching, observing, and taking screenshots. First of all, the researcher watch carefully the music video from Taylor Swift's feat. Brendon Urie of Panic! At The Disco with title "**Me!**". Second, the researcher observes and mark all the non-verbal sign in clip video and capture the picture. Third, finds out theoretical issues related to research books, journal, article and the other materials that support the research. The last is concluding all the observation result that will be discribed in the next chapter.

E. Research Instrument

Research instrument is the tool or the way that used to obtain the data or information is needed in a research (Farkhan, 2011).

Sugiyono (2013) argues that in qualitative research, the instruments or tools of research are the researchers themselves. The researcher has a big role to take control and determine the data obtained. In this research, the writer as the primary instrument by identifying to analyzing the sign on Taylor Swift music video. The researcher as main instrument of this research uses the secondary instrument, they are :

1. Documentation

The purpose of documentation is to complement the data that has not been mentioned by the informant and to know how much data can be explained. Sugiyanto (2008), point out that documents can be written and photographed by people who can be used to obtain information. In conducting documentation method, the researcher can provide notes, transcripts, newspapers, books, journals, magazines, internet, etc. In this research, the documentation is the video from youtube and the picture of clip video.

2. Tabulation

The last instrument is tabulation. Tabulation is a way of processing information or data by putting it in table. The table really helps doing the researcher.

Table. Semiotics Analysis

No.	Picture	Model	Scene	Non-Verbal Elements
1.				
2.				

3.				
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F. Data Analysis Technique

For this inquiry, the researcher would like to apply the theory of semiotic descriptive to analyze nonverbal signs used in Taylor Swift's Music Video "*ME! (feat. Brendon Urie of Panic! at the Disco)*". The step taken by the researcher as follow:

1. First, watch and listen to the clip video of *ME! (feat. Brendon Urie of Panic! At The Disco)*
2. Secondly, capture the scene (use GOM Media File Application) and convert it into JPG format.
3. Thirdly, observes the captured picture overall accurately.
4. Fourth, identifying the captured picture to be classified and then coding the valuable picture.
5. Fifth, analyze non-verbal signs usage appropriated with the nonverbal symbols through the utterances by some theory.
6. After that, finds out the elements of non-verbal signs and Interpret the meaning into conceptual, connotative, affective meaning from the captured video.
7. Finally, discuss the data to make the conclusion.

CHAPTER IV

FINDINGS AND DISCUSSION


A. Research Findings

This part explains and discussion the result of the elements non-verbal signs presented in the music video entitled “ME!” which was uploaded by Taylor Swift Youtube channel. The researcher found that there were several elements and the meaning in “ME!” music video. The procedures of the analysis were done by classify the visual communication elements used in the music video clip based on Dyer’s theory about the principle of visual communication elements.

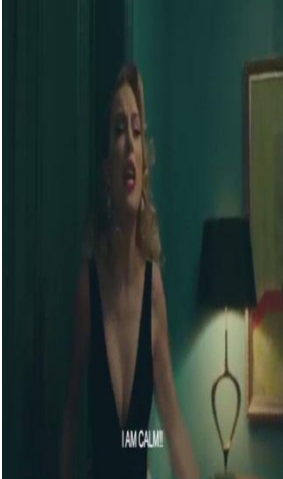
1. The elements of non-verbal signs found in music video “*Me! (feat. Brendon Urie of Panic! at the Disco)*”



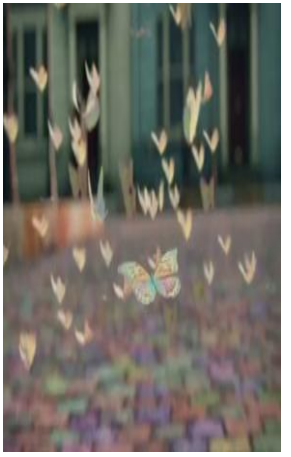
This Analysis was conducted on four models as follows: girl, handsome boy, girl dancer, and boy dancer. Based on the theory of nonverbal signs, the elements were divided into five components such appearance manner, activity, props and setting.

Table 1 Semiotics Analysis in Taylor Swift’s Music Video “*ME! (feat. Brendon Urie of Panic! At The Disco)*”



No	Picture	Model	Scene	Nonverbal Elements
1.		Girl	Living room	Appearance 1. Age The age ranges of the girl were approximately 25 to 35 years old


	<p>Boy</p>	<p>Living room</p>	
	<p>Girl dancer</p>	<p>Street</p>	
			




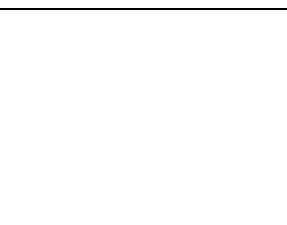
		<p>Boy Dancer</p>	<p>Rooftop</p>	
		<p>Girl</p>	<p>Living room</p>	<p>2. Looks</p> <ul style="list-style-type: none"> • She was a beautiful girl who used simple dress in a stated angry with the handsome boy. At 00.25, a scene occurs where the girl looks angry at the young man. This is also supported by the words spoken


			<p>by the girl "How dare You!".</p>
			<p>At 00.48 minutes, the girl back looks cheerful again.</p>
			<p>She look beautiful like a butterfly look. In the first few seconds this pink snake did appear. But after slithering for a while, this snake will 'explode'.</p>
			<p>Instead appeared scattered butterflies. The transformation a snake become beautiful butterflies it represents from a process healing, cycle, death, and rebirth. The symbol of</p>

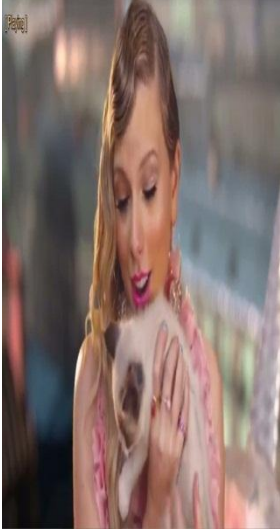
		Boy	Living room	<p>changing into butterflies is about becoming a new and butterflies that display a colorful represent cheerfulness .</p> <ul style="list-style-type: none"> • The handsome boy in suit was looking at the window to pay attention to his girlfriend who was downstairs after previously leaving him during a fight. The face showed that he was worried about her. • Girl's dancer dressed in wearing a colorful suit complete with a bag and hairdo like an office secretary accompanying the
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		<p>Girl dancer</p>	<p>Street</p>	<p>female lead who also wears a yellow suit. Their colorful clothes give them a warmer and more happy atmosphere.</p> <ul style="list-style-type: none">• The male dancer used a black uniform suit that contrasts with the main men's shirt color.
				

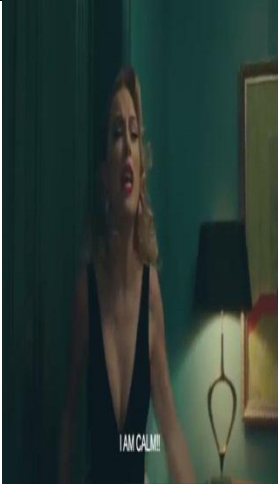

	 A young boy with dark hair, wearing a dark jacket, is looking upwards with a focused expression. In the background, a cityscape is visible under a cloudy sky. Two large, dark, bat-like creatures are flying in the sky, one on the left and one on the right. The scene appears to be from a movie or TV show.	<p>Boy dancer</p>	<p>Rooftop</p>	
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	<p>Girl</p>	<p>Stage</p>	<p>3. Body</p> <ul style="list-style-type: none"> • The girl body was tall and slim body with beautiful skin
	<p>Boy</p>	<p>Stage</p>	<ul style="list-style-type: none"> • The handsome boy body is fuller and more muscular with broad shoulder. • Tall and slim body with beautiful skin
	<p>Girl dancer</p>	<p>Hall</p>	<ul style="list-style-type: none"> • The boy dancer was tall, more fuller and more muscular with broad shoulder.
	<p>Boy dancer</p>	<p>Stage</p>	

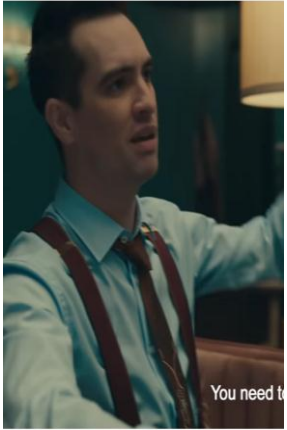
		<p>Girl, handsom e boy, girl dancer & boy dancer</p>		<p>4. Gender</p> <ul style="list-style-type: none"> • In this video can be classified into Female and male, there are more than 50 participants who participate and contribute in supporting the main character in this music video.


		<p>Girl</p>	<p>Rooftop</p>	<p>5. Hair</p> <ul style="list-style-type: none"> • The girl has blonde and long curly hair. In western culture, blonde hair is associated with female beauty. Aphrodite the Greek goddess of love and beauty is described as having blonde hair. Aphrodite comes from Greek mythology means goddess of love, beauty and sexuality. • The boy has short black hair. He used slicked back hair style and look more masculine and charismatic. • The female dancers have a
		<p>Boy</p>	<p>Rooftop</p>	

	<p>Girl dancer</p>	<p>Street</p>	<p>darker hair color different with the main caharacter. In this video girl dancer look more strong by pulling the hair up and wearing a suit</p>
			<ul style="list-style-type: none"> • The difference is seen with boy dancer. The boy dancer has long hair and look more feminim.
	<p>Boy dancer</p>	<p>Sky</p>	


2.	 	Girl	Living room	<p>Manner</p> <p>1. Expression</p> <ul style="list-style-type: none"> In the first scene, the girl showed anger and hatred expression because of argued with the boy. She was very mad that made her screamed and left him afterwards. The anger expression is used to express an expression when someone can't control what they're doing because they're angry. The angry face is shown by the expression on



		Boy	Living room	<p>her smoldering gaze and open mouth. Hand gestures pointing at the 00.39 minute's also emphasizes that she is being emotional.</p> <ul style="list-style-type: none"> • The expression shown by the handsome boy is confused. Confused by the attitude and words shown by the girl. Confusion is an expression that describes a state of self-awareness or a reflex. One of the characteristics that shows a confused expression is wrinkling
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 A man with dark hair, wearing a light blue button-down shirt and red suspenders, is shown from the chest up. He has a confused expression, with furrowed brows and a slightly open mouth. The background is dark and out of focus. At the bottom of the image, the text "You need to" is partially visible.			<p>eyebrows, furrowing his eyebrows to show a confused expression.</p> <ul style="list-style-type: none">• The expression male and female showed the opposite with the main characters. In the middle scene, they were look very happy.
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		<p>Girl dancer and boy dancer</p>		
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			Street	<p>from above.</p> <ul style="list-style-type: none"> • The eye contact of the male dancers turn to the women with curiosity
		<p>Girl dancer</p>	Rooftop	
		Boy		


		dancer		
		Girl	Rooftop	<p>3. Clothes</p> <ul style="list-style-type: none"> • The girl wearing pink dress, like princess in fairytale. she look glamorous and elegant in the same time. • The boy wearing a floral suit with a yellow tie. The clothes look refreshing to the eyes and spread a
		Boy	Rooftop	

			<p>cheerful and romantic atmosphere.</p>
	<p>Girl dancer</p>	<p>Street</p>	<ul style="list-style-type: none"> • Female dancers and girls wearing colorful suits show the cheerfulness and self-confidence that women have. • The male dancer wearing an all-black suit, contrast to the color of the suit worn by the male lead. Male dancer used black suit like the guards of male lead.
	<p>Boy dancer</p>	<p>Sky</p>	

		<p style="text-align: center;">Girl dancer & boy dancer</p>	<p style="text-align: center;">Hall</p>	<ul style="list-style-type: none"> • They perform uniform physical movements in the video. This can be seen when the girl and the handsome boy sing "me" accompanied by music and dancers. When girls and handsome boys sing "baby that's the fun of you", female dancers and male dancers along with the singers also perform dance moves. Most of the movements involve the body parts especially hands and feet which are energetic and full
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	<p>Boy</p>	<p>Rooftop</p>	<ul style="list-style-type: none"> • The boy use flower, ring and kitten as a property to showed his affection for the girl that he loved.
	<p>Girl dancer</p>	<p>Stage</p>	<ul style="list-style-type: none"> • The girl dancer playing piano and wears the wings like a cupid. Those props to support two lovebirds who are fall in love.
		<p>Sky</p>	<ul style="list-style-type: none"> • The property in picture beside was umbrella. The umbrella here are used as the transport to cross the building.

		<p>Boy dancer</p>		
<p>5.</p>	 <p>HOW DARE YOU</p> 	<p>Girl & Boy</p>	<p>Living room</p>	<p>Setting</p> <ul style="list-style-type: none"> • The first indoor setting occur in the living room where the handsome girl and boy communicate. • The second outdoor setting on the street with yellow footpath and colored rain in the sky. The scene is when the boy give umbrella for his girl. • Indoor setting is in the stage where

		<p style="text-align: center;">Girl dancer & Boy dancer</p>	<p style="text-align: center;">Stage</p>	<p>handsome boys and girls as well as male dancers and female dancers party together.</p>
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2. The meaning of non-verbal signs found in music video *"ME! (feat. Brendon Urie of Panic! at the Disco)"*

1. Connotative Meaning



The scene a lot of chicks picture found in the scene when the boy and girl fight is connotative meaning. Based on the lyrics that say "and there's a lot of cool chicks out there" while showing a picture of a chicken. The chicks here are not meant chickens (animal) as shown, but the chicks here have the meaning of young girl. The pictures and lyrics shown do not have the literal meaning. The scene above explains that the girl worried about her boyfriend met with another girl.

2. Conceptual Meaning



Based on the picture above, it shows that the quarrel that occurs between lovers is a conceptual meaning. Conceptual meaning itself is a logical meaning according to what is seen and heard. The picture shows an angry girl. The girl has argued with the boy in the living room and the climaxes the girl gives an explosive reaction by saying "how dare you!" because not expect to be called dramatic by her boyfriend. The woman's words have a real meaning, she do not accept it and being called a dramatic. Therefore she replied "how dare you" to him.



The other conceptual meaning symbol is part of the boy holding the umbrella and comes to his girl with lyrics that say "I never wanna see you walk

away". Those part conveyed conceptual meaning, where he will not leave the girl no matter what because she is the only woman he loves and he never finds a woman like her anymore.

3. Affective meaning



The affective meaning refers to moods, feelings, and attitudes. The part that shows the affective symbol from the picture above is when the woman jumps a little which leads to the lyrics "I know I never think before I jump" which means she never thinks before acting or doing something, she does whatever he pleases regardless of others, without realizing that's good or bad. This scene indicating that she has bad behavior and has a selfish nature.

B. Discussion

In this part, the researcher discussed the result of the data findings above. There are several things that can be noted down. The discussion intended to know the nonverbal element and the meaning of the sign. In this part, the researcher analyzes the data by using Dyer's theory about the nonverbal sign. The components are divided into appearance, manner, activity, property, and setting. In addition, the researcher also found the meaning of nonverbal signs in 3 types of meaning, there are conceptual meaning, connotative meaning, and affective meaning.

The researcher also compared this research with the previous findings. Especially, the previous finding in Pertiwi (2017) which are similar to the research, both talked about semiotics sign the meaning in the music video of Taylor swift. Pertiwi was researching verbal and nonverbal aspects and dominant color using Ferdinand Saussure and Geoffrey. The second previous findings is Agustia's research. Agustia analysis nonverbal meaning in coca cola advertisement in television and printed media which are divided into 3 parts namely facial, gestural, and postural messages. The researcher also found the social messages for the audience.

Based on the the research findings the researcher found a different result. This research use Taylor Swift's song entitled "ME" found 11 non-verbal elements and the meaning with different theory.