

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. CONCLUSION

After analyzing the sequence in the music video of Taylor Swift's music video entitled "*ME!*" (feat. *Brendon Urie of Panic! at the Disco*), there are found some nonverbal elements and the meaning such as :

1. Nonverbal signs that are found in this music video showed 11 nonverbal elements. In the appearance it was found 6 elements those are age, gender, looks, body, and hair. In the manner of the category, it was found 3 elements are expression, eye contact and clothes. In activity categories, it was found only body movements. In the property and setting categories, it was found that the music video consists of outdoor place and indoor place on all models.
2. The meaning of nonverbal signs in song video that is found in this research into 3 types of meaning, they were conceptual meaning, connotative meaning and affective meaning. The first conceptual meaning is about the girl explosive reaction by saying "how dare you!" to her boyfriend. The words "how dare you!" have a real meaning that means she doesn't accept what men say. 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 mean the boy will never leave the girl. Second, connotative meaning found in scene when the boy and girl fight and showed a lot of chicks picture. The pictures and lyrics are not related, it's explain that the girl worried about her boyfriend met with another girl. The last, affective meaning refers to moods, feelings, and attitudes. Part of the woman jumps and says "I know I never think before I jump" which means she never thinks before doing something which is bad or good.

From the analysis in this music video message, we can conclude that nonverbal and verbal communication has important roles and cannot be separated. Nonverbal and verbal supported each other to convey the messages because it easier to understand what the music video need to convey from the observation of nonverbal and verbal communication. The combination of words and pictures will be perfect.

## **B. SUGGESTION**

From the results the research, the researcher would like to give some suggestions for the further researcher who wants to do research with a similar research. The writer expects that the research would help the students who want to conduct the similar research with some theories and discussion that can be useful to complete their research. Meanwhile, analysis semiotics in music video the researcher needs more references to understand the semiotics elements by analyzing the sign that appears in the scene in videos so it will make us easier to analyze. The creative process is actually a step by step procedure that can be learned and used to generate originals ideas. Besides that, the next researcher can also choose another aspect that can appear in music video and lyrics such as in dominant fashion, dominant color, type of shoot or try to use other media and theories to approach the research.

