

**A SEMIOTIC ANALYSIS ON MUSIC VIDEO OF JUSTIN BIEBER'S
ALBUM *CHANGES***

THESIS

Presented to

State Islamic Institute of Kediri (IAIN Kediri)

in Partial Fulfilment of the Requirements

for the Degree of *Sarjana* in English Language Education



Written by:

FINA NURUL MA'SUMAH

NIM. 9322.144.17

DEPARTMENT OF ENGLISH LANGUAGE EDUCATION

FACULTY OF EDUCATION

STATE ISLAMIC INSTITUTE OF KEDIRI

2021

DECLARATION OF AUTHENTICITY

Name : Fina Nurul Ma'sumah

Student's ID Number : 932214417

Study Program : Department of English Language Education

Faculty : Tarbiyah

Title of Thesis : A Semiotic Analysis on Music Video of Justin Bieber's
Album Changes

I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as result of my own original research. It does not incorporate any materials previously written or publish by another person except those indicated to quotations and references. No portion on this work has been submitted in support of an application for another degree of qualification of this or any other university or institute of higher education. Due to this fact, I am the only person responsible for the thesis of there is any subjection or claim from others.

This thesis is to fulfill requirement for the degree of Sarjana (S1) in English Study Program, State Islamic Institute (IAIN) Kediri.

Kediri, July 12 2021

The Researcher



Fina Nurul Ma'sumah
NIM. 9322.144.17

APPROVAL PAGE

This is to certify that the *Sarjana's Thesis* of Fina Nurul Ma'sumah has been approved by thesis advisors for further approval by the board of examiners.

**A SEMIOTIC ANALYSIS ON MUSIC VIDEO OF JUSTIN BIEBER'S
ALBUM *CHANGES***

FINA NURUL MA'SUMAH
NIM. 9322.144.17

Approved by:

Advisor I



Dr. Mukhammad Abdullah, M.Ag.
NIP. 19660405199203 1 002

Advisor II



Dr. Fathor Rasyid M. Pd.
NIP. 196908312000031001

RATIFICATION SHEET

**A SEMIOTIC ANALYSIS ON MUSIC VIDEO OF JUSTIN BIEBER'S
ALBUM *CHANGES***

FINA NURUL MA'SUMAH

NIM. 9322.144.17

**Has been examined by the Board of Examiner of State Islamic Institute
(IAIN) Kediri on 2021**

1. Main Examiner

Dr. Toyyibah, S.S., M.
NIP. 197212202006042003



(.....)

2. Examiner I

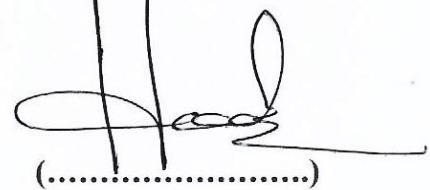
Dr. Mukhammad Abdullah, M.Ag.
NIP. 19660405199203 1 002



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3. Examiner II

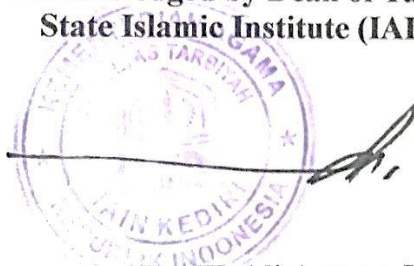
Dr. Fathor Rasyid M. Pd.
NIP. 196908312000031001



(.....)

Kediri, July 25 2021

**Acknowledged by Dean of Tarbiyah Faculty
State Islamic Institute (IAIN) of Kediri,**



Dr. H. Ali Anwar, M.Ag.
NIP. 19640503 199603 1 001

NOTA KONSULTAN

Kediri, 12 Juli 2021

Nomor : -
Lampiran : 4 (Empat) berkas
Hal : Bimbingan Skripsi

Kepada,
Yth. Dekan Fakultas Tarbiyah
Di
Jl. Sunan Ampel No. 07 Ngronggo
Kediri

Assalamu'alaikum Wr. Wb.

Memenuhi permintaan Bapak Dekan untuk membimbing penyusunan skripsi mahasiswa tersebut di bawah ini:

Nama : **Fina Nurul Ma'sumah**

NIM : **9322.144.17**

Judul : **A Semiotic Analysis on Music Video of Justin Bieber's Album
*Changes***

Setelah diperbaiki materi dan susunannya, kami berpendapat bahwa skripsinya telah memenuhi syarat sebagai kelengkapan ujian akhir Sarjana Strata Satu (S-1). Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam waktu yang telah ditentukan dapat disajikan dalam Sidang Munaqosah.

Demikian agar maklum dan atas kesediaan bapak kami ucapkan banyak terima kasih.

Wassalamu'alaikum Wr. Wb.

Advisor I



Dr. Mukhammad Abdullah, M.Ag.
NIP. 19660405199203 1 002

Advisor II



Dr. Fathor Rasyid M. Pd.
NIP. 196908312000031001

NOTA PEMBIMBING

Kediri, 25 Juli 2021

Nomor : -
Lampiran : 4 (Empat) berkas
Hal : Bimbingan Skripsi

Kepada,
Yth. Dekan Fakultas Tarbiyah
Di
Jl. Sunan Ampel No. 07 Ngronggo
Kediri

Assalamu'alaikum Wr. Wb.

Bersama ini kami kirimkan berkas skripsi mahasiswa:

Nama : **Fina Nurul Ma'sumah**

NIM : **9322.144.17**

Judul : **A Semiotic Analysis on Music Video of Justin Bieber's Album
*Changes***

Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntutan yang telah diberikan dalam sidang munaqosah yang dilaksanakan pada tanggal 21 Juli 2021 kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian agar maklum dan atas kesediaan bapak, kami ucapkan banyak terimakasih.

Wassalamu'alaikum Wr. Wb

Advisor I



Dr. Mukhammad Abdullah, M.Ag.
NIP. 19660405199203 1 002

Advisor II



Dr. Fathor Rasyid M. Pd.
NIP. 196908312000031001

Motto

“Motivation is a fire from within. If someone else tries to light that fire under you, chances are it will burn very briefly”

-Stephen R. Covey

DEDICATION

First of all, I would like to be grateful to Allah SWT who always gives me His bounties and blessings, so I can finish my thesis.

Secondly, shalawat and salam always be given to our Prophet Muhammad SAW who has guide us from the darkness to the brightness.

I would like to dedicate this thesis to:

My beloved Father, Huda, and My beloved Mother, Ulfa Choitamulaili, thanks for your pray, love, support, finance and for your patience to educate me. You are my strength and I love you so much. May Allah always bless you!

For My beloved Brother, Ahmad Bahrul Hikam, and My beloved Sister, Hirzatul Kayyisyah who always comfort and never forget disturb me. All of you are my wisdom, and my strength who Allah given to me. I really want to make you all happy and proud of me!

Then For Mr. Abdullah and Mr. Fathor as my advisors. Thanks for your patience in guiding me to finish my thesis, for your help and praying.

Thank you for all my friends in the Indonesian Islamic Student Movement (PMII), particularly Al Kindy 2017 who always support me to go this far. You give a lot of messeges for life.

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Firstly, the researcher would like to thank to Allah SWT who has given the chances in finishing the research. Bless and peace is upon the prophet Muhammad SAW who has brought human being from the darkness to the brightness era. This thesis is presented to State Islamic Institute of Kediri in partial fulfillment of the requirements for the degree of *Sarjana* in Department of English Language Education.

In conducting this paper, the researcher found a lot of difficulties and problems. She has received many valuable and meaningful contributions, suggestions, and guidance from others. Without much help from the following people, it was impossible for her to finish it. The researcher also would like to thank to:

1. Dr. Nur Chamid, MM, as the Rector of State Institute for Islamic Studies (IAIN) Kediri.
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3. Dr. Ari Setya Budi Ningrum, as the Head of English Department, State Institute for Islamic Studies (IAIN) Kediri.
4. Dr. Mukhammad Abdullah, M.Ag., and Dr. Fathor Rasyid M. Pd, my respectable advisors, for all the guidance, knowledge, support, suggestion, time, spirit and pray.
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6. The chairman at SLC who allowed carry out this research there.
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The researcher realized that the research was still far from being perfect. So, the researcher expected suggestions and comments from all of the readers or other

researchers who want to learn about this study. May Allah SWT the most almighty always bless all of us.

Kediri, 12 Juli 2021

The Researcher

A handwritten signature in black ink, consisting of a large, stylized initial 'F' followed by several loops and a long horizontal stroke at the bottom.

Fina Nurul Ma'sumah
9322.144.17

ABSTRACT

Ma'sumah, Fina Nurul. 2021. "A Semiotic Analysis on Music Video of Justin Bieber's Album "Changes"". Thesis, Department of English Language Education, Faculty of Tarbiyah, State Islamic Institute (IAIN) of Kediri. Advisors: (I) Dr. Mukhammad Abdullah, M.Ag. (II) Dr. Fathor Rasyid M. Pd.

Keywords: *Semiotic, Denotation, Connotation, Myth*

This research aimed for knowing what are the signs found on the music video of Justin Bieber album Changes and also knowing the denotation, connotation and myth meaning. Semiotics is the study of signs, the analysis of signs and everything that relates to it, how it functions, how it relates to other signs, how it is supplied and interpreted by those that use it. Semiotics has several core concepts, namely signification, denotation and connotation, and myth.

This research was conducted based on Barthes' theory. This study used descriptive qualitative method. The data was obtained from 4 of Justin Bieber' album Changes. The authors used document studies to collect data. researchers analyzed the data based on the signs contained. In this study, the researcher as an instrument must validate the extent to which qualitative researchers are ready to engage in research that will enter the learning space. to check the data or in other words used to make the data valid. The author uses investigator triangulation.

From this data, the authors found the visual and verbal signs on music video of Justin Bieber's album Changes vary widely, there are 89 visual signs and 74 verbal signs found to have denotation, connotation and myth meanings. it can be concluded that signs really need to be studied to understand the meaning implied of music video which is different from the actual meaning. this is due to beautify his work.

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