

CHAPTER I

INTRODUCTION

This chapter presents the introduction. It contains some subjects which explain about background of the study, research problem, objective of the study scope and limitation, significances of the study, and definition of the key terms.

A. Background of the Study

Communication is always about human. Communication is a means to express ideas, thoughts, feelings, wants, etc. The instrument to communicate among human is known as language. Language has a very important role in our life. Language is a phenomenon which is created by human itself. Human can communicate with each other by using language, on the other side, without language it will be impossible for human to be in contact with each other. According to Bolinger (1968:3), "Language is a system of vocal-auditory communication, interacting, with the experiences of its users, employing conventional signs composed of arbitrary patterned sound units and assembled according to set rules".

Language is a perfect way to facilitate communication among people. It is a system of communication either spoken or written used and understood by human in community or country to express thoughts and feelings although the language used is different. Language also has an interpersonal functions to establish social relations. Sapir (1921) defines, "Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires through voluntarily produced

symbols”. The one who share the information as a referential and the one who receiving the information called receiver. Information can include fact, opinion, attitudes, idea, believes even emotions. The interaction of people signed by communication.

Language is a sign, a code or a communication system which agreed by a certain community. This certain community, individually or collectively, uses a language as a media to deliver a message, aim, or meaning of things. Language, which is a sign or symbol, makes human identifies themselves or the others to understand every aspect in life easily. So, human tends to make the other aspects in sign in order to ease them understanding and knowing its meaning. Signs take the form of words, images, sounds, odours, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. Peirce states that “Nothing is a sign unless it is interpreted as a sign.” (Peirce, 1931). Sign and meaning in semiotic can be examined in the language, art, mass media by structuralism. In other word, language itself is part of sign which is studied in semiotics. Beside that, in this global society era with varied language which demands people to use and speak English well as the communication media, which already known worldwide.

In the last some decades, the media and its influence on the societies have grown with the advance of technology. Telegraph and the post offices, then the radio, the newspaper, magazines, television and the internet are the example of the media from time to time. It’s makes the communication by human being larger. Human usually use social media to interact with other

people. Also human usually use social media to read or watch news, playing game, searching something etc. One of them which people likely to find almost everyday is music. According to Merriam Webster (2017), “Music is the science or art of ordering tones or sounds in succession, in combination, and in temporal relationships to produce a composition having unity and continuity”. Most people in every country enjoy and listen to music almost everyday, everytime and every moment. Even when they have no idea about the meaning of the song, they still enjoy the sound which they get from the song. Music is one of the universal language which can connect people with the different language and culture by the symbols, signs and the messages.

The song itself has so many genre starting from pop, electronic, rock, hip hop, classical, jazz, and others as stated in Ranker (2017). Looking to the music interest nowadays, Thetoptens.com (2019) states that pop music is one of the target music which is most people aim to listen to. However, as the new talented artists come to the music industry makes others genres more known by public. One of the artists whose works are delighted by so many people is Justin Bieber.

Justin Bieber is a Canadian singer, songwriter and multi-instrumentalist. Bieber was signed to RBMG Reord in 2008. With Bieber’s debut EP My World released in late 2009. Bieber become the first artist to have seven songs from a debut record chart on the Billboard Hot 100. The album also debuted in top the US Billboard 200, making Biebers the

youngest solo male act to top the chart in 47 years. The next album of Justin Bieber always hit on top. Then the next Justin Bieber is transitioned his sound into R&B, Hip Hop and the EDM. After success on his albums Bieber taking some times off to focus on his marriage to Hailey Baldwin. Then, Bieber release his fifth studio abum “Changes”.

Justin Bieber’s song are quite popular among teenages and youngster. It’s because most of Justin Bieber’s song interpret teenagers feeling, specialy in love story. Justin Bieber use teenagers problem to tell them not to give up on the problem. Because they are not alone. So many people has the problem. Besides, Justin Bieber also play in music instrument of the song. He makes the music instrument in a line with the song. It makes teenagers comforted by Justin Bieber’s song, and listen to it many times.

Moreover, Justin Bieber also has interesting Music Video. In make a song, Music Video also has an important role to make public pay attention to it. Based on Collins English Dictionary (2017), music “video is a video containing music, especially one created to promote a pop song”. They try to insert not only a story but also signs which represent the reality. Those signs cannot be interpreted without any relevant theory in order to avoid misunderstanding. Moreover, one of the theories that can be used to analyze this issue is Semiotic by Roland Barthes (1964).

In Barthes (1964) cultural and literacy criticism, Barthes used the concept of connotative semiotics to uncover the hidden meanings in texts.

In his *Mythologies* (1957: 131), he defined such systems of secondary meanings as myths. Later, Barthes described this sphere of connotations as an ideology. The mass media create mythologies or ideologies as secondary connotative systems by attempting to give their messages a foundation in nature, considered as a primary denotative system. At the denotative level, they express primary, "natural" meanings. At the connotative level, they conceal secondary, ideological meanings. By referring to a denotative level of content which cannot be questioned, for example a cover photo of the French magazine *Paris-Match* published in the mid-1950s (Barthes 1957: 116). The photo shows ("denotes") 'a black African in a French uniform saluting a French flag'. But beyond this denotative sign, there is the implicit content that France is a great colonial Empire with loyal black citizens in its army, etc." This content is the content of a new (connotative) sign. Its expression is the whole of the denotative sign, "myth does not deny things; it purifies them, it makes them innocent, it gives them a natural and eternal justification" Barthes (1964).

According to the explanation, people realize signs can be found in many cases and have another meaning. Even small thing around environment has various signs. Those are not just empty things without having any meaning. There has to be a research to find out those senses. That is why this topic becomes very interesting to be studied because the researcher finds there are many people, especially youngster and teenagers

that enjoy and watching the music video and they feel that the music video represent their life. Moreover, this research would like to carry out a topic under the title *A Semiotic Analysis on Music Video of Justin Bieber's Album Changes*. The researcher is willing to find out the meaning of the signs on the music video using Barthes theory of semiotics.

B. Research Problems

According to the title of this research “A Semiotic Analysis on Music Video of Justin Bieber’s Album *Changes*” the researcher tries to formulate with the question:

1. What are the semiotic signs found on Justin Bieber’s music video in album *Changes*?
2. How are the meaning of signs realized on Justin Bieber’s music video in album *Changes*?

C. Objectives of the Study

Based on the research problem the objectives of this study are:

1. To find out the semiotic signs found on Justin Bieber’s music video in abum *Changes*.
2. To describe the meaning of signs realized on Justin Bieber’s music video in abum *Changes*.

D. Scope and Limitation of the Study

1. Scope of the Study

This scope of the study, the researcher focuses on signs which are found on Justin Bieber's music video in album *Changes* and know the meaning of song realized and also the implied meanings on Justin Bieber's music video in album *Changes*.

2. Limitation of the Study

For limitation of the study, the researcher used Justin Bieber's music video in album *Changes* to analyse the sign and the meaning of sign realized also the meaning implied.

E. Significance of the Study

1. The researcher

The researcher can learn more specific about the semiotic signs. This research also gives the researcher knowledge about the semiotic signs. With theory of semiotic, researcher gets a lot of new things not only the signs along the way have a meaning, but also the signs in Justin Bieber's music video have a meaning.

2. The reader

The readers can find out the kinds of signs that exist in Roland Barthes's theory and reader can find out the kinds of signs which is found on Justin Bieber music video in album *Changes*.

F. Definition of Key Terms

1. Semiotic

According to Sobur (2003), Semiotic is a science that analyses signs. The intended sign is the device that we use in an effort to find a way out of this world. Berger (in Sobur: 2003) said that semiotics pays attention to anything that can be taken as a marker that has an important meaning to replace something else.

2. Sign

Based on Danes (1999), Peirce called the sign as representation and the concept that it encodes the object. He referred to the meaning that some people get from the sign of the interpretate

3. Album

An album is a collection of songs that is available for download or as a CD or record. You can also refer to the CD or record as an album.

4. Music Video

A music video is a short film, of variable length, that integrates a song or album with imagery that is produce for promotional or artistic purpose.

5. Changes

Changes is the fifth studio album by Canadian singer Justin Bieber. It was released through Def Jam Recordings and RBMG on February 14, 2020. There are 17 songs inside.

6. Justin Bieber

Justin Drew Bieber is a Canadian Singer. He was discovered by American record executive and sign with RBMG Records in 2008 and debut in 2009 with album *My World*.