

## CHAPTER V

### CONCLUSION AND SUGGESTION

There are two things covered in this chapter, conclusion and suggestion. The conclusion will be based on the research findings and discussion above. Then, the suggestion will lead the further researcher on the same fields.

#### A. Conclusion

Based on the findings and discussion of the conclusions of this study, which are related to the analysis of connotation, denotation and myth contained in music video of Justin Bieber's album *Changes*. there are some conclusions. It can be concluded that the lyrics used by the author in album *Lover* are mostly the result of her personal experiences. In the music video of Justin Bieber's album *Changes* there are many scenes that depict his relationship with Hailey Baldwin as a refuge from the unkind world he is still not quite ready to reenter.

To understand the implied meaning in the music video, the reader must know the film structure and semiotic related to visual and verbal sign, including connotation, denotation and myth. Denotation is what we think as a literal, fixed and has a dictionary meaning of a word that is ideally universally agreed upon. Denotation is the first order of signification. Meanwhile connotation is second order of signification which contains an associative change in the meaning of the word. But, there is one more signification it is myth. Myth is the most obvious level

of signification, but distorts meaning by validating arbitrary cultural assumption.

## **B. Suggestion**

Based on the result of the research, that has been described. The researcher would like to give some suggestions following:

### 1. The next researcher

From the result of the research can be used as a reference in semiotic study and more specific into signs. There is a limitation of this study that the future research may continue it, so the study can better than current research. This study examines only part of the music video on the Justin Bieber's album *Changes*, so that further research can find the signs and analyse the denotation, connotation and myth meaning all of the music video in the one album.

### 2. The Education

The result of this research may be useful for the language of education. Because there are semiotic signs which are actively used by students and the teachers. Semiotic signs in language teaching help learners in many respects. They are not only present visual feedback for the students but also accelerates the learning process as well. Most of the language learning methods have semiotic elements. That's why teachers also have to learn about semiotic.

### 3. The readers

The result of this research may be useful for the readers to know about types of signs are found on music video of Justin Bieber's album *Changes* and the the meaning implied that appear on music video of Justin Bieber's album *Changes*.