

A Study of Semiotic in Music Video *Secret Love Song*

WISNU WARDHANI WICAKSONO
sasingunitomo19@gmail.com

SUHARTAWAN BUDIANTO
suhartawan.budianto@unitomo.ac.id

Abstract

Semiotic is a branches of linguistics. This study describes the semiotic signs and ion meanings of three music videos. The video studied were “Secret Love Song” by Little Mix. The researcher focused on the study of sign, icon and meaning in this video by using Pierce’s theory. This analysis used a descriptive qualitative method to analyze scenes in three music videos. Base on the analyzed done, it can be affirmed that music videos can be analyzed using Pierce’s theory. The results find that the visual image communicate implied meaning conveyed through the visual images. These images communicate feelings of sadness and broken heart. The messages implied in the whole scenes of three music videos are the representation of love problem that shackle teenagers, realization, efforts, and results of the efforts done to solve the problems.

Keywords: icon, music, symbol, semiotics, video

A. INTRODUCTION

Through language, people can know, share and retrieve information about everything they want to know, especially information that is very important to society. That is, one can understand what a person means, not only listening to what the person says literally, but through symbols, signs and sounds. There are several examples of symbols or signs around, firstly the crossed out letter "S" or "P" which indicates that the area is prohibited from stopping or parking, secondly when it is about to rain, the sign that can be seen is that the sky is getting darker and there is a thunderous sound of thunder, and thirdly the traffic sign lights which have three colors "Red" which means to stop, "Yellow" which means to be careful because the road will be soon and "Green" which means road, So people will be careful when they are on the road or will cross the road. The activity can be said to be semiosis, as introduced by Peirce. Signs and symbols are commonly found in various aspects of daily life, and one of them that people often find in everyday life is music. According to Sylado (1983:12), that music is a time indeed to be heard. Music is a living form of time, which is a collection of illusions and sounds. Music that contains a series of soulful notes will be able to move the hearts of the listeners. Everyone every day, every time and in all moments many people enjoy music from other countries even languages they are not familiar with.


B. RESEARCH METHOD



The researcher used the qualitative research method that can be applied for this research to analyze, describe, and classify the types of semiotics and the meaning in song selected in Little Mix’s song. The source of data were taken from *Secret Love Song* by Little Mix.



C. FINDINGS AND DISCUSSION



There are data of icon and symbol found in the *Secret Love Song*. The data were found in visual table



TABLE *Secret Love Song*


DATA	VISUAL	
1	VISUAL 1	
		
	ICON	SYMBOL
Visual icon, The scene was taken widely with a view of the city of London as specially at night which feels sad and gloomy.	The symbols in the music video, is found in the London Eye, where some people who feel sad or happy their respective problems choose to visit the London Eye or ride the vehicle just to see the sights of London or to see London Eye up close to get rid of sadness and forget for a moment the problem they have by way of daydream	

2	VISUAL 2	
		
	ICON	SYMBOL
	<p>Visual icon, In the picture above shown is a bridge that spans a river in central London</p>	<p>The bridge itself represents a separation and meeting where the bridge spans and will separate the two places but at the same time bring together the people who pass through the bridge.</p>
3	VISUAL 3	
		
	ICON	SYMBOL
	<p>The icon in the picture above is the long and wide river that divides the city of London</p>	<p>The river is symbolic of tranquility, where every problem is faced with a cool head, full of calm and sometimes following the current.</p>

4	VISUAL 4	
		
ICON		SYMBOL
<p>The icon in the music video is a ship that is running on a river or leaning on a boat</p>		<p>Ships are a means of transportation in the water that can fight the current or follow the current while the pier represents a place to rest if you are tired in all life problems</p>
5	VISUAL 5	
		
ICON		SYMBOL
<p>A girl holding a necklace given by someone</p>		<p>Necklaces are accessories that are usually given as a form of affection and love for someone</p>

6	VISUAL 6	
		
ICON	SYMBOL	
<p>The visual icon contained in the music video clip is the hand of the girl who sticks both palms</p>	<p>Both palms pressed together apologizing for the trouble that was going on and intending to leave her boyfriend</p>	
7	VISUAL 7	
		
ICON	SYMBOL	
<p>Visual icon in the music video image cut above in the form of both palms open and facing forward</p>	<p>Both palms open and facing forward symbolize or hint to end a relationship and will not want to come back again</p>	

8	VISUAL 8	
		
	ICON	SYMBOL
	<p>A sturdy park bench as a place to reflect when coming to the park</p>	<p>benches symbolize a place to daydream or simply relieve fatigue while the park itself is the solution to a problem. It can be said that the park bench symbolizes seeing the problem as well as getting a solution to the problem</p>
9	VISUAL 9	
		
	ICON	SYMBOL

	In the picture above the visual icon to be conveyed is that both hands hold the head with eyes closed, eyebrows down and lips pursed	In the icon, it symbolizes that the girl is feeling sad, upset and dizzy because of problems with her boyfriend
10	VISUAL 10	
		
	ICON	SYMBOL
	In the cutout, the visual icon that appears is a window overlooking the city of London	The window is the beginning where we see the outside world, the window is also to make sure before deciding what decision we will take

D. CONCLUSION

After analyzing the sequence in the music video of Little Mix’s music video entitled “Secret Love Song”, there are found some icon and symbol and the meaning. After analyzing the cut image from Little Mix, the researcher made a conclusion. The icons and symbols talked about will not be immediately visible, when first looking. The researcher explained what corresponds to what is seen in the video music image cut. Researchers want to point out that icons and symbols appear in the three songs "Little Mix". Therefore, in this discussion there

are unique things that are interesting to learn. Not everyone knows the icons and symbols, but also knows the meaning of the three music videos. In addition, researchers provide information about the themes of the three songs, the themes of heartbreak and regret from the three songs are in demand by young people. So in this study, researchers chose the theme of heartbreak and regret, because researchers felt that young people today are more interested in the theme.

References

- [1] Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches - 4th ed.* United States of America: SAGE Publication Inc.
- [2] Hoopes, J. (2014). *Peirce on Signs: Writings on Semiotic by Charles Sanders Peirce.* United States of America: The University of North Carolina Press.
- [3] Jakobson, R. (n.d.). On Linguistic Aspects of Translation. In *Linguistic Aspects* (pp. 232-239).
- [4] Kothari, C. (n.d.). *Research Methodology: Method & Techniques.* New Delhi: New Age Intl. (P) Ltd.
- [5] Noth, W. (1990). *Handbook of Semiotics.* Bloomington: Indiana University Press.
- [6] Pertiwi, P. A., & al., e. (2017, Mei). Analysis of Verbal and Visual Aspects in Taylor Swift's Music Video Out of the Woods. *Jurnal Humanis, Fakultas Ilmu Budaya Unud, 19(1)*, 132-140.
- [7] Sahara, M. (2021). Semiotic Study on Non-Verbal Signs in Taylor Swift Music Video "Mei" (Feat. Brendon Urie of Panic! At The Disco).
- [8] Saussure, F. D. (1959). *Course In General Linguistics.* New York: Philosophical Library.