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#### 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

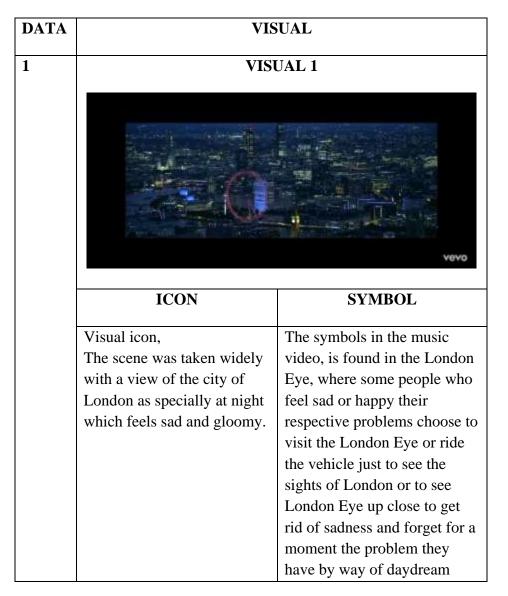
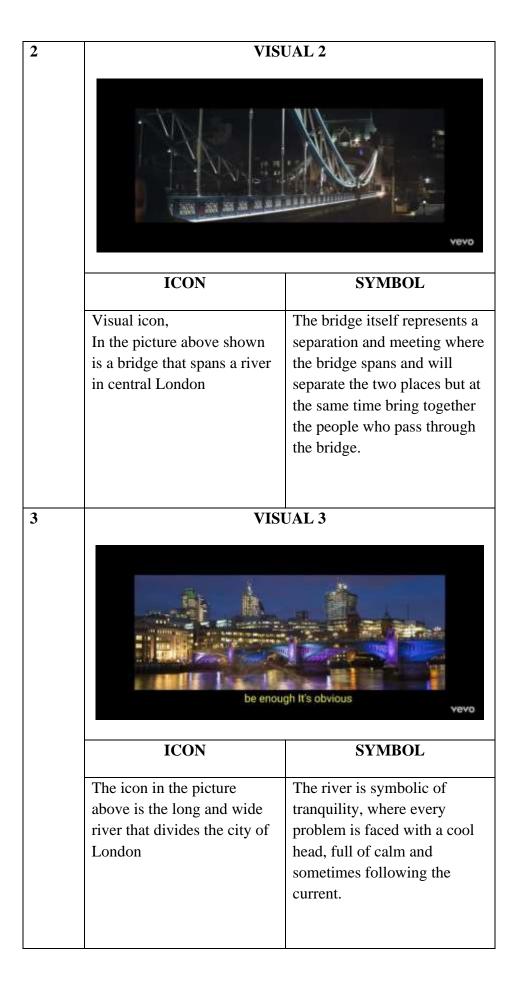
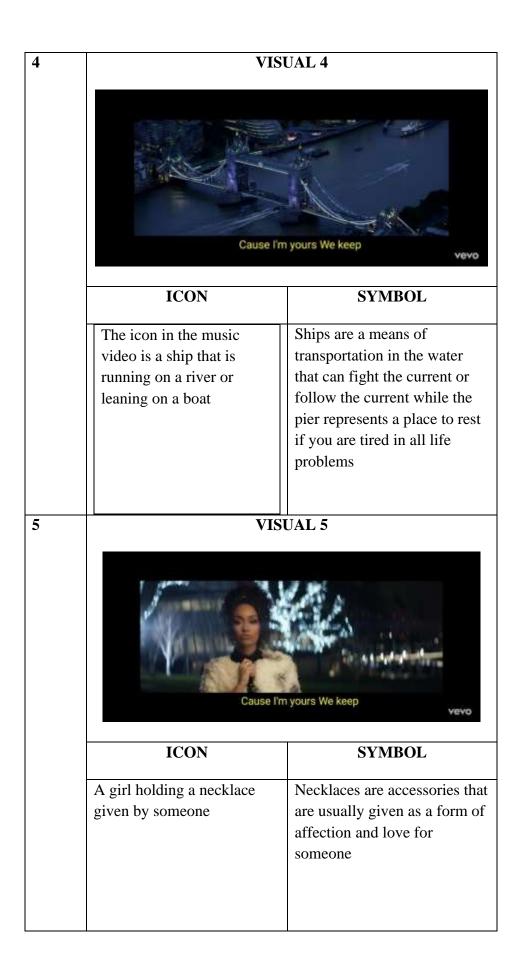
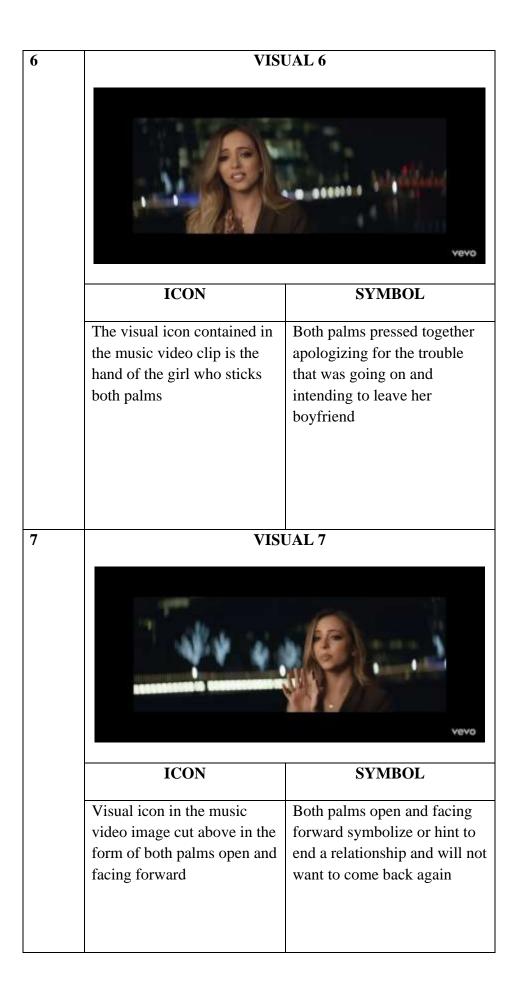
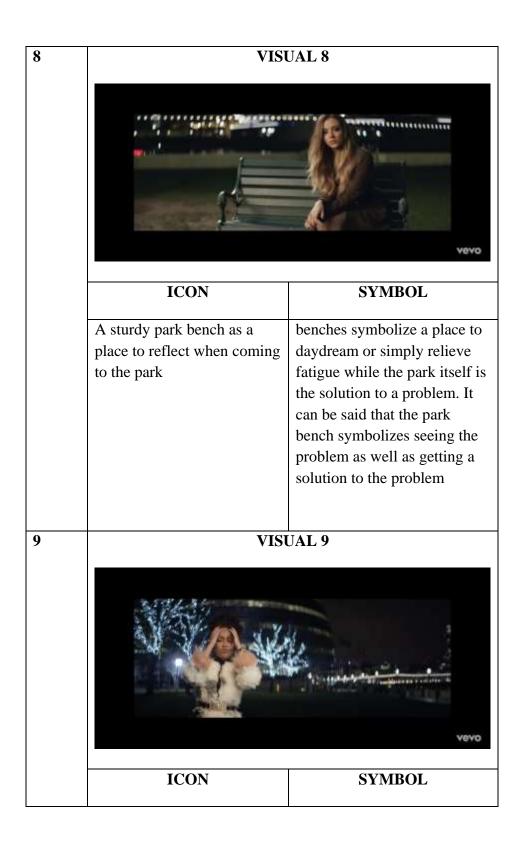


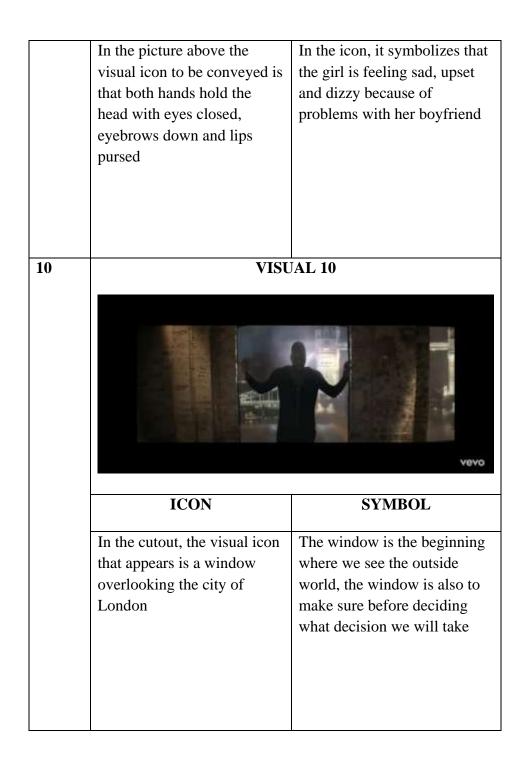
TABLE Secret Love Song











## **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.

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