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# PROCEEDING



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***ANALYSIS OF THE MEANING OF SEMIOTICS IN NOAH'S VIDEO CLIP  
ENTITLED "DIATAS NORMAL"***

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**Abstract**

Video clips are short videos that are accompanied by songs and have symbols in them. Video clips are one of the mass communication media and as a means to convey messages and meanings in them. Therefore, this study aims to find out the hidden meaning of Noah's video clip entitled "*Diatas*

*Normal*". The research method used is descriptive qualitative, to analyze the data using Charles Sanders Peirce's semiotic theory. The results of the study found that there were 6 symbols that had hidden meanings in Noah's video clip entitled "*Diatas Normal*" in several scenes, as follows: 1) Red curtains in the early minutes of the video clip, 2) A combination of faded yellow, blue, and purple, 3) Head of band Noah disappears 4) One of the actor's legs moves overhead, 5) Connection between actor trying to insert needle and book reminder paper, and 6) Colorful balloons at the end of the video clip. **Keywords** : *Meaning; Semiotics; Video clip.*

**INTRODUCTION**

Mass communication media is the process of conveying messages to the general public (public) through magazines, newspapers, films, video clips, television, radio, and so on. Mass communication media such as online media and social media will continue to grow from year to year. Online media is part of journalistic developments by utilizing technological and informatics developments (Hendriyanto A., et.al, 2021). In addition, social media, such as video clips, utilize social media, such as YouTube, as the audience's choice for publishing works.

According to Pawito (2015), video clips are a form of mass communication related to humans and using symbols (Andriani, L., et al, 2018). A video clip is a combination film between musicians or groups by adding visual images (Rahmi N., 2021). Video clips are short videos accompanied by a song, made as is in the sense of using simple props. Meanwhile, nowadays with editing, of course this makes the video clip more interesting and the message in it will be conveyed properly.

Language is a tool used by humans in communication to convey messages to the public (Hendriyanto, 2021), an arbitrary sound system that has meaning and significance (Hendriyanto, 2013)(Hendriyanto A., 2013). Messages in the form of language signs in news discourse texts are highly dependent on journalist perceptions, which have meaning and meaning (Hendriyanto A., et.al., 2023). Meaning is a concept that is owned or contained in a linguistic sign or language that contains meaning (Suryanto S. et al., 2016: 70).

Hendriyanto A., et al (2020) the meaning of a word in a sentence is very dependent on psychological, referential, and social approaches when the text is formed by humans. In line with the concept of meaning approach there are three namely; psychological, referential, and social approaches (Cummings L., 2007).

Language with text formed from several of these approaches, will be used as a communication tool with agreement regarding meaning and significance. Like the language text used in the video clip is well conveyed to listeners, not only through the editing process but an understanding of the meaning contained in the video clip is needed. Therefore, the researcher is interested in studying the meaning contained in Noah's video clip entitled "*Diatas Normal*" using a semiotic theory approach.

Previous research on video clips has been done before, namely the first (Kurniawati, 2019), with the title of the video clip of Nissa Sabyan Gambus "Attouna El-Toufoule", the results of the study show the condition of Palestinian children after the war against Israel. Rahmi N. (2021), about the Corona La video clip, related to Covid-19 in the form of masks, hand sanitizers, personal protective equipment, the application of social distancing and the representation of the corona virus whose objects are humans. Hendriyanto A. (2022), image is built or formed based on information received by audiences, both directly and through political media, including mass media that work to convey general and actual political messages. The novelty of the research, has differences in the object, use the video used as a source of research data.

Rahmi N (2021), referring to Charles Sanders Peirce's concept of semiotic studies that is used in relation to triadics, consisting of: a sign (representament/sign), representing something else; object (object), which is something represented by a sign; and interpretation (interpretant), a sign that is in the mind of the recipient after hearing or seeing and getting an interpretation.

Rizki, M. S. et al (2020), the concept of trichotomy consists of three levels, namely: icon (icon), which is a sign that has similar characteristics to what is intended; index (index), namely a sign whose nature depends on the denotation in the sense that the index is a sign related to what it represents; and symbol (symbol), namely the relationship between the sign and its denotation is determined by a collective agreement or generally accepted regulations.

Based on the introduction above, it becomes a consideration for researchers because the object of Noah's video clip entitled "*Diatas Normal*" has never been studied with the study of Charles Sanders Peirce's semiotic theory. The purpose of this study is to find out the hidden meaning of Noah's video clip entitled "*Diatas Normal*".

## METHOD

This study uses a qualitative method. Moleong Lexy J., (2001), qualitative research is research where the data is not in the form of numbers but text. Data collection using documentation related to the marks in the above video clips is normal. The data source is primary data in the form of snippets of video clips *Diatas Normal* Ariel Noah. While the presentation of the data is as follows; watch Noah's video clip entitled "above n normal"; notes and marks important parts in Noah's video clip entitled "*Diatas Normal*" which contains elements of semiotics; classify data; analyzing data based on Charles Sanders Peirce's semiotic theory which refers to the formulation of the problem; conclude from each of the findings and discussion.

## RESULTS AND DISCUSSION

Noah is a grub band that debuted in 2000 in Bandung, West Java. This group was founded by Ariel, Lukman, Uki, Reza, Indra, and Andika, who was formerly named Peterpan. However, in 2006 Indra and Andika decided to leave Peterpan. Then in 2012, the Peterpan band changed its name to Noah with members Ariel, Lukman, Uki, Reza and David. But now there are only three personnel left namely Ariel, Lukman, and David.

Throughout his career, Noah has released many albums, including the album "*Bintang di Langit*" in 2004. One of the songs from the album is "*Diatas Normal*". The video clip for the song "*Diatas Normal*" was first released in 2004 and then remade in July 2022.

Then to find out the meaning and message of semiotics in the remake of Noah's video clip entitled "*Diatas Normal*", the researcher will analyze as follows



Figure 2. Video Minutes to 00.00

In scene picture 2, the video at 00.00 minutes shows a red curtain with Noah written on it. The meaning is that Noah's grub band will give an interesting performance from the comedian actors in the video clip.

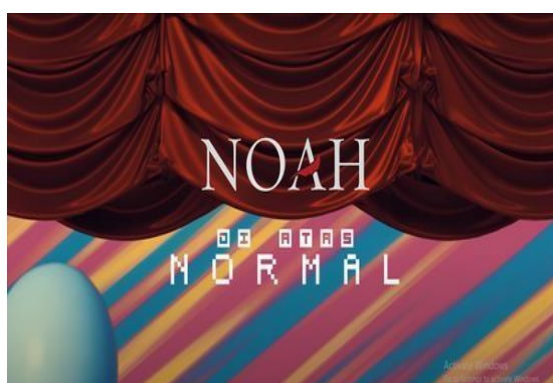


Figure 3. Video Minutes 00.04

The next scene is picture 3, video at 00.04 minutes when the red curtain starts to open, there is the inscription Noah *Diatas Normal*. Then, you can see that there is a combination of yellow, blue, and purple as well as blue balloons. However, these colors are less flashy or faded. The meaning is that Noah's grub band presents a song called "*Diatas Normal*" with a cheerful theme, but there is sadness in it.



Figure 4. Video Minutes 00.12

Picture 4, minute 00.12, there is a display of Noah's grub band, but their heads are missing except for the hair. The meaning is someone who does not understand what is in his mind in the sense that his mind is empty. This is also contained in the lyrics of the song, namely "I can't understand my thoughts".





Figure 5. Video Minutes 00.18

Figure 5, video minutes 00.18, this scene has 2 people. One of the 2 people's legs turned on the head. Then at 00.19 minutes, another person was shocked after witnessing the incident. Its meaning is someone who has lost his mind because his love has long gone and expects his presence to come back together.



Figure 6. Video minutes 00.19

Figure 6. Video at 00.19 minutes, he realized that this was something wrong, but he still thought about it so that someone became confused. Therefore, the lyrics for this part of the song are "feet to the head, head to the feet".



Figure 7. Video minutes 01.46

Then scene picture 7, video minutes 01.46, you can see a man trying to insert a thread into a needle and his clothes are plastered with lots of book reminder paper. Likewise on the wall behind the man, a lot of book reminder paper stuck. Its meaning is someone who finds it difficult to forget the person he loves. Then he should be able to get up and try to forget because the person he loves won't come back. This is contained in the lyrics, namely "I'm looking for something that doesn't come back". The book reminder paper symbolizes that he needs self reminders so he can open his mind and enthusiasm in living life.



**Figure 8. Video minutes 02.51**

Scene picture 8, video 02.51 minutes showing the band Noah and there are 2 blue balloons and 3 purple balloons, but one of the purple balloons flies. Then, the background is blue. The meaning is that he must be able to let go of his lover in the past because unconsciously it is holding him back in life. In addition, if he lets go of his lover, then he will throw away his sadness, feel the calm and joy that has been hidden by his sadness.

## CONCLUSION

From this explanation it can be concluded that there are 6 hidden symbols in Noah's video clip entitled "Diatas Normal" in each scene, including: 1) the red curtain symbolizes the grub band Noah will give an interesting performance from the comedian actors in the video the clip "Diatas Normal", 2) the blend of faded yellow, blue, and purple colors gives the meaning of the song "Diatas Normal" with a cheerful theme but there is sadness in it, 3) the head of the band Noah which disappears gives the meaning of the contents of an empty mind 4) the feet of one of the actors moving to the head symbolizes someone who is confused about the love problems he is experiencing, 5) the relation between the actor trying to insert a thread into a needle and a book reminder paper gives the meaning that one must be able to forget his love that has gone even though it is difficult to do so he is excited to live life again, and 6) colorful balloons symbolize when he releases his loved ones a then you will feel the joy that has been covered by the sadness.

This research is intended with the great hope that readers can develop their knowledge and increase their appreciation of Noah's literary video clip entitled "Diatas Normal". This research is also far from perfect. The researcher hopes that after studying the results of this study it can be used as a reference to continue and develop Charles Sanders Peirce's semiotic theory with a broader analysis.

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