

A Semiotics Analysis Found on Music Video of You Belong with Me by Taylor Swift

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Abstract: This research entitles “A Semiotics Analysis Found on Music Vidio of You Belong with Me”.The aim of this research was to investigate and analyze the verbal and visual signs and the meaning itself in the music video of “You Belong with Me” by Taylor Swift. The type of this research was qualitative research. In collecting data, the writer used the method of observation and documentation by classifying videos into pictures in the form of sequences.The results of this study indicate that the semiotic signs contained in this music video are in the form of visual displays contained in body language in the music video which tells about a male friend that Swift likes who actually has a lover, and verbal signs contained in the music video is a paper that contains writing that is used to communicate. Based on the result of the analysis,it can be concluded as there are two classifications,namely: verbal sign and visual sign. In verbal sign, it was found eight data. In visual sign, it was found seven data. The concept of music video of You Belong With Me describe someone who is in love with someone where that person has been with a lover who doesn't appreciate it at all. In the data found, verbal and visual sign explained about caring, disappointment, jealousy, and express feelings.

Keywords: semantics, semiotics, verbal sign, visual sign

INTRODUCTION

According Wibowo (in usar,2013), language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts. Through language one can communicate with others, both to convey desires, feelings, opinions, ideas, experiences, and knowledge. Language has a close relationship in the process of communication. There is no single communication event that does not involve language. With language also someone can obtain information, increase knowledge, and so forth. The better one's mastery of a language, the better the level of ability to communicate both orally and in writing. There are also those who explain that the meaning of language is an ability possessed by humans to communicate with each other by using signs or symbols, for example words and body movements (M.Prawiro,

2018).

Semantics is the study of meaning used to understand human expression through language (Mwihaki, 2004). The use of semantics will be very helpful in parsing problems related to the understanding of a word or the connotation of that word. According to Tarigan, semantics is the study of meaning which examines the symbols or signs that express meaning, the relationship of one meaning to another, and its influence on humans and society. The term "semantics" was first used by a French philologist named Michel Breal in 1883. The word semantics was later agreed upon as a term used in the field of linguistics as the study of linguistic signs with the things they signify. So, it can also be said that what is semantics is the study of symbols or signs such as words that express meanings and relationships and their influence on speakers or users (humans) (Thabroni, 2021).

Semantics is the science of the meaning contained in a language,

code/symbol, or other representation. According to one of the Russian semantic figures, Lotman said that there is a relationship between semantics and semiotics. Semantics studies symbols while semiotics studies signs. Signs range from speech, body language and symbols to paintings, music and Morse code.

Semiotics is the study of signs and symbols, in particular as they communicate things spoken and unspoken (Nordquist, 2020). According to Barthes, signs had both a signifier, being the physical form of the sign as we perceive it through our senses and the signified, or meaning that is interpreted (UKEssays, 2018). Semiotics, the study of sign systems, is predestined to make essential contributions to the study of ideologies (Mouton, 2006). Semiotics is one of the studies that has even become a tradition in communication theory. The semiotic tradition consists of a set of theories about how signs represent things, ideas, circumstances, situations, feelings and conditions beyond the signs themselves (Fai, 2021).

In semiotics, a sign is anything that communicates a meaning that is not the sign itself to the interpreter of the sign (Wikipedia, 2023). A sign is any motion, gesture, image, sound, pattern, or event that conveys meaning (Nordquist, 2019). The study of signs was defined by one of its founders, the Swiss linguist Ferdinand de Saussure, his work in linguistics supplied the concepts and methods that semioticians applied to sign-systems other than language (Britannica, 2023). One such basic semiotic concept is Saussure's distinction between the two inseparable components of a sign: the signifier, which in language is a set of speech sounds or marks on a page, and the signified, which is the concept or idea behind the sign (Britannica, 2023).

Visual signs are images that are used to convey messages. Visual signs can convey multiple meanings that can be understood and interpreted by different

cultures or peoples, as long as the same visual language code is used (Harrison, 2003). While Verbal sign It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else in text form (in Swarniti, 2023).

The music video that writer choose as data source was "You Belong with me" by Taylor Swift. "You Belong With Me" is a country pop song by American singer-songwriter Taylor Swift. The song was written by Swift and Liz Rose and produced by Nathan Chapman with Swift's help. The single was released on April 18, 2009 under the Big Machine Records label as the third single from Swift's second studio album, *Fearless* (2008). The aim of this research was to investigate and analyze the verbal and visual signs and the meaning itself in the music video of "You Belong with Me" by Taylor Swift.

RESEARCH METODOLOGY

This research entitles "A Semiotics Analysis Found on Music Vidio of You Belong with Me. The type of this research was qualitative research. In addition, Sugiyono (in Swarniti, 2023), claimed that "the researcher in qualitative research is as human instrument; his function is to determine the research focus, to determine the informant as source of data, to collect data, to assess quality of data, to analyze data, to interpret data and to conclude of the findings".

In collecting data, the writer used the method of observation and documentation by classifying videos into pictures in the form of sequences. The results of this study indicate that the semiotic signs contained in this music video are in the form of visual displays contained in body language in the music video which tells about a male friend that Swift likes who actually has a lover, and verbal signs contained in the music video is a paper that contains writing that is used to communicate. Furthermore, after





performing the whole flows of data collecting and data analyzing, the writer was able to draw a conclusion about this research. In this process, the writer found explanation by gathering information to verify the data found on verbal and visual signs and the meaning itself in the music video of You Belong with me by Taylor Swift.


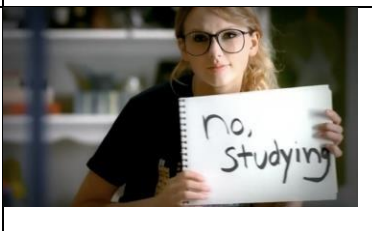

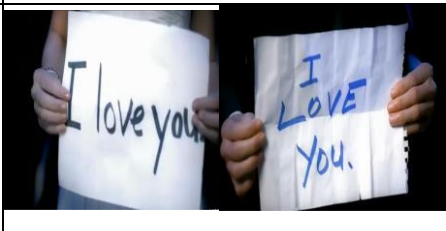
RESULTS AND DISCUSSION

Based on the analysis from data source, here were the results of the research. There are two classifications, namely: verbal sign and visual sign. In verbal sign, it was found eight data. In visual sign, it was found seven data. The explanations of the analysis of each data were discussed in the following description.

The Analysis of Verbal Sign in The Music Video of You Belong With Me Taylor Swift

Tabel 1. Verbal Sign in The Music Video of You Belong With Me by Taylor Swift

No	Signifier	Signified
1.		It shows concern for someone
2.		it shows boredom with the dramatic and tired of the problems they have with someone in their life.
3.		It represents a feeling or expression of remorse
4.		It shows the feeling when loving someone

5.		It shows curiosity to someone whether she will be going somewhere that night
6.		It refers to someone who cannot participate in doing some things
7.		It shows that you wish someone was there at that time
8.		It shows that someone has loving feelings between each other

Based on the data above, it was indicated as verbal sign. In the first data, it shows concern for someone. "You Ok?" This is usually a question asked by other people who have noticed something about your behavior and who care about you. This question is asked to ensure that the respondent is in a healthy physical, mental, or emotional state.

In the second data, There is a man arguing with his girlfriend over the phone. Then his female friend asked him, they communicated by holding up papers on which sentences were written to each other through their bedroom window. The man holding a piece of paper with the sentences "Tired of Drama". It means that whoever is saying it does not want to listen to people complaining about how much their life sucks, or people overreacting and getting their feelings hurt over nothing.

Based on third data above, Swift

(protagonist) holding a piece of paper with the word "Sorry". This word is used when you don't know how to handle a serious or dramatic situation. This word "Sorry" is used as a polite way to show your sympathy to someone because of a loss, problem, or trouble the person has had, and to ask for an apology for doing something that might have annoyed the person.

In the fourth data, It shows the feeling when loving someone. Swift (protagonist) held up a piece of paper that said "I love You", It depicts Swift falling in love with a male friend. In the video, Swift asks Till, they communicate by holding up paper with sentences written on each other, after that Swift holds up paper that says "I love you", but at that time Till had closed her bedroom curtains. It's basically about someone who is in love (with someone) where that person already has a girlfriend

but doesn't value her at all and she knows him better than her lover.

Based on fifth data, In the image, Till who is the man in the picture asks Swift (protagonist) if she's going to the prom that night. The phrase "you going tonight?" it was a question that showed his curiosity about Swift's presence at the party.




From the sixth data, the image contains a swift (protagonist) holding a piece of paper containing the sentence "No Studying". That sentence is an answer to Till's previous question asking about Swift's presence at the prom that night, and this sentence explains that Swift could not




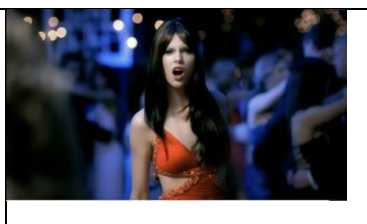
attend the prom that night on the grounds that she was studying.

In the seventh data, in the picture there are Till and Swift (protagonist) taking out a piece of paper containing the sentence "I Love You", this shows that they have feelings of love for one another. The music video depicts Swift in love with a man who is her childhood friend, but Swift does not dare to express her feelings. While the man only considers Swift as a friend, at that time swift had the courage to express his feelings, unexpectedly at that time Till also expressed his feelings to swift that he loved her.

The Analysis of Visual Sign in The Music Video of You Belong With Me by Taylor Swift

Tabel 2. Visual Sign in The Music Video of You Belong With Me by Taylor Swift

No.	Signifier	Signified
1.		It shows empathy for someone
2.		It shows someone who tries to be different for the sake of the one she loves
3		It shows sadness or jealousy towards someone's words or actions

4.		This shows the people who give spirit to the troops who are competing
5.		It shows that unexpected events are happening
6		It shows the change of a person who is much different from before.
7		It indicates that something unexpected has happened.

From the data above, it was classified as visual sign. Visual signs are images that are used to convey messages. visual signs can convey multiple meanings that can be understood and interpreted by different cultures or peoples, as long as the same visual language code is used.

In the first data, the picture shows that the person has empathy for someone, empathy which is the ability to recognize and understand other people's feelings or difficulties. This empathy is shown towards the state of her friend who argued with his girlfriend over the phone, with this simple action that swift (protagonist) makes the person feel that he is important and there is someone who cares about him.

The second data, it shows someone who tries to be different for the sake of the one she loves. This describes Swift (protagonist) who is in love with the man, but the man already has a lover and in this

section tells the difference in appearance between the girl who likes the man and the girl who is liked by the man. Swift (protagonist) who sings and dances in front of a mirror, changing different clothes several times trying to appear different to get the man's attention but the man still doesn't know it, but swift never stopped giving her attention.

Based on the third data, In this part, Swift (the protagonist) is seen sitting on a park bench reading a book, then Till comes to Swift and they talk. Then, Swift (antagonist) came in a red open car and Till got into the car. Swift, the antagonist kissed Till and looked with hatred at the protagonist and left him. The picture shows sadness or jealousy towards someone's actions. This sadness or jealousy is caused by seeing the one he loves with someone else. It tells of a woman who loves a man, and she knows him better than

her lover, who understands him better, but the man has never seen or felt the feelings that the woman has.

In the fourth data, the picture above is cheerleader. This shows the people who give spirit to the troops who are competing. The cheerleaders are in charge of leading the chants to encourage and motivate the troops who are competing by performing several actions and dances, a combination of dynamic gymnastic movements and acrobatics.

The fifth data, it shows that unexpected events are happening. In this part, after scoring the winning touchdown, Till walks over to his girlfriend and sees her flirting with a teammate, resulting in an argument which leads to their breakup. This incident caused Swift, the protagonist to look in amazement at the fight that occurred between Till and the antagonist.

In the sixth data, the picture it shows the change of a person who is much different from before. This is because the way the protagonist swift dresses is much different, who previously wore glasses, wore t-shirts and appeared simple. When Swift came to the party, she looked very beautiful without glasses, wearing a white dress and a different hairstyle. Much more beautiful than before, even those who were there were shocked and surprised by her appearance. People never see that what is seen is only the flaws not the beauty from within. In the end swift expresses her feelings to Till and vice versa, then they become lovers who love each other.

Based on the seventh data, the picture shows that something unexpected has happened. This is because the facial expressions shown reflect that she saw something surprising. In this part, the antagonist is seen with her facial expression like the picture above, because Till, who is her previous boyfriend, has ignored him and prefers the protagonist. This shows that a person who is always there for you will walk away from you when he feels that his presence is never

appreciated.

CONCLUSION

Based on the result of the analysis, it can be concluded as there are two classifications, namely: verbal sign and visual sign. In verbal sign, it was found eight data. In visual sign, it was found seven data. The concept of music video of You Belong With Me describe someone who is in love with someone where that person has been with a lover who doesn't appreciate it at all. In the data found, verbal and visual sign explained about caring, disappointment, jealousy, and express feelings.

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