

CHAPTER I

INTRODUCTION

This chapter contains five subchapters, namely background of study, research question, objectives of the study, and significance of the study, scope and limitation of the study. Those are important to be presented in this chapter since they describe the study generally.

1.1 Background of the Study

Language plays important roles in every aspect of human life. Language is utilized to communicate idea and express feelings or thoughts to others. It has commonly been known that each communication has a purpose to deliver a message from a speaker to a listener. It means that the message should be communicated well to avoid misunderstanding between what the speaker is communicating and what the listener understands. Language is also used for various other activities in our lives. As well as with the meaning of the language used, language has various meanings seen from different perspectives. The language that is often used is found in the relation of meaning.

Language can refer to a particular instance of a complex communications system or to the ability of humans to learn and use sophisticated communication systems. The term that used to describe the scientific study of language in any sense is called linguistics (Guo & Feng, 2017). Linguistics has added some analytical rigor to the study of semantics and a perspective that sees that study of meaning as an integral part of the larger theory of how language works. Linguist once tried and failed to investigate the content side of language without reference to the expression side.

Language is a signaling system that uses vocal sounds to represent symbols and is used by a group of individuals to communicate. Language is used to make social interactions and everyday communication easier for one another. It seems clear that language is crucial to human existence. It has been acknowledged from certain linguistic definitions that language is a non-interactive way of expressing thoughts, feelings, and desire through a system of intentionally created symbols.

Human uses their way to interact with others. The way to interact with each other called communication. Cited from Oxford Learner's Dictionary (2015), communication means that it is a way of giving others information. To transfer the information, some modes help to communicate the information. The modes might be written text, languages, images, and color (Kress, 2009: 1).

Based on the explanation above, Sound is one of the important thing especially for human being to communicate. Even human has a miracle to hear something and anything in this world, but without sound people can't communicate and identify what actually the meaning of the words when the others speaks to them. Another important thing is a visual, visual helps users to understanding the meaning and messages that are presented in visual graphical form such as film, poster and music video.

Human can learn more efficiently and gain more knowledge through exciting activities, especially those related to visuals, video, colors, acting, and music (Andayani, 2015). A song is a musical composition written and intend to be performed by the human voice. Furthermore, it is suitable for people of all ages. There are many kinds of genres and characterizations of music, such as Pop, Jazz, Hip-hop, Rock, Metal, etc.

Music has a personal interest on each individual. It can deliver many kinds of emotions for those who listen to it. On the other hand, the music should correlate with its pictures through the video clip, such as color, sound, gesture, etc. Many people prefer to listen to a music even while doing activities. People would listen to a music every day, every time and everywhere, even if it's a metal music.

When compared to mainstream music, metal music far outweighs in complexity and intrigue of most mainstream music genres. Metal tends to embrace darker and more graphic themes that convey emotions like anger and despair. This often leads to people stereotyping metal fans as people glorifying violence and being angry, aggressive people.

Due to its extreme sound and aggressive lyrics, metal music is often associated with controversy. Among the genre's most contentious moments. There are many

reasons why people align themselves with genres of music. It may be to feel a sense of belonging, because they enjoy the sound, identify with the lyrical themes, or want to look and act a certain way (Perham, 2019). There are lots of bad stigma about underground scene and metal music around the world, especially in Indonesia. Drugs, drunk, violence, vandalism, etc. It's an example of Indonesian people stereotypes about underground scene and metal music. They just think that underground scene and metal music are always involving crimes, even Satanism.

Even beyond that, metal music has a lot of meanings on its music, such as lyrics and music video. There are characterization and theme that can define of metal lyrics. Such as, depression, suicide, mental health, loneliness, anger, sadness, etc. As mentioned before, metal songs are often written around dark theme and emotional words with a lot of meanings. And for its music video, the visualization are often created with a lot of hidden meanings, implied though not clearly explained.

(Kadiman, 2019), There are lot of hidden meanings contain in every music video, also in underground and metal music. That's why the writer choosing it as the objective of the study with using Multimodal Discourse Analysis as its subject of this study. Multimodality is a term widely discussed by linguists and semioticians. It means the combination of different semiotic modes. For example, language and music in a video.

For many years, live music becomes one of the most popular entertainment events used by the musicians to express their musical talent in front of the public. As technology grows, people not only watch the music lively but the music industry provides music in video clip. For people to watch it in television or in VCD and DVD packages as well as on the internet through www.youtube.com. It is usually called music video clip. The music Video clip of the musician can be one of the best ways for the fans from all over the world to watch the show.

Nowadays, the improvement of digital and technology in the music industry has brought people many advantages. By using the internet, people in different countries can communicate easily with each other by delivering a message through a music video that has been made. However, the language differentiation of each

country makes it more difficult to understand the meaning of the signs within the music video. The sign itself is not only as minor information but something that has more meaning hidden within it. According to Barthes as cited in (Kadiman, 2019), the concept of semiotics can be used as a tool to uncover the hidden meanings in the text.

Semiotics originated in the Greek “semeion” which means "sign". According to the language, a branch of science that studies the relationship of sign form such as code, language, signals, etc (Wijayanto & Iswari, 2021). Semiotics is the study of sign, semiotics or semiology is a study to analyze the meaning of sign.

Sign and symbols are occurred in many aspects in people’s daily life, and one of them which people likely to find almost every day is music. Most people in every country enjoy and listen to music almost every day, every time and every moment. Even when they have no idea about the meaning of the song, they do still enjoy the blast which they get from the song. As the writer may sum up of the statements below, music according to the writer is, one of the universal language which can connect people with the different language and culture by the symbols, signs and the messages which are within the song.

The aims of semiotics is to analyze and identify the meanings that contains in a sign, and how it represent to objects, ideas, situation, feelings outside the signs themselves. There are lots of signs can be found on advertisement, and public entertainment as well as music videos. Music video is a video that describes a meaning of a song and the visual of the song. Music videos are typically made as promotion items for albums (Aufderheide, 1986). There are lots of sign in music videos that can be analyzed using semiotics.

The researcher using music video as a medium for this research. The data is using music videos from metal bands in Indonesia, those are “Revenge the Fate – Sinsera”, “Eden Adversary – Messiah”. The researcher did observation of those chosen music videos, and the researcher has found that there are many kinds of signs that can be analyze using semiotics.

This research wants to look at the kinds of the visual elements and ideational functions of music video multimodal. In another analysis, how visual elements and ideational functions represented in the messages of the music videos are.

1.2 Research Questions

Based on the background of the study above, there are two research questions in this study. Both questions are:

1. What kind of verbal elements in the song lyrics of the selected metal band's music videos?
2. What kind of visual elements that can be represented as messages in the selected metal band's music videos?

1.3 Objectives of the Study

Based on the research questions above, the objectives of the study are:

1. To explain kind of verbal elements of the song lyrics of the selected metal band's music videos
2. To explain kind of visual elements that can be represented as messages in the selected metal band's music videos.

1.4 Significance of the Study

This study has significances to society. Theoretically, this study enriches people's discourse analysis views, especially for those who want to analyze the multimodal from different perspectives.

This study aimed to analyze and to knowing the meaning and the messages of music videos. Music videos can have different meanings, messages, and themes at different levels. And it can be effectively interpreted in different ways by different readers. This study is expected to enhance the study of language especially in Multimodal Discourse Analysis to help more understanding the messages or meaning in every song lyrics.

1.5 Scope and Limitation of the Study

The researcher focuses on analyzing Multimodal Discourse Analysis including visual and verbal elements according to Kress & Leeuwen (2006) theories about reading images, the researcher also use the generic structure theory by Cheong (2004) to analyze the visual elements. In addition, the researcher also

focuses on analyzing the meaning of each lyrics and the kind of verbal elements using Halliday (2004) theories about System Functional Language (SFL). The scope and Limitation of the study is discourse analysis using multimodal of the music videos of Indonesian metal bands such as, Revenge the Fate – Sinsera, and Eden Adversary – Messiah.