

**SIGN RELATION BETWEEN MUSIC VIDEO AND SONG
LYRICS ON RUEL'S SONG: A SEMIOTICS ANALYSIS**

THESIS



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RUEL'S SONG: A SEMIOTICS ANALYSIS**

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ABSTRACT

Shanty, F. L. (2022). *Sign Relation between Music Video and Song Lyrics on Ruel's Song: A Semiotic Analysis*. English Department, UIN Sunan Ampel Surabaya. Advisor: Dr. H Muhammad Kurjum, M.Ag.

Keywords: Denotation, Connotation, Music Video, Song Lyrics.

This thesis aims to analyze the denotation and connotation meaning of the associated signs between the music video and song lyrics of Ruel's song "Painkiller" in order to find out the hidden message he wants to convey to the listeners. The researcher identified the sign relation in Ruel's music video and its lyrics by identifying the denotative and connotative meaning of the sign using Barthes' theory.

The researcher used a qualitative approach to describe the data studied. This qualitative approach was used to collect and analyze the denotation and connotation meaning and sign relations between music videos and the lyrics contained in Ruel's song entitled "Painkiller". The data is collected first by examining and classifying the signs that have a relationship between the music video and the lyrics of "Painkiller" song. Then the data collected is analyzed by identifying the meaning of denotation and connotation and the signs that have interrelated meanings between the music video and song lyrics using Barthes' denotative and connotative meaning.

The result of this study found that there were 22 signs of denotation and connotation meaning divided into 15 signs in the music video and seven signs in song lyrics which narrates the story of a person who discovers his 'painkiller' so he can survive all the chaos in his life. The researcher concluded that the use of the sign with an interrelated meaning between the scene in the music video and song lyrics in each line of the song "painkiller" is different. However, in conveying the message that the songwriter wants to convey to the listeners of the song and the music video audience, they make a music video by adding implied meanings according to the song so that the audience can understand the meaning of the song sung by the singer.

ABSTRAK

Shanty, F. L. (2022). *Hubungan Tanda antara Video Musik dan Lirik Lagu pada Lagu Ruel: Analisis Semiotik*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Dosen Pembimbing: Dr. H Muhammad Kurjum, M.Ag.

Kata Kunci: Denotasi, Konotasi, Musik Video, Lirik Lagu.

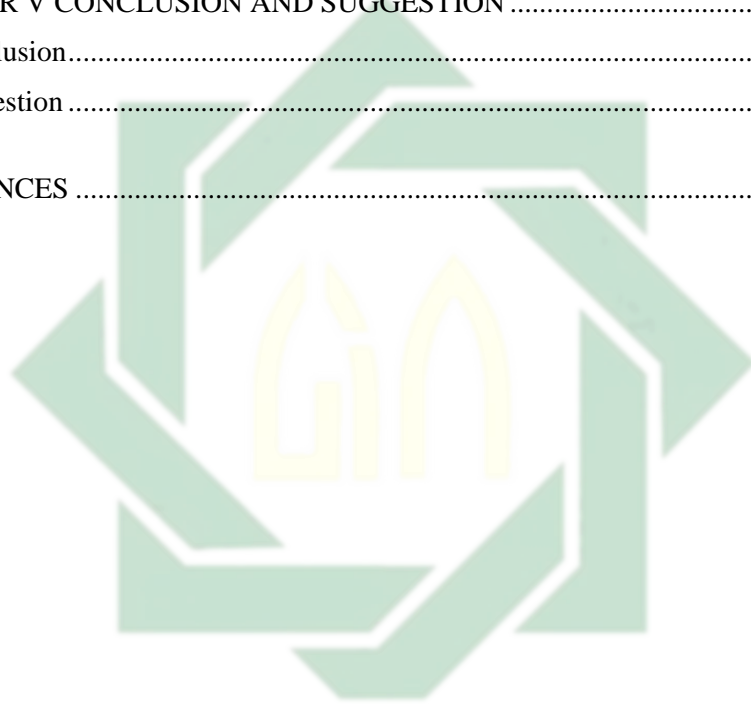
Skripsi ini bertujuan untuk menganalisis makna denotasi dan konotasi dari tanda-tanda yang terkait antara video musik dan lirik lagu lagu Ruel "Painkiller" untuk mengetahui pesan tersembunyi yang ingin ia sampaikan kepada pendengarnya. Peneliti mengidentifikasi hubungan tanda dalam video musik Ruel dan liriknya dengan mengidentifikasi makna denotatif dan konotatif dari tanda tersebut menggunakan teori Barthes.

Peneliti menggunakan pendekatan kualitatif untuk mendeskripsikan data yang diteliti. Pendekatan kualitatif ini digunakan untuk mengumpulkan dan menganalisis makna denotasi dan konotasi serta hubungan tanda antara video musik dan lirik yang terdapat dalam lagu Ruel yang berjudul Painkiller. Pengumpulan data dilakukan terlebih dahulu dengan cara meneliti dan mengklasifikasikan tanda-tanda yang memiliki hubungan antara video musik dengan lirik lagu "Painkiller". Kemudian data yang terkumpul dianalisis dengan mengidentifikasi makna denotasi dan konotasi serta tanda-tanda yang memiliki makna yang saling terkait antara video musik dan lirik lagu menggunakan makna denotatif dan konotatif Barthes.

Hasil penelitian ini menemukan bahwa terdapat 22 tanda makna denotasi dan konotasi yang terbagi menjadi 15 tanda dalam video musik dan tujuh tanda dalam lirik lagu yang menceritakan kisah seseorang yang menemukan 'Painkiller'-nya sehingga ia dapat bertahan dari semua kekacauan dalam hidupnya. Peneliti menyimpulkan bahwa penggunaan tanda dengan makna yang saling terkait antara adegan dalam video musik dan lirik lagu di setiap baris lagu "painkiller" berbeda. Namun dalam menyampaikan pesan yang ingin disampaikan oleh pencipta lagu kepada pendengar lagu dan penonton video musik, mereka membuat video musik dengan menambahkan makna tersirat sesuai dengan lagu tersebut agar penonton dapat memahami makna dari lagu yang dinyanyikan oleh sang penyanyi.

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CHAPTER I INTRODUCTION

This chapter consists of five points; background of the study, the problem of study, significance of the study, scope and limitation of the study, and definition of the key terms.

1.1 Background of Study

A music video is a short film or video that accompanies the music of a song. Music videos add a visual dimension to a song by providing visual stimulation and aesthetic energy to accompany the music (Rubin et al., 1986) (Rubin et al., 1986). Music videos may produce a more involving context of media use for the consumer by combining integrated and synchronized sights and sounds (Rubin et al., 1986). A music video will make a song easier to market and introduce to the public. In this modern era, many people, especially teenagers, are interested in watching music videos for a song belonging to their favourite singer. They are willing to spend their internet data to watch music videos from singers people idolize on YouTube to support songs released by their idols.

A musician usually composes a song in a language commonly used daily. However, over time, musicians began to use words that had no real meaning. To support their songs, musicians usually also make music videos with a video performance or short film that implicitly shows the meaning of the song. In its use, we often find musicians using denotative and connotative meanings in their works, both verbal and non-verbal forms. Therefore, the researcher uses Barthes'

theory, namely denotation, and connotation, to examine the sign that has the interrelated meaning contained in a music video and its lyrics to ensure that someone can readily comprehend the meaning of a song by looking at the music video and its lyrics.

Roland Barthes is a French semiotic expert, literary theorist, critic of literary criticism and the ideology of mediocrity, writer and painter (Cobley, 2005). Barthes discusses the difference developed by linguist Louis Hjelmslev (1899-1965) between denotation and connotation (Allen, 2003). Denotation is a 'pure' naming phenomenon, theoretically without cultural influence. Denotation identifies the proper relationship between a term and phenomena; for instance, the word "green" designates a particular region of the color spectrum (Cobley, 2005). The connotation is the alleged 'second order meaning', the connotation is one of 'culture', to complement the denotation (Cobley, 2005).

There are several previous studies which analyze Barthes' theory of denotation and connotation. Syahdini (2019) conducted a semiotic analysis study that analyzed the meaning of connotations in the L'oreal Paris advertising video. The researcher used descriptive qualitative research as the research method. This study examines three sources of video data from L'oreal Paris advertisements in 2013, 2014, and 2018 which contain signs including images, speech, and body language using Roland Barthes' theory. The types of signs in L'oreal Paris advertisements include verbal and nonverbal signs. From these data, the researcher only focused on the meaning of connotations to describe the data and found that the dominant sign in the three videos was in the non-verbal form. This research results in

French women inspiring the advertisement from L'oreal Paris. French women's preference is a natural makeup look. However, the products are shown in the video display natural-looking, colorful, luxurious, and sharp makeup. This research shows that L'oreal Paris represents not only French culture but also the differences in beauty preferences in Indonesia and other countries.

Another study by Sofiyah (2019) analyzed semiotics in fast food restaurant advertisements. The theory used in this study is the main concept of Roland Barthes' semiotic theory, namely denotation, connotation, and myth. This study examines the deep meanings created by advertisers. The researcher used a descriptive qualitative approach to pay attention to the description and interpretation of fast food restaurant advertisements through the theory of semiotics. The researcher chooses 4 of the most popular fast food restaurants in the world, namely Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, and Subway. The researcher found that there were 48 verbal signs and 47 non-verbal signs. The result of this study is that most restaurants use a variety of signs in their advertisements to attract readers' attention, inform information, indirectly persuade readers to buy products, and also use certain colors to give psychological effects to readers.

A study about Semiotic Analysis in Music Video of Blank Space by Taylor Swift conducted by Oktavyanthi and Kholiq (2018) examines denotation and connotation meaning using Roland Barthes' theory. This study examines the signs used and the meaning of denotation and connotation in Taylor Swift's Blank Space music video. The method used in the analysis of this music video is

qualitative. The results obtained from this study are semiotic signs that are found, namely visual signs, verbal signs in song lyrics, denotation and connotative meanings. The meanings of semiotic signs found in this study are denotative meanings and connotative meanings. The denotative meaning in Taylor Swift's Blank Space music video is about a woman and a man who meet and then fall in love and show their love journey, and the connotative meaning in Taylor Swift's Blank Space music video is about the relationship between a woman and a man.

A study about Semiotic Analysis of Roland Barthes on Wardah Advertisement Version "I Face of Indonesia" conducted by Purba and Tambunan (2021) represents the meaning of the advertisement using Barthes' semiotic sign map and describes the meaning contained in the Wardah advertisement version of "I am the face of Indonesia". The researcher described the data using qualitative approaches based on what was observed and acquired from the data. Wardah advertisement contains two distinct but connected meanings: denotative and connotative. As a result, the researcher found that the concept that appeared in the Wardah version of the "I Face of Indonesia" advertisement was an advertisement that had motivation and solutions to the problems faced by many women in Indonesia, namely certain insecurity (lack of confident) in its delivery to Indonesian women who are potential consumers with emphasizes to every Indonesian woman that every Indonesian woman must feel beautiful and confident by using Wardah products.

Another study about Semiotics Analysis of Roland Barthes in the Film "Nanti Kita Cerita Tentang Hari Ini" (NKCTHI) by Angga Dwimas Sasongko conducted

by Fahida (2021) examines denotation, connotation, and myth using Barthes' theory. In this study, the researcher used qualitative research methods using the method of Content Analysis. This study focuses on the idea of two orders of signification. In this study, the researcher took five scenes that had messages related to family life which were analyzed using Barthes' theory. The results of this study indicate that the film "Nanti Kita Cerita Tentang Hari Ini" (NKCTHI) does not only have a general meaning for the entire film but also has a denotative meaning, namely a major 'wound' trauma in a family who lost one of their children after childbirth. The father forbade his wife and children not to dissolve in sadness and tried to bury the sad story deep. But later on, this attitude of ignoring sadness, disappointment, and feelings of failure leaves problems in dealing with the problems of their daily lives. Then there is also the connotation meaning which outlines the figure of a man as a husband and father who is so dominant and holds full authority over his family. Then the last one is Myth, in this NKCTHI film, depicts Disappointment because of a buried dream, the tug of war between the priorities of personal, work, and family matters caused by the father because of his selfishness.

The next study by Satya (2018) analyzed the meaning of semiotic signs in the Naughty Boys-La La La music video. The researcher used a qualitative descriptive method by analyzing the data comprehensively using film structure techniques and Roland Barthes' semiotic theory. The results of this study indicate that the semiotic signs contained in this music video are visual and verbal. Visual signs that tell of a child's journey from his home to a mining hill with the friends

he meets and verbal signs contained in the lyrics that contain elements of defiance; Then, there is a denotative meaning in the form of a child's journey by taking dogs, gym guards, and police officers to the challenge of facing the goat statue; The connotative meaning is in the form of a child's main character who conveys the ideology of defiance to the oppressed people he meets, and the myth contained in this video is the depiction of a messiah to a small child who is looking for followers to fight demons or demons. The findings obtained in this study are semiotic research on video using film structure techniques to facilitate the retrieval of objects in an image.

However, from the previous research above, several study of various data, especially on music videos, use the meaning of Barthes' denotation and connotation. Hence, as far as the researcher knows, no researchers have analyzed the sign relation between the music video and the lyrics based on Barthes's connotative and denotative meanings. The reason is that music videos and song lyrics are verbal and visual forms that can be analyzed using semiotics to find out the songwriter's implied intent. Therefore, the researcher analyzes the sign relation between the music video and the lyrics of Ruel's song using semiotic analysis with Barthes theory.

The researcher chose Ruel's song entitled "Painkiller" from the album "Free Time," as data to be analyzed. When watching the music video and reading the lyrics of Ruel's song, the researcher found the use of connotation and denotation in the music video and the lyrics. Not only that, but the music video also displays the implied meaning associated with the song's lyrics. Therefore, the researcher is

interested in researching song from Ruel entitled “Painkiller”. Ruel is an Australian singer-songwriter who made his official debut in 2017. "Painkiller" is the first single from Ruel's 'Free Time' album, which tells the story of someone who had his "Painkiller" to help him deal with life's difficulties (*“Painkiller” by Ruel, 2019*).

This study examines the relationship between the signs on the music video and the signs on the lyrics of Ruel's "Painkiller" song. The researcher used Barthes's theory, namely denotation and connotation, to reveal the related sign between the music video and the lyrics. In other words, because many songs embed hidden intentions in the music video to convey the contents of the song, the researcher wanted to find out whether the meanings of the signs in the song "Painkiller" has interrelated meaning in the music video and song lyrics, and the message that the songwriter and singer wanted to convey to listeners.

1.2 Research Question

1. What are the denotative and connotative meanings of the sign in Ruel's Music Video and its lyrics?
2. What kind of signs are related between the Music Video and the lyrics of Ruel's song?

1.3 Significance of the Study

This research is expected to explain the meaning of the signs that are related between the music video and song lyrics using Barthes' theory and provide information to readers, especially the people who are interested in representing a

music video and its lyrics using semiotic theory. This study examines the signs in a music video and the lyrics of a song so that the meaning can be conveyed appropriately using Barthes' theory of denotation and connotation. The researcher also combined the signs that have interrelated meanings between music videos and song lyrics. This research is practical to enrich the understanding of semiotics for readers, especially in Roland Barthes' theory. We can also know the denotative and connotative meaning of a song by analyzing the music video and the lyrics. The researcher hopes that this research can be useful for students of the English Department as a reference in analyzing music videos and lyrics using Barthes theory. Not only that, by studying semiotics, we can see that there are the implied meaning behind a song by analyzing the music video and the lyrics.

1.4 Scope and Limitation of the Study

This research only use Ruel's song "Painkiller" as data source. The researcher limit the research subject to the interrelated sign between the music video and the lyrics. These limits are designed to allow researchers to focus more on the relationship between the signs on the music video and the signs on the lyrics of the song.

1.5 Definition of Key Terms

Semiotic: Semiotics is the investigation of how signs and symbols (visual and linguistic) create meaning.

Denotation: Is a word or thing's literal or main definition.

Connotation: Connotation is the idea that a word has, other than its literal or main meaning (denotation).

Painkiller: The song from the album 'Free Time' that tells about someone who has a 'painkiller' to help him in dealing with life's difficulties.



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CHAPTER II REVIEW OF RELATED LITERATURE

This chapter includes some relevant theories that can be used to solve the issues of this study. In this chapter, the researcher gives related theories covering semiotics, Roland Barthes' theory, and Ruel's Song.

2.1 Semiotics

Semiotics is a field of study which includes the study of body language, art forms, rhetorical discourse, visual communication, media, myths, narratives, language, artifacts, gestures, eye contact, clothing, advertisements, cooking, or whatever is used, created, or adopted by humans that produce meaning (Danesi, 2004). Semiotics tries to make elaborative knowledge that allows signs to have meaning, so that it requires the reader not as a person but as a function: a repository of codes that explain the clarity of the text (Culler, 2005). For example 'red' on a traffic sign, means someone has to stop. Although, if it is used on an armband used by someone at a political general meeting, then it is considered that someone supports a certain political ideology. It shows that 'red' is an example of a sign (Danesi, 2004). Whereas for the Saussure linguist 'semiology' is 'the study of the role of signs as part of social life' (Chandler, 2007). For the philosopher Charles Peirce semiotic was 'formal'. The doctrine of signs', which is closely related to logic (Chandler, 2007).

Saussure describes a sign as a binary structure consisting of two parts: signifier and signified (Cobley & Jansz, 1999). The signifier is a physical part that

can be seen, touched, smelled or tasted. While signified is a conceptual part which is a mental construction that indirectly refers to things in the world or is also called a concept or idea about something that is in the mind (Chandler, 2007). Meanwhile, Roland Barthes argues that they must reverse Saussure's formulation and assert that semiology is a branch of linguistics (Chandler, 2007).

2.2 Ferdinand De Saussure' Theory

Ferdinand De Saussure is generally recognized as the father of modern linguistics was a linguist interested in sign systems as social systems of signification (Lagopoulos & Boklund-Lagopoulou, 2021). Saussure defined a *sign* as a 'signifier' and a 'signified' (Chandler, 2007). Signifier or the sound pattern is a material or physical form that can be seen, heard, touched, smelled or tasted. Signified or the concept is a mental construction which indirectly refers to the things in the world or can also be referred to as concepts or ideas about something that is in the mind (Chandler, 2007).

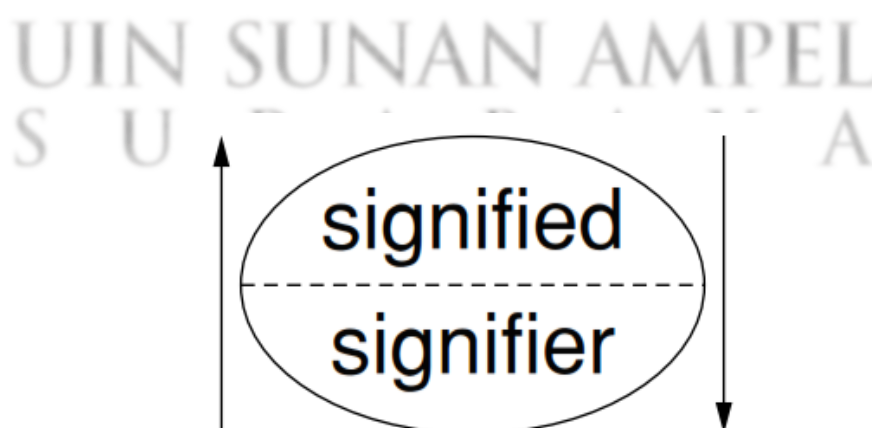


Figure 2. 3 Saussure's Model of Sign

The sign as an entity is formed by a two-way interaction between the concept (signified) and sound image (signifier). It conveys this interaction with the surrounding ellipsis and with the up and down arrows to its left and right. Concepts and sound images function exclusively as components of signs. Their implications are inherently reciprocal and interdependent, like the two sides of a sheet of paper. Thus, the horizontal line between them inside the ellipsis represents their union (Sanders, 2006). In the Saussurean model, the sign is the whole resulting from the association of the signifier with the signified. The connection between the signifier and the signified is called 'signification' (Chandler, 2007).

2.3 Roland Barthes' Theory

Roland Barthes is a French semiotician, literary theorist, critic of the mediocrity of literary criticism and of ideology, writer and painter. He stated that semiology is part of linguistics (Cobley, 2005). Roland Barthes also argues that in 'classical' literary writing, writers 'are always expected to shift from markers to markers, from content to form, from ideas to text, from passion to expression' (Chandler, 2007). In *Elements of Semiology*, Roland Barthes discusses the differences developed by linguist Louis Hjelmslev (1899-1965) between denotation and connotation (Allen, 2003). The difference between literal and figurative language operates at the signifying level, between denotation and connotation operating at the signified level. We all know that beyond its 'literal' (denotative) meaning, a certain word may have a connotation. In semiotics, denotation and connotation are terms describing the relationship between the

signifier and signified, and an analytic distinction is made between the two types signified: a denotative sign and a connotative sign. Meaning includes both denotation and connotation (Chandler, 2007). Taking from Hjelmslev, Barthes produces his map of sign:

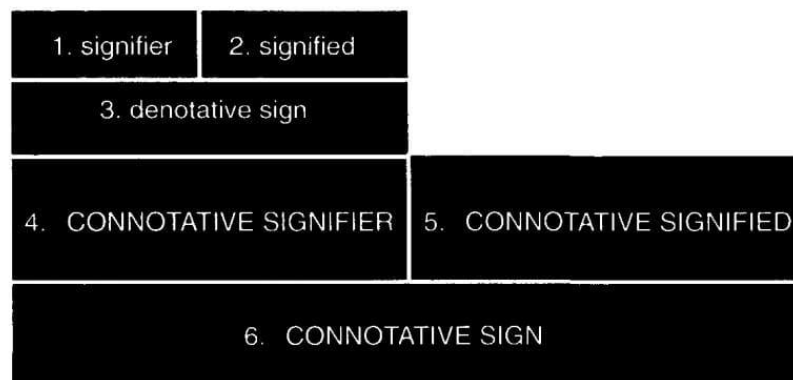


Figure 2.4 Signification

The figure represents that the denotative sign (3) consists of a signifier (1) and signified (2). Nevertheless, a denotative sign is also a connotative signifier (4). This denotation will be the signifier and it will be combined with the signified. It will produce connotation, as we call it the second order of sign. This pattern shows that the signified in the first level can be the signifier in the second level. For example, the sign "lion" may have connotations of pride, ferocity, courage, etc (Cobley & Jansz, 1999).

2.3.1 Denotation

Denotation is a 'pure' naming phenomenon, theoretically without cultural influence. Denotation identifies the proper relationship between a term and phenomena; for instance, the word "green" designates a particular region of the

color spectrum (Cobley, 2005). For example, 'the blueberry is very blue' it describes that the color of the blueberry is blue. 'Denotation' tends to be described as the definitional, literal, clear or common sense meaning of a sign. Denotation is also considered a digital code. Denotation can be viewed as a naturalization process rather than as a more natural meaning than connotation (Chandler, 2007).

2.3.2 Connotation

Connotation is an alleged 'second order meaning'; the connotation is one of 'perception' to complete the denotation. For example, an apple is called 'green' because that is how it was when it was raw. When 'green' is used for someone because he or she is raw or immature, it has been used as a metaphor; it has gone beyond its core meaning. Such usage refers to the 'penumbra' around the word, which shows its connotations (Cobley, 2005). In Barthes's opinion, the process of connotation is so "natural and so immediate to experience that it is almost impossible to separate denotation and connotation (Cobley & Jansz, 1999). The term 'connotation' is used for taxes on the sociocultural and 'personal' (ideological, emotional, etc.) associations of signs. Sometimes, the connotations are seen as analog code. In analyzing realist literary texts, Barthes came to the conclusion that connotations produce the illusion of denotation, the illusion of the medium as being transparent and signifying and being signified as identical (Chandler, 2007).

2.4 Music Video

Music has always made a considerable part of human culture. It has grown and developed over the years, and it is difficult to find a contemporary top music

hit without being accompanied by a music video. A music video is virtually required to attend the songs of a favorite artist (Dodig, 2016). A music video is a film or video recording that features popular music being promoted. Music videos began to be widely broadcast on television in the early 1980s. Music videos may qualify as the quintessential postmodern art form: hybrid, parasitic, appropriative, sometimes compromised by a business or undercut by aesthetic pretension, ideally compact and assimilable, much like the ads they essentially are (Carson, 2010).

2.5 Song Lyrics

Song lyrics are an arrangement of pitched words. Song lyrics can be obtained from various inspirations from everyday life experiences. Song lyrics are a person's expression of something that has been seen, heard, or experienced. In expressing his experience, the poet or songwriter performs a play on words and language to create attraction and uniqueness in the lyrics or poetry. This language game can be in the form of vocal plays, figurative language, or deviations in the meaning of words and is strengthened by the use of melodies and musical notations adapted to the lyrics of the song so that listeners are increasingly carried away with what the author thinks (Setiawan, 2022).

2.6 Ruel's Song

Ruel Vincent van Dijk, commonly known as Ruel, is an Australian singer-songwriter who was born on October 29, 2002, in Isleworth, United Kingdom, to a Dutch-born. He spent his early childhood in Isleworth before dislocating with his family to Sydney, Australia. He became passionate about music at a young age

and started playing the guitar when he was eight years old, and wrote his first song when he was just 12 years old (*Ruel Biography*, 2017). Ruel is a pioneer who has far exceeded the pervasive hype and tremendous fan frenzy that surrounds him internationally, with half a billion streams, over 1.5 million Instagram followers, three sold-out world tours, and five Platinum awards under his credit. Ruel made his official debut in 2017 with 'Golden Years' alongside M-Phases, making him the youngest artist ever to perform on triple j's Like A Version. Ruel's third song, 'Don't Tell Me' (Gold), emphasized his rich vocals and daring poetry, even more, earning him acclaim from Elton John, who described Ruel as "the most amazing voice that I've ever heard from a male singer at 14 years of age" (*BIOGRAPHY – RUEL*, n.d.).

2.3.1 Painkiller

"Painkiller" is the first single from Ruel's 'Free Time' album released on May 1, 2019. The three-minute-and-thirty-six-second music video has been seen more than 50 million times. Ruel collaborated on a song with Sarah Aarons and M-Phases, the song's producer. This song is about Ruel, who refers to his lady as his "Painkiller." This is his way of conveying that in a harsh environment, he finds comfort in the company of a woman. Most of this song's lyrics reflect his whole existence, which is rather bleak. Despite his difficulties, Ruel had the notion that he would be alright and that he could conquer his suffering since he had his "Painkiller" to help alleviate this anguish (*"Painkiller" by Ruel*, 2019).

CHAPTER III RESEARCH METHODS

This chapter discusses the methodology of the research. This chapter consists of research design, data collection, and data analysis.

3.1 Research Design

The researcher used a qualitative approach as a research method. A qualitative approach involves description and analysis by making observations complemented by detailed and thorough data (Wray & Bloomer, 2006). This qualitative approach is used to collect and analyze the denotation and connotation meaning and sign relations between music videos and the lyrics contained in Ruel's song entitled "Painkiller".

3.2 Data Collection

In this subchapter, the researcher explained the methods used to collect data. Several explanations include research data, data sources and subject of study, instruments, and data collection techniques.

3.2.1 Research Data

The data of this research was in the form of the scene of music videos, words, and phrases contained in the music video and song lyrics from "Painkiller". The images from the music video and phrases in the song lyrics represent a sign and a deep meaning with different messages and characteristics in "Painkiller" song. From a music video and the lyrics of "Painkiller" song published on the internet,

such as YouTube and the Genius's website, viewers can find out the message the writer wants to convey and attract their interest in song sung by Ruel.

3.2.2 Data Source and Subject of the Study

The source of data was from song sung by Ruel entitled "Painkiller", which can be watched on YouTube and have been incorporated into a YouTube playlist on January 22, 2022. The selected song is the song that has the most use of connotative and denotative meanings. Not only that, but the music video also show the implied meaning of the song lyrics. The researcher also used the song's lyrics via the website <https://genius.com/>, which had the link copied on January 22, 2022. The criteria used to choose the subject are based on connotation, denotation sentences, and music videos with implied and interrelated meanings. The application of these criteria is essential because by using song lyrics that have connotative and denotative meanings, the researcher researches by linking the song's lyrics with the music video. Due to the link between the lyrics and the music video on Ruel's, the song entitled "Painkiller" was chosen as the data of this research.

3.2.3 Research Instrument

The instrument used in this study was the researcher herself. First, the researcher collected data by analyzing music videos and reading the lyrics of "Painkiller" song. Then analyze the relationship between the signs in the music video and the lyrics of the song.

3.2.4 Data Collection Techniques

In this research, data collection was collected by viewing, reading, rewriting, and selecting research data from data sources:

1. Watching the music video

The researcher watched the music videos of the song "Painkiller" from <https://www.youtube.com/>. The researcher observed the data in the form of scenes from the music video and song lyrics which show a sign to convey the meaning or message of the song.

2. Reading the lyrics

The researcher also read the lyrics of the song "Painkiller" from Genius's website to look for words or phrases that pointed to the messages or sign meanings intended by the composer.

3. Rewrite the lyrics

After observing the lyrics of the song "Painkiller," the researcher rewrote the marks on the lyrics that indicate the meaning that the songwriter wants to convey to the audience.

4. Selecting the data

By capturing the scene from the music video and writing the song lyrics from "Painkiller", the researcher focused on the sign or messages in the music video and the lyrics. Then the researcher compared the relationship between the meaning of denotation and connotation in the music video and the lyrics by

matching the sign that has the appropriate meaning between the music video and the song lyrics.

3.3 Data Analysis

After obtaining and collecting data from the data source, the researcher analyzed the data in several steps described below:

1. Identifying Data

The researcher identified the selected data from music videos and lyrics entitled "Painkiller". In this process, the researcher analyzed the signs and phrases of Ruel's song that show the use of sentences with the true meaning and sentences with meanings that are not the original meaning, following the denotations and connotations of Barthes' theory. To identify the data, the researcher only focused on the interrelated signs between the music video and the lyrics to understand the signs used by the singer to convey the song's meaning.

2. Classifying Data

The researcher classified the verbal and visual data based on the signifier and signified and then analyzed it using denotation and connotation theory which has a related sign between music videos and lyrics.

3. Describing the Classified Data

After collecting the data that has been analyzed, the researcher explained and described data to answer research problems related to denotation and connotation signs that have a relationship between the signs in the music video and the signs

in the lyrics of “Painkiller” song. After that, the researcher described the meaning of the signs in the music video and the lyrics. Finally, the researcher selected several signs that can represent the overall message the writers and singers want to convey from the song so that they can make other people interested in listening to the song.

4. Drawing Conclusion

The last step, after analyzing the data, the researcher concluded the results of research on the significant relationship between the music video and the lyrics of Ruel's song "Painkiller".



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CHAPTER IV FINDINGS AND DISCUSSION

4.1 Findings

This chapter is divided into two parts. The first part contains the finding of data analysis found by the researcher, and the second part contains a discussion of the finding of data analysis to answer all the research questions.

4.1.1 Denotation and Connotation meaning in music video and song lyrics

This subchapter contains the explanation of the denotative and connotative meanings found in Ruel's song entitled "Painkiller,"

Data 1

Table 4. 1 Sample data of 'Painkiller' in music video


Signifier	Signified
	There is a view of a house covered with a police line.

Figure 4.1 House covered with police line

The denotation meaning of this scene is a house covered with yellow and black plastic, located in a secluded area and surrounded by trees at the beginning of the music video playing. The connotation meaning in the scene is the use of colour coverings that cover the house resembles a police line to investigate suspected criminal acts. The yellow can also be interpreted as a symbol of cowardice, sickness, and mental illness (Smith, n.d.). In comparison, the black

colour indicates that this colour can evoke emotions such as sadness and anger (Ferreira, 2019). Video capture in this scene is done by highlighting a house from a distance and slowly getting closer as if to show something in the house. Then the streets in the scene also look very clean, as if they have never been used by anyone else. It implies that the place is isolated from the hustle and bustle of humans. The house itself can be interpreted as a depiction of someone shunned by the people around him. From the colour used as a cover on the house, it can be interpreted that the person has a profound wound.

Data 2

Table 4. 2 Sample data of ‘Painkiller’ in music video


Signifier	Signified
	Someone is going to investigate a house.

Figure 4.2 Someone carrying a box

The denotation meaning of this scene is a person walking wearing a yellow hazmat suit with a black colour combination in his hazmat suit. The connotation meaning in this scene is that the clothing the person is wearing is a hazmat suit, which is specially designed to protect against harmful substances, such as chemicals and biological agents. The clothes in the scene indicate that the person is in a dangerous place, so he needs a protector to protect himself. In addition, the scene focuses on someone carrying a box is wearing a hazmat suit. It shows that someone is going to investigate a dangerous place. This dangerous place can be

interpreted as someone who is considered an unlucky person who should be avoided.

Data 3

Table 4. 3 Sample data of 'Painkiller' in music video


Signifier	Signified
	<p>People were preparing the tools for conducting an investigation.</p>

Figure 4.3 people pushing boxes

The denotation meaning of this scene, two people, are pushing a box with the words "Painkiller" written on it, and above the box, there is some equipment for conducting investigations. The connotation meaning in this scene is that the title song, "Painkiller", is on some of the properties in this music video. The investigation described in the scene can be interpreted as encouragement of people's curiosity about other people's lives so that people fulfil their curiosity by seeking information about that person.

Data 4

Table 4. 4 Sample data of 'Painkiller' in music video


Signifier	Signified
	<p>A man enters the house while dancing.</p>

Figure 4.4 a man dancing

The denotation meaning in the scene above is someone who enters the house dancing and is very excited. The connotation in the scene above is the atmosphere in the house that looks dim and foggy, giving the impression that there is something sad in the scene. In contrast to the atmosphere in the house, the expression shown by a man in the scene is happy. The man even entered the gloomy-looking house by dancing. It shows that the expressions are in stark contrast to the existing atmosphere. Therefore, it can be interpreted that the man has a reason to keep smiling even though the circumstances around him are not supportive.

Data 5

Table 4. 5 Sample data of 'Painkiller' in music video


Signifier	Signified
	<p>A man is sitting in an ambulance stretcher, being pushed by a man in a hazmat suit.</p>


Figure 4.5 a man sitting

The denotation meaning of this scene is a man who is not wearing a hazmat suit sitting in an ambulance Stretcher and being pushed by other people surrounded by people who are busy with their respective duties. The connotation of the scene above implies that someone being pushed on an ambulance stretcher is usually a dying person, but in that scene, the person on the stretcher looks fine. It means that the person has a wound that is not visible even though the person looks fine from the outside. The people around him are wearing protective clothing, but there is a man who does not seem to care about the danger he will

get because he does not use a hazmat suit. It showed that the man seemed indifferent to the dangerous conditions around him.

Data 6


Table 4. 6 Sample data of 'Painkiller' in music video

Signifier	Signified
 <p><i>Figure 4.6 a man singing</i></p>	<p>A man is singing, accompanied by musical instruments in the house.</p>

The denotation meaning of this scene is a man singing while dancing to the accompaniment of musical instruments played by people wearing hazmat suits. The connotation of this scene shows the gesture in the dance performed by the man while singing shows that he is offering or showing something. Furthermore, the man's happy expression means he is very proud.

Data 7

Table 4. 7 Sample data of 'Painkiller' in music video

Signifier	Signified
 <p><i>Figure 4.7 withered rose</i></p>	<p>There is a flower that has withered.</p>

The denotation meaning of this scene is a withered rose lying on the floor. There is a yellow light that reflects off the black floor. The connotation meaning of this scene shows that the withered rose shows that nothing is eternal in this

world. Someone who comes will leave. The yellow colour of the lights reflecting on the floor can be interpreted as a symbol of cowardice, sickness, and mental illness (Smith, n.d.). It can be interpreted that the main character in this song feels that he has no one he loves and is living hard days alone.

Data 8

Table 4. 8 Sample data of ‘Painkiller’ in music video


Signifier	Signified
	<p>A man was sitting on a mattress in a room full of smoke while staring at the window.</p>

Figure 4.8 a man sitting on a mattress

The denotation meaning of this scene shows that two people are in the room, and one is not wearing a hazmat suit. The person not wearing a hazmat suit was sitting looking at the window. The room they were in was full of smoke. There was orange sunlight shining through the room. The connotation meaning in the scene shows that the man looks like he is waiting for someone. Someone who will help him from a very suffocating place. The orange colour that illuminates the room can mean that the man is waiting to meet someone who can help him recover from disappointment and a broken heart (Kurniawan, 2021).

Data 9**Table 4. 9 Sample data of 'Painkiller' in music video**


Signifier	Signified
	<p>A man was lying on the bed, and there were wounds on several parts of the person's face.</p>

Figure 4.9 a man lying on the bed

The denotation meaning in the scene above is that a man is lying on a mattress. On the man's face and neck, there were widening wounds. The connotation meaning in the scene above is damage to several parts of a man's face and neck, which is slowly getting more significant. The man did not show any expression of pain from getting the wound, as if he was numb. It is implied that the man seemed accustomed to experiencing this so that he did not feel anything when the wound on his body grew bigger.

Data 10**Table 4. 10 Sample data of 'Painkiller' in music video**


Signifier	Signified
	<p>A person has lost the middle finger on his right hand.</p>

Figure 4.10 a man seeing his missing finger

The denotation meaning in the scene above focuses on the hands of a man not wearing a hazmat suit in the dangerous house. The scene shows a person looking at his hands because he lost one of his middle fingers. The connotation in the

scene above is the damage suffered by the body of people who do not wear protective clothing in the house. It can be interpreted as someone who does not care about the danger that happens to him. The scene can be interpreted as a form of someone who will be destroyed if he does not have the support to face a tough life. The person's expression when he saw his finger also showed that he looked normal when he lost one of his fingers. It means that the man does not care even if he is destroyed.

Data 11

Table 4.11 Sample data of 'Painkiller' in music video



Signifier	Signified
	<p>Several people were relaxing in the pool area.</p>

Figure 4.11 people in the pool area

The denotation meaning of this scene shows that several people are gathering in the pool area. Everyone was wearing hazmat suits except for one person looking out the window. The atmosphere in the place indicated that the day before the evening would arrive. The connotation meaning of this scene shows that the person who does not use the hazmat suit does not seem to care about the impact of not using the hazmat suit. It implies that the man does not care what other people think of him. The orange colour that illuminates the room can be interpreted as the colour orange can help someone recover from disappointments, broken hearts, and sadness experienced (Kurniawan, 2021).

Data 12**Table 4. 12 Sample data of 'Painkiller' in music video**

Signifier	Signified
 <p data-bbox="360 680 726 710"><i>Figure 4.12 a man crawling</i></p>	<p data-bbox="799 510 1334 613">A man is walking, dragging his body that cannot stand up.</p>

The denotation meaning of the scene above, a man is crawling and cannot stand up. Behind him, several people wearing hazmat suits were seen relaxing and ignoring him. The connotation meaning of this scene shows that several parts of the man's body are damaged one by one, making it difficult for the man to stand. It shows that his body began to be contaminated with harmful substances in the house. It can be implied that the dangerous substances referred to in the scene are bad things that cause damage to the man himself. Meanwhile, the people behind him did not seem to care about the scene where a man was struggling and could not stand up, so he walked on all fours. Those people could be described as the ones who caused the man to break. However, even though there was no one to help him, he still tried his best to be able to walk out of place.

Data 13**Table 4.13 Sample data of 'Painkiller' in music video**


Signifier	Signified
	Two people were sleeping in the bedroom.

Figure 4.13 people sleeping

The denotation meaning in the scene above shows that two people are sleeping while hugging the person sleeping next to them. The two people slept in hazmat suits. The connotation in the scene above shows that the two people sleep wearing hazmat suits. It shows that they are sleeping in a dangerous place. They seemed to be sleeping soundly, hugging the person next to them. It can be interpreted that the two people feel safe because they have someone who is always beside them even though they are in a dangerous place.

Data 14**Table 4.14 Sample data of 'Painkiller' in music video**


Signifier	Signified
	Several people are relaxing by playing cards together.

Figure 4.14 people playing cards

The denotation meaning of this scene shows that there are several people wearing hazmat suits sitting together. They relax while playing cards. They seem to be enjoying their company. The connotation of this scene shows that the clothes

they wear are hazmat suits with a combination of yellow and black colours. The yellow is interpreted as a symbol of cowardice, sickness, and mental illness. In comparison, the black colour is interpreted as sadness and anger. It implies that even though they have profound and lasting scars, they can overcome them if they have someone with them.

Data 15

Table 4.15 Sample data of 'Painkiller' in music video


Signifier	Signified
	<p>A man who lost almost his entire body, leaving only his head.</p>

Figure 4.15 the head of a guy

This scene is the closing of the music video "Painkiller" where the denotation meaning in the scene above is the head of a guy stood there, grinning despite the fact that his entire body had been crushed only his head is left. The connotation meaning in this scene is the expression shown by the main character of this music video, namely an expression that says that even though his body is destroyed, he still shows a happy expression as if he has something or someone that makes him happy. He felt that he was able to survive in the face of all the difficulties he got.

Data 16**Table 4.16 Sample data of 'Painkiller' in lyrics**

Signifier	Signified
<i>"I got front row seats for the parkside livin' Feel like the one, but I'm one in a billion Teenage cynical, and I don't really know"</i>	Someone who feels that he has the first place but is only one in a million people.

In the lyrics above, the denotation meaning is that although he gets the front place to live in parkside and feels special, he is just among a million other individuals. The connotation of the lyrics above is that the word *"front row seats"* in this song means that he becomes someone's priority. He believes he is a highly exceptional guy since he receives special attention from someone, which indicates that the word signifies that someone prioritizes that man. Nevertheless, the lyrics show that he soon realized he was only one million people who wanted the place.

Data 17**Table 4.17 Sample data of 'Painkiller' in lyrics**

Signifier	Signified
<i>"What's the point of livin' if my heart gets broken? Drivin' on the road, waiting for head-on collision Springtime funeral"</i>	Someone who feels there is no point in living in a world with constant pain.

The denotation meaning of this phrase shows that he does not understand why he lives if he always feels broken. He drives and waits for a head-on collision that ends in the cemetery. The connotation meaning of this phrase is that the word *"drivin' on the road waiting for head-on collision"* can be interpreted as someone

who lives to wait for his death. He has no reason to survive by continuing to endure a profound sadness that makes him slowly crumble. He lived his life full of suffering like an undead, just waiting for when he would die.

Data 18

Table 4.18 Sample data of 'Painkiller' in lyrics

Signifier	Signified
<i>"I miss you, but I'd rather be alone To keep me from Heartbreaks, headaches"</i>	Someone who wants someone else but decides to be alone to take care of himself.

The denotation meaning in this phrase shows that he misses someone but chooses to be alone to save himself from pain. The connotation of this phrase shows that the word "*heartbreaks, headaches*" is defined as a feeling that makes him think about the person and the anxiety and fear of experiencing grief that affects his mental health. So he chooses not to be with anyone else to avoid the pain he has experienced.

Data 19

Table 4.19 Sample data of 'Painkiller' in lyrics

Signifier	Signified
<i>"The doctor says I'm diagnosed with Shit days, mistakes But I'll be fine"</i>	He is considered a person who always experiences terrible luck in his life, but he still believes that he will be fine.

The denotation meaning of this phrase shows that even if he gets diagnosed with having an unlucky day and makes mistakes, he will still be fine. On the other hand, the connotation meaning of this phrase shows that the word "*doctor*" can be interpreted as people who ridicule other people without knowing more about the person. "*doctor*" in this phrase refers to the people who mock him by saying that he has had an unlucky life and is always wrong in the eyes of these people, but he still thought that he would be fine.

Data 20

Table 4. 20 Sample data of 'Painkiller' in lyrics

Signifier	Signified
<i>"Cause you're my painkiller When my brain gets bitter You keep me close When I've been miserable And it takes forever To let my brain get better You keep me close"</i>	A person finds someone who can be the reason why he survives the misery experienced.

The denotation meaning in the lyrics above is that he found his painkiller, and he needs the drug forever. The connotation meaning in the lyrics above is that the word "*painkiller*" is a place with deep meaning and memories or someone who can make others able to endure the sadness they experience. This "*painkiller*" can make others feel that they are not alone. With this "*painkiller*", a person feels that he can overcome and deal with the problems and sorrows he is experiencing. The word "*to let my brain get better*" means that he needs support to keep himself sane and maintain his mental health. A person needs his "*painkiller*" for a long time so he can survive living a very sickening life.

Data 21**Table 4. 21 Sample data of 'Painkiller' in lyrics**

Signifier	Signified
<i>"Window seats as the plane starts leavin' Miss those streets where my knees were bleedin' Homesick veteran I left my bed again"</i>	Someone who feels a deep longing.

The denotation meaning in the lyrics above is the feeling of longing for memories from the past. So the connotation meaning of this phrase is someone who remembers the memories of the time before he left his "painkiller". He missed the times he was with his "painkiller". Moments where he can get through the days that are very sickening with his "medicine".

Data 22**Table 4. 22 Sample data of 'Painkiller' in lyrics**

Signifier	Signified
<i>"Please, never leave me 'cause I'm barely holdin' on You give me a reason to keep on breathin'"</i>	Someone who hopes the person who keeps him surviving his life doesn't leave him.

The denotation meaning of this phrase shows that he begs someone not to leave him because that person is the reason he keeps breathing. The connotation meaning of this phrase implies that the word 'You' here can be interpreted as someone who means a lot to him, and it can be a woman, a friend, or even a sibling. The phrase means that he has a reason to endure the world's cruelty,

which is the existence of someone who means a lot to him. The lyrics above are a request not to leave him because, for him, that person is supported in facing a stifling life. With that person's existence, he has a reason to survive even though he feels he can no longer live his life.

4.1.2 Signs that are related between Music Video and Song Lyrics

This subchapter contains an explanation of the signs that relate to the music video and its lyrics to Ruel's song "Painkiller".

Data 23

Table 4.23 Sample data that has related signs on the "Painkiller" song




Music Video	Lyrics
	<p><i>"I got front row seats for the parkside livin' Feel like the one, but I'm one in a billion Teenage cynical, and I don't really know"</i></p>

Figure 4.16 sample data 4

The data above shows that the scenes from the music video and the lyrics have interrelated meanings. In sample data 4, someone enters the house dancing and leading a happy expression. It shows that the expressions shown by the atmosphere in the place are the opposite of each other. It can be interpreted that even though he was in a bad situation, he still smiled because he had something that could be a reason for him to show a happy expression, even though he was in a bad situation. Then in the lyrics, "*front row seats*" means that he becomes someone's priority. It shows that the man shows a smiling expression even though he is in a bad situation because the man feels that he has someone who can give him a reason to smile even though he is in the worst situation.

Data 24



Table 4.24 Sample data that has related signs on the "Painkiller" song

Music Video	Lyrics
	<p><i>"What's the point of livin' if my heart gets broken? Drivin' on the road, waiting for head-on collision Springtime funeral"</i></p>
Figure 4.17 sample data 9	
	
Figure 4.18 sample data 10	

The data above shows that the scenes from the music video and the lyrics have interrelated meanings. In sample data 9, a man is lying on a bed with wounds on his face and neck. Moreover, in sample data 10, a man sees one of his fingers missing. The data samples 9 and 10 show that the body parts of the men are damaged. However, he did not show that he was in pain or fear because of the shattered part of his body. It means that the man is numb, as if the incident happened to him often. He no longer cared what would happen to him. Then, the lyrics *"What's the point of livin' if my heart gets broken?"* shows that he does not understand why he lives if he always feels broken. Moreover, the lyrics *"drivin' on the road waiting for head-on collision"* means that he has no reason to survive by continuing to endure a profound sadness that makes him slowly crumble. He lived his life full of suffering like an undead. The man showed a flat expression when he found out that several parts of his body were damaged because he was tired of the suffering he had always experienced so far.

Data 25

Table 4.25 Sample data that has related signs on the "Painkiller" song





Music Video	Lyrics
	<p><i>"I miss you, but I'd rather be alone To keep me from Heartbreaks, headaches"</i></p>
<p><i>Figure 4.19 sample data 1</i></p>	
	
<p><i>Figure 4.20 sample data 7</i></p>	

The data above shows that the scenes from the music video and the lyrics have interrelated meanings. In sample data 1, a house looks isolated from the hustle and bustle of humans. The house itself can be interpreted as a depiction of someone shunned by the people around him. Then on sample data 7, a withered rose was lying on the floor. It implies that nothing is eternal in this world. The colours used on the housing cover are yellow and black, and the colour of the lights reflecting on the floor is yellow. The yellow colour is a symbol of cowardice, sickness, and mental illness (Smith, n.d.). In comparison, the black colour indicates that this colour can evoke emotions such as sadness and anger (Ferreira, 2019). From the colour used as a cover on the house and reflecting lights, it can be interpreted that the person has a profound wound. The main character in this song feels that he has no one he loves and is living hard days alone. The lyrics *"heartbreaks, headaches"* is defined as a feeling that makes him think about the person and the anxiety and fear of experiencing grief that affects his mental health. So he chooses

not to be with anyone else to avoid the pain he has experienced. From the 3 data above, it can be interpreted that someone deliberately isolates himself or even alienates himself from social life because he has a deep sadness from the past.

Data 26

Table 4.26 Sample data that has related signs on the "Painkiller" song

Music Video	Lyrics
	<p><i>"The doctor says I'm diagnosed with Shit days, mistakes But I'll be fine"</i></p>
<p>Figure 4.21 sample data 2</p>	
	
<p>Figure 4.22 sample data 3</p>	
	
<p>Figure 4.23 sample data 5</p>	
	
<p>Figure 4.24 sample data 12</p>	

The data above shows that the scenes from the music video and the lyrics have interrelated meanings. In sample data 2, a person walking wearing a yellow hazmat suit with a black colour combination in his hazmat suit. The clothes in the scene indicate that the person is in a dangerous place, so he needs a protector to protect himself. The "dangerous place" can be interpreted as someone who is



considered an unlucky person who should be avoided. In sample data 3, two people are pushing a box with the words "Painkiller" written on it, and above the container is some equipment for conducting investigations. The "investigation" can be interpreted as encouragement of people's curiosity about other people's lives so that people fulfil their curiosity by seeking information about that person. The word "doctor" can be interpreted as people who ridicule other people without knowing more about the person. "doctor" in this phrase refers to the people who mock him by saying that he has had an unlucky life and is always wrong in the eyes of these people, but he still thought that he would be fine. Sample data 2 and sample data 3 have a meaning related to the word "doctor" in the lyrics "the doctor says I'm diagnosed with shit days, mistakes"

In sample data 5, a man not wearing a hazmat suit is sitting in an ambulance Stretcher and being pushed by other people. It implies that someone being pushed on an ambulance stretcher is usually a dying person, but in that scene, the person on the stretcher looks fine. It means that the person has a wound that is not visible even though the person looks fine from the outside. In sample data 12, a man crawls and cannot stand up. It shows that his body began to be contaminated with harmful substances in the house. It can be implied that the dangerous substances referred to in the scene are bad things that cause damage to the man himself. Sample data 5 and sample data 12 have related meanings with the lyrics "the doctor says I'm diagnosed with shit days, mistakes, but I'll be fine" this phrase shows that even if he gets diagnosed with having an unlucky day and makes mistakes, he will still be fine. The five data above show that the main character in

this music video ignores the people who mock him by saying that he has had an unlucky life and is always wrong in the eyes of these people because he still believes that he would be fine.

Data 27

Table 4.27 Sample data that has related signs on the "Painkiller" song

Music Video	Lyrics
	<p><i>“Cause you're my painkiller When my brain gets bitter You keep me close When I've been miserable And it takes forever To let my brain get better You keep me close”</i></p>
<p><i>Figure 4.25 sample data 6</i></p>	
	
<p><i>Figure 4.26 sample data 11</i></p>	

The data above shows that the scenes from the music video and the lyrics have interrelated meanings. In sample data 6, a man singing while dancing shows the gesture in the dance performed by the man shows that he is offering or showing something. Furthermore, the man's happy expression means he is very proud. In sample data 11, several people gathered in the pool area wearing hazmat suits except for one looking out the window. It implies that the man does not care what other people think of him. The orange colour that illuminates the room can be interpreted as the colour orange can help someone recover from disappointments, broken hearts, and sadness experienced (Kurniawan, 2021). The word "painkiller" is a place with deep meaning and memories or someone who can make others able to endure the sadness they experience. The three data show that the word

"painkiller" is related to the gesture shown in sample data 6 and the colour that illuminates the room, which means that the main character in this music video met his "painkiller", which made him recover from sadness and the misery he went through.

Data 28

Table 4.28 Sample data that has related signs on the "Painkiller" song


Music Video	Lyrics
	<p><i>“Window seats as the plane starts leavin’ Miss those streets where my knees were bleedin’ Homesick veteran I left my bed again”</i></p>

Figure 4.27 sample data 8

The data above shows that the scenes from the music video and the lyrics have interrelated meanings. In sample data 8, a man was sitting looking at the window with orange sunlight shining through the room. The orange colour that illuminates the room can mean that the man is waiting to meet someone who can help him recover from disappointment and a broken heart. The lyrics *"miss those streets where my knees were bleedin'"* show the feeling of longing for memories from the past. He missed the times he was with his "painkiller". Moments where he can get through the days that are very sickening with his "medicine". The two data show that he misses memories and wants to meet his "painkiller".

Data 29

Table 4.29 Sample data that has related signs on the "Painkiller" song

Music Video	Lyrics
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Figure 4.28 sample data 13



Figure 4.29 sample data 14



Figure 4.30 Sample data 15

*"Please, never leave me 'cause I'm
barely holdin' on
You give me a reason to keep on
breathin'"*

The data above shows that the scenes from the music video and the lyrics have interrelated meanings. In sample data 13, two people with hazmat suits are sleeping while hugging the person sleeping next to them. It can be interpreted that the two people feel safe because they have someone who is always beside them even though they are in a dangerous place. In sample data 14, several people wearing hazmat suits were playing cards. It implies that even though they have profound and lasting scars, they can overcome them if they have someone with them. In sample data 15, a smiling man with his entire body had been crushed, and only his head was left. It shows the expression shown by the main character of this music video, namely an expression that says that even though his body is destroyed, he still shows a happy expression as if he has something or someone

that makes him happy. He felt that he could survive in the face of all his difficulties. The word 'You' in the lyrics above can be interpreted as someone who means a lot to him, and it can be a woman, a friend, or even a sibling. The phrase means that he has a reason to endure the world's cruelty, which is the existence of someone who means a lot to him. The four data show that, with that person's existence, he has a reason to survive even though he feels he can no longer live his life.

4.2 Discussion

This subchapter discusses the finding of this research. The point in this discussion is based on the research problem. This study focuses on the sign relation between music video and its lyrics in Ruel's song "Painkiller" based on Barthes' theory of denotation and connotation.

This study is analyzed using the semiotic theory of Roland Barthes, namely denotation and connotation. 'Denotation' tends to be described as the definitional, literal, precise, or ordinary sense meaning of a sign (Chandler, 2007). Connotation is an alleged 'second order meaning'. The connotation is one of 'culture' (Cobley, 2005). The researcher analyzed the sign relation between the music video and its lyrics in Ruel's song "Painkiller" based on denotation and connotation by Barthes's theory.

Music videos and song lyrics are fascinating because they have denotative, and connotative meanings that arise from the sign itself. Currently, many songwriters compose song by giving implied meanings to both the lyrics and the

music video. Ruel is no exception, especially in the song "Painkiller". They make the music video as attractive as possible so that the audience feels interested to see it. More often, they put up signs that represent something and support the overall meaning of the messages the songwriter wants to convey in the song.

The song "Painkiller" tells of a person whose life is suffering and full of deep sadness, but he can survive all the chaos in his life because he finds someone who can give him a reason to survive and live a suffocating life.

In this study, the researcher succeeded in finding the meaning of denotation and connotation as an answer to the first research problem. The researcher found 22 signs of denotation and connotation meaning divided into 15 signs in the music video and seven signs in song lyrics. The researcher also answered the second research problem regarding the meaning of the sign, which is related to the music video and the lyrics.

In the lyrics of *"I got front row seats for the parkside livin' feel like the one, but I'm one in a billion, teenage cynical, and I don't really know"*, there is one scene that has a meaning that is related to the music video and the lyrics. The two signs show a man who feels happy because he has someone who can give him a reason to smile even though he is in the worst situation.

In the lyrics of *"What's the point of livin' if my heart gets broken? drivin' on the road, waiting for head-on collision springtime funeral"*, two scenes have a related meaning between the music video and the lyrics. These three signs indicate someone numb and fed up with his life full of misery. The main character of this

music video has no reason to survive by continuing to endure a profound sadness that makes him slowly crumble. He lived his life full of suffering like an undead.

In the lyrics of *"I miss you, but I'd rather be alone to keep me from heartbreaks, headaches"*, there are two scenes that have related meanings between the music video and the lyrics. These three signs indicate someone deliberately isolates himself or alienates himself from social life because he has a deep sadness from the past. The colour used as a cover on the house and reflecting lights can be interpreted as someone having a profound wound. The main character in this song feels that he has no one he loves and is living hard days alone.

In the lyrics of *"The doctor says I'm diagnosed with shit days, mistakes, but I'll be fine"*, there are four scenes that have meanings related to the music video and the lyrics. The five signs show that the main character in this music video ignores the people who mock him by saying that he has had an unlucky life and is always wrong in the eyes of these people because he still believes that he would be fine.

In the lyrics of *"'Cause you're my painkiller when my brain gets bitter you keep me close when I've been miserable, and it takes forever to let my brain get better you keep me close"*, there are two scenes that have related meanings between the music video and the lyrics. The three signs show the main character of this music video finding someone who became his "painkiller", which made that man recover from sadness and the misery that he went through.

In the lyrics of *"Window seats as the plane starts leavin' miss those streets where my knees were bleedin' homesick veteran I left my bed again"*, there is one

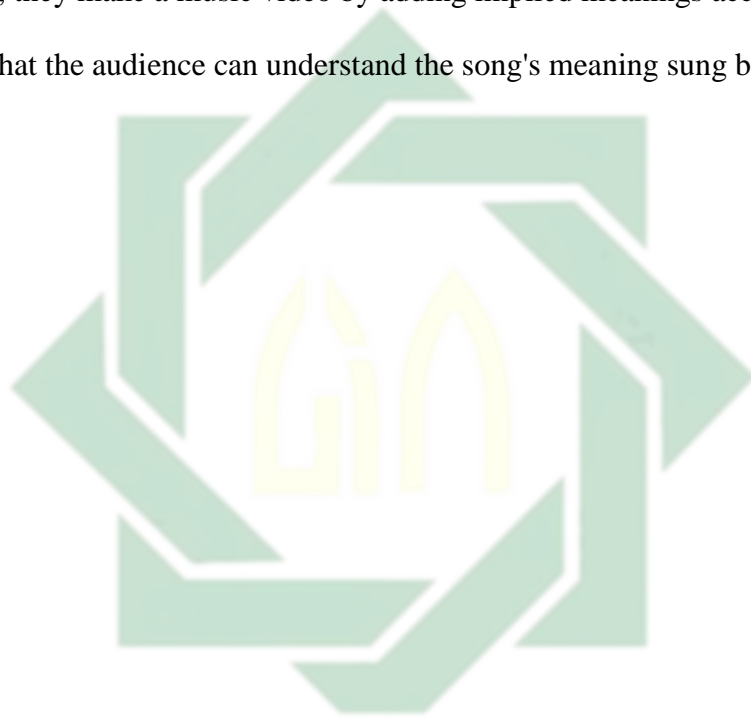
scene that has a meaning that is related to the music video and the lyrics. The two signs show waiting and longing for memories of the past. The moments where he can get through the days that are very sickening with his "painkiller".

In the lyrics of *"Please, never leave me 'cause I'm barely holdin' on you give me a reason to keep on breathin'"*, three scenes have related meanings between the music video and the lyrics. The four signs indicate that a person is begging not to be left because without that person's existence, he has no reason to survive without that person's existence and feels he can no longer live.

This music video shows viewers about a person whose life is tough and miserable in a harsh environment and finding someone who can make him survive his difficult life. This song shows that a person will feel he can survive because he has a "painkiller" in his life. Although Ruel said this song refers to a woman as a "painkiller", researchers did not find specific information about the woman. According to researchers, "painkiller" in this song can refer to someone who means a lot. It can be a relative, family, girlfriend, or friend.

The theory of semiotics is often used to analyze verbal and visual signs, including a song. Sometimes musicians compose songs that, at first glance, seem unrelated between the music video and the lyrics. Whereas, if the audience pays more attention to detail, the meanings between the music video and the lyrics are interconnected. Satya (2018) stated that every music video has subconscious messages inserted by the author for public consumption. Therefore, people should be ready to be served by the stereotypes in the video.

By all of that, the researcher concluded that the use of the sign with an interrelated meaning between the scene in the music video and song lyrics in each line of the song "painkiller" is different. However, in conveying the message that the songwriter wants to convey to the listeners of the song and the music video audience, they make a music video by adding implied meanings according to the song so that the audience can understand the song's meaning sung by the singer.



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CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents the conclusions of this study. In addition, the researcher also conveys suggestions for further research related to the topics used in this study.

5.1 Conclusion

The researcher identified the sign relation between the music video and its lyrics by using Barthes' denotation and connotation theory. The researcher found 22 signs that supported the meaning that the songwriter wanted to convey in the song "Painkiller", in order to convey well to the audience. The researcher concluded that the use of the sign with an interrelated meaning between the scene in the music video and song lyrics in each line of the song "painkiller" is different. However, in conveying the message that the songwriter wants to convey to the listeners of the song and the music video audience, they make a music video by adding implied meanings according to the song so that the audience can understand the meaning of the song sung by the singer.

For the first research question, the researcher found 22 signs of denotation and connotation meaning divided into 15 signs in the music video and seven signs in song lyrics which narrates the story of a person who discovers his 'painkiller' so he can survive all the chaos in his life.

Then for the second research problem, the researcher also found that there was one scene that has a meaning that is related to the music video and the lyrics, In "*I got front row seats for the parkside livin' feel like the one, but I'm one in a billion,*

teenage cynical, and I don't really know" lyrics, which show a man who feels happy because he has someone who can give him a reason to smile even though he is in the worst situation.

Two scenes in *"What's the point of livin' if my heart gets broken? drivin' on the road, waiting for head-on collision springtime funeral"* lyrics show the main character of this music video has no reason to survive by continuing to endure a profound sadness that makes him slowly crumble. Instead, he lived his life full of suffering like an undead.

Two scenes in *"I miss you, but I'd rather be alone to keep me from heartbreaks, headaches"* lyrics show someone deliberately isolates himself or alienates himself from social life because he has a deep sadness from the past.

Four scenes in *"The doctor says I'm diagnosed with shit days, mistakes, but I'll be fine"* lyrics show that the main character in this music video ignores the people who mock him by saying that he has had an unlucky life and is always wrong in the eyes of these people because he still believes that he would be fine.

Two scenes in *"'Cause you're my painkiller when my brain gets bitter you keep me close when I've been miserable, and it takes forever to let my brain get better you keep me close"* lyrics show someone who found his "painkiller", which made that man recover from sadness and the misery that he went through.

One scene in *"Window seats as the plane starts leavin' miss those streets where my knees were bleedin' homesick veteran I left my bed again"*, lyrics show waiting and longing for memories of the past.

Three scenes in "*Please, never leave me 'cause I'm barely holdin' on you give me a reason to keep on breathin'*" lyrics show a person is begging not to be left because without that person's existence, he has no reason to survive without that person's existence and feels he can no longer live.

5.2 Suggestion

After doing some research on this particular topic and theory, the researcher provides suggestions for further researchers who are interested in analyzing the meaning of denotation and connotation. Other than music videos and song lyrics, many works have deeper meanings than they first appear to have. Semiotic analysis is a fascinating approach to going further into the significance of a sign from a work and may aid others in developing fresh perspectives. In order to fully understand the meaning of denotation and connotation, researchers advise searching for broader references. Finally, the researcher expects that this study will be beneficial to anybody interested in studying semiotic theory, particularly the significance of denotative and connotative signals.

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