

**SOCIAL CODES IN THE MUSIC VIDEO *PERMISSION TO*
*DANCE BY BTS***

THESIS



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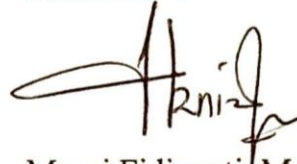
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ABSTRACT

Indah, C. (2024). *Social Codes In The Music Video Permission To Dance By BTS*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd., (II) Dr. Mohammad Kurjum, M.Ag.

The research aims to analyze the music video *Permission to Dance* by BTS, which presents the meaning of social codes. This represents a type of social code with a semiotic approach through visual and movement analysis by Chandler (2007). There are two problems that were solved in this research, namely: (1) what are the types of social codes displayed in the music video *Permission to Dance*; (2) what is the meaning of each type of code displayed in the music video *Permission to Dance* which is related to Chandler's visual grammar.

This research reviews four types of social codes including bodily codes, commodity codes, verbal language codes, and behavioral codes. Regarding the concept, meaning analysis is carried out through visuals and sign language movements. Based on the qualitative descriptive method, it can show a significant understanding of the meaning of integrating types of social code from each scene. Moreover, researcher act as critical instruments in research. One of the music videos from YouTube was collected using parameters to become a cut scene. Then, this is followed by identifying social codes through visuals, gestures, writing or sentences, and items identified directly by the researcher. Each social code data is classified by type to be interpreted through visuals.

The results of the research show that there are 4 types of social codes and there are subtypes, including 4 subtypes of bodily codes, 3 subtypes of commodity codes, 4 subtypes of verbal language codes, and 4 subtypes of behavior codes. The subtype of social code with the most classifications found is body code, which consists of 15 cut scenes from all scenes. The types of social code applied plays an effective role in conveying persuasive information to all communities.

Keywords: *Social Codes, Semiotics, Music Videos, Permission to Dance*

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ABSTRAK

Indah, C. 2024. *Kode Sosial dalam Video Musik Permission To Dance Karya BTS*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd., (II) Dr. Mohammad Kurjum, M.Ag.

Penelitian ini bertujuan untuk menganalisis video musik *Permission to Dance* karya BTS yang menyajikan makna kode sosial. Ini merupakan jenis kode sosial dengan pendekatan semiotika melalui analisis visual dan gerak oleh Chandler (2007). Terdapat dua permasalahan yang dipecahkan dalam penelitian ini, yaitu: (1) apa saja jenis kode sosial yang ditampilkan dalam video musik *Permission to dance*; (2) apa makna dari setiap jenis kode yang ditampilkan dalam video musik *Permission to Dance* yang berkaitan dengan tata bahasa visual Chandler.

Penelitian ini mengulas empat jenis kode sosial antara lain kode tubuh, kode komoditas, kode bahasa verbal, dan kode perilaku. Terkait konsep, analisis makna dilakukan melalui visual dan gerak bahasa isyarat. Berdasarkan metode deskriptif kualitatif yang dapat menunjukkan pemahaman signifikan tentang makna pengintegrasian jenis-jenis kode sosial dari setiap adegan. Selain itu, peneliti berperan sebagai instrumen kritis dalam penelitian. Salah satu video musik dari youtube dikumpulkan dengan menggunakan parameter hingga menjadi potongan adegan. Kemudian dilanjutkan dengan mengidentifikasi kode-kode sosial melalui visual, gerak tubuh, tulisan atau kalimat, dan item yang diidentifikasi langsung oleh peneliti. Setiap data kode sosial diklasifikasikan berdasarkan jenisnya untuk diinterpretasikan melalui visual.

Hasil penelitian menunjukkan bahwa terdapat dari 4 jenis kode sosial dan terdapat sub jenis antara lain kode tubuh ada 4 sub jenis, kode komoditas ada 3 sub jenis, kode bahasa verbal ada 4 sub jenis, dan kode perilaku ada 4 sub jenis. Sub jenis kode sosial yang paling banyak ditemukan klasifikasinya adalah kode tubuh yang berjumlah 15 potongan adegan dari semua adegan. Jenis kode sosial yang diterapkan berperan efektif dalam menyampaikan informasi persuasif kepada semua masyarakat.

Kata Kunci: *Kode Sosial, Semiotika, Video Musik, Permission to Dance*

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