

**UNCOVERING MEANINGS IN MILEY CYRUS' WE
CAN'T STOP VIDEO ON YOUTUBE: A SEMIOTIC
APPROACH
THESIS**



UIN SUNAN AMPEL
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YOUTUBE: SEMIOTIC APPROACH**

by

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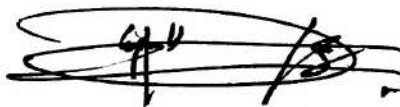
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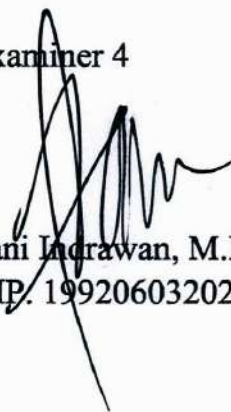
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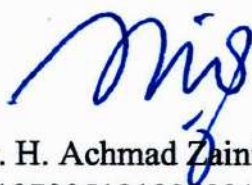
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ABSTRACT

Almas, S. (2026). *Uncovering Meanings In Miley Cyrus' We Can't Stop Video On YouTube: A Semiotic Approach* English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisor: Murni Fidiyanti, M.A.

This study aims to uncover the meanings of Miley Cyrus's YouTube music video "We Can't Stop." This study attempts to verify the validity of numerous website analyses that describe the music video as centered around youth, freedom, and partying. The song expresses a spirit of rebellion, joy, and living in the present, especially among young people. Furthermore, the researcher focused on identifying semiotic signs in the music video to uncover the meanings contained within it, including denotative, connotative, and myth meanings. This study addressed one key issues: How do the visual and verbal signs in Miley Cyrus's "We Can't Stop" music video represent denotative, connotative, and myth meanings based on Roland Barthes' semiotic theory.

The researcher used a descriptive-qualitative approach because the data revealed the sentence method. To collect data, the researcher used scenes from Miley Cyrus's music video "We Can't Stop" and lyrics from websites to uncover the meanings contained within. First, the researcher will repeatedly watch Miley Cyrus's music video "We Can't Stop" on YouTube to gain an understanding of the video's context. Next, the researcher will collect all the scenes and lyrics in the video. The researcher will then identify the signs, denotations, and connotations in the video. Finally, the researcher will explore the meaning of the combination of the video and lyrics.

This research seeks to uncover the validity of the arguments presented by numerous websites analyzing Miley Cyrus's music video "We Can't Stop." The argument presented is that "We Can't Stop" is about freedom of expression, having fun, and facing criticism with confidence. Furthermore, the researcher found that the music video reveals the lives of young people experiencing difficult times, where they must express their identities in a restrictive society in order to achieve freedom.

Keywords: connotation, denotation, myth, music video, sign

ABSTRAK

Almas, S. 2026. *Mengungkap Makna Dalam Video We Can't Stop Di YouTube Miley Cyrus: Pendekatan Semiotik*. Prodi Sastra Inggris Fakultas Adab dan Humaniora UIN Sunan Ampel Surabaya. Pembimbing: Murni Fidiyanti, M.A.

Penelitian ini bertujuan untuk mengungkap makna dari video klip Miley Cyrus berjudul *We Can't Stop* di YouTube. Penelitian ini mencoba mengungkap kebenaran dari banyaknya analisis dari situs web yang menjelaskan bahwa video klip ini bertemakan anak muda, kebebasan, dan berpesta. Lagu ini mengungkapkan semangat pembangkangan, kegembiraan, dan hidup di masa kini, khususnya di kalangan anak muda. Selain itu, peneliti lebih fokus untuk menemukan tanda-tanda semiotik dari video klip tersebut untuk menemukan makna yang terkandung melalui makna denotative, konotatif dan mitos dalam video klip tersebut. Penelitian ini memiliki satu masalah, yaitu bagaimana tanda-tanda visual dan verbal dalam video musik "*We Can't Stop*" karya Miley Cyrus merepresentasikan makna denotatif, konotatif, dan mitos berdasarkan teori semiotika Roland Barthes?

Peneliti menggunakan pendekatan deskriptif-kualitatif karena mengungkap data metode kalimat. Untuk mengumpulkan data, peneliti menggunakan adegan dalam video musik Miley Cyrus berjudul *We Can't Stop* dan lirik dari website untuk mengungkap makna yang terkandung di dalamnya. Pertama, peneliti akan menonton video musik Miley Cyrus "*We Can't Stop*" di YouTube secara berulang untuk mendapatkan pemahaman tentang konteks video tersebut. Kemudian, peneliti akan mengumpulkan semua adegan dan lirik dalam video musik Miley Cyrus "*We Can't Stop*". Kemudian peneliti akan mengidentifikasi tanda, denotasi, dan konotasi dalam video musik Miley Cyrus "*We Can't Stop*". Dan yang terakhir peneliti akan mencari makna dari kombinasi video dan lirik.

Penelitian ini berupaya mengungkap kebenaran argumen dari banyak situs web yang menganalisis video musik Miley Cyrus "*We Can't Stop*". Argumen yang diberikan adalah bahwa lagu "*We Can't Stop*" merupakan lagu tentang kebebasan berekspresi, bersenang-senang, dan menghadapi kritik dengan percaya diri. Selain itu, peneliti juga menemukan bahwa video musik tersebut mengungkap bagaimana kehidupan anak muda yang mengalami masa-masa sulit di mana mereka harus mengekspresikan identitas mereka di tengah masyarakat yang ketat agar mencapai kebebasan.

Kata Kunci: konotasi, denotasi, mitos, video musik, tanda

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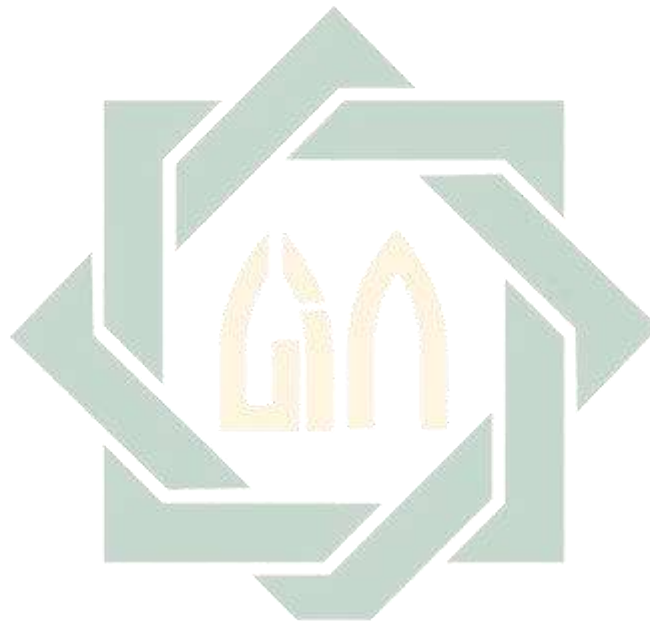
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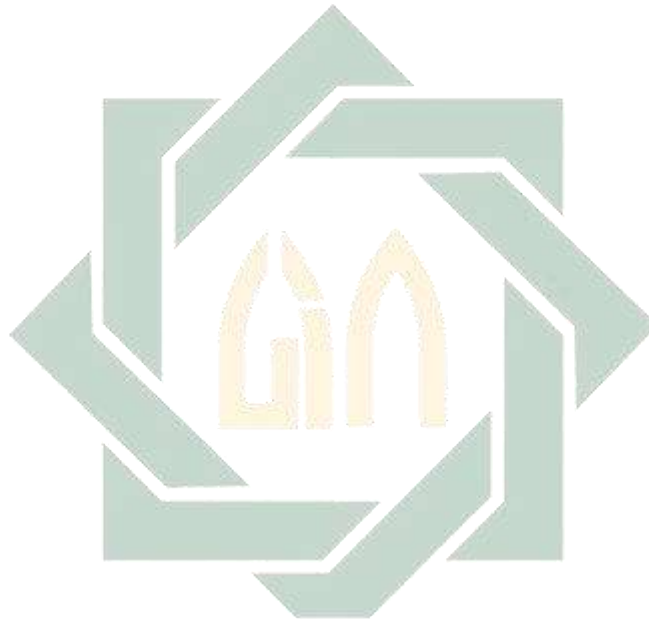
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