

ABSTRACT

Halawa, Takkas Sakti Fernando. 2172220005. **Black Lives Matter In Beyonce's Black Parade Song: Analysis Of Semiotics and Audience Response.** A Thesis, English Literature, Faculty of Languages and Arts, Universitas Negeri Medan, 2024.

This study is about the symbol or the hidden meaning that appeared in Beyonce's Black Parade song lyrics by using semiotic Roland Barthes theory and audience response through the song in the Youtube by using Stuart Hall theory. The researcher found 18 symbols that appeared in Beyonce's Black Parade song lyrics. These symbols describe the History of African American, the pride becoming a Black People and demonstration to the injustice against Black people in United State. By using social media assesment metrics and using Theory of Stuart Hall, the result shows the positive response have 169,41 percent and the negative response have 134,66 percents. The result indicated that the positive response became a superior than negative response with 34,75 percent intervals. By the preferred reading theory from Stuart Hall, Beyonce success to give her idea about represent Black pride and demonstration to the injustice against Black People, related to George Floyd's death that caused by Police brutality.

Keywords : Semiotics, Denotative Meaning, Connotative Meaning, Song lyrics, Youtube comments, Audience Response