

ABSTRACT

Siregar, Dinda Annisa Putri, Registration Number 2183220001, Multimodal Analysis of “Taylor Swift- All Too Well: The Short Film” Music Video, A Thesis, English and Literature Department Faculty of Language and Arts, Universitas Negeri Medan, 2025.

This thesis conducts a multimodal analysis of a Taylor Swift's music video “All Too Well: the short film” to show how the artist utilizes diverse semiotic resources to communicate meaning and narrate a story. This study integrates theories from literature, semiotics, and multimodal analysis to examine the representational meaning of the music video, analysing how Swifts employs visual, aural, and textual aspect to construct a narrative structure. This study applies a qualitative technique to explain how Swift's music video conveys themes, emotions, and experiences, highlighting, the significance of multimodality in influencing the viewer's comprehension of the story. This research enhances comprehension of the music video as multimodal text and examines how artist use semiotic tools to present stories and convey meaning.

Keywords: *Multimodal, Music Video, All Too Well, Kress Van Leuween Theory.*