

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

The exchange of information is the simplest definition of communication. It is different from representation, which is the characterization of something in a certain way in order to convey a message. According to Danesi (2004, p. 276), communication is the delivery, broadcasting, or transmission of a message in some form through the air, by touch, visually, and so on.

Music is used as a medium for media communication in the current day. Although music is often thought of as media entertainment, it also conveys messages and information. The science or skill of arranging notes or sounds in combinations, sequences, and temporal connections to produce vocal compositions with coherence and continuity is referred to as music in the Indonesian Dictionary (2008, p. 987). Not only is listening to music delightful, but it is also deeply connected to human culture. In some aspects, the music resembles nature and is filled with human values, our perceptions of what is right or wrong, and true or untrue (Cook, 2000).

In order to convey ideas, thoughts, and messages, music is used as a communication medium. To make it possible for artists or musicians to use their music to spread ideas, it must be accessible to people of all ages, from toddlers to adults. However, since it is so simple to find music, we must pay close attention to the genres that we are listening to. Some musical genres lean more toward negative than positive traits.

Therefore, it is fascinating to use music as a subject of analysis since the researcher believed it was crucial to comprehend the significance of each song or portion of music that we listen to on a daily basis. A person's life or we may be greatly impacted if they listen to the appropriate music that upholds positive values.

As one of the elements in music, a music video is considered as an important element in music production. The song's words will be described through signs and pictures in the music video, which will be used as the medium for doing so. A music video should consequently pay close attention to every detail and feature of the song. According to Dyzak (2010, p. 11), referenced in Satya (2018, p. 9), the music video is a short film with a straightforward plot and photos that collectively make up a segment. The creation of music videos, he continued, is done to promote and increase record sales. It is fair to claim that the popularity of a song is greatly influenced by the music video.

Taylor Alison Swift, commonly known by her stage name Taylor Swift (born December 13, 1989) is an American singer-songwriter. Her narrative song writing, which often centres on her personal life, has received critical acclaim and extensive media coverage. Recently, Taylor Swift re-released her two albums, one of which contains the song All Too Well, which became the number one single on the Billboard Hot 100 chart, as the song with the longest duration.

Along with the re-release of this song, Taylor Swift also released a music video that tells about the song, whose concept is a short film. The "All Too Well" music video has received extremely positive and empathetic reactions from

viewers. Many viewers have said that the clip's portrayal of loss and nostalgia touched them deeply and personally. They have appreciated both the aesthetic value of the video, including the cinematography, colour schemes, and symbolic components that heighten the video's emotional effect, as well as its ability to clearly express the narrative of the song. The skill of the video's director and creative team has also received praise, as has Taylor Swift's ability as a singer and storyteller through images. Some viewers shared their own stories and experiences that are related to the film's themes. Overall, replies from viewers to "All Too Well" demonstrate the video's ability to connect with a variety of viewers, generate powerful feelings, and provoke debates and interpretations.

This research was about multimodal analysis on video clip. The following was a sample of the data that would be analysed based on multimodal theory by Kress and Van Leeuwen. In this sample, was taken the screen-captured images from one scene in *Taylor Swift - All Too Well: Short Film* music video.





**Picture 1.1** Preliminary data (7:40-8:16)

This scene consisted of two semiotic models; nonverbal and visual that carries types of multimodal that convey messages from that scene. The multimodal component of an images divided to these three metafunction, Representational: Participants, Vector, Analytical, Symbolic and Classification; Interactive: Gaze, size, horizontal angle and vertical angle; Compositional: Framing, Informational Value (Left and Right, Top and Bottom, Centre and Margin) and Salience (Colour, Size, and Foreground/Background).

In explaining the meaning or message contained in the scene, Multimodal Analysis is the solution. Multimodal Analysis is a study in communication theory and language. In his book, Kress (2010) defines Multimodal Analysis as practical situations on design, rhetorical, linguistic (Semiotic) and grammatical situations that create identity, knowledge construction (Meaning-making) and mobility. The visual and the semiotic resources are used to represent the messages. Therefore,

video clip and semiotics cannot be separated because video clip are also a semiotic system, where video clip is a form of visual and verbal information.

Many meanings and messages are conveyed through the image, text and gesture that appear on video clip in online media. In this case, *Taylor Swift - All Too Well: Short Film* music video published through online media must be interpreted as language interaction.

Therefore, the researcher was very interested in conducting a study on Multimodal Analysis of “*Taylor Swift – All Too Well: The Short Film*” Music Video which focused on representational meaning to show the messages found in the video clip. This would be very valuable in increasing the knowledge of online media readers/viewers.

## **B. Problem of the Study**

Based on the background of the study explained before, this study was conducted to answer the following question:

1. What are the semiotics resources that are found in *Taylor Swift – All Too Well: The Short Film* music video?
2. How does semiotic resources in *Taylor Swift – All Too Well: The Short Film* Music Video convey the messages?

## **C. Objective of the Study**

Regarding the problem of the study, thus the objective of this study was as followed:

1. To find the semiotics resources used in *Taylor Swift – All Too Well: The Short Film* music video.
2. To describe how semiotics resources in *Taylor Swift – All Too Well: The Short Film* music video convey the messages.

#### **D. Scope of the Study**

This research focused on the analysis of a video from Taylor Swift music video in YouTube. The video was entitled “Taylor Swift – All Too Well: The Short Film”. It was uploaded by Taylor Swift official. The data were analysed used Kress and Leeuwen’s theory of multimodality. The analysis focused on the pictures, and sentences from several picture that taken from the video.

#### **E. Significant of the Study**

This study was expected to knowledge both theoretically and practically to the readers.

1. **Theoretically**, this study would enrich knowledge about Multimodality, particularly about Visual (Image) Analysis and meaning in sentences on the video.
2. **Practically**, this study supposed to be useful for students of English Department to explore their knowledge about Multimodal and it can be a new reference for the next researchers who are interested in conducting the similar study about multimodality and meaning. This study was also expected to be a source of information about Visual meaning and messages in music video or short film for readers.