

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the analyzing The song lyrics and Youtube comments through Beyonce's Black Parade song, conclusion are drawn as follows:

1. The Beyonce's Black Parade song portrayed the Black people that fight against injustice in the united states. From the 18 symbols that found the song lyrics, the singer tried to represent the History of Black African American and invite all the black people to stay together, the singer Beyonce supported all the Black people community, black business and she was pride became an African American. The reason why Beyonce released this song is to demonstrate the injustice in the United state, where this song became her response to the injustice to Black people name George Floyd that have been died because of the police brutality. The song described Black Lives Matter appeared in the symbol "fist in the air" in the song lyrics. Fist in the air refers to historic emblem of Black Power, first popularized by the Black Panthers during the Civil Rights Era. It represents solidarity, unity, and strength, and was prominently displayed during the 2020 Black Lives Matter protests.
2. By using social media assessment metrics and using Theory of Stuart Hall, The result indicated that the positive response became a superior than negative response with 0,3475 intervals. By the preferred reading theory from Stuart Hall, Beyonce success to give understanding to the audience that she support Black people through her song Black Parade.

B. Suggestion

There are several suggestions that the writer could offer to the reader towards Semiotic analysis in song lyrics, they were:

1. It is suggested to the next writer who want to make a wider exploration to analyze song lyrics by semiotic theory Roland Barthes that came up with the oneself conclusion in the beginning until the end of the study.
2. As a reference to the next study. It is also important that data of the next study convert into other sources data such as a movie, novel or drama.
3. For anyone who read this study, especially student, it is suggested to increase and develop the theory. There were still many aspects that can be studied about analyze song lyrics and YouTube comments. For sustainability for this study, it was hoped that the other writers collect more articles, books, and journals about semiotic and Audience response.
4. For future researchers can explore more deeply the implied meaning of the words in another Beyonce' song because it can be seen that a lot of the use of words in Beyonce' song lyrics use symbols.