

**A SEMIOTIC ANALYSIS IN MUSIC VIDEO “REGULAR” BY NEO
CULTURE TECHNOLOGY (NCT 127)**

UNDERGRADUATE THESIS

BY

**ZURaida Aulia Rachma
145110107111009**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGE AND LITERATURE
FACULTY OF CULTURE STUDIES
UNIVERSITAS BRAWIJAYA
2021**



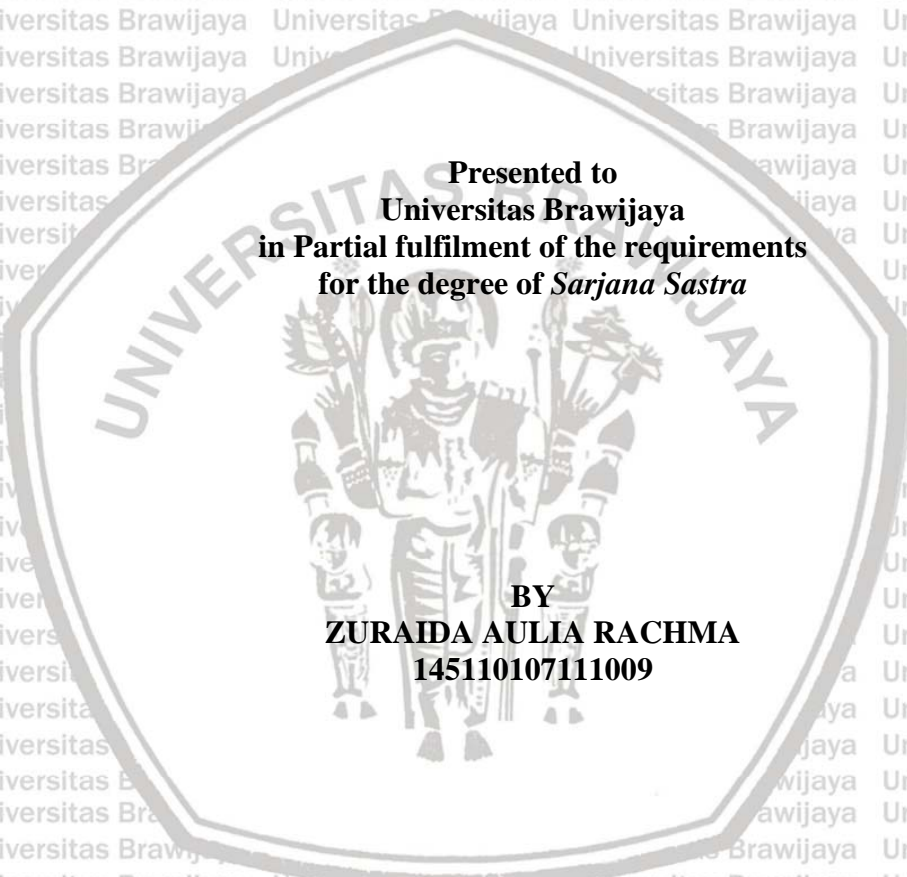
**A SEMIOTIC ANALYSIS IN MUSIC VIDEO “REGULAR” BY NEO CULTURE
TECHNOLOGY (NCT 127)**

UNDERGRADUATE THESIS

**Presented to
Universitas Brawijaya
in Partial fulfilment of the requirements
for the degree of *Sarjana Sastra***

**BY
ZURAIDA AULIA RACHMA
145110107111009**

**STUDY PROGRAM OF ENGLISH
DEPARTEMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2021**



DECLARATION OF AUTHORSHIP

Herewith I,

Name : Zuraida Aulia Rachma

Nim : 145110107111009

Address : Perum. BTN Asabri Blok H 16, Kel. Gedog Kec. Sananwetan
Kota Blitar.

declare that:

1. This thesis is the sole work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. If at a later time it is found that this thesis is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me.

Malang, July 8th, 2021

Zuraida Aulia Rachma
NIM. 145110107111009


APPROVAL SHEET

This is to certify that the undergraduate thesis titled A SEMIOTIC ANALYSIS IN MUSIC VIDEO "REGULAR" BY NEO CULTURE TECHNOLOGY (NCT 127) by ZURAIDA AULIA RACHMA has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*.

Examination Date (dd/mm/yyyy):
16/07/2021



Scarletina Vidyayani, S.S., M.Hum., Chair/
Examiner Employee ID Number. 201304
840123 2 001



Rizki Nufiarni, S.S., M.A., Member/
Supervisor Employee ID Number.
2016037909182001

Acknowledged by,

Deputy Dean for Academic



Hamamah, M.Pd., Ph.D.

Employee ID Number. 19730103 200501 2



ACKNOWLEDGEMENTS

First and foremost, the writer would like to express her deep gratitude to Allah S.W.T., for the chance, blessing, fluency, and guidance to finish this thesis entitled “A Semiotic Analysis in Music Video *Regular* by Neo Culture Technology (NCT 127)”.

Secondly, the writer very grateful to have Mrs. Rizki Nufiarni, S.S., M.A. as her supervisor for guidance, and great support for this research and Mrs. Scarletina Vidyayani, S.S. M.Hum. as her examiner, for the correction, optimism, trust, guidance, and great support for the completion of this thesis and the writer also very thankful to Mrs. Tantri R. Indhiarti, M.A. for giving her support.

Thirdly, the writer would like to thank his family, *Mama, Papa, Martina, Tante Evi*, for their love, prayers, patience, and kindness during the process of this research.

Lastly, the writer would like to thank Akbar Fachrezy for his endless support. The writer would also like to thank her best friends; Ega, Wiji, Naffa, Genta, Fahrul, Elif, Winel, Novita, Sarah, Attina, Aricha, Sindy, Aulia, as well as friends from my virtual world and friends from group Smada Binggo and Sasing FIB UB 2014 that today she is able to finish the thesis in time.

Malang, July 10th, 2021

The researcher

ABSTRACT

Rachma, Zuraida Aulia. 2021. **A Semiotic Analysis In Music Video *Regular* By Neo Culture Technology (NCT 127)**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya, Supervisor: Rizki Nufiarni.

Key Words: Music Video, Semiotics, Roland Barthes, Denotation, Connotation, Myth

This study describes the semiotic signs and implied meaning in music video. The writers choose music video entitled "*Regular*" by NCT 127. The writers focused on the study of denotation, connotation, myth and the meaning in the music video using Barthes' theory. Symbols shown in this music video are analysed to find out the meaning of "*Regular*". Denotation (dictionary meaning) is the first order of signification and connotation is second order of signification, meaning by cultural and personal experience. The method this analysis of music video used a qualitative. Based on the analysis, the result shows that the symbols used in the music video represents of NCT 127 members achievements and their career journeys. And "*Regular*" itself is a habit that they did which is conveyed through the music video.

ABSTRAK

Rachma, Zuraida Aulia. 2021. **Semiotik Analisis dalam Musik Video *Regular* Oleh Neo Culture Technology (NCT 127)**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya, Pembimbing: Rizki Nufiarni, S.S., M.A.

Kata Kunci : Video Musik, Semiotik, Roland Barthes, denotasi, konotasi, Mitos

Penelitian ini mendeskripsikan tanda-tanda semiotik dan makna tersirat dalam video musik. Penulis memilih video musik yang berjudul “Regular” karya NCT 127. Penulis fokus pada kajian denotasi, konotasi, mitos dan makna dalam video musik tersebut dengan menggunakan teori Barthes. Simbol-simbol yang ditampilkan dalam video musik ini dianalisis untuk mengetahui arti dari “Regular”.

Denotasi (makna kamus) adalah urutan pertama penandaan dan konotasi adalah urutan kedua penandaan, yang berarti oleh pengalaman budaya dan pribadi. Metode analisis video musik ini menggunakan kualitatif. Berdasarkan analisis, didapatkan hasil bahwa simbol-simbol yang digunakan dalam video musik menggambarkan pencapaian anggota NCT 127 dan perjalanan karir mereka. Dan *Regular* itu sendiri adalah kebiasaan yang mereka lakukan seperti dengan apa yang telah digambarkan melalui video music tersebut.

TABLE OF CONTENTS

UNIVERSITAS BRAWIJAYA

UNDERGRADUATE THESIS 1

DECLARATION OF AUTHORSHIP ii

APPROVAL SHEET **Error! Bookmark not defined.**

ACKNOWLEDGEMENTS iv

ABSTRACT v

ABSTRAK vi

TABLE OF CONTENTS vii

LIST OF FIGURES ix

LIST OF APPENDICES x

CHAPTER I INTRODUCTION 1

 1.1. Background of the Study 1

 1.2. Problem of the Study 5

 1.3. Objective of the Study 5

CHAPTER II REVIEW OF RELATED LITERATURE AND RESEARCH METHOD 6

 2.1. Theoretical Framework 6

 2.1.1 Semiotic 6

 2.1.2 Semiotic Theory of Roland Barthes 7

 2.1.2.1 Sign 7

 2.1.2.1.1 Denotation 8

 2.1.2.1.2 Connotation 9

 2.1.3 Music Video 10

 2.1.4 *Regular* Music Video 10

 2.2. Previous Studies 11

 2.3. Research Method 13

 2.3.1 Deciding the Material Object 13

 2.3.2 Collecting and Sorting the Data 13

 2.3.3 Analysing the Data 13

 2.3.4 Making Conclusion 13

CHAPTER III FINDING AND DISCUSSION 14

 3.1 Signs and the Meaning of “regular” in the Music Video 14

 3.1.1 Tiger as A Symbol of Bravery 15

 3.1.2 Colors as a Symbol of Superiority 17

 3.1.3 Barber Shop Pole and The Tall Buildings Representing Confidence and Ambition 21

 3.1.4 Arms to Shows the Power 23

vii

3.1.5 Gold as Symbol of Wealth 26

3.1.6 Freedom as a Symbol of Their Success 28

3.2 The Message *Regular Music Video* 30

CHAPTER IV CONCLUSION AND SUGESTION 32

4.1 Conclusion 32

4.2 Suggestion 33

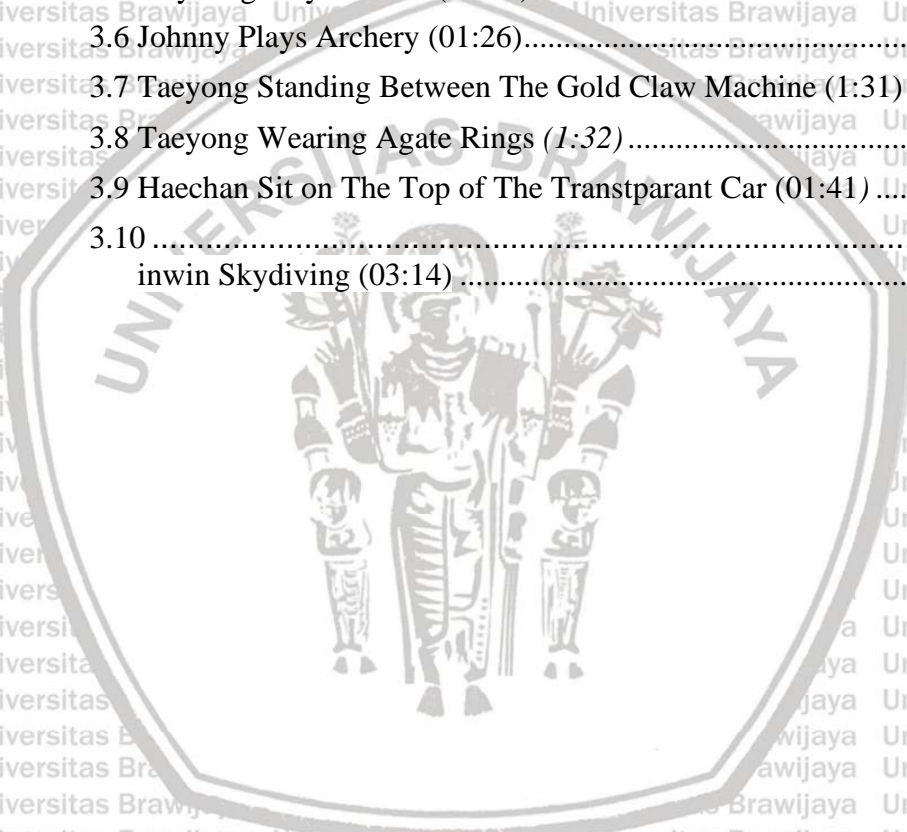
REFERENCES 34

APPENDIX 36



LIST OF FIGURES

Figure	Page
3.1 Mark Walking Around The Neighbourhood With A Tiger (00:23).....	15
3.2 Neon Red Tiger Light (00:01).....	17
3.3 Jaehyun Standing on The Rooftop of Buildings In The Dark (00:03).....	19
3.4 Taeyong Standing In Front of The Barber Shop and The tall Buildings (01:23).....	21
3.5 Doyoung Plays A Gun (01:03).....	23
3.6 Johnny Plays Archery (01:26).....	24
3.7 Taeyong Standing Between The Gold Claw Machine (1:31).....	26
3.8 Taeyong Wearing Agate Rings (1:32).....	26
3.9 Haechan Sit on The Top of The Transtparant Car (01:41).....	28
3.10 W	29
inwin Skydiving (03:14).....	29



LIST OF APPENDICES

Appendix	Page
1 Lyrics <i>Regular</i> by NCT 127	36



CHAPTER I INTRODUCTION

1.1. Background of the Study

Media in the current era has greatly increased with the times. Besides being a social control, media is also place to find information There are so many media that used to be a place to create a new idea or something new. One of the most popular media nowadays is Music Video. Music Videos can be categorized in performance, narrative/story, cameo, or animation – digital/stop motion (Hannah Costello, 2012). Music Video is a short film or video that is used to deliver messages, express the feelings, share opinions and information.

In the modern era that is increasing, many people use it to convey social messages that are spread through music videos. In simple terms, to convey important information the meaning of a social message that is conveyed through direct or indirect interaction. (Maria, 2011:407). Music videos are two elements that combined into one video and music. Music video is also that music lyrics are illustrated in the video itself. Sometimes the creators are difficult to explain and give the information about the meaning of lyrics in the videos. Music video tends to have something interesting that can influence people to watch and listen the music video.

In the music video there is social criticism, or the message is a delivery from person to person and even the wider community. The message conveyed

is not only a word but can also be a satire sentence or sarcasm or sign language to the wider community. One example is in South Korea's music industry.

South Korea is currently trying hard to spread their culture through music, drama, and fashion so that they can change the lifestyle of today's young people. And now slowly Korean culture has shifted to western culture. Seeing many young people from Indonesia who change their lifestyle and style like Koreans.

Many music videos have spread on the internet, such as music videos, video featuring dance moves, music videos featuring short story and much more.

In today's popular music industry namely music from South Korea (K-Pop). This music is loved by many teens. Many teenagers have seen this K-Pop music video through YouTube.

In another case, many different genres and concepts are used in K-pop music. As we know that music videos are one way to make it easier to market Korean culture to several countries by including some Korean culture and lifestyle in it. Nowadays, many K-Pop uses English song lyrics to make it easier for fans to understand the lyrics and can be proud of Korean culture which uses Hangeul letters in it but can also speak English. This is also the agency's strategy to introduce their talented idols.

SM Entertainment is one of the biggest agencies in South Korea. SM has many artists, boy groups and girl groups. Now, SM Entertainment is focusing on a boy group called NCT or Neo Culture Technology created by SM (Lee Soo-man) to describe the concept of having unlimited members that will be

divided into sub-units based in various cities in the world. This was revealed by Lee Soo-Man in his presentation on SM's future product strategy (Sue Jin, 2011).

NCT or Neo Culture Technology, as the name suggest are a popular Korean boy band that reaches massive audience across the world. Originated from South Korea, NCT emerge as one of the successful performers that influence every layer of society especially younger audience. From fashion trends of the famous Korean-look to culture change. Many people believe that Korean based performers are entirely on the foreign market and continue rising their influence throughout the world.

NCT is a group of seemingly talented singers, rappers, and dancers combined together. NCT currently have 23 members names Taeil, Johnny, Teayong, Doyoung, Yuta, Kun, Jungwoo, Jaehyun, Mark, Haechan, Jaemin, Jeno, Jisung, Lucas, Hendery, Xiaojun, Renjun, Chenlee, Sungchan, Shotaro, Yangyang, Winwin, Ten and divided into 4 groups or sub-units, NCT 127, NCT Dream, NCT U and WayV.

Each group have different market purpose because many of them are not pure Koreans. NCT U is the first sub-units, the first song is "the 7th sense" and "without You" on April 2016, NCT U doesn't have fixed members, which means that when they're comeback the members always changing and exactly different members that every comeback, OST or dance stage depending on who fits the concept of the song. It was followed by the Seoul-based unit NCT 127 on July 2016, third sub-units NCT Dream which has the teenage members and

debuted on August 2016, and the last one WayV is a Chinese boy band which serves as the fourth sub-unit and China-based unit of the South Korean boy group NCT managed by SM Entertainment's sub-label, Label V debuted in January 2019. (Kpopindo.id, 2018).

In South Korea there is such a thin as the Korean wave which includes K-pop, over the las past years K-pop has increased the economy to the popularity of South Korea itself so that if K-pop continues to exist, it will automatically be in the future K-pop and will be able to become a product of South Korean culture.

K-pop to spread Korean culture. BTS is a well-known example, for now they can only introduce K-pop culture, not Korean culture yet. But maybe in the future they can also show the bigger picture of Korean culture and probably it would take time to do as K-pop singer. K-pop has many different genres, they also carry out several activities at events and festivals as a mission to spread Korean culture. For example, Korean colossal dramas, usually there are K-pop singer that filled the original soundtrack from the drama. In directly, they also support to spread of Korean culture.

As one of the most viewed song, “Regular” in its English version by NCT 127 has successfully gain 70M views on YouTube alone. One of many reasons this music video is suitable for the writer’s object of study is because it is depicting what happens in our society today, especially our teenage generation as millennials. Begins with their choice of costume, animal as a symbol which is visibly repeated on the music video, also the content of its lyrics.

Music Video as a manifestation of culture through time have developed well known reputation of mass communication. As many platforms exist on the Internet, being one of the biggest is YouTube. Music video contains both audio as well as visual presented with the song. There are symbols and signs manifested in the lyrics of the song that the performer tries to achieve as a message for audience. This is where semiotics comes in.

1.2. Problem of the Study

Based on the background of the study, the problem of the study is to analyse the meaning of “regular” and to find out the message depicted in *Regular* music video by NCT 127.

1.3. Objective of the Study

In line with the problem of the study above, the objective of the study is to analyse the meaning and message of “regular” in the music video based on the song “*Regular*” NCT 127.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Theoretical Framework

In this chapter the researcher reviews the meaning of regular and discusses Barthes's theory of semiotics to solve the research problem. This theory will be applied to analyse the data related to the meaning of 'regular' based on the music video. Finally, this chapter will also present research method to answer the problem of the study and discuss the research findings.

2.1.1 Semiotic

Semiotics studies about system, rules, and conventions that probably the signs have meaning. Semiotics is a science or method of analysis to study signs, in the form of devices or symbols that we use in human relations (Henny, 2014).

Based on the terms above, semiotics produces signs or symbols as a part of code system to communicate information. Semiotics consist of visual and verbal signs with tactile and factory that means can be accepted by human senses.

According to Sillars (1991:110), semiotics is the study of signs. He further argues that a sign is something physical, perceivable by our senses that refer to something other than itself and it depends upon recognition by a user that it is a sign.

Also, a music video conveys different meaning of a story using lyrics, actions, and gestures that are represented in the video.

2.1.2 Semiotic Theory of Roland Barthes

Roland Barthes helped found the modern science of semiology, applying structuralist (or semiotics) methods to the “myth” that be seen in media, fashion, art, photography and literature. According to Barthes, anything in culture can be a sign and give or send a message.

Barthes (1977) still uses the term signifier-signified and takes another aspect of sign, myths that signed society as Barthes' idea is known as order of signification, including denotation (dictionary meaning) and connotation (second meaning by cultural and personal experience). By seeing the connotation, you will get the perceptions of sadness, happiness, dislike, and others which are influenced by the belief and culture in the myth. Myth is a “system of communication” or a “message”, a “mode of signification”. (Barthes, P. 109). It means that everything can be myth, that it conveys some meaning or messages (cultural signs). As we know that since language is the universal method of communication in humans, we can potentially convert everything into language.

2.1.2.1 Sign

Semiotic research approaches signs as existing in various forms: pictures, words, letters, objects, natural objects, gestures, phenomena and actions. Semiotics explores the content of signs, their use and the formation of meanings of signs at both the level of a single sign and the broader systems and structures formed by signs (Maaliskuuta, 2010).

Semiology is also used to analyse the image on media. Media is the important subject used in studies. In order to understand how signs, work within the meanings behind the images, it needs to analyse the images semiologically (Bouzida, 2014). Roland Barthes uses ‘levels of meaning’ the denotative and connotative to analyse the signs in object. In other words, denotation is what the sign represents of an object, whereas the connotation is how to describe it. Furthermore, Barthes analysed signs into two, the verbal and nonverbal signs.

The verbal sign is like text in poster, date release of movie, title and more. And the non-verbal sign is the image that supported with verbal sign to make the poster more interesting. Barthes’ idea is known as order of signification, which means there is an interaction between convention text and convention experienced and expected by the user.

The levels of meaning, according to Roland Barthes’s theory signification are:

2.1.2.1.1 Denotation

Denotation in semiotic analysis is describe the meaning of words. Denotation can be defined as the initial meaning of a sign, text and so on. Based on Barthes (1957) Denotation is the first order of signification. Denotation is relating what all people see without association to their society, culture, or ideology (Bouzida, 2014). It means that it existed in the basic meaning of visual signs. Roland Barthes denoted message analogical properties and it is primary

to connotation in the process of signification. Denotative meaning is the literal definition of a word that might found in a dictionary.

From explanation above, it can be inferred that the meaning of denotation can be defined as meaning of a sign, text and more. And it conveys the relation between signified and signifier in a sign and the object represents in reality.

2.1.2.1.2 Connotation

Connotation by Roland Barthes is the second order of signification. To describe the sign, the interaction that occurs when the sign meets the feelings or emotion of their users and the values of their culture (Fisk, 1992). In this case, influenced by the subjective factors that open more interpretations to the text.

Connotation comes from Denotation meaning. Connotation meaning of sign which is influenced by factors for example gender, age, emotion, ideology, imagination, etc. The connotation meanings are derived from the factors of the cultural or the myth. Meaning, Barthes uses Myth as a medium to connect to the cultural values, beliefs and ideological critics. It can be concluded that the perceptions of emotions or feelings such as sadness, happiness, dislike, and others are influenced by belief and culture in the myth.

In additionally, Charles Peirce cited that semiotics is a science, with the findings & theories, and techniques to study anything that produced signs (Sebeok, 2001: 5). Sign is a thing that can be caught by human senses and

represents another meaning. Object is the social context as references of signs.

Interpretant is a sign user or a mind concept of one that using signs.

Applying Semiotics study to analyse the object of the study will help the researcher to analyse the meaning of 'regular' as the title stated. This includes rules, signs, symbol and meaning by both video representation and lyrics in the music video.

2.1.3 Music Video

Music video is a short film or videoclip or any similar audio-visual. Music video presents videos that emphasizing colour and movement to those that convey story. Music video are subject to the influences of technology and cultural context. Music video belongs to the music: film, television studies, cultural studies, ethnic studies and communication studies, as well as philosophy, theatre and dance.

2.1.4 Regular Music Video

Regular-Irregular is the first album by South Korean boy band NCT 127, the second sub-unit of the South Korean boy band NCT. The album itself have no relation to another song, that is why the researcher chose only "Regular" as the sole object material. Described as a multi-genre concept album with a total of eleven tracks, the album was released by SM Entertainment on October 12, 2018, and distributed by IRIVER. On October 8, NCT 127 released the music video of the English version of their new single "Regular", which marks the group's first English-language song. The genre is hip-hop, R&B and K-pop.

2.2. Previous Studies

The writer finds some previous studies concerning the topic. The first previous study is entitled *Semiotic Analysis of Korean Pop Music Video Entitled Blood, Sweat and Tears by BTS* conducted by Galuh Asri Rianti (2020) from Universitas Brawijaya. Galuh's thesis also focuses on semiotics theory by Peirce in music video especially, the meaning and the sign of the music video. She also uses typology of signs by Peirce, consist of three types of modes; symbol, icon and index. Besides, she use qualitative research, this method will considering to investigate the language phenomena in text or video. However, in her research, she uses the semiotic signs and interpretation which are categorizing types of signs found in the music video then she analysing denotation and connotation meaning of music video, so she can find out the meaning and the messages.

Comparing the previous study to this study, there are similarities and differences. This study is also use music video K-Pop and use semiotic theory to find out the sign, symbol, denotation and connotation, and the meaning in the music video. But in here she use Peirce theory, consist of three types of modes; symbol, icon and index.

The second previous study is entitled *A Semiotic Analysis in Music Video of Blank Space by Taylor Swift* conducted by Indriani Oktavyanthi (2018) from Universitas Gunadarma. Indriani uses semiotic theory by Barthes to conduct the research. She focused on analysing sign, denotative and connotative meaning, also possible meaning related it. The object of research is *Blank Space* by Taylor Swift in 2014 music video and Indriani is able to identify the meanings from

this music video. For example, there is an apple playing this video, the meaning of an apple that we know is merely a fruit but in this music video apple has a different meaning that symbolizes a person. She uses some steps to find out the signs, denotation and connotation meaning in music video of Blank Space by Taylor Swift. She also uses the data that selected from music video of Blank Space by Taylor Swift observed from every scene, type of shot and song lyrics. Furthermore, she also used analysis in each scene of music video, there are signs: non-verbal and verbal including written and lyrics, type of shot, denotation meaning and connotation meaning.

Similar to the second previous study is analysing the sign, denotative and connotative meaning to know the several meanings. She also used Barthes theory on her study. The difference the researcher and Indriani's thesis is she also used non-verbal signs, verbal signs, and type of shot in her research.

Based on the studies above both are considered important references for the to have a better understanding about semiotic study in its used in analysing music video.

2.3. Research Method

In conducting the research, there was four steps use to deepen the researcher understanding about the problem of the study as follows:

2.3.1 Deciding the Material Object

Regular by NCT 127 song chosen by the researcher as the object of the study because this music video represents luxuriousness and its relation to the concept of regular and also find out the meanings and the messages.

2.3.2 Collecting and Sorting the Data

In collecting the data, the researcher watches the Music Video on YouTube. Then, the researcher closely watched the music video to understand the meaning of lyric, the sign or symbolic and using interpretant by Peirce theory in the video. Thereafter, the researcher selects the scene and lyrics that elaborate the process of the music video by using semiotic theory.

2.3.3 Analysing the Data

The researcher uses *Regular* Music video NCT 127 by using semiotic approach. The first step was the researcher analysing the meaning of lyrics and elaborated with the music video and also about the meaning of regular concept in the music video. From it, the researcher used semiotics theory to analyse the concepts of regular in the music video. The method to analyse the data used signs, denotation, and connotation.

2.3.4 Making Conclusion.

The last step of this research was making a conclusion by summarizing the results of the research and suggesting for next researchers.

CHAPTER III

FINDING AND DISCUSSION

In this chapter presents discussion of the findings related the data. The findings are analysed and elaborated which then will be discussed in order to obtain the result of the research.

3.1 Signs and the Meaning of “Regular” in the Music Video

The researcher is using Regular Music video NCT 127 by using semiotic approach. The first step is to analyse the meaning of ‘regular’ as stated in the title of the song, elaborated with the music video and lyrics presented. Furthermore, the researcher is using semiotics theory in which the methods are; signs, denotation, and connotation.

After selecting 8 frames and analysing the data, the writer found 9 signs in total which can be classified into 9 denotation and 9 connotations. The researcher interpreted the signs that carry denotation and connotation based on Barthes’s theory. The writers analysed both related to the meaning of each frame to regular music video. The signs, along with the object they represent and the meaning of each frame are elaborated as follows:

3.1.1 Tiger as A Symbol of Bravery

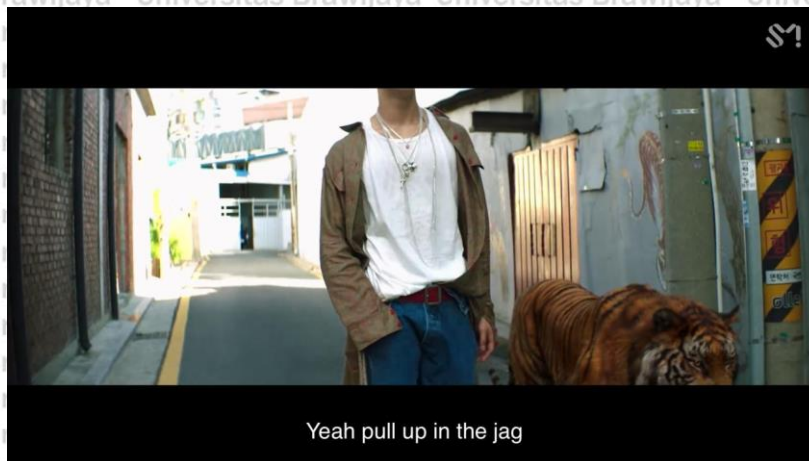


Figure 3.1 Mark Walking Around The Neighbourhood With A Tiger 00:23)

In the picture above shows that Mark walks with the tiger on allyway deserted in the day. In this figure the writer found the sign is Tiger, the denotation is Tiger is on a deserted road with Mark in Korea, Tiger in general lives in the wild jungle and lives in a group and the connotation is superiority and bravery. Related with the Tiger itself means power, spirit, superior, and become confidence. Tigers are predatory animals, mainly preying on hoofed animals such as deer and wild boars. Tigers live in the wild jungle. Actually, Tigers in Korean folktales are usually portrayed in a somewhat less than positive light. Naturally, the tiger is strong and ferocious, but in many Korean folk and children's tales our dear tiger is also somewhat be a fool. In a country that perhaps admires sharp thinking and guile over brute strength and power, our beloved tiger is often outwitted or is prone to making silly blunders. Perhaps the moral being that intelligence and approach is more important than size and

strength. Tiger also have meaning in which are Myth and Culture from ancient times through the Jeseon Dynasty (1392-1897), Koreans have expressed their reference for tigers in various ways. For example, in Korea a Tiger plays a prominent role in the Myth of Dangun, which depicts the birth of Korean civilization. Tigers are often featured as guardian deities in funerary art and as the spirit of the mountain god in Buddhist and folk art. Tiger carries a symbol of superiority, as well as auspicious creatures to expel evil spirits. (Goole Arts & Culture, 2018). In this case, art of the Tiger is a symbolic of power, spirit, superior, and become confidence.

By looking at the figure above, it means he walks besides the Tiger with unusual during the day because Tiger lives in the wild jungle as explanation above. It can be concluded by the writer that the daytime means the Tiger is scanning the road looking for tiger's prey. In here as a pet, Tiger is the unusual animals that can brought out in the road because he has a lot of money, he can brought unusual animals, while everyone kept cats, dogs, birds but in this scene, Mark brought Tiger. In this situation, Mark can handle the Tiger in the road and walks with slowly. It is also means that the Tiger is represent Mark. So, in this case Tiger can be the same symbol with Mark which are have power, superiority, fearless and so on. In real life, Mark is the member of group NCT but NCT has 4 sub-units, Mark is the one multitalented member because of that Mark comes and join with 3 sub-units of 4 sub-units. Mark must be brave to take an any risk for this. Eventhough Mark join in 3 sub-units he can handle the situation and can hadle the time during practice and live concert.

The writers found the additional meaning of the Tiger in alleyway that is his career journey from the ordinary become too rich. It could be mean here he wants to show that should get as much money as possible to be able to walk with the tiger. Related with the lyric, 'yeah pull up in the jag', the word 'jag' in here means sharp or its word slang for uncontrolled actions such as Tiger walks in the road. The writers take the messages, if you have a lot of money, you can do anything without any thoughts including can show the world that he is the one who can take the tiger to walk outside the cage or even walks in the city.

3.1.2 Colors as a Symbol of Superiority

This sub chapter divided into 2 frames, below:

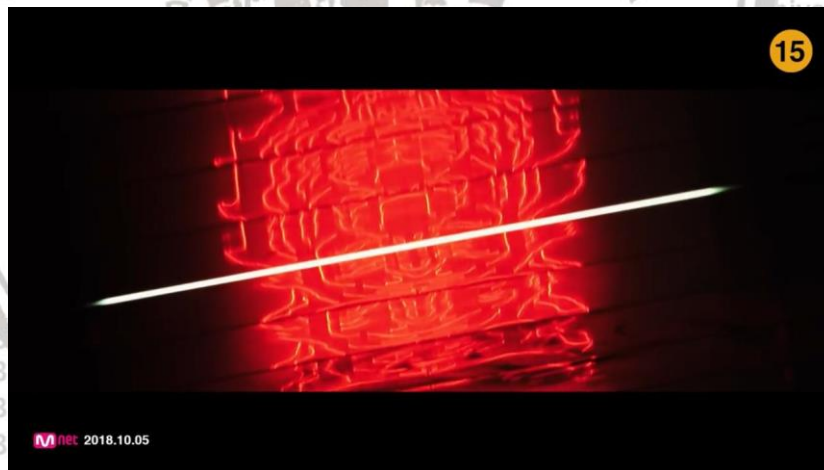


Figure 3.2 Neon Red Tiger Light (00:01)

In this Figure, there is an art, if we see more clearly this picture is the neon tiger with red color. The writer found the sign is neon red tiger light. The denotation is the red light that in the shape of the tiger. The connotation is hope

and unity. As we can see in the figure above the denotative meaning is just a red tiger light and the connotative meaning from the colour represents hope and unity, and the tiger represents superiority.

For a long time, the colour red has been believed to have shamanistic power for warding off evil spirits or bad luck. (Google Arts & Culture). But now colour symbolism in Korea has changed a great deal over the past few decades. Red, especially in politics, was viewed upon as a negative colour before. Today, it has become a colour of hope and unity. (Jacob Olesen). In this scene shows the neon red light in the frame that attached to the picture of Tiger and its symbolic of hope and unity.

The meaning of superiority itself stands for an attitude to compare power with others. It is like someone who thinks he is better, stronger and has more power than everyone else to face many challenges in the world and to survive like a tiger. As explanation about Tiger in frame 1 So, superiority can project negativity because having so much power to brag makes you arrogant, and it's a sign of oppression and discrimination if used against others. But in this case the Tiger with the neon red light become different meaning, even though superiority and brave having so much power as mentioned before in the figure 1, the red light bring in the hope and unity. So, they have the relation between tiger and the red light. It can be concluded that hope and unity mean the member of NCT 127 to grow up and having so many wishes or achievements together and become more famous by people from now on.

The second picture that the writer choosen:



Figure 3.3 Jaehyun Standing on The Rooftop of Buildings In The Dark (00:03)

In this figure shows a person standing on the rooftop of the building while wearing parachute and it seems that he had just landed. He is surrounded by tall buildings in the dark. As the figure above, the writer finds Monochrome as a sign.

Every color has different meaning. As we can see in figure 3.3, the denotation is Jaehyun standing between the tall buildings wearing the parachute in the dark and the connotation is brave. In this situation, Jaehyun expression tells that he is the one and only who can do this. The expression that Jaehyun shows, he is standing with confident with the bravery and in the frame, color is black or dark. Parachute in this case means no matter how deep he falls he will stay safe.

Monochrome is a color manifests itself in various ways in relation with the specific experience, emotions, social values or education of each individual. (Google Arts & Culture). As we can see in the picture above, Jaehyun standing

alone without any people. It means that because he plays his parachute alone or individually, eventhough he works with the group he will be seen as different from the others (NCT127 members). Therefore, they have different talents to show.

Black has been associated with negative meanings such as night, death, darkness, etc. But the black official hat and attire of the Joseon Dynasty represent 'formality' and 'dignity'. The color black in the modern era is favored through its perception as a color that signifies 'exclusivity' (Google Arts & Culture). So, in this case the writers conclude that the buildings represent rivals, power, and money. Parachute and color of black are combined in this frame.

While the parachute is the represents of saving himself from every obstacle, it also projects he is facing great heights in life and he will do everything for fortune. Therefore, the tall buildings symbolizes that no one has the courage to do the same thing as him.

So, the writer can take the correlation between neon red light and black or dark is the meaning of both are not very different. Because the both colors it has the same symbol which are superiority and power.

As Fisk stated (1992) that to describe the sign, the interaction that occurs when the sign meets the feelings or emotion of their users. The facial expression from the actor shows bravery and also moral strength to face danger, fear and difficulty in any condition (NCT 127 members).

3.1.3 Barber Shop Pole and The Tall Buildings Representing Confidence and Ambition

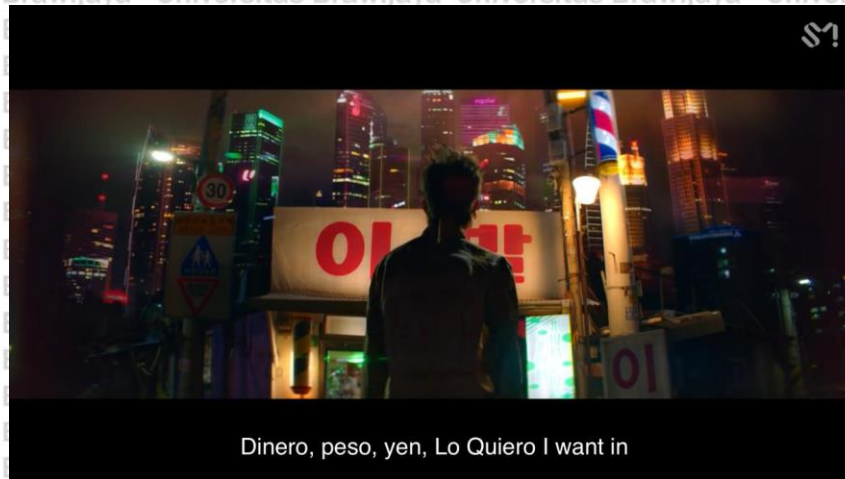


Figure 3.4 Taeyong Standing In Front of The Barber Shop and The tall Buildings (01:23)

In this frame figure 3.4, the writers found two signs: Barbershop pole and the buildings. In the first figure, we focused on Taeyong standing in front of the Barber Shop. As the denotation of this sign is Taeyong standing in front of the Barber shop and the connotation is confidence.

In a long gone era, the barber pole's has different application from this era. When people went to the barber and it's not just haircut style but for bloodletting and other medical procedures but in this era the barber shop is only for hair cut style even rare and almost no one uses of medical procedures in their barber shop. The representation of barber pole's color is Red representing blood, white representing the bandages and interpretation as patriotism and a nod to the nation's flag. (Elizabeth, 2018). In this situation, Taeyong standing in front of the barbershop, as the representation of color pole's sign, it seems that the barber shop is represent of members NCT 127 that is blood is represent that energy of

the members to show their achievement while full of struggle and pain, afterward the white (bandages) itself is represent that the goals they are stick and success together no matter what happened and the problems come, the blue is representing patriotism to the nation's flag, in this case the NCT 127 go to the market world with bringing Korean culture in it and many music videos they really put in it the concept of many Korean culture. In this scenario, Taeyong is going to face the world in style. Style is crucial for him as it is a way to show confidence.

The second sign is the buildings, the denotation is Taeyong standing and looking at the height of buildings and the connotation is Ambition. At this situation, Taeyong looking at the heights of buildings shows Ambition. By seeing the frame is connected with the lyrics "*Dinero, peso, yen, Lo Quiero I want in*". In this frame, Taeyong is standing alone looking at the height of buildings, the lyrics above is currencies of several countries such as 'dinero' is the Spanish word of money, 'peso' is the Mexico word of money, 'yen' is the basic monetary unit of Japan, and 'Lo Quiero' is the word of Spanish that means I want in. In the lyric above it related with the Taeyong standing with staring at the height of the buildings that Taeyong ambition, in a word "I want in" and also as mentioned the money of several countries it is clear that Taeyong want the all of money, not at the 'won' which is Korean money. With looking the height of building Teyong ambition that he and member NCT 127 can tour live in the world and make so money of it. So, it means Taeyong has much ambition to get

anything that he wants as tall as the buildings because he never feels satisfied, and wealth is his only purpose in life.

3.1.4 Arms to Shows the Power

This sub chapter divided into 2 frames, bellows:



Figure 3.5 Doyoung Plays A Gun (01:03)

In this frame shows that Doyoung plays a gun and point the gun in front of the camera, so the writer found the sign is a gun, the denotation is Doyoung point a gun in the camera and the connotation is showing his power. As we know that a gun are not objects that are commonly used or carried by civil society, the State has made regulations regarding ownership of gun. However, the used of the gun cannot be avoided. This could be due to the lack of consequence of the parties involved in issuing gun ownership permits. In this situation, can be seen that Doyoung point the gun in front of the camera. It means that a gun portrays wealth. In this case, because of he has a lot of money he can bought the gun easier. When everyone plays sports like football, basket, tennis and more, he plays the expensive toys which is a gun.

Related with the lyric in the frame, “*I just made a million and I’m still not satisfied*”, its lyrics connected with the frame is about the NCT 127 itself.

In terms of achievement, it never satisfies them just like human nature, never settle for less and always strive for more.

The second frame that the writer take is:



Figure 3.6 Johnny Plays Archery (01:26)

As we can see in the figure above, Johnny plays the archery in the digital plank. Johnny shows the archery that he uses to shot the point is the next level verison which means the digital monitor that he used. Archery is the art, battle, skill or sport of shooting bows and arrows. Archery usually use canvas to get the point. As the figure above, the sign is archery, the denotation is Johnny plays archery in the digital plank, and the connotation is showing the skills.

Digital technology is the branch of scientific or engineering knowledge that deals with the creation and practical use of digital or computerized devices, methods, systems etc as in digital communications and social media. In this frame, showing that Johnny point an arrow in the monitor.

Monitor is one of a part device by digital technology. A computer monitor is an electronic device that shows pictures for computers. Monitors often look similar to televisions. The main difference between a monitor and a television is that a monitor does not have a television tuner to change channels. Monitors often have higher display resolution than televisions. (Wikipedia). The period where digital technologies play a prominent role and regulating behaviors, performances, standards, etc. of societies communities, organization and individuals. In this situation, digital is related with the frame above because Johnny is shot the arrow in the digital plank it should be of members NCT 127 they must be having the skills.

In this era, as we know that the digital is multifunctional, such as they should be creative to get the market and don't want to be fail so they have to feel more ambition. About the critically, nearly every career requires digital communication at some point, so in digital society NCT 127 must equipping the skills to affectively, communicate, evaluation, and about content that they have is the key of their futures to be known as NCT 127. As the writers known, Johnny is the one is the first that usual uses canvas but him uses digital plank. Also connected with the lyric "*we are not the same, only one of me*", is the same meaning that no one to compare him because he plays the archery with another level that is digital plank. In case that related with this group (NCT 127), they already become the one who be foremost, whether from the song, fashion, or wealth.

These two frames shows that Doyoung and Johnny brought the weapons. It can be concluded by the writer that with the thrive of this digital era, both of them want to get target the market in the digital era throughout the several countries. With the NCT 127 digital plank can further expand their work through it. In this case, the frame above shows that NCT 127 is ready to hit the market.

3.1.5 Gold as Symbol of Wealth

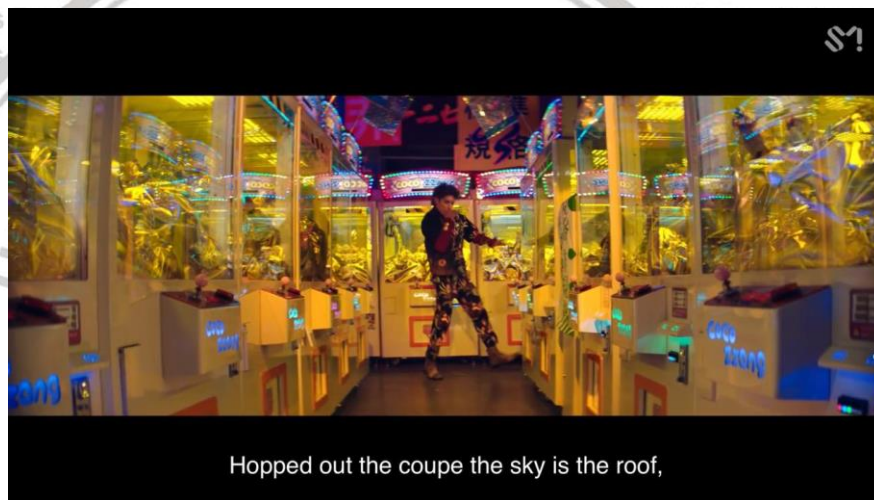


Figure 3.7 Taeyong Standing Between The Gold Claw Machine (1:31)

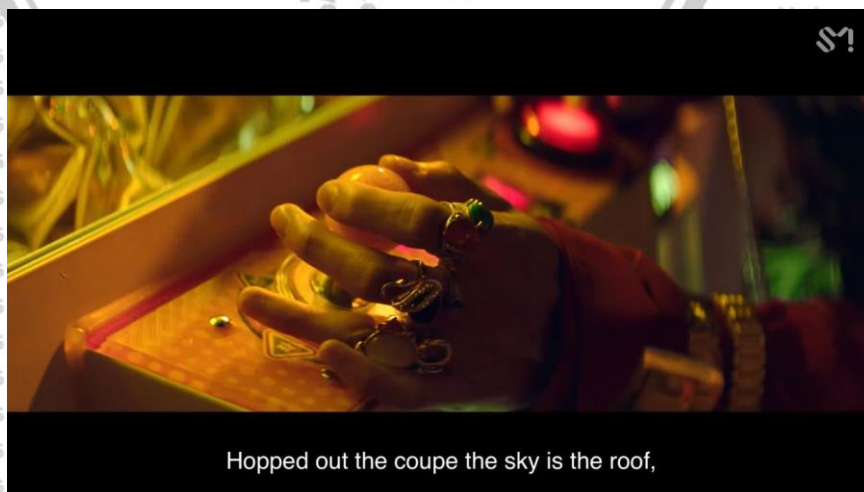


Figure 3.8 Taeyong Wearing Agate Rings (1:32)

In this case, there are two figure the first figure to know the meaning of sign, denotation, connotation and the second figure is additional to get the meaning of the first figure. As we can see in the figure shows that Taeyong standing and he is surrounding with the gold machine. In first figure the writers found the sign is gold claw machine, the denotation is Taeyong standing between the gold claw machine and the connotation is the wealth. As we know that claw machine usually to takes a toy, candy, or any. But in this figure, we can see that all the machine is contains gold. It implies his wealth. Whenever he takes the gold on the machine, he just takes it without any permission. The second picture above to show off his wealth as in the picture he wearing the agate rings. The agate rings can be obtained by everyone but in this picture shows that the ring of agate surrounding the gold, that is what makes it look expensive and different. Agate rings is a beautiful gemstone for balancing the mind, body and spirits as well as helping to slow down and center ourself. It transforms negative energy into positive energy. Agate is a grounding stone as well as spiritual stone and believed to improve mental functions and also helpful in overcoming negative emotions by bringing love in to chakras. Agate rings have many colors, as in the second frame above it shows some colors in it and it have different meaning. Yellow agate means to help gain more self-confidence as well as the ability to learn from the past mistakes. Second color is red, it means that will get out of refusal state and gives a broader view and leads to a better new space, also brings vitality to move forward in the future. And the third color is green, it is related to balance and luck this stone color increases

self-confidence. So, the color that Taeyong uses that is combined are about the future and always keep going no matter what happens.

The writer found the lyrics mentioned “VVS my diamonds I don’t need no light to shine”, VVS or very very slightly of a diamond is known to be one of the highest grades of diamonds in terms of clarity. This lyrics is so depicted about his wealth and he has no need the light to show off his wealth because it is very clear that he is rich people. He plays the game with unusual.

It means that the gold is his achievements. Now, his job is successful and he get much money so that he could buy anything including that machine, also NCT 127 members.

3.1.6 Freedom as a Symbol of Their Success

This sub chapter divided into 2 frames, bellow:



Figure 3.9 Haechan Sit on The Top of The TranSPARENT Car (01:41)

In this figure shows a person sit on the top of the car and driving the car. If we can see more closely the car in the frame has transparent, so the people

can see anything in the car. In this frame, the writer found the sign is Haechan, the denotation is Haechan sit on the top of the car and the connotation is popularity. As we can see in the figure above the car that Haechan's sitting is an ordinary car that is modified so it looks luxurious. The car that Haechan's sitting is transparent car. It means that the transparent car can be seen by all people who see the car, they can see whatever Haechan's doing in the car. In the same meaning about personality of Haechan, as an idol his life can be seen by the all people. Haechan sitting on the top of the car means that he has the power, wealth and popularity. It concluded by the writers that because of his popularity he can sit anywhere he want. Popularity is very impact for people, they will be easier to get something because they are a famous and more appreciated of their position by people or fans. In real life, it means that as an idol he is going everywhere to live concert and show the world that his popularity on the next level.

The second picture that the writer choose is:

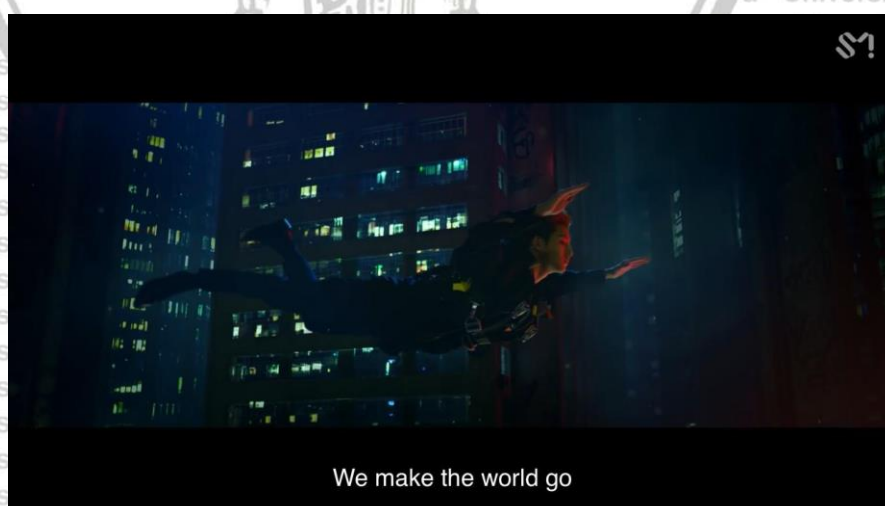


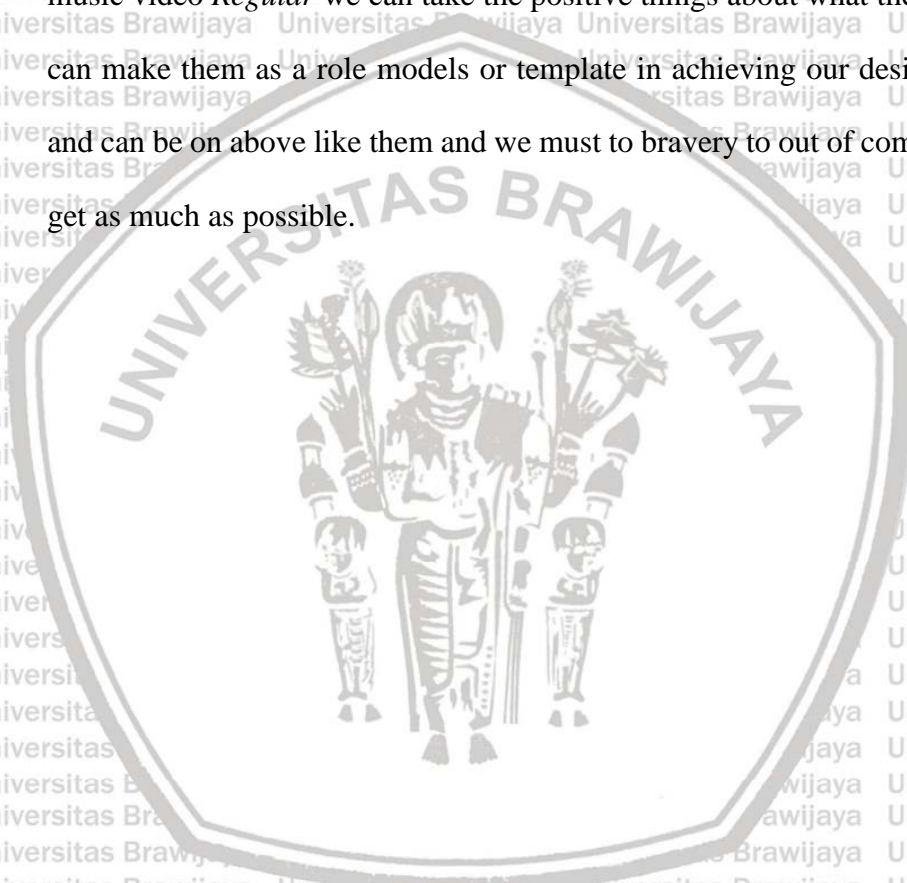
Figure 3.10 Winwin Skydiving (03:14)

As we can see in the figure above it shows a person falling off or skydiving in the night. In this frame, the sign is Skydiving, the denotation is Winwin falling off the buildings and the connotation is relish or enjoy. For most people who skydive usually a major milestone in their life and celebrating the miracle of family and friendship. (Skydive Perris, 2017). The writer takes conclude that whoever is playing Skydiving can be a cut down or reduce the stress. Winwin expression tells that when Winwin's skydiving shots interspersed throughout the music videos are definitely a highlight. Amongst the cold and indifferent cityscape, his courageous leap in the dark is symbolic of the individual work and sacrifice. It takes to reach where they are now. It's not all about the sacrifice is negative meaning but sacrifice in here is determines the levels of success. In this situation, Winwin has been succeeded in his life become member of NCT and furthermore, in the frame that Winwin really enjoy that skydiving, with he closed his eyes and he really enjoys the adrenaline. It means he enjoy with his life, by his wealth, power, and more he could do anything that he wants to do. Related with the lyric "*We make the world go*". Word "we" in here is NCT 127 members. It is undeniable that k-pop including NCT127 made the world interest to know the k-pop. And the word "go" means that the NCT 127 must be on the top and be the first place of all boy group.

3.2 The Message *Regular Music Video*

The message conveyed through this music video is that all journeys to be a successful first start from the basic or bottom. NCT 127 from the very

beginning have been fighting from the bottom to get their own version of glory or achievements. If you have a lot of money you can do anything without any thoughts. As explained in the music video, they can do whatever they want because they have wealth and power. Besides, they don't want to stay in their comfort zone for too long and want to reach higher ground. Therefore, from this music video *Regular* we can take the positive things about what they do, so we can make them as a role models or template in achieving our desires or goals and can be on above like them and we must to bravery to out of comfort zone to get as much as possible.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter explains the conclusion from the research which concerns about the signs meaning with the denotation and connotation of the music video “Regular” by NCT 127. In addition to the conclusion, this chapter also provides some suggestions for the next researchers.

4.1 Conclusion

After doing the analysis on several data selected and provided in this research was established to find out the signs contains with denotation connotation meaning in music video of Regular by NCT 127 and the possible message conveyed in the music video. The data for this research only took some frame in music video and lyrics consist of the music video containing the sign of denotation and connotation meanings and messages that were worth to be analysed. After selecting 8 frames and analysing the data, the writer found 9 signs in total --- which can be classified into 9 denotations and 9 connotations.

Using Barthes’s semiotic, the signs divided into two denotation and connotation in order to classify the meaning. All signs which were found 8 frames helped and support the video build music video and deliver the intended message to the audience.

This *Regular* music video depicts what NCT 127 members usually did. *Regular* music video means about the career journey, luxuries and wealth of

NCT 127 members. They express his desire to be dissatisfied with his current condition and wants to continue to exceed limits. This is the journey of they managed to achieve whatever they wanted. However, overall, the music videos still display individuality, idealism, and self-satisfaction and it's all portrayed in the music video.

4.2 Suggestion

The writer would like to suggest that the next researcher is able to conduct the same object with different approach, such as Psychology. That is to analyze another perspective, use the psychological approach characters in the music video. Moreover, there will be of members character in the music video and it is possible for the next researcher to use it as well with Psychology theory because in every members in this music video has different characters.

REFERENCES

- AZlyrics. Lyrics *Regular* by NCT 127 English Version. Retrieved from:
<https://www.azlyrics.com/lyrics/nct/regularenglishversion.html>
- Barthes, Roland. (1964). *Elements of Semiology*. New York: Hill and Wang.
- Chandler, D. (2007). *The Basics Semiotics Second Edition*. USA and Canada: Routledge.
- De Saussure, Ferdinand. (1910). *Third Course of Lectures on General Linguistic*. Public. Retrieved from:
<https://www.marxists.org/reference/subject/philosophy/works/fr/saussure.htm>.
- Google Arts & Culture. 2016. *The Colors In Korean Life And Culture*. National Folk Museum of Korea. Website:
<https://artsandculture.google.com/exhibit/the-colors-in-korean-life-and-culture-national-folk-museum-of-korea/tALCoDKJVZn0LA?hl=en>
- Goole Arts& Culture. 2018. *The Korean Tiger: Icon of Myth and Culture*. Retrieved from https://artsandculture.google.com/exhibit/the-korean-tiger-icon-of-myth-and-culture/rgIC_exZf_uJA
- Hayyundi. (2018). *Semiotic Analysis on Twenty ONne Pilots' Music Video "HEAVYDIRTYSOUL"*. Unpublished thesis. Malang: Brawijaya University.
- Henny Uswatun Hasanah. 2014. *A Study of Sign: The Political Advertisement In Presidential Election Campaign of Indonesia 2014 Based on the Peirce's Theory*. OKARA, Vol 1. Th 9, May.
- Healing Crystal. *Yellow Agate*. Retrieved from:
https://www.healingcrystals.com/Yellow_Agate_Articles_15334.html
- Kpopindo.id. 2018. Member, Unit, Award, Prestasi Dan Daftar Lagu NCT. Retrieved from: <https://kpopindo.id/member-unit-award-prestasi-dan-daftar-lagu-nct-nct-2018/>
- My Stone Meaning. *Green Agate Stone meaning*. Retrieved from:
<https://mystonemeaning.com/green-agate-stone-meaning/>
- Magdalena, Arya. *Facts About Red Agate: Meanings, Properties And Benefits*. Gemstagram. Retrieved from: <https://gemstagram.com/facts-about-red-agate-meanings-properties-and-benefits/>

Nix, Elizabeth. 2014. *Why are Barber Poles Red, White and Blue*. History Entertainment Brand. Retrieved from: <https://www.google.co.id/amp/s/www.history.com/.amp/news/why-are-barber-poles-red-white-and-blue>

Oktavyanthy, Indriani. 2018. *A SEMIOTIC ANALYSIS IN MUSIC VIDEO OF BLANK SPACE BY TAYLOR SWIFT*. Thesis. Universitas Gunadarma.

Olesen, Jacob. Korean Color Symbolism – Learn What Traditional Colors Mean in Korea. Retrieved from: <https://www.color-meanings.com/korean-color-symbolism/>

Rianti, Galuh Asri. (2020) *Semiotic Analysis of Korean Pop Music Video Entitled Blood, Sweat And Tears By BTS*. Unpublished thesis. Malang: Universitas Brawijaya.

Skydive Perris. 2018. *Why Do People Skydive?*. Retrieved from: <https://skydiveperris.com/blog/why-do-people-skydive/>

Sapienza, Hilarino. 2020. *What Mirror symbolize?*. Website: <https://findanyanswer.com/what-mirrors-symbolize>

Vernalis, Carol. 2004. *Experiencing Music Video: Aesthetics and Cultural Context*. Columbia University Press.

Youtube. 2018. NCT 127 – Regular (English Version). Retrieved from <https://www.youtube.com/watch?v=gj-VU9oK2Yo>

APPENDIX

Appendix 1

Lyrics *Regular* by NCT 127:

Yeah, yeah

I like shining, you be lying

I be grinding, you waste time

Know you wanna roll with me

'Cause you know I put it down

When I show up, I'm the one and only

No, no, no (No, no)

Yeah, pull up in the Jag

Haters gon' be mad

I be walking with the cheese, that's that queso (Queso, queso)

Diamonds dripping, better bring your raincoat (Splash)

I got them racks on me (On me)

I brought the whole lit team with me

I might pull up in a spaceship

Hop out it, don't look like I live here

And now we in a zone (Oh)

Stand too close, might catch a cold

Crib came with a gate and a code

Yeah, yeah, yeah, yeah

Dripping, water faucet, splash (Splash)

VVS my diamonds, I don't need no light to shine

Iced out both my wrists, now I can barely see the time

I just made a million and I'm still not satisfied

'Cause I need a bag on the regular

I spend a bag on the regular

We make the world go

(Do-do, do-do-do, do-do-do)

My bank account go

(Do-do, do-do-do, do-do-do)

We make the world go

(Do-do, do-do-do, do-do-do)

Brrrah!

Dinero, peso, yen, lo quiero, I want it

I am too rich to compete, so don't compare 'em to me (Yeah, yeah)

We are not the same, only one of me (Hey, hey)



Hopped out the coupe, the sky is the roof (Roof)
 My whole team ball (Ball)
 We never lose, hundreds all blue (Hundreds)
 We do what we do (Ball)
 Hopping out casket-fresh, looking like a fashion show (Ayy)
 Diamonds all on my neck, looking like a water show (Ayy, let's go)
 She gon' bust it, bust it, bust it, for a real one
 We gon' bring out the car
 One way, no stop, to the stars
 (Aw, yeah, yeah, yeah)
 Crew fly, Dubai
 No, it ain't two sides, too high
 One way to Mars, you better watch yourself
 I did it all by myself (Go!)
 And now we in a zone (Ice, ice)
 Stand too close, might catch a cold (Stand too close)
 Crib came with a gate and a code (Yeah, yeah, yeah)
 Yeah, yeah, drippin', water faucet, splash
 VVS my diamonds, I don't need no light to shine (Oh)
 Iced out both my wrists, now I can barely see the time (Oh)
 I just made a million and I'm still not satisfied
 'Cause I need a bag on the regular (Regular)
 I spend a bag on the regular (brrrah!)
 We make the world go
 (Do-do, do-do-do, do-do-do)
 My bank account go
 (Do-do, do-do-do, do-do-do)
 We make the world go
 (Do-do, do-do-do, do-do-do)
 Brrrah! (Yeah, yeah)
 Dinero, peso, yen, lo quiero, I want it
 Multi-color diamonds like the rainbow (Yeah, yeah, yeah)
 B-L -ind your eyes 번져 눈부셔
 Yeah 자체발광 we flash 주체안돼 let's dance
 Yeah, this isn't real, this is a regular move
 머리 어깨 무릎발 무릎발, let's get bounce
 Oh!
 Oh! (Oh)
 Run it up, run it up, run it up (Run it up)
 No competition in front of us
 We got the wave, we getting paid (Oh)

VVS my diamonds, I don't need no light to shine (Oh)
 Iced both my wrists, now I can barely see the time (Oh)
 I just made millions off it, but I'm still not satisfied
 'Cause I need a bag on the regular (Regular)
 I spend a bag on the regular
 We make the world
 (Do-do, do-do-do, do-do-do)
 My bank account go
 (Do-do, do-do-do, do-do-do)
 We make the world go
 (Do-do, do-do-do, do-do-do)
 Brrrah! (Yeah, yeah)
 Dinero, peso, yen, yo quiero, I want it

Regular

