

Semiotic Analysis of “Lathi” Music Video by Weird Genius

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Abstract. The purpose of this study was to see the meaning and visual intent seen from the video clip of Lathi. The method used in this research is descriptive analysis method using Ferdinand de Saussure's semiotic theory, where the visuals that appear in the video clip are divided into several sections. The process of using Ferdinand de Saussure's semiotic theory so that you can get the meaning and purpose of the visuals that appear in the video clip of the lathi, the results of this study are the meaning of both the connotation and denotation of the visuals of the video clip, while the truth of the visual meaning can still be debated. Because the perceptions of humans and other humans are different, the conclusion of this study is that the visuals displayed in the video clip can be interpreted properly so that the meaning and meaning of the video can be easily implemented, the impact of this research is to develop research on its particular semiotics. Semiotics in video clips so that this research can be used as a reference for other researchers in describing a meaning of the visuals that appear, and for creative action with this research it can be used as a reference in the work.

1. Introduction

Lathi is a song created by Weird Genius, Weird Genius itself is an EDM music group consisting of Reza Oktovian, Eka Gustiwana, and Gerald Liu, where Weird Genius composed the song, while Sara Fajira sang the song. Lathi's own video clip was directed by creamypandaXX & YB and Sara Fajira Himself who became the Model Video Clip where in the video clip a lot of visuals appear [1], where the visuals that appear are related to the lyrics of the song, Lathi herself when seen from the lyrics is a song regarding toxic relationship where the toxic relationship itself is a relationship in which the partners hurt each other [2]. The research on Lathi's video clips itself uses the semiotic theory of Ferdinand de Saussure [3,4] where in Ferdinand de Saussure's semiotic theory, According to Saussure, signs consist of: Sounds and pictures, called markers or markers, and the concepts of sounds and images are called signified. the visuals that appear must be captured into denotative and connotative meanings so that the visual can be explained in general its meaning, where in this study is a video clip where this video clip will be examined using semiotic techniques so that the results of this study can be a reference for research related to semiotics, especially in the video clip [5].

In the semiotic theory developed by Barthes, there are two levels of meaning, namely denotation and connotation, then Barthes classifies these codes into five groups of codes and names them hermeneutic codes, semantic codes, symbolic codes, narrative codes, and cultural or cultural codes Baudrillard himself introduced simulation theory. Where the events that arise do not have a clear origin and do not show the existing reality, and the source of their authority is unknown. Therefore, [3] Baudrillard says, we live in what he calls hyper-reality. Where everything is imitation, to be exact, and fake is more real than reality. [6] Eco analyzed the systemic 'relationship' between the vocabulary of signs, combination rules (codes), and concepts (marked), which are related to it.[7] Derrida, who is

famous for his semiotic model of Deconstruction, states, Deconstruction is an alternative to reject all limitations of interpretation or standard form of conclusions. The concept of deconstruction - which begins with the concept of demystification, the dismantling of the product of rational thought that believes in the purity of reality - is basically meant to eliminate the structure of understanding signs (signifier) through drafting the concept (signified). [2] Barthes stated that by combining signs or codes it can produce expressions that have meaning [8] Whereas Saussure in the semiotic theory explains the marker and the object marked [9-12]. In this study, the theory used is the Barthes and Saussure theory, which in this theory explains the sign and then analyzes it in a connotative and denotative way so that it can explain the visual meaning shown in the video clip.

The purpose of this research itself is to find out the visual meaning and meaning in the Lathi video clip and the impact of this research is to develop research on its particular semiotics. Semiotics in video clips so that this research can be used as a reference for other researchers in describing a meaning of the visuals that appear, and for creative action with this research it can be used as a reference in the work. The method used in this research is descriptive analysis method where with this method the results of the analysis will be clearly explained then the theory used in Saussure semiotics where this theory is implemented in this study because it has conformity with the object under study and the purpose of this research itself. Method and this theory will be implemented so that the objectives and results can be obtained.

This method itself is implemented by dividing the video clip into several parts of the image and then processing it from that part using the semiotic theory of de Saussure so that the meaning of the image is obtained. After that, the descriptive analysis method is used so that each image gets a clear description.

2. Method

The method used in this research is descriptive analysis method, this method was chosen because the visual footage method produced from this video clip must be able to explain the purpose of the visual, it must be detailed in detail so that the visuals that appear can work well, in addition to using The descriptive analysis method of this research also uses the theory of semiotics Saussure where this theory is chosen because this theory has relevance to the object under study where the object studied has a lot of visuals that have many connotative meanings so using this theory can produce meanings. and the meaning of the visuals added in the video clip. According to Saussure, signs consist of: Sounds and pictures, called markers or markers, and the concepts of sounds and images are called signified. The theory used by Saussure changes a sign of the signifier then interprets it to be signified. where it is signifier and then divides it into two meanings, namely connotations and denotations where this theory is suitable for use in this study.


The steps in carrying out this research are, firstly the object of research is divided into several scenes where in each scene a visual or image appears, after which the image is processed using the theory of semiotics Saussure with this theory resulting in two meanings of the image appears, namely the denotative meaning or actual meaning of the image and the meaning of the connotation or meaning that is not true or parable of the image, after obtaining the implied meaning of each visual that appears from here, a descriptive analysis method is used where the meaning of each image is described its meaning. so that the meaning can be seen in more depth and then the meaning is arranged according to the sequence of scenes from the video clip so that the relationship between the image and other images can be known so that the meaning of the video clip can be known and what is described in the video clip.

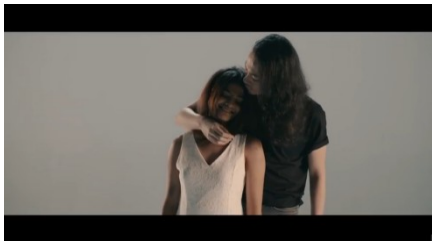



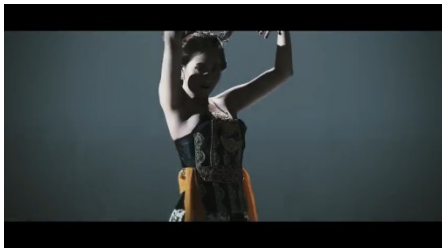
3. Results and Discussion



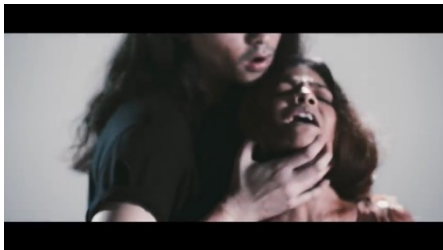


The analysis results obtained from the Lathi Video Clip, using the Semiotic technique are

1. A woman who is alone in the middle means a sad heart
2. Women who are hugging with men mean pleasure in a relationship
3. A woman who is chained and bleeding can be interpreted that the relationship becomes restraining and hurts the woman
4. A woman who turns into a monster and has black smoke means that the woman is angry and wants revenge
5. The woman being struck by lightning means that the woman already has the strength and courage to fight back
6. Jaipong dancer with the debus player itself has the meaning of the soft nature represented by the visual of the jaipong dancer and the rough and hard sides represented by the whistle player
7. Woman falls and the monster side disappears which means that the woman is not strong or have the heart
8. A man who tortures a woman means that a woman's heart is hurt again
9. Women turn into monsters and curse men to death, which means that women are able to avenge their pain on these men.
10. A woman in the rain with a dead man beside her means that the woman can finally throw away her love even with tears and sadness

Table 1. Signified Signifier Lathi music Video

| Image / Visual | Signified | Signifier | |
|---|---|--|-----------------------|
| | | Denotation | Connotation |
|  | The woman remained silent in the middle | Woman in the middle with the dim light | Sad heart, and lonely |

| | | | |
|---|-------------------------------|--|---|
|  | Woman hugging with a man | Woman hugging with a man | The pleasure that you get from a relationship |
|  | Woman in chains | Woman in chains and bleeding | Relationships that start to stifle and hurt |
|  | Female Monster | The woman turned into a terrible monster surrounded by black smoke | A woman who changed out of anger and wanted to get back at her pain |
|  | The woman struck by lightning | The woman struck by lightning | The woman gained strength and courage |
|  | Jaipong dancer | Jaipong dancer who dances gracefully | The gentle side of women |

| | | | |
|---|------------------------------------|--|--|
|  | The Debus player | The Debus player smashed the glass onto the head of | the Evil and Hard Side of the Woman |
|  | The Woman Falls | The Woman Falls and the Monster disappears | The woman who came back was weak |
|  | Men torture women | Men torture women A hurt heart | A hurt heart |
|  | The woman turned into a monster | The woman turned into a monster raised a male hand in pain as she let out a light from her mouth | Women can punish and take revenge on the man who hurt her |
|  | Rain woman standing dead man lying | Rain woman standing dead man lying | A woman managed to remove a man from her heart even though her heart was sad |

From this table describes the meaning of each visual that appears from the video clip where in the scene when it starts to appear a woman is in the middle alone with dark lights where the meaning of this visual looks lonely then in the scene a woman is in chains while shedding blood. This can be interpreted as carrying a chain is an object to bind or restrain the blood itself from pain so that it can be interpreted that a woman is confined and sick from the relationship she is in, then the woman turns

into a monster, monsters in this context can be interpreted as congestion and horror. a visual of a jaipong dancer that represents the tenderness of a woman and a visual of a debus performer that represents the anger of the woman, where in this context the tenderness and anger itself exist in a woman, a man who emits light from his mouth and eyes while in pain, male variables -the man has been punished, and the last is the rain that can interpreted with tears and cries, from the meaning that is obtained from the visual then the meaning comes from one place to another so that we get the total story and the total meaning of the video clip.

4. Conclusion

from the description above, you get the results that the video clip tells of a woman who has a relationship with a man, then the relationship worsens and tortures the woman, then the woman gets angry and wants to retaliate and punish the man, but at the first opportunity she doesn't have the heart to do it then the woman the man comes and tortures her and in this opportunity the woman can get rid of him even though with a heavy and sad , From the analysis, it can be concluded that the video clip lathi is a good video clip because the director can translate the meaning of the song into a visual that represents, where the visual can describe the meaning and purpose of the song.

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