CHAPTER I

INTRODUCTION

1.1 Background of the Study

Visual sign was introduced as a key element to communication and also for a message to explain something because visual sign can convey lots of things through the improvement of audio visual technology for example music video clips. In analyzing video clip, there are two aspects of sign which are needed to figure out the message of the video clip. Visual aspect, which has been the most important element in communicating the meaning of the video clip. Therefore, to reinforce the message of the videos, the verbal aspect is actually needed. The verbal aspect has something to deal with text and words, there must be a meaning behind the song, and the verbal aspect could be analyzed through the lyric of the song.

Making music involves not only the communication of musical sounds but is also characterized by a continuously changing and meaningful use of facial expression, body movement, and hand gestures. In many interactive multimedia systems, efficient retrieval of multimedia information in a digital form is becoming an important issue. Among all multimedia types (text, images, graphic, audio, and video), video is the most challenging since all other media information can be combined into a single data stream of video. The evaluation of a good
visual communication design is mainly based on measuring comprehension by the audience, not on personal aesthetic and/or artistic preference as there are no universally agreed-upon principles of beauty ugliness.

A music video or song video is a short film integrating a song and imagery, produce for promotional or artistic purposes. Modern music videos were primarily made and prior to the 1980s, these works were described by various terms including "illustrated song", "filmed insert", "promotional (promo) film", "promotional clip", "promotional video", "song video", "song clip" or "film clip".

Video is becoming a key element in the next generation of multimedia computing and communication. The rapid growth of video data raises a significant interest for developing efficient video search tools based on visual features, including color, texture, motion, body language, gesture, etc. There are two main families of image video indexing and retrieval systems: those based on the content of the images like color, texture, shape, objects, etc. And those based on the description of the images like keywords, size, etc. (Bruce, 2008).

The portion of visual sign in a video clip usually consists of live concert footage, instrument playing by the artist, lipsync, and pantomime. In many cases, there is also a dramatic or narrative concept. Meanwhile, the pictures of the video clip were made based on the lyric of the song. It is not easy to make a video clip, the video clip must be based on the real condition of the song. It has something to do with the song themes, setting, properties, lighting, color, and acts.
“Why should we be interested in visualization? Because the human visual system is pattern seeker of enormous power and subtlety. The eye and the visual cortex of the brain form massively parallel processor that provides the highest bandwidth channel into human cognitive centers. At higher level of processing, perception, and cognition are closely interrelated, which is the reason why the words “understanding” and “seeing” are synonymous. If we can understand how perception works, our knowledge can be translated into rules for displaying information. Following perception based rules, we can present our data in such a way that the important and informative patterns stand out. If we disobey the rules, our data will be incomprehensible or misleading.”(Ware, 2004)

Originating from Bandung, West Java, Burgerkill was established in 1995 and have been continually shaping the underground metal scene in Indonesia ever since. For 14 years, Burgerkill have consistently been in the spotlight as a force to be reckoned with in Indonesian metal band, from writing compositions for movie soundtracks to the successful publication of autobiographic novels.

Their first album, ‘Dua Sisi’, demonstrates the band’s beginning as a leaning towards a predominantly ‘Hardcore Metal’ and was well received within the underground metal community. With their second album ‘Berkarat’ and their most recent ‘Beyond Coma and Despair’, Burgerkill has found their foot-hole and developed a style of their own. Burgerkill set the standard for live metal performances in Indonesia, and have always been a clear cut above the rest. What you hear on the album is what you get live – no disappointments. Their style and level of performance are incomparable to anything previously seen or heard in
Indonesia. Burgerkill have become veterans of the metal stage as they are regularly supporting International metal acts touring Indonesia such as The Black Dahlia Murder, As I Lay Dying, and Himsa.

Burgerkill is a dynamic composition of talented musicians who have all individually featured as prominent influences within Indonesia’s underground metal milieu. With Vicky on vocals, Ebenz on guitar, Ramdan on bass, Andris on drums, and Agung on guitar, the result is a lethal combination of musicians who, as if by instinct, produce a most rancorous sound that leaves you feeling downright butchered. Self produced and Burgerkill’s most recent album, ‘Beyond Coma and Despair’ has been tagged by Rolling Stone Magazine as ‘One of the best albums of the year’ (2006). The sound exhibited on this album is brutal and violent. All throughout this turbulent, provocative album it is as if Burgerkill grabbed you by the head and smash you to the wall, yet you find yourself still smiling and thoroughly enjoying this merciless invasion of noise.

‘Venomous’ is one of Burgerkill albums, therefore each song churns out a colossal sound, delivering to the listener an unrelenting assault on the eardrums. Venomous more than proves with absolute certainty that Burgerkill will reign eternally in the metal world. One of the songs from this album has won the Metal Hammer Awards in England on 2014, surpass over 100 metal bands in the world. The title of the song is “Under the Scars”. The chosen of this music video clip is determined in terms of the song content and uses real story as a background.
1.2 Problem of the Study

Base on the Background above, the problems can be formulated as follows:

a. What kinds of visual sign communication elements are used in the video clip of Burgerkill entitled “Under The Scars”?

b. How the lyrics from the song are represented into the “Under The Scars” video clip based on the real meaning by the lyric itself?

1.3 Aims of Study

In this study, scientific research should have certain aims which are based on certain scientific criteria. The aims of this study are as follows:

a. To identify the use of visual communication elements in the Burgerkill video clip entitled “Under The Scars”.

b. To analyze how the lyrics from the song represent into the Burgerkill video clip entitled “Under The Scars”.

1.4 Scope of Discussion

The scope of discussion in this study is limited to the analysis of the use of visual communication elements to support visual sign in the Burgerkill video clip entitled "Under The Scars". The scope of discussion focuses on the meaning of visual and verbal aspects of Burgerkill video clip entitled "Under The Scars". Visual communication elements are used to support visual sign on “Under the Scars” video clip. The first analysis of what kind elements of visual
communication would be used and it can reflect the meaning of the video clip based on theory of visual communication elements and the theory of meaning. Correlated with the lyric of the song to view the video clip presentation, which has the same meaning as song lyrics that are then poured into several scenes and picture settings video clip. And the last seen of how the video clip has lighting effect, layout impressive 3-D motion video clip has a strong force that can make the eyes of the audience fooled by the lighting effect are made neat and unique.

1.5 Research Method

The most important procedure in doing research is research method. There are three aspects of the research method which need attention in this study, they are: data source, method, and collecting data, also method and technique of analyzing data. They are described as follow.

1.5.1 Data Source

The data of this study was taken from Burgerkill music video entitled "Under The Scars" and the lyrics of the song. This video clip is taken from their album entitled "Venomous" downloaded in www.youtube.com. This music video was chosen as the data source because the music video consists of a deep meaning of a real story which is closed to our reality which is represented in their lyrics and it is connected with the music video verbally and visually. The song was released on November 9th, 2011, as the lead single from their fourth studio album
Venomous. The song was written by the band and produced by the guitarist Ebenz. And the music video clip was directed by Burgerkill official management. The song lyric is downloaded from the internet through www.google.com.

The chosen of this music video clip is determined in terms of the song content and uses story as background. Theoretically, this music video clip are the appropriate objects to be analyzed because there are some visual communication elements which are used in it and the lyrics convey message that can be analyzed through the theory of meaning. By using this video clip as the data, it could be recognized what kinds of visual communication elements to construct the meaning of the lyric. The message of the lyric represented the disappointment with the government and social issue in the society, this makes the music video clip interesting to be analyzed.

1.5.2 Method and Technique of Collecting Data

In collecting data, documentation methods were applied in this study with note taking technique. The steps in collecting data are explained as follows. First, listening to the song and then analyzing the conceptual meaning of the words in song lyrics using theory of connotative and conceptual meaning by Leech. After that, watch the music video clip carefully and then identify and classify the visual communication elements of the music video clip by using the theory of visual communication elements by Dyer in order to find them related to the lyric.
The note taking technique steps in collecting data are as follows. First, the words in music video clip lyric that contain conceptual or connotative meaning are collected. And then find the conceptual or connotative meaning of the words. Next, watch the music video clip and take notes of the scenes that expressing the meaning of the lyric and what elements which are used in that scene to express it.

1.5.3 Method and Technique of Analyzing Data

Based on the semantic theories about study of sign and meaning, the collected data were analyzed qualitatively and descriptively presented. The theory about principle visual communication elements from Dyer (1993:97-105) were used as the main theory in this study.

The procedure in analyzing this music video clip were done as follow: The first, is to organize the data by watching the music video clip and read the lyric in accordance to get the appropriate data. And then, categorizing the data into groups. The scenes in music video clip are put according to the meaning of the lyric. Therefore, it can be clearly understood which scenes are expressing the meaning.

Next, doing some tests to get the hypothesis with categorized data. The hypothesis of the data are some words in the lyric that have conceptual or
connotative meaning which expressing the messages of the song and the use of visual communication elements in the music video clip in supporting the lyric to express the song messages.

After that, the meaning of the song lyric and the use of visual communication elements in expressing it in the music video clip were analyzed according to the theories that are used in the current study. The analysis of the meaning of the song lyric is based on theory of meaning proposed by Leech (1974:9-23). This was done to get the conceptual or connotative meaning of the song lyric. And then, classify the visual communication elements used in chosen music clip based on theory of Dyer (1993:97-105).

Finally, the result of the analysis are presented descriptively in this paper. The meaning of the words in the lyric in expressing the messages of the song is presented first. Next, describing the scenes which have correlation with the lyric in expressing the message of the song. And then, the uses of visual communication elements in the music video clip are presented after it to show why those scenes have correlation with the lyric in expressing the message of the song.