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## **A Semiotics Study: Visual Signs in Katy Perry's Selected Music Videos**

**Erul Hoirul<sup>1</sup>**

<sup>1,2</sup> Universitas Pamulang

<sup>1</sup> Email: erul@gmail.com

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### **Abstract**

*This study is aimed to show visual sign from "A Semiotics Study: Visual Sign In Katy Perry's selected music videos." The discussion is related to the meaning from the visual sign used Denotative and Connotative meaning that can be related to Myth perspective. In this study, the writer used qualitative research method by applying the procedure of descriptive data in the form of written words of the people and their observed behavior. This study used theory from Roland Barthes about semiotics that covered about signified and signifier which can be seen from denotative and connotative meaning, and myth perspective. The result of the study is the writer found out 30 data that consist of female domination issue by using semiotics analysis. There are 15 data from Dark Horse music video which consist of denotative and connotative meaning and 15 data from Roar music Video. All the signified and signifier consist of connotative, denotative, and myth meaning that showed about female domination.*

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**Keywords:** *connotative, denotative, myth, semiotics, signified, signifier.*

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## INTRODUCTION

Humans are social creatures who cannot live without other people, therefore humans always try to interact with other people and seek information about the surrounding environment. Nowadays, humans can get information in various ways, one of which is by watching music videos because in music videos, there are also hidden meanings and signs that can be analyzed to find the implied meanings and signs. Music videos show the meaning from the songs, and these songs consist of many signs. These signs can be called as semiotics.

Semiotics was developed by Charles Sanders Peirce. According to Peirce (1931), semiotics emphasizes more on a theory about sign production. Peirce categorizes and then classifies signs. The classification of signs can show how humans receive signs that are meaningful to them. The signs can be verbal or nonverbal. Verbal is defined by the use of words as a message, and nonverbal is defined as communication with signs other than words or words language.

According to Sobur (2009), semiotics is a science or analytical method to study signs. Signs are everything we use in our search for the way in this world. Verbal messages, as well as non-verbal messages, are one forms of sign. Semiotics wants to learn how humans interpret the things that exist in nature. Meaning in this case cannot be mixed, mix it up by communicating. Semiotics examines various ways elements of interaction with the knowledge that humans have to produce meaning.

In semiotics, there are two figures founded that leading the theory. Firstly, Saussure (1982) defines semiotics as one of the sciences of social life. His school of thought prioritizes structure and uses an anti-historical approach that sees language as a system that is intact and harmonious internally (language). Saussure (1983) continued that language is a social phenomenon, every language system is determined by social customs. The sign category is based on the relationship between the sign and its object. Secondly, according to Peirce (1931), signs are related to objects that resemble them. An existence that has a causal relationship with signs, or because of the conventional ties to the signs. Semiotic analysis can be applied to various communication media, especially visual media, ranging from narrative texts, fiction novels, poetry, cartoons, advertisements, photography, films, and music videos.

Elements contained in semiotics according to Peirce (1931), representative, object, and interpret. Representative or Ground is something used to make a significant work. Whereas on object is something that becomes a sign after going through the process of meaning that is done by interpreters. The interpretation is the exact signifying effect, that is, the concept mentality generated by both the sign and the user's experience of the object (Pierce, 1931).

The music video is one of creation that can be analyzed by semiotics theory. Music videos are more popular than video clips (Effendy, 2009). At the beginning of its development, music videos with video clips were something different. In the music video, the storyline is made based on the background music, so the concept of the story is made based on the existing music and then visualized. The video clip is a collection of image pieces that are inserted into the story throughout the music. However, in today's development, people tend to equate the meaning of music videos with video clips.

The music video can be a recording album on television. The music video was first popularized via MTV channels in 1981. According to Dimas (2008), the basic understanding of the video is to visualize a song or music. This definition has been clarified in a book electronic Carlsson (1999), by the title "A Music Video is a Form of Audio-Visual Communication in Which the Meaning is Created Via Carriers of Information." such as; the music, the lyrics, and the moving images. The video clip is a form of audio-visual communication whose meaning is created by bringing information such as music, lyrics, and moving images.

Music videos are produced to support the song became a visual that can be watched by the audience. Naratama (2004) says, almost all television stations have music programs with

repacking video formats that use music video material as performers. In the indirect interaction of delivering social messages, communicators can convey messages through any media, such as letters, poems, songs, and even music videos. Music Video is one of the means of delivering messages because it is supported by images and sounds or song music, coupled with a theme that is adapted to the lyrics of the song.

Nowadays, music videos have been produced by many labels, and they usually contains signs and hidden meanings to be delivered for the audience. Many music videos have been watched by millions of people on YouTube. Hollywood singers usually produce many popular music videos that attract everyone's attention. One of the most-watched music videos comes from popular singer, Katy Perry. Katy Perry's music album video named Prism has a lot of implied meanings which have many interesting things to be analyzed. Many of her music videos consist of the powerfull woman, therefore it has many implicit meaning that can be revealed in this selected music videos.

Therefore, the writer is interested in analyzing the sign in Katy Perry's music video because many interesting things are conveyed in her music video, not only about romance songs, but she also provides deep social criticism through symbols. In this study, the author analyzes Katy Perry's music video in one of her albums, which is entitled "Prism". The writer tries to discuss it in a thesis entitled "A Semiotics study: Visual Sign in Katy Perry's Selected Music Videos" on a single dark horse and Roar using Roland Barthes's theory. This study is then expected to contribute to the field of linguistics, especially semiotics. Moreover, it will be useful for those who are interested in the same topic.

## **METHOD**

In conducting this study, the writer used a descriptive qualitative approach. There are several definitions of qualitative methods. Gay (1992) defines research designed as a plan for collecting and analyzing data to answer questions. Then Donald (2013) explained that the research method refers to the general strategy followed in collecting and analyzing data. Therefore, to make this study the writer collected the data to be analyzed, then write it in the descriptive method. Qualitative approach can be used in several situation, like Creswell (2007) points out:

Qualitative approach is used when we need a complex detailed understanding of the issue, when we want to be empower individuals to share their stories, hear their voices, and minimize the power relationship between researcher and the participant in the study, when we want to write in literary, flexible style that conveys stories, or theatre, or poems, without the restrictions of formal academic structure of writing, when we want to understand the contex or setting, when we want to develop stories when partial or inadequated theories exist for curtain population and samples, and when qualitative approach does not fit the problem.

In the others word, qualitative method can be used when the study can not be prove by the numeric data. Qualitative method usually used based on the subject and behavior that happened in society.

### **1.1 DATA SOURCE**

The writer used data source music video from Katy Perry's YouTube to supported and complemented the study. Data source is the supplies information that can be acquired to filled the needed data of the certain research. Sugiyono (2009) stated that based on the sources, data can be classified into two those are primary data and secondary data. Primary data source is source of data which is related to the subject of this study that is taken through the writer directly. The main source is a music video that is taken from the music video for the album Prism by Katy Perry. Furthermore, references are books, journals, websites, and thesis relates to this research.

### **1.2 DATA COLLECTION**

To get the appropriate data, the writer took several steps. First, the writer downloaded this video from Katy Perry's YouTube account and watched the music video several times to understood the whole story in the music video. Second, the writer identficitated and highlighted the images that

are supposed to be issues taken by Katy Perry. In addition, the author also read the lyrics to get completed data. Third, the writer put the data into the table.

### 1.3 DATA ANALYSIS

Data analysis is a processed where by the writer systematically searched and arranged the data in ordered to increase their understanding of the data presented and to enable them to presented what they learned to others. Ary (2010) stated that data analysis is the most complex and mysterious phase of qualitative research. Data analysis in qualitative research is a time consuming and difficult process because typically the writer faces massive amounts of filed notes, interview transcripts, audio recordings, video data, reflections, or information from documents, all of which must be examined and interpreted. This study aimed to determined the signs in the music video of Katy Perry's selected music videos and analyzed the meaning of the signs implied in the music video of Katy Perry's selected music videos. The writer marked and collected pictures by watching music videos and referring to sign theory. Then, the writer identified context data. Finally, the author interpreted the signs contained in the music video then analyzed them using the theory of denotation, connotation, and the myth of Barthes (1967) to find out the meaning of the sign.

#### FINDINGS AND ANALYSIS

##### 1. ANALYSIS

##### 1.1. Dark Horse Music Video by Katy Perry

This chapter describes the data found in Katy Perry's music video entitled "Dark Horse" which consists of an order of signification based on Bhartes's theory, namely denotation, connotation, and myth. The analysis of the data is as follow:

Datum 1.



Oh, new  
 Yeah, ya'll know what it is  
 Katy Perry  
 Juicy J  
 Uh huh, let's rage!

##### 1. Denotative

Based on the definition above, the writer analyzed the denotation meaning from the scene above. As the music begins, the scene shows a woman on the boat in the middle of the sea with four servants who are paddling the boat in front of the sunset view. The lyrics in this scene *Oh, new. Yeah, ya'll know what it is. Katy Perry. Juicy J. Uh huh, let's rage!*. This scene describes the woman who takes a position in the middle of the boat.

##### 2. Connotative

Connotation as the second order of signification consisting of markers, signifiers. Within the framework of Roland Barthes, the connotation is a sign that comes from denotative sign markers (so denotation leads to a chain of connotations). Based on definition from Barthes that Connoative was the deeper meaning that can be find out after get denotative definition (Barthes,1964). In this scene, the woman is Katy Perry in the middle of the boat shows that her position is higher than the man who became the servant and paddling the boat. The lyrics in this scene *Oh, new, Yeah, ya'll know what it is, Katy Perry, Juicy J, Uh huh, let's rage!* Shows Katy Perry is a queen who is accompanied by her servants. The woman does not do anything except sitting and ordering the servant to paddling the boat which means that she has a power for controlling them. Her position which is sitting in a higher place shows she really has power and domination on the boat.

##### 3. Myth

Myths express and serve to organize shared ways of conceptualizing things in culture. Barthes explained that myth is a natural result of the dominant social class by a particular history (Barthes, 1964). Therefore, these myths must carry history, which is the main way of making them available and functioning. Based on the analysis above, this analysis is in line with what Barthes's said that myth is interpreted social perspective. The person who takes a control in the ship or boat is a skipper, the skipper can control everything in the boat it means that a skipper has a throne in the boat. A chair in the middle of the boat also interprets the throne because it has a special place and ornament that makes a gap between the woman and the servant. People who sit on the throne have more power and that is why they can sit there. In the clips, the person who sits on the throne is a woman that shows how the woman has domination on that place.

Datum 2.



*And here you are  
But you better choose carefully*

### 1. Denotative

The writer has mentioned the definition of Denotation is an explicit meaning based on Barthes's theory. Based on that definition, this clip shows two men with the blue skin who are dancing in the middle of the audience. They command people to dance in the middle of people. The lyrics in this scene *And here you are, But you better choose carefully*.

### 2. Connotation

Connotation as the second order of signification consisting of markers, signifiers. Within the framework of Roland Barthes, the connotation is a sign that comes from denotative sign markers (so denotation leads to a chain of connotations). This scene shows the blue skin men who represent nobility but can be ordered to dance in front of many people. It shows how a man who is usually treated better and always becomes a subject can be an object that can be enjoyed by many people. A man still threatened higher than a woman, but in this scene show that a woman can be higher than a man and can command them. The lyrics in this scene *And here you are, But you better choose carefully* means that Katy Perry is a queen who has the power to command her servants to dance to comfort her.

### 3. Myth

Myths express and serve to organize shared ways of conceptualizing things in culture. Barthes explained that myth is a natural result of the dominant social class by a particular history. Therefore, these myths must carry history, which is the main way of making them available and functioning. Based on the myth definition the writer analyzed that as we know, the blue skin people show nobility, because it was the first pigment color found in Egypt and became a face of Egypt at that time, but in the scene, the man that usually has power is commanded to dance, as we know in many kingdom women always became a dancer so that the king can see and enjoy the dent of women's body, but here the man became an object that can be watched and enjoyed by the women. It shows how women have more power for it than man.

Datum 3.



*Make me your Aphrodite  
Make me your one and only*

### 1. Denotative

The denotative mean the explicit meaning based on Barthes has been said in literature review. Therefore, the writer analyzed The woman with black hair was sitting on the chair with a servant beside her. She looked in front of with a smiling face. The lyrics *Make me your Aphrodite, Make me your one and only*.

### 2. Connotative

Based on definition from Barthes (1983) connotation as the second order of signification consisting of markers, signifiers. Within the framework of Roland Barthes, the connotation is a sign that comes from denotative sign markers (so denotation leads to a chain of connotations). The sign from this scene can be seen from a chair that is sat by the woman, the chair symbolizes a throne because she was sitting in a higher place than the others and there are servants beside her, it shows how mastery the woman is. The lyrics *Make me your Aphrodite, Make me your one and only* means that the woman who has the distinction of being queens who chose men who came to her. And the right to refuse a man because she has the power.

### 3. Myth

Myths express and serve to organize shared ways of conceptualizing things in culture. Barthes explained that myth is a natural result of the dominant social class by a particular history. Therefore, these myths must carry history, which is the main way of making them available and functioning. Based on the analysis above, the woman sitting on the chair describes a throne that the woman has because the woman sit on the higher chair with many servants. It shows that she has domination in that place. Because this chair does not only show as a chair but as a throne in the kingdom. Usually, a person who has a throne always a man that we called a king, but here the queen shows that not only man who can be the leader or take a domination but the woman can also be.

Datum 4.



*Boy, you should know whatcha falling for  
Baby, do you dare to do this?*

### 1. Denotative

Denotative meaning is the first order meaning which is objective that can be given to symbols. It is by linking directly between the symbols with a reality or the designated phenomenon. Based on analysis above that has been correlated to the definition of Denotation. The scene shows the man coming to the woman by bringing the diamond in his hand, and the boy comes to ask the woman to accept him by giving the diamond from his hand. The lyrics *Boy, you should know whatcha falling for. Baby, do you dare to do this?*

### 2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. Therefore, the writer analyzed that The sign from this scene is from the way the man comes to a woman by bringing the diamond. The diamond shows riches. The man comes to the woman showing off his riches, one of the proof by giving a big diamond in his hand. The lyrics *Boy, you should know whatcha falling for. Baby, do you dare to do this?* that means a rich man came bearing much jewelry and wealth in a contest carried by the queen.

### 3. Myth

Myth always has correlation with the social perspective Based on the analysis above, the man who comes to the woman shows that the man wants a woman, he tries to tempt the woman by showing the diamond, but the things must be underline here the man is the one who comes, usually a man that always has the power to choose a woman, but here the woman who decided to choose the man or no, and this scene show how the woman can dominate the man. The man also come to the woman by bringing a big diamond, the diamond show a riches. It can be seen that the man want attract the woman's attention by showing his diamond.

Datum 5.



*Cause once you're mine, once you're mine  
(Hey, hey, hey, hey, hey)*

### 1. Denotative

Denotative meaning is the first order meaning which is objective that can be given to symbols. It is by linking directly between the symbols with a reality or the designated phenomenon. Based on analysis above that has been correlated to the definition of denotation. The writer analyzed the denotative meaning from this scene that the sign indicated a man with a shocked face turning into the red sand in front of many people there. The lyrics *Cause once you're mine, one you're mine (Hey, hey, hey, hey, hey)*.

### 2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. Based on definition above the writer analyzed the connotative meaning in the sign from the scene shows from the way the man turned into the red sand, it means the man can be unraveled and the sand symbolizes that the man was weak because the woman can change his form from the human into the sand. The lyrics *Cause once you're mine, one you're mine (Hey, hey, hey, hey, hey)* that means the woman has the power and free to do anything against man who come and curse the man into red sand.

### 3. Myth

Myth always has correlation with the social perspective. Based on the definition of the myth the writer analyzed that the man who turned into the red sand show how weak the man is in front of the woman because even though she is a woman, she can have a power and the throne in that kingdom, one of her power is changing the man into the sand, and as we can see the man cannot do anything he just gets shocked and turning into the sand.

Datum 6.

*There's no going back*



### 1. Denotative

Denotation tends to be described as the definitional, literal, obvious or common-sense meaning of a sign. Denotative means what the dictionary attempts to provide. From the definition above the writer analyzed that the scene shows a hand with a blue polish bringing the diamond on the sand, the hand focuses to bring the diamond. The lyrics *There's no going back*.

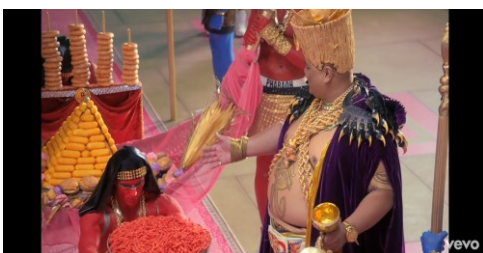
### 2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. By this definition the writer analyzed the Conotation meaning from this scene showed that there is a diamond on the red sand. The diamond which symbolizes riches was the most important thing that shows in this scene that the human became sand. The scene show a hand grabbing a diamond, it show how the woman really has a power to order people to grab only the diamond. The lyrics *There's no going back* that means the woman has the power and can do anything against men who come and curse the man into red sand and take the man's diamond.

### 3. Myth

Myth always has correlation with the social persfective. Based on the definition of the myth the writer analyzed that the hand which is grabbing the diamond describes how the diamond is more important than the human itself. The scene focuses on the way the woman only wants the diamond, not the man. Therefore, this scene reveals that the woman needs riches more than a man because the woman can be dominant without taking a man in her life. Usually, the man who has the riches will make a woman follow him, and the man can do everything to the woman, but here the woman really show how the diamond do not attract the woman to choose the man. On the contrary, the woman change the man became a sand that don't really usefull than a diamond.

Datum 7.



*It's in the palm of your hand now baby  
It's a yes or no, no maybe*

### 1. Denotative

Denotation refers to the literal meaning, to what is 'objectively' present and easy to recognize or identify. Based on definition above the writer concluded The scene shows the fat man bringing many foods behind him, he uses many ornaments on his dress. He also brings his servant to serve the food for a woman. The lyrics *It's in the palm of your hand now baby. It's a yes or no, no maybe*.

### 2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. Based on that definition, the writer analyzed that

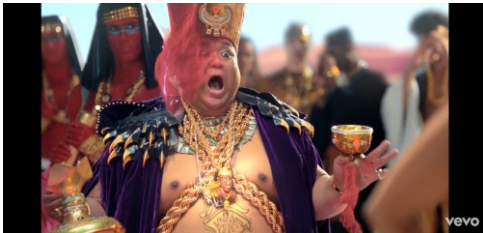


The sign from this scene is from foods that were brought by the man. The food symbolizes prosperity. This scene shows how the man prospered in his life. Prosperity will lead a man seems like a successful man, so he can show it to the woman. In this scene, we can see how the man really put much effort for attracting the queen. The lyrics *It's in the palm of your hand now baby. It's a yes or no, no maybe* that means the woman has the food and wealth so every man comes to her. Moreover woman has a power over his throne.

### 3. Myth

Myth is a meaning that can be found from the social perspective. Based on the analysis above, the scene wants to describe the man who comes to the woman by bringing many foods which symbolizes prosperity. The man wanted to get attention by showing how prospered. Again, here the man put more effort to get a woman's attention. It shows how man really put their effort into life with a woman. Prosperity always became a good offer for people, because by the prosperity people can live without any worries of being hungry and trouble.

Datum 8.



*Baby, do you dare to do this?  
'Cause I'm coming at you like a dark horse  
(hey)*

### 1. Denotative

Denotation refers to the literal meaning, to what is 'objectively' present and easy to recognize or identify. The scene shows the man with a shocked face turning into the sand in front of many people, the other just looking at him without helping the man. The lyrics *Baby, do you dare to do this? 'Cause I'm coming at you like a dark horse (hey)*.

### 2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. The sign from the scene above shows the way the man turned into the red sand. It means the man was weak because he can be unrevealed. The sand symbolizes that the man was weak because the woman can change his form from the human into the sand. The lyrics *Baby, do you dare to do this? 'Cause I'm coming at you like a dark horse (hey)* that means the woman has the power and free to do anything against man who come and curse the man into red sand.

### 3. Myth

Myth is a meaning that can be found from the social perspective. Based on the analysis above, the man who turned into the red sand show how weak the man is in front of the woman because even though she is a woman, she can have power and the throne in that kingdom, one of her power is changing the man into the sand, and as we can see the man cannot do anything he just gets shocked and turned into the sand. From this scene, we can see even though the man is prosperous, is does not enough to attract a woman, because the woman really has a big power to get it without asking to a man.

Datum 9.

*Are you ready for, ready for (hey)  
A perfect storm, a perfect storm? (hey, hey)*



1. Denotative

Denotative meaning is the first order meaning which is objective that can be given to symbols. This scene shows the woman sitting on the throne chair, waiting for her servant to bring the water in the huge glass. She feels hot and really wants to drink. The lyrics *Are you ready for, ready for (hey). A perfect storm, a perfect storm? (hey,hey).*

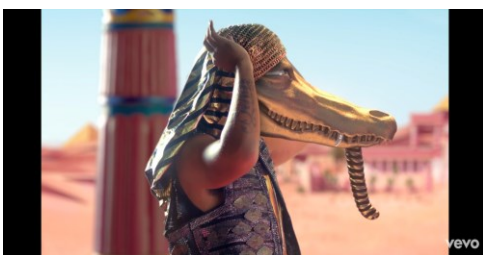
2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. The lyrics *Are you ready for, ready for (hey). A perfect storm, a perfect storm? (hey,hey)* that means from the huge glass that was brought by the servant. After making the man turn into the red sand, the woman only focuses on what she wants without feeling guilty after changing the man's form. It shows the queen only focuses on everything that she need, and she does not even care to the man who is turning into the red sand and only focus to the big glass of water.

3. Myth

Myth is a meaning that can be found from the social perspective. Based on the analysis above, Based on the analysis above, the woman shows how really mastered her. She feels hot because of the man's food and she turns the man into the sand, after that she only focuses on the huge glass to make her feel better. It shows the woman does not want prosperity from the man, she does not need a man with prosperity, she only wants what she wants to have at that time, and without the man, she can get it. It really shows how dominant the woman is. The queen does not even care to the man who is turning into the red sand, she just focuses on the huge glass of water. It means that a woman does not care to a man and only focuses on everything that she wants, she only need water and does not need a man.

Datum 10.



*That fairy tale ending with a knight in  
shining armor  
She can be my Sleeping Beauty*

1. Denotative

Denotation is a level of sign explaining the correlation between signifier and signified in which the sign produce the explicit, direct, and real meaning. Based on definition above Denotative meaning from this scene shows the man with a gold crocodile head coming to the woman, he opens his headgear and shows his real form, he is holding a crocodile bag. That lyrics *That fairy tale ending with a knight in shining armor. She can be my sleeping Beauty.*

2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. That lyrics *That fairy tale ending with a knight in*

*shining armor. She can be my sleeping Beauty* that means from this scene is a crocodile and a bag crocodile. It shows a lifestyle where people are always obsessed with a lifestyle, such as a crocodile which can be changed as a material for making a bag.

### 3. Myth

Myth is a meaning that can be found from the social perspective. Based on the analysis above, the man who comes to the woman offers a glamor lifestyle, it can be seen from the way this scene interprets it the gold crocodile head which shows glamorous. The man tries to get attention from the woman by showing how glamorous his life is. Again, it shows the man put more effort to get a woman's heart. The man who offer the expensive thing to the woman usually will be chosen by the woman. That's why the man show the crocodile to attract the queen's attention.

Datum 11.



*I'm gon' put her in a coma (whoa!)*

### 1. Denotative

Denotation refers to the literal meaning, to what is 'objectively' present and easy to recognize or identify. This scene shows the bag from the crocodile skin with gold color on the sand. This video only focuses on the crocodile bag's appearance. The lyrics from this scene is *I'm gon' put her in a coma (whoa!)*.

### 2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. The sign found from the scene above can be seen from the crocodile bag shown in this video. As we know nowadays people pursue a lifestyle, this bag interprets a lifestyle, people who use a bag from the skin animal material will be considered as a fashionable person. The lyrics from this scene is *I'm gon' put her in a coma (whoa!)* that means coma is the position where the person faints for a long time, the person in coma cannot do anything. Coma in these lyrics show how the queen can change the man into something that cannot do anything, because the man just changes into the bag which means only stuff is not alive.

### 3. Myth

Myth is a meaning that can be found from the social perspective. Based on the analysis above, the woman shows that she can take advantage of men to reach her high lifestyle. The man comes to offer the glamor lifestyle, but the magical woman turns the man into the red sand and only leaves the bag that has been brought by the man, it shows the woman can take advantage of the man who wants her after the woman gets it, then the woman can remove the man anytime. It shows how the woman wants to be dominant. As we know lifestyle really hit different nowadays. People who want to show their social class have to show the things that they wear. Here the man offered the expensive thing to attract the queen, but the queen still with her power change the man into the sand and bring the bag, because she knows the bag is more useful for her than a man.

Datum 12.

*Turn the bedroom into a fair (a fair)  
Her love is like a drug*



### 1. Denotative

Denotation is the step of the sign which explains the relation between signifier and signified producing the explicit. He continued that the symbolized message has an analogical nature, and it is the main connotation in the signification process. Based on the definition above, the writer analyzed the denotation meaning from the scene above this scene shows the man with many servants bringing a big pyramid and coming to the woman. The pyramid was high and big and must be brought by many people. The lyrics from this scene is *Turn the bedroom into a fair (a fair). Her love is like a drug.*

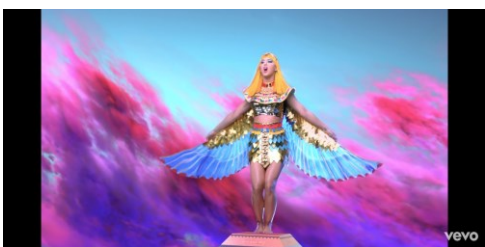
### 2. Connotative

Connotation is a level of sign explaining the correlation between signifier and signified in which it is explained an implicit, indirect, unreal meaning. The sign from this scene can be seen from the pyramid. The pyramid here symbolizes a throne, a strength because the pyramid was an iconic relic that symbolizes splendor and power. The lyrics from this scene is *Turn the bedroom into a fair (a fair). Her love is like a drug* that means fairness, the fairness usually can be given by the queen or a ruler. The pyramid also show a power which relates to the lyrics. Additionally the drug here mean something that can be addicted, so the queen want to show that she want all the people who come to her will stunned by the queen who has a big power.

### 3. Myth

Myths are usually associated with classic stories about gods and heroes. The use of the term myth broadly refers to beliefs that emerged in society. Based on the analysis above, the man who comes to the woman offers the throne to the woman. As we know people nowadays really want to be mastered and have power, so, the man who brings the pyramid wants to get a woman's attention by offering the throne. Again, here, always the man that gives effort for a woman and it means how dominant a woman is than a man.

Datum 13.



*So you wanna play with magic?  
Boy, you should know whatcha falling for  
(you should know)*

### 1. Denotative

Denotation refers to what makes sense, the meaning of a sign. Denotation is also known as the dictionary meaning of a word or terminology object. Based on the definition above this scene shows a woman with wings standing up on the huge pyramid and flapping wings while screaming. The lyrics from this scene *So you wanna play with magic? Boy, you should know whatcha falling for (you should know).*

### 2. Connotative

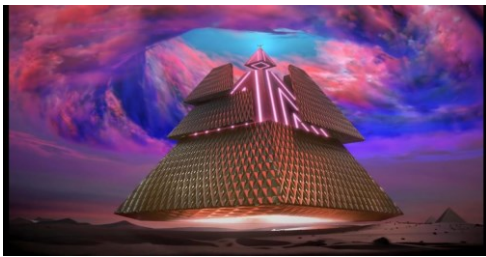
Connotation is the second order of signification consisting of markers, signifiers. The sign that is found from the scene is when the woman with wing. Wings show the freedom that can make a

woman do everything that she wants to do. The higher place or the top of the pyramid shows that she really has power and a high position. The woman screams in the top of pyramid and flapping her hand. It shows she really gets the highest position after a long journey that she rejected all the man and change them into the sand. The woman can get the highest position after she gets rid of man in her life. The lyrics from this scene *So you wanna play with magic? Boy, you should know whatcha falling for (you should know)* that means magic here is something powerful that can change something. The woman said *so you wanna play with magic?* Give the hint to the boy that the boy should watch carefully because the queen has a power to dominate the boy, and she continues to remember the boy to act carefully by the next lyrics which sound *boy, you should know whatcha falling for*. It shows how brave the woman is to threaten the man.

### 3. Myth

Myth is like connotation, can be seen as a higher order of signification. Myths are usually associated with classic stories about gods and heroes, and the use of the term myth broadly refers to beliefs that emerged in society. Based on the analysis above, the woman wants to show that she really has a big power that cannot be defeated by other people, because she has got a bigger power, this can be seen from the way she has wings behind her back. She is standing confidently on the top of the pyramid means there are no people who can defeat her and stand higher than her. This last scene really shows how the woman wants to show that she really can be dominant by her big power.

Datum 14.



*'Cause once you're mine, once you're mine  
(oh)*

### 1. Denotative

Denotation tends to be described as the definitional, literal, obvious or common-sense meaning of a sign. Denotative means what the dictionary attempts to provide. This scene shows a pyramid in the sky which is really big and high. The clouds on the pyramid make a hole because there is a top of the pyramid in the middle of the cloud. The lyrics from this scene *Cause once you're mine, once you're mine (oh)*.

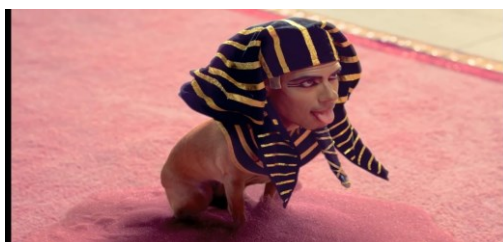
### 2. Connotative

Connotation as the second order of signification consisting of markers, signifiers. The sign that can be found here is a pyramid which symbolizes a throne, a strength because the pyramid was an iconic relic that symbolizes splendor and power. The lyrics from this scene *Cause once you're mine, once you're mine (oh)* that means show how ambitious the queen is to get a throne and the power she confirm in the lyrics that *once you're mine, once you're mine* means something that belongs to her will become hers forever which is her throne and the power.

### 3. Myth

Myths express and serve to organize shared ways of conceptualizing things in culture. Based on the definition above this scene wants to describe how really magnificent the pyramid is, it interprets throne, riches, and power. It can be seen from the way the pyramid is high and shining. For Egyptian pyramid was a symbol of a power for the Egypt's successfulness. This scene, show how really shining the pyramid that will be occupied by the woman, and the woman stand on it. It really show how the woman really has a big power.

Datum 15.



*There's no going back*

### 1. Denotative

Denotation is the step of the sign which explains the relation between signifier and signified producing the explicit. He continued that the symbolized message has an analogical nature, and it is the main connotation in the signification process. This scene shows a man with a dog's body looking at the woman by sticking out his tongue, the human with a dog's body sitting on the red sand. The lyrics form this scene *There's no going back*.

### 2. Connotative

Connotation as the second order of signification consisting of markers, signifiers. The sign that can be found here is from the human that turned into a dog, it means the man who brings a throne can be a servant. As we know, a dog symbolizes an animal that is loyal and submissive. The lyrics form this scene *There's no going back* that means show how really powerfull the queen's magic, because even though a man she can change him into a dog that symbolize a pet who loyal to his owner. And the man became a dog and cannot come back to the first shape, because the queen has said there is no going back which means cannot change anymore.

### 3. Myth

Myths are usually associated with classic stories about gods and heroes, and the use of the term myth broadly refers to beliefs that emerged in society. However, the term myth in Semiotics is different from what people are usually familiar with. Myths express and serve to organize shared ways of conceptualizing things in culture. Based on the definition above, the writer analyzed that the man who turned into a dog show a submissive and loyalty, which means a woman with magic power can change the man into a dog, it shows the power of the woman stronger than a man, because the man cannot do anything while the woman changes him into the dog, it shows a woman domination from this scene.

### *CONCLUSION*

After collecting and analyzing the data, the writer concluded that the videos used Semiotics approaches which are denotation, connotation, and myth to attract the viewers' interest to view these music videos. The writer found several signs and their meaning which have denotation, connotation, and myth represented in the music videos.

It can be concluded that semiotics is based on the logics of human because logics is studying about how people think, while thinking is doing by learns about signs. The signs which are making the people think, had a reation with the other and give a meaning to every single thing. Based on the object, it has been divide into 3 categories such as Denotative, Connotative and Myth. These three categories become the main problem that have been discussed in this thesis. Moreover, the writer also finds the meanings of Semiotics expressions in that the music videos by Katy Perry. The selected scenes on the music videos consisted of two signs. They are signifiers and signified. The signifier can be analyzed on the selected music videos scene by Katy Perry. Meanwhile, the signified is not shown on the scene. The presence of signifier and signified assigns to reinforce the Katy Perry selected music videos. The signs have their denotation and connotation meanings, which build the myth of Katy Perry's music videos.

Based on the explanation on chapter 4 the writer has found kinds of sign as the data in this research from Katy Perry music videos. The writer has found 30 data as signified or Denotative meaning, signifier of Connotative meaning, and myth. There are 30 signs that the writer found from Katy Perry music videos using Barthes theory. The signs are making the people think, had a relation

with the other and give a meaning to every single thing. In this study the signifier and the signified as signs on this music videos are different from each scene on Katy Perry selected music videos. In simple meaning, myth is believed as a condition in the next specific area and time in early history that motivates or affects the development of culture in the next specific time. The myths that the writer got from those thirty scenes on Katy Perry's music videos relates to the issue of female domination, for example, the woman always stereotype by the society that cannot be lead, it seems like the only man can be a leader and woman only became a follower. People who have a throne should be a man. Therefore, these music videos show that women can also become a leader and became what they want to be. The woman character in the Dark Horse video show how the woman really can have a throne and in Roar music video show that woman can be independent and lead because they have power. Nowadays women hard to get a throne and are always underestimated, they always think a woman cannot do anything without a man. In other words, those are the myth of Katy Perry selected music video that the writer analyzed.

From the writer's analyses in the previous chapter, the writer suggests to the next writers who are interested in using Semiotics to look for wider references. The knowledge of this study can also get wider because semiotics is a study that is getting interesting and famous, not only in the education field but also in many fields. The next writer can learn more from many semioticians in the world that have delivered their thoughts to develop people's knowledge, one of them is Roland Barthes. To understand the means of the music video by Katy Perry, the next writer should learn about denotation, connotation, and myth through the Semiotics of Roland Barthes' theory. It gives them ease to know the wider meaning of the signs in that music video. And the last hope the next writer who is interesting in semiotics can do a better to give more information to the next writer. \

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