

MORAL MESSAGE ON THE VIDEO JOURNALIST CLIP “YURA YUNITA- TUTUR BATIN” (Charles Sanders Peirce Semiotics Analysis)

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Abstract:

This research discusses the moral message contained the video clip Yura Yunita entitled Tutar Batin. This research focuses on knowing what are the moral messages contained in the video clip “Yura Yunita- Tutar batin”. The research was to find out what the moral message conveyed in the video clip, researcher conduct qualitative methods and data obtained and then analyzed by Charles Sanders Peirce's semiotic approach to determine the symbolic meaning of the moral message to be conveyed in the video clip. The results showed that in the video clip “Yura Yunita-Tutar batin ” those are many moral messages that we can take lessons for ourselves, among others, in the first scene women must be brave and strong, in the second scene shows that do not feel discouraged and insecure, the fourth scene shows the moral message do not look at someone from the physical, and scene 5 to 7 there is a moral message that is not perfect is not a problem because every human being has their own uniqueness.

Keywords: *Moral Message, Semiotics, Video clip*

Introduction

Music is a medium of artistic expression, music reflects the culture of the supporting community¹. Music contains values and norms that are part of the process of cultural enculturation, both formal and informal². Music itself has a distinctive form, both from a structural point of view and its type in culture. In the Big Indonesian Dictionary music is the science or art of composing tones or voices expressed, combinations and temporal relationships to produce compositions (sounds) that have balance and unity, tones or sounds arranged in such a way that they contain rhythms, songs. and harmony (especially those that can produce those sounds).

Music can be an effective medium for conveying messages³. According Parker music is a product of the mind, the vibrational elements of frequency,

¹ Van der Hoeven, Arno, and Erik Hitters. "The social and cultural values of live music: Sustaining urban live music ecologies." *Cities* 90 (2019): 263-271.

² Raharjo, Eko, et al. "Preserving Gambang Semarang Music Through The Process of Enculturation in The Society." *Harmonia: Journal of Arts Research and Education* 21.1 (2021): 60-67.

³ Imam, Ahmad Fachruddien. "Analisis wacana Van Dijk pada lirik lagu Irgaa Tani (my heart will go on)." *Lisanul Arab: Journal of Arabic Learning and Teaching* 1.1 (2012).

shape, amplitude and duration have not become music for humans until they are transformed neurologically and interpreted through the brain. Music is one of the audio communication media. Music is one way to carry out communication activities through sound which is expected to be able to convey messages in different ways. Music is part of a work of art. Art is an important part of the system of human civilization that continues to move in accordance with the development of culture, technology and science. As part of a work of art, music can be a medium for someone to communicate with others. One of the purposes of music is to communicate.

Video clips are one form of communication that is used to convey messages using audio visuals⁴. In addition, the video clip is used with the aim that the message that the author or video maker wants to convey can reach the listener properly. This video clip can also be interpreted as a song film which is a combination of a musician or group by including visual images⁵.

Video clips are known as audio and visual shows with a duration ranging from 1-5 minutes that visualize the lyrics and music of musicians. Video clips are a means of communication to convey messages, so the messages contained in the video need to be interpreted and traced to the messages contained in it, so that the intent of the image can be conveyed to the public or anyone who sees it. Video clips are the embodiment of a combination of art, technology and means of publication. In addition, video clips as a promotional media that aims to attract more attention of the audience to the song. Video clips enter the ranks of the arts that are supported by the entertainment industry. The content of the message can affect anyone who watches it.

The background for researchers to conduct this research is, video clips are a means of communication to convey a message through scenes and lyrics that have meaning. One of them is in the video clip "Tutur Batin" which is sung by Yura Yunita. There are several moral messages in the video clip. The video clip is also currently viral which is being heard by many teenagers who have seen it on Yura Yunita's YouTube. Not only on YouTube, his songs can also be heard anywhere through music applications and so on. The music video for "Tutur Batin" which was released in October 2021 was made by him to invite women to embrace each other, accept their imperfections. In this video clip, all the actors are women, this video was made to coincide with the celebration of International Women's Day (*International Women's Day*).

The science of semiotics can briefly be interpreted as the science of interpreting signs (*signs*)⁶. Signs are part of all communication. Humans through the intermediary of signs, can communicate with each other. Charles Sanders Peirce defines semiotics as the study of signs and everything related to them, namely the way they function in relation to other signs, their transmission and reception by those who use them. Many things can be communicated through signs

⁴ Chun, Dorothy, Richard Kern, and Bryan Smith. "Technology in language use, language teaching, and language learning." *The Modern Language Journal* 100.S1 (2016): 64-80.

⁵ Rahmi, Nadia. "Makna dan pesan dalam cuplikan gambar video klip yang berjudul corona la oleh family media co (Kajian analisis semiotika Sanders Peirce) Nadia Rahmi." *Jurnal Bahasa, Sastra, dan Budaya* 11.2 (2021): 122-134.

⁶ Dunleavy, Dennis. "Visual semiotics theory: introduction to the science of signs." *Handbook of Visual Communication*. Routledge, 2020. 155-170.

in this life. In this study, Charles Sanders Peirce's semiotic analysis method is used which will be used to analyze the meaning of the moral message in the video clip "yura yunita-tutur batin".

Peirce sees not only the meaning of the sign, but also the interpreter, in this case the interpreter is used as an intermediary element. The interpreter is also involved in the process of making meaning, where Peirce put forward a triangle theory of meaning, namely sign (sign), object (object), and interpretant (interpreter)⁷. In this study chose to use Peirce because in the process of interpreting the object of this research involves the analysis of the interpreter.

Video clip

At the beginning of its development, music videos with video clips were something different. The music video has a storyline based on the background music, so that the concept of the story is based on the existing music and then visualized. While the video clip is a collection of image pieces that are inserted into the story throughout the duration of the music. However, in today's development, people tend to equate the meaning of music videos with video clips. In Indonesia alone, music videos are more popular as video clips⁸.

Fortai explaining that a video clip is a short film or video that accompanies the strains of music, generally a song⁹. Modern video clips serve as a marketing tool to promote a recorded album. Making a video clip can make it easier to market and introduce the latest song belonging to a band so that it can be of interest to its fans. This definition has been clarified in an electronic book (Carlsson, 1999) namely "*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*" (That video clip is a form of audio-visual communication whose meaning is created by bringing information such as music, lyrics and moving images).

Lee et al. explains that video clips are made primarily to display and market music with the aim of increasing sales of recorded albums¹⁰. Video clips are a type of short film with a solid storyline or only consist of pieces of images that are packaged into one part.

Semiotics Charles S. Peirce

The word "semiotics comes from the Greek, semeion which means "sign" or *seme*, which means "interpreter of signs." Semiotics is rooted in classical and scholastic studies of the arts of logic, rhetoric, and poetics. Semiotics is basically the study of codes, that is, any system that allows us to view certain entities as signs or as meaningful.

⁷ Shapiro, Michael. "Peirce's Semeiotic." *The Logic of Language*. Springer, Cham, 2022. 3-42.

⁸ Gatot, Agustinus. "Drupadi: Representasi Perempuan Urban dalam Musik Video Drupadi Melantun Karya Drupadi. id." *Urban: Jurnal Seni Urban* 3.2 (2019): 99-120.

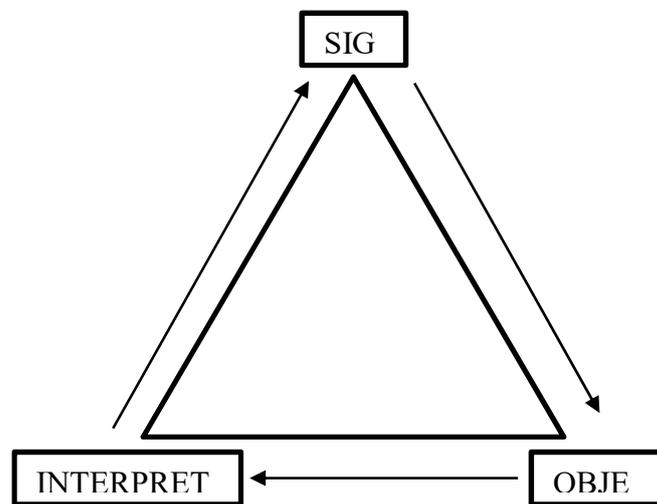
⁹ Foortai, Francisca. "Simulating the Meaning and Meaning of the Simulation: New Narrative Strategies in the Video (Analysing the Clip 'Iridescent' by Linkin Park)." *History Research* 9.1 (2021): 31-38.

¹⁰ Lee, Minhyung, et al. "Can digital consumption boost physical consumption? The effect of online music streaming on record sales." *Decision Support Systems* 135 (2020): 113337

In general, Semiotics is the study of signs in human life. Semiotics can be classified into two, namely structural semiotics and pragmatic semiotics¹¹.

According to Charles S. Peirce semiotics is "the formal doctrine of signs" (*the formal doctrine of signs*); while for *Ferdinand de Saussure* semiology is a general science of signs, "a science that studies the life of signs in society" (*a science that studies the life if signs within society*). Thus, for Pierce semiotics is a branch of philosophy; while for Saussure semiology is part of the discipline of social psychology¹².

According to Peirce, one form of a sign is a word, while an object is something that a sign refers to. While the interpretant is a sign that is in a person's mind about the object that is referred to by a sign¹³. Peirce's semiotic model is often also referred to as "*Triangle Meaning Semiotics*" or known as the triangle theory of meaning, which is explained simply. Pierce also said that the meaning of a sign can apply personally, socially, or depending on a particular context¹⁴.



The *triadic* and its trichotomy concept created by Peirce can be interpreted as follows:

1. Representament (*sign*); the form that is received by the sign or functions as a sign (Saussure called it a *signifier*), representation is sometimes also termed a sign.
2. *Objects*; something that refers to a sign. Something represented by the Representamen related to the reference.

¹¹ Jappy, Tony. "Peircean semiosis as the process for the making of meaning." *Chinese Semiotic Studies* 18.1 (2022): 23-46.

¹² Budiman, Kris. "Semiotika Visual: Konsep, Isu dan Problem." *Ikonisitas. Yogyakarta: Jalasutra* (2011).

¹³ Sobur, Alex. "Analisis Teks Media, Cet 6." *Bandung: Remaja Rosdakarya* (2012).

¹⁴ Putri, Suprpti Indah, Austin EA Tumengkol, and Citra Purwa Mentari. "REPRESENTASI FEMINISME EMILY COOPER DALAM SERIAL "EMILY IN PARIS" DI NETFLIX." *Jurnal Ilmiah Ilmu Komunikasi Communique* 4.2 (2022): 125-133.

3. *Interpretants*; the sign that is in the mind of the recipient after he sees or hears the representament (interpretation). In this interpretation, everyone must have the same and some are different.

If the three elements of meaning interact in the form of a person, then the meaning of something represented by the sign emerges. The triangular theory of meaning discussed is the question of how meaning emerges from a sign when the sign is used by people when communicating¹⁵

Research Method

The method used in this research is to use a qualitative approach. Bigdan and Taylor define methodology as a research mechanism that produces descriptive data in the form of words, either written or spoken from people and behaviors that can be observed by researchers¹⁶. The researcher uses the semiotic analysis model of Charles Sanders semiotics departs from three main elements, which Peirce calls the triangle theory of meaning or triangle meaning, namely: sign, object, and interpretant¹⁷.

Results and Discussion

The following are some *scenes* from the video clip of the song *Tutur batin* which contains a moral message in the semiotic approach of Charles .S Peirce.

Table 1: Research Results Scene 1

<p>Sign</p>	 <p><i>Scene 1 "00:00:36"</i> Marked by a woman holding a trophy.</p>
<p>Object</p>	<p>In <i>scene</i> , a woman holding a trophy is seen sitting with her family in the dining room, with a proud face showing her parents the 1st place trophy in</p>

¹⁵ Briandana, Rizki. "Representation of political ideology in advertising: semiotics analysis in Indonesia television." *International Journal of English Literature and Social Sciences* 4.3 (2019): 764-775.

¹⁶ Wicaksono, Christian, and Rezi Erdiansyah. "The Use of Advertisements with the "It's Okay to be Lebay" From Gojek as a Media to Increase Community Awareness of the Covid-19 Virus Protocol." *3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021)*. Atlantis Press, 2022.

¹⁷ Kriyantono, Rachmat, and S. Sos. *Teknik praktis riset komunikasi*. Prenada Media, 2014.

	the English language competition.
Interpretant	From <i>scene</i> , based on the image that refers to the object, there is a moral message value, that a woman can become a champion regardless of the strengths and weaknesses that exist in her as long as there is will and courage, which is marked by the woman proudly showing the champion trophy in English that she got. from school to their parents.

In *scene* 1, there is a family of 4 people sitting at the dining table, initially at the dining table only mother, father and sister were talking, then an older brother came proudly holding the trophy he got from school. by winning 1st place in the English competition and showing it to his father, mother and sister. The moral message that can be taken from *scene* is that women must also be brave and strong.

Table 2: Research Results Scene 2

Sign	 <p>Scene 2 "00:00:59"</p>
Object	In <i>scene</i> , a sister is seen standing with a sad face holding a dirty plate.
Interpretant	From this scene, it can be understood that there is a moral message contained in it, namely don't feel discouraged and insecure because of one thing that we can't achieve because of our shortcomings.

In scene 2 this relates to scene 1 where the older brother is proudly telling the story of the other winner, then the younger brother feels discouraged to see they are very proud of his brother, then the younger brother stands up and walks while lifting dirty dishes while his back to them with a sad face because of them. more focused on her brother than her.

From the explanation above, it is not good to always be discouraged and insecure, let alone always feel that there is always a weakness in us so that when

we want to achieve something we want, the result is that we always give up quickly from what we want to achieve.

Table 3: Research Results Scene 3 and 4

<p>Sign</p>	 <p>Scene 3 "00:02:06"</p>  <p>Scene 4 "00:02:08"</p>
<p>Object</p>	<p>In scene 3, there are 3 women who are taking pictures from where the three of them are in a cafe.</p> <p>In the 4th scene, one of them is seen editing the photo and cutting the photo so that his fat friend is not visible.</p>
<p>Interpretant</p>	<p>The two scenes show a moral message, namely, don't look at friendship only from the physical, which is marked when they take a selfie. The photo contains 3 people, 2 people who are nice and 1 person who is fat. Then one of them edited and cropped the photo so that only 2 good-bodied people could be seen and the fat ones were not seen. Here you can see the 2 people feel that they are the most beautiful of their fat friends.</p>

The scene in table 4 explains 3 friends who are gathered in a cafe and are taking pictures together. It looks like one of his fat friends is taking pictures with them, then the photo is edited and the photo is cut so that the physical friend's fat is not visible in the photo. This shows how important it is when friends have to respect the friend regardless of how physical someone is.

Table 4: Research Results Scene 5, 6 and 7

<p>Sign</p>	 <p><i>Scene 5 "00:03:00"</i></p>  <p><i>Scene 6 "00:03:08"</i></p>  <p><i>Scene 7 "00:03:10"</i></p>
<p>Object</p>	<p>Scene 5 shows a woman with curly hair standing with a straight face. Scene 6 shows a woman with striped skin standing with a flat face. Scene 7 sees a woman standing with an abnormal face.</p>

Interpretant	The three scenes contain a moral message, namely, imperfection is not a problem. Marked by a scene that shows the three women who both have shortcomings and differences.
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The explanation of the three scenes above, shows a snippet of women who have differences and shortcomings. The fact that researchers can take is that not all humans are given perfection by the creator. The moral message contained that researchers can take is "imperfect is not a problem". As humans, we are created to have our own uniqueness, therefore perfect or imperfect humans must have advantages in themselves.

Conclusion

This video clip contains a lot of moral messages that are specifically for women and for the public. The moral message contained in the video clip "Yura Yunita-Tutur batin" contains a moral message as a whole inviting people to love and respect themselves regardless of their condition. The role of parents, friends and people around is also an important role to invite us to respect our fellow human beings, both perfect and those who have shortcomings.

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