

ABSTRACT

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Representasi Semangat Hidup Pada Video Klip Tulus “Manusia Kuat”

Keywords : Semiotika, Video klip, Semangat Hidup, Roland Barthes, Lagu (xii + 56 + attachment).

Communication is a process in which one or more people use information to connect with the environment and other people. Communication is an activity that absolutely must be carried out by all human beings as a form that humans are social beings who interact with each other to survive. Interpersonal communication is oral and written communication. Both are included in verbal communication. Without any form of verbal communication can still run well and can be understood by making body movements. Another way used to communicate messages can be done through audio (sound) and visuals (images) in this case is video clips as a medium for musicians to convey the message of their song to listeners.

This study aims to determine the spirit of life in the video clip Tulus "Strong Man" by using a qualitative method of semiotic analysis. The semiotic theory used is Roland Barthes' semiotics in which there are denotations and connotations (signifier and signified). This research also involves the director in digging up information about the meaning of Tulus' video clip "Strong Man" by attaching screenshots. The results of this study explain that fear in humans is more or less just an imagination that will not necessarily happen. That fear is projected into giants that haunt our subconscious until we finally lose the will to live. To fight that fear, we must have the courage to conquer and come to terms with the fear we have.

Bibliography (2006-2019).