

**SEMIOTIC ANALYSIS IN THE MUSIC VIDEO (MV) OF BANGTAN  
SONYEONDAN ALBUM: THE MOST BEAUTIFUL  
MOMENT IN LIFE**

**SKRIPSI**

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For degree of Sarjana Pendidikan (S.Pd)  
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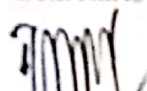
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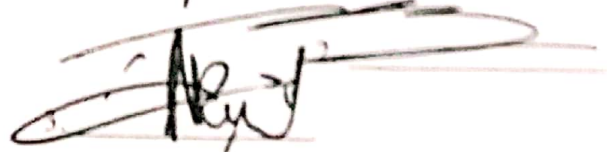
  
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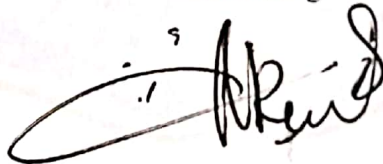
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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul “**Semiotic Analysis in the Music Video (MV) of Bangtan Sonyeondan Album : The Most Beautiful Moment in Life**” adalah bersifat asli (Original), bukan hasil menyadur mutlak dari karya orang lain.

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Demikian pernyataan ini dengan sesungguhnya dan dengan yang sebenar-benarnya.

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## ABSTRACT

**Dara Juty Rizki Cristyanti. NPM. 2002050054, “Semiotic Analysis in the Music Video (MV) of Bangtan Sonyeondan Album: The Most Beautiful Moment in Life”. Skripsi: English Education Program. Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara. Medan. 2024.**

This study investigated the semiotics present in the music video (MV) of the album “The Most Beautiful Moment in Life” by Bangtan Sonyeondan (BTS). This study used a descriptive qualitative approach to analyze the data. This research applies Roland Barthes’ semiotic theory to identify sign elements, such as signifier and signified, and the interpretation of meaning through denotation and connotation found in the MV. Three music videos from the album, specifically “I Need U,” “Run,” and “Epilogue: Young Forever.” The study used the YouTube platform and BTS’ official website as primary data sources. The research shows that the visual elements in the music videos contain deep symbolism that reflects complex emotional and psychological experiences. The sign elements in this music video consistently employ visual symbolism to communicate profound emotional themes, including grief, loss, struggle, friendship, and self-discovery. Every interpretation in the music video carries a decisive connotative significance that enhances the comprehension of the message BTS aims to communicate. It symbolically represents the life journey and emotional development of the BTS members about the experiences of contemporary youths. This study aims to enhance our comprehension of how music videos can effectively communicate complex symbolic messages through the application of semiotic analysis.

**Keywords:** *Semiotic, Roland Barthes Theory, Sign Elements, Interpretation, MV.*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

The study of signs and symbols in daily life and the meanings they communicate is known as semiotics. The general theory of semiotics covers any phenomenon involving signs and communication. "Film language" is just one aspect of this incredibly varied phenomenon. Codes about taste, scent, and fashion. Formal languages, like those used in chemistry and mathematics. The same is true of the cultural standards that determine how people move. Semiotics examines how these symbols operate in different situations and transmit information and meaning (Sondheim, 2016, p. 180).

Hurwitz is interested in investigating how individual signals work within broader communication systems in this context and how these codes create the structures and guidelines that allow signs to express meaning in various human interaction contexts effectively. Signs are found in all meaningful phenomena, including words and images. Something is interpreted when regarded as a sign (Chandler, 2017, p. 2). Hurwitz is focused on studying signs and codes, among the many subjects covered in semiotic theory. The minor pieces that communicate meaning in communication are called symbols, and code is composed of a group of connected symbols and the rules that govern how they are utilized.

Semiotics, derived from the Greek *semion*, is the study of signs as signs or sign interpreters. A subfield of linguistics known as semiotics relates to the study of signs in communication. Everything is implied by that symbol, which means that all significant things are seen as symbols. Saussure referred to semiotics as semiotics. Semiology is a method for analyzing symbols in social interactions (Ramadhani et al., 2019, p. 977). A recent development in semiotics is visual semiotics, which examines the meanings that visual signals and images transmit. The focus of visual semiotics is on the dominant systems and modes of communication that are employed by visuals.

Semiotics can analyze verbal, nonverbal, or both types of messages. Text can be created, captured as audio or video, and conveyed without regard to the "sender" or "receiver." A text is an assortment of semiotically employed signs, such as words, sounds, images, gestures, or other signs. Every sign is created by a genre's norms and communication style. Semiotics is a crucial tool for comprehending or interpreting research. It looks for the more profound meaning behind the facts and directly explains them. Because semiotic and values-focused research is concerned with understanding and examining the meaning of facts, they are equally significant.

Since the late 1990s, Korean popular culture, known as *Hallyu*, has expanded worldwide. Korean popular music, or *K-pop*, is a key component of *Hallyu* and has attracted listeners worldwide, from popular *K-pop* musicians like Psy to recent global music sensations like BTS (Lee, 2018).

The popularity of the *K-pop* industry has dramatically influenced the global perception of South Korea as an optimistic country. *K-pop* is a significant industry that needs to grow in some areas of popular culture, including music. Because of this, *K-pop* is a valuable tool that boosts South Korea's competitiveness abroad. Bangtan Sonyeondan (BTS) is a *K-pop* group that has recently been successful in breaking into the American music industry. Seven members constitute the 2013 debut group BTS: main rapper Suga (Min Yoongi), visual and sub-vocalist Jin (Kim Seokjin), leader and rapper RM (Kim Namjoon), J-Hope (Jung Hoseok), Jimin (Park Jimin) is highly talented as a sub-singer and a dancer, V (Kim Tae-hyung), and Jungkook, the primary vocalist and dancer. He is also a rapper and a Maknae.

Music videos are visually significant due to their unique elements. The meaning of the symbols in the video is expanded upon, serving as a basis for the tale and subject development of the song. Grasping music videos requires a grasp of visual signals. Music videos are also subject to semiotics analysis, typically used to evaluate songs, films, and commercials. Viewers can decipher the message the authors of a music video are trying to convey by paying attention to the visual cues in the video. Signs are usually used with symbols, and each sign has a meaning that can be interpreted in various ways.

Few individuals are aware of the semiotic meanings in music videos. For example, if we examine some *K-pop* singers' music videos more attentively, we would see many signals that show their Korean identity while indirectly propagating their culture or the messages buried or contained within the movies. BTS's album, THE MOST BEAUTIFUL MOMENT IN LIFE, contains semiotic

signals and meanings. The album's storyline centers on "youth" and the "most beautiful moment in life," with the members' experiences and emotions as the foundation.

Video clips for albums such as *I Need U*, *Run*, and *Epilogue: Young Forever*. Based on the researcher's observations, this study aims to understand and analyze the visual signs and their meanings in these music videos. This concept is known as the order of meaning, and it comprises both denotation (real meaning) and connotation (extra meaning shaped by culture and personal experiences). In addition, this concept employs the terms signifier and signified.

Based on the problems and statements above, the researcher is interested in choosing the title of this study, "**Semiotic Analysis in the MV of Bangtan Sonyeondan Album: The Most Beautiful Moment in Life.**"

## **1.2 Focus of Research**

This study, was focused on the semiotics contained in the Music Video (MV) album "The Most Beautiful Moment in Life" from Bangtan Sonyeondan (BTS), which includes elements of signs and meanings contained in the MV. There are two types of semiotic aspects analyzed in this study: the semiotic sign elements in the MV in signifiers and signified and the interpretation of meaning in the form of denotation and connotation in the Bangtan Sonyeondan MV. Meanwhile, in analyzing the data, the semiotic theory proposed by Roland Barthes was applied.

### **1.3 The Formulation of the Study**

The study are formulated as in the following:

1. What signs are used in the Music Video (MV) of BTS, “The Most Beautiful Moment in Life”?
2. How is the meaning interpreted in BTS Music Video (MV) of “The Most Beautiful Moment in Life”?

### **1.4 The Objectives of the Study**

Related to the questions posed in the research problem above, the objectives of the research are.

1. to find out the signs in the Music Video (MV) of the album "The Most Beautiful Moment in Life" by BTS.
2. to explain the interpretation of meaning in the Music Video (MV) of the album “The Most Beautiful Moment in Life” by BTS.

### **1.5 The Significance of the Study**

This research is expected to be useful for readers and further research theoretically and practically.

1. Theoretically, this research is expected to find the signs in the MV of BTS's album "The Most Beautiful Moment in Life" and interpret the meaning based on a semiotic approach.
2. Practically, this research can give a contribution to the following:



- a. For teachers, this research is expected to provide references regarding semiotic analysis in the elements of signs that are easy to understand.
- b. For students, this research is expected to be used as learning material for course discussions, especially regarding semiotic studies.
- c. For the next researchers, this research provided an easy-to-understand and clear explanation of semiotics and is expected to continue this research.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 Theoretical Framework**

##### **2.1.1 Semiotics**

Etymologically, 'semiotics' comes from the Greek word “semeiotics,” which means “the study of signs” and is the core of semiotic theory (Jadou & Ghabra, 2021, p. 473). Semiotics is the study of signs and symbols. Semiotics also study how meaning is formed because these signs are used to create and convey meaning. It examines how meaning is expressed directly or indirectly and intentionally or unintentionally. We can better understand how humans communicate and behave by studying these sign systems.

Considering their crucial role in creating and interpreting meaning, signs have long been challenging for theory and investigation, particularly when attempting to define a sign. By interpreting signs within a sociocultural framework, semiotic analysis interprets media representations by examining the textual construction of those representations (Awad, 2020). While signs are necessary for generating and interpreting meaning, they are also complex tools for theory and investigation, particularly when defining the sign itself.

The study of signs and symbols that support communication—whether through language, noise in the surroundings, or artifacts—is known as semiotics. A sign is any element that represents anything. Cultural studies and semiotics are closely connected fields of study that concentrate on the meaning of signs within

cultural contexts. This covers how people in a specific cultural context interpret signs and what they represent (Olurotimi, 2022, p. 118). Several codes and subcodes within culture demonstrate that a single message can be understood from different viewpoints and tailored to different systems and conventions (Ginting et al, 2024).

In Barthes' opinion, semiology seeks to comprehend how people interpret their surroundings. Sign structures are created throughout this meaning-making process (Hanifah & Ningsih, 2023). In everyday life, we notice a variety of indicators. For example, everyone understands that a red light on a traffic sign indicates a stop sign. This red light means that we should stop so that other vehicles traveling in the other way can pass; it also serves as a reminder to avoid risk and traffic accidents. This example demonstrates how crucial indicators are in everyday life, particularly communication.

Semiotics has developed into a cohesive methodological framework that includes findings from various disciplines, including media communication, cultural studies, linguistics, psychology, philosophy, logic, and linguistics. The field sees all these disciplines as varied representations of creating meaning, meaning transmission, and meaning understanding (Long & He, 2021). Semiotics developed due to integrating studies from several fields into a single technique to comprehend the creation, transmission, and interpretation of meaning by signs.

Semiotics, or semiology, as Roland Barthes refers, is a crucial foundation for comprehending how people see the world and offer complicated interpretations through communication. This indicates that items work within a system of sign

structures in addition to communicating or interpreting information. Barthes stressed in his research that one of the critical components of interpreting signs is the reader's function (Wijayanto & Iswari, 2021, p. 103). Roland Barthes emphasizes the critical role of the reader in the process and views semiotics, also known as semiology, as a valuable instrument for comprehending meaning and interpretation through communication.

One of the fundamental concepts of semiotics is that meaning is produced through difference, which arises from the contrast between the sign and what it represents. Visual semiotics is a branch of semiotics that studies how visuals carry signals or meanings. Many works of art employ visuals instead of text or both. Connecting images and text and reading text on images can influence how we comprehend things. Thus, the meanings of words and images interact with one another.

In semiotics, for example, the word "curtain" is a sign since it has both a signifier (the word itself) and a signified (cloth to cover the window). This interaction between the word and reality defines "curtains" as a symbol. Humans make various signs in life, including gestures or signs, vocal signs in words, and nonverbal signs in body language. A hand wave indicates a call out, whereas a nod indicates agreement. Then, verbal signs in speech are typically communicated using letters and numbers.

### 2.1.2 Sign Elements

A sign conveys information about something other than itself. Each sign also tells us about itself, such as the language it speaks, its origins, and its history. The main purpose of a sign is to communicate and convey meaning about the external world, such as objects, people, or situations. Semiotics is the study of signs, objects, and their meanings. In Semiotics, there are two concepts: the signifier and the signified. The signifier refers to the sign, while the signified refers to what is signified (Ahmadova, 2017).

1. Signifier: A signifier is a sign's physical or material shape, which may be seen, heard, or felt. It can be a voice, a phrase, an image, or a natural object representing something. In linguistics, a signifier is a word's sound or written form.
2. Signified: Signified is the mental concept or meaning that arises when we see or hear a signifier. It is the concept or knowledge linked with the physical shape of the symbol. This is the non-material element of a sign: the idea or understanding that arises in our minds when we hear or see the signifier.

Pegasus Airlines, for example, derives its name from an old Greek mythological flying horse. In this instance, "Pegasus" is the signifier, while the flying horse and its mythological overtones are the signified.

Another example is an apple. The image of the apple is known as the signifier. When we see the picture, we envision a red or green apple that is tasty and crunchy. That is the signifier. The signifier and the sign always collaborate to generate

meaning in communication. Similarly, the sound of a vehicle horn is called a signifier. The signified is a warning signal to call attention or avoid an accident.

### **2.1.3 Roland Barthes Theory**

Though first identified as a literary thinker, Barthes is now acknowledged as one of the pioneers of structuralist semiotics. A thorough example of structuralist semiotics in detail can be found in his work at the Collège de France, which includes "Mythologies" (1957), "Elements of Semiotics" (1964), and "The Fashion System" (1967). Through these writings, Barthes not only brought Saussure's semiotic theory to a political dimension but also pioneered the use of semiotics to analyze a wide range of cultural phenomena, including visual culture. Because of this, Barthes has contributed more to the acceptance and popularity of semiotics than any other semiotician (Manghani, 2020).

Barthes took up Hjelmslev's theory that symbolic systems have several levels of meaning. Two categories of signified are analytically distinguished: denotative signified and connotative signified. In semiotics, these terms refer to the link between signifier and signified. According to Barthes, connotation and extension work together to create ideology in the shape of myth, a symbol of the third order (Chandler, 1994).

Semiotics aim to comprehend how words form meaning and what is beneath that meaning. Concerning the concept it generates or modifies, a sign denotes something (Ahmadova, 2017). In 1983, Barthes coined the phrase "order of



signification." Denotation is the initial order of signification, and connotation is the subsequent order.

Semiotics consists of two elements, namely:

1. Denotation: Although denotation is frequently understood to be a sign's final, "literal," "clear," or "reasonable" meaning, semioticians typically view it as a signified with a fair amount of consensus. Denotative signs are found in what Barthes refers to as the first order of signs. In denotation, the literal definition is taken to be the actual meaning of the sign. The connotative signifier is perceived as a result of the denotative. The signifier will be perceived connotatively if there is a denotative form. The denotation of an image or photograph refers to the overall meaning that is expressed. For instance, the word "pig" denotes an animal's kind.
2. Connotation: This sociocultural and personal association is created when a reader understands a text. Connotations have to do with personal associations, culture, and social context. The second hidden system of meaning, known as connotation, describes the relationships that arise when signs are associated with emotions or feelings. For instance, suppose the name of an animal is denotatively "pig." However, the word "pig" can also have negative connotations, such as being connected to harsh military or corrupt government agencies.

For instance, a doll. The denotation is that it is a specific size and was created several years ago. The meaning of the connotation might vary depending on the

surrounding culture, including the place of origin, the culture in which the doll was manufactured, the image it radiates, and its impact.

For example, a house is a building used as a place to live, and this is called denotation. Home is also often associated with feelings of comfort, security, and family gatherings. In the phrase "home is where the heart is," the connotation is a feeling of warmth and acceptance and a place where one feels loved and at home.

The *Mugunghwa flower* (Sharon Rose) is greatly respected in Korean culture. It means "eternal flower that never withers" and has been a significant emblem of Korean culture for ages. Denotatively, it is South Korea's national flower, typically pink or white with a red center. Connotatively, this flower represents resilience and tenacity. It depicts the Korean people's robust and tenacious spirit. *Mugunghwa flowers* are known to resist various weather conditions and diseases; hence, they represent resilience.

In his book *Mythologies*, Barthes describes how signs consist of two parts: signifier and signified (Barthes, 1972).

1. Signifiers are signs in the form of objects. We can immediately see, hear, or feel tangible qualities. Examples of communication tools include sounds, pictures, and words.
2. Signified is a mental concept or meaning indicated by a signifier. This is our interpretation or understanding of something shown by the signifier.

Barthes illustrates this by showing a photo of a black soldier saluting the French. In this instance, the soldier serves as a signifier, and "the French Empire," the idea he represents, serves as a signified.

Another example from the book "Reading Television" is a news report about the reinforcement of British troops in Belfast, Northern Ireland. These troops were patrolling, using sandbags to protect sites, and using helicopters and armored panzers to carry out their operations. This will assist in explaining how the first order of meaning leads to the second order. A symbol enters a second degree of signification when communicating cultural meaning instead of symbolic meaning. During this procedure, the sign's meaning shifts from designating a specific soldier to identifying the newsreel's cultural values. For Barthes, this cultural interpretation is a myth (Fiske & Hartley, 2004, p. 2).

#### **2.1.4 Music Videos**

Particularly, the visual communication in music videos uses semiotic elements to convey meaning. The video gets increasingly intellectual, conveying meaning through symbolic representations that act as semiotic resources for the song's ideas and plot (Hasio & Chen, 2018, p. 45). Consequently, music videos reinforce the plot and concept of the song by using semiotic elements in visual communication to express meaning through symbolism.

Music video content is diverse, often featuring scenes of musicians performing, stories to convey the meaning of songs, or a combination of both. Theories about how multimedia works and how we process stimuli from different

sources (such as sounds and images) assist us in understanding how audio and visuals interact in various multimedia contexts.

Recent audiovisual studies highlight the expressive dimension of music videos; this dimension is typically restricted to persons expressing sentiments, personal emotions, and moods or to the degree to which our bodies influence us. I contend that an emotional aesthetic approach is necessary, instead of concentrating on the viewer's bodily sensations and emotions, by drawing on intriguing perspectives on the development of music videos and theories of cultural influence.

This approach should shift the focus from the affected subject to the aesthetic and theoretical aspects of affect in music videos and how they are performed (Jirsa, 2019). Music videos are historical documents that blend recorded music and moving visuals. Many features considered innovative or unusual in music videos exist in other formats. Music videos are also based on adaptations from other media. So, music videos are a mix of music and moving images with many familiar components.

Music videos have significant creative value because they integrate music with video, resulting in a more complete and complex medium. In this case, the media illustrates an actual situation and conveys a message to the reader (Rafii, 2024).

### **2.1.5 Bangtan Sonyeondan (BTS)**

In 2013, the passage group BTS (Bangtan Sonyeondan) became recognized worldwide for fusing pop, R&B, and hip-hop genres in their songs. Their career features intricate choreography and deeply connected music videos, going beyond just music. Their insightful lyrics touch on social pressures, self-love, mental health, and maturity. Their emphasis on meaningful music aligns with the label's "Music & Artists for Healing" objective, which reflects the members' difficult path filled with personal struggles (Kim & Hutt, 2021, p. 9).

They have broken nearly every record regarding social media engagement, video streams, concert revenue, and chart success. They are award-winning songwriters, cultural ambassadors, and social justice activists who continue to push the envelope. BTS's members include RM (Kim Namjoon), Jin (Kim Seokjin), Suga (Min Yoongi), V (Kim Taehyung), J-Hope (Jung Hoseok), Jimin (Park Jimin), and Jungkook (Jeon Jungkook), and they are more than simply a boy band. They have become a global phenomenon like never before.

In their debut album, *Skool Luv Affair*, BTS discussed teenage love and the confusion of their dreams while they were still in high school. The themes of later albums were supporting one another and pursuing unrealized aspirations (*The Most Beautiful Moment in Life* parts 1, 2 and *Young Forever*). All three albums pay homage to our youth. A lively presentation about dealing with the anxieties and problems that come with missing out on the most beautiful times together, as well as concerns about the future.

They also talked about how hard it was for them to accept who they were, and their most recent albums, *Persona* and *Love Yourself*, both show this. This album chronicles their journey of acceptance of themselves and dream achievement (Suryani, 2019, p. 52).

BTS' global popularity is mainly due to their sincerity, universal messages, and societal critique. Dreams, youth, overcoming hardships, and self-discovery have always been central themes in their music. The "Most Beautiful Moments in Life" trilogy focused on youth and personal development, while the "Love Yourself" series emphasized the significance of loving oneself despite adversity. Their lyrics and music express their concerns, anxieties, and criticisms. Using digital technologies by BTS to produce authentic information and tales improves fans' emotional connections with the group.

## **2.2 Relevant Studies**

Several pertinent papers that can serve as references to back up this research are listed below:

The first study, "*A Semiotic Analysis in Music Video of Blank Space by Taylor Swift*," was conducted in 2018 by Indriani Oktavyanthi and Muh Kholiq. This study attempts to identify the signals employed in Taylor Swift's "Blank Space" music video and to identify the film's denotative and connotative interpretations. A qualitative method was employed in this study. The signs were categorized using Roland Barthes' theory after the researchers continuously viewed music videos,



took screenshots of every scene, including a sign, and noted each sign's denotative and connotative meanings.

The study's findings demonstrated that various semiotic cues, such as verbal and visual cues contained in song lyrics, could be seen in music videos. Direct descriptions of the events and items in the movie, such as the clothing color or the characters' behaviors, are among the denotative meanings discovered. Conversely, connotative meaning conveys a more profound understanding based on emotional and cultural context; an example is the color black, which denotes mystery or darkness. According to this study, Taylor Swift's "Blank Space" music video employs a variety of semiotic cues to combine lyrics and images to tell a complex story.

The second research was by Eka Margianti Sagimin and Ratna Sari (2020), titled *"A Semiotic Analysis on LAY's and EXO's Selected Music Videos."* This research describes the semiotic signs and implied meanings of two music videos: "Goodbye Christmas" by Lay and "Universe" by EXO. The author uses Barthes' theory in these videos to study denotation, connotation, and myth. The method used in this research is a qualitative descriptive method to analyze scenes in the two music videos. Data is taken from music videos uploaded to the SMTOWN YouTube account, and properties, movements, expressions, and activities in the videos are analyzed.

The study's findings demonstrate that Barthes' theory applies to the analysis of music videos. Music videos use visual signals to transmit implicit messages through

visual imagery. These indicators convey emotions of friendship, love, melancholy, and separation. The two music videos' intended meanings are depicted in every scene as difficulties that unite people, as well as awareness, effort, and the outcomes of such efforts.

The third research was by Anisa Latifah, Dewanto, S.S., M.Hum, and Ari Astutik, S.S., M.Pd (2023) with the title *"A Semiotic Analysis of Visual Signs and Meanings on Prince Ali Soundtrack Music Video from Aladdin Movie 2019"*. This research analyses the visual signs and their meanings in the music video "Prince Ali," sung by Will Smith from the 2019 film Aladdin. The aim is to find out what visual signs are in the music video and their meaning for the audience.

The method used in this research is a qualitative descriptive method. The author collected data by watching and taking screenshots of the music video, then sorting and grouping the data before analyzing it using the visual communication theory from Dyer (1993). The study revealed 25 visual cues in the "Prince Ali" music video. According to Dyer's theory, these indicators fall into five categories: appearance, attitude, activity, props, and surroundings. This study demonstrates that the visual cues and their interpretations align with Dyer's theory.

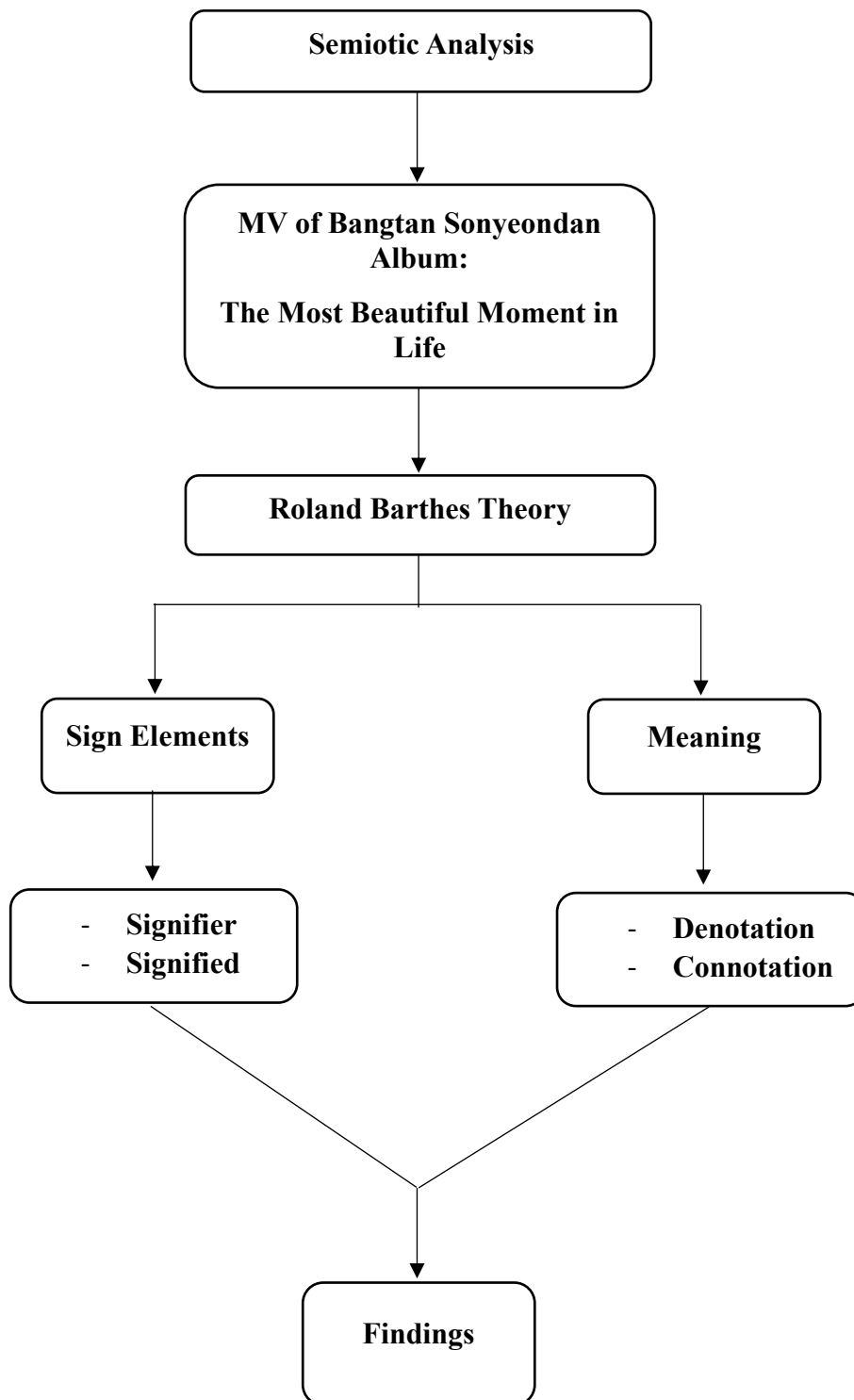
The research aims of this study differ from those of earlier studies. The first study examined the signs in Taylor Swift's "Blank Space" music video; the second examined the semiotic signs and implied meanings in Lay's "Goodbye Christmas" and EXO's "Universe" music videos; the third study examined the visual signs in Prince Ali, a song from the Aladdin movie. As a result, this study will examine the

semiotic components of the BTS music video from the album "The Most Beautiful Moment in Life" and guide how to understand the sign elements.

### **2.3 Conceptual Framework**

This study begins with a semiotic analysis of the BTS music video for the album "The Most Beautiful Moment in Life." This study looks at the sign elements in the BTS music video from the album "The Most Beautiful Moment in Life" and how to interpret them using Roland Barthes' Semiotic Theory. Sign elements was investigated in terms of signifiers and signified, followed by a music video interpretation of meaning in the form of denotation and connotation.

The outcomes from this analysis revealed the meaning of the MV using Roland Barthes' semiotic theory. Thus, by Roland Barthes' semiotic theory, this analysis entails identifying and interpreting signs in the MV to comprehend the more profound meaning of BTS' music video on the album "The Most Beautiful Moment in Life." The graphic below illustrates this.



**Figure 2.1 Conceptual Framework**  
(source: Dara Juty)

## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **3.1 Research Design**

In this study, qualitative descriptive approaches was applied. In qualitative research, data can be collected in various ways, including qualitative descriptive methods. Qualitative descriptive research is appropriate when a direct description of phenomena is required. This study aims to comprehensively describe occurrences using everyday language (Sandelowski, 2000, p. 336). In other words, this qualitative descriptive method describes facts obtained by observation and document analysis, which explains and depicts things precisely as they occur. This research aims to discover sign elements and analyze their significance in music videos.

#### **3.2 Location and Time of Research**

The study was conducted online, employing the YouTube platform and BTS's official website to retrieve and examine music videos.

#### **3.3 The Subject and Object of the Research**

The subject of the research: The subject of study is the symbols, signs, and messages in the music video.

The object of the research: The music video (MV) for the album "The Most Beautiful Moment in Life" by Bangtan Sonyeondan (BTS) serves as the research object.

### **3.4 The Source of Data**

The source of the data was taken from the YouTube platform and BTS's official website. Data was collected from June to July 2024. The research data comes from Hybe Labels' official YouTube channel. The BTS music video from the album The Most Beautiful Moment in Life serves as the research's data source. The YouTube platform was used to compile the music videos for I Need U, Run, and Epilogue: Young Forever.

The official YouTube channel has the music video for "I Need U";

<https://youtu.be/jjskoRh8GTE?si=hwMoywS9Bgn-oQws>

The Run music video is also available via Hybe's official YouTube

<https://youtu.be/wKysONrSmew?si=HlLe1Mj4ZEnd6c9G>

It is the same with the music video for Epilogue: Young Forever

[https://youtu.be/LbvE0FV\\_70U?si=yV5JLEKi9hp2EFSx](https://youtu.be/LbvE0FV_70U?si=yV5JLEKi9hp2EFSx)

### 3.5 The Techniques for Analyzing Data

In analyzing the data, three steps based on the interactive model proposed by Miles, Huberman, and Saldana's theories were applied: data condensation, data display, and drawing and verifying conclusions (Miles et al., 2014).

#### a. Data Condensation

Data condensation refers to selecting data, focusing on data selection, simplifying data, abstracting data to answer problems, and transforming data into descriptive qualitative.

The BTS music videos from the album "The Most Beautiful Moment in Life" were explained and represented by the semiotic signs gathered as research data.

#### 1. Selecting

The data was selected based on the three music videos in the BTS album.

#### 2. Focusing

Following the data selection process, the researcher concentrated on two research issues: the interpretation of meaning in music videos and sign elements. The signifier and signified were the main focus of the elements, and the relationship between denotation and connotation was the main focus of the meaning interpretation.

#### 3. Simplifying

The selected data is then simplified by paying attention to sign elements, signifiers, and signifieds in music videos.

#### 4. Abstracting

Roland Barthes's theory was applied to analyzing the three music videos from the BTS album. Sign elements were analyzed into signifiers and signifieds, and denotation and connotation were used to explain how to interpret the meaning of signs in music videos.

#### 5. Transforming

Data is changed by organizing it into tables.

##### b. Data Display

Data presentation is the second central area of analytical activity. Generally speaking, data presentation involves gathering and distilling information to make inferences and recommendations possible.

The data is presented in tabular form, making it easier to view and more arranged, aiding in understanding the research context.

##### c. Drawing and Verifying Conclusions

The third is drawing conclusions and verification. The conclusion of this research is the semiotic elements of the BTS music video signs in the album "The Most Beautiful Moment in Life" and the semiotic way of conveying messages to provide information about the music videos in the BTS album.



**CHAPTER IV**  
**RESULTS AND DISCUSSIONS**


**4.1 Results**





**4.1.1 Sign Elements in the BTS Album Music Video (MV)**






The researcher employed Roland Barthes' semiotic theory to examine three music videos from BTS's album “The Most Beautiful Moment in Life” to find the sign elements categorized as signifiers and signified. Hybe Labels' official YouTube account provided the videos. The outcome is a comprehensive analysis of each music video's importance.




**Data 1 – MV I Need U**






**Table 4.1 Sign Elements in the I Need U Music Video**





N O	Figure	Sign Elements	
		Signifier	Signified
1		A person holding white lily petals.	The white lily represents innocence and purity.

2		A person reflecting in the bathroom.	Mirrors often symbolise self-reflection, introspection, or looking into oneself.
3		A man sitting on the floor of a narrow hallway wearing a hoodie jacket, long pants, and shoes.	A man who looked desperate or sad, sitting alone in a secluded place.
4		A man is lying on a bed wearing a white T-shirt and blue jeans.	A man lying in bed can signify tiredness, hopelessness, or giving up.
5		A man sits in a bathtub holding a burning paper.	Burning paper can mean a desire to erase memories, forget the past, or get rid of something painful.

6	 	A man takes a pill bottle from the medicine cabinet and then takes it in both images.	The man opening the medicine cabinet and retrieving the pill bottle signifies an action that may be associated with trying to find a solution or overcome a problem without thinking, using medicine as a way out.
7		A man's face with tears streaming from his eyes.	A face with tears indicates feelings of sadness, hurt, or despair.
8		Seven men walking together between train cars.	The presence of the seven members walking together shows solidarity, friendship and togetherness.
9		A man whom two other men attacked.	The man who is attacking indicates a situation of confrontation and violence.

10		Burning white lily flower.	The white lily is often associated with purity and peace. A burning fire symbolizes anger or drastic change.
11		A gathering of males partying within a fast food establishment.	A gathering of males partying revelry symbolizes a moment of freedom, jubilation, or respite from the constraints of everyday life.
12		A man is fueling a car when someone unexpectedly tosses money at him after he has finished refuelling it. The man maintains a stoic facial expression throughout the incident.	The man's flat facial expression suggests that the behaviour is ordinary. Throwing money symbolizes embarrassment.

13		A man who fell from a highway bridge abruptly.	A man falling unconscious signals extreme physical or emotional exhaustion.
14	 	A man sitting on his knees leaned against the bathroom floor and then submerged himself in the bathtub.	A man sitting in such a posture signifies deep sadness. The body, almost completely submerged in water, symbolizes the desire to disappear.
15	 	A man sees someone being attacked or tortured by another man, and then the man physically attacks the other man in defense.	A severe facial expression signifies anger. The man standing and the woman looking on indicate involvement in a difficult situation. The act of counter-assault in the third image signifies the defense of a loved one.

			
16		A man stands inside a burning room.	A man standing in a burning room signifies desperation or the inability to escape a dangerous situation.
17		Seven men stand together, facing the sea.	The seven men standing together signify togetherness, solidarity and friendship.
18		The calm open sea.	The calm, open sea signifies peace and tranquillity.

The table illustrates the symbolic significance of the elements in the music video for I Need U from BTS' album “The Most Beautiful Moment in Life,” which is 5 minutes 33 seconds long, employing the notions of signifier and signified. In

this analysis, every visual aspect in the music video serves as a signifier, symbolizing a specific notion or idea known as the signified. This video is replete with symbols that portray profound emotional and psychological concepts.

The white lilies depicted in the movie function as a signifier, representing purity and innocence as its sign. However, when someone burns the flowers, this signifier becomes a metaphor for profound transformation or loss of innocence. The mirror used in this video functions as a signifier. Introspection, also known as self-reflection, involves the process of self-discovery and facing oneself as it is signified.

The image of a man alone in a secluded location, lying in bed, or shedding tears is the signifier being a clear indication of deep sadness and pain as the signified. The burning of paper is a signifier that symbolizes the intention to eliminate memories or suppress the sad past as signified. The use of medicine in the video functions as a signifier representing an attempt to overcome adversity without rational consideration, and it indicates a desire to avoid the natural world, which is what the signifier represents.

The depiction of the seven BTS members walking in unison and standing in front of the ocean is a signifier. Unity, friendship, and togetherness are essential factors that show solidarity when facing difficulties as a signified. The attack scenario is a signifier, a clear indication of conflict and violence, representing internal and external conflict as signified. A party held at a fast food restaurant

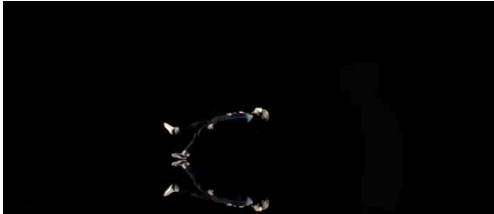
functions as a signifier representing a time of liberation, partying, or a break from complex and challenging realities as signified.

The depiction of a man deliberately drowning himself in a bathtub or standing between rooms engulfed in flames functions as a signifier that represents the desire to escape from a miserable state, as symbolized as a signified. The calm sea at the end of the video functions as the signifier. Peace and tranquility represent the search for serenity after a series of conflicts and sadness as signified.






The music video I Need U uses visual elements as a signifier to communicate essential themes such as innocence, desperation, introspection, friendship, and the search for serenity as signified. These elements depict the complicated emotional and psychological journey experienced by the individuals involved.






#### Data 2 – MV Run





**Table 4.2 Sign Elements in the Run Music Video**





N O	Figure	Sign Elements	
		Signifier	Signified
1		A person who throws himself into a pond.	It symbolizes the feeling of someone who is drowning in their emotions.




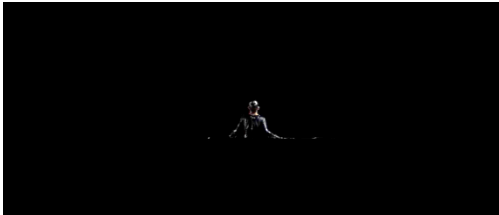





2	  	<p>A person filming his friends having fun. They are seen throwing pillows at each other, playing with wheelchairs, and stacking cups.</p>	<p>The recording attempts to capture a moment or memory. Those having fun with various games depict freedom and friendship.</p>
3		<p>A young man sank into the water.</p>	<p>The act of being underwater symbolizes the feeling of being immersed in emotions.</p>
4		<p>A person who leaned his friend against the wall crossed out his body with PiloX and made an X line.</p>	<p>The act of spraying paint on one's body can symbolize self-expression and rebellion against norms or restrictions.</p>

5	  	<p>An individual constructing a house of cards had their work subsequently dismantled by their companion. The individual's countenance appears contemplative.</p>	<p>Constructing a house of cards represents the endeavor of crafting something aesthetically pleasing. The collapse of the house of cards signifies the crumbling of something meticulously constructed, accompanied by a facial expression reminiscent of a nostalgic recollection.</p>
6		<p>A person walking under a bridge and next to a moving train.</p>	<p>Walking under the bridge depicts isolation or the search for a way out.</p>
7		<p>The person holding the pillow stands before his friend sitting on the bed</p>	<p>The interaction between the two symbolizes a close relationship. When someone holds a pillow, it typically signifies a state of</p>

		and watches him closely.	comfort or readiness for something humorous.
8		They played pillow war until the feathers from inside the pillow flew out.	Playing pillow war symbolizes fun, freedom, and a close relationship between friends.
9		Someone is holding a curly ace playing card with a black butterfly in the center.	Playing cards with black butterfly images symbolizes transformation or freedom. Curly aces are often associated with fate, mystery, or uncertainty.
10		A group of youths who keep running together.	The act of running can symbolize escaping from something or seeking freedom.

			
<p>11</p>	  	<p>A juvenile male perched on the vehicle's bonnet within the tunnel vociferated and then discharged water upon one of the automobiles, creating a commotion within the tunnel.</p>	<p>Sitting on the hood of a car represents a sense of confinement or restricted liberty. Vociferating and drenching with water represents the liberation of emotions and defiance.</p>

12	 	A group of youths posing for the camera in close-up.	It symbolizes a moment of togetherness filled with happiness.
13		A person looking back while walking on a dark road is followed by another member walking in front.	The act of looking back symbolizes the desire to confirm existence.
14		Someone who emerges from the water in the darkness.	Emerging from the water signifies being reborn or liberated from emotional burdens. Darkness suggests that this activity occurs in an uncertain or unpredictable context.

15		Somebody sitting in the bathtub	Polaroid photographs encapsulate nostalgic recollections from
		deliberately set the Polaroid photograph they were holding on fire.	bygone times. Burning the photo signifies a deliberate intention to erase the memories captured in it. However,
			examining the charred photo indicates a tendency to relive and recall the moment depicted in the image.

The table above illustrates the symbolic significance of the elements in the Run music video from the BTS album “The Most Beautiful Moment in Life.” The video, which lasts 7 minutes and 30 seconds, employs the notion of signifier and signified. Each visual aspect in the music video serves as a signifier, representing a specific notion or idea, mainly the signified. Each visual aspect in this video possesses profound significance.

In the music video, the act of immersing oneself in a pool or succumbing to drowning in water (signifier), representing the experience of being overwhelmed by intense emotions and tension (signified). The expression of freedom and friendship is demonstrated through many activities, including documenting enjoyable moments with friends, engaging in playful pillow fights, and a collective sprint by a group of young guys (signifier). These actions reflect preserving memories, enjoyment, liberation, and a means of escaping difficulties (signified).

The act of spray-painting a friend's body or causing a disturbance in the tunnel (signifier) of self-expression and disobedience, representing the desire to express oneself and unleash pent-up emotions (signified). The act of constructing and demolishing a house of cards or incinerating polaroid images (signifier) represents both the pursuit of creating something aesthetically pleasing and the want to erase past experiences (signified). The concept of transformation and liberation is depicted by playing cards, including depictions of black butterflies and an individual emerging from the depths of water in obscurity (signifier), representing profound metamorphosis and a rebirth (signified).

The video depicts many interactions and relationships among the characters, such as one person holding a pillow in front of his friend or a group of young men posing together (signifier). These interactions symbolize intimate relationships, comfort, and moments of joyful togetherness (signified).




Run's music videos generally employ symbolism to communicate various emotions and ideas, including deep emotions, liberation, companionship, self-






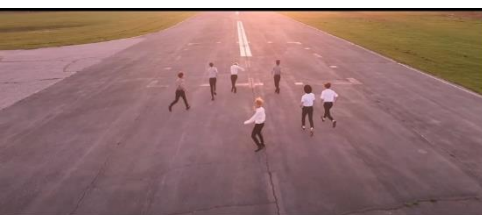
assertion, recollections, significant transformations, and interpersonal connections. Every visual action conveys a profound significance and portrays various facets of the human experience.


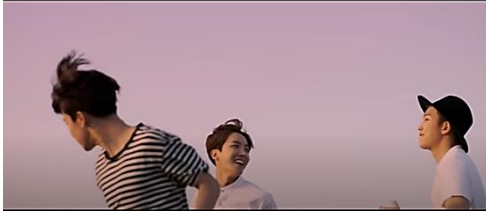

### Data 3 – MV Epilogue: Young Forever

**Table 4.3 Sign Elements in the Epilogue: Young Forever Music Video**

N O	Figure	Sign Elements	
		Signifier	Signified
1		The labyrinth as seen from above.	This labyrinth symbolizes life's journey of obstacles, challenges, and dead ends that must be overcome.
2		A movie strip with multiple frames showing images with negative effects from various moments.	It shows memories or moments that have passed, which people keep in visual form as part of life's journey.
3		A bunch of photos burning on the street.	The burning of this photo shows a desire to forget or let go of the past contained in these memories.



4		A maze with several people walking in it.	Indicates the journey of life or self-discovery, where individuals try to find a way out.
5		An inverse perspective of a male individual observing a group of individuals positioned at a distance.	When a person perceives the world in a reversed manner, this indicates an alternative viewpoint or a sense of detachment from reality.
6	 	Seven people are walking and running on the runway.	The image captures a moment of eager expectation as the individuals appear to be getting ready to progress into the future.
7			

		<p>Seven people running towards the sunset with happy expressions on their faces.</p>	<p>Demonstrate passion and energy to pursue their future and dreams with enthusiasm.</p>
			
8		<p>An airplane flies past.</p>	<p>This airplane represents travel, freedom, and achieving higher goals or dreams.</p>

The table provided displays the symbolic meanings of the components depicted in the music video Epilogue: Young Forever. The video runs for 3 minutes and 25 seconds and is one of the songs from BTS' album "The Most Beautiful Moment in Life." The video incorporates the idea of signifier and signified.

The music video is a maze seen from above as a signifier, representing the arduous path of life that individuals must navigate, replete with hurdles, trials, and as a signified. The negative-effect film strip serves as a signifier that represents memories or past times, preserved visually as a component of life's journey as a

signified. Burning the photo on the street serves as a signifier that represents the desire to erase or release the precious memories it holds as a signified.

The labyrinth, with the man walking through it, serves as a signifier, symbolising the quest for self-discovery or the journey of life, representing the individual's endeavour to find an exit as the signified. The inverted portrayal of a man serves as a signifier representing an alternative viewpoint or a sense of detachment from reality, wherein an individual perceives the world in an inverted manner as a signified. The presence of seven individuals walking and jogging on the runway represents a signifier of their preparedness to progress towards the future as a signified.

The seven individuals sprinting towards the setting sun, their faces beaming with joy, serve as a signifier that represents the determination and aliveness to achieve their aspirations and ambitions as a signified. The airplane flying past serves as the signifier for the journey of freedom and the achievement of higher goals or dreams in the form of achievement and freedom as the signified.

Collectively, each sign element portrayed in the music video Epilogue: Young Forever symbolizes different facets of life's voyage, encompassing both hardships and barriers as well as accomplishments and liberation. The music video communicates the significance of persistently pursuing aspirations and navigating through a life journey enriched with diverse encounters and recollections, employing the principles of signifiers and signifieds to unveil profound implications.

#### 4.1.2 Interpretation of Meaning in BTS Album Music Video (MV)

The researcher has collected three music videos from BTS' album “The Most Beautiful Moment in Life” using Roland Barthes' semiotic theory. The goal is to understand the interpretation of the meaning of BTS' album, categorized as denotation and connotation, taken from Hybe Labels' official YouTube.

#### Data 1 – MV I Need U



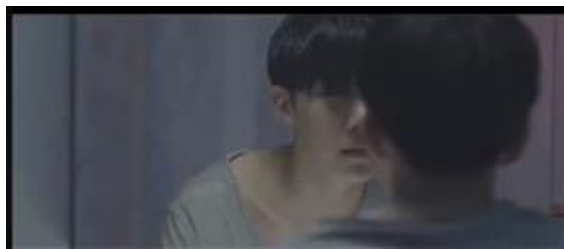
Figure 4.1. The MV I Need U Scene 1

Table 4.4. Interpretation in the MV I Need U Scene 1

Denotation	Connotation
A person holding white lily petals with a dim atmosphere and white clothing in her hands.	The white lily represents nostalgic reminiscences or a feeling of bereavement. Its dim atmosphere and varying hues of white might evoke feelings of melancholy, tranquillity, or introspection.

The denotation of the scene depicts a person holding white lily petals in their hands. The surroundings are dim, featuring gentle and muted illumination, while the individual is attired in white. This is a literal depiction of the image, featuring an individual, a white lily bloom, and additional visual components such as lighting

and the clothes worn. Furthermore, the connotative interpretation of this image encompasses profound symbolism. The white lily can be connected to cherished memories, purity, or sentiments of grief. This flower represents something sacred and tranquil in numerous civilizations, frequently employed during commemoration or contemplation. The subdued ambiance in the photograph might evoke a sense of tranquility or a touch of melancholy, embodying a serene and reflective mood. The white hue of the garments and the lily blossoms can be related to purity, truthfulness, and tranquility. The image may evoke a sense of introspection, subdued melancholy, or profound yearning for someone or something that has passed.



**Figure 4.2. The MV I Need U Scene 2**

**Table 4.5. Interpretation in the MV I Need U Scene 2**

Denotation	Connotation
An individual named J-Hope was gazing into a mirror with a solemn countenance under dim illumination.	In this instance, the mirror conjures images of reflection or introspection and a depressing facial expression, signifying deep sadness.

The denotation of the scene depicts a man named J-Hope, who is standing in front of a mirror with a severe gaze. His look reveals profound concentration, as though he is scrutinizing himself closely. The dim illumination in the space fosters a tranquil and somewhat melancholic ambiance. Denotatively, this scene depicts a man standing before a mirror, exhibiting a severe look of gentle lighting. Upon closer examination, the connotative significance of this artwork conveys a more profound and emotionally charged message. Mirrors frequently represent self-reflection or introspection across various cultures and circumstances. In this context, J-Hope gazing into a mirror may signify a moment of introspection, reflecting on himself, his existence, or his current circumstances. His solemn facial expression indicates a burden, as though he is contending with profound thoughts or emotions.



**Figure 4.3. The MV I Need U Scene 3**

**Table 4.6. Interpretation in the MV I Need U Scene 3**

Denotation	Connotation
A man named V sat alone in the hallway with a bottle next to him.	The bottle's existence implies a component of reality escape or managing pain. The empty hallway conveys a sense of emotional gloom.

The denotation of the scene depicts a man named V sitting alone in a deserted hallway. A bottle beside him suggests it has been left out or recently utilized. The sparse illumination of the hallway contributes to a sense of isolation and serene peace. Denotatively, this image depicts V as the sole character in a spacious yet vacant space, with the bottle next to him as the only object around him. Upon closer examination, the connotative significance of this artwork conveys a more symbolic and emotive message. The presence of the bottle next to V is not simply an object sitting next to him but carries a deeper meaning. Bottles can indicate an escape from reality or a mechanism for coping with both physical and mental anguish in various circumstances. The bottle may indicate that V attempts to evade or suppress uncomfortable emotions, such as loneliness, emotional burden, or pressure.



**Figure 4.4. The MV I Need U Scene 4**

**Table 4.7. Interpretation in the MV I Need U Scene 4**

Denotation	Connotation
A man named Suga lay on a bed in a simple, dimly lit room.	The exposed body position with arms extended may be a sign of powerlessness or incapacity to handle the circumstance. The simple room environment and the low lighting accentuate the feeling of being alone and lonely.

The denotation of the scene depicts a man named Suga lying on a bed in a simple, minimally decorated room. The room is suffused with subdued light, establishing a tranquil, somewhat melancholic ambiance. Suga is positioned supine, with his arms extended laterally, appearing to be at rest and motionless. This scene of the image depicts a man in repose, situated inside a tranquil and uncomplicated setting. The connotative significance of this scene suggests a more profound emotional message. Suga's vulnerable posture with arms extended may symbolize vulnerability or incapacity to confront a challenging circumstance. This attitude may signify a sense of capitulation or emotional fatigue, as though he has depleted his resources to confront the hardships he encounters. Her body, seemingly elongated without a fight, may suggest a perception of helplessness, allowing herself to drown in a difficult situation. The austere chamber in which Suga resides



enhances the feeling of solitude in this shot. The absence of opulence or ostentatious embellishments is evident, replaced with minimalist components that foster a tranquil ambience.



**Figure 4.5. The MV I Need U Scene 5**

**Table 4.8. Interpretation in the MV I Need U Scene 5**

Denotation	Connotation
A man named Jimin sat in the bathtub with a thoughtful look on his face, holding a burning piece of paper.	Represents a desire to let go of the past or a moment of emotional release. Burning paper is a metaphor for getting rid of negative emotions or memories.

The denotation of the scene shows a man named Jimin sitting in a bathtub. His expression is solemn, imbued with profound contemplation, as his hand grasps a flaming sheet of paper. The flame from the paper burns gradually, and the light reflects around the room, enhancing the dramatic ambience of the scenario. The connotative meaning of the image in this scene implies a much deeper emotional message. Sitting in the bathtub, a place usually associated with contemplation and stillness, Jimin seems lost in thought. His severe and thoughtful facial expression suggests he might be experiencing a moment of deep reflection or introspection.

The bathtub serves as a metaphor for introspection, where one is separated from the outside world and left alone with one's thoughts and emotions.



**Figure 4.6. The MV I Need U Scene 6 & 7**

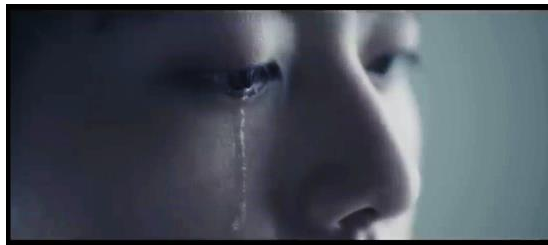
**Table 4.9. Interpretation in the MV I Need U Scene 6 & 7**

Denotation	Connotation
J-Hope got a pill bottle out of the medicine cabinet and drank it.	Depicts someone who is seeking relief or escape from emotional or physical problems. Taking a pill bottle can be an indication of reliance or a desperate attempt to escape unpleasant emotions.

The denotation of the image shows a man named J-Hope opening a medicine cupboard. Within the cupboard, numerous pharmaceutical bottles are seen, and J-Hope seems to select one of the pill bottles and ingest its contents. The scene unfolds in an apparently tranquil setting characterized by subdued lighting, creating a calm yet filled with a sense of burden. The scene's connotative significance reveals a profound message regarding J-Hope's emotional or mental state. The act of opening the medicine cabinet and consuming pills may symbolize someone seeking an escape or assistance, whether from a physical ailment or an oppressive emotional

issue. In this perspective, the medication used by J-Hope serves not just as a remedy for physical discomfort but also symbolizes an endeavor to alleviate or evade profound emotional distress.

In this image, J-Hope's opening of the medicine cabinet could suggest that he is in a situation that requires relief or escape. The medications he acquires and consumes may symbolize addiction or a pressing desire for a remedy despite the likelihood that this remedy is transient.



**Figure 4.7. The MV I Need U Scene 8**

**Table 4.10. Interpretation in the MV I Need U Scene 8**

Denotation	Connotation
A man named Jin had tears on his face.	Tears may be seen as an emotional outpouring, signifying that Jin has come to the point where he can no longer suppress his emotions.

The denotation of the scene illustrates a man named Jin who is weeping. His visage exhibits profound emotion, with tears cascading down his cheeks. The scene depicts a straightforward yet visually impactful moment of a man weeping. The connotative significance of this scene delves deeper into the emotional realm that

Jin is undergoing. In this context, tears are a physical sign of someone crying and a symbol of a powerful emotional release. When a person cries, especially with the intensity that Jin exhibits, it frequently signifies that they have exhausted their capacity to suppress long-held emotions. Tears are an uncontainable expression, representing sorrow, relief, or escape from repressed emotions.

In this image, Jin's tears signify that he has had a prolonged and arduous emotional journey. Crying frequently transpires when an individual can no longer endure the burden of their emotions, with tears serving as a mechanism for the body and mind to alleviate the collected strain.



**Figure 4.8. The MV I Need U Scene 9**

**Table 4.11. Interpretation in the MV I Need U Scene 9**

Denotation	Connotation
The seven members walked together between the train cars, looking like they were interacting with each other.	It illustrates a problematic life path that friends must navigate together. The hard road of life, full of challenges, is symbolized by the train carriages between them, yet they continue to travel together, demonstrating the strength of friendship and support.

The denotation of the scene shows the seven BTS members traversing between train cars. They seem to engage with one another, exhibiting camaraderie and tenderness on their journey. This scene shows a simple yet meaningful moment, wherein each individual seemed to relish the camaraderie amidst the austere setting of large, corroded rail coaches. In this scene's connotative meaning, the train car may indicate a life trajectory replete with problems and hurdles. Trains frequently symbolize a protracted and arduous journey, mirroring the complexities of life that are not invariably straightforward. In this scene, the train cars represent the obstacles one must overcome in life, whether in career challenges, relationships, or personal development. The space between the train carriages indicates a constricted and potentially arduous route, highlighting the challenges of their journey.

This scene provides a message regarding the potency of friendship and unity. The seven individuals are not traversing independently but together, providing mutual support at every juncture. This conveys a compelling depiction of the significance of support from friends and loved ones in confronting life's adversities.



**Figure 4.9. The MV I Need U Scene 10**

**Table 4.12. Interpretation in the MV I Need U Scene 10**

Denotation	Connotation
Two other men attacked a man named Jungkook on a dark street.	Depicts a violent and physically dangerous situation that Jungkook experienced. The dim, cramped setting heightens the sensation of peril and intensifies worry or feelings of fear.

The denotation of the scene illustrates a man named Jungkook being assaulted by two other individuals on a dimly lit street. The two males seem to be physically assaulting or menacing Jungkook, who appears to be cornered and in a vulnerable predicament. The street where the incident occurred is quiet, dimly lit, and obstructed, fostering a tense and perilous ambiance. This sight reveals profound layers of emotion and symbolism in its connotative meaning. The physical attack experienced by Jungkook depicts a moment of violence and a real threat to his safety. This violence exemplifies the arduous living conditions, hardships, and threats that may arise from multiple sources. In this scenario, Jungkook confronts a tangible and imminent threat, embodying sentiments of powerlessness and vulnerability when subjected to external pressures or assaults. The setting on the dimly lit street enhances the perception of peril in the scene. Darkness frequently

represents undiscovered anxieties, concealed dangers, or ambiguous circumstances. The dim and secluded path illustrates an environment devoid of security, where each step is laden with uncertainty and peril.



**Figure 4.10. The MV I Need U Scene 11**

**Table 4.13. Interpretation in the MV I Need U Scene 11**

Denotation	Connotation
The burning white lily accentuates the contrast between the burning flower and the flames.	The white lily on fire represents severe emotional suffering or a profound sense of loss. The dark background amplifies the feeling of tragedy or unavoidable change.

The denotation of the scene shows a white lily engulfed in flames, with the fire radiating brilliantly and vividly over its petals. The pronounced juxtaposition of the delicate white petals and the vivid red flames is the primary emphasis of this photograph. The black background enhances the blazing flower, producing a dramatic and visually tense scenario. The connotative significance of this scene conveys a profoundly more profound emotional message. The conflagration consuming the white lily is not merely a physical occurrence but a manifestation of profound emotional anguish or a significant sense of bereavement. The white lily is

frequently linked to purity, tranquility, and remembering something cherished. The incineration of this significant blossom represents the obliteration of innocent and tranquil emotions. This establishes an emotive visual story of unavoidable transformation and the abrupt sensation of sorrow or loss that obliterates anything valuable. The darkness enveloping the burning lily conveys a somber atmosphere, evoking sensations of solitude and despair.



**Figure 4.11. The MV I Need U Scene 12**

**Table 4.14. Interpretation in the MV I Need U Scene 12**

<b>Denotation</b>	<b>Connotation</b>
A fast food outlet was the scene of a party involving many young men. They were hurling stuff into the air while standing at tables and chairs.	Partying in a public setting, such as a fast-food restaurant, can represent both a desire to escape the stresses of daily life and a sense of freedom. Standing on the table and hurling stuff symbolises the urge to express oneself freely and without limitations.

The denotation of the scene illustrates a group of young men, members of BTS, engaging in a spirited celebration at a fast-food establishment. They stand on tables and chairs, laughing, cheering, and exuberantly tossing various objects.



Originally a modest dining area, the restaurant has now transformed into a venue for liberation and unrestrained exuberance. This scene emphasizes an atmosphere of joyful excitement when social boundaries and standards generally upheld in public areas, such as restaurants, appear to be ignored. The image explicitly illustrates a moment where a group of youths unexpectedly revel in their liberty, converting a controlled environment into one of uninhibited self-expression.

The connotative significance of this picture unveils a profound message regarding liberty, evasion, and self-articulation. The fast-food establishment in this image serves as a representation of reality, constrained by regulations and limits. Typically, such establishments are spaces where we adhere to social norms, sit politely, order food, and follow the established order. In this scene, the members of BTS convert a commonplace public area into a venue for unrestrained self-expression. The gathering in this otherwise strictly regulated context might be considered an act of rebellion against stringent social norms, embodying the participants' aspiration for freedom.

Their behavior of standing on tables and chairs and throwing objects into the air also carries connotative solid meaning. These activities signify an aspiration to surpass traditional limits, dismiss regulations, and wholly embrace a moment of unbridled liberty. Standing on tables, typically considered inappropriate, demonstrates the audacity to confront societal standards and articulate oneself without apprehension of external criticism.



**Figure 4.12. The MV I Need U Scene 13 & 14**

**Table 4.15. Interpretation in the MV I Need U Scene 13 & 14**

Denotation	Connotation
<p>At a nighttime gas station, Namjoon was filling up another person's automobile when someone flung his money, leaving Namjoon with a flat expression.</p>	<p>Nighttime provides an introspective atmosphere that reflects personal feelings. Namjoon's flat countenance suggests that he has grown accustomed to the humiliation or lack of interest he encounters and is experiencing emotional tiredness. Throwing money is a metaphor for underappreciated work.</p>

The denotation of the scene illustrates a man named Namjoon fuelling a vehicle at a gas station at night. The environment is dimly lit, with the gas station's lights partially illuminating the vicinity. The photograph depicts an individual throwing money toward Namjoon, whose facial expression is neutral and lacks discernible emotion. He appears indifferent, as if unaffected by what is happening around him. The connotative significance of this scene imparts a more profound. The nighttime setting provides an introspective backdrop, creating an atmosphere of contemplation and solitude. The night is frequently linked to introspective moments, wherein individuals are more inclined to contemplate their lives, reflecting on emotions or experiences that are challenging to articulate during

daylight hours. This scene suggests that the night reflects Namjoon's emotional state, possibly indicating a sense of solitude or grief that is not immediately apparent.

His unreactive expression in response to the act of throwing money suggests that he may have grown accustomed to unpleasant or degrading treatment. This may indicate profound emotional fatigue, wherein an individual has arrived at a state of no longer being astonished or wounded by disparagement or indifference from others. This blank expression signals that Namjoon may have experienced painful or disappointing situations so frequently that he has become desensitized to them. The act of dispersing money also possesses significant connotative implications. In this context, money serves not only as a transaction medium but also as a representation of the potential undervaluation or dismissal of an individual's effort or labor. Throwing money rather than presenting it respectfully reflects a demeaning attitude, implying that the monetary gift is bestowed without acknowledgment or gratitude for the effort involved.

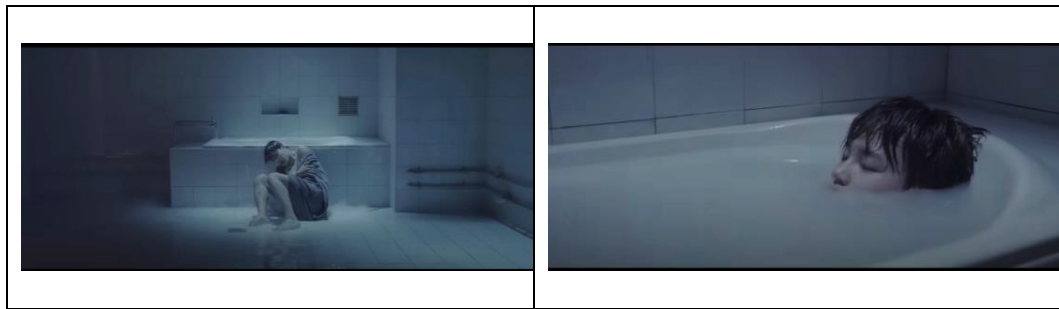


**Figure 4.13. The MV I Need U Scene 15**

**Table 4.16. Interpretation in the MV I Need U Scene 15**

Denotation	Connotation
A man named J-Hope, lying on the side of the highway, seemed unconscious.	Describes a moment of sudden despair or collapse, where the character experiences unbearable physical or emotional exhaustion.

The denotation of the scene shows a man named J-Hope reclining by the side of a highway. He seems unresponsive, with his body sprawled on the road, suggesting he has lost consciousness or is in a very weakened state. The empty and desolate highway around him adds to this scene's striking atmosphere of solitude. The connotative interpretation of this scene depicts J-Hope reclining on the roadside as a symbol of despair or abrupt downfall. In this scene, the highway, typically emblematic of travel, progress, and purpose, transforms into a desolate and solitary backdrop, symbolizing the character's disorientation or state of fatigue. J-Hope exhibits physical fatigue and profound emotional depletion, indicating a lack of strength to continue progressing.



**Figure 4.14. The MV I Need U Scene 16 & 17**

**Table 4.17. Interpretation in the MV I Need U Scene 16 & 17**

Denotation	Connotation
A man named Jimin curled up on the bathroom floor and dipped his head just above the water's surface as he sank into the bathtub.	Illustrating a period of intense reflection in which Jimin entirely absorbs himself in his emotions. Most of his body submerged in water in the bathtub represents his desire to escape reality. The body is almost entirely submerged in water, suggesting that it is under pressure and wants to vanish to be free of emotional responsibilities.

The denotation of the scene shows a man named Jimin seated on the restroom floor in a curled position. Subsequently, he immerses himself in the bathtub, leaving only his head exposed above the water's surface. His body is nearly entirely immersed in water, conveying that he is attempting to isolate himself from the external environment. This scene highlights the tranquil and lonesome ambiance, with Jimin in a highly confined and isolated posture. The connotative interpretation of this scene indicates that Jimin's position on the restroom floor, with his body curled, signifies a sense of vulnerability, as though he is shielding himself from something challenging or distressing. People frequently link this stance to a yearning for security or safety during intense emotional distress. In this instance,

Jimin's posture suggests that he may be experiencing overwhelming emotions, necessitating a bodily self-protective response to the mental turmoil he is encountering.



**Figure 4.15. The MV I Need U Scene 18, 19 & 20**

**Table 4.18. Interpretation in the MV I Need U Scene 18, 19 & 20**

<b>Denotation</b>	<b>Connotation</b>
A man named V, who initially showed a severe and worried expression and witnessed his brother's violence, decided to fight back.	Based on his serious expression, the man appears to be experiencing intense emotions, like fury. The second picture depicts the violent or confrontational moment that is occurring. The final act of aggression and resistance, represented by the third image, represents an emotional outburst and the desire to shield someone from pain or injury.

The denotation of the scene shows a man named V, who initially exhibits a grave and apprehensive demeanor. He seems to be contemplative, as though he is reflecting on a challenging predicament or a troubling concern. Subsequently, in the following scene, V observes an act of violence inflicted upon an individual who seems to be his sister or someone with whom he shares a strong relationship. His expression becomes increasingly strong, reflecting sadness, rage, and helplessness as he observes the incident. Ultimately, in the third scene, V resolves to resist. His countenance reflects resolve and intensity, indicating that he can no longer contain his feelings, and he decides to act against the threat his sister faces.

The connotative meaning of this scene indicates that the serious expression displayed at the outset signifies his experience of intense emotions, such as anxiousness or repressed rage. In numerous situations, this statement illustrates an individual deliberating about potential actions yet remaining in a state of inaction. Behind this solemn demeanor, it suggests that V is contending with profound emotions, whether related to responsibility, safeguarding, or apprehension of imminent peril. In the second scene, V observes an act of violence directed towards an individual close to him, potentially his sister. This is a crucial moment that instigates an emotional transformation in her. Witnessing the brutality before her, V's countenance shifts from concern to unmistakable rage. This violence is not merely physical; it also symbolizes profound anguish, potentially stemming from injustice, betrayal, or enduring pain. Observing his sister's suffering elicited a profound emotional response in V.

The third scene signifies the zenith of this fight. At this juncture, V ultimately resolves to resist. Her face exhibits a tumult of emotions, particularly the wrath she has repressed since the outset. This resistance symbolizes fortitude, tenacity, and the intent to shield a loved one from further harm or suffering. This act of defiance is not merely a bodily reaction to violence but also a manifestation of V's aspiration to alleviate the pain she observes. The emotional eruption in this scenario indicates that V can no longer suppress her emotions, ultimately leading her to confront any threats.



**Figure 4.16. The MV I Need U Scene 21**

**Table 4.19. Interpretation in the MV I Need U Scene 21**

Denotation	Connotation
A man named Suga stood in a room with a fire burning around him.	This shows Suga is experiencing a severe emotional crisis and is stuck in a challenging circumstance. The flames stand either fury or excruciating mental suffering.

The denotation of the scene shows a man named Suga positioned in a chamber surrounded by a blazing fire. The fire engulfs the room, generating an ambiance of anxiety and peril as if the flames are gradually consuming the space. Suga's



expression appears grave, imbued with feelings that he seems repressed. He remained still despite confronting a perilous situation, standing resolutely amidst the flames. The connotative meaning of this scene depicts Suga positioned centrally in a room engulfed with flames, indicating a moment of profound inner turmoil. Fire frequently serves as a symbol of profound emotions, like rage, impatience, or deep anguish. In this sense, people may perceive the fire encircling Suga as a symbol of his internal conflict. The fire symbolizes his sense of entrapment in a challenging or unmanageable predicament, as though the issue or emotion confronting him is advancing and poised to consume him.



**Figure 4.17. The MV I Need U Scene 22**

**Table 4.20. Interpretation in the MV I Need U Scene 22**

Denotation	Connotation
The seven members stood at the seaside, facing the vast ocean.	It shows a group of people standing together in contemplation and unity as they face the future. The vast sea gives a sense of freedom and unlimited opportunities.

The scene's denotation is the seven group members positioned by the beach, gazing at the expansive sea. They are all positioned in a line, facing the sea, as

though gazing at the great horizon before them. The expansive sky and tranquil water represent nature's liberated and serene essence. The scene graphically portrays them against a tranquil backdrop, incorporating natural elements such as water, sky, and wind. The connotative significance of this scene is that the expansive sea frequently represents freedom, the journey of life, and boundless options. The BTS members positioned together, gazing at the sea, may represent a moment of reflection, camaraderie, and solidarity. They may appreciate the beauty of nature while also pondering their past and contemplating an uncertain future. Their standing side by side can give a sense of solidarity and togetherness, illustrating how closely the members are connected. The expansive ocean before them conveys a sense of a future replete with boundless chances and difficulties. The sea might symbolize unpredictability, mirroring their lives and career trajectories.



**Figure 4.18. The MV I Need U Scene 23**

**Table 4.21. Interpretation in the MV I Need U Scene 23**

<b>Denotation</b>	<b>Connotation</b>
A view of the vast and calm ocean.	The ocean's vastness gives a sense of freedom, unlimited opportunities, and a feeling of connectedness to something bigger.

The denotation of the scene is that of a large and tranquil seascape. An extensive body of water, lacking distinct borders, sometimes beneath a transparent or partially overcast sky. No other entities, such as vessels or terrain, are discernible, enhancing the tranquility and serenity of the natural environment. The connotative meaning of this scene is that the expansive sea is frequently regarded as a metaphor for freedom, allowing one to experience liberation from all constraints. This boundless water appears to symbolize a world replete with options and possibilities for exploration. The absence of distinct boundaries on the horizon signifies that all individuals have limitless possibilities.

The table above illustrates the symbolic interpretation of the meaning in the I Need U music video from BTS' album "The Most Beautiful Moment in Life," which lasts 5 minutes and 33 seconds. The significance analysis in this music video is categorized into two primary classifications, specifically denotation and connotation.

The music video showcases profound visual symbolism that portrays emotions and intricate life experiences. The video portrays an individual holding white lily petals in a dimly lit setting while wearing white attire, which has a denotation. Nevertheless, the connotation is the idea associated with the white lily bloom that it represents a pleasant recollection or a feeling of grief. In contrast, the subdued ambience and white garments suggest sorrow or a period of introspection.

Moreover, the depiction of J-Hope gazing into a mirror with a solemn countenance under subdued lighting conveys the denotation of a man observing his

reflection of himself in a mirror. The connotation suggests a brief self-reflection or severe thought, accompanied by a facial expression indicating profound sorrow. The visual representation of V sitting solitarily in the hallway with a bottle adjacent to him denotes a man seated in the hallway with a bottle. However, the connotation is that the bottle symbolizes a means of evading reality or serving as an escape strategy for pain. At the same time, the serene ambience of the hallway portrays emotional gloominess.

The denotation of the image of Suga lying on a bed in a simple and dimly lit room is a man lying on a bed. However, the connotation of the image suggests a sense of vulnerability or incapacity to cope with the circumstances. The austere chamber ambience and subdued illumination contribute to the perception of solitude and seclusion. The visual representation of Jimin seated in the bathtub, wearing a pensive expression and clutching a lit piece of paper, has the denotation of a guy in a bathtub holding a burning paper. However, the connotation depicts a moment of emotional release or a desire to escape from the burden of the past.

The visual representation of J-Hope accessing the medicine cabinet and retrieving a bottle of pills denotes a man obtaining medication from the cabinet. However, the connotation suggests that he seeks assistance or relief from emotional or physical difficulties. The denotation of the image featuring Jin with a tear-stained face is that of a man shedding tears. However, the connotation of the image suggests that Jin is experiencing emotional release, indicating that he has reached a state where he can no longer suppress his feelings.

The photograph of the BTS members traversing between train cars denotes a collective of males strolling in unison. However, its figurative interpretation signifies a shared voyage through life, replete with trials and hindrances, confronted alongside companions, exemplifying camaraderie and assistance's potency. The denotation of the image portrays two individuals assaulting Jungkook in a dimly lit street. On the other hand, the connotation conveys a scene of aggression and imminent physical harm, intensifying the perception of peril and evoking feelings of fear or unease.

The denotation of the image of the burning white lily is the literal representation of a flower on fire. At the same time, the connotation signifies profound emotional distress or a profound feeling of bereavement. The photograph of the BTS members revelling at a fast food establishment denotes a gathering of males engaging in festivities. However, the connotation suggests a sense of liberation and a longing to evade the burdens of daily existence. The denotation of the other image depicts Namjoon refuelling a car at night while someone throws money at him. However, the connotation suggests a sense of emotional tiredness and indifference.

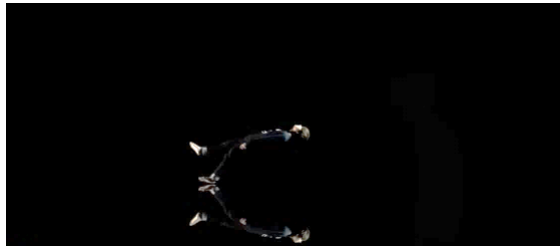
The depiction of J-Hope reclining by the side of the highway has the denotation of a man in a horizontal position. At the same time, the connotation suggests a moment of hopelessness or a complete breakdown, both physically and emotionally. The denotation of the image of Jimin submerging himself in a bathtub signifies a man intentionally drowning himself. At the same time, the connotation suggests a profound period of self-reflection and a want to evade the confines of

reality. The visual depiction of V observing acts of violence and subsequently choosing to retaliate carries the denotation of a male individual witnessing and engaging in combat. However, the connotation shows an emotional outburst and protection against suffering.

The depiction of Suga standing in a room engulfed in flames carries the denotation of a man encircled by fire, while the connotation suggests an intense emotional turmoil. The image of the BTS members standing by the sea facing the ocean has the denotation of a group of men standing by the sea. At the same time, the connotation depicts togetherness and reflection on the future. The denotation of the expansive and tranquil seascape is the ocean. At the same time, the connotation implies notions of liberation and boundless possibilities and a sense of interconnectedness with something more significant.

The music video for BTS's "I Need U" effectively depicts the personal challenges faced by individuals and emphasizes the importance of unity through impactful visual symbolism. Denotation offers a straightforward comprehension of the depicted images, while connotation interpretation uncovers profound emotional significances and connections, enhancing the emotional connection between the participants and the viewers.

## Data 2 – MV Run



**Figure 4.19. The MV I Need U Scene 1**

**Table 4.22. Interpretation in the MV I Need U Scene 1**

Denotation	Connotation
A person named V threw himself into the pool, creating an almost perfect reflection on the water's surface.	Illustrates the sensation of being engulfed by profound sorrow. The water's surface can be seen as a reflective mirror, representing the act of introspection.

The denotation of the image is of a person named V leaping into a body of water. As his body nears the water, the pool's surface produces an almost flawless reflection, mirroring his image from the tranquil water's surface. We can see how the clear water casts a shadow of V, creating a striking visual contrast between reality and its reflection on the water's surface. This illustrates the physical instance in which the body and its mirror confront one another, merging the realms of reality and reflection. Connotatively, V's gesture of plunging into the sea can be interpreted as a depiction of being engulfed in profound emotions, particularly sorrow. Water is frequently linked to emotions, particularly profound sensations such as sorrow, introspection, and self-awareness. V's act of throwing herself down may symbolize an endeavor to address or internalize her profound anguish, as though immersing

herself in intense, inarticulate emotions. The water's surface, which creates V's reflection, also mirrors her self-image. In this sense, water is a reflective medium and a metaphor for introspection.



**Figure 4.20. The MV I Need U Scene 2, 3 & 4**

**Table 4.23. Interpretation in the MV I Need U Scene 2, 3 & 4**

Denotation	Connotation
A guy named Jin was filming his friends having a good time together while they were playing and fighting.	Cameras are often associated with memory and nostalgia, viewing them as an effort to preserve the past or seize a moment spent together before everything changes. Their exuberance and delight convey a lesson about how fleeting happiness can be. Their time together demonstrates how they handle life's stresses and complex realities.



The denotation of the scene is a person named Jin capturing a moment of camaraderie with his pals. The scene depicts his buddies engaging in playful activities, jesting, and even playfully combating one another, all amidst an atmosphere of joy and laughter. Jin is wielding a camera, meticulously documenting this moment, as though he seeks to immortalize every instant of the vibrancy and exhilaration. A group of friends depicts relishing their time together, free from concerns or burdens. As the person behind the camera, Jin seems to want to make sure that every moment is not missed and perhaps wants to keep it as a precious memory.

At the same time, the connotative significance of this scene is that the camera wielded by Jin is frequently linked to symbols of memory and nostalgia. In this perspective, the camera serves as an instrument for taking photos and symbolizes an endeavor to conserve the past, encapsulating moments of unity prior to inevitable transformations. Each image or video captured by the camera encapsulates narratives, emotions, and experiences that will significantly contribute to one's life in the future. The recorded moment of togetherness suggests that their displayed happiness and joy may be ephemeral. The laughter, play, and vivacity observed can serve as a temporary respite from the strains and problems they may encounter.



**Figure 4.21. The MV I Need U Scene 5**

**Table 4.24. Interpretation in the MV I Need U Scene 5**

Denotation	Connotation
A young man named V sank to the bottom of the water as if there was no resistance.	Sinking to the bottom of the water, feeling alone, and having trouble breathing can all be metaphors for losing control over one's emotions and mental condition.

The denotation of the scene is a young man named V, who appears to be sinking to the bottom of the water. In this scene, V exhibits no resistance, allowing his body to descend without effort to swim or combat the current. The peaceful and tranquil posture of his body conveys the sense that he is entirely acquiescing to the circumstance, submerging progressively into the surrounding water. Visually, we can feel the stillness that surrounds the moment, where the slow movement of the water and the calm atmosphere reinforce the sense of remoteness.

The connotative significance of this scene is that submerging in water is frequently linked to emotions of isolation, loneliness, and powerlessness. In this sense, water represents a significant emotional burden that constrains and impedes one's capacity to breathe freely. V, seemingly succumbing without opposition, represents an individual overwhelmed by mental or emotional strain, leading to a perceived loss of self-control.



**Figure 4.22. The MV I Need U Scene 6**

**Table 4.25. Interpretation in the MV I Need U Scene 6**

Denotation	Connotation
Jin who was sprayed with PiloX paint by V along with Namjoon and Jimin, then on the wall beside them was written "WASTED YOUTH ENTER THE VOID."	Spraying oneself in paint represents a desire for self-expression or a refusal to follow social norms. The writing "WASTED YOUTH ENTER THE VOID" refers to something wasted or the emptiness that an abandoned or lost adolescent experiences.

The denotation of the scene is Jin getting sprayed with PiloX paint by V, with Namjoon and Jimin present. Jin acquiesces to this action passively while V, Namjoon, and Jimin energetically spray paint on his body. On the wall beside them, a significant sign reading "WASTED YOUTH ENTER THE VOID" is visible as the backdrop of this moment. The scene depicts a group of young males engaging in a daring and defiant act, utilizing spray paint to inscribe a graffiti message on the wall. This scene's connotative meaning is that spraying paint on Jin's body symbolizes an endeavor for self-expression, potentially representing a repudiation of societal conventions or norms. The paint sprayed on Jin's body transcends mere physicality; it serves as a medium of expression that exemplifies how individuals,

particularly youth, frequently perceive themselves as restricted by societal norms and endeavor to oppose or confront those limitations. This behavior likely demonstrates their intention to affirm their identity, irrespective of societal perceptions or judgments.

The inscription “WASTED YOUTH ENTER THE VOID” on the wall conveys a profound significance, encapsulating the sense of emptiness or loss frequently encountered by the youth. “Wasted Youth” may symbolize the sentiment of squandered youth, potentially attributable to external pressures or societal expectations. It may denote a sensation of unproductiveness, failure, or lack of direction often encountered by adolescents or youths during self-discovery. They may perceive themselves as confined by routines or expectations that do not align with their preferences, leading to a sentiment that their youth is squandered without purpose. Simultaneously, the expression "Enter the Void" imparts a more profound significance. The term "Void" frequently represents sensations of emptiness or internal misery. In this context, the word may signify the odyssey of a young person who plunges into a condition of ambiguity, aimlessness, or despondency. It depicts a phase characterized by a disconnection from any feeling of purpose or meaning in life, akin to being ensnared in a void, uncertain of how to extricate oneself from this predicament.



**Figure 4.23. The MV I Need U Scene 7, 8 & 9**

**Table 4.26. Interpretation in the MV I Need U Scene 7, 8 & 9**

Denotation	Connotation
<p>When Jin finished meticulously arranging the cards into the shape of a house, V collapsed the structure, and his pals saw it happen. A close-up of the genie's melancholic visage.</p>	<p>As it demonstrates the battle to hold things together, assembling a house of cards represents one's efforts to maintain a precarious existence or relationship. The act of demolishing the House of Cards illustrates how, even with the best efforts and diligent labour, some circumstances can cause everything to fall apart at any time. The pals who are observing appear to be expressing their support—or maybe their helplessness. The close-up of Jin's face conveys an emotion akin to a flashback, such as a sense of <i>déjà vu</i> or the realization that his friends' company and their experiences were all illusions.</p>

The denotation of the scene is Jin meticulously arranging the cards into a house shape. He appears focused and meticulous in organizing the cards, attempting

to construct something delicate yet significant. Adjacent to him, V abruptly topples the house of cards with a single, obviously intentional gesture. Their friends observe the occasion and display varied reactions. Simultaneously, a close-up of Jin's face reveals a gloomy expression, suggesting contemplation of matters more profound than the descending cards. The connotative significance of this image is that constructing a house of cards symbolizes the endeavor to preserve something delicate, whether it be life, relationships, or friendship. The house of cards symbolizes something readily destroyed yet constructed with diligence, attention, and perseverance. In this instance, Jin appears to grapple with sustaining his togetherness and connections with his buddies, which may seem fragile or vulnerable. The arrangement of the cards represents his endeavor to construct something significant despite his awareness that a single misstep could lead to total collapse.

When V tears down Jin's house of cards, it shows that despite our best efforts, there are always factors beyond our control that can destroy what we have built. V, with a singular gesture, obliterates something that may have required considerable time and meticulous effort to assemble. This may signify that life, relationships, or unity don't always go as planned despite our utmost endeavors. The companions who observed the moment may symbolize support or their impotence in confronting a complex circumstance. They observed V's activities and Jin's response; however, they were largely powerless to prevent or assist.

The close-up of Jin's facial expression is highly significant. The contemplative expression on his face signifies more than merely a response to the

disintegrating house of cards. It seemed to transport Jin to past occasions, possibly evoking analogous instances in which his efforts to preserve something valuable were finally obliterated. This expression could also depict a feeling of *deja vu*, where he senses that a situation like this has happened before, perhaps in another form, but with the same outcome- the loss of something he was trying to keep.



**Figure 4.24. The MV I Need U Scene 10**

**Table 4.27. Interpretation in the MV I Need U Scene 10**

Denotation	Connotation
V walks under the bridge at night with trains passing by.	As a transitional symbol, the bridge indicates that V is going through a significant change or decision in his life. Nighttime adds a sense of solitude. The passing train symbolizes a journey or an opportunity that is about to end, representing the passage of time.

The denotation of the scene is V traversing beneath a bridge at night as a train traverses overhead. In this scene, V seems to traverse a desolate region, enveloped by the nocturnal darkness, potentially enhancing the tragic ambiance. The substantial and robust bridge extends over her, while the passing train gives an idea of the movement and journey that is taking place. The connotative significance of

this scene is that the bridge symbolizes transition, signifying that V is undergoing a process of change or confronting a pivotal decision in his life. In this context, the bridge represents the intersection of two realms: the past and the future, or between divergent choices. V, traversing beneath the bridge, embodies an individual's stance at a crossroads, where his choices may significantly influence the trajectory of his future.

The nocturnal setting in this scene contributes to a feeling of solitude and introspection. Darkness is frequently linked to emotions of loss, uncertainty, or anxiety. In the tranquil ambiance of the night, V seems detached from the external world, immersed in her thoughts as she deliberates her choices. This quiet night may have created space for V to reflect on what has happened in her life and what may be to come. The train passing over the bridge adds an essential layer of meaning. The train symbolizes the passing of time and the journey of life. Despite V's position beneath the bridge, the traversing train signifies the relentless passage of time and the fleeting nature of opportunity. The train, typically swift, symbolizes chances that may be forfeited if not seized promptly. In this situation, V may experience a conflict between the aspiration to progress and the ambiguity regarding her subsequent action.





**Figure 4.25. The MV I Need U Scene 11 & 12**

**Table 4.28. Interpretation in the MV I Need U Scene 11 & 12**

Denotation	Connotation
<p>Jimin is standing in front of J-Hope, sitting on a bed with a hospital-like room in the background.</p>	<p>The two's contact demonstrates the dynamics of a tender relationship or even a covert conflict. The two positions—standing and sitting—reflect status disparities in their relationship and instances of emotional support. The room's hospital-like atmosphere heightens feelings of vulnerability, trauma, and recovery. Pillows can be associated with cosiness or getting ready for an amusing pillow fight.</p>

The denotation of the scene depicts Jimin standing before J-Hope, who is seated on a bed. The background depicts an ambience akin to that of a hospital room. In this setting, two distinct characters occupy opposing physical positions: Jimin stands while J-Hope is seated. The connotative interpretation of the scene illustrates the relationship between the two as a representation of friendship's profound and intricate dynamics. Jimin's posture in front of J-Hope signifies the disparity in position within their relationship. In this context, standing and sitting may symbolize distinct responsibilities in emotional scenarios. Jimin's standing posture may serve as a source of support or counsel for J-Hope, whereas J-Hope's

seated stance implies a state of vulnerability or a requirement for attention. This moment may be perceived as an endeavor to offer solace and emotional assistance during a difficult time for J-Hope.

The hospital-like space adds a sense of vulnerability and uncertainty to the scene. Environments resembling hospitals are frequently linked to health issues, trauma, or recovery. This establishes a contrasted backdrop to their friendship dynamics, emphasizing that despite their deep bond, they encounter considerable emotional difficulties. Pillows are commonly linked to comfort and security, fostering a supportive environment for rest. In this context, the cushion may also represent readiness for unforeseen circumstances. For instance, they may partake in a light-hearted pillow fight, which often portrays playfulness and familiarity in friendship. This indicates that despite the vulnerability and seriousness of their circumstances, there remains an opportunity for enjoyment and levity in their connection.



**Figure 4.26. The MV I Need U Scene 13**

**Table 4.29. Interpretation in the MV I Need U Scene 13**

Denotation	Connotation
The BTS members engaged in a pillow war in a room decorated with party lights, with feathers flying in the air.	Pillow warfare at a party represents the need to escape daily life's worries. It also demonstrates happiness and joyful moments with friends, even during stress. The haphazard feathers produce a whimsical, chaotic look that reflects their happy, carefree celebration of life and one another.

The denotation of the scene is the BTS members participating in an exhilarating pillow fight in a room adorned with colorful party lights. Pillow feathers are dispersed throughout the air, generating a cheerful and exuberant ambiance. The connotative interpretation of the scene is that the pillow fight in this social context symbolizes a need to evade the stresses and obligations of daily existence. In a world often filled with stress and responsibility, such a moment provides an opportunity for enjoyment and liberation. This serves as a reminder that despite the demands and stress they encounter, it is essential to allocate time for enjoyment and to relish the companionship of friends.

The party, decorated with colored lights, enhances the setting's exuberant atmosphere. The illumination fosters a warm and agreeable ambiance, establishing

an optimal environment for commemorating joyful occasions. In this setting, the pillow fight game transcends mere physical action, symbolizing the camaraderie and profound bond among the members. The feathers scattering in the air create a playful, chaotic effect, embodying the joy and freedom experienced by the members during play. This demonstrates that life need not always be solemn and that spontaneous events, such as pillow fights, can be a valuable source of happiness.



**Figure 4.27. The MV I Need U Scene 14**

**Table 4.30. Interpretation in the MV I Need U Scene 14**

Denotation	Connotation
A curly ace playing card with a black butterfly in the centre, held by Namjoon against a backdrop of scattered white feathers.	The black butterfly on the curled ace symbolizes an unexpected change or shift in a person's life. The background of scattered white feathers contrasts the black butterfly, suggesting the fragility and destruction of something that previously existed or could suggest a change.

The scene denotation shows Namjoon grasping a curly ace playing card. The card features a central image of a black butterfly set against a backdrop of dispersed white feathers. This image creates an interesting visual composition where the two

main elements, the playing card, and the white feathers, are united in one frame. The connotative significance of this scene, the black butterfly on the curly ace, represents change or transition in one's life that frequently occurs unexpectedly. As a symbol, the butterfly typically represents transition and metamorphosis; yet, when depicted in black, it introduces an additional layer that suggests changes that may be undesirable or challenging to confront. In the context of Namjoon's life, this may pertain to instances when he encounters unforeseen problems, where circumstances appear divergent from expectations.

White feathers are frequently linked to purity, solace, or favorable attributes. Nevertheless, when shown dispersedly, they contrast dramatically with the black butterfly. This implies that beneath changes that may be distressing or disheartening, there is an aspect of fragility and brokenness of something that formerly existed. This may illustrate that significant life adjustments often include relinquishing what we perceive as comfortable and secure.



**Figure 4.28. The MV I Need U Scene 15 & 16**

**Table 4.31. Interpretation in the MV I Need U Scene 15 & 16**

Denotation	Connotation
<p>BTS members running together with a time difference of night and day.</p>	<p>Running across a desolate city at night is a metaphor for people trying to escape their issues. Daylight gives hope because it demonstrates that good things may still happen despite the difficulties. Both pictures depict togetherness and solidarity as the characters run together to demonstrate their strength of friendship and support for one another while facing a challenging circumstance.</p>

The scene denotation shows the BTS members running together, with different time settings between night and day. In the first scene, they are seen running in a deserted city at night, while in the second scene, they are running in the sun during the day. The connotative significance of this scene, traversing an abandoned metropolis at night, can be perceived as their endeavor to evade the myriad issues and hardships encountered in life. The tranquil ambiance of the night engenders a feeling of fragility, rendering them estranged from the external world. In these circumstances, running serves as escapism, allowing individuals to evade the emotional responsibilities or stresses inherent in their existence.

The second scene, showing them running in daylight, gives a sense of hope and optimism. The bright sunlight symbolizes awakening and new possibilities. It shows that despite their obstacles and challenges, there is still potential for positive change and growth. These two scenes underscore the concept of togetherness and solidarity among the participants. In this moment of running together, they demonstrate that they are not confronting this challenging position in isolation; they possess one another for support and fortification.



**Figure 4.29. The MV I Need U Scene 17, 18 & 19**

**Table 4.32. Interpretation in the MV I Need U Scene 17, 18 & 19**

Denotation	Connotation
The other members of BTS created a scene by yelling and sprinkling water on one of the automobiles while Jungkook perched on the	It represents their effort to find happiness and freedom in the face of adversity by overcoming life's stresses and obstacles. Their behaviour demonstrates an effort to overcome obstacles and find happiness despite challenging circumstances.

bonnet of another vehicle in the tunnel.	Making problems was their way of expressing disapproval and protesting the circumstances that kept them from moving.
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The scene denotation shows Jungkook sitting on the bonnet of a car in a tunnel while the other BTS members appear to be making a scene. Some individuals are shouting, while others are throwing water at one of the nearby vehicles. This scene emphasizes the lively and rather tumultuous activity when the participants exhibit noticeable and atypical conduct within a supposedly enclosed space, such as a tunnel. The connotative significance of this scene represents their battle against the demands, problems, and constraints they encounter in life. The constricted, enclosed tunnel is a metaphor for circumstances restricting individual freedom and options, engendering a sense of entrapment or confinement. Despite these constraints, certain members of BTS demonstrate their efforts to escape the burdens of such pressure by shouting, creating noise, and splashing water. It is not merely an arbitrary act of disorder but a manifestation of protest and defiance against the constraints obstructing their pursuit of freedom and pleasure.

Jungkook, sitting on the car's hood, has a serene disposition, perhaps signaling a moment of reflection amidst the chaos. While the other members are actively engaged, Jungkook looks more passive, seemingly reflecting on the significance of his surroundings. This disposition may represent an equilibrium between action and reflection, the urge to counteract pressure, and the necessity to comprehend the issue more profoundly. The actions of the other members, like spraying water and shouting, can be interpreted as symbolic challenges to the rules



and norms they perceive as restrictive. This exemplifies their resilience in resisting external pressure as they pursue joy and freedom despite seemingly arduous circumstances.



**Figure 4.30. The MV I Need U Scene 20 & 21**

**Table 4.33. Interpretation in the MV I Need U Scene 20 & 21**

Denotation	Connotation
BTS members posing happily for the camera in close-up.	It represents their deep relationship, joy, and support for one another. They demonstrate that they can share their joy and emotional support despite their difficulties.

The scene's denotation shows the BTS members joyfully posing for the camera nearby. Their faces exhibit grins, mirroring a convivial and enjoyable ambiance. They are in a casual and spontaneous moment, where fun and togetherness are the main focus. The connotative significance of this scene, characterized by the joy emanating from their positions, indicates a tight and robust friendship whereby each member encourages one another and shares in happiness. It underscores the emotional connection they have cultivated through many positive and negative experiences over the years. They have encountered numerous

hardships in their jobs as global icons and in their personal lives, yet they have remained together and steadfast throughout.



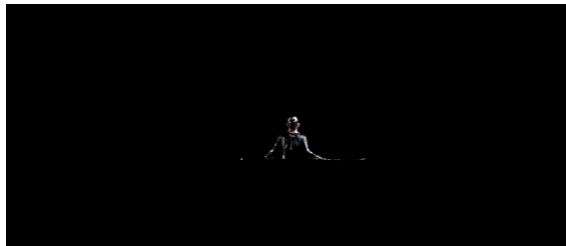
**Figure 4.31. The MV I Need U Scene 22**

**Table 4.34. Interpretation in the MV I Need U Scene 22**

Denotation	Connotation
Jungkook, looking back, was followed by the other BTS members who walked ahead on the dark street.	Jungkook's glancing backwards shows that he is experiencing anxiety or wants to be sure he is not travelling alone. The black road represents the obstacles they encounter.

The denotation of the scene shows Jungkook gazing backward as the other BTS members proceed ahead of him along a dimly lit street. Jungkook appears somewhat apart from the group as he turns his body to glance behind him while his companions proceed on. The path they take appears desolate and dim. The connotative significance of this scene, Jungkook's gesture of gazing back, may be read as an indication of unease or concern. He may experience doubt or ambiguity regarding his chosen path or seek reassurance that he is not solitary on this arduous road. Reflecting on the past may evoke a sense of uncertainty over the future, suggesting that Jungkook seeks to remember their shared experiences while striving to progress with his companions.

The gloomy path they traverse represents the trials and hurdles encountered on their trip. The darkness in this image establishes an ambiance that embodies uncertainty and difficulty, compelling the members to persevere despite their inability to discern the path ahead. This may symbolize life's journey with unforeseen challenges when we occasionally confront uncertain circumstances that induce fear or doubt.



**Figure 4.32. The MV I Need U Scene 23**

**Table 4.35. Interpretation in the MV I Need U Scene 23**

<b>Denotation</b>	<b>Connotation</b>
V that emerges from the water in the darkness.	People frequently use water as a symbol of emotions, so emerging from the water is seen as emerging from the depths of emotions or challenging circumstances. The darkness all around creates a feeling of isolation and sometimes even fear. On the other hand, emerging from the water could indicate an attempt to achieve something new.

The denotation of the scene depicts the figure of V emerging from the ocean against a dark and enigmatic backdrop. Her silhouette is partially discernible, as though she had recently emerged from the sea, with an expression that is not entirely

clear due to the darkness around her. The water emanating from her body produces a striking effect, while the ambient environment seems quiet and frigid. This scene connotes that water is frequently linked to human emotions, particularly those that are profound, intricate, and perhaps challenging to articulate. In this scene, V's emergence from the sea may symbolize someone who has recently navigated an emotionally arduous experience. The water here represents the profound feelings that can be challenging to comprehend, such as melancholy, anxiety, or a sense of disorientation in life. Its rising from the water is an effort to ascend and liberate itself from the emotional weight submerging it.

The surrounding darkness enhances the interpretation of this scene. Darkness frequently represents feelings of isolation, apprehension, or ambiguity. In this scene, V appears to be experiencing a challenging or frightening moment, potentially feeling isolated or solitary. The ominous ambiance surrounding V may also symbolise the uncertainties and struggles of life that lack a definitive resolution. The emergence from the water in darkness underscores V's struggle to escape her challenging emotional circumstances, even though the world around her is not yet completely clear or safe.



**Figure 4.33. The MV I Need U Scene 24**

**Table 4.36. Interpretation in the MV I Need U Scene 24**

Denotation	Connotation
<p>Jimin held the Polaroid photo, then burned it with a lighter while sitting in the bathtub, watching as the photo burned with his wet hair.</p>	<p>The Polaroid picture represents nostalgia, the wish to return to those bygone days, friendship, and joy. Burning pictures demonstrates the need to move on from the traumatic past or the healing and acceptance of reality processes. Jimin's posture and facial expression convey melancholy and emotional weariness, capturing the sensation of being trapped in painful memories.</p>

The denotation of the scene shows Jimin seated in the bathtub with damp hair, which adds a dramatic ambiance to the whole scene. He holds a Polaroid photograph in his hand, which he incinerates with a lighter. The flame consuming the photograph gradually expands while Jimin observes the incineration process keenly. His expression was calm yet somber, as if he was lost in thought, which

made this moment seem very personal and emotional. The connotative significance of this scene is that the Polaroid photograph symbolizes nostalgic recollections characterized by joy, potentially relating to friendship, cherished moments, or periods that formerly evoked comfort and happiness. Polaroids are frequently linked to nostalgia because they can tangibly preserve moments. The Polaroid symbolizes a bygone era, evoking Jimin's nostalgia for past bliss that he now struggles to reclaim.

Incinerating the photograph implies a symbolic choice, indicating Jimin's desire to sever ties with those memories. Incinerating photographs may signify an endeavor to obliterate or disregard a traumatic history or represent the healing journey and acknowledgment of reality. Jimin observes the flames consuming the photograph, where he realizes that he must let go of the past in order to move forward. Although Jimin's facial expression is calm, it implies deep sadness and a feeling of emotional exhaustion. It illustrates that he feels ensnared in distressing recollections, where, despite his desire to relinquish the past, the endeavor is challenging and imbued with a sense of loss. The gradually incinerating photograph may symbolize how cherished memories gradually diminish over time despite our efforts to retain them.

The table above illustrates the symbolic interpretation of meaning in the Run music video from BTS' album "The Most Beautiful Moment in Life," which has a duration of 7 minutes and 30 seconds.

In the music video, the sequence featuring V submerging himself in a pool of water symbolizes the experience of being overwhelmed by sadness on the connotation level, whilst on the denotation level, it portrays someone descending into the water. Jin's act of capturing the moment of unity with his friends can be seen as an endeavour to preserve the memory of happiness on a deeper connotation level. However, on a denotation level, it simply depicts someone filming a video.

The depiction of V sinking to the depths of the water without resistance signifies a sense of seclusion and emotional weight on a connotative level, whereas the denotation merely portrays someone drowning. Applying paint and inscribing the phrase "WASTED YOUTH ENTER THE VOID" portrays an endeavour to convey one's inner self and a sense of hollowness at the connotative level. In contrast, the denotation only illustrates spraying paint and writing on the wall.

The act of Jin meticulously constructing a delicate house of cards, only to have it demolished by V, symbolizes the inherent difficulty of preserving something precious at the connotation level, while the denotation only shows arranging and tearing down the house of cards. The act of V going under a bridge at night with a train passing by represents the metaphorical shift of life and the progression of time on a connotative level, whilst the denotative meaning depicts an individual strolling beneath the bridge.

Jimin standing before J-Hope in a room resembling a hospital signifies emotional support within their friendship connotation. However, the literal interpretation of the denotation merely reveals the presence of two individuals in

the room. The pillow fight at the party represents the desire to alleviate the stress of life on a connotation level. At the same, the literal interpretation merely depicts a gathering of individuals engaging in a pillow fight. The card with the black butterfly indicates a profound transformation at the connotative level. However, the denotative meaning refers to a playing card featuring an image of a butterfly.

The act of BTS running together, both during the day and at night, vividly portrays friendship's profound influence at a connotation level. However, the denotation depicts a collective of individuals engaged in running. The act of making noise in the tunnel shows an effort to fight the pressure of life at the connotation level, while the denotation only shows a group of people making noise. The jovial stance in front of the camera signifies a deep bond of friendship at the connotative level, whereas the denotative meaning merely depicts a group of individuals posing in front of the camera.

The "Run" music video portrays the emotional voyage and obstacles encountered by the members, along with the resilience of their friendship and mutual assistance in the midst of life's burdens, both through the directly visible denotation and the deeper, symbolic connotation.



### Data 3 – MV Epilogue: Young Forever



**Figure 4.34. The MV I Need U Scene 1**

**Table 4.37. Interpretation in the MV I Need U Scene 1**

Denotation	Connotation
A labyrinth made up of tall walls that resemble different highways and meandering trails.	The labyrinth depicts the members' journey through conquering obstacles and pursuing happiness and dreams, symbolizing the feeling of being lost or bewildered in search of life's purpose.

The denotation of the scene is that of a large labyrinth formed of high walls, creating various winding pathways. These pathways appear intricate, with numerous intersections that need a discernible direction, giving the impression that anyone who enters them will easily get lost. The labyrinth is encircled by towering walls, making it difficult for anybody within to perceive the exterior or find their exit easily. The connotative significance of the scene is that the labyrinth represents entrapment, bewilderment, and uncertainty in life. Each meandering path symbolizes the trials and barriers encountered on the journey toward their dreams. Similar to an individual lost in a labyrinth, they must confront numerous challenging decisions and unclear directions, where each option may either advance them toward their goal or lead them astray. The labyrinth may also represent the

quest for self and identity. Each member of BTS has likely experienced confusion or a sense of loss while seeking their true identity in a world rife with pressure and expectations.



**Figure 4.35. The MV I Need U Scene 2**

**Table 4.38. Interpretation in the MV I Need U Scene 2**

Denotation	Connotation
A multiple-frame video strip featuring photos of scenes or moments with negative effects in each frame.	This film strip represents a journey through life full of memorable moments that are both lovely and bittersweet. Negative photos can illustrate how memories can become more distant or surreal over time, similar to looking back on a voyage already completed.

The denotation of the scene is a film strip displaying multiple frames, each with visuals rendered with a negative effect. Each frame captures distinct locations or times, although all exhibit a somber or contrasting ambiance compared to typical images due to the employed negative effect. The film strip illustrates a sequence of documented events or travels akin to a cinematic portrayal of a certain narrative, experience, or recollection. The images within the frames are interrelated, creating a unified sequence. The connotative significance of the scene is that the film strip

serves as a metaphor for a life journey replete with both pleasant and painful memories. Each frame on the film strip signifies significant moments in an individual's life. Similar to a film that chronicles each moment of life's journey, the movie strip exemplifies how every experience, whether enjoyable or distressing, is documented and contributes to a broader life narrative. In this context, the film strip represents the amalgamation of memories interwoven from the past to the present.

Using negative effects on these images creates a different visual impression from the original image, where all the colors and details feel inverted or distorted. This can be interpreted as how memories can change over time. Sometimes, memories that once felt vivid and real gradually begin to fade or become blurry in memory.



**Figure 4.36. The MV I Need U Scene 3**

**Table 4.39. Interpretation in the MV I Need U Scene 3**

Denotation	Connotation
Some photos of burned on the road surface.	Burned photos represent a separation from the past, the healing process from traumatic experiences, or the choice to move forward and let go of the past. In this context, it is like the BTS members' emotional journey of

	letting go of the past and moving on to a better future.
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The denotation of the scene is that several photographs appear to be burnt on the road surface. The photographs remain largely discernible, although the fire gradually devours them, resulting in charred edges. The images are situated on an open road, symbolizing a journey or a path to be pursued. The fire that consumed the photographs illustrates the progressive obliteration of the images. The scene's connotative significance is that the charred photographs on the road symbolize a severance from the past. Photographs are frequently linked to memories, both happy and painful ones. They encapsulate significant moments in an individual's life, and we frequently retain them to safeguard memories or evoke nostalgia for the past. Consequently, incinerating photographs carries significant connotative implications, representing the choice to sever connections with the past and maybe relinquish memories once deemed significant.

Incinerating photographs may also represent the journey of emotional healing from distressing recollections. In this context, the incineration of photographs signifies that the BTS members are endeavoring to eliminate the emotional scars that these memories embody. The incremental incineration of the photographs represents their process of transcending long-held anguish and their endeavor to liberate themselves from the emotional encumbrances of the past.



**Figure 4.37. The MV I Need U Scene 4**

**Table 4.40. Interpretation in the MV I Need U Scene 4**

<b>Denotation</b>	<b>Connotation</b>
A labyrinth with multiple persons moving through it, seemingly in search of an escape route.	This labyrinth represents the path through life, which is full of difficulties and trials that one must overcome to reach a destination or experience freedom. The individuals walking in the labyrinth represent each person's quest for purpose and direction in life.

The denotation of the scene is a labyrinth enclosed by tall walls, within which various individuals seem to be traversing. They are attempting to navigate their way out of this intricate labyrinth, characterized by numerous convoluted and divergent routes. This scene's connotative conveys a profound symbolic message regarding human life and struggle. A labyrinth frequently symbolizes a life journey with challenges, complications, and impediments. We often face a labyrinth in real life, where we feel lost or need clarification in determining the direction or goal to achieve. The labyrinth symbolizes a life journey with challenging decisions, divergent paths, and uncertainty regarding future outcomes. The folks traversing the maze represent their quest for direction and significance. Each individual in the scene may symbolize their path as they seek an escape or resolution to their challenges.



**Figure 4.38. The MV I Need U Scene 5**

**Table 4.41. Interpretation in the MV I Need U Scene 5**

<b>Denotation</b>	<b>Connotation</b>
A reverse view of V looking at his friends standing in the distance.	This inverted perspective represents uncertainty or a sense of being lost in life. It also shows how one's perspective can change when one experiences life-changing experiences.

The scene's denotation is the upside-down view of V looking at her friends standing in the distance. In this scene, V appears in an unusual position, with a different point of view than usual. He seems to be watching her pals in the background, which adds nuance to the notion that they might be distanced or in disparate circumstances. This inverted attitude produces an interesting visual effect and provides a profound understanding of V's emotional and mental condition at that moment.

The connotative significance of this image suggests that the inverted display symbolizes the uncertainty V experiences in his life. It conveys a sense of confusion and loss of direction, wherein an individual may feel uncertain about further actions or the means to attain their objectives. In life, we frequently encounter instances

where we feel ensnared in a habit or confronted with challenging decisions, and this inverted perspective serves as a visual metaphor for those sentiments. Moreover, the inverted vision can demonstrate how an individual's perspective may shift following life-changing experiences. In this context, V may face significant challenges or changes that affect how he views the world and his relationships with his friends.



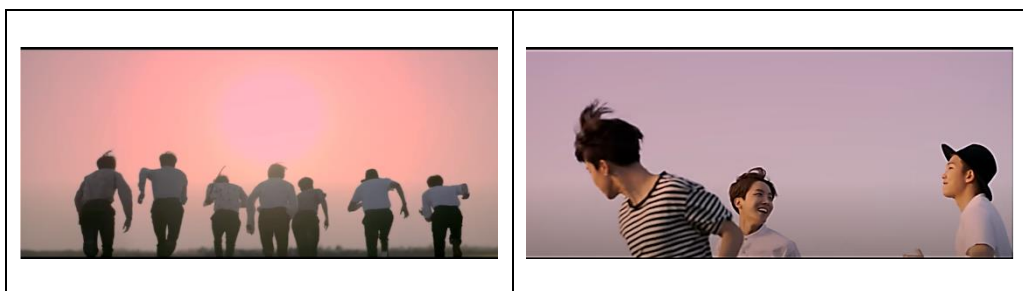
**Figure 4.39. The MV I Need U Scene 6 & 7**

**Table 4.42. Interpretation in the MV I Need U Scene 6 & 7**

<b>Denotation</b>	<b>Connotation</b>
BTS performers walking and running at sunset on the runway.	Their position and the dusk sky represent the conclusion of one stage of life and the start of another, signifying their readiness for the next leg of their journey. Running on a runway can represent one's desire, aspirations, and passion to pursue their dreams.

The denotation of the scene is the BTS members strolling and racing on the runway at dusk. In this scene, they are observed moving in unison, generating a dynamic ambiance that indicates unity and cohesiveness as a collective. The

connotative interpretation of this scene is that the exquisite twilight sky embodies profound symbolism, representing the conclusion of one life phase and the commencement of another. Twilight is frequently regarded as a transitional period, wherein day progressively transforms into night. This indicates that the members may be on the cusp of transition, readying themselves for the subsequent phase in their work and life path. The preceding period, characterized by obstacles and accomplishments, must now be relinquished to confront a future replete with new hopes and opportunities. Every action they undertake on this open platform demonstrates a resolve to confront obstacles and surpass limitations.



**Figure 4.40. The MV I Need U Scene 8 & 9**

**Table 4.43. Interpretation in the MV I Need U Scene 8 & 9**

<b>Denotation</b>	<b>Connotation</b>
The members sprinted together, with the backdrop of a setting sun and joyful looks on their faces.	Running into the sunset depicts the members' passionate journey to achieve their dreams. They stay together on the journey and face every challenge together. Their beaming smiles represent the joys that may be discovered on life's journey and highlight the value of friendship and unity in facing it.



The denotation of the scene shows the BTS members sprinting together against a sunset backdrop. In this scene, they exhibit vigor and solidarity, with facial expressions that convey happiness and joy. The enchanting sunset emanates a warm and tranquil ambiance, establishing an ideal setting to illustrate their shared moment. The connotative significance of this scene is that sprinting towards the sunset represents the members' fervent pursuit of their dreams. In this sense, the setting sun signifies not just the conclusion of the day but also symbolizes hope and the potential for something new. It signifies their hopeful outlook on the future, demonstrating their preparedness to confront current obstacles and pursue their established objectives together.

The palpable excitement emanating from their movements indicates that they are not merely running for individual gain, but also as a cohesive unit, providing mutual support and encouragement throughout the endeavor. In our journey through life, we often face challenges that require collaboration and support from those closest to us. Their exuberant facial expressions show the joy derived from their life experiences. This happiness derives from attained accomplishments and the experiences, memories, and relationships cultivated among them. Simple moments like running together in the setting sun give a deep sense of how true happiness is often found in the journey, not just the final destination.



**Figure 4.41. The MV I Need U Scene 10**

**Table 4.44. Interpretation in the MV I Need U Scene 10**

<b>Denotation</b>	<b>Connotation</b>
An airplane flies by against the backdrop of the dusk sky.	This airplane symbolizes freedom, the journey to something greater, and the courage to pursue dreams without limits.

The denotation of the scene is that of an airplane traversing the twilight sky. The aircraft is suspended amidst the warm hues radiating from the sky, establishing a striking contrast between the dimensions of the plane and the vastness of the surrounding atmosphere. The twilight sky, adorned with orange hues, offers a breathtaking backdrop, enhancing the visual allure and conveying a serene ambiance. The connotative significance of this scene is that the airplane represents freedom. In numerous cultures, airplanes are frequently linked to travel and exploration, evoking an idea of boundless possibilities and the liberty to traverse the globe. The airplane traversing the twilight sky epitomizes the capacity for progress and attaining elevated objectives. This scene inspires us to envision exploring new destinations, encountering diverse individuals, and experiencing unprecedented phenomena.

It also embodies the audacity to chase aspirations without constraints. In life, we frequently encounter problems and barriers that may hinder our attainment of desired goals. The airplane traversing the sky underscores the significance of possessing the audacity to soar, surmount anxieties and uncertainties, and persist despite the potential obscurity of the journey ahead. It emphasizes that realizing our aspirations necessitates taking chances and venturing into the unknown.

The table clearly depicts the symbolic significance in the interpretation of meaning inside the music video Epilogue: Young Forever from BTS' album "The Most Beautiful Moment in Life." The video is 3 minutes and 25 seconds long.

At the denotation level, observers identify every visual aspect objectively. The music video features a maze with tall walls and intricate routes, symbolizing a literal maze. The movie strip has multiple frames displaying the member's images. The burnt photographs are indeed what they appear to be - photographs that someone has burned and now lie on the road surface. Similarly, the maze populated by multiple individuals merely represents their search for an exit. The inverted perspective of a member observing their companions in the distance is simply an inverted perspective. Likewise, the members traversing the runway after twilight merely reflect their act of walking and running. The depiction of the members running alongside the sunset merely captures their act of running, while the soaring over the twilight sky is simply an aircraft in motion.

However, at a connotative level, each visual feature possesses an extra, more profound significance. The music video depicts a maze with towering walls, which

serves as a metaphor for the sensation of being confined or disoriented while searching for the meaning of life. This imagery reflects the members' voyage of surmounting obstacles and striving for contentment. The film strips featuring negative effects serve as a representation of a life's voyage replete with memories that are both exquisite and tinged with sadness. The negative effects depict recollections gradually becoming distant or surreal as time elapses. The burn photographs represent severing connections with the past, the journey of healing from distressing recollections, or the choice to embark on a fresh beginning free from the constraints of previous memories.

The labyrinth, populated by several individuals traversing it, serves as a metaphor for the arduous voyage of life, replete with hindrances and trials that necessitate confrontation to attain objectives or liberation. The inverted perspective of someone observing their companions signifies ambiguity or a sense of disorientation in existence, illustrating how one's viewpoint can shift following a transformative encounter. The act of the members strolling and sprinting on the runway during twilight signifies the conclusion of a particular stage in life, the commencement of a fresh phase, and the readiness to embark on the next step in their journey. It also represents the liberation and fervour to achieve one's aspirations.

The depiction of the members sprinting together against the backdrop of the setting sun symbolizes their fervour to accomplish their aspirations. It emphasizes the significance of camaraderie and unity in confronting life's voyage. The plane

flying across the sky represents liberty, the pursuit of a higher purpose, and the bravery to chase aspirations without boundaries.

The music video "Epilogue: Young Forever" conveys a profound and uplifting emotional message about pursuing dreams and discovering happiness through unity. Examining the denotation and connotation meanings offers a more profound comprehension of the members' life journeys and aspirations.

The research findings demonstrate that the music videos 'I Need U,' 'Run,' and 'Epilogue: Young Forever' contain diverse visual features that people can classify as signifiers and signifieds. The researcher additionally analyzed the denotation and connotation interpretations of the visual components in the music videos. In summary, this study determines that the music video by BTS from the album "The Most Beautiful Moment in Life" showcases visually appealing components and encompasses profound and complex meanings that can be analyzed using Roland Barthes' semiotic theory.

## **4.2 Discussions**

Analyzing three music videos from BTS's "The Most Beautiful Moment in Life" album through a semiotic analysis uncovers many sign elements and their meanings. The methodology employed is Roland Barthes' semiotic theory, which divides meaning into two primary classifications: sign elements, namely signifier and signified, and the interpretation of meaning, specifically denotation and connotation.

## **1. Sign elements in the BTS album music video**

In analyzing BTS' music video from the album "The Most Beautiful Moment in Life," various elements of signs have been identified using Roland Barthes' semiotic theory. This theory classifies signs into two distinct components: the signifier, which refers to the physical manifestation of the sign, such as an image or object, and the signified, which pertains to the underlying concept or meaning conveyed by the signifier. Every music video, including "I Need U," "Run," and "Epilogue: Young Forever," is replete with signifiers that represent profound connotations associated with emotional and psychological conditions.

In the music video "I Need U," the burning of a white lily blooms as a signifier to represent the transition from innocence to emotional harm as a signified. The depiction of the solitary man, either sitting or weeping, conveys profound anguish and sorrow. The coexistence of the seven individuals walking in unison symbolizes a strong sense of unity and intimate companionship.

In the music video "Run," the act of submerging oneself in a pool or drowning underwater serves as a signifier of symbolizes of being deeply engrossed in emotions as a signified. The occurrence of joyful camaraderie among companions symbolizes freedom and companionship. The scenes of building and demolishing a house of cards and incinerating Polaroid photographs symbolize the effort to keep together and the desire to forget the painful past.

The music video "Epilogue: Young Forever" depicts an aerial view of a labyrinth as the signifier, representing a challenging and complex life journey as the signified.

Incinerating photographs signifies a solid inclination to relinquish or erase memories from the past. The depiction of seven individuals sprinting towards the setting sun symbolizes their determination and vigour in pursuing a promising future.

## **2. Interpretation of meaning in BTS album music video**

The analysis of meaning in this music video encompasses denotation, which refers to the literal meaning, and connotation, which refers to the symbolic or cultural meaning. Denotation allows for a prompt comprehension of the sights, such as an individual in solitude or a gathering of companions rejoicing. However, connotation explores the profound emotional and cultural meaning of these scenes.

In the music video “I Need U,” the denotations of these images refer to the explicit acts and things depicted on screen. Besides, the connotations encompass the underlying emotional and symbolic meanings connected to the experience and cultural environment. The video primarily explores the topics of personal emotional challenges, with the presence of supportive companions. It also portrays concepts such as loss, grief, introspection, and the quest for tranquillity.

In the music video “Run,” the denotations of these activities refer to the literal occurrences in the video, while the connotations encompass the underlying meanings associated with emotions and feelings. The film explores the concepts of freedom, companionship, and self-expression through visual symbolism, effectively representing a multifaceted emotional journey.

In the music video “Epilogue: Young Forever,” the denotations of these aspects refer to the literal visual representations observed in the video, whilst the connotations encompass profound symbolic interpretations related to the voyage of life and the pursuit of liberation. The video's central topic explores the progression of life, encompassing both challenges and accomplishments and emphasizes the significance of persistently pursuing aspirations while fostering unity and introspection in confronting the future.

This study demonstrates that BTS employs potent visual symbolism to communicate meaningful ideas like life's challenges, friendship's significance, and the quest for self-discovery. Applying a semiotic approach to the analysis of music videos allows for a more profound comprehension of how the visual components can impact and depict the emotions and life encounters of the viewers.



## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusions

Having analyzed the data, conclusions can be drawn as in the following:

1. The visual motifs in BTS' music videos encompass several symbolic activities, like the presence of white lily blossoms, mirrors, pill bottles, tears, and other significant aspects. Each of these elements serves as a signifier that has a specific signified. For instance, the white lily flower represents purity and innocence, whereas burning the flower signifies significant transformation or loss.
2. BTS' music videos communicate intricate emotional themes by employing visual symbolism. Actions such as incinerating paper, submerging oneself in a bathtub, or strolling beside others have deep denotative and connotative meanings. For instance, incinerating paper can be construed as an endeavour to obliterate distressing recollections, whereas walking with friends shows the power of friendship and togetherness.

## 5.2 Suggestions

In relation to the conclusions, suggestions are staged as in the following.

### 1. The Future Researcher

Future research should broaden the scope of semiotics, with a particular focus on exploring its various forms. Comprehending the components of signs and their interpretation is crucial.

### 2. The English Students

Recommend that English students study semiotics, particularly the components of signs and their interpretation. This could stimulate them to study semiotics in mass media more deeply and do additional research on the correlation between visual media and emotional communication.

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## APPENDICES



**The Most Beautiful Moment in Life Pt.1 Album (MV I Need U)**



**Figure 1.** Someone is holding a white lily petal  
(Source: Hybe Labels' YouTube)



**Figure 2.** J-Hope looking into the mirror  
(Source: Hybe Labels' YouTube)



**Figure 3.** V was sitting in the hallway  
(Source: Hybe Labels' YouTube)



**Figure 4.** Suga who is lying on the bed  
(Source: Hybe Labels' YouTube)



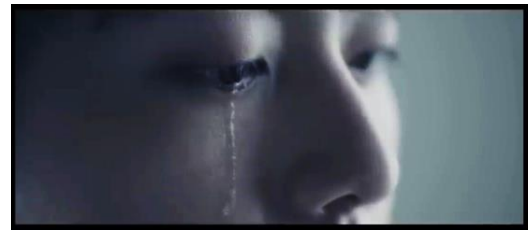
**Figure 5.** Jimin sitting in a bathtub with a burning paper.  
(Source: Hybe Labels' YouTube)



**Figure 6.** J-Hope who took the bottle of medicine pills.  
(Source: Hybe Labels' YouTube)



**Figure 7.** J-Hope taking medicine.  
(Source: Hybe Labels' YouTube)



**Figure 8.** Jin who is crying.  
(Source: Hybe Labels' YouTube)



**Figure 9.** The members walked together between the cars of the train.  
(Source: Hybe Labels' YouTube)



**Figure 10.** Jungkook was attacked by two men.  
(Source: Hybe Labels' YouTube)



**Figure 11.** The burning lily flower.  
(Source: *Hybe Labels' YouTube*)



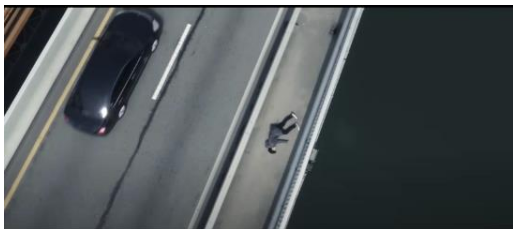
**Figure 12.** The members who were out partying.  
(Source: *Hybe Labels' YouTube*)



**Figure 13.** Namjoon who was refueling a car.  
(Source: *Hybe Labels' YouTube*)



**Figure 14.** Someone who throws money at Namjoon.  
(Source: *Hybe Labels' YouTube*)



**Figure 15.** J-Hope who was unconscious.  
(Source: *Hybe Labels' YouTube*)



**Figure 16.** Jimin was sitting on the bathroom floor.  
(Source: *Hybe Labels' YouTube*)





**Figure 17.** The self-drowned Jimin.  
(Source: *Hybe Labels' YouTube*)



**Figure 18.** V who is looking at something.  
(Source: *Hybe Labels' YouTube*)



**Figure 19 & 20.** Someone affected by an act of violence.  
(Source: *Hybe Labels' YouTube*)



**Figure 21.** Suga stood in the burning room.  
(Source: *Hybe Labels' YouTube*)



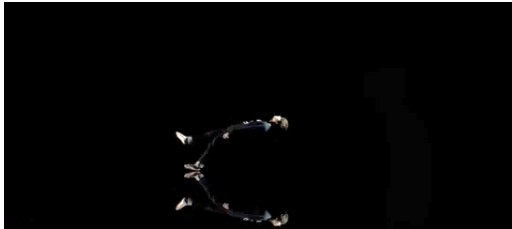
**Figure 22.** Members stand by the sea.  
(Source: *Hybe Labels' YouTube*)



**Figure 23.** High seas  
(Source: *Hybe Labels' YouTube*)



**The Most Beautiful Moment in Life Pt.2 Album (MV Run)**



**Figure 1.** V who threw herself into the pond.  
*(Source: Hybe Labels' YouTube)*



**Figure 2.** Jin was recording using a camera.  
*(Source: Hybe Labels' YouTube)*



**Figure 5.** V that sinks to the bottom of the water.  
*(Source: Hybe Labels' YouTube)*



**Figure 3 & 4.** BTS members playing and hanging out together.  
(Source: *Hybe Labels' YouTube*)



**Figure 6.** Jin was sprayed with PiloX by V, along with Namjoon and Jimin.  
(Source: *Hybe Labels' YouTube*)



**Figure 7.** Jin is building a house of cards.  
(Source: *Hybe Labels' YouTube*)



**Figure 8.** V brought down the house of cards created by Jin.  
(Source: *Hybe Labels' YouTube*)



**Figure 9.** Close-up of Jin's face.  
(Source: *Hybe Labels' YouTube*)



**Figure 10.** V walked under the bridge beside the tracks.  
*(Source: Hybe Labels' YouTube)*



**Figure 11.** Jimin is standing in front of J-Hope.  
*(Source: Hybe Labels' YouTube)*



**Figure 12.** Jimin who was observing J-Hope.  
*(Source: Hybe Labels' YouTube)*



**Figure 13.** The members were having a pillow fight.  
*(Source: Hybe Labels' YouTube)*



**Figure 14.** Namjoon is holding a playing card.  
*(Source: Hybe Labels' YouTube)*



**Figure 15.** Members are on a run at night.  
*(Source: Hybe Labels' YouTube)*



**Figure 16.** Members run during the daytime.  
(Source: *Hybe Labels' YouTube*)



**Figure 17.** Jungkook is sitting on the hood of a car.  
(Source: *Hybe Labels' YouTube*)



**Figure 18.** The members of BTS shouted and made a scene.  
(Source: *Hybe Labels' YouTube*)



**Figure 19.** J-Hope sprayed water on one of the cars.  
(Source: *Hybe Labels' YouTube*)



**Figure 20 & 21.** BTS members pose for the camera.  
(Source: *Hybe Labels' YouTube*)



**Figure 22.** Jungkook looked back.  
(Source: *Hybe Labels' YouTube*)





**Figure 23.** V emerged from the water in the darkness.

*(Source: Hybe Labels' YouTube)*



**Figure 24.** Polaroid photos of the BTS members.

*(Source: Hybe Labels' YouTube)*



**Figure 25.** Burned polaroid photos

*(Source: Hybe Labels' YouTube)*



**Figure 26.** Jimin is looking at the photo he burned.

*(Source: Hybe Labels' YouTube)*



**The Most Beautiful Moment in Life: Young Forever Album (MV Epilogue: Young Forever)**



**Figure 1.** A labyrinth  
*(Source: Hybe Labels' YouTube)*



**Figure 2.** A movie strip with negative effects.  
*(Source: Hybe Labels' YouTube)*



**Figure 3.** Set of burnt photos  
*(Source: Hybe Labels' YouTube)*



**Figure 4.** A labyrinth with several people in it.  
*(Source: Hybe Labels' YouTube)*



**Figure 5.** A reverse view of V looking at his friends.  
(Source: *Hybe Labels' YouTube*)



**Figure 6.** The members of BTS are walking.  
(Source: *Hybe Labels' YouTube*)



**Figure 7.** BTS members are on the run.  
(Source: *Hybe Labels' YouTube*)



**Figure 8.** BTS members are running into the sunset.  
(Source: *Hybe Labels' YouTube*)



**Figure 9.** The members ran with happy expressions and smiles.  
(Source: *Hybe Labels' YouTube*)



**Figure 10.** A passing airplane.  
(Source: *Hybe Labels' YouTube*)





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Judul	Diterima
Semiotic Analysis in the MV of Bangtan Soneondan Album: The Most Beautiful Moment in Life.	Approved <i>[Signature]</i> 20/2/2024

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh  
Dosen Pembimbing

Yessi Irianti, S.Pd., M.Hum.

Medan, Februari 2024  
Hormat Pemohon,

Dara Juty Rizki Cristyanti

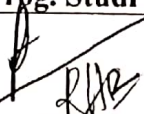
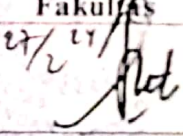
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	Semiotic Analysis in the MV of Bangtan Sonyeondan Album: The Most Beautiful Moment in Life.	
	Korean-English Translation Action on K-Pop Social Media on Bangtan Sonyeondan (BTS) Official Twitter.	
	Analysis of the Influence of Language Interaction on Social Media Platforms on the Limited Formal Vocabulary of Young Children.	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 24 Februari 2024  
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Dara Juty Rizki Cristyanti

**Keterangan:**

- Dibuat rangkap 3 : - Untuk Dekan/Fakultas  
- Untuk Ketua/Sekretaris Program Studi  
- Untuk Mahasiswa yang bersangkutan



Kepada : Yth. Bapak Ketua/Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

*Assalamu'alaikum Wr, Wb*

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa : Dara Juty Rizki Cristyanti  
NPM : 2002050054  
Prog. Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

**Semiotic Analysis in the MV of Bangtan Sonyeondan Album:  
The Most Beautiful Moment in Life.**

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

**Yessi Irianti, S.Pd., M.Hum.**

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, 26 Februari 2024  
Hormat Pemohon,

**Dara Juty Rizki Cristyanti**

**Keterangan**

- Dibuat rangkap 3 :
- Untuk Dekan / Fakultas
  - Untuk Ketua / Sekretaris Prog. Studi
  - Untuk Mahasiswa yang Bersangkutan

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
Jln. Mukhtar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3**

Nomor : 0524 /II.3/UMSU-02/F/2024  
Lamp : ---  
Hal : **Pengesahan Proyek Proposal  
Dan Dosen Pembimbing**

Bismillahirrahmanirrahim  
Assalamu'alaikum Wr. Wb

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan Perpanjangan proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Dara Juty Rizki Cristyanti**  
N P M : 2002050054  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : **Semiotic Analysis in The MV of Bangkan Sonyeodan Album: The Most Beautiful Moment in Life.**

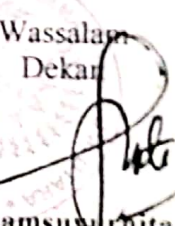
Pembimbing : **Yessi Irianti, S.Pd., M.Hum.**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditentukan.
3. Masa kadaluwarsa tanggal : **27 Februari 2025**

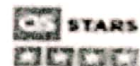
Medan 17 Syaban 1445 H  
27 Februari 2024 M



Wassalam  
Dekan  
  
Dra. Hj. Svamsu Lilita, MPd.  
NIDN : 0004066701

Dibuat rangkap 5 (lima) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :  
**WAJIB MENGIKUTI SEMINAR**














**BERITA ACARA BIMBINGAN PROPOSAL**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
Nama : Dara Juty Rizki Cristyanti  
NPM : 2002050054  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Semiotic Analysis in the MV of Bangtan Sonyeondan Album: The Most Beautiful Moment in Life

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
21/06-2024	Chapter I chapter III	
25/06-2024	chapter I : Background of the study ; focus of research ; objectives of the study	
28/06-2024	chapter II : Theoretical Framework	
3/07-2024	chapter III : Location & time ; subject & object References	
5/07-2024	chapter I : focus of research chapter III : The techniques for analyzing data	
8/07-2024	APPendix	
12/07-2024	ACC	


Medan, 12 Juli 2024

Diketahui/Disetujui,  
Ketua Prodi Pendidikan Bahasa Inggris

Dosen Pembimbing



(Pirman Ginting, S.Pd., M.Hum.)



(Yessi Irianti, S.Pd., M.Hum)

**BERITA ACARA SEMINAR PROPOSAL**

Pada hari ini Rabu Tanggal 24 Bulan Juli Tahun 2024 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa:

Nama Lengkap : Dara Juty Rizki Cristyanti  
 N.P.M : 2002050054  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Proposal : Semiotic Analysis in the MV of Bangtan Sonyeondan Album : The Most Beautiful Moment in Life.

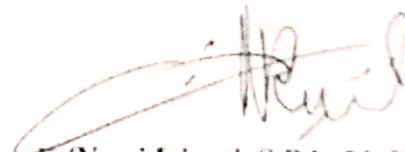
No	Masukan dan Saran
Judul	<i>REVISI JUDUL DV</i>
Bab I	<i>✓ - FOCUS OF RESEARCH</i>
Bab II	<i>✓ - ROLAND BARTHES' THEORY - KOREAN CULTURE</i>
Bab III	<i>✓ - SOURCE OF DATA</i>
Lainnya	<i>- REFERENCES</i>
Kesimpulan	<input type="checkbox"/> Disetujui <span style="float:right"><input type="checkbox"/> Ditolak</span> <input checked="" type="checkbox"/> Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

Dosen Pembimbing



(Dr. Tengku Winona Emelia, M.Hum.)



(Yessi Irianti, S.Pd., M. Hum.)

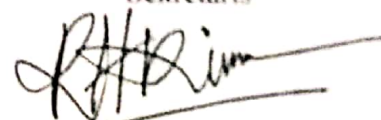
Panitia Pelaksana

Ketua

Sekretaris



(Pirman Ginting, S.Pd., M.Hum.)



(Rita Harisma, S.Pd., M.Hum.)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**SURAT KETERANGAN**

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan,  
Universitas Muhammadiyah Sumatera Utara, menerangkan di bawah ini:

Nama Lengkap : Dara Juty Rizki Cristyanti  
N.P.M : 2002050054  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotic Analysis in the MV of Bangtan Sonyeondan Album : The Most  
Beautiful Moment in Life.

benar telah melakukan seminar proposal skripsi pada hari Rabu Tanggal 24 Bulan Juli Tahun  
2024

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan  
Fakultas. Atas kesediaan dan kerjasama yang baik, kami ucapkan terima kasih.

Medan, 19 Juli 2024

Ketua,



**Pirman Ginting, S.Pd., M.Hum.**



Kepada: Yth. Bapak Ketua/Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Perihal : **Permohonan Perubahan Judul Skripsi**

Bismillahirrahmanirrahim  
Assalamu'alaikum Wr. Wb

Dengan hormat, yang bertanda tangan di bawah ini:

Nama : Dara Juty Rizki Cristyanti  
NPM : 2002050054  
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan perubahan judul Skripsi, sebagai mana tercantum di bawah ini:

**Semiotic Analysis in The MV of Bangtan Sonyeondan Album : The Most Beautiful  
Moment in Life**

Menjadi:

**Semiotic Analysis in The Music Video (MV) of Bangtan Sonyeondan Album : The  
Most Beautiful Moment in Life**

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya  
atas perhatian dan kesediaan Ibu saya ucapkan terima kasih.

Ketua Program Studi  
Pendidikan Bahasa Inggris



**Pirman Ginting, S.Pd., M.Hum**

Medan, 29 Juli 2024

Hormat Pemohon



**Dara Juty Rizki Cristyanti**

Diketahui Oleh :

Dosen Pembahas



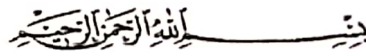
**Dr. Tengku Winona Emelia, M.Hum**

Dosen Pembimbing



**Yessi Irianti, S.Pd., M.Hum**





### LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Dara Juty Rizki Cristyanti  
N.P.M : 2002050054  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Semiotic Analysis in the MV of Bangtan Sonyeondan Album : The Most Beautiful Moment in Life.

Pada hari Rabu Tanggal 24 Bulan Juli Tahun 2024 sudah layak menjadi proposal skripsi.

Medan, 29 Juli 2024

Disetujui oleh:

Dosen Pembahas



(Dr. Tengku Winona Emelia, M.Hum.)

Dosen Pembimbing



(Yessi Irianti, S.Pd., M. Hum.)

Diketahui oleh  
Ketua Program Studi,


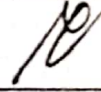

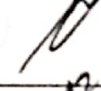
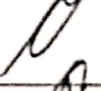
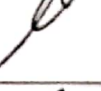



(Pirman Ginting, S.Pd., M.Hum.)



**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
 Fakultas : Keguruan dan Ilmu Pendidikan  
 Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
 Nama : Dara Juty Rizki Cristyanti  
 NPM : 2002050054  
 Program Studi : Pendidikan Bahasa Inggris  
 Judul Skripsi : Semiotic Analysis in the Music Video (MV) of Bangtan Sonyeondan  
 Album : The Most Beautiful Moment in Life

Tanggal	Bimbingan Skripsi	Tanda Tangan
14 / 08 - 2024	Chapter IV : Research Findings	
21 / 08 - 2024	chapter IV: Table	
24 / 08 - 2024	chapter IV : Discussion	
27 / 08 - 2024	References	
28 / 08 - 2024	chapter V: conclusions & suggestions	
30 / 08 - 2024	Abstract	
02 / 09 - 2024	ACC	

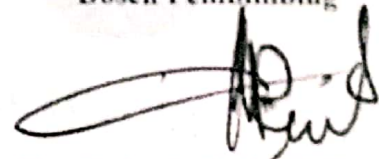
Diketahui oleh:  
**Ketua Prodi**



**Dr. Pirman Ginting, S.Pd., M.Hum.**

Medan, 2 September 2024

**Dosen Pembimbing**



**Yessi Irianti, S.Pd., M.Hum.**

# SEMIOTIC ANALYSIS IN THE MUSIC VIDEO (MV) OF BANGTAN SONYEONDAN ALBUM: THE MOST BEAUTIFUL MOMENT IN LIFE

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## CURRICULUM VITAE



Name : Dara Juty Rizki Cristyanti  
NPM : 2002050054  
Gender : Female  
Religion : Islam  
Place/Data of Birth : Binjai, 25 April 2002  
Address : Jalan Sultan Serdang, Tanjung Morawa  
Call-Number : 0895613256332  
Email : [daracristyanti@gmail.com](mailto:daracristyanti@gmail.com)  
Father's Name : Juliarso  
Mother's Name : Ety Plawati

### **Education Backgrounds**

Elementary School : SD Muhammadiyah Tanjung Morawa (2008-2014)  
Junior High School : SMP Nurul Iman Tanjung Morawa (2014-2017)  
Senior High School : SMA Nurul Iman Tanjung Morawa (2017-2020)  
University : Universitas Muhammadiyah Sumatera Utara (2020-2024)