TAWHID VALUES IN THE MUSIC VIDEO *SAVE ME FROM MYSELF* BY HARRIS JUNG: ROLAND BARTHES SEMIOTICS ANALYSIS
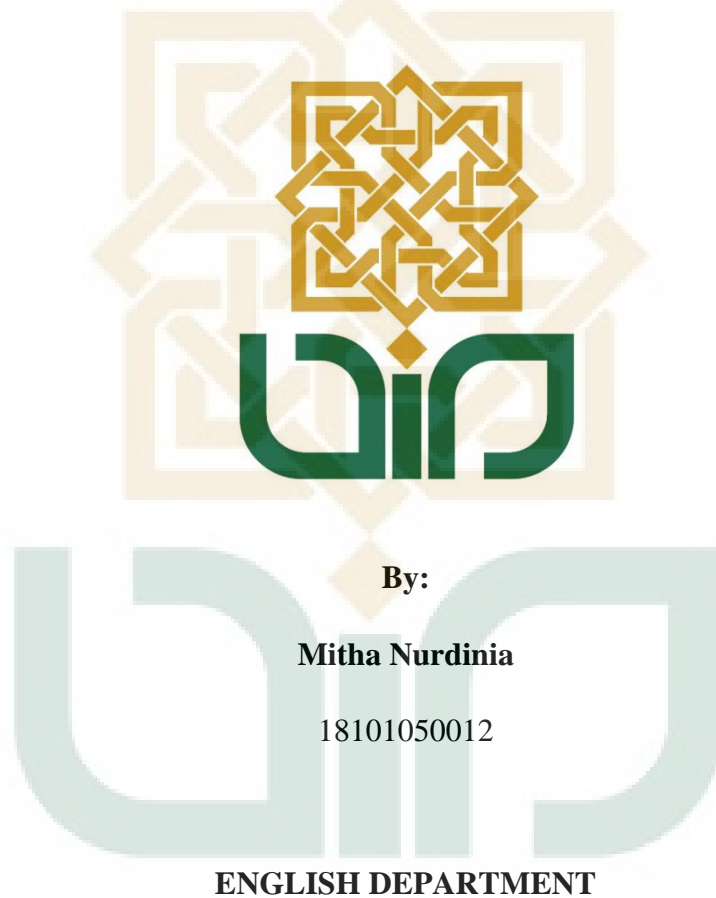
A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining the Bachelor Degree in English Department

By:

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YOGYAKARTA

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Atas perhatiannya, kami mengucapkan terima kasih.

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iii

A FINAL PROJECT STATEMENT

I certify that this graduating paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

Yogyakarta, February 14th, 2022

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MOTTO

"Involve God in every step you take and every decision you make."

"No matter how far you will become, always remember who you are."

"Do everything that makes you happy. Life is too short to think about what others think about you."

"Don't compare yourself with others if it makes you underestimate your worth."

-Mitha Nurdinia-

DEDICATION

The researcher dedicates this final paper to:

1. The beloved little family, my extraordinary parents, my annoying yet responsible elder brother, and my lovely younger brother.

2. The researcher's phenomenal best friends.

3. All the dearest lecturers in English Department of UIN Sunan Kalijaga.

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Yogyakarta, January 29th, 2022

Mitha Nurdinia

TABLE OF CONTENTS

LIST OF FIGURES

TAWHID VALUES IN THE MUSIC VIDEO *SAVE ME FROM MYSELF*

BY HARRIS JUNG: ROLAND BARTHES SEMIOTICS ANALYSIS

By: Mitha Nurdinia

ABSTRACT

Song is a great media communication tool. It is frequently used as a means to deliver information and messages. However, some people sometimes get the wrong idea of a song. Therefore, it is crucial to understand the meaning and the message of every song we listen. This research is conducted because the researcher is interested in investigating this issue. A song by Harris Jung entitled *Save Me from Myself* was used as the research object. The researcher will analyze the meaning behind this song through its music video using Roland Barthes Semiotics theory. The purpose of this research is to describe the meaning of every sign shown in the music video and to describe the *Tawhid* values applied in the song. The research method used in this research is qualitative descriptive. It means the researcher plays the role of determining the interpretations of the data. The result of this research shows that the song entitled *Save Me from Myself* by Harris Jung contains a really good message for the listeners. The researcher found five *Tawhid* values that applied in this song. Those values are that Allah is the only guide in life, Allah is the only helper and savior, Allah is the only place to return, Allah is the only one who owns the power, and Allah is the only one to be worshiped. Besides, the meaning of every sign shown in the music video interprets varied meanings, including denotation, connotation, and myth that mark society.

Keywords: *Semiotic, Roland Barthes, Music Video, Harris Jung, Tawhid*

TAWHID VALUES IN THE MUSIC VIDEO *SAVE ME FROM MYSELF*

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Oleh: Mitha Nurdinia

ABSTRAK

Lagu merupakan suatu media komunikasi yang baik. Lagu sering kali digunakan sebagai salah satu sarana untuk menyampaikan informasi dan pesan. Namun, terdapat beberapa orang yang terkadang salah dalam mengartikan sebuah lagu. Oleh karena itu, sangat penting untuk benar-benar memahami makna dan pesan dari setiap lagu yang kita dengarkan. Penelitian ini dilakukan karena peneliti tertarik untuk meneliti masalah tersebut. Sebuah lagu karya Harris Jung yang berjudul *Save Me from Myself* dijadikan sebagai objek penelitian. Peneliti akan menganalisis makna di balik lagu ini melalui video klipnya dengan menggunakan teori Semiotika Roland Barthes. Tujuan dari penelitian ini adalah untuk mendeskripsikan makna dari setiap tanda yang ditampilkan dalam video klipnya, serta mendeskripsikan apa saja nilai-nilai Tauhid yang diterapkan dalam lagu tersebut. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Artinya, peneliti berperan untuk menentukan interpretasi data. Hasil dari penelitian ini menunjukkan bahwa lagu yang berjudul *Save Me from Myself* oleh Harris Jung mengandung pesan yang sangat baik bagi pendengarnya. Peneliti menemukan lima nilai Tauhid yang diterapkan dalam lagu ini. Nilai-nilai itu adalah, Allah satu-satunya pedoman dalam hidup, Allah satu-satunya penolong dan penyelamat, Allah satu-satunya tempat kembali, Allah satu-satunya yang memiliki kekuatan, dan Allah satu-satunya yang berhak disembah. Selain itu, makna dari setiap tanda yang ditampilkan dalam video musik tersebut mempunyai makna yang bervariasi termasuk makna denotasi, konotasi, dan mitos yang digunakan untuk menandai masyarakat.

Kata kunci: *Semiotika, Roland Barthes, Video Klip, Harris Jung, Tauhid*

CHAPTER I

INTRODUCTION

1.1   Background of Study

Communication is simply defined as the exchange of information. It is distinguished from representation, which is the description of something in some specific way to create a message. Communication is the delivery, broadcasting, or transmission of the message in some way through the air, by means of touch, visually, and so on and so forth (Danesi, 2004, p. 276).

One of the media communication in this modern era is through music. Music is actually categorized as media entertainment, but it also contains information and messages. According to the Indonesian Dictionary, music is the science or art of organizing notes or sounds in sequences, combinations, and temporal connections to create vocal compositions with unity and continuity (2008, p. 987). Music is not only an enjoyable thing to listen to, it is also profoundly ingrained in human society. Music appears to be natural in certain ways, and it is infused with human values, our understanding of what is good or bad, and true or false (Cook, 2000).

Music is utilized as a medium of communication to communicate feelings, emotions, ideas, thoughts, and messages (Hargreaves et al., 2005, p. 1). So that artists or musicians are using their music for sharing ideas with others, and it can be reached by all ages starting from children to adults. However, because music can be accessed easily, it requires serious attention to the type of music that we are listening to. There are kinds of music which contain more negativity rather than positive values. Therefore, it is interesting to use music as an object of analysis

because the researcher found it important to understand the meaning of every music or song that we consume in everyday life. If a person listens to the right music which contains good values in it, it will probably have a great effect on themselves or even their life.

As one of the elements in music, a music video is considered as an important element in music production. The music video will take part as the media to visualize the meaning of the song lyrics and describe them through signs and images. Therefore, a music video should pay attention to every detail and aspect of the song. Dyzak (2010, p. 11), as cited in Satya (2018, p. 9), stated that the music video is a short film with a simple narrative and pictures that add together to form a segment. He also added that music videos are created in order to advertise and raise the sales of music albums. It is fair to say that a music video has a big impact on the development and determines the song's success.

Harris Jung is one of the Muslim pop singers with plenty of beautiful songs and music videos during his career. He was born in London, May 2nd, 1997. Harris is a graduate of London's BRIT School of Performing Arts. Harris J was first recognized through a talent show competition organized by the Awakening Record label, a music producer in London that was established in 2013. This company has sparked a lot of modern Islamic music. In the beginning of his career in 2015, Harris J released his first album, "Salam" which contains twelve songs, such as Eid Mubarak ft. Shujat Ali Khan, Rasool' Allah, Worth It ft. Saif Adam, I Promise, Good Life, The One, Love Who You Are, Let Me Breathe, Paradise, My Hero, You are My Life, and Salam Alaikum (Sari, 2016, p. 4). In 2017, Harris released his new

song entitled Save Me from Myself. It was also followed by two other songs entitled Human and Dangerous in 2019. These three songs were no longer under the production of Awakening Record, but they were produced by Harris J himself. So in total, Harris has fifteen songs and one album so far.

As a young singer, Harris Jung has a significant influence through his music and songs. His music genre, which is pop Islamic, is expected to give a good effect for Muslim youth of the same age as him and also for Muslims in general. Harris is a British singer who lives in London, which is considered as the state with the majority of society being Christian. According to the most recent 2011 census statistics, 48.4 percent of Londoners identify as Christian, 12.39 percent as Muslim, 5 percent Hindu, 1.82 percent Jewish, 1.5 percent Sikh, 1 percent Buddhist, 0.6 percent Other, and 20.73 percent as having no religion (*London Population 2021 (Demographics, Maps, Graphs)*, n.d.). This makes it more interesting because Harris shows a big concern toward his religion, and he really tries to deliver the religious values of Islam through his music.

His song entitled *Save Me from Myself* is also an Islamic pop genre the same with his other previous songs. However, if we look further, there is a slight difference in the shade and nuance of the song. His songs in the first album "Salam", mostly shows the cheerful themes. The storyline generally tells about Prophet, family, love, happiness, positive vibes, life motivation, etc. Meanwhile, in the *Save Me from Myself,* Harris seems to show a different concept and transformation in his music's style. The deep meaning that he tries to convey through the lyrics of the song sounds very different from his other previous songs. Moreover, this song also

seems to be a turning point of Harris' life where he might be struggling and facing many problems as well. Through this song, he intends to give an important life lesson as a reminder. For this reason, the researcher is interested to study this song and its music video using a proper analysis.

If the listeners heed carefully to this song, there are several lines and parts which contain the Islamic belief (*aqidah). Generally, *aqidah* consist of some concepts including *Tawhid, Iman* (faith), Islam, Fate, *Ghaibiyat* (supernatural), Islamic laws, and so on. Related to this, the researcher made an early hypothesis after listening to the song and watching the music video that there are some *Tawhid* values implicitly shown within. Therefore, as the main principle in *aqidah*, it is important to learn about *Tawhid* itself. By means of this song, it will give some examples and lesson about *Tawhid* values.

Tawhid comes from the root words *"ahad"* and *"wahid"* which are both the name of Allah and show His oneness or singleness. As found in the verse of the Quran, Surah Al-Ikhlas verse 1 states: *"Say! He is the one and only God"* (Purba & Salamuddin, 2016, p. 2). *Tawhid* is the belief in one or the Essence of God, as well as all ideas and theories which follow the reasoning that lead to the conclusion that God is one, is known as the science of *Tawhid. Tawhid* science is the body of knowledge that gives guidelines for comprehending the fundamental principles of human life. Not a few people are going astray, lost direction and guidance in living their life. As a result, they finally became misled. This is why *Tawhid* science is so important in providing guidance and direction, so that individuals are always conscious of their duty as creatures towards their reversals (Nurhadi, 2019, p. 54).

As an example of analysis, one of the stanzas in this song said, *"Allah, Allah, Allah Save me from myself Allah, Allah, Allah Lord, I need your help."* This part describes one of the *Tawhid* values in the Islamic religion. Those lines explain how Allah is the only one who has the power to save and help his servants. An ordinary human being cannot do anything without help from Him. We all are powerless and helpless. Therefore, it is interesting to analyze what the singer tried to convey through this song related to the *Tawhid* values. So, this song can be used as a tool or media for the purpose of preaching activities, especially for Muslim youth and all Muslims in general.

In addition, the researcher also found another problem that needs to be fixed. Based on a brief investigation, the researcher found that some of the listeners of this song have a misleading interpretation or wrong perception of this song. For example, one of the viewers on YouTube commented, "The title of this Nashed is Save Me from Myself. I think he needs to ask forgiveness now because he totally changed. May Allah show him the right path. –Shaik Amoudi." This comment is not totally wrong, but he is more focused on the singer's personal life instead of the real meaning that is contained in the song. The researcher thought this problem needs to be clarified because if we listen carefully to the song, it is actually addressed to all people as a life reminder. So it is not only for the singer himself but also for all people, especially the Muslim society.

Based on that reasons or the stated problems above, this makes the researcher interested in analyzing the signs and what are the *Tawhid* values contained in this song through its music video by using Roland Barthes' semiotics theory. This study

is not only analyzing the music video as a single element but also includes the song, the lyrics, the images, and scenes in the music video itself.

Roland Barthes is the successor of Saussure thought. The order of signification is a concept developed by Roland Barthes. The concept applied by Barthes includes denotation (dictionary meaning) and connotation (second meaning by cultural and personal experience). Barthes also considers another part of sign, myths that are marked in society, which is not applied by Saussure (Oktavyanthi & Kholiq, 2018, p. 29). Based on this theory, the researcher will analyze the denotation and connotation meaning of every sign and image shown in the music video, and also the myths of the song that was signed in society.

According to the researcher, Roland Barthes' semiotics theory is suitable to be applied in this analysis because the concept of this theory is related to the purpose of this analysis. Roland Barthes uses the two-stage meaning of connotation in his semiotic theory. He explores meaning by cultural approach, namely macro semiotics. Barthes gives meaning to a sign based on the culture behind the emersion of that meaning. Thus the meaning at the level of myth can be revealed according to the semiotic excellence of Roland Barthes, who is famous for mythical elements.

1.2 Research Questions

1. What is the meaning of every sign shown in the music video *Save Me from Myself*?

2. What are the *Tawhid* values contained in the song *Save Me from Myself?*

1.3 Objectives of Study

1. To describe the meaning of every sign shown in the music video *Save Me from Myself*

2. To describe the *Tawhid* values contained in the song *Save Me from Myself*

1.4 Significance of Study

The purpose of this research is to contribute to the advancement of science in general, particularly in the fields of linguistics and semiotics. This research is also anticipated to serve as a resource for future academics interested in the same topic. Furthermore, the outcomes of this study are intended to broaden the researcher's and reader's understanding of signs, their meaning, and implementations.

1.5 Literature Review

This study will investigate the real meaning of the signs depicted in Harris Jung's *Save Me from Myself* music video, and also to find the *Tawhid* values applied in this song through the theory of semiotic by Roland Barthes. After doing brief research towards this study, the researcher did not find the previous study which analyzed the *Save Me from Myself* music video as the object of material. However, there are several previous journals and thesis that are related to this study. These journals are explaining about the application of semiotic theory and also the concept of signs in music videos.

The first thesis is "A Semiotic Analysis in Music Video of Naughty Boy's La La La" by Dimas Anugrah Satya in 2018, University of Sumatra Utara. The background of this study is based on the researcher's concern about how important it is to understand the meaning of a song from the signs shown in its music video.

The semiotic theory of Roland Barthes is the main theory utilized in this thesis. While the goal of this thesis is to discuss the semiotic sign realized in the Naughty Boys-La La La music video and how the meaning of semiotic signs was produced in the Naughty Boys-La La La music video. This study employed a descriptive qualitative approach, examining data thoroughly using the cinema structure methodology and Roland Barthes' semiotic theory.

As shown in the findings of this study, the denotation meaning was a boy's journey to a mine hill by inviting a dog, gym guard, and policeman to face the goat statue, while the connotation meaning was the boy as the main character conveying the ideology of disobedience to the oppressed people he met; and the myth realized in this video was the depiction of a messiah that was symbolized by the boy in seeking followers to fight demon or evil. Through this thesis, the researcher also can figure out the technique in analyzing a music video by the sequences of images, and different types of camera shot that can affect the meaning of images (Satya, 2018).

The second journal which is related to this study, is written by Cindy Hasio and Wei Chen entitled "Interpreting Visual Semiotics with the Music Video Man in the Mirror in Art Education" in 2018. This journal generally explains how to interpret the meaning of the visual images in the music video through the perspective of semiotics, especially for the students of art education. This study shows the importance of understanding the meaning of signs and images contained in a visual art especially in a form of music video. In a music video it is able to find and analyze the relation among the lyrics, rhythm, music audio, and also the visual

images given by the creator. Through these elements, the final result and the true meaning of a song will be found. This study concluded that the influence of visual and audio components in a music video could enhance and support each other to provide a greater overview.

This Man in the Mirror music videos carried significant cultural meaning through the visual and audible representation of words. It depicts the power imbalance that frequently exists in society and allows the viewer to examine more closely a positive self-change and repositioning of one's identity. From this study, the art educators believe that learning could become more meaningful if the students are given the chance to create information through the understanding of visual and auditory semiotics and to relate it to multidisciplinary learning (Hasio & Chen, 2018).

The third related study is titled "The Teaching of Salafi in *Life with the Ahmad Family* Comic: Peirce's Semiotic Analysis" written by Muhammad Khadid Syaifullah in 2020, UIN Sunan Kalijaga Yogyakarta. This analysis uses Peirce's semiotic theory which consists of representamen, object, and interpretant. The primary focus of this research is a comic book named *Life with the Ahmad Family*, which offers Islamic lessons. The research method employed in this work is qualitative research. The observation approach is also used to collect data in this thesis. This study uses the referential equivalent approach to analyze the data. He was concerned on locating the Salafi teachings inherent inside the comic. The findings indicate the presence of a variety of Salafi teachings. They are the prohibition on *tashwir* (drawing) living things, the advice to let the beard grow and

shave the mustache, the prohibition on greeting Merry Christmas, the prohibition on emulating or participating in non-Muslim celebrations, and the instruction against celebrating the Prophet's birthday (Mawlid) (Syaifullah, 2020).

Based on those previous researches, the researcher found some differences with the researcher's topic. One of the previous research uses a different kind of object in the form of a comic that contains religious teachings. Besides, the major theory applied in this research is the semiotics theory by Roland Barthes, while two of those previous research used a different theory. Although the object of analysis in this research is also in the form of a music video, same as the two previous researches, it has a different type of music and genre. Besides, this research also focuses on analyzing the meaning of every sign that lies in the music video and finding the *Tawhid* values contained in the song.

1.6 Theoretical Approach

The primary theory employed in this study is semiotics theory. Semiotics is the study of sign and their functions as a science. Signs are categorized as signifiers and signifieds in Saussurean terminology. The signifier is linked to the expression, whereas the signified is linked to the content. Semiotic signs comprise not only visual indications such as drawings, paintings, and images, but also noises, words, expressions, and gestures (Isfandiyary, 2017, p. 3).

The Swiss linguist Ferdinand de Saussure (1857–1913) and the American philosopher Charles Sanders Peirce (1839–1914) are the two fundamental lineages in contemporary semiotics. Saussure declared the term semiology from the Greek word *'semeîon'* (sign) as a science that studies the life of signs within society.

Besides that, the philosopher Charles Peirce called it 'semeiotic' (or 'semiotic') and defined it as the formal doctrine of signs, which is closely related to logic. The term semiology is used to refer to the Saussurean tradition, whereas the term of semiotics belongs to the Peircean tradition (Chandler, 2017, p. 3).

In addition, Roland Barthes further said that semiology aspires to include every system of sign, regardless of its content or constraints; pictures, gestures, musical sounds, objects, etc. (Barthes, 1968, p. 9). The analysis in this study will concentrate on the semiotics theory used by Roland Barthes. In Barthesian theory, he analyzes sign in visual objects using the denotative and connotative levels of meanings. Barthes classified sign analysis into two categories. The first kind is verbal sign, which are frequently in the form of text or words, such as song lyrics, song title, song description, and so on. The second category is nonverbal signs, such as visuals in a film or photographs, which help to visualize verbal messages and make them more appealing (Isfandiyary, 2017, p. 5).

Because this research applies the semiotic theory, it is also related to the theory of sign and image. A sign is categorized as anything that has been imagined or created externally, such as colors, gestures, glance, item, mathematical equation, and so on, that symbolizes anything other than itself (Danesi, 2004, p. 4). Signs provide a variety of tasks in human existence. They let individuals to detect patterns in things, operate as predicted guides or strategies for doing actions, serve as instances of certain types of events, and so forth.

The image is representation, which is to say resurrection ultimately, and the intelligible is reputed antipathetic to live experience. The image is, in a certain

manner, the limit of meaning. It permits the consideration of a veritable ontology of the process of signification (Barthes & Heath, 1987, p. 32).

After the main theories that have been explained above, the concept of a music video as the object of research is also important to be applied in this analysis. The music video also consists of some important elements and structure in it. Music videos will play a big role in visualizing the lyrics of a song. So as the final result, this research aims to find the meaning of every sign found in the music video of *Save Me from Myself*. To reach this goal, the researcher will combine the main theory with the related concepts that have been mentioned.

The purpose of this research is also to find the application of *Tawhid* values, so the concept of *Tawhid* is used as one of the supporting theories that will be applied in this research. The concept of *Tawhid* is actually had such a broad understanding, so this research will be focusing on some limitations only.

1.7 Method of Research

1.7.1 Type of Research

According to Creswell (2009, pp. 3–4), he explains that there are three types of research, such as qualitative, quantitative, and mixed methods. Qualitative research is a method for investigating and comprehending the significance that individuals or groups attach to a social or human situation. Quantitative research is a method for putting objective theories to the test by investigating the connection between variables. These variables can also be measured, often with tools, and the resulting numerical data can be analyzed statistically. Mixed methods research is a type of research that integrates or associates both qualitative and quantitative kinds

of enquiry. It encompasses philosophical assumptions, the use of qualitative and quantitative methodologies, and the combination of both in a study.

A study is more likely to be qualitative than quantitative, or vice versa. Meanwhile for mixed methods, because it contains components of both qualitative and quantitative methodologies, the research falls somewhere in the middle of this spectrum. The contrast between qualitative and quantitative research is sometimes defined by the use of words (qualitative) rather than numbers (quantitative), or the use of closed-ended questions (quantitative hypotheses) rather than open-ended questions (qualitative interview questions) (Creswell, 2009, p. 3).

In this study, it applies a qualitative type of research. As stated by Creswell, qualitative research is used to explore and understand the meaning of a social or human problem. The data is also often collected in the participant's environment, data analysis is inductively built from specifics to general themes, and the researcher interprets the data's significance (2009, p. 4). It signifies that the researcher is in charge of determining how the data should be interpreted. The researcher is expected to interpret by taking into account factual facts relevant to the study object. Those who engage in this type of inquiry urge for a research approach that values an inductive method, an emphasis on individual meaning, and the necessity of expressing the complexity of a situation (Creswell, 2009, p. 3).

1.7.2 Data Sources

The data source for this study is the music video of *Save Me from Myself* by Harris Jung that was obtained from the Awakening Music YouTube Channel. This music video was uploaded on September 17th, 2017. This music video has already

reached 13.226.884 views on YouTube. The data of analysis are taken from the music video in the form of pictures or scenes as well as the song lyrics which contain the most prominent semiotics sign in the music video related to the *Tawhid* values.

1.7.3 Data Collection Technique

There are four basic types of data collection in the qualitative research according to Creswell, they are observations, interviews, documents, and audio-visual materials. The first is qualitative observation, this is the type in which the researcher makes field notes on the behavior and activities of people at the study area. The second type is qualitative interview, this is a technique where the researchers will conduct face-to-face interviews, interviews by telephone, or focus group interviews. Third, the researcher also may collect the data by using documents, these documents can be public documents or private documents. The fourth type is called qualitative audio and visual elements. This information might be in the form of images, art items, videotapes, or any other type of sound (2009, p. 181).

The technique utilized in this study is a qualitative audio-visual. This information might be in the form of images, art items, videotapes, or any other type of sound (Creswell, 2009, pp. 179–181). Because the primary data for this study is in the form of a music video, it is compatible for this study because it concerns with the analysis and interpretation of the *Save Me from Myself* music video to explain what is the meaning of every sign in this music video, and to analyze the *Tawhid* values contained. The researcher goes through several stages to collect the data. To

begin, the researcher views the *Save Me from Myself* music video several times to obtain a better understanding. Second, the researcher carefully decided which part of the video scene and the song lyrics that consist the most prominent semiotic sign. Third, dividing the scenes into four sequences, and each sequence consist five or six pictures. Lastly, the researcher identifies the semiotics sign which related to the *Tawhid* values.

1.7.4 Data Analysis Technique

The technique utilized in this study is classified as an equivalent method by Einar Haugen (Sudaryanto, 2015, pp. 33-35), as referenced in Syaifullah (2020). In this study, the referential equivalent approach was employed to analyze the data. The reality to which the language refers decides the result (determinant) in the referential equivalent (Syaifullah, 2020, p. 14). The researcher goes through numerous procedures while examining the data. The first is identifying the signs that have been collected from the video scenes based on the most prominent semiotics sign which contain the *Tawhid* values. The second is analyzing the denotation, connotation, and myth of the signs in each sequence regarding the semiotics theory by Roland Barthes is applied in this research. The third is analyzing and describing the *Tawhid* values contained in the song related to the meaning of signs that have been explained. The last is drawing the general conclusions.

1.8   Paper Organization

This research paper is divided into four chapters. The very first chapter is the introduction, which contain multiple sub-chapters including the background of

study, research questions, objective of study, and significance of study. There is also literature review that describes previous research connected to this topic, as well as a theoretical approach that describes the theories employed in this research. This chapter is also describing the method of study that consists of type of research, data source, data collection technique, data analysis technique, and the last part of this chapter is paper organization.

The theoretical framework is covered in the second chapter. This chapter focuses on the ideas and theories that the researcher employed to conduct this analysis. The findings and discussion are covered in the third chapter. The researcher will discuss the research findings of the *Tawhid* ideals found in the Save *Me from Myself* music video, as well as the significance of semiotic signs present in the music video, in this section of the study. The fourth chapter is the conclusion and suggestion. This chapter is going to summarize the points of the whole analysis and also give suggestions needed for future research.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

The researcher discovered a relevant interpretation for each symbol exhibited in the music video based on the study findings and discussion in the preceding chapter. They are classified into four sequences consisting of several scenes. The researcher analyzed the denotation, connotation, and myth contained in each sequence.

Based on the analysis, the researcher summarizes that this music video tells about the struggle of a man who wants to repair his life from the bad behavior to the better version of him. He used to be a selfish person, and he only cared about the worldliness stuff. He is rarely involved God in his life. All this time, he lives in the same pattern, which eventually becomes a habit for him, and it makes him difficult to go out. Finally, he understands that all of those patterns are created by himself and his surroundings. Then, he realizes one thing that his biggest enemy is actually himself. He decided to return himself to Allah and fix everything. While in the process of that struggle, he is sure that Allah is the one Who can help him to pass through it. He needs Allah to lead him to find the right path he is looking for in life. He tried his best to reach that goal. After all the obstacles and battles he faced, then he repents to Allah truthfully. Finally, he found that thing called a miracle, and in the end, he could live a better life.

In addition, the researcher also found five *Tawhid* values contained in this song. Those five values are determined based on the summary from the interpretation of every sign in the previous section. The *Tawhid* values are implicitly portrayed in the song as well as in the music video itself, so the researcher decided to explain the *Tawhid* values according to the summary of the song as a whole. Those *Tawhid* values such as, Allah is the only guide in life, Allah is the only helper and savior, Allah is the only place to return, Allah is the only one who owns the power, and Allah is the only one to be worshiped. These values are considered as some examples of the application of *Tawhid* because the essence of *Tawhid* concept is belief about the singleness or the oneness of Allah.

So the conclusion of this research shows that every sign shown in the music video has its own interpretation and meaning, starting from the denotation, connotation, and myth. Besides, there are five *Tawhid* values that also can be found in the song of *Save Me from Myself* based on the summary of the meaning of the signs. Therefore, it is true that the music video and the song of *Save Me from Myself* contain some application of *Tawhid* values, and it can be used as media to give a life reminder for all people or the Muslim community in particular.

4.2 Suggestion

Following the completion of this research, the researcher assured that using semiotics theory can provide a more comprehensive explanation for analyzing an object such as a music video, song, picture, and so on. The use of Roland Barthes semiotics theory in this research shows some different perspectives in describing

the meaning of every sign, including the denotation, connotation, and myth. Furthermore, the goal of this study is not only to determine the meaning of signs, but also to discover the *Tawhid* values contained in the song, which is mentioned indirectly. By using the semiotics theory, the researcher can find the *Tawhid* values in the song based on the relation of sign's meaning that already described.

However, the researcher acknowledged that the results of the analysis were lacking in this study. Because the researcher uses personal interpretation in analyzing and interpreting the data, the researcher assumes that there will be many possibilities that the interpretation will be different from one to another. As far as the researcher's understanding, there are no absolute right or wrong interpretations as long as it is followed by a strong reason and reference to stand in that opinion. Therefore, for future research, the researcher suggests that in interpreting a sign or image, do not forget to add other sources as references to strengthen the interpretation.

There are plenty different kinds of objects that can be analyzed by the Semiotics theory of Roland Barthes. For the next researcher who is interested in the same field, can find more different objects to analyze using the Roland Barthes' Semiotics theory. It will also be great if the next researcher can explore another Semiotics theory, or they can combine one theory with another to make the stronger result. Lastly, Semiotics is one of a broad theory, so it is wide open for future researchers to explore and conduct more research in this field.

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