

**SYMBOL OF CAPITALISM DEPICTED IN *MUSE* VIDEO CLIP
ENTITLED *ANIMALS***

THESIS

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ABSTRACT

Ramont, Fauzan. 2015, **Symbol of Capitalism Depicted in *Muse* Video Clip Entitled *Animals***. Study Program of English, Department of Languages and Literatures, Faculty of Cultural Studies, University of Brawijaya. Supervisor: Henny Indarwaty; Co-supervisor: Arcci Tusita.

Keywords: Music video, Semiotics, Capitalism, Economic Power, Social Classes, Human Exploitation, Social Conflict.

Music video is part of popular cultures that included into cultural product which concern with the influence of commercialization and industrialization. The social significance of popular culture in the modern era can be charted by the way it has been identified by the idea of mass culture, so that, music video can be an easy way to deliver thought and idea to the people. As music video is often related with bands, one certain band was chosen as the object of the study which is *Muse* music video entitled *Animals*. This research will decipher symbol in the video and relate it with support of Capitalism theory. Peirce's semiotics theory of signs is used to reveal the meaning of the sign that used in *Animals* video. For further analysis on capitalism aspects, the writer uses capitalism theory to analyze the aspects of capitalism concept which are found through the symbol in the video.

The result of the research shows that in *Animals* video, the symbols which are found pictures the capitalism concept, such as economic power, social classes, human exploitation, and social conflict. By covering those aspects, it can be seen from this research that the correlation of capitalism and semiotics can be found in the object which is *Muse* music video entitled *Animals*. Therefore, it is proven that the elaboration of the two theories is suitable in analyzing music video as part of cultural products.

For the next researchers, the researcher suggests to use the same theory and object with different or deeper focus. In this research, the researcher focuses on the symbol that appeared in the video, the next researcher can use the same object with a different focus like analyzing another category of Piercian model of sign such as icon and index. Further suggestion is that the next researcher can use biographical approach to give a different perspective towards the music video. By doing biographical analysis the study will be expected to explore the influence of human experiences toward the works of literature, as it is stated that literary works are the imitation of human experiences.

ABSTRAK

Ramont, Fauzan. 2015, **Simbol Kapitalisme Digambarkan di *Muse* Video Klip Berjudul *Animals***. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing 1: Henny Indarwaty; Pembimbing 2: Arcci Tusita.

Kata kunci: Video musik, Semiotika, Kapitalisme, Kekuatan Ekonomi, Kelas Sosial, Eksploitasi Manusia, Konflik Sosial.

Video musik adalah bagian dari budaya populer yang termasuk dalam produk budaya yang peduli dengan pengaruh komersialisasi dan industrialisasi. Signifikansi sosial budaya populer di era modern dapat dipetakan dan diidentifikasi oleh gagasan budaya massa, sehingga, musik video dapat menjadi cara mudah untuk memberikan pemikiran dan ide untuk masyarakat. Video musik sering berhubungan dengan sebuah band, salah satu band yang dipilih sebagai objek penelitian adalah *Muse* dengan video musiknya yang berjudul "Animals". Penelitian ini akan menguraikan simbol dalam video dan menghubungkan symbol tersebut dengan dukungan teori Kapitalisme. Teori semiotika Peirce tentang tanda-tanda akan digunakan untuk mengungkapkan makna tanda yang digunakan dalam video *Animals*. Untuk analisis lebih lanjut pada aspek kapitalisme, penulis menggunakan teori kapitalisme untuk menganalisis konsep kapitalisme yang ditemukan melalui simbol dalam video.

Hasil penelitian menunjukkan bahwa pada video *Animals*, ditemukan simbol-simbol yang menggambarkan konsep kapitalisme, seperti kekuatan ekonomi, kelas sosial, eksploitasi manusia, dan konflik sosial. Dengan meliputi aspek tersebut, dapat dilihat dari penelitian ini bahwa korelasi kapitalisme dan semiotika dapat ditemukan dalam video musik dari *Muse* yang berjudul *Animals*. Oleh karena itu, terbukti bahwa penjabaran dari dua teori ini cocok dalam menganalisis musik video sebagai bagian dari produk budaya.

Untuk peneliti selanjutnya, peneliti menyarankan untuk menggunakan teori yang sama dan objek yang berbeda atau sebaliknya. Dalam penelitian ini, peneliti fokus pada simbol yang muncul dalam video, peneliti selanjutnya dapat menggunakan objek yang sama dengan fokus yang berbeda seperti menganalisis kategori lain dari model tanda Pierce seperti ikon dan indeks. Saran lebih lanjut adalah peneliti selanjutnya dapat menggunakan pendekatan biografis untuk memberikan perspektif yang berbeda terhadap video musik. Dengan melakukan analisis biografis, penelitian akan diharapkan untuk mengeksplorasi pengaruh pengalaman manusia terhadap karya sastra, seperti yang menyatakan bahwa karya sastra adalah tiruan dari pengalaman manusia.

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