

SIGNS AND MEANINGS OF WEDNESDAY CAMPANELLA'S MUSIC VIDEO "YAKU NO JITSUGETSUBUSHI" SEMIOTIC APPROACH

Presented as a partial fulfilment of the requirement for the Undergraduate Program

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FINAL PROJECT PROPOSAL APPROVAL



Final Project Title:

1. Signs and Meanings of Wednesday Campanella's Music Video "Yaku no Jitsugetsubushi"「屋久の日月節」: Semiotic Approach

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ABSTRACT

Signs are something that could be conveyed through nowadays entertainment. In many form of entertainment such as music which is the most sophisticated way to express a creator's mind. All of the minds or ideas could be conveyed through music from sound, lyric and music video. Even if the music is being made based on different language, even the meaning of the lyrics doesn't reach the audiences, there is another way to make this music to be understood, which is to analyze the music video. This analysis uses Peirce's semiotic theory. (representamen, object and interpretant). The data of this research are taken from the music video of Wednesday Campanella's Youtube Premium video titled *Yaku no Jitsugetsubushi*. The data will be using qualitative data. The result of the analysis shows that there are over 37 main signs that were analyzed through two levels which consist of micro and macro analysis. The mirco analysis of the music video has been stated briefly through English dictionary. The macro analysis of the music video discuses the rarity of Yaku Island and how this island vastly regenerate from volcanic eruption during Joumon period.

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Keywords: Semiotics, Sanders Peirce, Wednesday Campanella, Music, Video

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

In modern era, language has been a very first aspect to link every world in any forms. Humanity went International from a book, news and now trough song. Slowly, but began to realize that we are slowly being influenced by technology. Modernity came to the modest of life, creates a new lifestyle from time to time. Most of humans in the world are connected to each other through languages and we are so far to deny it. According to Kanda University of International Studies (1987), *Languages are the foundation to link the world in peace*. However, there are people who cannot understand each other languages, there are language-barriers and there will always be. People have an ability to basically understand any meaning of symbol, gestures or sign that have shared common meaning all over the country. In this case, Semiotics has a very important role to fill into this problem.

Peirce (1978) said that semiotics are the relation or functional character of the sign (Greenlee:1973). Just by encountered with symbols and signs, this study could help many people to recognize and to comprehend signs that they find. People find signs as they live on their own lifestyle. Through Peirce created theory to study object and he also analyzed the meaning of the sign. Not only the meaning but also tried to separate the meaning of the signs, to divide the signs by sorting the appeal and imperative word. As a result, the researcher found some of the signs were matching and some of them are not match with the theory. With

this theory the use of theory in regard of the document could help any people in the future, thus, with semiotic theory, signs could be understood in any form of arts and entertainment. Music is one of them.

Song has become one of many aspects to an entertainment. Nowadays, we have been very absorbed to songs worldwide. People from all over the world convey their songs to express their opinion, their minds, and their own feeling to their audiences. However, whether this song would reach their audiences or not, it will be a very first challenge to a singer, a creator themselves.

Japanese language is an East Asian language spoken by over 128 million people, primarily in Japan where it is their national language. Pop is a form of art which can be distinguished or can be appreciated without being understood for example K-Pop (Korean Pop) and J-Pop (Japanese Pop). Music pop is rather being fully understood just by using English, but not Japanese. Japanese has their own styles of their own pop. Japanese Creator such as RADWIMPS, Back numbers, Wednesday Campanella, etc. needs an extra effort to reach their own audiences worldwide. Their music can reach their own audiences in Japan, but will the meaning of the song be fully conveyed is still be questioned.

Not just by language, people can understand symbol and sign in every visual of music video that expressed by the band. Semiotics has an indispensable role as a tool to convey every meaning and messages through a song. Semiotics will help people who cannot understand Japanese to understand the meaning of a song just by looking at the music video. Lifestyles, for example, In toilet, a picture of human with skirts shows that this room is for 'lady' because normally

no men would wear skirt. For other example, the "red" of the traffic light corresponds to 'stop,' "green" to 'proceed,' and "yellow" to 'caution'. (Hiemslev 1943: 113). With the help of being able to read signs, people across the world will be able to understand the meaning and messages that are hiding behind this song without understanding Japanese.

Wednesday Campanella "Suiyoubi no Kanpanera" (水曜日のカンパネ ラ) is a Japanese music group formed in 2012 formed by combining EDM, Hip Hop and J-Pop genres. Wednesday Campanella trio consists of KOM_I, Kenmochi Hidefum-, and Dir.F. The main music made by Wednesday Campanella is using Japanese Language. Wednesday Campanella is just one of many music group who are also spreading their styles of music in Japan. In 2012, KOM_I and Dir.F has met and always having meeting on Wednesday which has become a real title of their band right now. Wednesday Campanella is not a famous band, however their music has many value and it takes deep comprehension to understand each of their music. Wednesday Campanella has their own oddities on their music style, first album that has sung was Japanese myth song titled Kaguya Hime (かぐや姫), and another song titled Melos which is based on book called Run Melos!. On April 3rd, 2019, Wednesday Campanella released new EP (Extended Play) called Yakushima Treasure along with their music documentation in Youtube Premium which took membership to view it. The researcher watched the video while he is studying in Japan. The researcher has noticed every signs lies behind the song titled Yaku no Jitsugetsubushi(屋 久の日月節). With this opportunity, the researcher has found his goal which is to decipher every meaning of Wednesday Campanella's Song titled Yaku no Jitsugetsubushi.

Based on the explanation on the previous paragraph, semiotics and music have been widely investigated before. Thus, a researcher found some related previous studies about semiotics regarding to the analysis of this kind of research. The first one is "Semiotics Analysis of BTS's Music Video Blood, Sweat, and Tears through Morris' Theory." By Nadya Prajnadi from Buddhi Dharma University. She discussed signs in the BTS's Music Video. Through Morris theory, she analyzed the meaning through K-Pop music. She analyze the three aspects of the signs (syntactic, semantic, and pragmatic) of Morris's theory. She defined the sign with the micro and macro analysis. She also define the sign syntactic, semantic and pragmatic, and analyses the verbal and non-verbal signs. Just by different languages, it will be hard to understand every music that being created by Wednesday Campanella. Those signs were something specific that cannot be misunderstood. For that reason, the researcher will be using theories made by Peirce regarding Semiotics to decipher every meaning that hiding behind Wednesday Campanella's music.

Based on statements above, some musics have a meaning to it. Yet sometimes some audiences do not have any ability to comprehend a music which is being presented in another language. Wednesday Campanella has an *odd* style of their music which is the real point of their selling to their audiences. They do left their messages on their music album especially inside of their newest album called *Yakushima Treasure*. For that reason, the researcher wish to help by

decipher every sign and symbol inside Wednesday Campanella's music called *Yaku no Jitsugetsubushi*.

1.2 **Statement of the Problem**

Language differences has been a very first aspect of problem on world of Pop. J-Pop is being recognized everywhere on this world. However just being listen to its song is not always an answer. There is simply a music without messages and there are music with messages. Music with messages is deep and there will be plenty of sign and symbols in every aspect of music video. Different with other normal band in Japan, Wednesday Campanella's music has very deep meaning not inside of just lyrics, but also in the video. This makes Wednesday Campanella different with other band. The sign and symbol are the only path which will show the audiences what kind of message that will be told inside of the music videos. In this case the researcher wanted to do some research on semiotic aspect of Peircean theory regarding to find the meaning that can be found in Wednesday Campanella's EP 屋久の日月節 Yaku no Jitsugetsubushi Music Video.

1.3 Research Questions

According to the statement of the problem above. The research question are as follows:

 How many main signs that are found inside of Wednesday Campanella's Song "Yaku no Jitsugetsubushi" Music Video. 2. What are the non-verbal meaning behind Wednesday Campanella's song "Yaku no Jitsugetsubushi" Video Scenes?

1.4 Goal and Function

In this study, the researcher has his goal and function as follows:

1.4.1 Goal

The Goal of this research is to find the main signs and to understand the non-verbal meaning behind of Wednesday Campanella's music video.

1.4.2 Functions

- Creating references for the future research on analyzing the meaning of sign based on Peirce theory.
- 2. For the students of English Department this research can help to encourage them to do research on semiotic studies by using Peirce theory.
- For audiences, even from different language, this method will create a different way of thinking to find the meaning of music for many audiences.
- 4. For the people from music industries, this research can be a reference to help them to create a message inside their music video.
- For foreign fans of Wednesday Campanella who cannot speak Japanese to help to understand the music video interpretation.
- 6. For Buddhi Dharma University, this research will help to enrich semiotic studies especially through Peirce theory.

1.5 Scope and Limitation of the Study

The Scope of this research will be using Semiotics theory. This research will identify the sign showed inside of a music video and analyze the non-verbal sign inside of the video. The researcher will also apply micro and macro analysis inside of the video. The researcher will be using Peirce theory. The object that will be used is a music video from Wednesday Campanella's Album called YAKUSHIMA TREASURE with a music video listed in Youtube Premium from Japan as the Object. The music video's title is *Wednesday Campanella* "Yaku no Jitsugetsubushi" | Re:SET EP 7.

1.6 Conceptual Framework

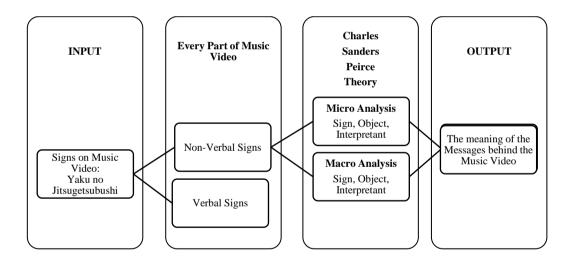


Figure 1. Conceptual Framework

The conceptual framework of this research is as follows: First, the researcher will collect the potential signs that appeared in Wednesday Campanella's *Yaku no Jitsugetsubushi* Music Video. Second, the researcher will starts to insert the data input. Third, the researcher will examine the data by employing the semiosis theory by Peirce. The analysis of the music video will

only analyzing the non-verbal sign. Finally, the researcher will find the results, which consist of verbal sign meaning of Peirce theory of semiotics. On this conceptual framework, the researcher will not be analyzing the verbal sign. On this research, the researcher will only focus on the non-verbal sign.

CHAPTER II

THEORETICAL BACKGROUND

2.1 Review of the Previous Studies

The researcher found some of related previous studies regarding of semiotics to support the analysis of this research. The last researches related to this studies was "Semiotic Analysis of Jonas Blue's Music Video Rise Through Roland Barthes' Theory." By Dennis Suswanto Kadiman (2019) from Buddhi Dharma University. He discussed the signs inside music video of Jonas Blue. Through Barthes' theory, he analyzed the messages conveyed behind the music video connotative and denotatively.

Another previous study was "Semiotics Analysis of BTS's Music Video Blood, Sweat, and Tears through Morris' Theory." By Nadya Prajnadi (2018) from Buddhi Dharma University. She discussed the signs in the BTS's music video. Through Morris' theory, she analyzed the meaning of signs. She analyzes the three aspects of the sign (syntactic, semantic, and pragmatic) of Morris's theory. She defined the sign with the micro and macro analysis, syntactic, semantic and pragmatic, and analyze the verbal and non-verbal signs.

Another third studies was "Appeals and imperatives Verbal and Non-verbal Signs in the Commuter Line of Jabodetabek through Semiosis Process" By Grace Matheana Dewi (2017) from Buddhi Dharma University. She discussed the signs at the commuter line which took a big part towards the passenger. Through Peirce theory, she analyzed the meaning of the signs. Not only the meaning, but also tried to divide the signs by sorting out the appeal and

imperative words. As result, she finds out some of the signs that were synchronized and some others which are not. She achieved the comprehension of sign.

Another work that I would like to mention is the work of Mr.Lilie Suratminto regarding of his research about the gravestones of V.O.C in Batavia using Semiotics approach (2007). The findings of the sign that are applied by Mr. Lilie is sign and meaning of the written messages that are historically claimed over time to time.

The similarities from all of the previous studies above are that they researched regarding signs that appears on everyday life such as music video, entertainment, train symbols, and gravestones. The research paper has also had the same limitation object which was from Youtube video. In fact, there is also differences from the three of our previous studies. The first and the second previous studies uses English and Korean language as an object to analyze while this research object is Japanese language. Also, the first two previous studies were researching for messages object which came from music video with theme of modernity life while Wednesday Campanella has society value (such as meaning or feedback to the society) inside of their music.

2.2 Semiotics

According to Saussure (1857 – 1913) in Danesi, Marcel (1946)

"A science that studies the life of signs within society is conceivable. It would be part of social psychology and consequently of general psychology. I

shall call it Semiology (from greek *semeion* sign "sign"). Semiology would show that constitutes sign, what laws govern them."

The term *semeiotics* was also explained by Hippocrates (460 – 370B.C.), the founder of Western medical science, as *the science of symptoms*. The symptom, Hippocrates claimed, was a *semeion* the Greek word for a physical "mark" or "sign." Unravelling *what* a symptom stands for, *how* it manifests itself physically, and why it's indicative of certain ailments or conditions is the essence of medical diagnosis (Danesi, 1946)

Based on explanations stated by experts above, Semiotics is a branch of linguistic which studies about symptoms which is mark or sign. The symptoms always appear in daily life among the society. Then, the process to interpret the meaning can be done by such three steps. First, knowing the reference from the symptom. Second, showing the physical interpretation of the symptom. The last, analyzing the symptom.

2.2.1 Sign

According to Danesi, sign is anything (a color, a gesture, a wink, an object, a mathematical equation, etc.) that stands for something other than itself. A sign is also explained as *any motion, gesture, image, sound, pattern, or event that conveys meaning* (Nordquist, March 6, 2017). In the process of reasoning, signs fulfill of useful and necessary tools since they serve as an "abbreviation" of the more complex semantic concept which they represent : "All human reasoning is performed by means of certain signs of characters. Indeed, it is neither possible nor desirable that the things themselves or even the ideas of them always

distinctly observed by the mind. Hence, for any reason of economy, signs are used for them", Dascal (1987).

2.2.2 Ferdinand de Saussure

Regarding the sign, according to Saussure (1915 – 1966), a combination of a concept and a sound-image, a combination that cannot be separated. Saussure still thinks that the meaning of a sign can be extended to extent. He then made some additional explanations regarding sign:

"I propose to retain the word sign [signe] to designate the while and to replace concept and sound-image respectively by signified [signifie] and signifier [signifiant]; the two terms have the advantage to indicate the opposition that separates them from each other and from the whole of which they are parts."

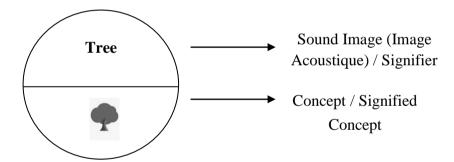


Figure 2. Saussure's concept of sign (Source google.com)

Signified is the word, sound, image, and the thing that we point to, while signified means the meaning, concept, the thing that we image in our inner mind, or the object that refers to the word that appeared in our images.

2.2.3 Roland Barthes

Roland Barthes (1967:11) may have been unique in his advocacy of the radical stand that semiology (alias semiotics) is but "a part of linguistics: to be precise, it is that part covering the *great signifying unities* of discourse. Barthes defined a sign as a system consisting of an *Expression* (signifier), in *relation* to a *content* (signified). According to Barthes, such a primary sign can become an element of a more comprehensive sign system. If the extension if primary sign becomes the expression of secondary sign system. In this case, the primary sign is one of the denotative while the secondary sign is one of connotative semiotics. Barthes noted the concept of signification into denotative and connotative.

Barthes said that denotative meaning is the true meaning that people are known by the word, how the object looks like, and this is not questionable. The connotative meaning is influenced by cultural interpretation and only be understood by the people in that culture itself. It means if the culture is different, people would create different perspective or different interpretation. These two elements from Saussure's model of signifier and signified elaborated with Barthes's concept into two level of signification. The first level of signification is called denotative system or so-called primary system, after that he develop the primary system into secondary system into the secondary system which called "connotative". Elements in the second level of interpretation or the connotative influenced by the cultural interpretation, and can only be understood by a society with the same culture at certain time. Barthes has made the concept of "E-R-C". E-R-C (which stands for Expression Relation and Content) has several meaning of each words. Expression means the Signifier or the form of the sign. Relation

is how the signifier and signified is related to. Content is the signified or the concept of interpretation of the sign.

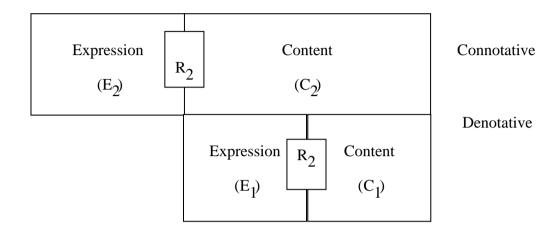


Figure 3. Barthes's concept figure (Source : google.com)

2.2.4 Charles Sanders Peirce

Peirce (1839 – 1914; pronounced "purse") was early recognized as "one of the great figures in the history of semiotics" and as "the founder of the modern theory of signs" (Weiss & Burks 1945 : 383). A universal genius in many sciences, Peirce who was largely ignored by his contemporaries is now unanimously acclaimed as America's greatest philosopher. Peirce had a different model of sign with Saussure. Saussure's model of sign is a two-sided form while Peirce was a triadic model. Peirce's triadic form consist of:

1. *Representament* or sign vehicle is the features from the sign (which is not necessarily material, though usually interpreted as such).

- 2. *Object* is also called a *referent*, means something beyond the sign to which it refers.
- 3. *Interpretant* which means the sense which makes of the sign.

Peirce also add into his words:

"A sign . . . [in the form of a *representament*] is something which stands to somebody in somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the *interpretant* of the first sign. The sign stand for something, its *object*. It stands for that object not in all respects. But in reference to sort of idea, which I have sometimes called the *ground* of the representament," (Peirce 1931 – 58, 2.228)

Peirce also divides sign into three modes:

- 1. Icon or iconic is the imitation from the signified which resembles the real one, i.e. a portrait, a cartoon, a scale-mode, onomatopoeia, metaphors, imitative gestures, and so on.
- 2. Index or indexical does not refer to the real object but it is still directly connected in some way to the signified. For example, *natural signs* like smoke, thunder, footprints, echoes, non-synthetic odours and flavours; *medical symptoms*, like pain, a rash, pulse-rate; *measuring instruments*, like weathercock, thermometer, clock, spirited-level; *signals*, like a knock on a door, a phone ringing, and others.

3. Symbol or symbolic is a sign that does not represent the signified but there is an agreement about it. For example, morsean code, traffic lights, national flags, and others.

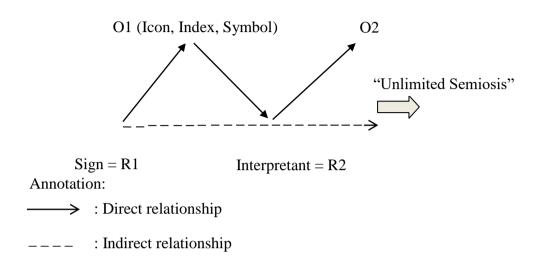


Figure 4. Semiotic Process based on Peirce Idea

(Source: semanticscholar.org)

In this research, from the experts noted above, the researcher will use Peircean theory. This research will also have Saussure and Barthes's theories as additional information theory or as listed reference. The researcher will choose Peircean theory with concept to find out the verbal and non-verbal signs on Japanese music video. According to the researcher, this music video is only able to be comprehend through non-verbal analysis. The whole music is being sung through Japanese Language which will be not relatable to sign. If the verbal sign is being analyzed, the pragmatic focus will also become apliable.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

There are two types of research approach that can be used by a researcher to conduct a research. The first type is qualitative research and the second type is quantitative research. Qualitative research is "Multi method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them." (Denzim and Lincoln, 1994). The term qualitative research about persons' lives, stories, behavior, social movements or interaction relationships, and non-mathematical analytic procedure that results in findings derived from data gathered by a variety of means. The research includes observations and interviews but also includes documents, books, videotapes, and even data that have been quantified for other purposes. (Strauss & Corbin 1990)

Quantitative research is a method that using the collection of data to get numerically results. Based on the method, in this study, the method used is qualitative. In this study, the researcher only use the analysis through one of the theories from the Charles Sanders Peirce. In this method, the researcher will be analyzed descriptively about music video, which means there is no collection of data so that method that researcher use will be "qualitative".

Data types also separated by primary and secondary data. Primary data means that the data already have existence by its extent to be researched.

However, the data will be taken for own documentary. For example, a video documentary of own school, or video assignment. Secondary data means data that has been made not by ourselves but someone else. For example, the video that has been uploaded in Youtube as Biography or Book.

3.2 Data Types

Quantitative data are "anything that can be expressed as number, or that can be quantified." Examples of quantitative data are quantity of login numbers of working shift, any school absence that has been recorded in book. Qualitative data cannot be expresses as a number.

The data types that are used in this research is secondary data, wherein the data type is where the researcher seeking several sources from an online dictionary book and internet also an acquaintance as source related to the theory or the necessary data for the researcher in this study.

3.3 Data Source

By the collecting the data that could be obtained through two methods which means be the primary and secondary data. The data source were taken from Youtube Premium which the title is *Yaku no Jitsugetsubushi* (屋久の日月節). The researcher collects the data through his acquaintance data which could only be viewed by Japan. Apparently Youtube Premium is not available in Indonesia, For that reason, the researcher's Japanese acquaintance to download and send the video to researcher as main contribution to his thesis.

The data in this study uses secondary data as the data sources. There are also some additional information which are collected from internet and a novel since the music video is inspired by the novel that have a connectivity with the data sources. Moreover, this data are not new data but they are obtained from another source.

The Yaku Solar Calendar (Yamaguchi Rika 2019),"Yaku no Jitsugetsubushi" (屋久の日月節) Released in April 3rd 2019 in Wednesday Campanella's EP(Extended Play) called "Yakushima Treasure" along with the 7 episodes of music documentation called RE:SET in Youtube Premium in the making of Yaku no Jitsugetsubushi in Japan.In this release was supposed to be a single song, but as KOM_I blended in the nature and the people of Yakushima, more and more ideas sprouted to mind, resulting in the release of the full EP. The song Yaku no Jitsugetsubushi is mainly singing about the eruption of volcano that almost destroyed the nature of Yaku Island during the Joumon Period. For the reason, this song is also represent the rarity of trees inside of Yakushima. The lyrics of this song is hard to decipher because some part of the lyrics of the song is appear from the Ryukyuan folk song which means an old Japanese. Thus the researcher will use some of the non-verbal signs that will be translated into a proper meaning to the audiences.

3.4 Data Collection Method

The researcher used the secondary data as the object reference of this paper. The data is taken from Youtube Premium which can only be viewed in Japan. These are the steps that the researcher would took as procedure for collecting data.

- 1. The researcher will view the music video of Wednesday Campanella titled *Yaku no Jitsugetsubushi*.
- 2. The researcher pays attention to the signs which appear in the video.
- 3. The researcher collects the signs.

3.5 Data Analysis

The data which have been collected then being analyzed through semiosis theory of Peirce. Here are the steps that the researcher do while examining the data:

- 1. The researcher collected data by taking every picture of the motion part of music video.
- The researcher classified the selected data according to Charles Sanders
 Peirce theory with semiotics process.
- 3. The researcher analyzes the data, applying the micro analysis and macro analysis, find out the meaning and in non-verbal sign behind the pictures taken.
- 4. The researcher gives a conclusion and suggestion.

CHAPTER IV

DATA ANALYSIS

4.1 Non-Verbal Sign of Picture

4.1.a Non-Verbal Sign: Picture A

Micro-Analysis

Sign Picture: A, B Duration: 01:09	Object T	<u>Interpretant</u>
A A	Nature ²	Nature means all the animals, plants, rocks,etc. ²
B	Blue ³ Woman ¹	Of the colour of the sky without clouds on a bright day, or a darker. ³ Woman as an adult female
		human being. ¹

The micro-analysis of Picture A as model of person made in nature.

Macro Analysis

¹ Cambridge University Press. (2008). Cambridge online dictionary, Cambridge Dictionary online. From https://dictionary.cambridge.org/dictionary/english/sprout?Woman. Retrieved at September 2, 2019.

² Cambridge University Press. (2008). Cambridge online dictionary, Cambridge Dictionary online.

From https://dictionary.cambridge.org/dictionary/english/sprout?Nature. Retrieved at September 2, 2019. Cambridge University Press. (2008). Cambridge online dictionary, Cambridge Dictionary online.

From https://dictionary.cambridge.org/dictionary/english/sprout?Blue. Retrieved at September 2, 2019.

Everything starts from a single bud that grows from ground. Then this single bud starts to grow and turns as a woman. This women here represents the first life that grows from a tree. She is alive as she raised her head upside.

4.1.b Non-Verbal Sign: Picture B – G

Micro-Analysis

Sign Picture: B, C, D, E, F, G. Duration: 01:13 – 01:28	Object	Interpretant
B	Sprout ⁴ (Noun, Verb)	To produce leaves, hair, or other new developing parts, or (of leaves hair, and other developing parts) to begin to grow. ⁴
	Tree ⁵ (Noun)	A tall plant that has a wooden trunk and branches that grow from its upper part. ⁵
C	Mushroom ⁶ (Noun)	A Fungus with a round top and short stem. Some types of mushroom can be eaten. ⁶

	Mushroom ⁶ (Noun)	A fungus with a round top and short stem. Some types of mushroom can be eaten. ⁶
E	Silver ⁷ (Adjective)	A bright gray- white color. ⁷
	Man ⁴ (Noun)	An adult male human being.8
F	Doll ⁹ (Noun)	A child's toy in the shape of small person or baby.
G	Doll ⁹ (Noun)	A child's toy in the shape of small person or baby. ⁹
	Red ¹⁰ (Adjective)	The colour of fresh blood. 10

The micro-analysis of picture B to G as side-characters inside of the music videos.

Macro Analysis

In this analysis, from duration 01:13 to 01:28 is explained that there are several kinds of life that are living along with women figure. There is a sprout, a jiggling jelly, the silver men, a red doll. In this picture, the singer wanted to explain that in Yaku Island, there are still so many kind rare tree-species that are still living and only could be seen in Yaku Island, Japan because every life in the video has their own characteristics from appearances.

4.1.c Non-Verbal Sign: Picture H – L

Micro Analysis

Sign	Object	Interpretant
Picture: H, I, J, K, L	/	
Duration: 01:44 - 02:27		
H	Devour ¹¹ (Verb)	To eat something eagerly and in large amounts so that nothing is left. ¹¹
	Woman ¹ (Noun)	Woman as an adult female human being. ¹
	Liquid ¹³ (Noun)	A substance, such as water, that is not solid or gas and that can be poured easily. 13

¹¹ Cambridge University Press. (2008). Cambridge online dictionary, Cambridge Dictionary online. From https://dictionary.cambridge.org/dictionary/english/devour. Retrieved at September 2, 2019.

¹² Cambridge University Press. (2008). Cambridge online dictionary, Cambridge Dictionary online. From https://dictionary.cambridge.org/dictionary/english/melting. Retrieved at September 2, 2019.

¹³ Cambridge University Press. (2008). Cambridge online dictionary, Cambridge Dictionary online. From https://dictionary.cambridge.org/dictionary/english/liquid?q=Liquid. Retrieved at September 2, 2019.

	10	
J	Melting ¹² (Verb)	The change or process from a solid substance to liquid. 12
	Liquid ¹³ (Noun)	A substance, such as water, that is not solid or gas and that can be poured easily. ¹³
K	Tree ⁵ (Noun)	A tall plant that has a wooden trunk and branches that grow from its upper part. ⁵
	Doll ⁹ (Noun)	A child's toy in the shape of small person or baby. ⁹

The micro-analysis of picture H to L as situation of cycle of life.

Macro Analysis

The woman that represents life at Picture A is being eaten by another plant that being so-called *Venus* which also creates a new meaning. This is called *The Cycle of Life*, a form of wilderness in a forest. All of beings is doing their best to live. To eat or to be eaten, that is life. As the woman is being eaten, she will be soon become the nutrient and being excreted into liquid that represent *fertilizer* that will soon melt into water and grows into another life with form of

big tree. The tree fruits drops a small life that forms the woman again. As the woman has born, she dances as a joy of a new life. However, she is *incomplete*. There's a lot of hole in her body, resulting her cannot stay alive for a long time. Then she fell into death soon after. This character will die once again as she wither into a new fertilizer and soon will born into another life with form of woman.

4.1.d Non-Verbal Sign: Picture M – P

Micro Analysis

Sign	Object	Interpretant
Picture: M, N, O, P	*	
Duration:02:29–02:44		
M	Grandmother 17 (Noun)	The mother of a person's father or mother. ¹⁷
	Wood ¹⁴ (Noun)	A hard substance that forms the branches and trunks of trees that can be used as a building material, for making things. 14
	Green ²⁰ (Adjective)	The colour between blue and yellow,

¹⁴ Cambridge University Press. (2008). Cambridge online dictionary. Cambridge Dictionary online. From https://dictionary.cambridge.org/dictionary/english/wood. Retrieved at September 5, 2019.

¹⁵ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary online. From https://dictionary.cambridge.org/dictionary/english/grass. Retrieved at September 5, 2019.

¹⁶ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/moss. Retrieved at September 5, 2019.

¹⁷ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/grandmother. Retrieved at September 5, 2019

N	Grass ¹⁵ (Noun)	of colour of grass. ²⁰ A low, green plant that grows naturally over a lot of the earth's surface, having groups of very thin leaves that grow close together in large numbers. ¹⁵
	Moss ¹⁶ (Noun) Sing ¹⁹ (Verb)	A very small, green, or yellow plant that grows especially in wet earth or rocks, walls, and tree trunks. 16 To make musical sounds with the voice, usually the tune with words. 19

¹⁸ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online.

From https://dictionary.cambridge.org/dictionary/english/fountain. Retrieved at September 5, 2019.

19 Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online.

From https://dictionary.cambridge.org/dictionary/english/sing. Retrieved at September 5, 2019.

Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/green. Retrieved at September 5, 2019.

P	Fountain ¹⁸	A stream of
	(Noun)	water that is
		forced up into
		the air
200		through a
		small hole,
		especially for
		decorative
		effect, or the
		structure in a
		lake or pool
		from which
		this flows. ¹⁸

The micro-analysis of picture to P as situation of a merry song regarding of Yakushima.

Macro Analysis

This interval part of music video shows all nature in grandmother's face all around surrounding the whole island. The faces are placed in tree trunks, shaped of stone, and shaped the fountain. The face-shaped head resembles the elderly women, representing all the mother earth singing an old Japanese song of Joumon Era. There was a big volcanic eruption in Yakushima at that time, but as the trees and other entities survives and regenerated in a fast time. In Yakushima, there are small populations in Yakushima. The people live in the seaside of Yakushima. KOM_I came to see and sing the old song with the elderly of Yakushima, and for that reason, this is also the reason the elderly part are inserted in this interval.

4.1.d Non-Verbal Sign: Picture Q - U

Micro Analysis

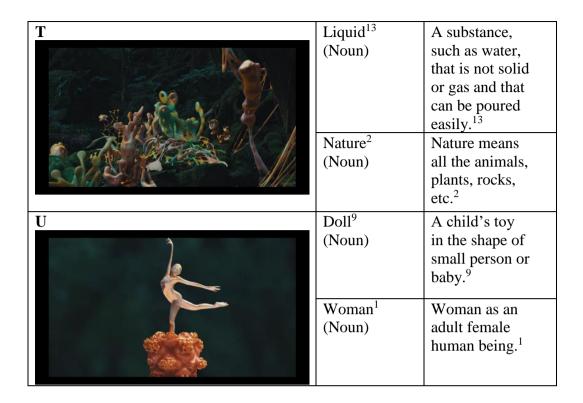
Signs	Object	Interpretant
Picture: Q, R, S, T, U		•
Duration: 02:46 – 03:04		
Q	Fade ²²	To lose colour,
The second secon	(Verb)	brightness, or
3.00		strength
		gradually. ²²
	*** 21	m 1
and the second second	Wither ²¹	To become weak and dry
	(Verb)	and decay. ²¹
Company of the Compan		and decay.
R	Melting ¹²	The change or
K.	(Verb)	process from a
	(,,,,,	solid substance
		into liquid. ¹²
	Death ²³	The end of
	(Noun,	life. ²³
	Adjective)	
S	Small ²⁴	Little in size or
5	(Adjective)	amount when
	(Hageelive)	compared with
		what is typical
A A A TOSTAM		or average. ²⁴
A A A		
To the to the total of the tota	Doll ⁹	A child's toy
	(Noun)	in the shape of
The state of the s		small person or baby. ⁹
		baby.
	1	L

²¹ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/wither. Retrieved at September 5, 2019.

²² Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/fade. Retrieved at September 5, 2019.

²³ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/death. Retrieved at September 5, 2019

²⁴ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/small. Retrieved at September 8, 2019.



The micro-analysis of picture Q to U as a situation of in desperate of to be born as a life.

Macro Analysis

As the dying woman starts to fading away, all other entities starts to be born themselves. Some of them are trying so desperately to repeat, some others are born easily. This also represent the cycle of life. "Some of them are trying their best to stay alive, but some others are not". However, no matter what kind the result is, everything will turn out as the nature's wish. In the end of the picture, the dying woman starts to be reborn, as she is posing a winning *trophy* pose.

4.1.e Non-verbal Sign: Picture V-Y

Micro Analysis

Sign	Object	Interpretant
Picture: V, W, X, Y Duration: 03:08 – 03:30		
V S.S.	Smoke ²⁵ (Noun)	The grey, black, or white mixture of gas and very small pieces of carbon that is produced when sometimes burns.
W	Woman ¹ (Noun)	Woman as an adult female human being. ¹
X	Green ²⁰ (Adjective) Nature ² (Noun)	The colour between blue and yellow, of colour of grass. ²⁰ Nature means all the animals, plants, rocks, etc. ²

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²⁵ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/smoke. Retrieved at September 8, 2019.

Y	Blue ³	Of the colour of
	(Adjective)	the sky without
		clouds on a
		bright day, or
		darker. ³
	Melting ¹²	The changing
	(Verb)	process from a
		solid substance to
		liquid. ¹²
	Liquid ¹³	A substance
	(Noun)	such as water,
		that is not solid
		or gas and that
		can be poured
		easily. ¹³

The micro-analysis of picture V to Y as situation the phase of woman before entering her last step of life.

Macro Analysis

In this part in Yakushima a big smoke and there is a red light that lit inside the smoke. This will be the last sign of phenomenon where the woman reborn again. As she looks up, all the forest is melting and covering her up. That moment when she is being covered by the forest's liquid, she is melting. This signs means that she is entering the last phrase of "life" itself. She were meant do something big inside of Yakushima.

4.1.f Non-verbal Sign: Picture Z – AD

Micro Analysis

Sign	Object	Interpretant
Picture: Z, AA, AB, AC		_
Duration: 03:31 – 03:47		
Z	Earth ³¹	The planet
	(Noun)	third in order
		of distance
The state of the s		from the sun,
		between
A Second Second		Venus and Mars. ³¹
		Mais.
A A	Da a 27	A anita 1
AA	Deer ²⁷	A quite large animal with
	(Noun)	four legs that
		eats grass and
		leaves. ²⁷
		100,000
AB	Beetle ²⁸	An insect
100	(Noun)	with a hard
	(11000)	shell-like
A CONTROL OF THE PROPERTY OF T		back. ²⁸
ATTENDED TO THE PARTY OF THE PA		
24.01.01.00.00.00.00.00.00.00.00.00.00.00.		
Santally 2		

²⁶ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/deer?q=grow. Retrieved at September 9, 2009.

²⁷ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/deer?q=Deer. Retrieved at September 9, 2009.

²⁸ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/beetle?q=Beetle. Retrieved at September 9, 2009.

²⁹ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/emerge. Retrieved at September 9, 2009.

³⁰ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/balloon. Retrieved at September 9, 2009.

^{3 1}Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/earth. Retrieved at September 9, 2009.

AC	Emerge ²⁹ (Verb)	To appear by coming out of something or out from behind something. ²⁹
	Grow ²⁶ (Verb)	To increase in size or amount, or to became more advanced or developed. ²⁶
AD	Balloon ³⁰ (Noun)	A small, very thin rubber bag that you blow air into or fill with a light gas until its round in shape. ³⁰
	Woman ¹ (Noun)	Woman as an adult female human being. ¹

The micro-analysis of picture Z to AC as the final phase of the woman's life.

Macro Analysis

Here is fully understandable that this woman has been repeating the cycle experience inside of Yakushima. She has born in many form of life inside of Yakushima and thus as she's being covered by the whole forest and as she is melting into a blue liquid, something big emerges from underground. All life such as deer, insects, everything starts to explode in merry. The big boulder that emerges from underground is forming a body. In the end there is a big balloon forming a woman's head. As the woman's head is formed, there is a small sign

of confetti that pops around her head. This means that there is celebrations of her birth just like another of her births. By this far, this means that she has gone through many life cycles, as a tree, as liquid, as rock, and even as an earth itself. She represents all form of nature in Yakushima.

4.1.g Non-verbal Sign: Picture AD - AE

Micro Analysis

Sign	Object	Interpretant
Picture : AD, AE, AF, AG		
Duration: 03:52 – 04:04		
AD	Crack ³² (Noun)	To break something so that it does not separate, but very thin lines appear on its surface, or to become broken in this way. ³²
	Confetti ³⁴ (Noun)	Small pieces of coloured paper that you throw at a celebration, especially over two people who have just been married. ³⁴
	Woman ¹ (Noun)	Woman as an adult female human being. ¹

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³² Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/crack. Retrieved at September 9, 2019.

³³ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/crumble?q=Crumble. Retrieved at September 9, 2019

³⁴ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/confetti Retrieved at September 9, 2019.

³⁵ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/firework. Retrieved at September 9, 2019.

AE	Woman ¹	Woman as an
	(Noun)	adult female
	(Ivoun)	human being. ¹
		numan being.
	Crack ³²	To break
	(Noun)	something so
	,	that it does not
		separate, but
AVER HIELES MC TOUT THE EAST		very thin lines
		appear on its
		surface, or to
		become broken
		in this way. ³²
		,
AF	Crumble ³³	To break, or
	(Verb)	cause
		something into
		break, into
		small pieces. ³³
The state of the s		_
	Woman ¹	Woman as an
	(Noun)	adult female
		human being. ¹
AG	T: 135	4 11
AG	Firework ³⁵	A small
	(Noun)	container filled
		with explosive
The state of the s		chemicals that
1.00		produce bright
		coloured
		patterns or loud
		noises when
		they explode.

The micro-analysis of picture AD – AG represents the last stage of the woman's life in the middle of Yakushima.

Macro Analysis

At the final stage this time, the same woman born not as a plant or life, but as an earth. As she born she immediately destroyed because she is incomplete on her head. Then as she self-destruct, the fireworks is soaring over the sky which

meant to celebrates that her life is finally ended in a such a grandiose way. This part of song also have a relation with the lyrics. This part is actually where Wednesday Campanella tries to tell the audiences where the lyric is "*Bathe in the sea of magma, and let all be cleansed in ash.*" The magma that this song also mention about the Volcanic eruption that happened in Yakushima in the Joumon Period.

4.1.h Non-verbal Sign: Picture AH – AK

Micro Analysis

Sign	Object	Interpretant
Picture: AH, AI, AJ, AK Duration: 04:07 – 04:40		
AH	Bubble ³⁶ (Noun)	A ball or gas that appears in a liquid, or a ball formed of air surrounded by liquid that floats in the air. ³⁶
	Rainbow ³⁷ (Noun)	An arch (=curved shape) of different colours seen in the sky when rain is falling and the sun is shining. ³⁷
	Forest ⁴² (Noun)	A large area of land that

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³⁶ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/bubble. Retrieved at September 11, 2019.

³⁷ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online.

		covered with
		trees and plants.
AI	Sleep ⁴¹	The resting state in
	(Verb)	which the body is
		not active and the
		mind is
		unconscious.41
	Body ³⁸	The whole
1000 mm	(Noun)	physical
	, <i>,</i>	structure that
		forms a person
		or animal. ³⁸
	Woman ¹	As an adult
	(Noun)	female human
		being. ¹
AJ	Face ³⁹	The front of the
	(Noun)	head, where the
And the second		eyes, nose, and
A CONTRACTOR OF THE PARTY OF TH		mouth are. ³⁹
	Grow ²⁶	To increase in
	(Verb)	size or amount,
		or to
		became more
		advanced or
		developed. ²⁶
	Earth ³¹	The planet third
	(Noun)	in order of
		distance from
		the sun,
		between Venus
		and Mars. 31

From https://dictionary.cambridge.org/dictionary/english/rainbow. Retrieved at September 11, 2019.

^{38c} Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/body. Retrieved at September 11, 2019.

³⁹ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/face. Retrieved at September 11, 2019.

⁴⁰ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/mountain. Retrieved at September 11, 2019.

⁴¹ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/sleep. Retrieved at September 11, 2019.

⁴² Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/forest. Retrieved at September 11, 2009.

²⁶ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/deer?q=grow. Retrieved at September 9, 2009.

²⁷ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/deer?q=Deer. Retrieved at September 9, 2009.

AK	Mountain ⁴⁰ (Noun)	A raised part of the earth's surface, much larger than a hill, the top of which might be covered in snow. 40
	Rainbow ³⁷ (Noun)	An arch (=curved shape) of different colours seen in the sky when rain is falling and the sun is shining. ³⁷

The micro-analysis of picture AH - AK as situation of the end of the woman's life.

Macro Analysis

The woman lies as she self-destruct herself apart. All the explosion's remain there are colorful sign of a big phenomenon of woman. The woman in the video has been repeating all her life cycle from a small life into a big mountain. As the last lyric on the song: "Breathe once more and spin towards the sky." At this last moment, she is sleeping as mountain and the greenery forest is covering her up.

²⁸ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/beetle?q=Beetle. Retrieved at September 9, 2009.

²⁹ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/emerge. Retrieved at September 9, 2009.

³⁰ Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/balloon. Retrieved at September 9, 2009.

^{3 1}Cambridge University Press. (2008) Cambridge online dictionary. Cambridge Dictionary Online. From https://dictionary.cambridge.org/dictionary/english/earth. Retrieved at September 9, 2009.

This shows that her lone life has a big meaning and she also creates a big contributions to the volcanic eruption during Journon Period.

4.2. The results of Analysis and Findings

In this chapter, the researcher would like to answer the research questions which stated on the Chapter I.

- 1. How many main signs that are found inside of Wednesday Campanella's song "Yaku no Jitsugetsubushi" Music Video.
- 2. What are the non-verbal meaning behind the Wednesday Campanella's song "Yaku no Jitsugetsubushi" Music Video?

The researcher found many main signs and note them in a form of pictures which are non-verbal signs. The signs noted in the Chapter IV are stated from Picture A to AK (37 main signs) which will be the main idea to decipher the meaning of the video. For the second question, the following results are the meanings of analysis non-verbal in the music video that will be put into the conclusion and suggestion.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Wednesday Campanella's music has been analyzed through the theory of Charles Sanders Peirce. The researcher has investigated and found the messages, sign, and meaning of song "Yaku no Jitsugetsubushi" which including the sign, interpretant and object through the semiotic process. The researcher found that there are many non-verbal signs that are captured inside of the song. The signs is being taken from part to part through the picture that was captured.

There are 37 main signs that explained gradually through semiotic process. Starting from motion A to AK. This Semiotic research has taken up to two levels of analysis which based on micro and macro analysis. The micro analysis of the music video has briefly explained through Cambridge dictionary. The macro analysis of the music video is about the rarity of Yakushima trees and the cycle of the forest after the volcanic eruption during Joumon period.

What Wednesday Campanella tries to say here that it is wonderful to be alive. Yakushima has many of rare tree species of tree inside. Even there is a grass-sized tree in Yakushima. The unique species of trees were once being ruined by Volcanic eruption during Joumon period. However, the trees does not extinct. The cycle of life saved this island and became the legend. The finding of this research is unique and quite interesting, as an appreciation to Wednesday Campanella, the researcher has found the meaning of the sign of the whole song.

Even the language cannot reach the audiences all over the world, for at least the non-verbal signs is being explained.

5.2 Suggestion

This research is utilizing Sanders Peirce theory of semiosis to analyze sign through "Yaku no Jitsugetsubushi". The researcher realizes that there are still many small details of common knowledge that ought to be known by the researcher to decipher any small clue residing the thesis. To the future researcher who wants to research the same Japanese language song, a wide survey is indispensable.

Japanese would be a very suitable source information that could help the researcher to find any hidden messages of the music video. For that reason, the individual research without survey or source would not be easy to comprehend. Thus, the researcher recommend the next researcher to create a connection beforehand before continuing to research the music video.

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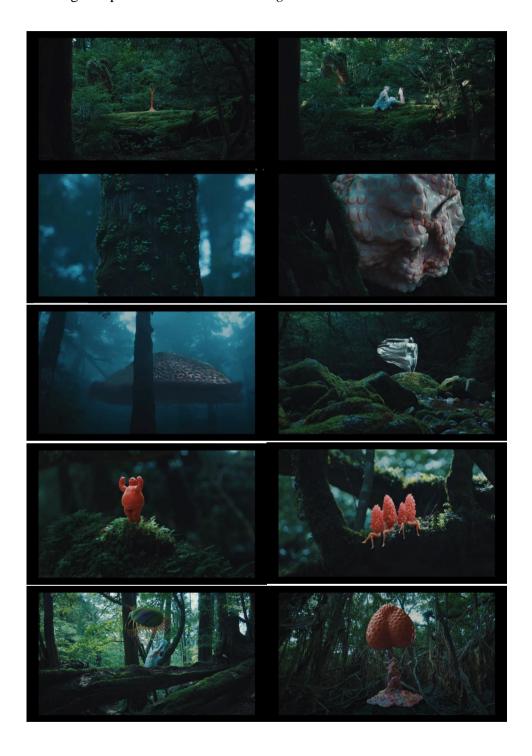
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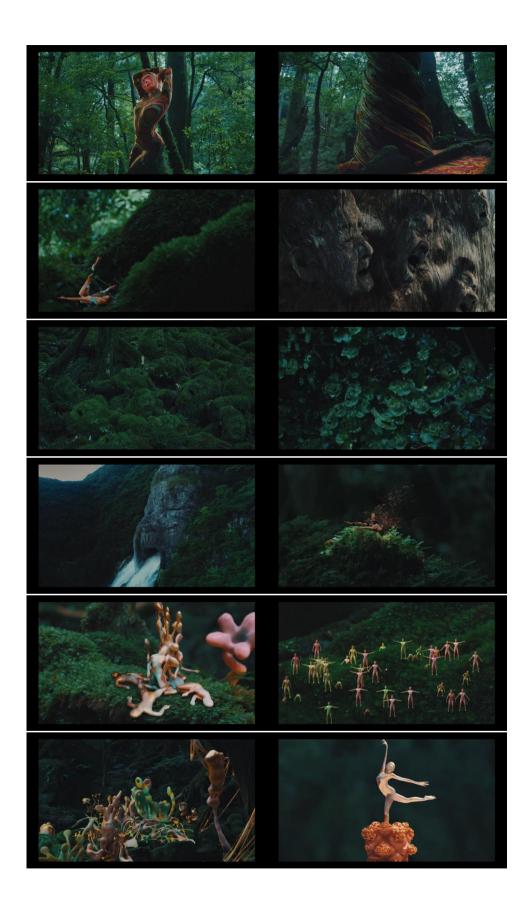
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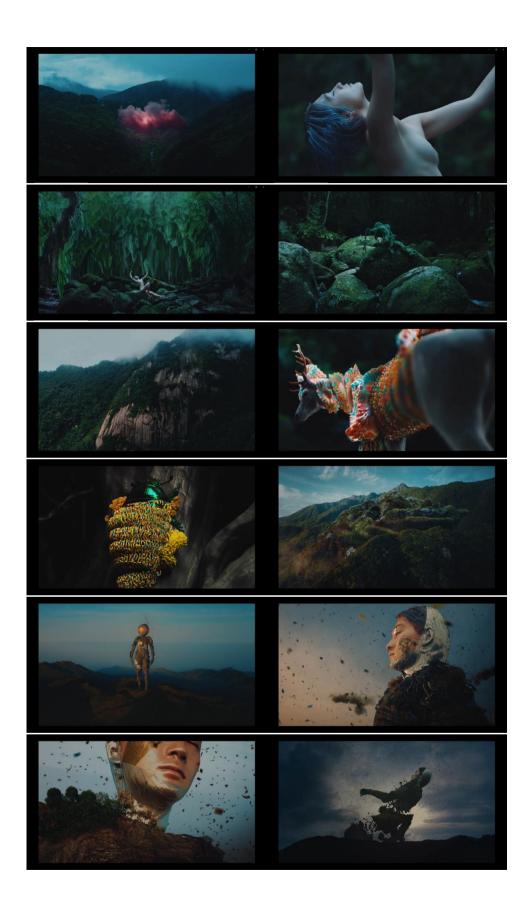
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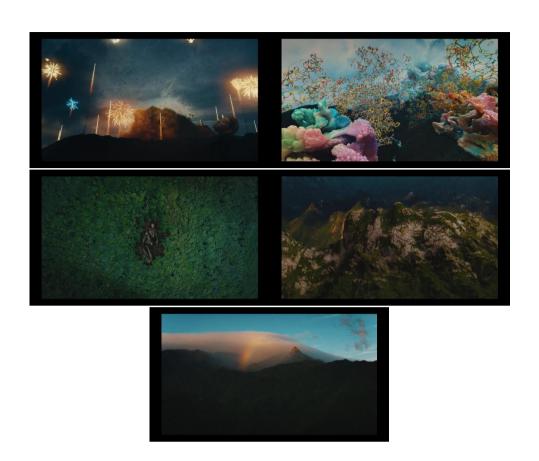
APPENDIX

Data Images captured from Yaku no Jitsugetsubushi's Music Video.









Lyrics inside of Music Video with Translation

me yo ge san do re mi ka メーヨーゲサンドレミカ

hoina heihore maiyo ホイナーヘイホレッメイヨー

ebaso nienigachinechihoheya ho houho e エバソーニエニガチネチホヘヤーホッホウホーエー

> furubei yahare heiyo フルベイ ヤハレ ヘイヨ

oukonoshibuki a bite subetehari tonarite 大川のしぶき浴びて すべて光 となりて

Bathe in the spray coming of a large river, and let it all be light.

warekiginimatsuroniutawo u mu ho ho u ho e 我木々にまつろい歌を生む ホッホウホーエー

Let us follow the tree creating the song for us,

maware yakuno shimayo まわれ 屋久の 島よ

Turn! O'Yakushima

maware yakuno taiyou まわれ 屋久の 太陽

Turn! Yaku O'sun

ayo iyo iyana harewayoina korehaina yattokose アヨーイヨーイヤナ ハレワヨイナ コレハイナ ヤットコセー

furubei yahare heiyoフルベイ ヤハレ ヘイヨ

maware yakuno shimayo まわれ 屋久の 島よ

Turn! O'Yakushima

maware yakuno taiyou まわれ 屋久の 太陽

Turn! Yaku O'sun

maware yakuno shimayo まわれ 屋久の 島よ

Turn! O'Yakushima

Turn, turn!

magumanoumiwo a bite subetehaitokiyome マグマの海を浴びて すべて灰と清め

Bathe in the ocean of magma, and let it all be cleansed in ash

futata biibukinejiresorae ho houho e 再 び息吹きねじれ空へ ホッホウホーエー

Breath once more and twist towards the sky,

CURRICULUM VITAE

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