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Jl. Z.A. Pagar Alam No. 26, Labuhan Ratu Bandar Lampung, 35142

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A SEMIOTIC ANALYSIS OF K-POP'S SELECTED MUSIC VIDEOS: THE STUDY OF THE KOREAN WAVE AS A GLOBAL PHENOMENON

Widya Sabrina¹

Universitas Bandar Lampung, Indonesia.

widyasabrina78@gmail.com

Abstract

The purpose of this study is to determine the semiotic forms of the Korean wave in some K-Pop Music Videos. Semiotics is described as the study of signs. The videos studied were "Idol" by BTS, "Daechwita" by Agust D, "Hangover" by Psy and Snoop Dogg, "Pink Venom" by Blackpink and "Baam" by Momoland. I focused on the sign of denotation, connotation, and myth in these videos by using Roland Barthes' theory. This research used a descriptive qualitative method. Data gathering was done by doing document analysis. There are 30 signs collected that were analyzed through interactive analysis of Miles and Huberman's theory involved data reduction, data display, and conclusion drawing or verification were carried out significantly. Based on the analysis done, it can be affirmed that music videos can be analyzed using Roland Barthes' theory. The results find that the visual images communicate implied meaning conveyed through the pictures. It shows many signs related to the Korean Wave. For instance, hanbok, hangul, hoesik, Ilwol Obongdo, Pungmul, yangban, place, makeup, food, hairstyle, traditional musical instruments and accessories. All signs which were found in all 30 frames helped the video build the story of the song and deliver the intended message to the audience. It is related to the global phenomenon of the Korean Wave. Through these music videos, it can be a medium to attract viewers and advertise the Korean Wave to become a global phenomenon.

Keywords: Sign; Semiotics; Korean Wave; K-Pop Music Video, Global Phenomenon

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Introduction

Through globalization, there are many global changes. For example, the Korean wave, also known as Hallyu in Chinese language, refers to the impulsive spread of South Korean popular culture overseas. More recently in 2019, Korean Wave had an estimated USD 12.3 billion boost on the Korean economy (Santos, 2022). This wonderful achievement is worth considering as a Global Phenomenon. This global phenomenon of the Korean wave includes drama, entertainment, food, fashion, music and so on. One of the media that supports the internationalization of Korean music is the K-Pop music industry. The product of K-pop music industry is music video. Video clips are used to convey ideas that are expressed through verbal and non-verbal cues. These cues can be interpreted through semiotic or study of signs

(Yakin & Totu, 2014). However, not many people are aware of the semiotic meaning in a music video, for instance in some music videos of K-Pop artists, if we analyze furthermore, there are many signs in their music videos that show their identity as Korean people and spread their culture indirectly. Spreading culture through music is one of the Korean Wave's successful strategies as a global phenomenon.

As a result, I am interested in analyzing semiotic versions of K-pop selected music videos that bring Korean Wave as global phenomenon under the title "A Semiotic analysis of K-POP's Selected Music Videos: The Study of Korean Wave as Global Phenomenon". I choose five well known music videos by Korean Artists who have global popularity all over the world. The music samples are: BTS (Idol),

Agust D (Daechwita), Psy ft Snoop Dogg (Hangover), Blackpink (Pink Venom) and Momoland (Baam). These artists have the highest popularity among other Korean musicians. This research aims to find out the semiotic forms of the Korean wave through K-pop selected music videos. To the limitation of the problem, this research is limited to just focusing on analyzing the Korean Wave contents in K-Pop selected music videos. Besides, I will use Roland Barthes theory to examine to make my analysis more reliable.

Literature Review

Through globalization, there are many global changes. For example, the Korean wave, also known as Hallyu in the Chinese language, refers to the impulsive spread of South Korean popular culture overseas. More recently in 2019, Korean Wave had an estimated USD 12.3 billion boost on the Korean economy (Santos, 2022). This wonderful achievement is worth considering as a Global Phenomenon. This global phenomenon of the Korean wave includes drama, entertainment, food, fashion, music and so on. One of the media that supports the internationalization of Korean music is the K-pop music industry. The product of the K-pop music industry is music videos. Video clips are used to convey ideas that are expressed through verbal and non-verbal cues. These cues can be interpreted through semiotics or study of signs (Yakin & Totu, 2014). However, not many people are aware of the semiotic meaning in a music video, for instance in some music videos of K-Pop artists, if we analyze further, there are many signs in their music videos that show their identity as Korean people and spread their culture indirectly. Spreading culture through music is one of the Korean Wave's successful strategies as a global phenomenon. As a result, I am interested in analyzing semiotic versions of K-pop selected music videos that bring the Korean Wave as a global phenomenon under the title "A Semiotic analysis of K-POP's Selected Music Videos: The Study of Korean Wave as Global Phenomenon". I choose five well-known music videos by Korean Artists who have global popularity all over the world. The music samples are BTS (Idol), Agust D (Daechwita), Psy ft Snoop Dogg (Hangover), Blackpink (Pink Venom) and Momoland (Baam). These artists have the highest popularity among other Korean musicians. This research is aimed to find out the semiotic forms of Korean wave through K-pop

selected music videos. For limitation of the problem, this research is limited to just focusing on analyzing the Korean Wave contents in K-Pop selected music videos. Besides, I will use Roland Barthes theory to examine to make my analysis more reliable.

The theoretical framework for analysing K-pop music videos is using Barthes's concept (1977), the signifier and signified combine to form the denotative sign. Denotation is considered to be the initial order of signification. The sign or connotative sign is then produced by the connotative signifier by use of a connotative signified. Barthes (1977, cited in Chandler, 2007) relates denotation and connotation with myth. Here are the explanations of elements of Semiotic (Barthes, 1977): Firstly, the denotation of the sign's obvious meaning in the first stage. Secondly, connotation describes the interaction which takes place at the moment the sign meets the emotion of its use and cultural values (Wibowo, 2013). Thirdly, myth is the process through which culture and social values influence how symbols are interpreted as having significance (Sobur, 2013). Myth is how culture explains or understands some aspect of reality (Mawaddah, 2021). I choose Roland Barthes theory because there is a myth element to analyze the music video. Barthes created a myth semiotic system to analyze cultural phenomena (Mawaddah, 2021). Myth is a cultural explanation or interpretation of a certain element or reality. This is related to the focus of my study, namely the analysis of the Korean Wave in music videos. The Korean wave is closely related to cultural phenomena

Methodology

To obtain the messages of the videos, the descriptive qualitative approach was used to conduct this research. Arikunto (2010) defined a qualitative approach that concentrates on examining a phenomenon in detail, whether it takes the form of an event, an object, a place, or something else entirely. Instead of analysing a phenomenon in terms of data and statistics, qualitative methods try to understand it by looking at the bigger context. Specifically, I use a descriptive qualitative method, since the data are analysed in the form of a document of K-Pop selected music videos, which contains the semiotic signs.

For data source, I applied purposive sampling strategy. Purposive sampling refers to the method of selecting a sample by taking a subject that is taken depending on the specific purpose rather than the level or area (Arikunto, 2010). I determined five music videos as my samples. I obtained the music video Idol and Daechwita from YouTube official account (HYBE Labels) as my data source. Pink Venom music video from YouTube official account (Blackpink). Baam music video from YouTube official account (1theK). Additionally, I obtained the Hangover music video from the YouTube official account of (Officialpsy). There were three male's music videos and two female's music videos. However, it is not related with their gender. The Universal Declaration of Human Rights (UDHR) avers in Article 27 (1): "Everyone has the right freely to participate in the cultural life of the community." (Kuzelewska & Tomaszuk, 2020). It means there is no relevance of my samples with artist gender but just because of these music videos depict the Korean Wave.

There were two different sorts of research instruments used in this research. Primary instrument in this study was the researcher itself. According to Arikunto (2010), the researcher or human investigator is the primary instrument used in qualitative research to collect and analyze the data. However, I still required the other instrument as the secondary instrument. As a result, the document analysis served as the instrument of this research. To conduct this research, I took several steps. Firstly, I searched for the data we wanted to analyze. These data are taken from the artist's label's official YouTube channel. Later, I downloaded the video. Secondly, select the data. After watching the whole video, I examined it in its entirety and then selected some scenes that are most likely connected with signs related to the Korean Wave. Thirdly, classify the data. In this step, I screen-captured each scene to later be analyzed as an image. Moreover, I classified them by subject and context. Then, I identified the elements of semiotics found in some K-Pop selected music videos, the description of denotation, connotation, and myth related with Korean wave.

The data was analyzed through qualitative analysis. Technique of data analysis did by processing the result of document review. The

data were analyzed based on interactive model of analysis by Miles and Huberman (1994). The activities of qualitative analysis consisted of the data reduction, data display and conclusion drawing. Based on the theory, this research is applied some steps, such as:

1. Data Reduction

The data reduction process was the initial step in the analysis of the data. By eliminating elements that were unimportant and arranging the data in a way that enables the narrative of the collected data to be well understood and leads to reliable conclusions. In order to reduce the amount of data, I conducted many stages, including selecting, focusing, simplification, and abstraction of the documentation of the semiotic analysis of chosen K-pop music videos.




2. Data Display



Display data was the second stage of qualitative data analysis. The data were identified based on the concept of semiotics and Roland Barthes' theory as one of the phenomena that occurs in communication. The claimed semiotics signs in those music videos identified things like model actions, places, colours, and other attributes. They were divided into three levels of signification: denotation, connotation, and myth. The signs were then listed in a table and examined after that.



3. Conclusion Drawing



The process of drawing and verifying conclusions after examining the study's data was the final stage. In this step, I concluded the outcomes of the data display. Also, verification must be done throughout the research phase of the conclusion process in order to make the analysis findings become reliable. For every piece of information discovered, I examined the accuracy and suitability in order to ensure its validity.


Results and Discussion
Findings



DATA	SIGNIFIER	SIGNIFIED	
1	BTS member who looks typical of K-Pop standar appearances		
DENNOTATION		CONNOTATION	MYTH
Seven members of BTS sit together and stared to the camera. Each of them had the bright hair color and they wore colorful patterned suits and they had Korean idol look makeup.		K-Pop standar appearances happens to both men and women. Due to their \$7 billion investment in the Korean beauty sector, South Korean men had surpassed all other male consumers in the globe in terms of skincare and cosmetic spending	South Korean is known for their obsession on physical attractiveness. Both men and women are always under pressure to conform to society's standards. In Korea, resembling a Westerner is considered to be a symbol of beauty in Korea.
DATA	SIGNIFIER	SIGNIFIED	
2	Whale (<i>kore</i>)		
DENNOTATION		CONNOTATION	MYTH
Taehyung and Jimin stood there and there was a whale drawing and the word " <i>kore</i> " below the picture.		' <i>Kore</i> ', means whale. Whale are rare animals whose status is now protected animals in South Korea.	The release of whale in South Korea has increased concern for marine animal welfare and led to stronger animal protection laws and welfare standards. Therefore, there are many South Korean media raise the awareness of whale, such as in Korean Drama entitled Extraordinary Attorney Woo (2022) and this music video.
DATA	SIGNIFIER	SIGNIFIED	
3	Yangban		



DENNOTATION		CONNOTATION	MYTH
Jungkook was coughing and there was a written <i>hangul</i> in the background.	<i>Yangban</i> is a mild cough that indicates its existence. Also, the written <i>hangul</i> is 'sarang' which means love. It means that Jungkook wanted to show that the feeling of love still exists in this world.	The <i>Yangban</i> , a traditional ruling class of dynastic Korea during the Joseon Dynasty. They used to cough instead of saying anything out loud to let people know their appearance, to silence the audience, to indicate that something bothers them, etc. Meanwhile, love is the way to unite people for peace.	
DATA	SIGNIFIER	SIGNIFIED	
4	Tiger (<i>Hoesik</i>)		
DENNOTATION		CONNOTATION	MYTH
A tiger is jumping and there is background with a view BTS members was sitting together in the pavilion. This scene was dominated by bright color, the blue sky, the silhouette of tree and the yellow pavilion		Tiger is an important and common icon in Korean folk art. The tiger here was presented as a life-like tiger, its thick fur appearing almost palpable. It means we as human being have to be brave to face the world and never give up.	<i>Horangi</i> (tiger), considered a holy creature that brings good luck and as a symbol of courage and strength in South Korea. According to Korean folklore, the tiger was considered the guardian of the west and a divine spirit.
DATA	SIGNIFIER	SIGNIFIED	
5	Ilwol Obongdo		
DENNOTATION		CONNOTATION	MYTH
it shows throne room of Agust D. There were painting and big chair in the middle behind the throne room of Agust D. This scene was dominated by dark color. This place is located in King Palace's royal work room.		The painting behind depicts <i>Ilwol Obongdo</i> , the traditional symbol of Korea's kings, which consists of the sun, moon, five mountains, pine trees, and waterfalls. All of these images depict nature, which persuade us to care and protect nature.	The painting behind represented prosperity of royal family under gods' protection and king's dignity. It is said that the painting is completed when the king sits on the throne. It means Agust D is describes as a king in this music video.



DATA	SIGNIFIER	SIGNIFIED	
6	Sangtu hairsytle		
DENNOTATION		CONNOTATION	MYTH
<p>Agust D's hairstyle is called <i>Sangtu</i>. His hair was collected in a high bun (top knot). Also, there was a cloth tied along the forehead He stared intensely and also it supported by scene colors which are dominated by black so that the atmosphere feels tense.</p>		<p><i>Sangtu</i> (상투), a type of traditional hair bun worn by Korean men in the past. In the past, men wore long hair and arranged it on their heads by tying, tying and forming a bun. A small piece of gold, silver or bronze accessory called a <i>danggot</i> is tucked in to keep the <i>sangtu</i> tight.</p>	<p>The Joseon era was a time of strict courtesy, and as such, the king was required to be polite in both behavior and appearance. In the past, this hairstyle worn by men was very popular among scholars and aristocrats. This hairstyle is a symbol of virility for men.</p>
DATA	SIGNIFIER	SIGNIFIED	
7	Sat Gat		
DENNOTATION		CONNOTATION	MYTH
<p>Agust D used a hat that almost close his eyes. This scene showed the condition of the people of South Korea in ancient times, which can be seen from the nuances of the clothes and properties that the people used</p>		<p>Agust D used “<i>sat gat</i>”. It is a conical hat, high and pointed at the top, it has a round or hexagonal body and is big enough to cover the whole face. It is usually worn for two reasons: as protection from the rain or to hide one's identity.</p>	<p><i>Sat gat</i> is one of the oldest hats in the category of hats called <i>gat</i>. In everyday life, <i>sat gat</i> were mostly worn by farmers as they worked, which is why the hat was also called <i>nongnip</i> (agricultural hat).</p>


DATA	SIGNIFIER	SIGNIFIED	
8	Hanok		
DENNOTATION		CONNOTATION	MYTH
<p>This scene shows life and conditions in ancient South Korea. The roof of the traditional Korean house is made of tiles and thatch. This scene is supported by the crowds of residents wearing traditional clothes.</p>		<p>Korean house design (<i>Hanok</i>) are built from natural materials such as wood, earth, stone, straw, tiles, and paper. The roof is made of tile (<i>giwajip</i>) or straw (<i>chogajip</i>). The eaves that curve upwards are called <i>cheomas</i>. The length of the <i>cheoma</i> determines the amount of sunlight that enters the <i>hanok</i>.</p>	<p><i>Hanok</i> reflects the spiritual relationship between humans and nature. Based on the roof, <i>hanok</i> is divided into two types: <i>giwajip</i> (tile-roofed houses) which are inhabited by the upper class (<i>yangban</i>) and <i>chogajip</i> (thatched-roof houses) which are inhabited by farmers.</p>
DATA	SIGNIFIER	SIGNIFIED	
9	Korean drinking culture (<i>Hoesik</i>)		
DENNOTATION		CONNOTATION	MYTH
<p>Psy served a bottle of soju in a glass for Snoop Dogg. He served it with a right hand for pouring the bottle and his left hand is put on his chest.</p>		<p>The drinking culture in South Korea is known as <i>hoesik</i> and it has been a social activity since ancient times. The Joseon nation itself produces various types of alcoholic drinks that have been consumed by the people throughout history.</p>	<p>There are several ethics contained in the <i>hoesik</i> culture. Such as pouring a drink into a younger person's cup by an older person, we are not allowed to refuse the drink and must receive it with two hands and must also turn the body and head when drinking in front of an older or senior person. It shows that in this scene, Psy</p>

		as a younger shows a respect for Snoop Dogg.
DATA	SIGNIFIER	SIGNIFIED
10	Alcohol (<i>Sul</i>)	
DENNOTATION	CONNOTATION	MYTH
Psy and Snoop Dogg sat together while enjoying six bottles of soju (alcohol from South Korea) in a Korean restaurant.	In Korea, an alcoholic drink commonly called <i>sul</i> (술). The price of alcohol in Korea is quite cheap and easy to get because the culture of drinking alcohol in South Korea.	Koreans believe that drinking can bring them closer to their friends or relatives. This is because when people are drunk, people tend to be more open and vocal, so getting drunk is an easy and fast way to ice breaking and get to know someone.
DATA	SIGNIFIER	SIGNIFIED
11	Jjimjilbang	
DENNOTATION	CONNOTATION	MYTH
In this scene Psy soaked in a public bath, he was seen relaxing his body. Meanwhile Snoop Dogg was sitting on the edge of the tub holding his head.	<i>Jjim-jil-bang</i> (찜질방) is a public hot spring bath or shared sauna in Korea. <i>Jjimjilbang</i> is a great place for relaxation. The atmosphere which tends to be quiet is able to make visitors feel relaxed and calm. This is like a rule to show respect and respect for fellow visitors.	<i>Jjimjilbang</i> comes from the word " <i>Jjimjil</i> " which means "Heated House" and " <i>Bang</i> " which means room. Because it often appears in music videos or Korean drama scenes, this place is a favorite of tourists when they come to South Korea. This is also because the entry fee is cheap and it is open 24

		hours. Sometimes, this place is also used as a place for family picnics, because it is believed to strengthen ties when bathing together.
DATA	SIGNIFIER	SIGNIFIED
12	Hierarchy in hoesik culture	
DENNOTATION	CONNOTATION	MYTH
Psy, Snoop Dogg and two elder women sits together while enjoying soju together in old Korean restaurant. They seemed comfortable together.	The drinking culture is also closely related to the hierarchy in South Korea. When we are invited by older people or seniors to drink, it is considered by Korean society as a great achievement	Younger people may not drink before the older person has drunk the <i>soju</i> and the younger person cannot refuse the <i>soju's</i> offer from the older person. When receiving <i>soju</i> from an older person, the younger person accepts it with both hands. They should sit up straight, cover his drinking glass with his hand, and turn his back
DATA	SIGNIFIER	SIGNIFIED
13	Jjangmyeon	
DENNOTATION	CONNOTATION	MYTH
Psy sat with his left leg lifted up while eating <i>jjangmyeon</i> (Korean noodle). He looked really enjoy this noodle.	This black noodle dish is an iconic food that is often eaten during Black Day celebrations, April 14 in Korea. When	The relationship between China and Korea had quite an impact, including on the dishes. <i>Jjangmyeon</i>

		Black Day takes place, those who are single will wear black clothes and eat <i>jjangmyeon</i> . In addition, this food is also often eaten during new house celebrations or graduation events in Korea	is inspired by the stir-fried noodles typical of Shandong Province, China, called <i>zhajiangmian</i> . The difference between <i>jjangmyeon</i> and <i>zhajiangmian</i> is the soy sauce used.
DATA	SIGNIFIER	SIGNIFIED	
14	Geomungo		
DENNOTATION		CONNOTATION	MYTH
Jisoo played Korean traditional music, <i>geomungo</i> . <i>Geomungo</i> itself is a traditional Korean sitar or string that is plucked with a small bamboo stick called <i>suldae</i> with the right hand, while the left hand presses the strings to produce the notes.		The <i>geomungo</i> is part of many types of court and <u>folk music</u> ensembles and it is also used in <i>sanjo</i> , a solo <u>genre</u> designed to showcase a player's musical virtuosity. The Chinese <i>zheng</i> , the Japanese <i>koto</i> , and the Korean <i>kayagm</i> are all related to the <i>geomungo</i> .	<i>Geomungo</i> is also called <i>hyeonhakgeum</i> (현학금), which means "black crane zither," and tradition holds that it was invented around the fourth century by a government official whose playing enticed the bird to dance. To better master the <i>geomungo</i> , it need practice for a long time.
DATA	SIGNIFIER	SIGNIFIED	
15	Dwikkoji		
DENNOTATION		CONNOTATION	MYTH
Jisoo looked beautiful with her black hair, she stood in front of a background that looks like a dark purple curtain.		Jisoo's look was heavily inspired by traditional South Korean female	The hair accessories used by Jisoo are called <i>dwikkoji</i> . These

<p>Jisoo was staring to the camera confidently while showing her jewelries and his nail painting.</p>		<p>appearance, from her Joseon hairstyle, and modern <i>handbook</i>, traditional jewelry and her nails were painted with traditional artwork.</p>	<p>traditional accessories are worn by teenagers and unmarried women. <i>Dwikkoji</i> is usually worn above the ear. The most popular model or pattern is a butterfly with a flower which symbolizes a couple who love each other</p>
DATA	SIGNIFIER	SIGNIFIED	
16	<p>K-Pop modern look makeup</p>		
DENNOTATION		CONNOTATION	MYTH
<p>Jennie showed with Korean look makeup that look fresh and natural. Different from Jisoo's previous scene, here Jennie's background looked brighter, which is light blue. This is in harmony with the clothes and hair color she used. Her hairstyle was ombre hairstyle.</p>		<p>Korean Look makeup is called “<i>Dong-An</i>” (babyface) and “<i>Gwa-Zup</i>” (fruity) makeup, it started trending in the 2010s. Straight rather than arched eyebrows were preferred, and pastel colors like pink or coral were most frequently employed.</p>	<p>Koreans were mostly an agricultural society, so it causes people to look for ways to cure sunburn. Then, Korean skincare and makeup began to develop The natural look of Korean make up is already start since long time ago. Along with the development of time and technology, this make-up is increasingly developing and popular not only for Koreans but also globally.</p>
DATA	SIGNIFIER	SIGNIFIED	
17	<p>Korean female's hanbook</p>		

DENNOTATION		CONNOTATION	MYTH
<p>Momoland members wore traditional <i>hanbook</i> in front of South Korean palace. All of them wore bright color <i>hanbook</i>. They looked elegant and beauty while using these traditional <i>hanbook</i>.</p>		<p><i>Hanbook</i> has played a significant role in Korean culture for generations. The <i>hanbook</i> worn by women consists of a <i>Jeogori</i> (vest) and the <i>Chima</i> (skirt). Their type of <i>hanbook</i> show their social status. The <i>hanbook</i> that Koreans wear now most closely resembles those from the middle to late Joseon Dynasty, which had tight tops and looser bottoms</p>	<p>The type and color of the cloth used to make the <i>jeogori</i> and <i>chima</i> depend on the status and position of the person wearing it. The Royal Family, palace maids, and noble families (<i>yangban</i>) used expensive materials such as silk, and combined bright colors such as blue, red, green and yellow. Meanwhile, lower class people like commoners and slaves.. They usually wear materials such as cotton and hemp. The color is usually brown, and ivory white.</p>
DATA	SIGNIFIER	SIGNIFIED	
18	Buchaechum		
DENNOTATION		CONNOTATION	MYTH
<p>There were several dancers who dance held large fans that match the color of the <i>hanbook</i> they used. Besides, behind the dancers there were three female painters that painted the dancers in front of them. The setting was in the Royal Korean Palace.</p>		<p>This fan dance is called <i>Buchaechum</i> (부채춤), a Korean fan dance originating from various traditional and religious Korean dances. The majority of the time, female dancers in groups perform it. At that time, dance was a form of celebration. Then, to capture that moment, painters were needed because at that time, obviously, there were no cameras at that time.</p>	<p>The formations used in this dance were inspired by events in nature, such as the crashing of waves, clumps of flowers and butterflies fluttering in the wind. <i>Buchaechum</i> is believed to be one of the dances that has existed since the Joseon Kingdom, where this dance is believed to be related to the shaman there. This dance describes a folk dance full of joy and grace.</p>

Discussion

From the clip 1-4, it was from the music video titled *Idol* by BTS. The overall meaning of denotation was the seven BTS members use their modern *hanbook*. They gathered in a typical South Korean pavilion. In this music video, they look happy and excited, like dancing in this pavilion with agile movements. For the connotation meaning, BTS conveys the message that they love and are proud of their Korean cultural identity. They also seemed to convey a message about 'love'. This is supported by signs that showed the meaning of affection, such as *hangul* that written 'love' and also the *Pungmul* dance which means unity. Furthermore, the overall meaning of myth was we must learn to love ourselves which can be started by being proud of our own national identity. In this MV many animals were shown such as tigers, rabbits and whales. Each of these animals had its own meaning. The rabbit on the moon means eternal life. The tiger is the human spirit animal of South Korea which has a symbol of strength and luck.

From the clip 5-8, it was from the music video titled *Daechwita* by Agust D. The overall meaning of denotation was a visual depiction of the state of South Korea in the past. It shows the authenticity Korean traditional attires, the king's appearance style, and the king's throne seat and also depicted the visualization of the house and the conditions of the inhabitants in ancient times in South Korea. The overall meaning of connotation was this video has a dark color tone which made this music video felt more intense. In South Korean, *Daechwita* is the name of the traditional Korean music played to accompany the king's parade in a royal ceremony. The overall meaning of myth was this music video had many historical significance about South Korea. This was also because this music video showed the authenticity of traditional culture without modernization so that Korean culture could be seen more clearly in this music video. For instance, there was a painting *Ilwol Obongdo* behind the king's throne seat that represents prosperity of royal family. Also, Agust D' hairstyle (*Sangtu*) and his earrings shows his social status as a noble man.

From the clip 9-13, it was from the music video titled *Hangover* by Psy and Snoop Dogg. The overall meaning of denotation was Psy and Snoop Dogg were always together doing every

activity throughout the music video. The overall meaning of connotation was it showed signs related to today's South Korean cultural life. This music video has an intention that invites people to visit South Korea by depicting modern places like *Jjimjilbang*, supermarkets, street food, food products like *Jjangmyeon* and also society activities that look enjoyable. The overall meaning of myth was their habit of drinking *soju* or *hoesik* is a habit that already existed since ancient times. It has intention to get closer to each other. *Sul* has existed throughout history. When drinking *sul* there are rules between the young and the old, this is because Koreans highly uphold the social hierarchy. Besides, this music video also shows a yellow taxi as a symbol to honor the incident in Gwangju in May 1980.

From the clip 14-16, it was from the music video titled *Pink Venom* by Blackpink. The overall meaning of denotation was it showed signs related with South Korean appearances, both traditional and modern and also showing South Korean traditional instrument, *geomungo*. The overall meaning of connotation is this music video shows that both modern and traditional are beautiful. In the traditional visualization, namely the Jisoo scene, she has black hairstyle, which depicts Asian people. In the modern visualization, namely the Jennie scene, the tones look brighter, supported by her ombre hair color. The music video also attracts viewers to follow it by combining the beautifully illustrated appearance of modern and traditional South Korean style. The overall meaning of myth was *geomungo* is a traditional South Korean musical instrument originally used when calling birds to dance and is now used in music festivals.

From the clip 17-18, it was from the music video titled *Baam* by Momoland. The overall meaning of denotation was it showed the beautiful side of traditional South Korean. This could be seen by the traditional *hanbook* that they wore, their accessories, shoes, scenery, place and their activity. The overall meaning of connotation was they showed the original of traditional South Korean without changed any elements or did modernization. Therefore, it made even more unique and authentic. This music video had the meaning that something traditional doesn't look old fashioned even though it's not modernized. It can attract viewers to understand the authenticity of South Korean.

The overall meaning of myth was there are many cultural meaning in this song since it related with the authenticity of South Korean traditional culture.

Overall, these music videos, namely three music videos by male artists and two music videos by women, all of them are equally showed and advertised the Korean Wave to their global audience through semiotic signs. Moreover, it proves there is no relation between artist genders with music videos that depict the Korean Wave. It also compatible with The Universal Declaration of Human Rights (UDHR) avers in Article 27 (1). Furthermore, these five music videos have hundreds of millions of views and even for Idol by BTS, it has one billion viewers, which is obviously several times the population of South Korea. Based on data, the population of South Korea is around 51 million people (Walton, 2020). This proves that these music video have been watched globally around the world and become a global phenomenon.

Conclusion

This research is limited to just focusing on analysing the Korean Wave contents in Popular K-Pop selected music videos. There are 30 frames in my data. Each frame then would be analysed to find its denotative, connotative and myth meaning and also interpreted with its relation to global phenomenon of Korean Wave. It shows some Korean Wave elements such as South Korean palace, traditional attires, accessories, jewelleryes, music instruments, traditional dance, and South Korean history, drinking cultures, local food, famous South Korean public place, symbols, K-Pop Idol look, Korean beauty standards and some celebration day events. These music videos are posted widely through social media which is YouTube with the aim to reach a wide range of viewers. Through these music video, the viewers can be curious more about South Korea and encourage them to learn more about South Korea and attract them to visit it directly. This proves that the music video can be a media to spread the message and advertise Korean Wave as a global phenomenon. However, my research in only limited for five music videos as my samples, it might be the limitation of my research since there are still many elements of South Korea in another K-Pop music videos. It is expected that further research can explore other songs with other approaches. Semiotic analysis is a

fascinating method to dig further into the meaning of something. By determining the meaning, studies may help others see things in a new way and perhaps attract them to follow the message. Moreover, our country can try this method by inviting local musicians to include their cultural identity in their music video clips or through other media. Then, for the students of English department program should develop linguistics through semiotic studies who studies signs or other scientific studies. Lastly, for other readers, it should be suggested that thus research be used as reading material and information so that it is useful in studying semiotics when carrying out activities study.

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