

**A SEMIOTIC ANALYSIS OF VISUAL SIGNS AND MEANINGS ON
PRINCE ALI SOUNDTRACK MUSIC VIDEO FROM ALADDIN
MOVIE 2019**

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ABSTRACT

This study describes the visual signs and their meanings in the *Prince Ali* music video by Will Smith. This research aims to find out what visual signs and their meanings in *Prince Ali's* music videos. In this case, visual signs and their meaning are very important for music video viewers, because in every appearance of actors, actresses, and settings have a certain meaning. In this study focused only on visual signs and their meanings. There are 5 visual signs in this study, including appearance, manner, activity, props and setting. This study used a qualitative descriptive method in analyzing the data. Dyer's theory is used in this study to analyze visual signs and their meanings. The results of this study found 25 visual signs in Prince Ali music video. Furthermore, all the result indicated that the visual sign and its meaning in the music video are in accordance with the theory proposed by Dyer's. All results from this study include all types of visual signs.

Keywords: music video, semiotic, sign, visual signs.

1. INTRODUCTION

Visual sign is one of important factor to understanding the music video. In addition to analyze music videos, semiotics is also use to analyze songs, films, advertisements, and others. By understanding the visual signs on the music video, the viewers will know about the message that the writer convey. The using of symbols cannot be separated from signs. Every signs must have a meaning and that meaning can contain several meanings that can be understood. Understanding signs or symbols is easy to do because of meaning in the object. From the previous explanation, it means that the writer chooses this topic to analysis the visual signs and it's meaning on that music video.

Based on Carlsson (1999) music video is a form of audio-visual communication in which the meaning is created via carriers of information such as: the music, the lyrics and the moving images. Music video is audio visual that the singers used to promotion the songs. The music video of *Prince Ali* by Will Smith released on Disney Music VEVO Official YouTube on 8 May 2020, while the movie released on 24 May 2019. Aladdin movie telling the story about Aladdin or Ali with Princess Jasmine. This movie quit different with the first movie, because in the first movie used animation while in Aladdin 2019 used the real actors.

The theory that the writer use is from Dyer (1993). Dyer (1982: 86) states that pictures are easier to understand and have more impact than words and they are generally offered greater opportunity for the communication of excitement, mood, and imagination. Also in this study the writer will be explained about what the meaning of visual sings of the object study. Therefore, there are several problems that the writer wants to analyze. First, what the visual signs that can be found on the *Prince Ali* music video. Second, what is the meaning of the visual signs found in *Prince Ali* music video. The object from this study are identifying the types of visual signs of that music video, and analyze the meaning of the visual signs on the music video.

In analyzing the visual signs and its meaning in this study, the writer only focus on describing the meaning and found the visual signs. So, this study become clear and not widen and only use theory visual communication proposed by Dyer (1993). It is different with the other research by Dewi, P. Maharani, S. Wandia, I. (2020). *Visual and Verbal in Music Video Clip of The Script's Band Entitled 'The Man Who Can't Be Moved*, Vol. 24.1, 11-19. They analyzed the visual signs also the verbal signs on the music video. By analyzing the visual signs and its meaning, can provide several advantages for readers. The advantages that can be received by the readers are about the visual signs and the meaning of *Prince Ali* music video from Aladdin Movie sung by Will Smith. Especially, for the readers who interested in semiotics.

2. LITERATURE REVIEW

Semiotic or semioticians is study how meanings are made and how reality is represented and indeed constructed through signs and sign systems (Chandler 2017: 2). Semiotic is study about signs and its meaning. The pictures are easier to understand and have more impact than words and they are generally offered greater opportunity for the communication of excitement, mood, and imagination (Dyer; 1982:86).

Dyer divided these means into appearance, manner, and activity. Non-verbal communication is associated mainly with 'actors', don't forget that there are other visual elements in advertisements: stage props and other objects (like grass), the setting (including weather), and of course the product. Dyer (1993: 104) divided the other element to two visual sign, there are props and setting. The types of visual signs by Dyer (1993) are appearance, manner, activity, props, and setting.

From the state above, the writer used the theory of visual communication proposed by Dyer (1993) to find the visual signs and its meaning on the music video of Prince Ali by Will Smith. There are several previous studies that the writer took. First, research by Dewi, P. Maharani, S. Wandia, I. (2020). *Visual and Verbal in Music Video Clip of The Script's Band Entitled 'The Man Who Can't Be Moved'*, the research

used descriptive qualitative method. The result of the research shows that there are five types of element in visual signs. There is appearance, manner, activity, props and setting, and visual or images. While the result of type meaning shows two types, there are conceptual and connotative meaning.

Second, research by Darmayanti, Sudipah and Widiastuti entitled Semiotic Study on Visual and Verbal Signs of Taylor Swift's Music Video "*You belong with Me*" and It's Song Lyric (2016). Qualitative method used on that research. On that research, finding the five types of visual signs appearance, manner, activity, props and setting. While, conceptual and connotative meanings find on the verbal signs of the music video. The different between those research with the study is, in this study the writer do not take visual or images to find the visual signs. Then, the writer focus on the visual signs and don't analyzed the verbal signs on this video.

3. METHODS

In this study, the writer uses descriptive qualitative as a research method to described the findings. The source of the data in this study is music video *Prince Ali* by William Smith from Aladdin Movie in 2019. In analyzing the data, there are several steps to analyze it. First in collecting the data, the writer searching and downloading *Prince Ali* music video from the Disney Music VEVO Official YouTube channel. The writer. Second, after downloading the video the writer watching and screen shoting the part of music video. Then, the writer sorting and grouping the data. After all, the last steps the writer analyzing and giving the conclusion.

After all the steps of collecting the data clear, the writer analyzes the raw data according the technique of data analysis. These techniques are grouping by the problems that relates to the visual signs and their meaning. First, watching the video to know the visual signs then categorizing visual signs based the theory. Second, grouping the visual signs into several types of visual signs. Third, analyzing the meaning of visual signs, then giving the reports and finding. After all the steps clear, the writer giving the conclusion

and suggestion.

4. RESULT AND DISCUSSION

The result in this data found 25 visual signs and its meanings. The finding of the data grouped by the visual types. First, 9 visual signs found and grouped into Appearance. Second, 7 visual signs found and grouped into Manner. Third, 4 visual signs found and grouped into Activity. Fourth, 3 visual signs grouped into Props and 2 visual signs grouped into Setting. This discussion took one of the type of the visual signs. In this discussion, the writer only shown 2 result for each type of visual signs. The detail about the results of this discussion in following section.

4.1 Appearance

Table. 1 Appearance of Age and Gender


Appearance	Visual Signs	Meanings
<i>Age and Gender</i>		<ul style="list-style-type: none">Sultan was aged between 50-70 years old.

Table 1 indicated the visual sign is appearance and the kind of appearance is age and gender. In that table talking about the age and gender of Sultan. Sultan in this scene was aged between 50-70 years old and a man. The age of Sultan can be seen on his face, that he looks old age and has wrinkles. This data indicated that Sultan as an old man based on the physical characteristics and his age.

Table. 2 Appearance of Hair

Appearance	Visual Signs	Meanings
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<i>Hair</i>		<ul style="list-style-type: none"> Princess Jasmine has braid long hair.
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Table 2 indicated that Princess Jasmine has braid long hair. The color of her hair was black and she has the accessories on her hair. The hair of Princess Jasmine shown that she is feminine woman and her hair resembling most princesses. Because her hair is synonymous with the princess. So, this data related with the theory because appearance of hair as an important part of this music video.

4.2 Manner

Table. 3 Manner of Expression

Manner	Visual Signs	Meanings
<i>Expression</i>		<ul style="list-style-type: none"> Happy and proud expression of Genie when he was introduced Aladdin to the people.

Table 2 indicated the visual sign in this music video is manner of expression. It is proved by this scene of the Genie. It can be seen on his face that looks so glad Aladdin. The visual signs in table shown the Genie expressed happy and proud of Aladdin in front of people. Genie promoted the Aladdin by his handsomeness, kindness and richness. This expression fits perfectly with this scene when Aladdin entrance the gate of Sultan palace.

Table. 4 Manner of Pose

Manner	Visual Signs	Meanings
<i>Pose</i>		<ul style="list-style-type: none"> The pose of the Genie when he was waited for Sultan command.

Table 4 indicated the visual sign in this music video is manner of pose. The body position of Genie looked like waited for something. He did the position because he waited the command of the Sultan to allowed Genie and Aladdin came in to the palace to meet Princess Jasmine. In conclusion, the pose in this data related in this theory, because in this scene, Genie said “we waiting for you” and “we’re not going ‘till you go!” to Sultan.

4.3 Activity

Table. 5 Activity of Body Movement


Activity	Visual Signs	Meanings
<i>Body movement</i>		<ul style="list-style-type: none"> The hand gesture movement that the Sultan did when allowed Aladdin to came into his palace.

Table 5 shown the type visual signs is activity of body movement. The visual signs in table 5 shown that Sultan did the hand movement. In this scene, Sultan made hand movement to allow Aladdin and Genie entrance the palace to meet Princess

Jasmine. In conclusion, this data related to the theory, because this hand movement successfully. Proved by the line of Genie “There it is!”. By knowing this body movement of Sultan, the readers or viewers of Prince Ali music video known that Sultan agree and accept Aladdin arrival in the Palace.


Table. 6 Activity of Positional Communication

Activity	Visual Signs	Meanings
<i>Positional communication</i>		<ul style="list-style-type: none"> The relationship between Genie and the girls when he was transformed into the girl.

Table 6 shown the type of visual sign is activity of positional communication. Genie transformed into the girl and talked about Alibaba. They tell to the girls to prepared met Alibaba or Prince Ali. It can be proved on the line “Adjust your veil and prepare, to gawk and grovel and stare at Prince Ali”. In conclusion, this position related with the theory, because signified a good intimacy. It signified that their relationship between Genie and the girls were good.

4.4 Props


Table. 7 Props

Props	Visual Signs	Meanings
<i>Props</i>		<ul style="list-style-type: none"> The monkeys through the gate and into the royal palace.

The table 7, indicated the type visual signs of props. The visual signs in table 4

shown the monkeys through the gate and into the royal palace. It means the monkeys was one of the animals that the Aladdin has. Aladdin has 95 white Persian monkeys, it can be proved on this scene and the lyric “he’s got 95 white Persian monkeys”. In conclusion, this data related to the theory, because this scene was important to the story line of this music video and shown the scene relate to the lyric.

Table. 8 Props

Props	Visual Signs	Meanings
<i>Props</i>		<ul style="list-style-type: none"> Genie with the girls bring the peacocks.

The visual signs in table 8 shown the peacocks that the girls bring. It means the peacocks was one of the animals that the Aladdin has. Aladdin has 53 peacocks, it can be proved on this scene and the lyric “Purple peacocks, he’s got 53”. In conclusion, this data related to the theory, because this scene was important to the story line of this music video and shown the scene relate to the lyric.

4.5 Setting


Table. 9 Setting

Setting	Visual Signs	Meanings
<i>Time</i>		<ul style="list-style-type: none"> The situation around the gate of the palace in the morning when the Genie and Aladdin come in.

Table 9 indicated that the visual signs setting of time in the morning. It can be proved by the lighting of the sun. The atmosphere in the palace felt crowded because there was bazaar and Aladdin came in around the palace. In conclusion, by seeing the

setting of the time, the viewer known when did that scene happen. Also the viewers known the meaning of setting of the time from the music video.

Table. 10 Setting

Setting	Visual Signs	Meanings
Place		<ul style="list-style-type: none">• The palace of Sultan and his daughter Jasmine lived.

The visual signs in data 10 shown place setting was taken at the front of the royal palace. This palace of Sultan and Princess Jasmine lived. It can be proved by Sultan and Princess Jasmine stand at the balcony of the palace. In conclusion, from the data 10 related to the theory, because setting important to this music video. By setting the place, the viewer known the meaning from the music video

5. CONCLUSION

In conclusion the research found in this study, the writer found 25 data in *Prince Ali* music video Will Smith. The 25 data were found because the writer was analyzed about visual signs from male main mode. In appearance, 9 data were found, in manner 8 data were found, in activity 4 data were found, in props 3 data were found, and in the setting 2 data were found. For analyzing all the data, the writer looked for the theory as media in analysis the data based on the problems above. Then given the meanings in every data.

Based on this study, visual signs and its meaning was good, useful, and interested to analyze. This study, there were still many shortcomings. This study needed suggest or advice. The writer hopes that this study will be useful for the next writer. There were still had many shortcomings in this study, so therefore the writer hoped for criticism and suggestions from the readers to make this study more perfect.

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