

Visual and Verbal Sign in RM and Wale Music Video “Change”

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Abstract: *The writing of “Visual and Verbal Signs in RM and Wale Music Video Change” is to identify the types of visual communication elements and to analyze the meaning in visual and verbal communication elements. The data was collected by documentation method, note-taking technique, and by downloading the music video, watching and listening carefully and finding the signs, and classifying the data according to the types. In analyzing the data, the theory of visual communication proposed by Dyer (1993) and theory types of meaning proposed by Leech (1983) was used. The finding of the analysis shows 15 elements in six visual categories. They include appearance (age, gender, national & racial, hair, body & size, look), manner (expression, eye contact, pose, & clothes), activity (touch, body movement, positional communication), props, and setting. While in the verbal representation of the Change music video clip findings seven meanings including conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.*

Keywords: *Visual, Verbal, Communication, Meaning, Video Clip.*

I. INTRODUCTION

Humans have their ways to express their feelings. One of the ways to express it is through language. Humans will never be able to escape from language. People utilize language to express an idea, thoughts and feeling by utilizing sounds, motions and flags for various purposes and reasons. Foley (1997:27) stated that language is usually defined as a system of signs.

A music video is a short film, which describes the meaning of the song by combining songs and pictures. The music video and its song lyrics are closely related and are used to convey the meaning of a song and produced for promotional or artistic purposes. Kim Nam-Joon is better known by his stage name RM is a South Korean rapper, songwriter, and record producer. He is one of the best songwriters with his beautiful and good lyrical meaning. In 2017 he do a collaboration song entitled "Change" with an American rapper named Olubuwale Victor Akintimehin better known by his stage name Wale.

In this study, music video and its song lyrics are analyzed entitled "Change" by RM and Wale. The reason for choosing this music video is because the music video gives a good criticism about racism, equality, corruption, and high IQ in our society. By knowing the visual and verbal signs the music video and its song lyrics contain, understanding the messages of a song conveyed by the song will be easier.

Based on the background of the study above, two problems can be formulated as follows: What elements of visual and verbal signs were presented in the music video of RM and Wale “Change”?, How are the meanings of visual and verbal signs implied in RM and Wale's music video "Change" contain?

Concerning the problems stated above, there are two aims of the study as follows: To identify the elements of visual and verbal signs presented in the music video of RM and Wale “Change”. To analyze the meanings of verbal and visual signs of the song lyrics of RM and Wale's music video “Change” contain.

II. RESEARCH METHOD

The research method covers data source, method and technique of collecting data, method, and technique of analyzing data, and method and technique of presenting analysis.

Data Source

The data used to support this study will be collected from the music video of RM and Vale entitled "Change", and its song lyrics. BigHit Entertainment released the music video clip of RM and Vale entitled "Change" on March 19, 2017. The song lyrics "Change" was written by RM and Vale and produced by RM and Pdogg. It was chosen because the song is representing the concern about social issues in the situation around us and also relevant to the problems of the study.

Method and Technique of Collecting Data

The technique used in the study was the documentation method. In collecting the data, the process was divided into several steps. First, the music video was downloaded from the BigHit Entertainment YouTube official channel <https://www.youtube.com/watch?v=9rAypZdo7o&list=TLPQMDgxMTIwMjB8LXVqU-YMSw&index=1>. It was played on an MP4 player and watched repeatedly. Afterward, every scene was cut and screenshot to find the elements of visual signs presented. Second, the song lyrics were searched from the internet <https://genius.com/Rm-and-wale-change-lyrics>. Then, reading carefully the whole lyrics. Third, the song was divided into several parts and classified based on the types of meanings by note-taking.

Method and Technique of Analyzing Data

The collected data will be analyzed using the descriptive qualitative method. The data were analyzed descriptively through the following steps. First, visual signs in the music video were analyzed using the theory of visual communication proposed by Dyer (1993). Second, verbal signs in the song lyrics of the music video were analyzed based on the theory of meaning proposed by Leech (1983).

Method of Presenting Data

The study used the descriptive method in analysis. The analysis was shown in the form of screenshots and explanations. Therefore, this data will be presented using the informal method.

III. RESULTS AND DISCUSSION

The analysis related to the elements and types of the meaning of Visual and Verbal Signs.

Visual Communication Elements in Visual Sign



Fig. 1 (02.13)

Kim Nam-Joon (RM) the rapper can be identified as a person who wears a black hat, white t-shirt, black ripped jeans, black long coat, and black boots shoes. He used a necklace on his neck. His facial expressions show an ironic smile. Kim Nam-Joon touches his hat very often, this can also be a sign that he wants to close his eyes from the world that is too harsh to describe. Olubuwale (Wale) as the rapper can be identified as a person who wears a white t-shirt with "Wale" names written on it, white ripped jeans, a black bomber jacket, and black sneakers. In other scenes, he also wears a yellow tartan shirt. He used a cross necklace on his neck and black glasses on his face. His facial expressions show an ironic smile. In one of the scenes, Wale is shown standing on the podium, indicating that he is conveying important messages and he wants to be heard by the audience.

Verbal Representation Elements Used in the 'Change' Music Video.

(RM)

Oh, tell me that dark can never win the light.

In the lyrics, RM refers to *dark* and *light* to state wrong and right which can then be identified with certainty from the following line, making the use of these two words the connotative meaning of Leech (1983). As is well known, RM performed the song *Change* to tell a story about life and he expressed the wrong in life and the right in life using *dark* and *light* words.

(RM)

In this crazy world, after patience, can we get the (pearl)?

But this world which teaches, me preaches, me how to curl.

There is a collocative meaning in the lyrics, which can be seen from the use of an expression of *this world which teaches, me preaches, me*. In this case, the word *teaches* is defined as teaching to provide experiences, such as learning from the teacher. The word *teach* is usually used in formal teaching or the classroom and refers to education, but in this case, RM uses it as a use of the word to teach something to gain experience as a lesson.

(RM)

*Divided spaces and forever lasting stresses
Everybody's mad
kill people with fingers on twitter
More than a gun, more than a knife*

An affective meaning can be found in the lyrics above, which is when RM expresses *lasting stresses*. It expresses the feelings that RM has as a singer, the feelings of listeners, and the feelings of everyone who has to live in a chaotic world. The word *stresses* are defined as a person's emotions caused by various pressures received from life or aspects that bother the person. In addition, there is a reflected meaning in the lyrics, which is *to kill people with fingers on twitter*. The word *kill* in the lyrics reflects the description of hurting people and, in one sense, does not mean killing people with the finger on social media. The word *kill* can contain various conceptual meanings, such as hurt, suppress, or kill, but are combined into one word that can reflect these various meanings.

(Wale)

*When it's time to vote the people turn to mannequins
Challenge that.*

Wale uses a collocative meaning in the lyrics of *people turn to mannequins* because the word *turn*, in an actual environment, especially when referring to people, can be carried on with one's character. For example, He turns to be a good person. But in this case, Wale uses the word *turn to* as a substitute for *change into*, so that a more suitable word be *a change into mannequins*. However, the use of *turn to* is used to offer a different kind of appeal.

(RM)

*Praying for better pace for you and I.
I see some grass growing in winters eyes
I think I think too much now and drink too much now
To numb it cause I don't wanna die.*

RM uses the collocative meaning in the lyrics *to numb it*. This can be seen from the word *numb*, which can be referred to as numbness that arises due to natural reactions. Example: Numb is used to describe how a person's fingers feel numb from prolonged exposure to cold air. While in this case can be created by individuals or occurs in nature. The word *numb* can also be included in a reflected meaning. Natural *numbness*, as explained, is the body's reaction to its surroundings, giving rise to a feeling of numbness. Meanwhile, in RM's lyrics, he creates the *numb* to oppress his depressed feelings and thoughts.

(Wale and RM)

*I believe that real friends love you to no limit
I believe that real change lies in the mirror*

Wale and RM use a reflected meaning in the lyrics above, which is in *real change lie in the mirror*. The word *mirror* can be categorized as self-reflection, meaning that when someone wants to change, the change can be done by oneself.

(Wale and RM)

*Not stopping day by day, night by night
It's on you and I
Moonz and the ARMY right*

Wale and RM convey social conditions literally in lyrics *not stopping day by day, night by night*, making this is included into a social meaning. It can be seen that day and night happen in social life and this is used as a link to the message Wale and RM want to convey as singers to song listeners.

IV. CONCLUSION

From the analysis of the previous chapter, it can be concluded that fifteen out of fifteen elements of visual communication are found. In the appearance category, six elements are found including age, gender, national and racial, hairstyle, body and size, and looks. In the manner category, four elements are found including expressions, eye contact, pose, and clothes. Furthermore, in the activity category, three elements are found including touch, body movement, and positional communication. Next, one element is found in props and the setting.

As far as the analysis of verbal representation is concerned, one conceptual meaning, two connotative meaning, two social meaning, four affective meaning, three reflected meaning, three collocative meaning, and one thematic meaning are found. The analysis of this music video clip is based on my point of view and uses textual analysis, which means the meaning of the song is analyzed without asking the writer or the singer.

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