

**VISUAL COMMUNICATION ELEMENTS
OF “WHEN YOU’RE GONE” MUSIC VIDEO CLIP**

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Abstrak

Video musik adalah sebuah film pendek atau video yang mendampingi alunan musik, umumnya sebuah lagu. Video musik modern berfungsi sebagai alat pemasaran untuk mempromosi sebuah album rekaman. Istilah video musik mulai populer pada tahun 1980-an dengan adanya MTV. Sebelumnya, video musik disebut klip promosi atau film promosi. Salah satu penyanyi dari Amerika Serikat yang menggunakan teknologi ini untuk mempromosikan lagu andalannya adalah Avril Lavigne. Dalam salah satu video musiknya yang berjudul When You’re Gone, lagu tersebut bertemakan kesedihan yang disebabkan oleh perasaan rindu terhadap seseorang yang telah pergi. Komunikasi Visual ditemukan dalam video musik ini yang membuat penonton lebih mudah menangkap maksud atau pesan dari lagu tersebut. Adapun tujuan dari penelitian ini adalah untuk mengetahui apa arti dari video musik When You’re Gone dalam hal ini menggunakan teori Visual Communication Elements. Setelah melakukan analisis, hampir semua elemen dari komunikasi visual digunakan di video music tersebut seperti penampilan, tingkah laku dan properti.

Kata Kunci: Video Musik, Komunikasi Visual, dan Avril Lavigne

1. Background of the Study

Is a picture really worth a thousand words? In this age of multimedia and mass communication, it often seems so. Recent research supports the idea that visual communication can be more powerful than verbal communication, suggesting in many instances that people learn and retain information that is presented to them visually much better than that which is only provided verbally. There are so many kinds of visual communication media in this modern era. People used to be entertained by radio where we can only enjoy the sound, but now there is television which can entertain us by its visual and audio performance. Music video clip is one of the examples of entertainment where we can enjoy it by seeing and listening. Musicians especially the singers apply this technology to transmit the meaning of their songs, however, they do not just deliver a message in their songs with video but

rather to prioritize how these songs make the audience understand the meaning of those songs without having seen or reading the lyrics of those songs.

Music video clips contain some pictures, symbols, colors, and sounds that make you interested in watching them, all of the contents, deliver some messages to the audience. However, music video clips are not easy to create, musicians have to present attractive visual communication to attract the audience's attention. According to Lester (2002:20), visual communication is an exploration into the idea that memorable visual message with text have greatest power to inform, educate and persuade an individual. Therefore, the director who makes a video clips have to present attractive visual communication to attract the audience's attention and they also must convey the message in the video clip to the audience.

2. Problem of the Study

From those explanations above, the problem of this study is as follows:

What visual communication elements are used in When You're Gone music video clip to support the visual sign representation?

3. Aim of the Study

The aim of this study is to find the visual communication elements that are used in When You're Gone music video clip.

4. Research Method

This part of study consists of three elements. They are data source, method and techniques of collecting data, and method and techniques of analyzing data. The followings are their explanation.

4.1 Data Source

The data in this paper were taken from the music video clip. The data were collected from *Youtube* and downloaded "When You're Gone" music video clip by Avril Lavigne from the "The Best Damn Thing" album.

4.2 Method and Technique of Collecting Data

The data were collected by observation method with the technique of note taking. The steps are including the following:

1. Find and download the music video clip
2. Watch the video clip carefully
3. Identify and classify the visual communication elements of the music video clip by using theory visual communication elements by Dyer (1993)
4. Take note of the elements

4.3 Method and Technique of Analyzing Data

The collected data was analyzed qualitatively based on semiotic theory of sign and meaning. The procedures of the analysis were done by classify the visual communication elements used in the music video clip based on Dyer's theory about the principle of visual communication elements.

5. The Analysis of Visual Communication Elements of “When You’re Gone” Music Video Clip

5.1 Appearance

There are some elements of appearance that are used in this music video clip. They are age, gender, nationality and race, hair, body, size, and looks. They are 7 elements of appearance. The observation of these elements will be explained as follows:

5.1.1 Age

The identification of the age on *When You’re Gone* music video clip is done based on the characters represented by the actors and actress. It is supported by identification of body, hair, movement, face and that video itself.

The identification of the age in this clip is done based on the characters who represented by the artist or models. It is overall identification from appearance, start

from movement, body, hair, and face. The video portrays three relationships in different age groups, but in the same situation involving these relationships on the verge of being destroyed. The first relationship involves a pregnant woman whose husband is fighting in the war. The second involves an elderly man whose wife has recently died. And the third involves a teenager with her boyfriend caught going out by the girl's mother who forbids her to see him ever again. So, the main artist/model in this music video clip is the pregnant woman, the elderly man and the girl.

5.1.2 Gender

Gender in this music video clip has classified based on appearance, looks, and also their hair. The identification of the gender of each artist in this music video clip is identified from overall their appearance of each character. Male and female are genders that are identified in this music video clip, because of the theme and concept of this music video clip, love and the feeling of missing someone.

5.1.3 Nationality and Race

The identification of nationality and race in this music video clip is known that it is made in America; and, based on appearance of Avril Lavigne, from their movement, color of hair, and eyes. They are American.

5.1.4 Hair

On this music video clip *When You're Gone*, it can be seen that the pregnant woman has long, blonde and curly hair. The elderly man has short, white, and straight hair. The girl has long, brown and straight hair.

5.1.5 Body and Size

Body and size is totally associated with characteristics of each character on this music video clip. The woman has a slim body and is also pregnant. It can be seen from the way she moves her hands to her stomach. The girl also has a slim body and tall. Meanwhile, the elderly man has tall body and little bit fat.

5.1.6 Looks

The characters or models in this music video clip are identified from their expression, age, style and the impression created by the character itself. The result can be described as follows:

As the wife of the soldier, the woman looks like a middle-age person, she is pregnant. The elderly man looks weak and sensitive. The girl looks like a common teenager and also looks serious.



The woman is pregnant

Weak and Sensitive

She looks serious

5.2 Manner

There are three components of manner observed in this study. They are expression, pose, and clothes. The observation of these elements is explained as follows:

5.2.1 Expression

On this music video clip, there are many expressions which appeared in this music video clip. The expressions represented by the atmosphere of that music video clip which is sad, serious and happy. They are explained as the followings:

- a. The scene of the soldier and his pregnant wife standing together in front of their house, it is classified as sad expression.
- b. The scene of elderly man inside a room looks at wedding pictures is classified as sad expression.
- c. The scene of the pregnant girl watching the news and seeing all the destruction is classified as sad expression.
- d. The scene of mother who sends her teenage daughter home, telling her to never see him again is classified as serious expression.
- e. The scene of the pregnant woman receives a text message from her husband saying that he's okay is classified as happy expression.



Sad expression

Happy expression

5.2.2 Eye Contact

In this observation, the characters sometimes directed towards the viewers at an object or towards other people to the middle-distance. The pregnant woman in this music video clip directed towards an object, the object is her husband, the soldier. It is seen when the pregnant woman and her husband look at each other in front of their house with sadness expression. The girl and his boyfriend also looked at each other with happiness expression before caught going out by the girl's mother who forbids her to see him ever again.

5.2.3 Pose

Pose in this music video clip is presented as active poses as all the models always do such of movement. The active poses are related to what the character body movement, such as standing, lying, and sitting.

Standing pose is showed in first scene when the pregnant woman and her husband were going to be apart because the job of her husband as a soldier. Pose of lying is showed by the girl at her bed, she takes out her camera and looks at some pictures of his boyfriend. The sitting pose is showed by the elderly man inside a room and he looks at wedding pictures.

5.2.4 Clothes

The use of clothes in this music video clip of *When You're Gone* is consisting of formal and informal.

The cloth used by the pregnant woman is a dress while her husband wears his soldier uniform (formal). The elderly man wears white t-shirt and short pant

(informal). The girl wears trendy clothes (informal) because she is in a date with her boyfriend.

5.3 Activity

The observation of activity in this music video clip was presented by the body that explained as follows:

5.3.1 Body Movement

There are several kinds of body movement that got from this music video clip. It can be identified in this clip. They are:

a. Walking

In the beginning of scene, the soldier is walking to the bus and going to the war.

b. Standing

Standing movement is showed in first scene when the pregnant woman and her husband going to be apart because the job of her husband as a soldier.

c. Lying

Movement of lying is showed by the girl at her bed, she takes out her camera and looks at some pictures of his boyfriend.

d. Sitting

The sitting movement is showed by the elderly man inside a room and he looks at wedding pictures.



Standing



Sitting

5.4 Properties and Setting

The properties that are used in this clip are hand phone, wedding pictures, left behind's clothes, and champagne.

There are two settings used by this music video clip. They are outdoor and indoor settings. An outdoor setting provides lots sad things, such as graveyard and the funeral. They carry the meaning of missing someone. An indoor setting in this music video clip is only inside a room.

6. Conclusion

Almost all the terms in the theory of visual communication contained in “When You’re Gone” music video clips. They are appearance, manner, activity, and setting and properties. They support and convey the meaning contained in the video clip. Knowing some kind of theories in this visual, fueled by the theory of Dyer, the video clip deliver a message or intent by the terms contained in the theory. Overall the music video clips is successful in conveying the feeling the artist is trying to send to the viewer. Rather than just doing this through words, the visual images help the viewer know how the artist/model is feeling and why they feel the way they do

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