

**THE ANALYSIS OF VISUAL COMMUNICATION ELEMENTS ON
“BURN IT DOWN” VIDEO CLIP BY LINKIN PARK**

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ABSTRAK

Makalah ini membahas pengertian serta elemen-elemen komunikasi apa sajakah yang digunakan dalam proses atau cara berkomunikasi ketika menyampaikan suatu pesan dari masing-masing orang. Data yang diperoleh diambil dengan menyimak video klip ‘Burn It Down’ secara teliti, lalu dimulai dengan menganalisis elemen komunikasi visual yang disuguhkan, hubungan antara lirik lagu dengan konsep video klip yang dibuat dan terakhir yaitu melihat kekuatan visual yang ada pada video klip tersebut. Adapun beberapa teori yang digunakan guna menyempurnakan makalah akhir ini yaitu teori Visual komunikasi yang dikemukakan oleh Dyer, serta teori Paralanguage yang dikemukakan oleh Ferdinand de Saussure. Kedua teori ini sangat menunjang pembahasan secara lebih detail apa saja bentuk komunikasi visual tersebut. Video Klip ini sendiri memiliki tujuan untuk menyampaikan pesan dari lagu ini secara tersirat dengan mengambil efek visual yang sangat baik.

Kata kunci : Visual, komunikasi, elemen, arti, lagu, Video klip.

1. Background of the Study

Nonverbal communication is usually understood as the process of communication through sending and receiving wordless (mostly visual) messages among people. Messages can be communicated through gestures and touch, by body language or posture, by facial expression and eye contact.

The evaluation of a good visual communication design is by review the relationship between these two as arbitrary, in other words, the link between the sign and what it stands for is understood by convention. The focus of concern is on the communication aspects of a sign, and particularly the communication of nonverbal signs. Which is based on measuring comprehension by the audience,

not on personal aesthetic and/or artistic preference as there are no universally agreed-upon principles of beauty and ugliness.

2. Problem of the Study

Based on the background above, the problems can be formulated as follows:

1. What kinds of visual sign communication elements are used in the “*Burn It Down*” Clips by Linkin Park?
2. How are the lyrics from the song represented into the “*Burn it Down*” “*video clip based on the real meaning by the lyric itself*”?
3. What makes the video clip “*Burn it Down*” have a strong power in terms of visual communication?

3. Aims of the Study

The aims of this study are:

1. To observe the use of visual communication elements in “*Burn it Down*” music video clip.
2. To know how the lyrics from the song represented into the “*Burn it Down*” “*video clip based on the real meaning by the lyric itself*”
3. To analyze the power of visual communicatio used in “*Burn it Down*” Video clip.

4. Research Method

The most important procedure in doing research is research method. The research in this study is a qualitative research, which all the data were collected directly from the source.

4.1 Data Source

To support the study, this study used primary data since the data were directly taken from www.youtube.com. The title is “Burn It Down” by Linkin Park.

4.2 Method and Technique of Collecting Data

In collecting the data, both library research and online research were applied. In this study, the data were taken from written source *The Principle of Non-Verbal Communication proposed by Dyer in his book ‘Advertising as*

Communication' (1993). Online research was used to make the discussion in this research more focused on the problem. The data were collected from www.youtube.com and www.google.com as the online media.

4.3 Method and technique of analyzing data

I used two theories to analyze the data. First, the theories of Dyer about the principle of visual communication elements. Then, the analysis was continued by the theories from de Saussure, explaining about the basic concept of paralanguage.

5. The analysis of visual communication elements on “burn it down” video clip by linkin park

The analysis present only one video clip from Linkin Park as the group band gave their creation in “Burn it down” video clip.

5.1 The visual communication elements used in “Burn it Down” Video Clip.

Based on theories of Dyer, there are six main component elements of visual communication elements that are used in this music video clip. The identification can be described as follows:

No	Component Element of Visual Communication	The analysis of Visual Communication Elements on “Burn it Down” Video Clip by Linkin Park
1	Apperance <ul style="list-style-type: none"> • Age • Gender • National and Racial • Hair • Body and size • Looks 	<p>For the appearance, Six members of Linkin Park, their average reaches 35 years old, and all of them are only male, they are from America. The group members are like rock star artists, have different hair style, ideal postures combined with their costumes on “Burn It Down” Video Clip, they were a black jacket or t-shirt to the make the impression of a strong stream of rock music in their appearance in the video clip.</p>

2	Manner <ul style="list-style-type: none"> • Expression 	<p>The expression of vocalist Linkin Park (as a lead actor characteristic on burn it down video clip): Serious and Scream out loud which are correlated with appearance of “Burn it Down” video clip as a whole. He tries to give positive energy to the tune of each song burn it down</p>
3	Activity	<p>This category is the center of the analysis too. At the beginning, the vocalist just did small body movements as a fist and clapped his hand. a rapper movement like a rapper to play his hand up and down and at the end of the song all the personnel doing the stop motion with silence like a statue.</p>
4	Props	<p>The props is fire as an important component in the making of this video clip, where the fire is indicated as a symbol of an explosion in the sky according to the lyrics of the song.</p>
5	Setting	<p>On “Burn it Down” video clip, indoor settings are used for the whole of the clips. There is only one place that shows in the clip, which is a room made dark shades only be fulfilled by a rope-like cord. The characters are changed to give a movement without changing the setting.</p>
6	Photograph or Images	<p>The position of camera angle used in this music video clip is static and dynamic. The position of the camera is static and located straight. It is possible to record all the activities without changing the position of the camera.</p>

5.2 Paralanguages used in “Burn it down” Video Clip

There are 3 element of Paralanguage used to complete theory of Visual Communication element, there are:

No	Component Element of Paralanguages	The analysis of Visual Communication Elements on “Burn it Down” Video Clip by Linkin Park
1	Eye Contact	In relation to their expression above all of the group members, in the most scenes they have a straight eye contact. The eye contacts of all members are directed to the camera and each other with each other.
2	Tones of Voices	In video clip "Burn It Down" vocal shown by the vocalist is a type of sound that has a strong enough force. In addition to the song "Burn it Down" is also accompanied by charging Rapp as singing technique with articulation and pronunciation quickly and suggestive lyrics.
3	Expressive Movements	Expressive body movement is different from body movement, if the body movement more focused on body movements performed by the model of video clips, while the expressive movement focuses more on the basis of facial movements or facial mimic.

5.3 The lyrics from the song represent into the “Burn it Down “video clip based on the real meaning by the lyric itself

The interpreter or analyst the song message in “Burn it Down” music video clip without asked the writer of the song itself. Some of the messages of this song interpreted into visual communication in the video clip “burn it down”

First lyrics:

“The cycle repeated”

“As explosions broke in the sky”

Analysis:

From the lyrical content is where when the explosion occurred in the sky. The sky is blue with the velocity of the rock fragments clearly indicate a blast as contained in the lyrics of the song. Supported also by the gestures of the singer who lifted his head up like seeing an explosion in the sky with the hands pointing towards the sky as well.

Second lyric:

“And fan the flames as your blazes burn”

“We can't wait”

“To burn it to the ground”

Analysis:

At the end of the song, the visual communication is very clearly illustrated how it all turns into fire, pulverize all and as if to burn the bodies of the personnel, which this concept of this video very much used special effect techniques such as fire bursts and particle clouds that make the video clip "Burn it Down" has a quality visual techniques are very nice.

5.4 The Power of Visual Communication of "Burn it Down" video clip

This music video clip was chosen because this song really high energy and the really strong electronic melodies and hooks kind of set this song apart, which is why they chose it as our first single. The special effects add on to what is already an electrically charged performance by the band on the dance metal tune. By using this video clip as the data, it could be recognized what kinds of visual communication elements to construct the meaning of the lyric.

6. Conclusion

This study has discussed the analysis of sign and meaning; especially the visual communication elements used to support visual sign on video clip, the semantics theory of sign and meaning are used supported by the theory of the principle of visual communication elements. Besides, this study is focused on the

analysis of the lyric's meaning related to the visual sign representation in "Burn it Down" music video clip. Based on the analysis, the following can be presented as conclusion:

The First analysis, single "Burn it Down" by Linkin Park used 9 categories from 6 categories of visual communication elements and also 3 categories from elements of paralanguage. The second, analyzed the lyrics from the song represent into the "Burn it Down" video clip based on the real meaning by the lyric itself. The interpreter or analyst the song message in "Burn it Down" music video clip without asked the writer of the song itself. And the last "Burn it Down" video clip has a power in there video clip like high digital effect These clips has the really high energy and the really strong electronic melodies.

From the analysis of this music video clip, it can concluded that visual communication element have important role in conveying the song message. It will be easier to understand what the clip wants to convey if the visual sign are supported with good concept. Finally, an effective visual communication is achieved by displaying information in a way that enables people to clearly see an accurate representation of message and understand what they see.

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