

CHAPTER 1

INTRODUCTION

1.1 The Background of The Study

In this modern era, social media is the most popular platform for people to stay up to date on all events or news that happen around the world. Starting with local or even international news. Start in 1969, the Internet was launched by the United States Department of Defense. The project was named Arpanet. The era was improved a lot. According to Agichtein, Entertainment is the result of fun and games that arise from experiences via social media. Television and radio are the entertainment tools for people, to can enjoy movies, series, concerts, stage actions of artist, and also listen to the music by some musicians.

Writers or singers communicate with their audiences through their work. A musician's video clips become a tool to help them convey the messages they want. The process of globalization leads to an assortment of changes and patterns in life and its cultural manifestations, including popular culture. Pop culture changed over time with lifestyle changes that directly affected all levels of society. As a result of the entertaining and educational content, video clips are prominent with individuals of every generation.

Music, the form of culture, is one of the most popular form of entertainment. The world's most prestigious music entertainment event is Grammy Awards. The Grammy Award (originally known as the Gramophone Awards) is a music industry award presented by the National Academy of

Recording Arts and Sciences in the United States to recognize outstanding achievements in the music industry.

The Grammy stage is held 64 times. The Grammy Award was last held in February 2023 with a lot of controversy at the event. The appearance of Sam Smith singing his song "unholy" is one of the most unusual with a very different appearance to his initial debut as a singer. Sam Smith used to appear very gentlemanly, but he has changed his appearance become more feminine with very distinctive clothing ornaments. The singer exhibits a lot of scenes in each video clip that we can analyse them with semiotic theory. In her book, (Dr.Hj.Fatimah,S.S., 2019) said that semiotic is study of sign in all aspects of human life. Humans, as social and cultural organisms, have the ability to conceal existing signs. Semiotics becomes the writer's tool to help interpret the signs displayed by musicians, particularly foreign musicians, in order to analyse the hidden meanings in celebrity appearance. Semiotics is a subsidiary of linguistics which means "study of languages". Semiotic supposes to the description of knowledge about signs that contain the message separately to be delivered to results. In other statements, the study of how signs of all different occupations communicate significance in that society.

In the advancement of era, technology, and human life, an unusual controversy is constantly being topic of the headline. the unusual appearance of Sam Smith, which has been equated to devil worship, has become the global headline. Many people speculate about their appearance and give rise to rumour. To prove it, Analysts are required to assist in analysing and finding the meaning

that contained in their performances with the help of semiotic analysis. Semiotic theory has become a compulsory study for writers since fifth semester.

This theory will help to find the meaning in each sign. which is in the appearance of Sam Smith, the writer will find signs related to the devil worship that goes viral in the beginning of 2023.

The writer's purpose in writing this thesis is to reveal all the meanings of the Sam Smith ft Kim Petras's performance. their performance was criticized by global netizens as demonstrating his participation in satanic stream. With semiotic analysis of Charles Sanders Pierce Theory and will be supported by Roland Barthes Theory, the writer eagers to know every scene and controversy in the 3.26 minutes performance which the audience cannot interpret directly in Grammy Stage 2023.

1.2 The Problems of The Study

Based on the study's background, the writer proposes the following problems:

1. What are the meanings of every scene of Sam Smith ft Kim Petras's Performance in Grammy Awards 2023
2. How are the meanings of Sam Smith ft Kim Petras's performance to the Satanic Stream?

1.3 The Objectives of The Study

The main purpose of this study is to find out the hidden meaning of each scenes in Sam Smith ft Kim Petras's performance. The objectives of the study are :

1. To find out the meaning of every scene of Sam Smith ft Kim Petras's performance in Grammy Awards 2023 based on semiotics analysis
2. To describe the meanings of Sam Smith ft Kim Petras's performance realized in each scene.

1.4 The Scopes of The Study

Semiotics is the study of signs and symbols, to restrict the reach of the semiotic analysis, the author will elaborate on the analysis of semiotic theory based on Charles Sanders Pierce on the Sam Smith ft Kim Petras Performance in Grammy Award 2023. Finding out the hidden meaning based on semiotic theory of Charles Sanders Pierce at the 3.26 minutes video of Sam Smith ft Kim Petras's performance.

1.5 The Significances of The Study

The results of this study will be presented by the writer in the form of:

1. Theoretically
 - 1) This research is supposed to give insight of expertise about the new perspective of semiotics
 - 2) This research is expected to be the reference in the subject of semiotic analysis which study symbols and signs.
2. Practically
 - 1) This study is expected to provide information and insight for the study of semiotic for Student.

- 2) This study is expected to present the new output about the newest phenomenon that happen nowadays and relate to the semiotic for Lecturer
- 3) This study expected as a source of inspiration for the next study of semiotics for Researcher.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

A theoretical framework is a conceptual framework that is used in research to outline possible courses of action or to present a preferred approach to an idea, thought, or concept that is involved in this research. This research uses the Charles Sanders Peirce (1839-1914) theory of semiotic and supporting by the semiotic theory of Roland Barthes (1988).

2.1.1 Semiotic

The term semiotics comes from the Greek "semeion" which means "sign" or "seme" which means the interpretation of the sign. The "semeion" had developed based on the classical and scholastic studies of Rhetoric, Poetry, and Logic. The term "sign" at the time still refers to the existing things. for example, smoke indicates a fire (Kur Signs represent meaning that is implicitly present and represented. A meaning is comprehension that gained from the signs. Sign convention is a type of mutual agreement regarding the existence, presence, and meaning of a sign. (Indira, D., Komsiah, S., & Syaifuddin, 2022) said that Semiotics is a science or method of analysis to study signs, in the form of devices or symbols that we use in human relations

The system of sign is a synthesis of all finite system elements that give rise to signs. Signs represent meaning that is present and represent implicitly. We can find the meaning of something with signs. Zoes and Fiske (2007) provide Semiotics is defined as the study of signs and meaning sign systems, the science

of signs, and how “a meaning” is constructed in 'text' media. Or in other words, the study of how signs of all kinds of work communicate a meaning in the society. In the meantime, (Sri Ulfiana Arif, 2018) defined Semiotics involves the study of not only what we call "entry". but of everything that "represents" everything else. As a result, semiotics cannot be restricted to natural communication or representational systems such as speech or writing.

Charles Sanders Peirce and Ferdinand de Saussure are the two main figures in the development of Semiotics. Peirce is a philosopher and logician, whereas Saussure was a general linguist. Apart from these two figures, C.S. Morris explained three dimensions in semiotic analysis: syntactic, semantic, and pragmatic dimensions, all of them are related to one another. *Syntactic* is concerned with the study of the sign itself, either independent or in combination, particularly analysis, which is the description of the signs and their combinations. *Semantics* is the study of the correlation between signs and their significances. While the *Pragmatics* is the study of the correlation between signs and their users (interpreters), particularly the concrete use of signs in various events (discourse) and the effect or impact on the user. (Maknun et al., 2020) explained that "Semiotics involves the study not only of what we refer as" signs ", everyday speech, but of anything which expresses" stand for "anything else".

Semiotics examine how the meaning is constructed by text through the arrangement of signs and use the cultural code. Semiotics is classified into three types based on the scope of the discussion:

1. Pure Semiotic, deals with the philosophical foundations of semiotics, which are related to metalanguage. For instance: the discussion of the essence of language based on Saussure and Pierce Theories.
2. Descriptive Semiotic, the scope of semiotics that discuss about it descriptively.
3. Applied Semiotic, the branch of semiotics that discusses the application of semiotics to a specific context, such as social, literary and communication.

2.1.2 Charles Sanders Peirce

According to (Los, 2007) Charles Sanders Peirce, whose surname is pronounced ‘purse’, was a son of Benjamin Peirce, a Harvard professor of mathematics and astronomy and, at the time, America’s foremost mathematician. Peirce (in Hoed 2011: 20) is regarded as the founder of modern sign theory and one of the most important figures in the history of semiotics. Charles Sanders Peirce was born on September 10th 1839 in Cambridge, Massachusetts, USA. He wrote for 57 years, from 1857 until he died. The publication included 12,000 handwritten notes and unpublished manuscripts totalling 80,000 pages. Charles Sanders Peirce's father, Benjamin Pierce, is a mathematics professor at Harvard University and co-founder of the U.S. Coast and Geodetic Survey. Peirce graduated from Harvard in 1859 and earned Bachelor of Science in Chemistry in 1963. From 1859 to 1891, he was a surveyor and geodetic investigator for the United States Coast and Geodetic Survey. He also taught logic at Johns Hopkins University's Mathematics Department from 1879 to 1884. Semiotics is based on

logic, according to Charles Sander Peirce's, logic studies how people explain the reason whereas Peirce believes that reasoning is done through signs.

According to Peirce, these signs allow us to think relate to other people, and give meaning to what the universe displays. signs are related to objects that look like them. its existence is due to a causal relationship with signs or to conventional ties with these signs. As result in general, Peirce stated that his theory applies to all situations. A sign is defined by pierce in Sobur (2009, 2016:14) as “something which stands to somebody for something in some respect or capacity”. It can include sounds, words, and anything else that can provide guidance as part of the communication process because Peirce paid more attention to linguistic signs. Pierce claims that signs and their meanings, are not structures but rather cognitive processes known as semiosis.

Semiosis is the process of meaning and sign interpretation that occurs in three stages: the first stage is the absorption of 15 aspects of sign representation (first through the five senses), the second stage connects spontaneously representamen with human cognitive experience that interprets the object, and the third interprets the object according to his wish. This third stage is known as an interpretant (Benny H. Hoed, 2014:8). Pierce defines a sign as something that represents something to someone in some way or capacity. Sign for someone means to imagine the corresponding sign or perhaps a more perfect one in their mind. According to Peirce, signs are related to objects that resemble to them. its existence has a causal relationship with signs. Peirce actually stated that his theory applies in general.

Pierce's semiotic analysis consists of three important aspects, which are referred to as the triangle of meaning".

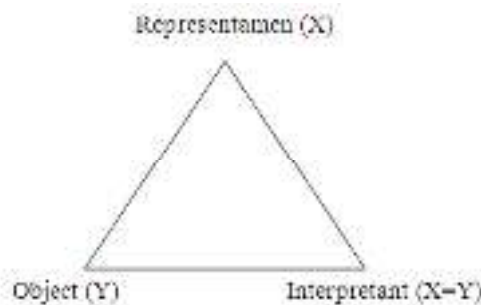


Figure 1. Triangle of Charles Sanders Peirce's Theory

3. Sign/Representament : The main concept used as a material for analysis, with meaning inside the sign as a form of interpretation of what the message meant. Signs are typically visual or physical phenomena that humans capture.
4. Object : The social context used as an aspect of meaning or referred to by the sign in its implementation.
5. Interpretant / Sign Use : The mental concept of the person who uses a sign and reduces it to a specific meaning or meaning that exists in one's mind about the object referred to by an object sign.

Peirce hoped that his semiotic theory would become a general reference for the study of different signs. As a result, it necessitates more in-depth research. This is especially true given how broad the range of this theory is. Peirce categorizes it accordingly:

The primary notion employed as a material for analysis, with meaning contained inside the sign as a type of interpretation of what the message meant. Signs are often visual or physical occurrences observed by people. based on representament

:

Based on Representament	
Qualisign	Is a sign's quality. For example, the quality of words used to accompany the sign, such as strong, rough, or soft words, it is not only the words on a sign that determine its quality, it can also be the color used or even an image that goes with it.
Sinsign	The existence and actuality of an object or event as a sign is referred to as a "sinsign". For example, the word flood in the sentence " <i>there was a disaster flood</i> " refers to an event caused by rain.
Legisign	The norm contained in a sign is called a lesign. What can and cannot be done. For example, a " <i>no smoking</i> " sign indicates that smoking is not permitted in the area where the sign is located. A " <i>traffic</i> " sign, which shows what we are and are not allowed to do while driving, is even more common.

The social context referred to by the sign in its implementation or employed as an aspect of meaning called an object, consisting of:

Table 2.2 Based on the object

Based on the Object	
Icon	An icon is a symbol that is shaped like the original object. It can also be interpreted as a relationship between similar sign and object. The icon's intention is to convey a message about its original form. <i>A map</i> is the most basic example, and we encounter many of them without realizing it.
	An index is a symbol associated with things that are causal,

Index	or cause and effect. In this case, the sign has a causal relationship with the object. The sign denotes the outcome of a message. The most common example is smoke as a sign of fire.
Symbol	A symbol is a sign that is linked to both its signifier and the sign itself. As a general reference, something is symbolized by its markers through an agreed sign. For example, everyone understands and agrees that a red light indicates a stop.

The person who utilizes a sign and reduces it to a certain meaning or meaning that existing in one's thoughts regarding the thing referred to by an object sign called interpretant, that consist of :

Table 2. 3 Based on the Interpretant

Based on the Interpretant	
Rheme	Rheme is a sign that can be interpreted in a variety of ways. People with red eyes, for example, may be sleepy, they may have eye pain or irritation, they may have just woken up, or they may be drunk.
Dicisign	A decent sign, also known as a dicisign, is a sign that corresponds to facts. For example, if there are a lot of children on a village road, those children are treated with extreme caution. Another example is a road that is prone to accidents, in which case accident-prone warning signs are installed.
Argument	Arguments are symbols that include reasons for something. signs prohibiting smoking at gas stations, for

example, because gas stations are flammable.

Peirce in (Los, 2007) classified signs as "semiotics" into 10 types based on the above classifications:

1. **Qualisign** can be translated as "sign quality." People who talk loudly, for example, indicate that he is angry, while those who laugh indicate that he is both angry and happy. For example, the color red represents bravery, while white represents purity, and black represents evil.
2. **The incopic sinister sign**, which is a resemblance sign. For instance, photographs and maps.
3. **Indexical Rhematics sinsign** is a sign that is directly related to experience and whose existence is caused by something. For example, in lanes where there are frequent casualties due to accidents, a sign with 12 skulls indicating the path of the skull is installed, and the number of victims is frequently displayed, with the goal of making those who cross it more cautious.
4. **A dicent sign** is a sign that displays information about something. For example, a sign with a picture of a mosque or a gas station might indicate that mosques and gas stations are not far away.
5. **Iconic Legisign**, which is a sign with strict orders and prohibitions in relation to norms or laws. For example, a traffic sign can give us orders and prohibitions to help us manage our driving time.

6. **Rhematic Indexical Legisign**, namely a sign that refers to a particular object. For example, the image on the toilet depicting the toilet for men and women.
7. **Indexical Legisign** is a sign that refers to the subject above specific information. As an example, suppose there is a car that starts. The hazard light indicates that there is a problem with the vehicle.
8. **Rhematic Symbol or Symbolic Rheme**, which is a sign that shows the object's relatedness is commonly associated and agreed upon. For example, when we see a photograph of a car, we refer to it as a photograph. Cars and other people express the same sentiment.
9. **Dicent Symbol or Proposition** is a symbol that indicates Brain capture allows for direct connection between objects. As an example, someone told us to get out, so we just walked out, This is where we are. This shows that the sign is linked. directly with our brains becomes an order that we carry out.
10. **Argument**, which is a sign of someone's thinking opinion for a specific consideration and reason. Suppose someone says that the atmosphere in a room he entered was light. So light was considered by him for various reasons, such as good light and so on, and according to him, the room was indeed bright.

The example of Charles Sanders Pierce analysis :



Figure 2. Bca Promotion picture

There is the poster of BCA Bank, and the writer is going to analyse it with semiotic theory of Charles Sanders Pierce theory :

Table 2.4 Example of Piece's Analysis

Example of Piece's Analysis	
Representament	<p>The mark or representative on the cover is a display of visual images of man and woman, pictures of the surrounding scenery, the BCA logo, as well as words (verbal), namely: "PT Bank Central Asia Tbk, 2019, Annual Report, Navigating Change, Always By Your Side"</p> <p>Qualisign : A male picture demonstrating assertiveness and leadership, as well as a female image demonstrating navigational skill and service (executive).</p> <p>Sinsign : The black suit represents elite leaders with power and authority, tall buildings represent progress, and clear sky represent a day/future that is bright.</p> <p>Legisign : Men are leaders, and suits are formal business wear worn by company leaders.</p>

<p>Object</p>	<p>The object is Annual BCA Report 2019</p> <p>Icon : Images of men and women, views of big structures, including the BCA, and the sky</p> <p>Index : The “Annual Report” indexes the material report of BCA annual, Man’s image indexing leaders as well as woman. Both of them are indexing the model as an important position.</p> <p>Symbol : BCA logo and phrase "PT Bank Central Asia Tbk," referring to the company's identity, Bca tower building.</p>
<p>Interpretant</p>	<p>Annual BCA's 2019 report has the theme Navigating Change is a BCA's commitment to perform changes in services and products in a better direction as embodiment of BCA's pledge 'Always on the Customer's Side/Always by your side'.</p> <p>Rhem : Two people facing the tower bca building</p> <p>Decisign : Leader work with managers (management) to do change for the better on BCA services and products.</p> <p>Argument : Bank BCA as the best private bank provide maximum service.</p>

2.1.3 Roland Barthes

According to (Dr.Hj.Fatimah,S.S., 2019) Roland Barthes (1915-1980), a Saussure follower, believes that semiotics is a sign system that reflects the assumptions of a certain culture at a specific period. Semiology in Barthes' terms, seeks to understand how human interprets things. The interpretation should not be confused with communication. The act of interpreting implies that the objects are

willing to communicate. In his book at 1957, Roland Barthes employs the development of the sign theory of Saussure (Signifier and signified) as an attempt to describe how we live in a connotation-dominated society.

Barthes proposed two levels of significance, namely denotation and connotation, which allow for the formation of meaning that is likewise multilayered. Denotation is the level of signifying that explains the link between the signifier and the signified. the concept of denotation is meaning in what appears. For example: the photo of president Joko Widodo connotation is the level of the sign that explains the relationship between the signifier and the signified. it operates with non-explicit, indirect, and uncertain meanings. connotation provide an implicit and hidden layer of meaning.

Furthermore, Barthes identified another deeper meaning level that more conventional, it relates to the myths. According to Barthes, myth is anything that is considered natural, provide indicators of meaning and social values. Myth is a system of communication that carry messages.

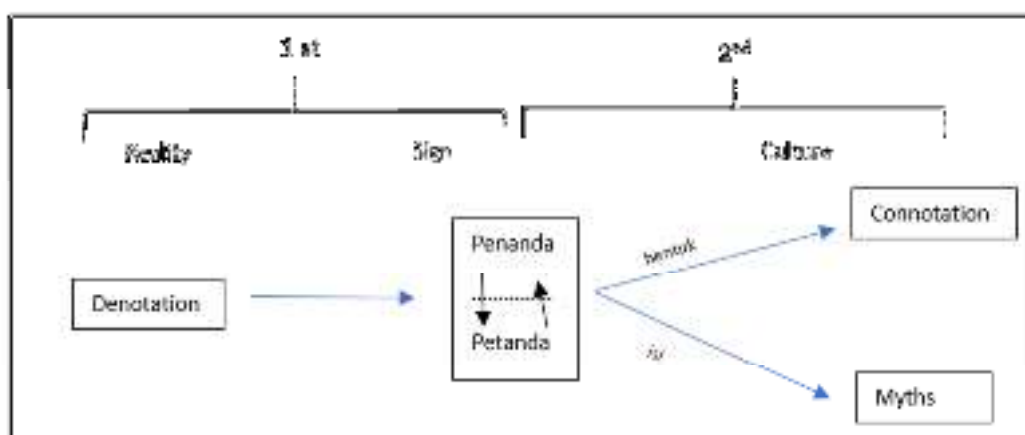


Figure 3. Two order of signification of Barthes

2.2 Grammy Awards

The Grammy Awards (also known as the Gramophone Awards) is one of the four most important music awards in the United States (alongside the Billboard Music Awards, American Music Awards, and the Rock and Roll Hall of Fame Induction Ceremony). The first Grammy Awards was held on May 4th 1959 and there were 25.9 million viewers watching the Grammys. This prestigious award is presented with a gramophone trophy that found by Emile Berliner. On November 8th 1887, He patented his discoveries. He made his first disc out of glass. The Grammys Trophies are handmade. It employs grammium as a material, a zinc alloy composition created by Billings Artworks in Colorado.

The Grammy Awards is a prestigious event in which various types of music genres and musicians compete since 1959. According to BBC News, the Grammy Awards organizers have cancelled an anonymous voting committee due to allegations of cheating, favouritism, and racism.

In Grammy 2023, the appearance of Sam Smith ft. Kim Petras with their latest song titled "Unholy" caught the attention of netizens in cyberspace. The song "Unholy" quickly dominated the world's music platforms, became extremely popular, and was widely played and this song has nearly 1 trillion plays on Spotify.

Moreover, on the night of the 2023 Grammy Awards, there is something very remarkable, the live performance of Sam Smit ft. Kim Petras, which is considered to be devil worship on the Grammy stage. They succeeded in aweing

all of the event attendees with their flawless appearance complemented by a red theme. Nevertheless, many internet citizens have seen this and felt that those present did not realize they were directly witnessing Sam Smith and Kim Petras' worship of Satan. Some claim that this is the song's concept, while others think it witnessed satanic worship. With the advancement of linguistics, this research was carried out in order to discover signs that cannot be seen directly in their performances lasting more than 3 minutes.

2.2.1 Sam Smith

Samuel Frederic Smith was born in London, May 19th 1992. He is an English singer and songwriter. He is the son of brokers Frederick Smith and Kate Cassidy. He attended Youth Music Theatre in England and participated in Oh! Carols in 2007. Smith was a member of a jazz band before entering the world of music theatre. He studied singing for several years and also wrote songs with jazz singer and pianist Joanna Eden and Sam Smith began his musical career since 2013 and he has received eight nominations in Grammy Awards.

In May 2014, Sam Smith came out as a gay to the public. However, the citizens gradually become aware of Sam Smith's differences. Starting with announcing to the public that he is gay and changing his appearance to be more feminine and flamboyant. Until finally, Sam Smith duet with Kim Petras released the "Unholy" song in September 2022 and reach nearly 1 billion on Spotify.

At the 65th Grammy Award, that held on February 2023, Sam Smith ft Kim Petras performed the "Unholy" song in Grammys stage. That two musicians presented an extraordinary performance with an unusual concept. In the middle of

the Grammy stage, they used the red and fire concept with a slightly vulgar appearance and body languages. After that performance, many people commented that they had witnessed a satanic worship. There have been many arguments about their appearance and the international media debated whether their appearance was truly a satanic worship ritual.

2.2.2 Kim Petras

Kim Petras is a German singer-songwriter known for her English-language EDM and dance-pop. She was born in Cologne, Germany on August 27th 1992. Her mother is an artist and choreographer, her father is an architect, and her older sister is also a singer. Kim Petras is a transgender, he had sex reassignment surgery when he was 16 years old. Petras began his musical career as a teenager. in 2017, she self-released her debut single "I Don't Want It At All," which was produced by Dr Luke and topped several Spotify viral music charts.

He wrote a lot of songs and works until his popularity risen more after he collaborated with Sam Smith on the song "unholy". The iconic collaboration between the two of them brought unholy song to the top of the world music standings. They always go all out in every appearance on different themes. Until one of their most bizarre appearances on the prestigious 2023 Grammy Awards stage sparked controversy over a performance that resembled devil worship in some ways.

2.2.3 Satanic Controversy

In general, Satan is creature that take on the appearance of humans, angels, and jinns. Satan is the essence of all that is evil because Satan represents evilness.

Disobedience is referred to as Satan and its ideology aims to destroy human life and mislead people. Basically, Satanism is divided into two kinds, it's Theistic and Atheist. Theistic that called as a traditional Satanism, is a form of belief that regards Satan as a god, while Atheism is a belief that denies the existence of God. This belief is represented by the Baphomet Statue, a goat-headed human figure with wings, his right hand raised and two fingers pointed.

Satanism refers to a group of people who have ideological and philosophical beliefs based on Satan. They believe that their organization is a religion. Aleister Crowley (1875-1947) was the originator of Satanism's ideology. He learned mystics and he joined the "Order of the Golden Dawn" where the organization studied and developed mystical teachings and helped develop the Freemason organization. Crowley was born as Edward Alexander Crowley in Clarendon Square, Royal Leamington Spa, Warwickshire, on October 12th 1875 and died on December 1st 1947. He was an English author, chess enthusiast, mountain climber, and sexual revolutionaries.

Edward Crowley and Emily Bertha Bishop are his parent. They came from a wealthy family. After a while, the founding of the teachings, Aleister Crowley, appeared. Crowley's teachings were developed more modern and organized and further managed by Anton Szandor Lavey who founded the Church of Satan (Church of Satan) on April 30th 1966. According to Lavey, "Satanists use music as a propaganda weapon to influence people all over the world to oppose Jesus, with the goal of establishing an Antichrist kingdom in the world". According to Lavey, music can be easily used as propaganda because music contains something that appeals to people of all ages, including teenagers, children, and adults, the

phenomenon of satanism has spread throughout the world's music streams. with the extraordinary development of music, the writer wishes to investigate the musical performances of the writer's subjects in this study, Sam Smith and Kim Petras with “Unholy”.

2.3 Previous Research

This research used previous research references, paying attention to similarities in themes and focuses. Previous research has been examined to determine the research gap. The research can be summarized as follow:

Dina Anisa-Budi Suprpto-Isnani Dzuhrina in (Dina, 2020), Jurnal estetika Vol 2 No 1 has conducted research on “Analysis the BTS Semiotic Video Clips ‘Blood, Sweat, and Tears’ as a representation of youth. The purpose of this study is to learn about the representation of youth in the BTS video clip Blood, Sweat, and Tears. In this study, they use the interpretive qualitative research approach, and collect the data through documentation. furthermore, additional literature studies were analyzed using Roland Barth's semiotics. The result of the study indicates that there is profile of BTS and 20 scenes of the Blood Sweat Tear’s video clip which exists to serve as a connotative and mythical denotative sign as a symbol of youth. This study shows a conclusion that describing youth as the process of maturation which is a lot of troubles and unpredictable.

Alfa Reza Ayu in (Pradina, 2021), Jurnal Artikel 2021 also find out more about the semiotic that concerning the semiotic analysis about moral message on the ‘Mother Earth’s You tube video created by Alfy Rev. This study applies Charles Sanders Pierce's theory to the interpretation of signs of a moral message. The

studies investigated the conceptual signs, objects, and interpretants in images or lyrics which are related to the moral message. According to Charles' semiotic analysis, Sanders Peirce has a sign of a moral message, which when interpreted in terms of awareness of natural wealth, natural damage due to epidemics, human concern, as well as a sense of patience and sincerity to face the situation. And also compatibility of the video's moral message with Islamic teachings as God commanded, protect and preserve nature as well as being patient and truthful in the head of a difficult situation in the midst of the Corona pandemic.

Nugroho Abraham Akbar in (Nugroho Abraham Akbar, 2018), Jurnal Spektrum Komunikasi Vol. 6 No. 1, Juni 2018 conducting research that used a semiotic approach in “Semiotic analysis on the cover of the tempo magazine edition 4 - 11 June 2018”. Since magazines have more space for pictures and photos, layout placement magazines gain the most attention. As a result, images or photos can represent the contents of delivered news or information. The author provides qualitative research methods in associated with semiotics theory of Charles Sanders Pierce. The research will be conducted by analyzing index, icons and symbols. As a result, every element on the cover produces meaning that can be understood by anyone who reads it. Because each photo is illustrated with a picture of each character. The other signs are also discussed in terms of their meaning and function in use.

Ajeng Dinar Wisesa Wardhani (Wardhani, 2019) HORTATORI Jurnal Pendidikan Bahasa dan Sastra Indonesia Volume 2 Number 1 (2018), 01-08 conducting the “Semiotic analysis of Royco's flavoring advertisements on television” discusses advertising by combining Roland Barthes Semiotic theories

with Saussurian Structuralism Theory. The semiotic study analyses the sign, icon, and symbol in television advertisements to determine their meaning. The author wants to analyse the the advertisement on television that we usually seen. The output of the interpretation from visual messages, such as advertisements, has not been thoroughly researched by designers of advertising messages.

Axcell Nathaniel & Amelia Wisda Sannie (Nathaniel & Sannie, 2020)

Jurnal Semiotika Volume 19 Conducting the “Semiotic analysis of self meaning in ruang sendiri lyrics by Tulus”. This extensive understanding into the lyrics of Tulus's song "Space Own" to look at the meaning of loneliness through semiotic analysis of Roland Barthes. Denotation, connotation, and myth are the meanings expressed. The theory of Roland Barthes is used to explain the denotation, connotation, and myth of the meaning "solitude" contained in the song's lyrics. This research uses the interpretive qualitative methods that is, thinking from the specific to the general. In this study, the author discovers that the denotative meaning of the lyrics of the song "Space Own" is the songwriter's desire to feel alone, free, and without a lover with him. The author's connotation is that they are bored with their partner and don't know what else to do with her feelings for her partner. The songwriter wants to convey that solitude, time to do one's own thing, not always with partner, is something that everyone who is in a love relationship requires.

Suryana, Diah Merrit (Suryana & Merrita, 2021) Jurnal Bahasa Asing Lia

Vol 2 no 2 Conducting “A Semiotic Analysis of Lipstick Advertisements by Using Charles Sanders Peirce’s Theory”. The purpose of this study is to explain and analyse the semiotic process as well as the meaning of icons, indexes, and symbols in lipstick advertisements. The semiotic analysis concentrates on representamen,

object, and interpretant by utilizing the semiotic process concept triadic form of Charles Sanders Peirce's theory. The goals of this study are to determine the meaning of icons, indexes, and symbols in lipstick advertisements and to explain the semiosis process. The descriptive qualitative analysis method was used in this study. According to the findings, the research showed the lipstick advertisements using the triadic semiosis process, which began with the representamen. In addition, the researcher discovered the semiosis process form in three lipstick advertisement data sets and discovered the interpretation of three icons (pictures), one index (cause by an effect), and seven symbols (written language) in three lipstick advertisement data sets. Furthermore, the researcher discovers that the image (icon) on the advertisement can be the first aspect that can direct the meaning. According to the analysis of the results, all aspects of the advertisements have different meanings and interpretations.

Zian Nabila (Nabila, 2018) Electronic theses Jurnal IAIN Ponorogo

Conducting the “Semiotic analysis of the department message in Joko Anwar's film service satan's first series”. This research examines a film by Joko Anwar. The film's most prominent representation is about evil acts shirk (associating partners with Allah). This study investigates meaning denotation, connotation, and myths are represented in Satan's Slave films. And figure out the message of the missionaries and the Devil's Servant film. This study uses qualitative research, with the method semiotics. The findings of this study show that Satan's servant is a film that tells the story of a family who is terrorized by a satanic cult as a result of the mother's actions, who used to ask for offspring by worshipping the devil. The connotative meaning is the faith and belief of a servant, which can sometimes rise and exist and

sometimes fall or weaken, and Muslims who face a test should not become easily discouraged and engage in actions that God forbids. The myth's meaning is that there are still many people in Indonesia, particularly Muslims, who worship someone other than Allah in order to get what they want from a shaman. This is a shirk act that Allah will not forgive.

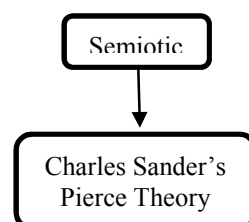
Meutia Sabarini (Sabarini, 2021) Channel Jurnal Komunikasi Vol 9 No 2 October 2021 Conducting the “John Fiske’s Semiotic Analysis in the Spotlight Film”. This research is going to discuss the problems that the press typically faces, and its journalists provide accurate and credible information to the public. This article discusses The Spotlight Films in order to explain the topic journalism contained in a film. This study evaluates data using a qualitative descriptive design and John Fiske's semiotic theory, which includes clear and detailed information in the form of descriptions. The findings of this study indicate that the level of reality John Fiske's hypothesis, The Spotlight suggests that journalists base their coverage on accredited sources in order to support social change by providing access to trusted news sources, which are delivered to the larger community. On a symbolic level, State of Play strengthens the media's image and power. It portrayed the press as heroic and contributed to its legitimacy as an institution.

Putu Krisdiana Nara Kusuma, Iis Kurnia Nurhayati (Kusuma & Nurhayati, 2019) Jurnal Manajemen Komunikasi, Volume 1, No. 2, April 2017, hlm 195-217 Conducting “The semiotic analysis of Roland Barthes for the Balinese Otonan Ritual”. This study focuses on traditional Balinese cultural and religious rituals. Despite the fact that many people have been influenced by Western culture, it turns out that there are still people who stay true to their culture and religious

obligations. This research employs qualitative methods as well as Roland Barthes semiotic analysis. The goal of this research is to examine the denotative meaning, connotative meaning, myths, and ideology in Otonan rituals. Based on the research findings, the conclusion of the denotative meaning of the Otonan ritual Mebyakaonan is in the form of a series of activities in the Otonan ritual Mebyakaonan, where the visuals are indicated by gestures, clothes, and colors, the verbal is indicated by prayers, and the audio is indicated by sound bell. There are connotative meanings closely related to Hindu religious teachings such as Tri Murti, Sad Ripu, the meaning of tirtha water, and so on, as well as myths and ideologies such as hierophany, collective religious expression, religiosity, and religion as a cultural system.

2.4 Theoretical Conceptual Framework

Conceptual Framework



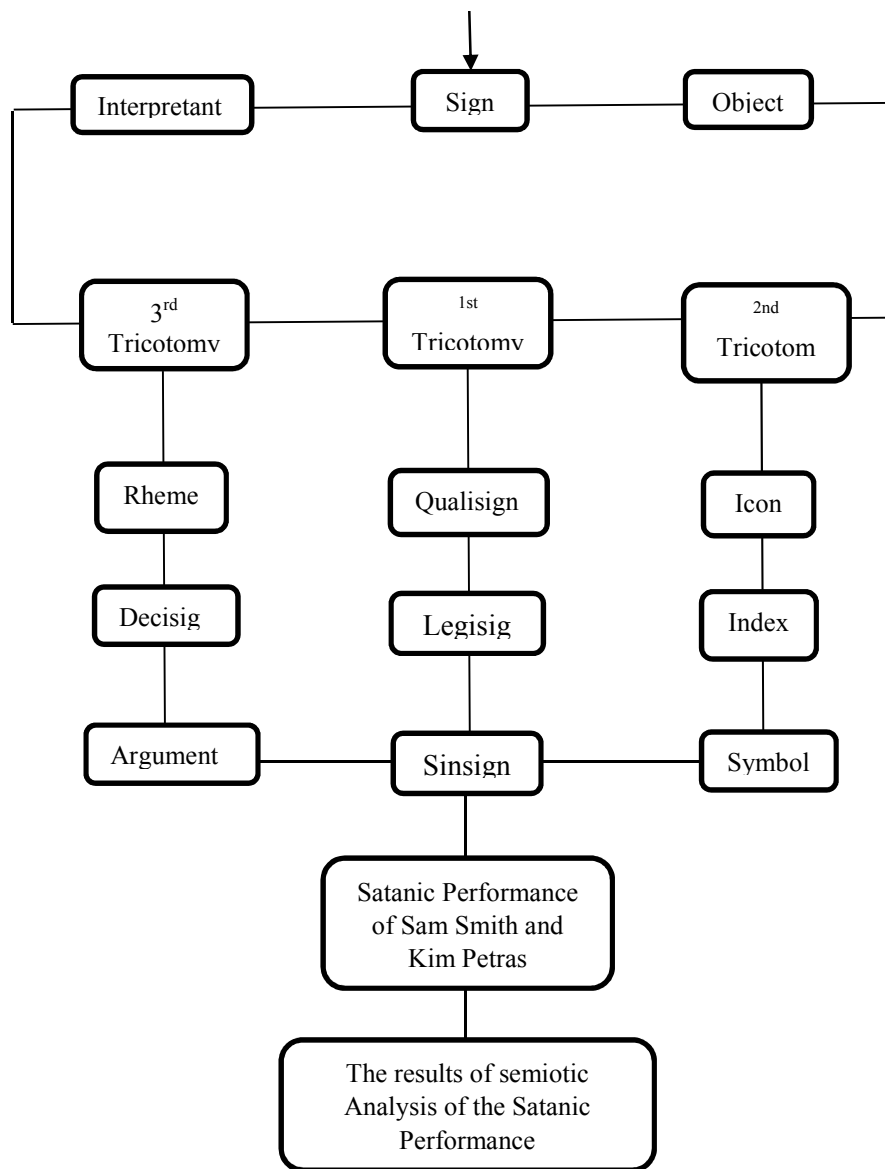


Figure 4. Conceptual framework of The Semiotic Analysis of Sam Smith ft Kim Petras Performance on “Unholy Song” in Grammy Awards 2023

CHAPTER III

RESEARCH METHODOLOGY

3.1 The Research Design

Qualitative method is used in this research and combine with Charles Sanders Pierce's semiotic approach. This research is helped and supported by the use of the research methods. According to (Moleong, 2017) qualitative research is research that aims to understand the phenomenon of what research subjects experience, such as behaviour, perception, motivation, action, and others, holistically and through descriptions in the form of words and language, in a specific natural context, using various natural methods. The method assists the writer in collecting and analysing data for this research. Qualitative research is empirical, observing data based on the expressions of research subjects. Furthermore, this method is used to describe, analyse, and interpret the semiotic signs in Sam Smith ft Kim Petras's performances with “Unholy” song.

3.2 The Source of Data

The writer's data are obtained from the images of the phenomenal videos of Sam Smith ft Kim Petras’ performance in Youtube. They performed on five stages such as : live performance at Capital’s Jingle Bell Ball 2022, live at Saturday Night Live 2023, live at Royal Albert Hall 2023, live performance at The Brit Awards 2023, and live performance at Grammy Awards 2023. The duration of the video is approximately 4 minutes. The source of this study data is based on the meaning of signs in a hollywood artist's appearance on the Grammy Awards 2023 and focus on the semiotics signs on those mentioned above.

3.3 The Technique of Collecting Data

The writer used the documentation technique as stated by Sugiyono (2018), documentation is a method for obtaining data and information in the form of books, archives, documents, written numbers, and pictures in the form of reports and information that can support research. The data collected by captured every scene in the five videos of the Sam Smith ft Kim Petras' Performances on the stages with "Unholy" song. When collecting data, the writer performed the following steps:

1. Finding out the link of the five videos of Sam Smith ft Kim Petras's Performances in the youtube
2. Watching the five videos of Sam Smith ft Kim Petras' Performances
3. Capturing every scene in Sam Smith ft Kim Petras' performance videos into pictures.

3.4 The Technique of Analysing Data

In this research, the data collection technique used observation and analysis of the Sam Smith ft Kim Petras's performance videos on 5 different stages via YouTube. Moleong (2017) said that data analysis is a process of organizing and sort data into patterns, categories, and basic descriptive units so they can be found themes and can be formulated working hypotheses as suggested by the data. The writer analysed the data with:

1. The writer searched the performances of Sam Smith ft Kim Petras's with Unholy song and captured it into pictures.
2. Analysed all images using the Charles Sanders Pierce triadic theory. Defined and analysed based on the Representament in the form (qualisign, sinsign, legisign)
3. Defined and analysed based on the Objects in the form (icon, index, symbol)
4. Defined and analysed based on the Interpretant in the form (rheme, decisign, argument)

5. Classified and calculated the quantity and percentage of each sign into a table