

ABSTRACT

Mysticism and Exoticism are part of the Orientalism which can be found in many products of human life. One of them is in the music video. This study examines the Othering process of Mysticism and Exoticism in India by Coldplay's music video *Hymn for the Weekend*. This music video reached the top 25 on the Billboard chart at the beginning of the release and the most popular videos with the highest viewers up to 744.537.535 in the Coldplay's YouTube official account. It means there is something interesting in Coldplay music videos compared with the previous videos, but in reality after *Hymn for the Weekend* music video by Coldplay was released in 2016, it obtained criticisms from a Hindu religious statesman. It is because Indian people think they are not well represented in this music video. In this music video there are three characters will be discussed, they are members of Coldplay as the Occident, Beyonce as their duet partner, and Indians as the Orient. However, Beyonce's role here triggers the writer to analyze further not only in terms of Mysticism and Exoticism in India, but also the results of the Othering process between Occident, Orient and Beyonce's role as an African-American in this study. Thus, this study explores the Othering process that is delivered in the music video by applying Orientalism theory by Edward Said and narrative and non narrative aspects to reveal the representation in India. Therefore, this study used qualitative method research by applying critical approaches to reveal how the ideology of Orientalism works in this music video. The study shows that India is represented as the mysticism and exoticism country. Furthermore, the position of Indian people is considered as the Orient as double Othering by Coldplay and Beyonce through the Othering Process.

Keywords: *Exoticism; Music video; Mysticism; Orientalism; Othering*