

CHAPTER III

METHODOLOGY

III.1. Research Approach

This research is focusing on figuring out the representation of woman in “This Love” music video. To figuring out the meaning on its visual and verbal in this music video, the writer analyzes the lyrics and also the music video itself. In music video, the writer will analyzed the angle of shoot, gesture, body language, setting, position, sex appeal, clothes, and so on. While the lyrics will be analyzed as it is sang along the scene.

There are two versions of the video, the uncensored and censored version. Both of them are featuring vocalist Adam Levine in intimate scenes with his girlfriend at that time, a model, Kelly McKee. The main difference of those two versions is the existence of flowers which cover their nudity in censored version. The writer is going to analyze the uncensored version because the writer thinks that this version is more interesting to be analyzed from feminist point of view. Moreover, the uncensored video contains many issues to discuss.

A version of the video where a stream of computer-generated flowers covers up more was created for more conservative markets (MTV 2009-05-07).

Copying Elizabeth Howard from her blog, the typical conventions used in a music video of this genre are:

- a. Band Shots, whole band shots and performance clips (In “This Love” music video there are also a few scenes that shows band members

performs. But the writer do not analyzed their performance. Focus on the representation of woman merely)

b. High lighting or bright lighting, not natural (In this music video, the lighting effect is not really bright and high. It is just enough to throw light on of the actions during the shots)

c. Close-ups, and extreme close-ups (There plenty of close-up shots in this music video. It illustrates the intimacy between Adam Levine and his model, Kelly McKee)

d. Colour effects, often monochrome (In this music video, the tone colour of all sex scenes are sort of medium dark, while for band performances it used a bit brighter tone colour)

e. Fast-pace editing

f. Straight cuts

g. Pan shot (Camera pivots on its axis turning from left to right for the purpose of following the action within a shot)

h. Seductive pose from the female model (Indeed. This is what the writer going to analyze)

i. Deserted locations with straight forward narrative (In this music video, the band members performing location is in a courtyard with sandy floor and pink blossom tree around)

j. Guitar solos (There are also two or three scenes that close-up the guitarist plays solo)

k. Voyeurism (One of many things that will be analyzed from this music video)

l. Singing while acting (Adam Levine does it in the whole music video)

Here, the writer using qualitative method to analyze because it is the closest method for this topic. Qualitative method focuses on understanding the meanings and relates to the phenomena (actions, decisions, beliefs, values, etc.) within people's social activities (Lewis, Jane and Jane Christie 2003). Due to this topic uses qualitative method, so the result will be written in words not in description of numbers. As stated before in chapter I, the writer eager to figuring out the representation of woman in male music video that is made by woman. Because it is ironic if Maroon 5's music video exposes women sexuality that is degrading woman, and the fact that the director of this music video is a woman too. The research here would explore more about the representation of woman in "This Love" music video.

III.2. Data Sources

Maroon 5's "This Love" music video is controversial enough at the time when it was released. It reaped a lot of critics from public and music experts. Since music video is used by singers or bands to promote their songs, music video can be considered as an advertisement. A music video or song video is a short film integrating a song and imagery, produced for promotional or artistic purposes. Modern music videos are primarily made and used as a marketing device intended to promote the sale of music recordings (Moller 2011). Usually

bands or singers have their own concepts, and then they discussed it with director that they have chosen. Director then wrapped all concepts and embodying it into a music video. In music video, directors usually put their ideology, so that people who watch their work will get their message or perhaps recognizing their work immediately. ***LYRICS***

Because this study has limitation, so the writer only chose a few scenes from “This Love” music video that represents about woman. After that, it will be analyzed from the position between man and woman in the video, the angle of shoot, sex appeal, gesture, setting, and so on. The writer will not analyze the band and their performance in the music video, but the writer will analyze the scenes that involved woman to fulfil the purpose of this research. Maroon 5 music video has been played million times and this song itself become one of the popular song since its release date in January 24th 2004. This music video has been chosen because it is interesting to discuss about woman construct in music video, which actually these portraits are degrading woman, while women out there love Maroon 5 music video without knowing what this mean.

III.3. Technique of Data Collection

Accountable data is being required to make a detailed analysis on the study. The study uses procedures of the technique of data compilation. Making data classification, the writer uses some sources which become the foundation of this study and are used to analyze Maroon 5 music video “This Love”. The sources can be gained from internet browsing. Internet provides a huge number of

data, including the latest critics, analysis about women construction. The information concerning the recent data about the latest review of Maroon 5 music video “This Love” can be found in several sites through internet.

1. First of all, the writer browsing internet in order to find Maroon 5’ “This Love” music video, in this case the writer searched in Google and opened You Tube. After the writer found “This Love” music video, the writer downloaded it and then watched it. After watched the music video, then it is time to find scenes that showing women.
2. Next step is determined which scene that is represents woman. In this study, the data that the writer need are about finding images and frame that exposes woman sexuality. It is not so difficult enough because there are so many scenes that show woman sexuality. Not only woman sexuality, but also there are found some scenes that depicted positioning of woman and man, which can be deemed as representation the submission of woman, whether in position while in bed or male gaze that seen clearly for audience.
3. This is the image that will analyzed:



Figure III.1. A frame that shows Adam Levine and the model of the music video, Kelly McKee (01.24)

The writer chose Figure 3.1 that was captured at minute 01.24, because this scene depicted **sexual action** whilst the lyrics sing “So hard to feed her satisfied/Keep playing love like it was just a game”. The delineation in music video is close enough to what the lyrics means. Moreover, the writer will analyze this scene deeper in the next chapter.

III.4. Technique of Data Analysis

The data includes the main source of the analysis, the music video and lyrics of Maroon 5 music video “This Love”, and also the data which concerning on Semiotics theory of denotation, connotation, and myth by Roland Barthes to distinguish verbal and visual meaning of the music videos, and also to reveal the concepts that Maroon 5 brings through its music video.

- a. *Linguistic Message*: The linguistic message is present in every image, as title, caption, accompanying press article, film dialogue, comic strip

balloon, and so on (Roland Barthes). In this study the writer will analyze linguistic message of “This Love” lyrics.

- b. *Non-Coded Iconic (Denotation)*: Denotation is the use of a semiotics resource to refer to concrete people, places, things, actions, qualities and events (van Leeuwen 2005, p. 275). In this study, the writer will analyze the literal meaning of the frame of Maroon 5 “This Love” music video.
- c. *Coded Iconic (Connotation)*: Connotation is a key to semiotic analysis of culture (Noth 1990, p. 310). Barthes used the concept of connotative semiotics to uncover the hidden meaning in texts. The writer describes the figurative meaning of the image through its symbols, historic, and cultural meanings that contains in the image.
- d. *Myth*: Myth is a result of the denotation and connotation meaning. Myth appears after denotation and connotation meaning have known. Myth not defined by the object of its message, but the way in which it utters this message (Barthes 1972, p. 189).
- e. *Narrative*: A narrative is a text that has been constructed in such a way as to represent a sequence of events or actions that are felt to be logically connected to each other or intertwined in some way (Danesi 2004, p. 142)

All the sources are being used on the analysis. The next step is to arrange and study the data to observe the matter which is being analyzed. The theory is used to maintain the analysis on one focus, so the extrinsic and intrinsic elements

of the work are going to be analyzed deeper by using descriptive analysis as the method of the study. Considering that gaining the best understanding about the messages, information that related to them are also used in the analysis. In analyzing the music video with this process, the writer would know how woman is constructed in Maroon 5's "This Love" music video and draw the conclusion based on all of the findings. The final step is making a conclusion based on the analysis.

Using Semiotics by Barthes, the writer focuses on the analysis of signs and their functions. It is concerned with how meaning is generated in "texts" (in this case in music video), the way signs communicate, and rules that govern the use of those signs.