

## ABSTRACT

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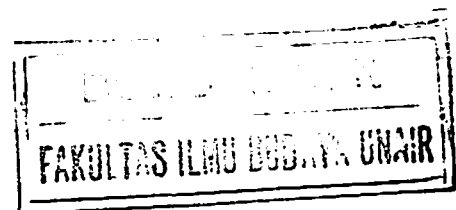
*Video clip is media to visualize the meaning of song. A song writer or a singer, also can be emphasize the meaning of the music by visualize lyrics into any moving picture and symbols in video clip, supposed to making people easier to understand the meaning of the song. By its elements such audio, visual, and lyrics video clip a power to construct people's mind. Also, video clip could be a media to spread an ideology by using symbols. In terms of video clip, explicit or implicitly, those symbols could be put a picture, expression, dance, lyric, or using the power of camera. This is what we called as hidden symbols. Video which contains any hidden symbols which people –unconsciously- can be constructed by showing picture regularly. Antichrist, a concept that fight the Christianity, regularly spread its symbols by using media and international artist. As one of 100 influential women in the world, Lady Gaga's video clips are indicated symbol of Antichrist. 'Judas', her video clips, contains of hidden symbols of it that indicated in the symbols inside. Through Rolland Barthes's theory of Semiotic, this study will analyzed through the symbols, colours, gestures, and lyric. By those method, the symbols that indicated to Antichrist ideology are found in Lady Gaga's video clips 'Judas'.*

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**Keywords : Judas, Antichrist, Ideology, Video Clip**

***"You're great because of what  
you've given, not what you  
hold"***

***Mom***



# **CHAPTER I**

## **INTRODUCTION**