

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Video clip is chosen as the object of analysis because video clip has been one of strategic media to publish songs nowadays. A video clip is media which contains of two elements: audio and visual. But in recent days the people put song lyric in the video clip as the third elements. In the beginning of its emergence, the function of video clip is to promote the singer and also the music as well. Sometimes, good video clip will give strong images to people's mind so that the video clip could increase the music's sale (Ahira 2011,online). Yet, due to the development of technology and culture, the video clip itself is also developed into any functions such as used to visualize the meaning of the music itself. In terms of this function of video clip, Noviasari (2013) states that this kind of media (audio and visual) has better quality than audio only or visual only (such as in mp3 or silent video) (p. I-14). Thus, it means the audiences will be easier to understand the music or lyric through visualization.

The functions of video clip are not only for media promotion and existence, but also to spread any agenda behind. The existence of video clip seems to be exploited to spread any agenda for audiences. As product contained audio visual elements, visualization of video clip will gives certain interesting for audiences which always remember about it contains. Noviasari (2013) argue that aesthetic in

video clip will be interesting for audiences and they always remember it contains in long times. This construction put any meaning in mentally concept inside people's mind, then depict into language (audio visual) (p. 1-8). Then, Noviasari states :

According to Hall, video clip tries to depict as closer as possible to reality among people. In another case, what has been depicted inside the video clip is no longer a reflection from the reality, but it contains of others elements that made for certain agenda (p. 1-14).

This discussion is focused on finding the representation of antichrist ideology through the symbols in Lady Gaga's video clip titled 'Judas'. This subject is very interesting due to controversies among people about Lady Gaga's video clip which are affected some countries' rejection for her concerts. One of example of this video clip that indicates contains of agenda is Lady Gaga's video clip *Judas* which becomes the object of analysis in this writing. Judas video clip has big attention among people in the world which is millions viewer in youtube.com that has been viewed. It can be seen on youtube.com where the video has been viewed by 192,538,900 people since uploaded by official account Lady Gaga Vevo three years ago until September 2014.

Judas itself is also one of Lady Gaga's controversial songs because it narrates about her love towards Judas instead of Jesus. In this song, Lady Gaga also get herself as Jesus' people, one of her act is as Maria Magdalena which will be explained later. In this case, many groups of people criticize about this song and also its video clip that contains of many Satanism or Anti- Christ symbols. Even

Lady Gaga has come under fire from Catholic and Latino activist groups who claim that the singer's as-yet unreleased video for her upcoming single *Judas* is racist and intolerant of Catholicism. In the clip, Gaga is said to appear as Mary Magdalene. (www.rollingstone.com, 2011). www.guardian.co.uk (2011) reported that Christian groups in the Philippines have called for a banning on Lady Gaga's Manila concerts, alleging that her song *Judas* is an offensive mockery of Jesus Christ.

Judas itself is the song about loving to Judas, whoever he is and whatever he has been doing to her. In this song, Gaga also place herself into some people who lives during Jesus' time. While in the video clip tells about Gaga's journey with her bikers, which stop around Electric Chapel. In this area, bikers get a confrontation between Judas and others. There, Gaga comes to making choice between Judas and Jesus, but at last she gets bullying from another.

In this video clip, there also shows shift roles of Christianity. Symbols and characters are pointing to portray some figure in Christianity that visualized different with what Christians are. Few scenes in this video that become controversy are also the figure out of symbols of contradiction toward Christianity's value. As indicated of those contradictions, this video clip contains of symbols that indicated as insult for Christian such as symbol of "skull and crossbones" behind bikers' jackets. In our culture, or in some place, "skull and crossbones" are symbolized as poison. While Judas' video clip put this symbol in the Jacket of Jesus' followers.

Lady Gaga gets critics from among people in some country because of her songs. Gaga is also listed by Forbes in 14th place on list of The World's "100 Most Powerful Woman" (Forbes online, 2012). As one of powerful women in the world, of course, Lady Gaga has big influence to spread her ideology to people in the world. She is one of world singers who some of her songs and video clip are indicated very symbolic and contain of ideology. Many people judge her as Antichrist because of her songs and video clips which contains of contradictions between Christian in bible and history and Christian depicted in this video. Abbot Adso in Stuckrad (2006) stated that the Antichrist as the 'antithesis of Christ in every way', and presents his vita in series of descriptions and events exactly contrary to those of the life of Christ (p. 78).

Thus, the concept Antichrist itself is affiliated into a contradiction of Christianity concept. Antichrist has been known by mass media in the world. In music industry, there are singers and bands that appear as Antichrist either through their album or their name. In 1996-1997, Marilyn Manson (band) released an album named *Antichrist Superstar* which one of the songs *The Beautiful people* is contains of destructive. As quoted in Wikipedia.com, when Marilyn Manson performed on MTV Video Music Awards in 1997, the vocalist gave a speech to the audiences :

My fellow Americans: We will no longer be oppressed by the fascism of Christianity! And we will no longer be oppressed by the fascism of beauty. As I see you all sittin' out there trying your hardest not to be ugly, trying your hardest not to fit in, trying your hardest to earn

your way into Heaven, but let me ask you: Do you want to be in a place that's filled with a bunch of assholes?

On the contrary, Destruction Band in their songs *Nailed To The Cross*, is clearly mocking toward Christian in the lyric. Based on the explanation above, we can say that both of bands express their selves against the rule, dogma, and the ideology of religion. Some people such Marilyn Manson and Destruction who do not want to be indoctrinated by religion tend to reject religion as their ideology.

The development of world's culture and ideology of pluralism and freedom is having an effect in spreading any ideology, particularly Antichrist ideology. Not only the ordinary people but also figures or musicians are interested to follow Antichrist as their ideology. In terms of culture, the ideology of Antichrist spread by the development of music, pop culture, and also musician through the symbols.

Lady Gaga, a famous singer from USA, are indicated as Antichrist's agent through her music. By Barthes' theory of semiotic, the writing will analyse one of Lady Gaga's song, 'Judas', correlated to Antichrist ideology that appears inside the video clip through the symbols.

Judas video clip was filmed on April 2–3, 2011, and was directed by Gaga and her choreographer, Laurieann Gibson (Wikipedia, 2012). Although the video clip is getting a lot of criticism, but it gets some nominations and even won the award. In 2011 Much Music Video Award, *Judas* won as Best International Artist Video. Meanwhile, in 2011 MTV Video Music Awards, it was nominated

into 2 categories : Best Choreography and Best Art Direction. In addition, it received a gold certification from Italy, Japan, New Zealand, and Spain even though the music video is rejected in some countries. Also, it was put on 1'st peak position in South Korean International Single Chart and US Hot Dance Club Songs.

Based on the reception and description about *Judas* music video, it will be analyzed through its symbols, lyrics, and other elements that involved in *Judas* music video. Through those elements, revealed ideology behind *Judas* video becomes the aim of this analysis. Because of Barthes' semiotic has appropriation in analyze symbols and ideology, Barthes' semiotic will be applied to analyse this music video.

1.2 Statement of the problems

Based on the background, there are problems become basic of this analysis. The statements of the problems in this study are:

1. How does the Antichrist's ideology represented in Lady Gaga's *Judas* music video?

1.3 Objective of the study

The purpose of this study is to describe the ideology construction behind Lady Gaga's video clip *Judas*. The objectives will be the purpose of this writing is:

1. Exploring, describing, and analyzing the representation of Antichrist's ideology in Lady Gaga's video clip *Judas* by applying Barthes' semiotic

1.4 Significance of the study

Analysis of Lady Gaga's *Judas* aims in giving knowledge to the reader about the Antichrist representation by using media, including process and know the process of ideology in this video clip. There are also other parts of scene that support the idea of analysis such act, or camera shoot, power of camera, and others.

Gaga's *Judas* is different with another works which may related also in Christianity contradiction. But in this *Judas* video clip, Gaga's explicitly compare between Judas and Jesus' position in her life. Those are the reasons why it is very properly to be an object of analysis.

Antichrist becomes one of big issue in cyber world which interested on the term of conspiracy. It easy to finds information about Antichrist and its conspiracy. But, there are only few of people, particularly student in Faculty of Humanities Airlangga University, analyze it academically. Most of analyses about Antichrist in are internet and blog.

In addition, this study is also to giving literature study in English Department of The Faculty of Humanity of Airlangga University, especially in Bathes' semiotic. The end of this analysis, hopefully, notice people the construction of ideology, particularly in *Judas* music video and media in common. Further, it is expected to be one of the references of students who prepare the thesis, particularly reveal the construction of ideology by using Rolland Barthes' Semiotic.

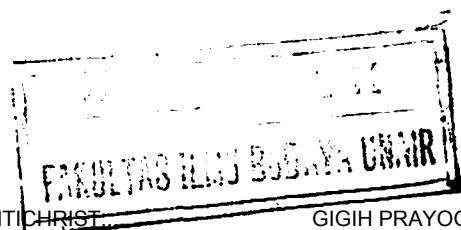
1.5 Definition of Key Terms

Judas : one of Jesus' apostles that –based on Catholic belief- he betrayed Jesus that impacted to the Jesus' suspected by Roman Soldier

Ideology : Ideology is thus a rhetoric that attempts to seduce individuals into identifying with the dominant system of values, beliefs, and behavior. Ideology replicates their actual conditions of existence, but in a mystified form in which people fail to recognize the negative, historically constructed and thus modifiable nature of their societies. (Kellner 1995, p.112)

Antichrist : Antichrist is actually a description for any person who works against and seeks to replace Christ. (Edward Henrie 2010, p.4)

Video Clip : Video clip is media to visualize the meaning of song



CHAPTER II

LITERATURE REVIEW