

CHAPTER III

METHOD OF THE STUDY

3.1 Method of the study

Method on qualitative research is implemented in conducting the analysis because the qualitative method is suitable one to analyze Lady Gaga's *Judas* music video. According to Maire Messenger and Nick Mosdell in *Practical Research Methods for Media and Cultural Studies*, in Hamenda (2012, p.7), qualitative research is a research which rather based on observation and critical analysis than based on numerical analysis (12).

This research including collecting of variety materials such observation of symbol, moving on dance, the narrative and non narrative aspect, interaction among characters, and exploration of theory will be used to analyze this video clip. Thus, since the analysis is applying semiotic, Barthes's semiotics becomes the main theory in analysis.

There are some steps during the process of analysis. The first step is watching the video clip of song 'Judas' (by downloading from www.youtube.com) and searching the lyrics. Finding the main theme and the issue in this song will be the second step. The next step is finding the most appropriate method in analysing video clips such semiotics, and also non narrative elements by using camera technique, shot, and other elements of film making. Non narrative elements are focused on visualization in this video clip such symbol, and other film making theory.

Furthermore, next step is finding the theory which is the most appropriate one to be applied at analyzing the video clip through the main issue has been found before. In choosing theory, Barthes's semiotics is the most appropriate theory applied because many of clues of the analysis are taken from symbols and the camera technique such shot, angle, slow motion, and others.

3.2 Research Approach

This study is applying the qualitative study that perceived could more understand on the phenomenon or text. Qualitative method usually applied on the analysis/study which need detail meaning and explanation of an object. Since it analysis is seeking ideology inside the video clip, qualitative method study is the most appropriate approach through the elaboration and finding the deepest meaning of this the ideology behind this video clip.

3.3 Scope and Limitation

This study analyse one of Lady Gaga's video clips entitled *Judas*. *Judas* is taken as an object because it becomes one of Gaga's songs which emergence critics around the world. *Judas* video clip also contains of symbols which indicated to a particular ideology. This study is aimed to find an ideology based on those symbols.

In analysis, there are focuses in finding the ideology behind the video clip *Judas*. By applying Barthes's Semiotic in this video clip, this study will reveal the

myth based on the symbols, including the codes that appear in the lyric of the song, gestures, colours, angle of the camera shooting, and other codes that needed during the analysis. The primary source will be the video that has been downloaded in www.youtube.com.

3.4 Data Collection

The data for the analysis was selected only one of from Lady Gaga's video clips due to many symbols that exist in the video. Collecting some Lady Gaga's videos before select a video is done in order to make references. The data of video *Judas* are taken from www.youtube.com uploaded on May 3, 2011 by account LadyGagaVEVO.

Since this study is discussion about video clip, a lyric is also important part to support the idea in part of linguistic message on Barthes' Semiotic theory. The song lyric of *Judas* is taken by downloading via minilyric program so the timing between lyric and the song are accurate. The writer also download lyric from www.azlyrics.com in making sure that the lyric from minilyric is valid. The writer downloads some lyric because the lyric is unavailable in the video on that link.

3.5 Data Analysis

The next step after get the data is close reading in pointing symbols and lyrics, also spesified the scene that will be analyzed from the video. The step is continued in practical theory. Barthes' Semiotic is applied because this study

related to qualitative study and needed deeper meaning of analysis. Then, analyse the video is taken as the main step which in this step applied some additional steps. By applying Barthes' semiotic, there will be four parts of analysis: linguistic messages, non coded iconic messages, coded iconic messages, and total messages. Those four parts are using to analyse choosen scenes, then all of total messages will be concluded in final steps. In the final chapter will be conclusion of all discussion.

CHAPTER IV

ANALYSIS