

ABSTRACT

This research is entitled “Portrayals of Toxic Relationship in Taylor Swift’s *All Too Well*, *Blank Space*, and *I Knew You Were Trouble* Music Videos: A Semiotic Analysis”. The purpose of this research is to find the portrayal of toxic relationships in Taylor Swift’s *All Too Well*, *Blank Space*, and *I Knew You Were Trouble* music videos scenes using the perspective of the semiotic theory of Roland Barthes. Furthermore, the researcher analyzes the meaning of denotations and connotations, as well as myths that are determined from data related to symbols. Also, the researcher uses cinematography theory such as frame, color and light, and camera movement. The analysis of this research uses the order of signification process by Roland Barthes to examine the meaning of the four selected symbols, such as the red lipstick, the jewelry, the red apple, and the key pendant that are employed to depict the portrayals of toxic relationships. The findings from this research were analyzed using descriptive qualitative methods. As a result of the study, the four selected symbols indicate toxic relationships depicted in Taylor Swift’s selected music videos. The red lipstick symbol in the music video is found to represent power abuse that leads to the meaning of emotional abuse experienced by the character as the trigger of a toxic relationship. The jewelry symbol refers to the controlling behavior through power which has a symbolic meaning to show the power in social status in order to control and manipulate. The red apple symbol refers to the controlling behavior through temptation which is identified as the symbol of temptation and sin. The last symbol in this research is the key pendant as the symbol of the betrayal in commitment that leads to emotional abuse in the relationship.

Keywords: Semiotic, Roland Barthes, Toxic Relationships, Taylor Swift

ABSTRAK

Penelitian ini berjudul “*Portrayals of Toxic Relationship in Taylor Swift’s All Too Well, Blank Space, and I Knew You Were Trouble Music Videos: A Semiotic Analysis*”. Tujuan dari penelitian ini adalah untuk mengetahui penggambaran hubungan beracun dalam adegan video musik *All Too Well*, *Blank Space*, dan *I Knew You Were Trouble* karya Taylor Swift dari sudut pandang teori semiotika Roland Barthes. Selanjutnya peneliti menganalisis makna denotasi dan konotasi, serta mitos yang ditentukan dari data yang berkaitan dengan simbol. Selain itu, peneliti juga menggunakan teori sinematografi seperti frame, warna dan cahaya, serta pergerakan kamera. Analisis penelitian ini menggunakan proses urutan penandaan yang dilakukan Roland Barthes untuk mengkaji makna dari empat simbol terpilih, seperti lipstik merah, perhiasan, apel merah, dan liontin kunci. Temuan penelitian ini dianalisis dengan menggunakan metode deskriptif kualitatif. Berdasarkan hasil penelitian, keempat simbol yang dipilih menunjukkan hubungan beracun yang digambarkan dalam video musik Taylor Swift. Simbol lipstik merah dalam video musik tersebut ditemukan mewakili penyalahgunaan kekuasaan yang mengarah pada makna pelecehan emosional yang dialami karakter sebagai pemicu hubungan yang beracun. Simbol perhiasan mengacu pada perilaku pengendalian melalui kekuasaan yang mempunyai makna simbolis untuk menunjukkan kekuasaan dalam status sosial dalam rangka mengendalikan dan memanipulasi. Simbol apel merah mengacu pada perilaku pengendalian melalui godaan yang diidentikkan dengan simbol godaan dan dosa. Simbol terakhir dalam penelitian ini adalah liontin kunci sebagai simbol pengkhianatan dalam komitmen yang berujung pada kekerasan emosional dalam hubungan.

Kata Kunci: Semiotik, Roland Barthes, Hubungan Beracun, Taylor Swift