

A SEMIOTIC ANALYSIS OF THE SELF INDIVIDUATION PROCESS IN THE  
CHARACTERS OF BTS UNIVERSE (BU) MUSIC VIDEOS



A THESIS

Submitted to the Faculty of Cultural Sciences of Hasanuddin University in Partial  
Fulfillment of the Requirements to Obtain *Sarjana* Degree in English Department

**By:**

**IRMAYANA**

**F21113030**

**ENGLISH DEPARTMENT**

**FACULTY OF CULTURAL SCIENCES**

**HASANUDDIN UNIVERSITY**

**MAKASSAR**

**2020**

**ENGLISH DEPARTMENT OF FACULTY OF CULTURAL SCIENCES  
HASANUDDIN UNIVERSITY**

**APPROVAL FORM**

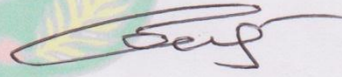
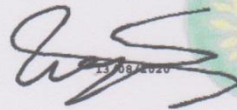
With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No. 398/UN4.9.1/KEP/2020 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Irmayana (F21113030) to be examined at the English Department of Faculty of Cultural Sciences.

Makassar, August 13, 2020

Approved by

First Supervisor

Second Supervisor



**Dra. Ria Rosdiana Jubhari, M.A., Ph.D.**

**Dr. Abidin Pammu, M.A., Dipl.TESOL.**

**NIP.196602071991032003**

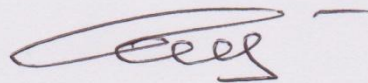
**NIP.196012311986011071**

Approved by the Execution of Thesis Examination by

The Thesis Organizing Committee

On Behalf of Dean

Head of English Department



**Dr. Abidin Pammu, M.A., Dipl.TESOL**

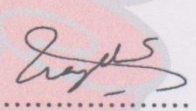
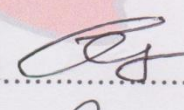
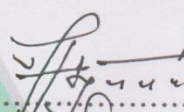
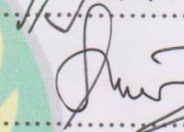
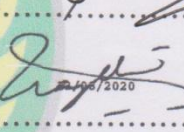
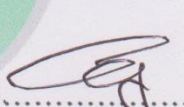
**NIP. 196012311986011071**

**ENGLISH DEPARTMENT**  
**FACULTY OF CULTURAL SCIENCES**

Today, Tuesday 14 August 2020, the Board of Thesis Examination has kindly approved a thesis by **IRMAYANA** (No. F21113030) entitled, **A SEMIOTIC ANALYSIS OF THE SELF INDIVIDUATION PROCESS IN THE CHARACTERS OF BTS UNIVERSE (BU) MUSIC VIDEOS** submitted in fulfilment of one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 14 August 2020

**BOARD OF THESIS EXAMINATION**  
**UNIVERSITAS HASANUDDIN**

- |  |                   |  |
|--|-------------------|--|
| 1. Dra. Ria Rosdiana Jubhari, M.A.,Ph.D. | Chairperson       | 1.....  |
| 2. Dr. Abidin Pammu, M.A., Dipl.TESOL.   | Secretary         | 2.....  |
| 3. Drs. Husain Hasyim, M.Hum.            | First Examiner    | 3.....  |
| 4. Drs. Simon Sitoto, MA.                | Second Examiner   | 4.....  |
| 5. Dra. Ria Rosdiana Jubhari, M.A.,Ph.D. | First Supervisor  | 5.....  |
| 6. Dr. Abidin Pammu, M.A., Dipl.TESOL.   | Second Supervisor | 6.....  |

THESIS

A SEMIOTIC ANALYSIS OF THE SELF INDIVIDUATION PROCESS IN  
THE CHARACTERS OF BTS UNIVERSE (BU) MUSIC VIDEOS

By

IRMAYANA

Student No: F21113030

It has been examined before the Board of the Thesis Examination on Friday, 14  
August 2020 and is declared to have fulfilled the requirements.

Approved by

Board of supervisors

Chairperson

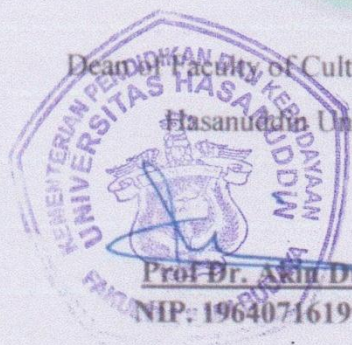
Dra. Ria Rosdiana Jubhari, M.A., Ph.D. NIP. 196602071991032003

Secretary

Dr. Abidin Pammu, M.A., Dipl.TESOL. NIP. 196012311986011071

Dean of Faculty of Cultural Sciences

Hasanudin University



Prof. Dr. Akir Duli, M.A.  
NIP. 196407161991031010

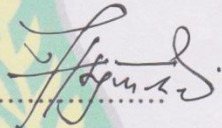
Head of English Department

Dr. Abidin Pammu, M.A., Dipl.TESOL.  
NIP. 196012311986011071

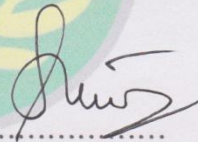
## DECLARATION

The thesis by IRMAYANA (No. F21113030) entitled, A SEMIOTIC ANALYSIS OF THE SELF INDIVIDUATION PROCESS IN THE CHARACTERS OF BTS UNIVERSE (BU) MUSIC VIDEOS has been revised as advised during examination on 14 August 2020 and approved by the board of Undergraduate Thesis Examiners:

1. Drs. Husain Hasyim, M.Hum. First Examiner

1.....

2. Drs. Simon Sitoto, MA. Second Examiner

2.....

## ACKNOWLEDGEMENT

*In the name of Allah, the Beneficent, the Merciful*

*May peace and blessing of Allah be upon all of us*

All praise be to Allah, lord of the Universe, who gives the writer guidance and strength, so this paper could be finished well. Peace be upon to dear prophet Muhammad SAW for his conveying the words of God, the light of humanism and peace.

The writer realizes that there are many lacks in this thesis as a result of the limited knowledge and inexperienced of her. Therefore, she is always open to receive corrections or constructive criticism from various parties for the perfection of this thesis.

Many people have assisted the writer in writing this paper. She wish to acknowledge the unceasing encouragement and great love from her parents, Lasiara and Martina, also to her beloved twin sister, Irnayani, and her big sisters Suleha and Sukmawati for their support and understanding. In this occasion, she also would like to express her gratitude and appreciation to:

1. Dra. Ria Rosdiana Jubhari, M.A.,Ph.D. and Dr. Abidin Pammu, M.A.,Dipl.TESOL as the first and second supervisor who have provided guidance and direction to the writer. Without their persistent help, the goal of this project would not have been realized;

2. The Chairman and the Secretary of English Literature Department, Dr. Abidin Pammu, M.A.,Dipl.TESOL and Sitti Sahraeny, S.S., M.A. who have directed the writer till the end of her study;
3. The lecturers in English Department who have guided the writer in pursuing various subjects;
4. Hasanuddin University employees, especially within the Faculty of Cultural Sciences who have worked hard to assist the writer in arranging documents for the completion of her study;
5. The writer's bestfriends, Dila, Mili, Widya, Osy, Lilis, Siar, Nila, and Ita who always provide their moral support to the writer;
6. Last but not least, the seniors and juniors in PK identitas who have helped the writer both directly and indirectly during her college years.

Hopefully, all the helps that the writer received from various parties will receive a reply from a Merciful God.

Makassar, 14 August 2020

The writer

Irmayana

## TABLE OF CONTENT

<b>TITLE.....</b>	<b>i</b>
<b>APPROVAL PAGE .....</b>	<b>ii</b>
<b>LEGITIMACY.....</b>	<b>iii</b>
<b>AGREEMENT.....</b>	<b>iv</b>
<b>DECLARATION.....</b>	<b>v</b>
<b>ACKNOWLEDGMENT.....</b>	<b>vi</b>
<b>TABLE OF CONTENT .....</b>	<b>viii</b>
<b>ABSTRAK.. .....</b>	<b>x</b>
<b>ABSTRACT.....</b>	<b>xi</b>
<b>CHAPTER I: INTRODUCTION .....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Identification of the Problem.....	4
1.3 Scope of the Problem .....	5
1.4 Statement of Problem.....	5
1.5 Objective of the Study.....	6
1.6 Sequence of Writing.....	6
<b>CHAPTER II: LITERATURE REVIEW.....</b>	<b>7</b>
2.1 Previous Study.....	7
2.2 Literature Review .....	8
2.2.1 Individuation by Carl Gustv Jung .....	8
2.2.2 Semiotic approach.....	15
2.3 BTS and BTS Universe (BU).....	19



2.3.1	BTS .....	19
2.3.2	BTS Universe (BU) .....	22
2.3.3	BU Synopsis .....	23
<b>CHAPTER III: RESEARCH METHODOLOGY .....</b>		<b>26</b>
3.1	Research Design.....	26
3.2	Method of Collecting the Data.....	26
3.2.1	Primary Data.....	27
3.2.2	Secondary data .....	27
3.3	Method of Analyzing the Data .....	27
3.4	Procedure of Analysis .....	27
<b>CHAPTER IV: ANALYSIS .....</b>		<b>29</b>
4.1	Kim Seok Jin .....	29
4.2	Min Yoon Gi .....	35
4.3	Jung Ho Seok .....	41
4.4	Kim Nam Joon .....	46
4.5	Park Ji Min .....	51
4.6	Kim Tae Hyung .....	57
4.7	Kim Jung Kook .....	62
4.8	Denotative and Connotative Meaning.....	67
<b>CHAPTER V... .....</b>		<b>69</b>
5.1	Conclusion .....	69
5.2	Suggestion .....	69
<b>BIBLIOGRAPHY .....</b>		<b>71</b>

## ABSTRAK

**IRMAYANA.** *Analisis Semiotik Proses Individuasi Diri pada Karakter Video Musik BTS Universe (BU).* (Dibimbing oleh **Ria Rosdiana Jubhari dan Abidin Pammu**).

Dalam penelitian ini penulis meneliti delapan belas video musik dari boyband populer Korea Selatan, BTS. Video musik ini bercerita tentang kehidupan sosial tujuh remaja bersahabat, namun berasal dari latar belakang sosial dan ekonomi yang berbeda.

Penulis menggunakan metode deskriptif kualitatif dan teori semiotik untuk menjelaskan lebih detail tentang tanda dan maknanya dalam video musik. Penelitian ini juga mendeskripsikan bagaimana perjalanan tujuh tokoh utama menemukan jati dirinya terkait dengan teori Carl Jung tentang proses individuasi diri. Setelah penggunaan kedua teori ini, pesan moral diperoleh.

Akhirnya penulis menemukan bahwa ketujuh karakter tersebut belum mampu menyeimbangkan empat arketipe utama, yaitu persona, *shadow*, *anima/animus*, dan *self* dalam dirinya. Jadi, dapat dikatakan mereka tidak berhasil dalam proses individuasi diri. Pesan moral yang terkandung dalam video musik tersebut adalah perlunya mencintai diri sendiri. Inilah satu-satunya cara untuk mencapai individuasi diri/diri sejati.

## ABSTRACT

**IRMAYANA.** *A Semiotic Analysis of the Self Individuation Process in the Characters of BTS Universe (BU) Music Videos.* (Supervised by **Ria Rosdiana Jubhari and Abidin Pammu**).

In this study, the writer examines eighteen music videos from South Korean popular boyband, BTS. These music videos tell the story of the social life of seven teenagers who are friends but come from different social and economic backgrounds.

The writer used descriptive qualitative method and semiotic theory to explain more detail about the signs and their meanings in the music videos. This research also describes how do the journey of seven main characters find their true self related to Carl Jung's theory about self individuation process. After the use of these two theories, the moral message was obtained.

Eventually, the writer finds that all seven characters have not been able to balance the four main archetypes, namely *persona*, *shadow*, *anima/animus*, and *self* within themselves. So, it can be stated that they do not succeed in the process of self individuation. The moral messages contained in these music video is to love ourselves. This is the only way to reach the self individuation/the true self.

## CHAPTER I

### INTRODUCTION

This chapter contains the background of the study of a general description of semiotics and their use, one of which is in the music video. Music video Semiotic is used by BTS boy band as a means of delivering social criticism as well as psychological messages. In addition, this chapter also includes a discussion of the identification of problems, the scope of problems, research questions, the objective of the study, and the sequence of writing.

#### 1.1 Background of the Study

Humans in their daily life are always confronted with signs, both language and non-language signs, such as words, sounds, and body language. Through their intelligence, these signs are then used as a tool to interact with each other or to understand the surrounding as a form of adaptation to the environment.

However, sometimes everyone has a different interpretation of the meaning of a sign that often leads to misunderstandings between them. Therefore, this requires the same concept or understanding in order to avoid such misunderstandings among sign users. For this reason, the study of signs or what we call semiotic is present.

Semiotic derived from the Greek word *semeion*, which means "sign." The leading originator are Ferdinand de Saussure (1857-1913) from Europe, who is also known as the father of modern linguistics and Charles Sanders Peirce (1839-1914), a

philosopher and logician from the United States. De Saussure uses the term semiology, while Peirce uses the term semiotics.

Semiotics in its development has been used in various branches of science, including media studies, for example in advertising, cinema, movies, posters, etc. This is in line with what was stated by Roland Barthes (1968) in his book *Elements of Semiology* that semiotic is used to understand everything that is seen as a sign system.

Music video is one of the media that is currently widely studied using a semiotic analysis method because there are various kinds of signs in it, both verbal sign (lyrics of the song) as well as visual sign, like age, expression, setting, and so on. These signs will help us to understand the purpose or the message that the musicians or the creator of the music video convey in their works. The messages in the music video can be delivered in the form of performance, narration, video concept, and so forth, with various themes, for instance political, social criticism, moral story, or even psychological.

BTS is one of Korean Popular (K-Pop) boy bands who often apply these themes in their songs or music videos. Their music themes are closely related to the lives of young people. The music genre they offer is also in accordance with the majority of music enthusiasts, namely young people. The life of young people can be seen in the song and music video *N.O.* This song is the lead track of ten songs included in their second album *O!RUL8,2?* which was released on September 11 2013. In this music video, students were in a classroom, portrayed to be continuously pressured to study by adults. This act overwhelmed them and affected their mental

health. This was in accordance with the views of the majority of Korean society who thought that one indicator of success was studying at prestigious and well-known universities, notably Seoul National University, Korea University, and Yonsei University, for which children were required to study very hard ever since they were in middle school.

After this album, they remain consistent in inserting moral messages or social criticism in their subsequent works. April 12, 2019, they released an album titled *Map of the Soul: Persona*, with an element of psychology in it. The album was inspired by the book written by Dr. Murray Stein, an American Jungian analyst with the same title. On the release, they recommended this book and made it a best-seller at the time (London, 2019). Not only that, Dr. Murray Stein even commented about BTS in a podcast interview episode 42 in a Speaking of Jung website, saying he was pleased with BTS' interest in raising this theme. "I must say I am thrilled that they are taking an interest in Jung and my book, that Jung's message and Jung's vision is being transmitted to people who otherwise would never hear about him or pay attention to what he has to offer."

Their creativity in making songs and music videos that are closely related to many aspects of daily life make them widely known, ranging from kids, young people, adults, and from local to international fame. Their achievements and fame were even then equated with the legendary band The Beatles. No wonder they are called as the world's biggest band (Hollingsworth, 2019).

Their success continues, also the psychoanalysis theme that still accompanies them. Recently, they released a *Music Video Interlude: Shadow*, an opening for their

upcoming album, *Map of the Soul: 7. Shadow* and *persona* are two of many archetypes mentioned by a psychoanalyst Carl Gustav Jung on his works. These archetypes build collective unconscious structure, where this structure along with two other parts of the psyche, namely personal unconscious and ego-consciousness are indispensable in the process of individuation or *self*-realization. Individuation is a journey toward wholeness which there is a balance in the relationship between the inner world and our external world (Sol, 2016).

However, this balance is hard to achieve because of today's culture. The culture of the society that bears to unrealistic expectation makes someone inevitably continue to rely on *persona* and must ignore their sense of *self*. This *personality* imbalance makes a person vulnerable to serious psychological problems, as illustrated in a number of music videos from BTS. Therefore, research on individuation really needs to be done, so that the public knows about the importance of it.

This concept was used by the writer as a reference in her research on several music videos from BTS that were relevant to the theme of the individuation process. For this reason, the writer chose the title "A Semiotic Analysis of the *Self* Individuation Process in the Characters of BTS Universe (BU) Music Videos."

## **1.2 Identification of Problem**

After watching several music videos from BTS, the writer found some problems:

1. The writer notices that there are many signs in music videos that require further identification to avoid misunderstandings among the audience.
2. The writer also sees that there is an important message that BTS want to convey to their music video viewer. This message is conveyed implicitly and not necessarily understood by everyone, so the writer chooses to further investigate this matter.

### **1.3 Scope of Problem**

The writer identified the individuation process experienced by the seven characters in BTS Universe (BU) content of music videos using the semiotic model of Roland Barthes.

### **1.4 Statement of Problem**

This research aims to answer the following questions:

1. What is the denotation meaning of the signs contained in BU music videos?
2. What is the connotation meaning of the signs contained in BU music videos?
3. How do the characters in BU music videos experience the individuation process?
4. As the youth representative, what is the moral message that BTS want to convey to the other teenagers through their music, specially these BU music videos?



## **1.5 Objective of the Study**

Related to the statement of problems above, the objectives of this research are:

1. To find out the denotation meaning of the signs contained in BU music videos
2. To know the connotations meaning of the signs contained in the BU music videos
3. To analyze the individuation process experienced by the characters in the BU music videos
4. To find out the moral messages delivered in BU music videos?

## **1.6 Sequence of Writing**

This writing consist of five chapters. Chapter one is an introduction that consists of the background of the study, identification of the problem, the scope of the problem, research questions, the objective of the study, the sequence of writing. Chapter two consist of the literature review which provides a review of some previous study, theories used in the analysis, and a brief explanation of BTS and BTS Universe. Chapter three is about research methodology used to analyze the data, including research design, method of collecting the data, method of analyzing the data, and procedure of writing. Chapter four elaborate the result of the analysis that has been done by the writer. Chapter five contains conclusions from the result of the analysis that has been done and the suggestion.

## CHAPTER II

### LITERATURE REVIEW

This chapter includes several examples of previous studies that are using both semiotic theory and psychoanalytic theory; a description of the psychoanalytic theory of C.G. Jung with the main point is individuation; a description of the origin of semiotics and Roland Barthes' semiotics; as well as a brief description of BTS, what is BTS Universe narrative, and a brief synopsis about it.

#### 2.1 Previous Studies

As one of the psychoanalyst, Carl Jung is a figure who has contributed much to the development of psychology today. The concept of introversion and extraversion, which is now being extensively used, is one of the results of his thinking. Even the *personality* tests like the Myers-Briggs Type Indicators (MBTI), draw directly from them. The concept of individuation is central to his psychanalytical thinking. Therefore, it is not a surprise if there are many researches about it.

Rahmayanti (2015) wrote a thesis entitled "*Tris' Individuation Process as Seen in Veronica Roth's Divergent*". She chose a novel as the subject of her research. She described Tris as the main character's success in revealing the *persona*, *shadow*, *animus*, and *self* archetypes and make her be able to reach individuation.

Different from the previous study, Suprpto (2016) in "*Self Individuation Process of Nina Sayers as the Main Character of Black Swan Movie*" described how

the individuation process was examined in a movie. The main character of the movie was dominated by only two archetypes, namely *shadow* and *persona*, which in the end failed to make her experience the individuation. It is in contrast to the result of Rahmayanti thesis.

Meanwhile, the research using Roland Barthes semiotic analysis model was also found a lot. Roland Barthes helped found the modern science of semiology. He considers all cultural products, be it architecture, fashion, art, photography, or even media can be a sign and have a specific message. That is why some media studies, such as music videos and movies also use this method.

Ervina (2014) in "*Analisis Semiotik Pesan Dakwah dalam Video Klip the Chosen One- Maher Zain*" saw that music video involve forms of visual and linguistic symbol that are used to encode preaching messages. In addition, there is a research done by Ilmi (2017) entitled "*Makna Waktu dalam Film In Time*". This research aimed to determine the denotation and connotation meaning as well as the myths and ideology portrayed by the word 'time' in the film.

Based on the description above, the writer is interested in conducting research on music video media based on Jung's individuation concept. The writer also used Roland Barthes' semiotic analysis theory (denotation and connotation meaning), which will clarify the individuation process. By combining these, it can be seen the difference in the study that the writer did with the previous studies.

## **2.2 Literature Review**

### **2.2.1 Individuation by Carl Gustav Jung**

In presenting his psychoanalytic theory, Carl Jung divides the two levels of the psyche, namely conscious and unconscious. Individuation is an effort to make conscious and unconscious parts altogether. Feist and Feist (2008: 104) in their book *Theory of Personality* said that healthy individuals could be achieved through the individuation by experiencing the conscious world without closing themselves to understand what is happening in their unconscious world.

Consciousness is a state in which a person aware of his surroundings. "Ego" from the Latin word means "I" is the center of consciousness. Ego is the center of willing, desiring, reflecting, and acting (Stein, 1998).

On the other hand, unconsciousness as Jung (2014) described, is a part of the psyche that had not yet reached consciousness. "...a weakness of consciousness actually causes certain contents to fall below the threshold, or where disagreeable contents are repressed."

Unconsciousness has very little to do with consciousness so that most people deny its existence, but it will still be manifested in individual behavior, the work, even in dreams (Jung, 2014). Unconsciousness is divided into two:

**a. Personal Unconscious**

Personal unconscious contains all the repressed memories, forgotten events, or experiences suffered by individuals outside of consciousness. Some of those can be remembered easily or with difficulty, and some of

them are even submerged far below consciousness. (Feist and Feist, 2008: 104). Contents of the personal unconscious are called *complexes*. *Complexes* cause spontaneous reactions to particular situations or persons, they act like instinct, but they are not entirely innate. Most are the result of traumatic experiences, family interaction, and cultural accustoming (Stein, 1998). The complex can determine how individuals perceive the world, their values and interests (Schultz, 1991).

Feist and Feist (2008) gave an example of someone who has a mother complex. If someone has significant experience with his/her mother, then just by hearing the word "mother," he/she would have an emotional reaction to the word. The complex nature is very personal, but part of it is also obtained from human's collective experience. This is in line with what Jung says that the complexes may be partly conscious and may derive from both the personal and the collective unconscious.

#### **b. Collective Unconscious**

Collective unconscious is the other psychic system in the world of unconscious besides the personal unconscious. Unlike the personal unconscious, which is gained from personal experience, the collective unconscious is inherited. It is universal and impersonal nature. That is why it is identical in all individuals (Jung, 2014).

Furthermore, Feist and Feist (2008) explained that inherited here does not mean inherited ideas, but rather the innate human tendencies to react to situations as response tendencies that they inherited from their

biological ancestors. For example, a mother who initially has negative feelings towards the fetus suddenly feels love for her newborn baby. This is part of a woman's innate potential where this potential needs experience to be activated.

The main component in the collective unconscious is the *archetype*. This concept is the result of Jung's investigation of a number of fairy tales, myths, and dreams from many different cultures. Broadly speaking, the *archetype* can be interpreted as a form of thoughts or ideas that are embedded in the psyche, which is the basis of individual's views and is projected on individual experiences. *Archetype* expresses itself through several modes, primarily dreams, fantasies, and delusions (Rizakiah, et. al., 2018).

There are many *archetypes* in the collective psyche and some of them are very influential on the individuation process, namely:

### **1) Persona**

The word *persona* comes from the Latin word, which means a mask that is often used alternately by a drama performer on a show (Sebatu, 1994). In other words, the *persona* is the person-as presented. Where someone plays a specific role in society, behaves according to wide acceptance of the society, and represent social and cultural stereotypes.

For example, a man who acted as a boss and is a father must be firm to his subordinates in the office, but at home, he turns into a loving father figure who is gentle and merciful to his children.

Jung in Murray Stein (1998) said that there are two sources of *persona*: "In accordance with social conditions and requirements, the social character is oriented on the one hand by the expectations and demands of society, and on the other by the social aims and aspirations of the individual."

In other words, as long as someone wants to be part of the social environment, then he must accept the demands of this society and inevitably have to wear *persona* if indeed these demands are not in line with his *personality*. Similar to someone who wants to maintain his dignity, he will not hesitate to use *persona*, which is very contrary to *himself* in order to remain valued and not ostracized.

Although *persona* has an important role, using excessive *persona* will prevent us from achieving individuation/*self*-realization (Feist and Feist 2008). For this reason, a balanced *persona* and our true inner *self* is needed.

## **2) Shadow**

The word *shadow* is used by Jung to show the dark side or the evil side in ourselves. *Shadow* is inversely proportional to the *persona*. If *persona* is very closely related to the ego that is conscious and wants to be shown, then *shadow* is related to the

unconscious world, which reveals the evil side that we always want to hide.

Although it contains negative things, the *shadow* also has a positive side. It is the source of creativity that also crucial to individuals. *Shadow* should not be denied because *shadow* can not be removed after all. Denying the existence of *shadow* will only make it appear to consciousness that can not be controlled by the individuals. Therefore, the best thing is to accept the *shadow* as part of our psyche, so, it can develop fully and balance with the other aspects of the psyche (Jung in Fordham, 1959). Accepting does not imply being dominated by it but merely recognizing it as part of our nature.

### **3) Anima/Animus**

Jung (2014) believes that men and women have elements of other types of sex in themselves. The female archetype in men is called *anima*, while the male archetype in the woman is called the *animus*. Furthermore, Jung in Murray Stein (1998) said that men are masculine (tough and aggressive) on the outside and feminine (soft and relational) on the inside, while women are the opposite. They are feminine (relational and receptive) on the outside and masculine (hard and discriminating) on the other side. Women will be threatening and have more power to direct or to determine than men, and men will be more nurturing and relational than women.



*Anima* is much influenced by the experiences of men with their mother, while the *animus* is much influenced by women's experiences with their father. If the individual feels that the father or mother has a negative influence on him/her, then *anima/animus* may appear in the negative form.

*Anima* works positively on a man if he awakens inspiration, intuitive abilities, can give warnings, and so on. On the other hand, he can also bring a negative impact in the form of a bad temper or an uncertain mood. Whereas the *animus* in women is positive when appearing in arguments based on logical and reasonable thinking. Negative aspects is when women have sharp-mouths, heartless, and so on (Sebatu, 1994: 11).

#### **4) Self**

Jung believed that every human being inherited a tendency towards perfection, which he called *self*. *Self* is the essential archetype because it contains both the conscious and unconscious mind. It unites the opposing elements of the psyche - male and female, good and evil, light and dark forces, in the process of *self*-realization (Feist and Feist, 2008).

As an archetype, the *self* is symbolized by the *mandala*, depicted as a circle within a square, a square within a circle, or any other concentric figure that represents unity, balance, and wholeness. In addition, Jung in Murray Stein (1998) provide lists a host of possible

images for it. Some of them are images that manifest in dreams or fantasies. These may appear in dreams as people sitting around a round table, four objects arranged in a square space, a city plan, a home. Numbers, particularly the number four and multiples of four, indicate quaternary structures, and many more. There are several ways to discover the *self*-archetype as Feist and Feist (2008) said:

"To actualize or fully experience the *self*, people must overcome their fear of the unconscious; prevent their *persona* from dominating their personality; recognize the dark side of themselves (their *shadow*); and then muster even greater courage to face their *anima* or *animus*".

This is very important to know and to understand for the writer in identifying whether each character analyzed in this research succeeds through these stages and meets the requirements for individuation or not.

## **2.2.2 Semiotic Approach**

### **a. Semiotic**

Semiotics is often defined as the science of signification. This term actually comes from the Greek language, '*semeion*' means sign or '*seme*', which means sign interpretation (Sobur, 2003: 16). The term semiotic can also be replaced with semiology, which has the same meaning. These terms emerge from two different originators, Ferdinand de Saussure and Charles Sanders Peirce. Peirce followers used semiotic and Saussure followers used semiology (Sobur, 2003:

12). However, semiotic is more popular and widely used today than semiology.

Saussure (1857-1913), a linguist and Peirce (1839-1914), a pragmatic philosopher, developed the science of semiotics in two different places and did not know each other. Saussure in Europe and Peirce in the United States. Saussure's scientific background is linguistics, while Peirce is philosophy.

The semiotic concept introduced by Saussure (1916) uses the dichotomy of the sign system: the *signified* and the *signifier*. This concept sees that the meaning arises when there is an association between the *signified* and the *signifier*. The sign is the unity of both. *Signifier* is the material aspect of language (what was said or heard and what is written or read), while *signified* is a mental picture, thought, or concept.

On the other hand, Charles Sanders Peirce used the terms that are quite different from Saussure in presenting his semiotic theory. He formulated a triadic model consisting of *representamen*, *object*, and *interpretant*. The *representamen* is the form the sign takes, which is not necessarily material or concrete object. An *object*, is the referent to which the sign refers to, also known as the sign vehicle. An *interpretant* is the sense we make out of the sign.

Signs can be found everywhere. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects (Chandler, 2007: 2).

This statement is similar to what was proposed by (Pawito, 2007: 155-156) that analyzing signs is tracing the meaning within 'text.' The text refers to all forms and signs system either in mass media, for instance, TV package programs, caricatures printed media, films, theatrical radio, and some kind of advertising, or beyond of them like scholarly paper, statue, temple, monument, fashion show, and so on.

The broad field of semiotic has also been mentioned by Eco (1976: 9-14), namely zoosemiotics, olfactory signs, tactile communication, code of taste, paralinguistic, medical semiotics, kinesics and proxemics, musical codes, formalized languages, written languages, unknown alphabets, secret codes, natural languages, visual communication, a system of objects, plot structure, text theory, cultural codes, aesthetic texts, mass communication, and rhetoric. In short, semiotics is the study of the life of signs in society Saussure (1959: 16), which means that all objects and activities in society are the object of semiotics.

#### **b. Semiotic of Roland Barthes**

Roland Barthes is the successor of Saussure's thought. Saussure was interested in complex sentences and how they give meaning, but not interested in the fact that a sentence can be interpreted differently by different people in a different situation. This is the basis of Barthes' thought in developing a notion called "two orders of signification", covering the denotation (actual meaning based on the dictionary) and

connotation (the second meaning arises from cultural and personal experience). Although it is different from Saussure, he still uses the term signifier-signified proposed by his predecessor.

The first order of signification (denotation) is the one on which Saussure worked. It describes the relationship between the signifier and the signified within the sign, and of the sign with its referent in external reality. The second order of signification (connotation) describes the interaction that occurs when the sign meets the feelings or emotions of the users and the values of their culture. Denotation is what is photographed and connotation is how it is photographed (Fiske, 1990: 85-86).

Connotation works in subjective level, so its presence is not realized. The subjective nature of connotation requires the activeness of the readers (Sobur, 2001). It means that the knowledge of the reader is very influential to sign interpretation. In Barthes concept, the connotative meaning of signs is not merely about the additional meaning or second meaning but also contains denotative meaning as its basis. Thus, the reader can read the connotative meanings as denotative fact. According to Barthes, the connotation is also identical to the operation of ideology, which he refers to "myth" and serves to reveal and provide justification for dominant values prevailing in a certain period.

In music video research, semiotic analysis is an appropriate tool to use and is very helpful in finding the meaning behind various signs

visualized in the video. This is in line with the purpose of semiotic analysis that is to provide a method of analysis and a framework of thinking to overcome the misreading (Sobur, 2001: 128). Therefore, the writer modifies the video scenes into still images to facilitate the research process. Barthes' semiotics (denotation and connotation) will be used in the analysis in order to read drawings or photographs. In the drawings or photographs, the denotative meaning is the message conveyed by all the elements/signs as a whole, while connotative meaning is the message produce by each element on it (Sunardi, 2004: 141- 151).

After identifying the denotation and connotation meanings in every scene, the results can show the personality description of each character based on the music video narration. The emergence of *persona*, *shadow*, and *anima* is influenced by internal and external conflicts of each character that can be identified through the existing semiotic sign within the image.

## **2.3 BTS and BTS Universe (BU)**

### **2.3.1 BTS**

BTS (Bangtan Sonyeondan or Beyond the Scene) is a group of male singers from South Korea consists of seven members. They are RM (Kim Nam Joon / leader of the group), Jin (Kim Seok Jin), Suga (Min Yoon Gi), Jhope (Jung Ho Seok), Jimin (Park Jimin), V (Kim Tae Hyung), and Jungkook (Jeon Jung Kook). This group is under Big Hit Entertainment and debuted in June 2013 with single album titled *2 Cool 4 Skool*.

Over the years, BTS has produced works around various themes, starting with the '*School Trilogy*' (existing of three albums, *2 Cool 4 Skool*, *O! RUL8,2?*, and *Skool Love Affair*), followed by *Dark and Wild* album, *Youth* series (refer to *The 'Most Beautiful Moment in Life or Hwayangyeonhwa (HYYH)* album series), *Wings* album, the *Love Yourself* album series and most recently, *Map of the Soul* album series.

BTS won Bonsang award for the first time for the album *Dark & Wild* and *HYYH part 1*. While *HYYH part 2* became the opening for their international success. It was debuted at number 171 on the Billboard 200 with 5,000 copies sold and becoming the band's first release to enter the chart. It also ranked number four on Billboard's list of "The 10 Best K-Pop Albums of 2015". BTS' international success then skyrocketed with their album titled *Wings*, released on October 2016. The album's achievement was incredible, it perched on various music charts in more than 26 countries. It also became the first Korean album to enter the UK album charts too.

In September 2017, the first series of *Love Yourself* album, *Love Yourself: Her* was released. This album reached 7th position on the American music charts, with 1.4 million physical copies sold and became the bestselling K-pop albums worldwide. BTS also performed at the American Music Awards in November 2017, makes them the first Korean group to have performed on that event.

On May 18, 2018, BTS released *Love Yourself: Tear* album. This album successfully topped the US charts back in June, making them the first K-pop

band to do so. According to Billboard, their *album Love Yourself: Tear*, which is sung in Korean, became "the first primarily foreign-language number 1 album in over 12 years". The album also brought them to perform at the 2018 Billboard awards and became the first Korean artist to perform at this ceremony and the first Asian artist to premiere a new song at it.

The third series of the *Love Yourself*, namely *Love Yourself: Answer* were also successful as the others. It stormed to the top of US charts, which then made South Korean President, Moon Jae In taking to Twitter to congratulate BTS on their success. It also received a record-breaking 1.5 million pre-order sales for it. In August 2018, the band's song *Idol*, the lead track of this album also set the record for the most viewed music video online in its first 24 hours, with over 45 million views. This beat Taylor Swift's record, which she set almost precisely one year before when her track *Look What You Made Me Do* get 43.2 million views.

*Map of the Soul: Persona* album became the first Korean-language album to reach the number one position in both the UK and Australia and the group's third consecutive album to top the Billboard 200 and the third within eleven months, joining the likes of The Beatles, who achieved the same in 1995-1996. *Map of the Soul: Persona* later became the best-selling album ever in South Korea, with more than 3.2 million sales in less than a month. The lead track *Boy with Luv* debuted at number 8 on the Billboard Hot 100, the highest in history for a Korean group.



### 2.3.2 BTS Universe (BU)

BTS is known around the world for their relatable music, and their lyrics often focused on *personal* and social commentary like troubles of school-age youth, the journey towards loving *oneself*, and individuation. Their work often uses literature and psychological concepts, including alternative universe storyline known as *BTS Universe (BU)*, the significant element behind their success.

BU Content refers to multimedia content that belongs to a fictional universe created by Big Hit Entertainment as part of BTS 'body of work'. Started with just a handful of music videos, but it later went cross-platform with the introduction of the *HwaYangYeonHwa Notes*, small pieces of writing similar to diary entries about events on a specific date in BU, written from seven characters' point of view, included in *Love Yourself* albums. The characters and their backstories are fictional, but they borrow the names and age differences of the BTS members in real life, most likely between 17 and 22 years old. BU story is heavily influenced by postmodern idea where the story revolves around the irony experienced by the younger generation due to the single universalizing view of Korea Society about the standard of success. BU story deals with themes like abuse, accidents, and parental neglect, so are mental illnesses and suicide, the topics that not commonly discussed within the conservative Korean culture.

Music videos and short films continued to be added, Big Hit Entertainment even released a physical book of *HYYH the Notes* and launched

a webtoon on Naver titled *Save Me*. The BU was further expanded by the *Smeraldo* blog, which provided lore surrounding the *smeraldo* flower, a fictional flower that appeared in BTS Universe storyline.

The BU is a novel concept, a first for KPop, as no other group has ventured into storytelling at this level, across many platforms, and with this level of cohesiveness before. Events that take place in the Notes sometimes appear in videos or in *webtoon*, but the full story is not yet unknown because no medium gives the full picture.

With so many sources of information and a slew of gaps to fill in, the BU allows fans to play an active role in the group's narrative. They spend hours deconstructing and analyzing this narrative, spawned countless *Twitter* threads, blog posts, and YouTube videos about the storyline. Although the narrative began in 2015, fans are still consistently involved in discussing this story as new information continues to come out.

### **2.3.3 BU Synopsis**

Seven young people from different family backgrounds attended the same school. One day, they were gathered and punished for their tardiness. This unintentional meeting, strangely made them close to each other and brought little happiness to their bitter lives.

Seok Jin, who suffered a broken home since childhood, was raised by his grandmother abroad but had to go back and live with his decisive father when she died.

Yoon Gi who looked indifferent but actually kept a deep trauma from the death of his mother in a house fire. He lived with a strict father who made his condition never get better.

Nam Joon, who looked mature and reliable, can only pretend to care about his friends when there was a problem and could not do anything. If the burden of life he felt due to poverty and barely able to face, how could he help the others? This thinking was always on his mind.

Ho Seok, always look positive and caring, kept a dark secret that he was suffering from Munchausen Syndrome, the tendency to create symptoms or illness to get the attention of people around. This mental illness was due to the trauma of being abandoned by his mother when he was a child.

Ji Min, having friends is unimaginable to him. The pessimistic nature grew as he had to go back and forth to the hospital and frequently changed schools because of paroxysmal he often experienced. He was witnessing a traumatic event as a child, prevented him from living a normal life like everyone else.

Tae Hyung, always cheerful and like to act silly, was abandoned by his mother as a child and had to live with his abusive father over the years, which made him grow as a rebel but full of anxiety.

Jung Kook was left by his irresponsible father as a child when his family's financial problem was worsened. He then had to live with a new family who did not care about him. Grow up to be quiet and obedient, his friends are everything to him.

A situation made them separated from one another. Seok Jin went abroad and returned again after two years. He was devastated to hear and witness his friends in agony. Nam Joon is in jail, Yoon Gi and Jung kook are dead, Ho Seok is in a hospital because of a bad accident, Ji Min has been in the hospital for two years, and Tae Hyung is arrested for murdering his own father. The feeling of loss and guilt towards his friends made him really want to change everything. He then was given the opportunity to experience a time loop to save his friends and make them all happy.