

## **ABSTRACT**

*Cinematography is generally always related to film, but even in music videos, cinematography is also needed. In making music videos, just like making films, cinematography is needed so that the story and meaning of the video can be conveyed properly. The music video that has been analyzed in this study is the NCT 2021 music video entitled Beautiful. The song Beautiful is one of the main songs on NCT's third album, titled Universe. The Beautiful video clip was uploaded on December 14 2021 on the SM Entertainment YouTube channel.*

*This study uses a qualitative descriptive method by analyzing cinematographic techniques based on Bordwell-Thompson's theory, in which the usage techniques analyzed are perspective lens, camera position, and camera movement. Apart from that, analyzing visual meaning uses Ferdinand de Saussure's semiotic approach by analyzing the signifiers and signifieds in the selected scenes.*

*From the result of the analysis carried out, the cinematography techniques used in the video clip include using a middle focal, medium focal, short focal length and center focus perspective lens. The camera positions used are high-angle, low-angle, overhead-level, sitting-level, ground-level, and bird view, with medium shots, close-up shots, and long shots for frame distance. The camera movements used are still, panning, tilt, and crane shot, where these movements are carried out using tools in the form of a special camera crane machine. This Beautiful video clip means that there is No. need to compare and feel jealous of other people's strengths and achievements, because each individual has their strengths and achievements, and also the way or path to achieve them is different.*

*Keywords: cinematography, music video, semiotic, video clip*