

Abstrak

The development of mass media is now very developed, making mass media an aspect of our daily lives. Reality - the reality that happens in the world today is very easy for us to see without or through the help of the media. With mass media we can easily get messages or information. Music is one of the mass media to convey messages and information, music can be seen visually in the form of video clips. The connection between music and visuals makes it a new tool or media to convey a message or meaning. In its development, many satanism is shown and introduced, among others, through films, books, video games, music and other media. These symbols have now influenced young people into Satanic concepts (Mars, 2013: 98). Researchers are interested in examining the symbols of satanism in a video clip of Naughty Boy ft. Sam Smith - La La La, which tells the journey of a small child to find a way to somewhere. This video clip also depicts the story of the legend of El Tio relating to idol worship. The researcher uses Roland Barthes's semiotic study to analyze this study, will describe denotatively, connotatively and mythically the various symbols scattered in the music video of the Naughty Boy ft. Sam Simth - La La La.

Keywords: Mass Media, music video clips, Satanism, Semiotics