

ABSTRACT

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Video Clip Zombie is a video clip of one of the rock band songs from South Korea "DAY6". The purpose of this research is to observe, understand and find out what message the DAY6 members want to convey to the audience through the video clip "Zombie". This study uses a qualitative research method by reviewing literature studies and documentation studies on the video clip of the band DAY6 "Zombie". The subjects in this research are scenes that have been selected to be studied and understood more deeply. The researcher also uses semiotic analysis method to help solve the problem formulation using Ferdinand de Saussure's semiotic method and John Fiske's semiotic method. The results of this research are, there are several cinematographic techniques used in the video clip "Zombie" and the DAY6 members said that life is like a Zombie who doesn't know where to go with empty thoughts and feelings doing the same activities every day.

Keywords : Video Clip, Cinematography, Semiotics