

ABSTRACT

Thesis with the title Of Analysis of Meaning Contained in the Video Clip "Rumpang" by Nadin Amizah. From the title I took from this study, it aims to analyze the meaning and message contained in the Rumpang video clip by Nadin Amizah. The study used qualitative descriptive methods with Ferdinand De Saussure's semiotics technique in which the author conducted an analysis of what signs, markers, and messages were contained in Nadin Amizah's Rumpang video clip. With the analysis of data through semiotics techniques Ferdinand De Saussure can draw conclusions from the images in rumpang video clips. The word "rumpang" indicates that there is incompleteness, and the meaning that can be inferred from this song is about a loss.

Keywords: Meaning, Signs, Loss, Incompleteness.