

ABSTRACT

God's Menu was one of the songs that brought Stray Kids known to the worlds. Apart from the fact that the song is easily accepted by the public, the presentation of the Music Video is quite unique, it uses a Bolt Rig camera robot and applies cinematography in it. The purpose of this study is to analyze, and find out how the application of cinematography in God's Menu Music Video. The method used in this research is the Qualitative Research Method, which examines the subject with literature studies and documentation studies. Data collection is done by observing the Music Video, and comparing it with similar Music Videos in order to see the differences and similarities between the two. In addition, the supporting data in this research are literature studies through related books or journals, and also interviewing resource persons concerned with the field. The result of this research is that there are several applications between the cinematographic elements in the Stray Kids God's Menu Music Video and the various scenes that are served.

Keywords: Music Video, Cinematography, Stray Kids, God's Menu