

## ***ABSTRACT***

*"Feel Special" by TWICE is a video clip from the song "Feel Special" which tells the feelings of TWICE members about the difficult time during being a K-Pop idol until TWICE views life better by looking at the happiness given by loved ones to make them feel special. This research was made to find out the content of utilitarianism moral messages contained in the scenes in TWICE's "Feel Special" video clip. The researcher used a qualitative research method with the John Fiske model content analysis technique. In analyzing the video clip, the researcher used a characteristic flow of manifest and latent message content. The results showed that in TWICE's "Feel Special" video clip, there were messages that had utilitarianism moral values in the lyrics and images. The manifest moral utilitarianism message is found more in the lyrics, while the latent moral utilitarianism message is found more in the image. Through manifest, the message content has an encouraging meaning and through latent, the message content has an implied meaning regarding issues based on TWICE's experiences while working as K-Pop idols. Through manifest, the moral utilitarianism indicators that appear are promoting happiness, avoiding suffering, wisdom, and spirituality & friendship. Through latent, the moral indicators of utilitarianism that emerge are promoting happiness, avoiding suffering, and spiritual & friendship.*

*Keywords: Feel Special Video Clip, Utilitarianism Moral Message, Manifest, Latent*