

A Semiotic Analysis on Emotional Aspect of Bruno Mars feat Lady Gaga's Song "Die with a Smile" in YouTube

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ABSTRACT

Music is one of a type of instrument that people like to hear nowadays. Inside of music, there is also a part of a lyric that combined together in one of a song which can bring a meaning to its listeners. Furthermore, this lyric also can be explained by an analysis using a linguistics approach and one of that is a semiotics. In here, the semiotics aspect can be used by a theory from Roland Barthes which is he has three approaches to analyze it in form of semiotics aspect: denotation, connotation, and myth. In this study, the researcher using a song titled "Die with a Smile", sung by Bruno Mars feat Lady Gaga that is popular among society in a YouTube platform and analyze its lyrics to find an emotional aspect meaning behind its song. In this study, the researcher uses a method of qualitative descriptive. For the data analysis, the data consists of the lyrics that are separated into 5 parts and each part will analyze its denotation and connotation. Afterwards, the researcher find its myth aspect which is related with an emotional aspect that occur in the lyrics. The result of this research occurs that from 5 parts of the lyrics that already analyzed using Roland Barthes semiotics theory, almost of that parts contain of emotional aspect in love and someone the person that one caring which is very important to his or her life.

Keywords : *Semiotics; Roland Barthes; Die with a Smile ; Lyrics*

INTRODUCTION

As the part of human being, communication is one of the aspects that are use for people to communicate in everyday activities. Moreover, we are now living in a world of language (Fromkin et al., 2011). A communication as for a day, this can be seen when a person do involve in any activities such as at work, in a society among friends or speaking with a family members in home. Beside the basic communication that is has been done every day, communication also can be linked to the other aspects that human being do. Several aspects which are like an emotion and feeling can be known by its communication activities. In here, between an emotion or a feeling can be transferred as a kind of symbols, graphics, or any creative writings that people can saw it directly.

From all of that, music can be seen as the closes part between an emotion and also as a part of the communication itself. Jamalus from Husna & Rinjani (2022) stated that music is a form of art which is expresses the thoughts and feelings through a musical element. Based on the Jamalus, people nowadays use a music as a part of language

that can express about their feelings or emotion to the people, so others can know what is the person's feeling right now. Music is not only just an art for expressing something, but also become one of the tool for a person or individual to show about his or her emotional feeling among the society. Because of that reason, music become one of an instrument that is popular to hear for people until nowadays.

Since it has a link between a language, music, and communication, it is also can be analyze with the one of a linguistic part which is semiotic. In general, a short definition about semiotic is a study of signs (Chandler, 2007). Moreover, Saussure in Oktavyanthi and Kholiq (2018) also stated that a semiotic give aims that to take any system of signs whatever their substances and limits such as gestures, images, a musical sounds, or any objects that associates with a public entertainment. Other Linguist, Roland Barthes, have the other idea about a Semiotic. Semiotic also absorbed into a trans-linguistic field (Barthes, 1964). In this part, Barthes inform that several materials like narrative, myth, or journalism, as

long as they are spoken with a language can be included into that linguistic part.

Furthermore in recent society, one of the musical sounds that are trending among society nowadays is a song titled “Die with a Smile”. The song itself is sung by an American singer named Peter Gene Hernandez or can be professionally known as Bruno Mars. In this song, he does a duet with an American singer Stefani Joanne Angelina Germanotta or professionally called Lady Gaga. The song was released on August 16, 2024 by Interscope Records with lengths for the song itself is about 4 minutes 11 seconds. For the genre, “Die with a Smile” can be referred as a soft rock song genre based on its song information.

After its released, “Die With a Smile” has been charted at number one in several countries such as in Indonesia, the Philippines, Malaysia, Singapore, the Netherlands, and many more. Furthermore, this song also reached out on the Billboard Global 200 chart. The popularity of this song also can be seen at the YouTube platform which is in Lady Gaga account that this song has more than 100 million viewers in 2024. “Die with a Smile” also gain a global top music video in YouTube Music Global Charts since its popularity and easy to acceptable by the public regarding its music.

As we know, YouTube is one of a digital platform that is widely known and massively access by people around the world. Furthermore, YouTube become one of the most social media platform that is visited besides Whatsapp, Facebook, and Twitter that has been used by internet users (Rerung, 2021). By this platform, society can get any information regarding on their preferences and interests, just like known the song of “Die with a Smile” which is become a trend in the world. This can be known that YouTube playing its important role to bring an impact of an each digital contents that was already produced by many artists or digital creators.

For this research, researcher choose to analyze the song “Die With a Smile” which is popular among society nowadays and also in that song itself contains a lyrics with its meaning. For some of the listeners, they don’t know about the meaning that is occurring on the song itself.

Mostly, people just know the song because its singers which are Bruno Mars and Lady Gaga or the rhythm that can easily acceptable to listen about. Based on that idea, therefore, researcher want to explore more about the lyrics of “Die with a Smile” by analyze it using a semiotic perspective. By using the semiotic approach, this is also can be the way to understand a relation between one of a works by a literature perspective (Kinasih, 2021).

Furthermore and based on the background above that the researcher stated about regarding the topic, now the following research question that is proposed is:

1. What are the denotation and connotation in the song “Die with a Smile”?
2. What is the myth in the song “Die with a Smile”?

REVIEW OF RELATED LITERATURE SEMIOTIC

Further, linguistic is a very close related with a study language. As the detail, linguistic itself divided into three focus categories which are studying in a language form, language in context, and language meaning (Ishar and Andi, 2023). Semiotic is one of a part in a linguistics study field. Usually, the semiotic itself is in the form of devices or symbols that human use in their activities (Ibrahim and Sulaiman, 2020). History of a semiotic language also occurs and known widely today in a linguistic area. In its origin, the word of a semiotic is from a Greek language *semeion* which the means is “sign” (Wijayanto and Fitria, 2021). This sign or symbol is important for people to know what is about the context that they see in their daily.

It is also match from the one of the Linguist named Roland Barthes. In his theory, Semiotic or sometimes called Semiology aims to take any system of signs, whatever their substances and also the limits (Barthes, 1964). In detail, Semiotic theory from Roland Barthes also stated that there are several elements in a Semiology that is occur and borrowed from the structural linguistics. At least four elements that we can know which are:

1. Language and Speech.

2. Signified and Signifier.
3. Syntagm and System.
4. Denotation and Connotation.

Hereafter, the denotation and connotation is one of the element that it can be used for analysis the lyrics in a song. Between a denotation and a connotation, both are a terms that describing a relationship between the signifier and its signified. In other words, denotation described as the definitional, literal, and obvious or common-sense meaning of sign.

While the term of connotation it can be refer to socio-cultural and personal associations like emotional for instance. In this element, he focused the term of expression between the content and also it's signified. Barthes also explains that there are three systems occur in his theory which is Content or (C), the Expression or (E) itself, and a Relation (R). This system usually called as a staggered system is used in a form of E-R-C as a proposed to analyzing an expression in a content.

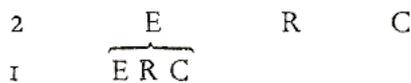


Figure 1: The ERC System by Roland Barthes in Denotation and Connotation Element.

In here, the system becomes a plane of expression or a signifier. It is also can be call as connotative semiotic since a primary sign system as the element of a broader sign.

MYTH ASPECT IN SEMIOTIC

Furthermore, in the denotation and connotation that Roland Barthes states also occurs a myth that is closely related in this element. Myth itself include in one of part on denotation and connotation which can be focused on the meaning side. In this part, the myth by Barthes can be seeing as the part of a history in its object. The history in here sometimes be refer to a naturalizing an object to become as much natural as can be known by people regarding the object itself. Sometimes, this object can be identified as type of a concept or idea that can be known with different perspectives for people (Indriani & Emirullyta, 2024).

According to Budiman (2003), the type of a myth in an existing communication can be occurring vary among the public. Usually this

myth in a semiotic field shown on the several media such as in the mass media, television, photos, videos, printed media, and any other publications media that is chosen by people to gain any information.

Based on that concept, we can see that between the myth and denotation and connotation in a semiotic field is related each other. This relation from all that elements can rapidly to get a perspective or concept of idea to its content.

METHODOLOGY

For this research, the researcher uses a qualitative method which is used to analyze the lyrics that is occurring on that song. In detail, semiotic analysis is the approaches that will be occur in this research. A qualitative research can be known as the approach for exploring and understanding the meaning an individuals or groups to a human problem (Creswell, 2018). Furthermore, Silverman in Ramdani and Sakinah stated that a data of qualitative research appear in several form of words (Ramdani and Sakinah, 2023). Another idea about this type of a research that a qualitative properly seeks answers to questions by examining various social settings (Berg, 2001). This is also an ideal approach to conduct this research since the researcher to find any idea with an implementation of a descriptive explanation. A qualitative research method does not involve in any specific calculations, but this method concerned with its interpretation (Nugroho, 2024).

In this research, data that the researcher collects which is a lyric from the song itself is obtained from an internet. Later on, the lyrics will be used as an object that will be analyzed using a semiotic approach. It is match with a technique of a qualitative research that the collected data will be analyzed into systematic, structured, and also meaningful (Abubakar, 2001). For more detail, it can be known from a diagram below (Berg, 2001):



Figure 2: Approach of Qualitative Research

Semiotic analysis that is used in this research is using the theory from Roland Barthes model. For Barthes, semiotic is a part of a linguistic study since the presence of any signs in

these fields can be interpreted as a language and that can express meaningful ideas which is an element formed by the presence of signs in a structure (Muchalif and Alfikri, 2022). So in here, the lyrics of a song “Die with a Smile” can be known as a structure sign of language that is a meaning inside those lyrics.

Data collection is one of an important part that the researcher does in this research. As the part of qualitative research, this type of research has to get a specific data. Data collection also involves an observation (Creswell, 2018). After the researcher get the data by observing lyrics, and then any data will be analyzed with the theories of semiotic by Rolland Barthes. It is align with the idea of research activity based on Sukoharsono stated in Dewi that when the researcher obtain the data from observation, they have to made a decisions immediately to ensure the data itself is accurate for further analyzing (Dewi, 2021). Furthermore, there is no interview activity during the researcher get the data since this research conducted through analyzing a song lyrics based on the researcher’s interpretation.

FINDINGS AND DISCUSSIONS

Based on the theories and concepts that the researcher add above, the researcher now aims to analyze the lyrics of “Die with a Smile” that is sung by Bruno Mars feat Lady Gaga. The lyrics will be analyzed with a semiotics approach by Roland Barthes. Furthermore, here is the lyrics of a song “Die with a Smile” that can be known below.

*I, I just woke up from a dream
Where you and I had to say goodbye
And I don’t know what it all means
But since I survived, I realized*

*Wherever you go, that’s where I’ll follow
Nobody’s promised tomorrow
So, I’m love you every night like it’s the last night
Like it’s the last night*

*If the world was ending, I’d wanna be next to you
If the party was over and our time on Earth was through
I’d wanna hold you just for a while and die with a smile*

If the world was ending, I’d wanna be next to you

Ooh

*Oh, lost, lost in the words that we scream
I don’t even wanna do this anymore
’Cause you already know what you mean to me
And our love’s the only war worth fighting for*

*Wherever you go, that’s where I’ll follow
Nobody’s promised tomorrow
So, I’m love you every night like it’s the last night
Like it’s the last night*

*If the world was ending, I’d wanna be next to you
If the party was over and our time on Earth was through
I’d wanna hold you just for a while and die with a smile
If the world was ending, I’d wanna be next to you*

*Right next to you
Next to you
Right next to you
Oh-oh, oh*

*If the world was ending, I’d wanna be next to you
If the party was over and our time on Earth was through
I’d wanna hold you just for a while and die with a smile
If the world was ending, I’d wanna be next to you
If the world was ending, I’d wanna be next to you*

*Ooh
I’d wanna be next to you*

Along with the lyrics above, an analysis with using a semiotic approach from Roland Barthes can be known furthermore. In here, the connotation and denotation can be seeing along with a myth on the lyrics “Die with a Smile”. According to Barthes semiotic theory, we can know that a connotation it’s an interpretation of a words by its reviewers. While a denotation, it is uses as the literal meaning to its object.

Data 1:

*I, I just woke up from a dream
Where you and I had to say goodbye*

And I don't know what it all means

But since I survived, I realized

- **Denotation:** In this part, the writer of song explaining about a dreaming that a person is separately from his or her lover and this person realize that the dream itself is not real.

- **Connotation:** This part of the lyrics tells about someone just already woke up from a sleep and the person got a dream. In that dream, the person felt that he or she said a goodbye to his or her lover one. After the person realizes it is just a dream, this person doesn't know exactly what the meaning of that dream is. But instead thinking about his or her dreams, this person realize that the person can survived from that dream which is not a real happen.

Data 2:

Wherever you go, that's where I'll follow

Nobody's promised tomorrow

So, I'ma love you every night like it's the last night

Like it's the last night

- **Denotation:** This part of the lyrics explains about the writer itself will always be with his or her lovers since an ended relationship can be anytime happen to them.

- **Connotation:** After the person realized about his or her dreams, the person want to be the side their lovers always. The person known that an ended relationship can happen anytime, so he or she wants to give loves every time just like it is the last day of their moments together.

Data 3:

If the world was ending, I'd wanna be next to you

If the party was over and our time on Earth was through

I'd wanna hold you just for a while and die with a smile

If the world was ending, I'd wanna be next to you

- **Denotation:** This lyric explains that the writer has a big feeling of love to his or her lovers so much. The feeling itself bring an endless emotion that a writer want to be with the lover one forever. His or her existence is the only thing that the writer will smile.

- **Connotation:** The deep feeling of love that this person has very big. The person wants to be with

his or her lovers forever and without any conditions. It can be seen when the world meet its end, so the person will stay beside he or she. The person also wants to hold his or her lover's hands so tight even it is an end of the world. By be on his or her side always, the person feels happiness and can die with a smile or even peacefully as long as be with the lover's one forever.

Data 4:

Oh, lost, lost in the words that we scream

I don't even wanna do this anymore

'Cause you already know what you mean to me

And our love's the only war worth fighting for

- **Denotation:** The feeling of love for the writer is very big. The existence of his or her lovers is very important for the writer. Between the writer and the person that he or she loves, all the effort things that they give is the only worth thing to do.

- **Connotation:** Love is not only a feeling that can be managed or communicated by one person. In this part, the person doesn't want to his or her lovers lost on his or her sides. That person that he or she loves and they existence is the person which is very important to their life. Since the feeling of love is meaningful, if both of them are fighting for their love each other, it is the only worth thing for them to do.

Data 5:

Right next to you

Next to you

Right next to you

Oh-oh, oh

- **Denotation:** This part of the lyric has a meaning that the writer wants to be with his or her lover in anytime and anywhere.

- **Connotation:** The existence of his or her lover is very important. He or she will always be with the person exactly right next to them until the end of a time. By always be with him or her, the person's life will be always in happiness.

Besides an analysis of a denotation and connotation in the song of "Die with a Smile", a myth also occurs in here. Based on Roland Barthes concept of semiotics, myth it is about a way to conceptualize or understand about the object. Furthermore, a myth also can be known as the part

of society that it is accepted by people and always exist in every part of communications aspect. As we can see, “Die with a Smile” is a song that is containing about an aspect of love, a relationship of a couple, and also a death aspect.

The myth aspect of love in this song can be seen by the personal emotion of someone into his or her lover. The feeling of love is so unconditionally, even the existence of the person itself is very important. Wherever this person wants to go anywhere, his or her partner will be always on their close sides behind them. By its presence and togetherness, the world will be full of happiness for that couple to face the life every time. This also related with an aspect of a myth in a relationship, which is a couple needs to working together for establishing the feeling of love.

In the death aspect of myth in this song bases on its lyrics, the word “tomorrow” is something an exactly unpredictable. It is also can be linked to the first part when the person while in a dream and he or she said goodbye to their lovers. And also the lyrics “if the party was over and our time on Earth was through” can be referred to the time of that couple in this world is ended after both of them spending their time together every time. Profoundly, between the myths aspects of love and death can be linked together from its context. The words “Die with a Smile” which is the title of this song bring an emotional aspect of the endless relationship of a couple which is loving each other wholeheartedly and grateful for his or her existence.

CONCLUSIONS

Based on analysis above from the researcher, a song of “Die with a Smile” contains a connotation and denotation aspect from Roland Barthes’s semiotics on its lyrics. Furthermore, the lyrics in this song can be known as a love or romantic song which is the writer have a deep emotional of love to his or her lovers. In this song also the writer wants to tell to the listeners that it is important to loving someone wholeheartedly. As we can know from the lyrics, by to be side in one that we loved also can bring happiness and everything that we faced in any situations in this world are worth to fighting for as long as we are with our partners together.

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