

Relation Between Korean Girls In Their Album Posters To Their Viewers

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Abstract

The paper contains an analysis of interpersonal meaning on two music posters for the Korean girl group Red Velvet, entitled "Psycho" and "Monster". The two posters were taken from Pinterest, the official social media which enables sharing, saving and discovery pictures, GIFs, and videos. The first music album poster entitled "Psycho" is a music album released in 2019, while the second poster is a music album poster entitled "Monster" released in 2020. The data were examined using Royce's intersemiotic complementarity framework (2001) in the form of visual signs and verbal signs. The visual sign aspect features analysed are visual contact, social distance, involvement, power relation, and modality. The visual aspect of the sign is the highest aspect that is able to attract the attention of the audience. The feature of the verbal sign aspect on the poster is the discovery of the use of declarative sentences that function to provide statements or information. The sentence listed on the poster is a part of the song lyrics. Both figure 1 and figure 2 do not show the use of modal in the sentences. The two posters only contain information in the form of matters related to the album release. Both the first poster and the second poster have a high level of modality which can be seen from aspects such as good color saturation, image detail, representation, contextualization, illumination and good background settings which are of course adapted to the concept of the image on the poster. Interpersonal meaning on the two posters can be conveyed well through visual and verbal signs. The two features of these aspects are able to unite and work together to complement each other to build good interpersonal meaning.

Keywords: *interpersonal meaning, music album poster, framework, verbal sign, visual sign*

Introduction

Music is one of the media used by humans to entertain themselves, relax thoughts or express feelings. Music is growing rapidly in the current era. One that is currently very popular is music originating from South Korea or commonly called K-POP (Korean POP).

K-POP music can develop very rapidly because it is unique in its concept so that it raises many enthusiasts and fans.

When releasing an album, usually a music agency will create a poster related to the music concept of the album. Poster is a printed sheet in the form of pictures that are usually displayed in public places. According to Max Gallo, a French historian, "Posters have been displayed in public areas all over the world for over 200 years. They've been developed to catch passers-attention, by educating us about a political position, compelling us to attend special events, or persuading us to buy a specific product or service". In the digital era, more posters are posted on digital media, namely the internet such as official websites, official social media accounts, and news, but it does not deny that posters are also still displayed in public places, for example large images on billboards. Album music poster has a very important role in album release. Posters here play a role to advertise a product in the form of a music album or can be referred to as product marketing. Album music posters usually display the album concept and information on when the music album will be released. The concept displayed on the poster will make viewers more curious and look forward to the release of the music, besides that an attractive poster also attracts viewers to order the music album or even collect the poster. It is associated with success in music marketing. The better the poster made, the higher the consumer's interest in buying the music album.

In music album posters, there are usually two elements, namely verbal and visual codes. Visual codes in the form of images on the poster. Pictures on posters are the most important element because people are usually more interested in seeing visuals in pictures than reading information in the form of writings that are considered less attractive and boring. Therefore, the pictures on the posters are made as good and attractive as possible to attract the audience to see the information on the posters. From the picture, the audience can also understand the concept on the poster. While the verbal codes on the poster are in the form of writings that are printed on the poster. Usually, the text contains information from a music album such as the release date, album theme, album title, singer's name, and sentences related to the theme of the music.

Both visual codes and verbal codes contained in the poster can be explored through multimodality discourse analysis. In this analysis, a scheme of Royce's semiotic complementarity framework (2001) will be used. Royce (2001) proposed a methodology for analysing multimodal texts, particularly those that combine words and visuals. He uses visual grammar (Kress and Leeuwen, 1996) and also Halliday's three metafunctions (1994). In a piece of literature, both visuals and texts tend to work together to elicit a single meaning for the readers/viewers, according to Royce. According to (Royce, 2001) this is referred to as intersemiotic complementarity.

Methodology

In this research, the researcher will use qualitative descriptive method. Qualitative descriptive method is a method in which the author describes the conditions or phenomena of existing objects using a qualitative approach. The data source is obtained from Pinterest. Pinterest is an official social media site which enable to sharing, saving and discovery pictures, GIFs, and video. To analyze the data, the researcher used the Royce's semiotic complementarity framework (2001).

Finding and Discussion

In the finding and discussion section, the analysis of two music album posters will be explained. The two picture posters of the music album will be analysed using

Multimodality Discourse Analysis. The analysis is divided into two interpersonal meaning points, namely visual signs and verbal signs. Visual signs consist of visual contact, social distance, involvement, power relations, and modality. While the verbal sign is the part that focuses on the information printed on the text on the music album poster.



Figure 1: RED VELVET PSYCHO **Figure 2: MONSTER**

Visual Signs

Visual sign has five aspects in it, namely visual contact, social distance, involvement, power relations, and modalities. these aspects are the building blocks of interpersonal interaction between the image and the viewer. The analysis is based on the visual grammar theory of Kress and Leeuwen (2006).

Visual Contact

It can be seen from figure 1, it shows a picture of two girls with one of them whispering to another girl in the picture. The girl on the left, looks at the other girl while whispering something, while the girl who is being whispered stares sharply at the viewer. The look in her eyes means that she demands something from us. The represented participant demands something, that is, she seems to convey a message through her eyes. The message was a reaction to the result he heard from the whisper of the girl next to him. The look in her eyes can be interpreted as a gaze of prejudice against someone or a look of knowing an unfavourable fact about someone.

The meaning of the eye view of the represented participant can be seen from the concept of the music. The concept of music on the album is someone who has a mental disorder due to their romantic relationship. This relationship is a "weird" love life, namely a couple who always goes through fights but continues to live in the relationship, so they are called "psycho" syndrome sufferers.

In figure 2, there is a picture of a girl looking at the viewer with a sharp gaze while holding a large sharp pair of scissors. The look in his eyes means that he demands something from us. The eyes of the represented participant that leads to the viewer demands something, which expresses an implied message from his sharp eyes which can be interpreted as a look of hatred, or a gaze that reveals his identity which is sadistic, cruel, fierce. In accordance with the concept, namely a "monster", where the eyes of the represented participant have a sharp gaze as if he is a dangerous monster.

Social Distance

According to Kress and van Leeuwen (2006), social distance has six potentials of making meanings, there are intimate, close personal, far personal, close social, far social and public. Intimate distance (the very close shot) shows an image of a very close subject, less than head and shoulders. Close personal shot (the close shot) shows head and shoulders of the subject. Far personal (the medium close shot) shows the subject cut approximately at the waist. Close social (the medium shot) shows the subject approximately at the knees. Far social (the medium long shot) shows the full body of figure. Public (the long distance) the human figure occupies about half the height of the frame, and the very long shot is anything 'wider' than that. "In terms of how much of the (human) participant's body is displayed in the frame of the corresponding image," these are defined (Bell, 2001, p. 29).

In the poster, the represented participants in figure 1 is included in close personal (the close shot), where the represented participants in the figure 1 only shows a head to shoulder image. The facial expressions on the represented participants are clear enough for the audience so that the audience can predict and even understand the meaning of the facial expressions and movements made by the participants displayed on the poster. Shooting with close personal distance that displays a movement and sharp eyes invites viewers to be part of a story contained in it, either as the recipient of the message or even as the main object intended in the song. In the other words, the picture above builds a fairly close relationship with the viewer.

The participant represented in figure 2 is included in far personal (the medium close shot) shows the subject cut approximately at the waist. The represented participant was seen sitting, with a visible waist even though it was slightly covered with her dress. The facial expressions and activities being carried out by the participant can be seen in clear detail. Although the shooting distance is not too close, the figure 2 image above is able to build a fairly close relationship with the viewer. This is because the eyes are sharp and the activities carried out by the participants are clearly visible. Viewers can clearly feel the emotions contained in the image through the expression represented by participant.

Involvement

Figure 1 is an image that applies the front angle in its shooting. It can be seen from the eyes of the represented participant that points towards the viewer. Taking pictures with a front angle shows the involvement between the represented participant and the viewer. Between the viewer and the represented participant, they are not in the same eye line, but the purpose of their gaze is fixed on each other. This indicates that the viewer is indirectly made to look directly at the subject which implies a strong engagement.

Same with the image in figure 1, figure 2 applies to the front angle in its shooting. It can be seen that the represented participant in figure 2 looks directly at the viewer. The eyes between the audience and the participants represented are on the same eye line. This means that there is involvement between the represented participants and the audience. From the look in his eyes, viewers are invited to look directly at the subject which implies a strong involvement.

Power Relation

Power relation is the strength of the relationship between the viewer and the represented participant seen from an eye level angle or perspective. In figure 1, the participant is represented from an eye level angle (Kress and van Leeuwen, 2006). This perspective produces a neutral perspective, where there is no difference in power

between the image and the viewer. The eye level angle also connects the emotions between the audience and the represented participant depicted on the poster. This is a form of implication of the events described in the poster. The implication depicted in figure 1 is that a person's gaze can give a certain meaning to the recipient.

In figure 2, the existing eye level also produces a neutral perspective, where there is no difference in power between the image and the viewer, neither superior nor inferior. The eye level angle in figure 2 connects the emotions between the audience and the participants being represented. This is a form of implication of the activities and events on the poster, where the implication of figure 2 is the fierceness in a girl that can be seen from her sharp eyes and her expression holding scissors.

Modality

In figure 1, the background in the image is blurry or shows ambiguity and has low detail, indicating low modality. The background in the image has a fairly low brightness level, and the image is blurred. This is so that the viewer focuses on the activity of the main subject of the image. The creator of the picture creates an implied message to the viewer about the belief that the participant has the eyes of a psycho. Details in the form of image brightness, color saturation levels, and tones increase the level of modality. The image of the subject was taken very clearly but using monochrome colors with the aim of adjusting to the theme of the music video, namely things related to "Psycho".

In figure 2, the background of the image is blurry but has high lighting. Blurred images that have low detail, indicating as low modality. Even though the background is blurry, it has high lighting. The light shines on the represented participant so that the represented participant shines and shows that he is the main subject in the image that must get special attention from viewers. The creator of the image focuses the image on the represented participant so that the viewer feels the emotion being depicted. The emotion that is successfully depicted is in the form of a creepy feel from the main subject in the image according to the theme, namely "monster". The look in his eyes, as well as the sharp scissors held by the main subject. Details in the form of image brightness, color saturation levels, and tones can increase the level of modality. The subject's image is captured with great clarity and is colourful enough to produce a more vivid image and emotion.

Verbal Sign

In figure 1, there is the statement "YOU GOT ME FEELING LIKE PSYCHO" which is a mood declarative sentence; a sentence that contains statements or information. The statement is in the form of a lyric from one of the songs on the album. The lyrics are a message that the songwriter wants to convey that someone has made the represented participant feel like a psycho, that is, she doesn't have feelings or emotions in a romantic relationship.

There is also the use of pronouns in the sentence in figure 1, namely "you, and me". "You" is the second personal subject. The pronoun "you" is a form of representation of someone who makes the singer/represented participant feel like a psycho. While the pronoun "me" is the first personal object. "Me" here is intended for someone who is the main character in the song who feels he has been made into someone who is like a psycho. There are other clauses in figure 1, namely "RED VELVET|191223", "THE REVE FESTIVAL: FINALE". This clause only provides information about the album's music to be released. Namely in the form of the name of the idol group (singer), the type of album, and the album release date.

Similar to figure 1, figure 2 also only contains the declarative mood in the sentence "I'M A LITTLE MONSTER". The sentence is also a part of a lyric. The lyrics inform the

audience that the singer/represented participant is a little monster, which is a small but scary creature. Other sentences listed are only information about the name of the idol group (singer), the type of album, and the album's release date.

Both figures 1 and 2 have high modalities. This can be seen from the good quality of the images and the writing of messages that can be understood by the audience. In addition, high modality can be seen from aspects such as good color saturation, image detail, representation, contextualization, illumination and good background settings which are of course adapted to the concept of the image on the poster.

In the modality aspect, both figure 1 and figure 2 do not show the use of modal in the sentences. The two posters only contain information in the form of matters related to the album release. Poster makers put more emphasis on the factual aspect of information. The poster only provides verbal codes in the form of messages that the songwriter wants to convey to the audience in the form of lyric pieces that match the song's theme.

The pictures on the two posters show the presence of conveying a message through expressions on the represented participants and sentences which are snippets of song lyrics. The delivery of messages from the two images on the two posters was considered successful in touching the emotions and assessments of the audience. Audience can easily find out the meaning of the album's music.

Conclusion

From the results of the analysis above, it can be concluded that a good image is the one able to convey the information it contains properly. Messages can be conveyed both visually and verbally (words). The highest aspect that is able to attract the attention of the audience is visuals. Someone will more easily understand the picture than the sentence. This is because just from one image, it has a thousand meanings in it. A person is also easier to feel emotions from pictures than sentences.

In the visual interpersonal aspect, the good information from the image comes from the high modality of the image in the form of good color saturation, image detail, representation, contextualization, illumination and good background settings which are of course adapted to the concept of the image on the poster. This affects the response and behaviour of the audience towards the image.

In the verbal aspect, the sentence on the poster contains a declarative mood element, where the sentence contains information about something relating to the album's music and the album's theme. Poster makers put more emphasis on the factual aspect of information. The poster only provides verbal codes in the form of messages that the songwriter wants to convey to the audience in the form of lyric pieces that match the song's theme. This of course does not cause any arguments from the audiences. The delivery of the message on the picture is considered good because from the picture poster that is made, the audience can easily find out the meaning and theme of the album's music.

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