

To The Bone: A Multimodal Discourse Analysis of Pamungkas' Music Songs

*Maria Klara Timorina Situmorang*¹, *T. Thyrhaya Zein*^{2*}

^{1,2} Faculty of Cultural and Sciences, Universitas Sumatera Utara, Medan, Indonesia

Abstract. Music is a form of communication used to convey emotions, ideas, and criticisms. It is the most significant cultural artifact of our time and the most pervasive artistic discipline in daily life. Individuals have a personal interest in music. It can bring joy to those who hear it. On the other hand, the music should relate to the visuals in the video clip, including color, sound, gesture, etc. This article analyzed and investigates the interpersonal significance of TO THE BONE. This descriptive-analytical study examined how various semiotics and modes, such as music, sound, speech, color, action, and facial expression, work together to create interpersonal meaning. The song is successful in capturing the attention of audiences around the world. The Singer is Indonesian. The majority of the song's lyrics are in English. The musical instrument and vocals are simple, but they can capture the attention of an international audience.

Keyword: Discourse Analysis, Multimodality, Visual Mode, Gesture Mode

Received [10 February 2023] | Revised [15 April 2023] | Accepted [10 May 2023]

1 Introduction

Music is one of media communication to express the feeling, though, idea and critic. It is the most relevant cultural artifacts of our era and the artistic discipline that is more present in everyday life. Consciously or not, the presence of music is always present in everyday life. Although it represents an important subject of study within the academic field, the fact is that most of the population mainly finds in music just a form of entertainment and abstraction. However, songs actually go beyond this ludic function and act also as a vehicle of ideology, since any representation of language supposes in some degree an exercise of power (Fairclough 1996: 2).

In fact, according to Norman Fairclough (1996: 3), “language has become perhaps the primary medium of social control and power,” making any textual discourse such as song lyrics a plausible mean for persuasion and representation of social structure. Indeed, the ideology and ideas portrayed

* Corresponding author at: Faculty of Cultural Sciences, Universitas Sumatera Utara, Medan, Indonesia

E-mail address: t.thyrhaya@usu.ac.id

by musical expressions present the same immense diversity that may be observed in any other discourse genre, being this huge variety of themes also present even within a single music genre. Lyrics, however, provide more precise meanings. The imprecision of music makes it necessary to use connotation signs or deictic signs to make meaning (Tagg, 2012, pp. 160-61). A promotional video can, however, provide even clear meanings. It can build upon, ignore, or react against the bodily modes of a song.

One of the famous music video and lyrics which very famous not only in Indonesia but also to the world entitle "To The Bone Song" which written by Indonesian Singer and Writer Pamungkas. It reach to 266M viewers since it published 2020. It is one of the famous songs that known of the world. This research will focus on how the 'To the Bone songs' able to reach 226M viewer from all around the world by using multimodal analysis.

In place of communication purposes, multimodality refers to a combination of writing, speaking, visualization, sound, music and etc. Based on Halliday's systemic functional grammar, Kress and van Leeuwen in Guo and Feng propose the theory of Visual Grammar believing that every semiotic system has the ability to project the social relations between the receivers and the speakers.

There are some researcher who have conducted the research about multimodal analysis. The first research by Intan Azkiyah, Didin Nuruddin Hidayat et al., in 2021 with the title "A Multimodal Discourse Analysis of Disneyplus Hotstar Indonesia TV Advertisement". This research aims to explore the multimodal analysis of the DisneyPlus Hotstar Indonesia TV Advertisement. The results show that Disney Plus Hotstar Indonesia TV advertisement has a multimodal semiotic system consisting of linguistic, visual, audio, gestural, and spatial elements. Each multimodal semiotic system is closely related to constructing advertising meaning. The message is understandable for the audience.

The second research by Sinda Muliani and Ahmad, in 2022 which analyze The Multimodal Analysis of LATHI song. It represent multimodal analysis research on interpersonal meaning, specifically products connected to movement, music, speech, and image. Its goal is to demonstrate how interpersonal meaning is created in the video clip of the "Lathi" song. It investigates the facial expression, colour, gesture and sound in rendering the message. On the other hand, the main focus of this study is to analyze the 3 modes of the song from Indonesia which famous around the world with the English lyric titled TO THE BONE. They are some parts of multimodal that needs to be analyze, such as: color (visual mode), sound (aural mode), facial expression and gesture (gestural mode). There are some considerations because it is important to be investigated, not only as the reference for the meaning of the lyric it self, but also as the reference for Indonesian writer song which able to introduce the songs to the world by seeing those category of Multimodal.

Different from the researcher above, this writing will investigate the meaning of the one the famous songs of Indonesian which known by the audience until around the world entitle 'To The Bone' by

using multimodal theory. The problem of this research is to analyze and investigate the interpersonal significance of TO THE BONE song by using Multimodal theory. This research examined how various semiotics and modes, such as music, sound, speech, color, action, and facial expression, work together to create interpersonal meaning.

2 Review of Literature

2.1 Multimodal Communication

According to van Leeuwen (2005) semiotic resources are: The actions, materials and artefacts we use for communicative purposes, whether produced physiologically – for example, with our vocal apparatus, the muscles we use to make facial expressions and gestures – or technologically – for example, pen and ink, or computer hardware and software – together with how these resources can be organized.

The New London Group, a collection of education and literacy scholars who first promoted the concept of multimodal literacies, outlined five modes of communication — linguistic, visual, aural, gestural, and spatial mode.

1. Linguistic mode refers to written or spoken words. The mode includes word choice, the delivery of written or spoken text, the organization of words into sentences and paragraphs and the development and coherence of words and ideas.
2. Visual mode refers to the images and characters that people see. This mode includes color, layout, style, size and perspective.
3. Aural mode is focused on sound, including, but not limited to, music, sound effects, ambient noises, silence, tone of voice in spoken language, the volume of sound, emphasis and accent.
4. Spatial mode is about the text's physical arrangement, organization, and proximity. One example of this is often a brochure and how it is folded and organized.
5. Gestural mode refers to the way movement is interpreted. Facial expressions, hand gestures, body language and interaction between people are all gestural modes.

Here, many modes can be analyzed in To The Bone song. Each of these modes plays an important role in making and delivering the message of the song. A Multimodal Discourse Analysis of “To The Bone” Song

2.2 Multimodal Discourse Analysis

According to (Chan 2013), multimodal discourse refers to “the study of the various methods used by humans to communicate (the discourse) including using voice, writing and ‘body

language’ (the multimodalities)”. This model suggests a valid analysis of the new path of communication that is gradually gaining infamy through technology, art, and other means of expression. Meanwhile, O’Halloran (2011) consider that Multimodal Discourse Analysis (MDA “extends the study of language per se to the study of language in combination with other resources, such as images, scientific symbolism, gesture, action, music and sound”.

3 Method

The research employed qualitative research in order to know the multimodality of the “To The Bone” Song. This writing is based on representative multimodal analysis research on interpersonal meaning, specifically products connected to movement, music, speech, and image. Specifically, according to Creswell (2014), the qualitative method will examine texts and images just like its data. Typically, it deals with the data analysis completed using different research designs. The qualitative technique needs a clear and comprehensive description of how data are collected and evaluated. As stated, employing a qualitative research paradigm may result in an in-depth investigation of texts and visuals.

The data is taken from the youtube official video clip. It investigates the facial expression, colour, gesture and sound in rendering the message. On the other hand, the main focus of this study is to analyze the 4 modes. They are: Linguistic, color (visual mode), sound (aural mode), facial expression and gesture (gestural mode). There are some considerations because it is important to be investigated. The source of the data is the English Songs that written by Indonesian. It was taken from the youtube official video clip, while the data is the text lyric.

4 Result and Discussion

The writer found that the part of multimodal model analysis are used in the lyric song of the pamungkas, usch as: Gestural mode, visual mode, aural mode, and linguistic mode from semantic part.

Table 1. Multimodal model of analysis for songs from stage musical

Linguistic Mode	Aural Mode	Visual Mode	Gestural Mode
Repetition	Music	Dancing	Facial Expression
Evocative Meaning	Interludes	Embodied Behaviour	Hand Gesture and Body language
Expressive Meaning	Pauses	Stage Props	
Key Clusters	Sounds Effect		

Table 2. Categories of Linguistic Mode

Categories	Mode	Text
Linguistic	Repetition	I want you to the bone I want you to the bone Should I keep hoping on? Should I keep hoping on?
Semantic	Expressive Meaning	I want you to the bone? There's your presence that grown Take me home, I'm fallin' Love me long, I'm rollin' Losing control, body and soul Of all the ones that begged to stay I'm still longing for you Of all the ones that cried their way I'm still waiting on you
	Key Clusters	Have I ever told you I want you to the bone? Have I ever called you When you are all alone? And if I ever forget To tell you how I feel Listen to me now, babe I want you to the bone Take me home, I'm fallin' Love me long, I'm rollin' Losing control, body and soul Mind too for sure, I'm already yours I want you to the bone, bone, bone, bone I want you to the moon and back

Table 3. Categories of Aural Mode

Aural Mode	Text
Music	The songs open with the music piano, plays with slow beat. A little melancholy flavour is pinned to give a different touch in some parts of the song.
Interludes	An interlude is an musical moment that happens without words being sung. It can be found in three section of this music video. 1. 0:09 – 0:34 2. 2:42 – 2:52 3. 3:35 – 4: 01
Pauses	No pauses in the music song video
Sounds Effect	It used the guitar classic effect There is no extra sounds effect in this song

Paralinguistics

The category of paralinguistic features was added to include all those non-lexical elements that can be heard during the song (for instance, laughter, crying), which are uttered by the actors. Ex: Ha-ha-ha (Laughing), Ssh (Silence). There is no paralinguistics found in the music video lyrics.



Figure 1. Categories of Gestural Mode (Facial Expression)

A million words can be expressed only in one facial expression. From the four pictures shown, almost the same expression. The face expression shows sorrow and hopelessness of something. It doesn't put expression. It seems like a flat expression, but inside it expresses hopelessness and sorrow of being waiting for someone.

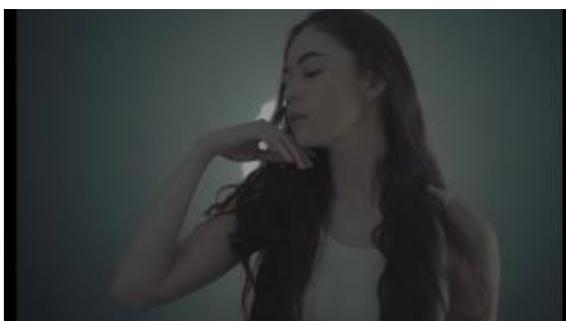




Figure 2. Hands Gesture and Body Language

According to Oxford Learner’s Dictionary, the gesture means a movement you make with your hands, head, or face to show a particular meaning. Jewitt, (2009, p. 14), Multimodality has been defined as "the approaches that understand communication and representation to be more than about language, and which attend to the full range of communicational forms people use—image, gesture, gaze, posture and so on—and the relationships between them."

From the hand and body gesture picture, it shows that the woman as the second character in the video clip express of released something and it express that she is feeling sorrow too. The man body language tell that he needs space in the middle of what he did.



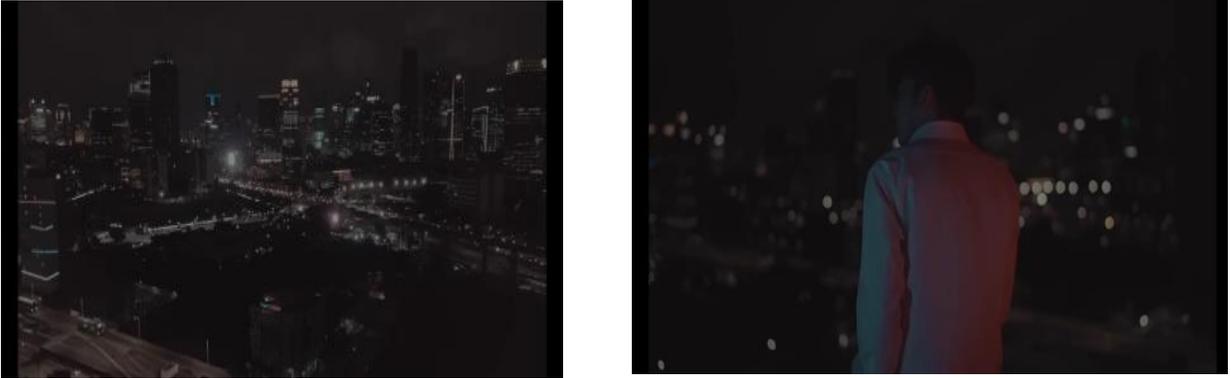


Figure 3. Categories of Visual Mode

This section is a comparative or descriptive analysis of the study based on the study results, previous literature, etc. The results should be offered in a logical sequence, given the most important finding first and addressing the stated objectives. The author should deal only with new or important aspects of the results obtained. The relevance of the findings in the context of existing literature or contemporary practice should be addressed. Most of the colors from the video clip image background are black. It took some places, but the visual color is black. It represent the sadness of romantic atmosphere for letting go the person he/she love.

LYRIC

Have I ever told you
I want you to the bone?
Have I ever called you
When you are all alone?
And if I ever forget
To tell you how I feel
Listen to me now, babe
I want you to the bone
I want you to the bone
I want you to the bone
Oh, maybe if you can see
What I feel through my bones
And every corner in me, oh
There's your presence that grown
Maybe I nurture it more
By saying how I feel
But I did mean it before
I want you to the bone
I want you to

Take me home, I'm fallin'
Love me long, I'm rollin'
Losing control, body and soul
Mind too for sure, I'm already yours
Walk you down, I'm all in
Hold you tight, you call and
I'll take control, your body and soul
Mind too for sure, I'm already yours
Would that be alright?
Hey, would that be alright?
I want you to the bone,
So bad I can't breathe, no
I want you to the bone
Of all the ones that begged to stay
I'm still longing for you
Of all the ones that cried their way
I'm still waiting on you
Maybe we seek for something that
We couldn't ever have
Maybe we choose the only love
We know we won't accept
Or maybe we're taking all the risks
For something that is real
'Cause maybe the greatest love of all
Is who the eyes can't see, yeah
Take me home, I'm fallin'
Love me long, I'm rollin'

5 Conclusion

The study results show that Multimodal describes how we combine multiple different ways of communicating in everyday life. So, when all modes apply in an audiovisual, there will be a meaningful text which can be delivered to the viewers or audiences. Every single mode supports the message or meaning, and they represent some signs.

To conclude, a structured approach to the analysis of songs from stage musicals has offered informative insights into their complexity, showing how verbal, audio and visual modes interact to create meaning. Songs have proved to be more than just their lyrics.

With the multimodal analysis will help the audience understand more the message behind the the video clip and lyrics. The music video shows that the simple visual and music effect is shown. It didn't put extra sounds effect with heavy video clip, it can catch the attention of the audience until from around all the world.

REFERENCES

[1] Allan. And Garret, Peter (Eds), Approaches to Media Discourse. Oxford: Blackwell

- [2] Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches (4th ed.)*. Thousand Oaks: Sage Publications.
- [3] Fairclough, N. (1995). *A Critical Discourse Analysis: The Critical Study of Language*. London: Longman
- [4] Kress, G., and van Leeuwen, T. (1996) *Reading Images. The Grammar of Visual Design*.
- [5] Moore, A. F. (2012). *Song means: Analysing and interpreting recorded popular song*. Burlington, UK: Ashgate
- [6] O'Halloran, K. L., & Smith, B. A. (2011). Multimodal studies. In K. L. O'Halloran & B. A. Smith (Eds.), *Multimodal studies: Exploring issues and domains (1-13)*. Routledge.
- [7] Routledge. [14] Kress, G. & Van Leeuwen, T. (1996). *Front Pages: (The Critical) Analysis of Newspaper Layout*. In Bell.
- [8] Tagg, P. (2012). *Music's meanings: A modern musicology for non-musos*. New York: Mass Media's Scholar's Press.
- [9] Van Leeuwen, T. (2005). *Introducing Social Semiotics*. London: Routledge