

ABSTRACT

Video clips are a form of communication that presents messages using audio visual. The message conveyed has meaning and purpose. This research is to study the meaning of denotation, connotation and myth in Surefire video clips by John Legend. The paradigm used in this study is a critical paradigm, where researchers want to see a critical phenomenon with the aim of renewal and people's perspective on the phenomenon that also provides real reality. The method used in this study is a qualitative research method using Roland Barthes's semiotic analysis. The results of this study find the meaning of denotation is looking for women who use Islamic attributes. Jamila shows her Islamic side of clothing, using prayer beads, praying, and doing prayer. By the meaning of this connotation, it shows that the battle of love of different religions interspersed with the struggle they face as their romance is a conflict, a contradiction by Jamila's father, and Robertod in deportation to the country by the United States immigration authorities. And the myth that is interpreted in the video clip No doubt this is related to the representation of Muslim women that we discuss women always cover genitalia and use attributes that identify as a Muslim also behave according to the requirements of religion. But in this Surefire video clip, the headscarf eventually did not only appear as a result of the expected religion. Choosing the veil in the Surefire video clip is one form of opposition to Islamophobia which has been controversial in several countries including the United States.

Keywords : Video Clip, Representation, Muslim Women, Semiotic