



# Representation of poverty in video clip the Brandals – The truth is coming out

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## ABSTRACT

### Keywords

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Representation of poverty represented through the video clip "The Brandals – The truth is coming out" by seeing economic growth that is worrying about causing inequality in income distribution. The lack of equity leads to social inequality among the community. In an environment, the community can be said to be poor if the community has not been able to meet basic needs such as clothing, food, shelter, and education. The city of Jakarta is one example of a big city in Indonesia that is the center of a rapid economic cycle, but it is also inversely proportional to the living conditions of people living in the suburbs of Jakarta. The research method used in this study is qualitative with semiotic analysis using John Fiske's approach. The results of this study show in the video clip The Brandals – The truth is coming out is poverty experienced by people living in suburban settlements of Jakarta, even though it is close to the city center but still escapes the attention of the government. The concept of development carried out by the government cannot be used as a solution because it ignores the principles of social justice and people's welfare, the attention of development has an impact on poverty rates is still the same and the emergence of a social gap.

## 1. Introduction

Mass media is currently the most widely used tool to convey various expressions, information, and convey social reality in life. Various creative and varied works have sprung up from various directions and can be easily accessed by the public. Mass media can be used as a place to channel opinions for anyone with any work with a creative process. In the modern era like now, people are very dependent on mass media as a medium to find information and entertainment.

The mass media that can be used today is very diverse. One of the popular and widely used mass media is Youtube. With Youtube people can channel their creativity, because through Youtube everyone is able to make various things in the form of videos such as music videos (video clips), movies, and even video blogs (vlogs). In addition to movies, music is also a very popular content, where people can never be separated from music in their daily lives. Youtube is one of the media that is often accessed by the public to find music videos, where musicians use it as the most effective medium to display their latest works.

A music video is a combination of music and illustrative images combined in a video. Music itself can not only be enjoyed through hearing, but also through a visual image. In today's modern era, music requires a recording to support marketing and delivery of its message in order to reach an audience that enjoys it. Therefore, a piece of music must be packaged in the form as attractive as possible in the video clip. In the music video, the illustration images shown definitely have a story and meaning. With various shooting techniques, the music video displayed will have more interesting visualizations. Music videos or better known as music videos can also be used as a way to promote recently released music. In addition, video clips can also be used to convey an existing reality through the visualization shown. The various visuals displayed by the video clip vary according to the issue to be depicted.

Social issues are also the main theme in the visual appearance of a video clip, such as violence, natural disasters, to poverty. The issue of poverty is one of the most interesting visual images to be displayed in visual content, especially in video clips. Video clips can be likened to a form of language, which can develop into a medium of communication and as a tool to show a social reality in people's lives. (Hidayah 2021)

Poverty has become a problem that has always existed in every country in the world, especially in developing and underdeveloped countries. The problem of poverty is multidimensional caused by several factors that are not only the domain of the economic field, but also the social, cultural, political and other systems. (Adawiyah 2020) Poverty that appears in many groups of people is often also associated with an inability of the community to meet its needs due to the weakness of an economy in a particular community group. Poverty in every country has a definition that is a problem that is quite difficult to measure so that an agreement on the measurement approach used is needed. Indonesia itself uses the concept of ability to meet basic needs, with poverty narrowing to a meaning, namely the inability from the economic side to meet basic life needs and not just food needs.

The phenomenon of poverty is one of the various social problems experienced by Indonesia today. Various efforts to eradicate poverty to date have not been fairly effective. Poverty which is a phenomenon and fact that still occurs in Indonesia, a problem that from the past until now still cannot be resolved properly by the government. The phenomenon and fact of poverty seems to be a frightening thing and still continues to be a problem in the economic condition of the community. This should be a reflection for the Indonesian government to continue to strive to overcome the problem.

In Indonesia, the problem of poverty is still very much in the spotlight every year. This is a very complex problem faced by the Indonesian government. The lack of equity makes social inequality violated by the community. In an environment, the community can be said to be poor if the community has not been able to meet basic needs such as clothing, food, shelter, and education.

Poverty does not only occur in rural communities or villages, but poverty also occurs in many big cities and causes inequality in urban areas. The city of Jakarta is one example of a big city in Indonesia that is the center of rapid economic rotation, but it is also inversely proportional to the living conditions of people living in the suburbs of Jakarta. According to McGee in Parsudi Suparlan, the face of poverty in the city can be characterized by the number of illegal settlements that do not have development rights based on the law and have been established in the middle of the city and in the suburbs and also do not have proper facilities to live in. (Suparlan 1984)

The music video of The Brandals is one of the music videos of Indonesian bands that depicts the content of poverty in Jakarta. Video clips themselves are one of the most important elements in conveying a message contained in song lyrics. According to Ruddy Alexander Hatumena, a video clip is a video that combines a piece of music from a musician or a band with visual displays that can represent the song of a musician or band. (Hatumena 2006)

The Brandals is a rock band from Jakarta, in the music video of their song entitled the truth is coming out is part of their album entitled Era Aggressor which was released in 2021. The album Era Aggressor is touted as the sharpest album in terms of criticizing things that happen around us. The Brandals themselves have had a career in the Indonesian music scene since 2001, the band consists of Eka Annash (vocals), Radit Syaharzam (bass), PM Mulyadi (guitar) and Firman Zaenudin (drums). Although it has been formed for a long time, The Brandals is still active in making music, its listeners continue to regenerate every year. Currently, millennials also love music works from The Brandals, as seen from the number of viewers of The truth is coming out music video reaching 81,000 viewers. This music video was directed by Kathleen Malay where this video clip shows many visual images from the other side of life in the city of Jakarta. The use of realistic visuals with the conditions and activities of urban communities in the city of Jakarta.

Based on the description above, researchers interested in discussing the representation of poverty in The brandals video clip "The Truth Is Coming Out" in this study will be studied using a descriptive qualitative approach, where in this research using semiotic analysis methods delivered by John Fiske. John Fiske's semiotic model focuses on signs and text, the code in a film is explained through three levels, including the level of reality, the level of representation, and the level of ideology. (Vera 2014)

According to semiotic theory researcher John Fiske, it is indeed relevant in analyzing the representation of poverty in The Brandals' The Truth Is Coming Out music video.

## 2. Literature Review

### 1. Poverty

In the Big Indonesian Dictionary, poor is defined as not having property, all lack (low income). (Big Dictionary Indonesian 1999) Poverty in society is often associated with the inability to meet needs due to weak economic conditions in a particular community group. Poverty is defined as the inability to meet a minimum standard of living. (Mudrajad 1997) The basic needs that must be met include clothing, food, shelter, health, and education. Meanwhile, according to Chambers (in Suryawati 2005) states that poverty is an integrated concept that has five dimensions, namely:

- a. Poverty
- b. Powerlessness
- c. Vulnerability to emergency situations
- d. Dependence e. Isolation both geographically and sociologically. (Suryawati 2005)

From some of the opinions above, it is concluded that poverty is a condition where a person or group of people is unable to meet their basic needs to maintain and develop their lives in daily life.

The root cause of poverty can be divided into two factors, first is the natural poverty factor, where poverty arises as a result of scarce resources and or also because the level of technological development is quite very low. This means that the factors that cause a society to be poor are naturally present, and no group or individual in that society is poorer than others (Suyanto 2013).

Those who suffer from poverty for example, for example, migrants in cities who work daily with uncertain results so that their income cannot be sufficient to provide food for themselves and their families. The other poor are workers, street vendors, slum dwellers, hawkers, and others who are uneducated and untrained. (Suyanto 2013).

### 2. Video clip as a medium of representation

Video clips have become a form of communication used to convey messages by combining audio and visuals. With video clips, the musicians who have the song can present their ideas through real visualizations. Musicians also use video clips as a medium to promote their music to all audiences both through television and social media such as YouTube or Instagram. Video clips are also realized to be very helpful in introducing his music to the audience. Not only a beautiful visual, but the video clip also displays a storyline and even shows the reality conditions that are being troubled. Video clips are also able to help a listener to be able to better understand the meaning of the song work made by musicians.

In an audiovisual production process, using video to convey a message is very effective because video can depict an object that is a moving image and sound or music simultaneously. According to McQuail, video is a new tool that can be used to disseminate entertainment by presenting stories, events, music, comedy dramas and other offerings to the wider public. (McQuil 1996)

Representation is important in the effort to convey a very strong message to the media. The media itself plays a role in describing a reality that exists to be displayed to the audience accompanied by an ideology contained in each message. Representation in media is also defined as the use of signs that can be in the form of images, sounds and so on to display something that can be imagined or felt in physical form. (Danesi 2010)

Representation in a media can be a source of meaning for a person or group of social reality. The media itself represents the social reality of a person or group that develops in social, economic and political life. Representation is important in two respects, the first is whether a group or idea is presented as it should be, as it is not made up or demonized. Second, how the representation is displayed. In other words, what kind of sentences and photo aids a person, group or idea is displayed in a presentation to the audience. (Eriyanto 2001)

Media is a container that often represents something to be given to the audience and so that it is considered to be a reality that exists in social life in the community. In representing these various things, the media packages it with an audiovisual message, such as films, music video clips, reality shows, and soap operas.

### 3. Semiotics as a theory

Semiotics or also known as semiology is an analytical tool that is quite widely used by researchers as a way to analyze the content of a message in mass media, semiotics is basically itself an approach that focuses on how the producer of language signs (author) makes language signs (author) makes language signs and how audiences understand them. (Suryanto 2015)

Semiotics is the science of signs. Signs are all things, both physical and mental, both in the world and throughout the universe, both in the mind of a human being and in the biological systems of humans and animals, which are given meaning by man. (Hoed 2014)

The study of semiotics has made a distinction between two types of semiotics, namely signification semiotics and communication semiotics. Looking at semiotics in communication, it refers to the theory of sign production, one of which assumes the existence of six factors in communication, namely sender, receiver of code, message, communication channel and reference. While in the type of signification, there is no question of a purpose in communicating. On the other hand, the priority is in terms of understanding the 16 signs so that the process of cognition in the recipient of the sign is more concerned than the process of communication. (Alex 2001)

John Fiske's semiotics is a semiotic model that perfects Saussure and Pierce's semiotics which focuses on signs and text is the main focus of concern in John Fiske's semiotic analysis, text in media is not only a written thing, but also everything that has a communication sign system such as in films, video clips, soap operas, advertisements, Photography can also be thought of as text. Fiske analyses texts in media, to examine different socio-cultural layers of meaning and content. (Fiske 2018)

### 3. Method

This research uses a type of qualitative descriptive study using John Fiske's semiotic theory analysis approach. Qualitative research is a method that focuses research on a sign and text as a study, and how researchers interpret and understand the code in signs and text to be able to produce descriptive data in the form of spoken text. Descriptive studies that aim to descriptive about what happens in a study are in the form of words rather than a series of numbers that only contain events. Descriptive also guides research to explore and photograph social situations that will be examined in depth, breadth, and throughout.

The data collection technique used in this study is literature study and documentation. Literature Studies are used as reading sources from books, journals, and research that can be used to provide information related to the problem being studied. While documentation is a technique used in research to obtain data through existing documents. (Ahyar 2020) The document used in this study is a screenshot of the scene to be analyzed from The Truth Is Coming Out video clip from The Brandals.

In this study, the approach to be used by researchers is John Fiske's semiotic analysis approach. In John Fiske's semiotics, the approach used when presenting an object, idea, event, person, or group will use stages through three processes, namely, the first level is an event that is marked (encoded) as reality, at this level reality can be in the form of an appearance, clothing and also makeup used by the cast, behavior, environment, gesture, expression, dialogue and so on which is understood as a cultural code that is recorded directly. electronic through technical codes. At the second level, when we look at something as reality, then the question that arises is how that reality is portrayed in a technical device of camera, lighting, editing, and music or sound. Whereas at the next level, which is at the third level, how the event is organized into ideologically accepted conventions. (Fiske 1990)

The following are television codes described in John Fiske's theory which are divided into three levels, namely:

### First Level : Reality

(In written language such as documents, interviews, transcripts and so on. While in television such as appearance (appearance), clothing (dress), makeup (make up), environment (environment), behavior (behavior), speech (speech), movement (gesture), expression (expression) and others)

### Second level: Representation

(Those elements are technically marked. In written language such as words, propositions, sentences, photos, captions, graphics and so on. While in television such as cameras, lighting, editing, music and sound and so on) these elements are transmitted into representational code that includes among others how objects are depicted: narrative, conflict, characters, action and so on.

### Third level: Ideology

All elements are organized in coherence and coded ideological codes, such as individualism, liberalism, socialism, patriarchy, race, class, materialism, capitalism and so on.

Therefore, this study aims to determine the representation that the video clip about poverty in the video clip "The Truth Is Coming Out" by The Brandals is constructed using the first level of analysis, namely reality, the second level of representation, and the third level is the ideology level.

## 4. Result and Discussion

Based on the findings of data that researchers did to this video clip, it was found that depictions of how poverty displayed can potentially be an object of research. The object of this study was obtained after the author downloaded a music video clip using the Youtube media platform. Then the video is cut into several parts of the scene using screenshots and afterwards explained based on a visual depicted in the scene. After the screenshot stage, several scenes were selected from the entire scene, where the scenes displayed visuals of the condition of people who were in poverty conditions with different scenes without repetition. The following is an explanation of each scene that explains the representation of poverty in the music video "The Brandals-The Truth Is Coming Out" using semiotic analysis from John Fiske.



### Reality Level

In this first scene, the background used is outdoors with natural light using sunlight. In this scene shows several children who are playing in a yard that looks poorly maintained or looks shabby. The child was wearing daily clothes while holding a used item that was used as a binoculars for playing.

### Representation Level

In this scene using medium close up shooting techniques with handheld camera movements. The use of medium close up to clarify the activities and expressions of the child while playing. For lighting in this scene, use natural lighting to give a realistic impression.

### Ideological Level

The ideological level in this scene is social class. The social class in this scene is depicted from the child's playground that the child's playground is not decent and seems shabby. This is a picture of the social status of the lower middle class people which can be seen from the environment in which they live.





### Reality Level

In the first picture, the background used is outdoor with natural light using sunlight. A public transport driver (bajai) played by PM Mulyadi is at work. The bajai driver wore a T-shirt and a small towel on his shoulders with a flat facial expression while riding a bajai.

The second picture shows Eka Anas who plays the role of a traveling tailor sewing. Wearing a T-shirt and hat and a small towel on his shoulders. The clothes depict lower-middle-class workers.

### Representation Level

Both of these scenes use medium close up shooting techniques that aim to show the activities of the characters. Tone grading in this scene is normal natural in order to display conditions that are in accordance with reality.

### Ideological Level

In this scene there is a class ideology which is depicted in the figure of a man who represents his field of work in the informal sector as a public transport driver and traveling tailor. Where this field of work represents the lower middle class of work, with this erratic daily income that causes them difficulty in meeting the needs of clothing, food, shelter, and education. The income they get is only enough to meet food needs. In the end, other needs are difficult to meet, it makes it difficult to improve one's standard of living.



### Reality Level

In this first picture, the background used is outdoor with natural light using sunlight. The background of a small road in a densely populated settlement and there is a background of tall

buildings defended by it indicate that this settlement is located side by side. There was also a traveling tailor at work. It is shown that all household items are not arranged properly and orderly.

The second picture shows a teenage boy sitting in a courtyard with a backdrop of tall buildings in the city. The appearance of the teenager looks simple, depicted in an irregular setting and many ruins of buildings.

Poverty is shown by the background of both scenes with the setting that looks to be in a densely populated village and also through the simple clothes worn.

### Representation Level

This scene uses a long shot shooting technique that aims to show the entire setting. And using natural lighting techniques, where this technique uses direct light from sunlight. This technique also makes the image more realistic with actual conditions.

### Ideological Level

In both images of this scene depicted a settlement or village located side by side with the urban area seen from the background of tall buildings behind it. It can be seen that there is a social class struggle that exists between the upper middle class and the lower middle class which results in a gap. Poverty and inequality in society are inseparable. The current problem of poverty is not just a shortage of food sources but the same level of depletion and lack of food, so that other needs cannot be met. Meanwhile, the problem of inequality is caused by inequality of economic resources in the community.



### Reality Level

In this scene, you can see a man in a shabby place surrounded by piles of garbage. The man wears a black suit and a face covered with cloth. The figure of the man acts as a person from the government and is looking at the conditions that occur in the environment of the lower class (poor). He stood in the middle of the dump with his face covered so it looked very mysterious.

### Representation Level

In this scene, the shooting technique used is a long shot so that it can show the conditions around the object and the man is not too clearly visible. This is intended to make the figure of the man very mysterious. With the movement of the still camera is intended to focus only on the figure of the man who is the object. The lighting technique used in this scene is low light with bluish tone grading.

### Ideological Level

At this level, the ideology described is class ideology, where the well-dressed man has an image as a person who has power or a government person who comes from the upper middle class. He realized that around him there was a condition of poverty that occurred. The head covered by the mask is a symbol of indifference to the existing conditions, so there is no change to change the condition of poverty in society.

### Discussion

The music video for "The Truth Is Coming Out" from The Brandals represents the condition of the lower middle class who experience poverty in their lives. This representation of poverty is shown in

various activity scenes in the video clip. Poverty in the video clip is characterized as people living in suburban areas where income conditions to meet economic needs are difficult to obtain. This can be seen from the conditions of residence, environment, and the type of work they do.

People who live in marginalized neighborhoods usually depend on their lives from the results of erratic daily wage income. In general, they work in the informal sector as laborers, drivers of public transportation, and so on in the field of goods and services but on a small scale. According to data from the Central Statistics Agency in 2019, elementary school graduates tend to receive all types of jobs due to limited job opportunities. They will do everything they can to find alternative income. Even various jobs are classified as menial because formal jobs cannot be obtained. For example, to become an employee in a company, a person must take at least strata one education. This shows that a person's level of education and ability determine the type of work obtained. Workers in the informal sector are sometimes marginal or often underestimated. . When viewed from the rapid development of the city, this should have begun to erode, but for the informal economy sector this condition makes it worse with those who are increasingly marginalized.

This makes them unable to raise a better quality of life, where their income is only able to meet food needs. While other needs cannot be met and tend to be neglected. The role of the government in overcoming this has not been seen as effective, so more real movement is needed to help solve the problem. When viewed from the rapid development of the city, this should have begun to erode, but for the informal economy sector this condition makes it worse with those who are increasingly marginalized.

Based on the results of research from the entire duration of the music video "The Truth Is Coming Out", there are several interesting visual scenes to be analyzed using John Fiske's semiotic theory. Some of these scenes have almost the same setting, which shows the environmental conditions of the village with the activities carried out by the community.

## **5. Conclusion**

The representation of poverty shown in the music video "The Truth Is Coming Out" shows the environmental conditions of the lower class (poor) in the city of Jakarta where they live side by side with the upper class (rich). People in this depiction who work in the informal sector, these groups of people are part of the group of people who experience poverty. In this case, the music video for "The Truth Is Coming Out" shows another side of environmental life that is often shown in the media.

Based on the analysis using John Fiske's semiotics about poverty shown in The Brandals music video, the researchers get several perspectives on the lives of people who experience poverty. That poverty that occurs based on low income levels so that needs such as clothing, food, shelter, and education are quite difficult to meet, because the work undertaken is a daily worker whose recognition is erratic. Furthermore, poverty that occurs due to uneven development causes a lack of attention to the poor so that the poor have not been able to experience changes to get out of poverty.

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