IJSFL International Journal of Systemic Functional Linguistics
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International Journal of Systemic Functional Linguistics

Journal Homepage: https://ejournal.warmadewa.ac.id/index.php/ijsfl

Texts, Images, And Music in Billie Eilish's *Bad Guy* Music Video on youtube.com

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A B S T R A C T

This research is intended to analyze texts, images, and music in Billie Eilish's *Bad Guy* music video on youtube.com using a multimodal discourse analysis by Kress and Leeuwen. The objective of this research is to find out how the texts, images, and music modes are used and integrated meaning among them. This research used descriptive qualitative method. The researcher used a multimodal discourse analysis theory by Kress and Leeuwen (2006) to analyze the texts and the images, and the theory by Leeuwen (1999) to analyze the music. The source of data in this research taken from "Bad Guy" music video by Eilish's YouTube account, and the secondary data taken from the notation sheet by musicnotes.com. The data were collected through downloading, copying, watching and screenshotting, and identifying the data based on the theory. While the techniques analyzed the data were presenting, describing, interpreting, making data display, and concluding. The researchers found that the selection and use of these modes are not only to create a work that is aesthetic and attractive to the audience but also to convey the message and ideology of the producer and composer through visuals.

I. INTRODUCTION

According to (Sinar, 2012), there are many valuable works because of the relationship between language (text), nonverbal language, and other visual elements. Verbal language without nonverbal languages such as expressions, movements, sounds, and others will cause our understanding of language (text) to be limited. Understanding of language (text) should be based on more than one point of view or "multimodality" so that the complexity of the meaning of language (text) can be understood.

Multimodal Discourse Analysis emphasizes that all tools of communication, such as verbal and nonverbal are essential in generating meaning because language contains informative meanings. (O'Halloran, 2011) states that multimodal analysis includes analysis of all types of communication that have text interactions and integration of two or more semiotic sources to achieve the communication function of the text.

This Multimodal Study applies not only verbal studies but also uses visual studies to form meaning (Kress, G. & Van Leeuwen, 2006). Multimodal Studies can be applied to various analyzes, such as image analysis, advertisements, music, films, to music videos. For instance, in a thesis made by (Gumilang, 2018), he already analyzed a multimodal analysis of Memes on Instagram. This research examined two modes of captions (text) and images using language meta functions. Secondly, research by (Rambe, 2019) studies multimodal analysis on Pak Pak tradition. He also examined two modes of dialogue (text) and images. Meanwhile, the multimodal study applied to Childish Gambino's music video, research by (Acosta, 2018), she examined two modes of lyrics (text) and images only, which is actually in music video there are more than two modes, including lyrics, images, music, and even dancing. Its unanswered gaps attracted the researcher to choose a

music video as an object of this research.

(O'Halloran, 2011) explains that in language, there is the use of signs and symbols, including sounds, written words, image production, music, and even phenomena, to describe our concepts, ideas, and feelings to other people. In other words, texts, images, and music is the language because it can communicate meaning to the audience. In conveying meaning, each person has their own way of expressing feelings, messages, and ideology in work. For example, to express dislike for something, there are people who choose to express it directly by saying they don't like it, but there are also people who choose to express it indirectly and more subtly with a specific purpose.

Along with the development of technology, music videos are not only a promotional tool but as an advanced art for musicians around the world. This music video is widely used by musicians to reinforce the message they want to convey through the song (Moller, 2011). The music video consists of song lyrics, sound or music, and a collection of images that told a story. So, these modes were usually linked together to create and convey meanings to the audience. The music video is also commonly used by others to influence others through ideologies reflected in it.

In this research, the researchers decided to choose a music video by Billie Eilish entitled "Bad Guy" with a duration of 3 minutes 25 seconds as an object. If we read and listen carefully to the song lyrics, some parts are pretty interesting. Especially in the chorus, the lyrics of the song describe Billie Eilish doing silly things that make her a real bad guy. Song lyrics are a form of text. This is by the statement of (Beaugrande & Wolfgang, 1981) that the text refers to a communicative event that is channeled into various suitable media and will have communicative purposes. Meanwhile, based on (Brown, 1983), the text is defined as a verbal note of an event. According to (Dallin, 1994), song lyrics are written as an interactive process between the writer and the listener. Furthermore, the purpose of music or song is not only for entertainment but also aims to convey meaning. So, in other words, the song lyrics are here to clarify the listener's understanding of the meaning of the song.

In the "Bad Guy" music video appear the images that are pretty diverse and unexpected stuff. Start from she is dancing goofily next to the bouncer in the yellow room, pouring milk into a guy mouth that is lying on the ground and wearing a business suit, riding a mini car with a couple of tough guys who are riding tricycles, rolling around on swirly painted pattern, and so on. Besides the images, the musical composition in this "Bad Guy" is also fascinating. It was using bass sounds, drums, electric sounds, clapping hands to an error recording of the door button sound that was recorded by Billie while in Australia. The genre is kind of electropop with a fast and cheerful.

Based on the explanation above, the reason why the researcher chooses Billie Eilish's "Bad Guy" music video is; first, the researcher thinks that the popularity of the "Bad Guy" music video is due to the song lyrics (text), images (video), and music is unique. These three modes were built in the "Bad Guy" music video so that it attracted the audience. The researcher found an exciting thing in the music video where if the modes are separated between the song lyrics and the music, it produces contrasting meanings. If the song lyrics read without music, the audience will read it with a sense of sadness. Whereas, when song lyrics combined with the music, it will create a sense of cheerfulness. Second, Multimodal Discourse Analysis is still very rare in particular in music research to find the meaning and function as a mode combined with other modes. So, the researchers want to investigate further this gap, especially on the object of a music video. So that through the modes of texts, images, and music in the "Bad Guy" music video, the researchers want to see how the modes are used in the music video to create meaning and how the relationships meanings between the modes. To solve the research problem, the researcher used a Multimodal Discourse Analysis by Kress and Leeuwen and a theoretical framework of music analysis by Leeuwen

From the explanation above, the textual meta-function is used to provide an understanding of how messages are organized through the rules of what language is spoken by Hailey Hardcastle on the TEDx Salem YouTube channel. Textual meta-function is a broad perspective of language and is concerned with the organization of language to create meaning. This perspective can be used as a view of how a speaker manages the language, they use to achieve their goals.Based on the explanation above, the researcher intends to analyze the speech declared by Hailey Hardcastle on the TEDx Salem YouTube channel and the researcher researches the realization of textual meta-functions.

II. METHODS

The sources of data in this research are comprised of two types, primary data and secondary data. Primary data is the data collect from Billie Eilish's official YouTube account. Specifically, the

data collected from her music video with the title "Bad Guy." Meanwhile, Secondary data is collected from the notation sheet by musicnotes.com to support the data of music to see Billie Eilish's pitch of voice. The researcher uses several steps to collect the data, namely: 1) Downloading the music video of "Bad Guy" by Billie Eilish on Youtube.com; 2) Downloading the notation sheet of the "Bad Guy" song by Billie Eilish on Musicnotes.com; 3) Copying the lyrics from LyricFind.com and read them comprehensively to observe the text mode; 4) Watching and screenshotting the music video to get the relevant data related to the texts and the music modes; 5) Identifying the data based on (Kress, G. & Van Leeuwen, 2006) Multimodal Discourse Analysis to analyze the text and images, and (Leeuwen, 1999) Speech, Music, Sound to analyze the music.

III. RESULT AND DISCUSSION

In findings, the researcher describes how the texts, images, and music modes used and integrated meaning in the Bad Guy music video by Billie Eilish.

3.1 Texts, Images, and Music Modes Used and Integrated Meaning in Billie Eilish's Bad Guy Music Video

A song of "Bad Guy" music video was different from beforehand singlesong music videos. The Bad Guy music video appears colorful and relatively lighthearted, contrasting with the melancholy visuals that previously accompanied the album. This music video told about Eilish which is being hurt by a bad guy. Eilish's innocence made the man in control of Eilish. In the lyrics of the song, the man is described as a man who is rude and arrogant. On the contrary, Eilish acts like the bad guy in the "Bad Guy" music. She let him control herself like a pet. She took a role in their relationship and admitted that she could also act bad like him. For instance, she can make his girlfriend angry, even upset his mother by teasing his father. To see how the texts, images, and music modes are used and integrated meaning in this music video, below, the researcher presents data in song lyric text, screenshots from music videos, and notation pieces that match with the lyrics and the images.
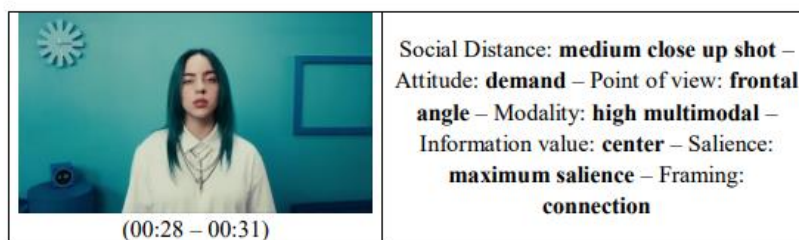
Data 1

The analysis of the text:

White shirt now red, my bloody nose

White shirt now red	my bloody nose
Process: Existential	Participant II: Circumstance

Based on the analysis of the first line in the song's lyrics, it contained an existential process. According to Kress and Leeuwen's explanation (2006), the existential process gives an idea that something exists or happens, which is marked with "white shirt now red." The characteristic that indicates this clause as an existential process is a word of "now." It means that the clothes of Eilish were originally pure white, but suddenly at that moment, something happened to her and caused Eilish's white clothes to be stained with red. Furthermore, the table shows circumstance participants who referred to the cause of the existential process. It was marked with "my bloody nose." In this case, circumstance participant means the same as the law of cause and effect. The characteristic is indicated by the word "because," but in the part of the lyrics "my bloody nose," there is no word of "because." However, the clause can be interpreted as the cause of Eilish's shirt turning red even without the word "because."

Social Distance: **medium close up shot** – Attitude: **demand** – Point of view: **frontal angle** – Modality: **high multimodal** – Information value: **center** – Salience: **maximum salience** – Framing: **connection**

(00:28 – 00:31)

Based on the analysis above, the researcher finds a demanding attitude which means that there is a direct interaction between Eilish and the audience marked by eye contact. The social distancing is

friendly or personal. Meanwhile, the point of view is the frontal angle, which means that Eilish's position with the audience is equal. This angle causes the audience to identify the subject. Furthermore, the modality is high because the color is dominated by bright colors, namely turquoise blue. In the image, it can be seen that Billie Eilish is in the center, which is placed in it, and it is the maximum salience because it emphasizes Eilish as the main character, which can be identified from the size, sharpness of focus, and color contrasts. Then the image above shows that all the elements in it are part of the image or connect.

White   shirt   now   red   my   blood - y no-se

The music that accompanies this song has an allegro tempo which means fast and cheerful, and the song starts with a G minor. However, based on the vocal notation above, the dynamics of the sound is mp or mezzo-piano (little gentle), and the notation is in a narrow pitch range at a mid-pitch level.

According to Leeuwen (1999 p. 95) describes this pitch means anguish. It can be seen that the text in the data is not represented in the image because the clause as the keyword or character of the text is not shown in it. In the image, Eilish doesn't have a nosebleed, and her clothes are still white without any stains. So, the researcher believes that the text and image modes are unrelated and do not explain the meaning of each other. Meanwhile, the modes of text and music are interrelated and explain each other. This also applies between the modes of music and images, where the musical mode has the meaning of anguish. This anguish can be represented through Eilish's facial expression in the image, and the clause that shows the anguish itself is "my bloody nose."
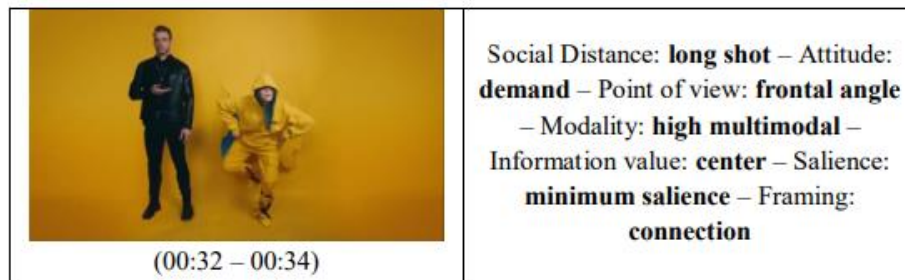
Data 2

The analysis of the text:

Sleepin', you're on your tippy-toes

Sleepin'
Process: Behavioral

you're	on your tippy-toes
Participant II: Behaver	Process: Behavioral

According to the analysis above, it contains two behavioral processes. Based on Kress and Leeuwen's explanation (2006), behavioral process means a process of physiological and psychological behavior. In the table, the first behavioral process is marked with "sleeping." The characteristic that indicates this clause as an existential process is a word of "sleeping." Sleep is a physiological behavior that is generally carried out by all living things. Sleep means losing consciousness for a while, with the aim of resting. When a person is asleep, he or she is usually not aware of the activities around him. However, this process did not have participants. In other words, it is not stated who carried out the process can be Eilish or anyone.

Meanwhile, the second behavioral process, marked with "on your tippytoes." This clause has the same meaning as walking on tiptoe. Tiptoeing is a walk using the tips of your toes slowly so that the footsteps are not heard by other people. This second behavioral process had a participant called a behaver and marked with "you're," it referred to the man in the "Bad Guy" music video.

Social Distance: **long shot** – Attitude: **demand** – Point of view: **frontal angle** – Modality: **high multimodal** – Information value: **center** – Salience: **minimum salience** – Framing: **connection**

(00:32 – 00:34)

Based on the analysis above, the researcher finds a demanding attitude which means that there is a direct interaction between Eilish and the audience, which is marked by eye contact. The social distancing is general or social. Meanwhile, the point of view is the frontal angle, which means that Eilish's position with the audience is equal. This angle causes the audience to identify the subject. Furthermore, the modality is high because the color is dominated by bright colors, namely yellow. In the image, it can be seen that Billie Eilish with a guy is in the center, which is placed in it, and it is a minimum salience because it is not emphasized Eilish if the image is identified from the size, sharpness of focus, and color contrasts. Then the image above shows that all the elements in it are part of the image or connect.

Sleep – ing   you're   on   your   tip – py to-es

The music that accompanies this song has an allegro tempo which means fast and cheerful, and the song starts with a G minor. However, based on the vocal notation above, the dynamics of the sound is mp or mezzo-piano (little gentle), and the notation is in a narrow pitch range at a mid-pitch level. According to Leeuwen describes this pitch means anguish. According to the analysis of each mode above, the researcher found that the data of the text is represented in the image. It shows the behavioral process of "on your tippy-toes," which is doing by Eilish. It establishes that these two modes were related to each other, although behaver as a participant is actually not referred to Eilish because she only demonstrates the process. Meanwhile, the modes of the text and the music were unrelated and did not explain the meaning of each other because the researcher thought that a clause of "you're" refers to another person who is a bad guy in the lyric is not being suffering or anguish but hiding, similarly with the modes of image and music that do not interconnect. In the image, Eilish's facial is not showing an anguish expression.

Data 3

The analysis of the text:

Creepin' around like no one knows

Creepin' around	Like	no one	Knows
Process: Behavioral	Conj.	Participant I: Senser	Process: Mental

Based on the analysis, the researcher finds two types of processes, named behavioral process and mental process. As mentioned in the previous data, the behavioral process is a physiological process and psychological behavior. Meanwhile, the mental process is a process of feeling, thinking, and perceiving. The behavioral process is marked with "creepin'" and followed by a word of "around." The characteristic denoting this clause as a behavioral process is the word "creeping." Creeping is the process of moving the body from one place to another by means of the body lying down towards the ground and moving using the hands and knees. Like an army, the soldiers usually creep up to avoid being caught by the opponent. Meanwhile, the word "knows" is marked as a mental process, "like" is marked as a conjunction, and "no one" as another participant is called a senser. In the clause "like no

one knows," which is characteristic of the mental process, is the word "knows" because the word "knows" is part of the thinking process.

Social Distance: **long shot** – Attitude: **demand** – Point of view: **frontal angle** – Modality: **high multimodal** – Information value: **center** – Salience: **minimum salience** – Framing: **connection**

(00:35 – 00:36)

The researcher finds a demanding attitude which means that there is a direct interaction between Eilish and the audience, which is marked by eye contact. The social distancing is general or social. Meanwhile, the point of view is the frontal angle, which means that Eilish's position with the audience is equal. This angle causes the audience to identify the subject. Furthermore, the modality is high because the color is dominated by bright colors, namely yellow. In the image, it can be seen that Billie Eilish with a guy is in the center, which is placed in it, and it is a minimum salience because it is not emphasized Eilish if the image is identified from the size, sharpness of focus, and color contrasts. Then the image above shows that all the elements in it are part of the image or connect.

Creep–ing   a – round   like   no   one knows

The music that accompanies this song has an allegro tempo which means fast and cheerful, and the song starts with a G minor. However, based on the vocal notation above, the dynamics of the sound is mp or mezzo-piano (little gentle), and the notation is in a narrow pitch range at a mid-pitch level. According to Leeuwen describes this pitch means anguish. In reference to the analysis of each mode above, it can be seen that the data of the text is represented in the image. It shows the behavioral process of "creepin'" and the mental process of "like no one knows," which is doing by Eilish. Similar to previous data, the modes were interrelated, although the participant of the processes is actually not referred to Eilish because she only demonstrates the process of walk slowly and looking around like hiding to avoid people. While, the modes of the text and the music were unrelated and did not explain the meaning of each other, because the researcher thought that a clause of "creepin' around" is not show suffering or anguish, similarly with the modes of image and music that do not interconnect. In the image, Eilish's facial is not showing an anguish expression
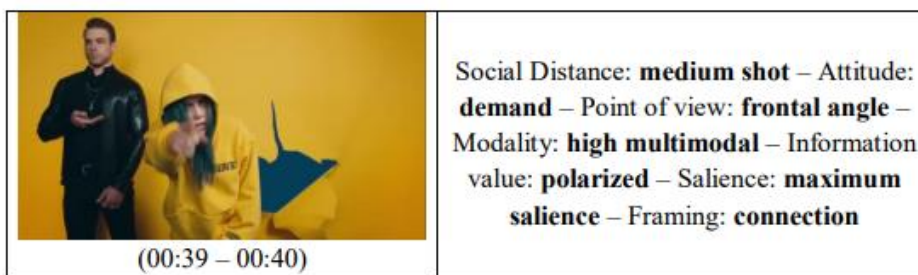
Data 4

The analysis of the text:

Think you're so criminal

Think	you're so criminal
Process: Mental	Participant II: Phenomenon

The analysis above showed there is a mental process and marked with a word of "think." According to Kress and Leeuwen's explanation (2006), This means that the events in the music video of the song contain a process of thinking, without a senser participant who is experiencing a mental process.

In this clause, it is clear that the characteristics of the mental process is indicated by the word "think." Furthermore, a phenomenon marked with "you're so criminal."

Social Distance: **medium shot** – Attitude: **demand** – Point of view: **frontal angle** – Modality: **high multimodal** – Information value: **polarized** – Salience: **maximum salience** – Framing: **connection**

(00:39 – 00:40)

Based on the analysis above, the researcher finds demand which means that there is a direct interaction between Eilish and the audience, which is marked by eye contact, and she pointed to the viewers. The social distancing is one of us or a bit familiar. Meanwhile, the point of view is the frontal angle, which means that Eilish's position with the audience is equal. This angle causes the audience to identify the subject. Furthermore, the modality is high because the color is dominated by bright colors, namely yellow. In the image, it can be seen that Billie Eilish with a guy is not in the center but polarized. According to Kress and Leeuwen, something placed on the left of the image means "given," and the one placed on the right of the image means "new." "Given" means things that are already known, and "new" means things that are new and important to know because Eilish in it is doing something. Furthermore, the image emphasizes Eilish as the lead character because of the size, sharpness of focus, and color contrasts. Then the image above shows that all the elements in it are part of the image or connect.

Think you're so crim - - in - al

The music that accompanies this song has an allegro tempo which means fast and cheerful, and the song starts with a G minor. However, based on the vocal notation above, the dynamics of the sound is mp or mezzo-piano (little gentle), and the notation is in a narrow pitch range at a mid-pitch level. According to Leeuwen describes this pitch means anguish. According to the analysis of each mode above, the researcher found that the data of the text is related in the image, it shows Eilish pointed out to the audience when she said a clause of "you're so criminal." Although the image is not showing the phenomenon of a criminal, it shows as if Eilish pronounces the sentence to the bad guy who she means. Furthermore, the modes of the text and the music were interrelated and explained the meaning of each other. The researcher thought that a clause of "you're so criminal" can be pronounced by Eilish because she felt anguish from the deeds of that bad guy. Lastly, the modes of image and music were also interrelated because Eilish's facial is showing an anguish expression

IV. CONCLUSION

The relationships meaning between texts, images, and music modes can be concluded that there were six interrelated data in the three modes, they were in data 4, 5, 6, 8, 10, and 2. Furthermore, there were 3 data that are completely unrelated to each other among the three modes, and the other 14 data were randomly related, and some were unrelated among these modes. The researcher believed the selection and use of these modes are not only to create a work that is aesthetic and attractive to the audience but also to convey the message and ideology of the producer and composer through visuals. So that it can be concluded, the findings indicated that the music video brings an ideology for a minority society for being stronger and having the power to rise from the oppression.

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