Non Verbal Signs of Marshmello Feat Bastille's Music Video "Happier"

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Abstract: The title of this study is non verbal signs in Marshmello feat Bastille's music video "Happier". This study focused on the analysis of the non-verbal signs found in Marshmello feat Bastille's music video "happier". There are two aims of this study. First, it is to identify non-verbal signs in the music video. Second, it is to analyze and explain the non verbal signs found in the music video. The data in this study were in the form of image taken from snapshot of the music video. In this study, there were ten image snapshots that will be discussed. In this study, the method to collect the data were documentation. The data relating with the image snapshots were analyzed qualitatively based on the theory of verbal and non-verbal signs by Dyer. It is also supported by the theory of color meaning by Oleson. The result shows that almost all the non-verbal elements and can be found in the music video. Only three elements which are national and racial, cropping, and special effects were not used in the music video. It shows that the music video doesn't use any racial stereotypical nor it used any special effects and cropping technique to make the music video more dynamics and draw the attention to certain part of the body.

INTRODUCTION

People tend to interact and exchange words to provide and obtain information. As a social being, humans usually communicate to each other through language. Communication itself is a process of delivering information (messages, ideas) from one party to another, or one person to another. Communication establishes relationships and makes organizing possible. Every message that is delivered by the sender mostly has a purpose or objective. The sender of the message or the speaker usually intends, whether consciously or unconsciously to accomplish something by communicating. In organizational contexts, messages typically have a definite objective, which are to motivate, to inform, to teach, to persuade, to entertain, to inspire or sometimes to imply a message that sometimes is chosen not to be delivered directly or verbally by the sender of the message. In delivering a message, in fact, there are several ways that can be used to communicate aside from direct or verbally, such as by using signs, pictures, or even colors. Every sign has its own meaning. The study about sign and its meaning is known as Semiotics. It depends on the uses and functions of uses that may be human uses to express their words. Verbal Sign based on

Chandler's statement (2001: 27) is something that deals with text and word while non-verbal sign includes pictures.

Verbal and non-verbal signs are usually used to express or deliver messages in a way that each sign support and strengthen each other to tell a whole story. Some artists, singers, movie directors or even advertisements director tend to use both verbal and non-verbal signs to deliver a message or tell a story that they want to tell, not only through words or verbally, but also non-verbally, in using signs, colors, symbols, setting, properties, or colors. There are so many aspects that could be used to determine or to tell a story in a whole. Mostly, for music videos, the artists tend to tell more about the background of the story through the video or the visual element, something that they cannot do just through words or song lyrics. Visual elements, in fact could tell millions story that cannot be told directly. It is also interesting how many aspects could be united and interpreted together to form a whole story that has a deep and powerful messages.

This research, with that background and for that reason chose to the non-verbal signs in a music video with theory of Dyers (1982) that involves a lot of aspects such as looks, colors, positions, properties, nationality, and the other aspects that were interesting to be analyzed to make sure that the message of the music video was delivered by making use and combine all of the aspects above.

THEORITICAL REVIEW
1. **Concepts**

    This study is concerned with several basic concepts. The concept of this study is related to the main topic of the research. There were two concepts used in this research, such non-verbal signs and visual elements.

2. **Non-Verbal Signs**

    Non-verbal communication includes the overall body language of the person who speaks, which include body posture, hand gesture, and overall body movement (Yasin, 2011). According to Jaya Dirga et al. (2016), non-verbal sign is the kind of sign that includes pictures that includes some aspects. An article "Non-verbal Communication" poster by Business Jargon, Non-verbal communication is the way to delivering meanings without using words, written or spoken. Non-verbal communication happened between two or more people through the use of expressions, body language, gesture, and posture. "R.V.Lesikar and J.D. Pettit" state that Non-verbal communication is the communication that happened without using words as touch, body movement, space, time, voice pattern, color. Body language, for an example is a form of non-verbal communication, consisting of body pose, gestures, and eye movements. Humans send and interpret such signals subconsciously. All of the definitions of non-verbal communication above are suitable related to this study. From all of the statement about non-verbal communication, it can be concluded that non-verbal communication is actually a certain process of communication when the information or the message being delivered or communicated through body gestures or movement, colors, eye contacts, facial expression, and without layout or design of surrounding and without using any spoken or written words. Not only those aspects, something like the setting, size, positions, facial expression, even nationalities could be considered as Non-verbal signs.

3. **Visual Elements**

    According to Dyers (1981), a visual element is any characteristic that someone could see, which includes line, shape, direction, size, texture, color, and value.

4. **Theoretical Framework**

In this part, the discussion deals with the theoretical aspects that have relevance to the topic of study. The theory of verbal signs, non-verbal signs, and visual elements by Dyer (1982) were used to analyze the non-verbal signs and visual elements found in the data analysis. Furthermore, the theory of color meaning by Olesan (2018) were also used to analyze the non-verbal signs and visual elements.

5. Theory of Non-Verbal Sign.

The non-verbal sign is a process when a message and the information are communicated without using oral or written words. In the advertisement, non-verbal signs can be defined as pictures and can be represented by the logo's company, the type of product and also the background of the product. Non-verbal sign like pictures, symbols, and logo present more information about the advertisement itself.

According to Dyer (1982) he states that to understand more about the meaning when staring human subject clear line of non-verbal means of communication need to be delineate. Thus, he divided the non-verbal signs into three means. They are appearance, manner, and activity. Moreover, he also added that non-verbal sign is usually associated by 'actor' which is a human. However, we cannot forget that other visual elements also helps to convey the meaning of non-verbal signs.

RESULT AND DISCUSSION

Identification of the Non-Verbal Signs and Visual Elements Found in "Happier" Music Video and The Meaning Conveyed by The Non-Verbal Signs.

The music video consists of non-verbal signs and visual elements. The non-verbal sign can be defined as the appearance, activity, and manner. Whereas the visual elements can be defined as the props, setting and the analyzing photograph. The theory of non-verbal signs and visual elements by Dyer was used to identify the non-verbal and visual elements. The analysis is divided into four parts. The three parts discussed about the non-verbal signs which are appearance, manner, and activity along with the meaning of the non verbal signs. The last part discussed about the visual elements which are the props and setting and analyzing photograph.

1. Data 1

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 00:07. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.
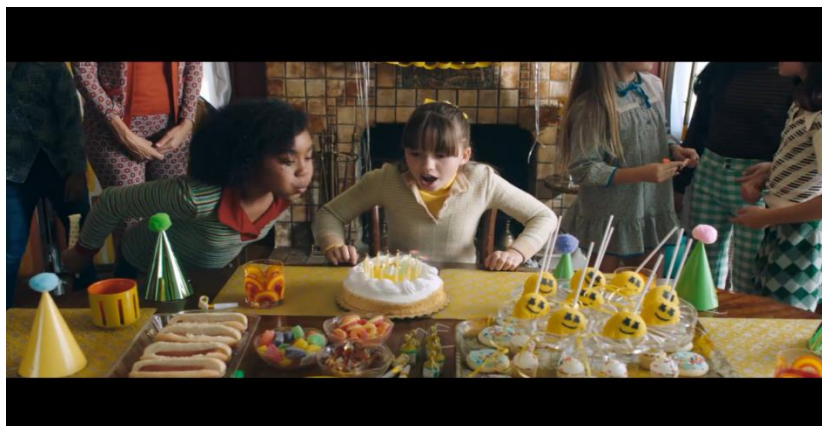

Figure 1. Celebrating Birthday

Table 1. The classification of non-verbal and visual elements of data one

Appearance	Age	About 11 years old
	Gender	Female
	National and Racial	-
	Hair	The main character has straight chest-length hair. Brown colored hair with Birkin bangs. The other character has coarse curly shoulder-length hair. Black colored with side bangs.
	Body	Slim and fit
	Size	-
	Looks	Ordinary girl
Manner	Expression	The main character is shocked, while the other character seems to be calm.
	Eye Contact	The main character is looking at the cake being blown by another girl. The other girl is looking at the cake.
	Pose	The main character has both hands on the table in clench fist position while her mouth is open. She seems to be ready to stand up to blow the candle. The other girl has both hands behind her while her lips are puckered to blow the candle.
	Clothes	Both girls wear casual style clothing. The main character wears a yellow turtleneck clothes with pastel green and yellow stripped long-sleeved clothes. The other character wears V-neck styled clothing. The collar is red while the rest of the clothes are stripped style with the color of dark yellow, dark red, and dark green.
Activity	Touch	-
	Body Movement	The main character is sitting and looking at the cake. On the other hand, the other character is blowing the candle on the cake while standing.
	Positional Communications	The girl who is blowing the candle is in superior position as she is having close relation with the object of interest which is the birthday cake. On the other hand, the main character who was getting ready to blow the candle is in inferior position because she is away from the object of interest.
Props and Settings	Props	Birthday cake
	Settings	In the living room
Analyzing Photograph	Focus and Depth of Vision	On the birthday cake
	Close Ups	-
	Lighting and Color	Natural light with a bit of greenish tinge
	Cropping	-
	Camera Angle	Front angle
	Special effects	-

The scene in data 1 shows that the characters involved in it are two little girls. Both little girls look like they are about eleven years old. This can be seen on how the interior of the birthday party looks like. There are lots of balloon and colorful color all around the room. This show that the people involved in it are still in young age between 10 to 12 years old. Furthermore, the style of clothing used by the people in it also contribute to their age. Their clothes are colorful and not something that a young teenager would use. She has straight chest-length hair. Brown colored hair with Birkin bangs. The other character is her friend who is invited to the birthday party. She has coarse curly shoulder-length black hair with side bangs. Both of the girls are slim and fit as what can be seen from the picture. For looks, both girls look like an ordinary girl that we can see on daily life. From this it can be concluded that 5 out of 7 parts of the elements of appearance can be found in this picture. The element of national

and racial cannot be found in this video because there is not much evidence that can show the nationality of both girls and also there is no significant meaning that is reflected by their races. Thus, it is unsignificant to be explained. Furthermore, the element of size also cannot be found because there is no significant meaning that is portrayed through the 'size' of the individual related to the picture

For the elements of manner, all four elements can be found in the picture. The main girl who is the birthday girl seems to be shocked because her candle was blown by someone else. This can be seen on how her eyes is wide open with an open mouth while looking at the birthday cake. On the other hand, the other girl seems to be calm. It can be seen on how relaxed her expression is without any hint of regret or surprised when she blows the candle. For eye contact, both girls are looking at the same direction. Both of them are looking at the birthday cake. For pose, the birthday girl is seen to have both hands in clenched fist position and positioned on top of the table with her eyes and mouth wide open. She is in the pose of getting ready to stand up and blow up the candle. On the other hand, the other girl has both hands pulled behind her while her lips are puckered to blow the candle. For the clothes, both girls are wearing a casual style clothing. The birthday girl wears a yellow turtleneck clothes with pastel green and yellow stripped long-sleeved clothes. The other girl wears V-neck styled clothing. The collar is red while the rest of the clothes are stripped style with the color of dark yellow, dark red, and dark green.

For the elements of activity, only two out of three part can be found in the picture. The elements of touch cannot be seen in the picture because none of the characters in it are seen to be involved in a meaningful touching act. In case of body movement, the birthday girl is sitting and looking at the cake. On the other hand, the other character is blowing the candle on the cake while standing. For positional communication the girl who is blowing the candle is in superior position as she is having close relation with the object of interest which is the birthday cake. On the other hand, the main character who was getting ready to blow the candle is in inferior position because she is away from the object of interest and doesn't have any direct contact with it.

For the visual elements two parts of the props and setting can be seen in the picture. The music video used the cake as the prop and the setting for this scene occurred in the living room of the birthday girl's house. In case of the analyzing photograph, only three parts are available out of six parts. The focus and depth of vision in this scene is on the cake as how both characters are engaged with it. Moreover, the light used in this scene is natural light and with a little bit of bluish tinge as the scene brightness looks quite dark and soft. For the camera angle used in this scene is the front angle. This scene didn't use close ups, cropping, and any special effect. From all the explanation above it can be concluded that all of the non-verbal elements can be found in this scene along with the visual elements.

2. **Data 2**

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 01:17. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.
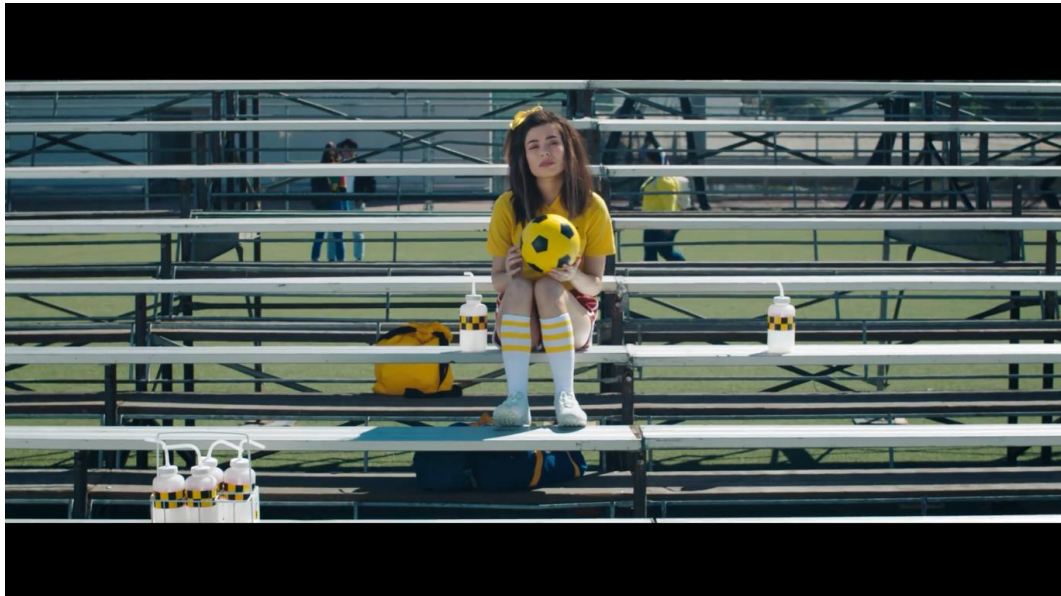
Figure 2. a girl sitting alone on the bleacher

Table 2. The classification of non-verbal and visual elements on data two

Appearance	Age	About 17 years old
	Gender	Female
	National and Racial	-
	Hair	Shoulder-length reddish-brown straight hair. without any bangs or parting.
	Body	Slim and fit
	Size	-
	Looks	Sporty girl
Manner	Expression	Sad and lonely
	Eye Contact	Looking at something outside the frame
	Pose	Sitting with both hands in front of the body and holding a ball
	Clothes	Sportswear: Yellow t-shirt with collar. Short red spandex. Soccer socks in the color of white with three yellow stripes and white sneakers
Activity	Touch	-
	Body Movement	Sitting
	Positional Communications	Superior as she is in the middle of the frame and holding an eye-catching colored ball
Props and Settings	Props	-
	Settings	In the bleacher
Analyzing Photograph	Focus and Depth of Vision	The girl holding the ball
	Close Ups	-
	Lighting and Color	Natural light with a bit of bluish tinge
	Cropping	-
	Camera Angle	Front angle
	Special effects	-

The scene in data 2 shows that there are only on character involved in it. The girl's age seems to be about 17 years old. This is because she looks like a high schooler based on the place that she is located in at the moment. She seems to be in a sport field inside the school, especially the bleacher. Furthermore, she seems to be a player of the school soccer team based

on the outfit she wears and the scene that played out before this particular scene. Previously, it is shown that the coach of the soccer team appointed one girl to choose the main people to build the main team. However, the main character was not chosen hence why she is sitting alone on the bleacher. Moreover, to say that she is a middle schooler does not make sense because she looks older than a middle schooler. Thus, from this it can be guessed that she is a high schooler girl which is between 16 to 18. The main character in this scene has Shoulder-length reddish-brown straight hair. without any bangs or parting. Her hair is styled in half up half down style on the right part and secured with yellow ribbon. The girl is slim and fit as can be seen from the picture. For looks, the girl looks like a sporty girl based on her attire and body structure. From this it can be concluded that 5 out of 7 parts of the elements of appearance can be found in this picture. The element of national and racial cannot be found in this video because there is not much evidence that can show the nationality of the girl and also there is no significant meaning that is reflected by their races. Thus, it is unsignificant to be explained. Furthermore, the element of size also cannot be found because there is no significant meaning that is portrayed through the 'size' of the individual related to the picture

For the elements of manner, all four elements can be found in the picture. The girl seems to be sad and lonely. This can be seen on how her mouth is downwards and she seems to stare into space which shows loneliness. Moreover, she is the only person on the bleacher while the rest of the person is standing happily in front of her. For eye contact, the girl is looking at the people in front of her with a vacant stare. For pose, the girl is seen sitting with both hands in front of the body and holding a ball. She is also in a slouched position. For the clothes, she is wearing sportswear. She is wearing yellow t-shirt with collar. Short red spandex. Soccer socks in the color of white with three yellow stripes and white sneakers.

For the elements of activity, only two out of three part can be found in the picture. The elements of touch cannot be seen in the picture because the girl does not involve in a meaningful touching act. In case of body movement, the girl is sitting on the bleachers while looking at someone. For positional communication the girl who is in superior position. This is because she is positioned in the middle of the frame and holding an eye-catching colored ball.

For the visual elements two parts of the props and setting can be seen in the picture. The music video doesn't use any props and the setting for this scene occurred in the field especially the bleacher area. In case of the analyzing photograph, only three parts are available out of six parts. The focus and depth of vision in this scene is on the girl holding the ball. Moreover, the light used in this scene is natural light and with a little bit of bluish tinge as the scene brightness looks quite dark and soft. For the camera angle used in this scene is the front angle. This scene didn't use close ups, cropping, and any special effect. From all the explanation above it can be concluded that all of the non-verbal elements can be found in this scene along with the visual elements.

3. **Data 3**

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 01:30. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.

Figure 3. A group of people in position to take a group picture

Table 3. The classification of non-verbal and visual elements on data three

Appearance	Age	About 17 years old
	Gender	Female
	National and Racial	-
	Hair	The main character has shoulder-length straight hair. The color is reddish-brown without any bangs or parting
	Body	Slim and fit
	Size	-
	Looks	Sporty girl
Manner	Expression	The main character is anxious and unease
	Eye Contact	Looking at something outside the frame
	Pose	The main character is standing up with slightly hunched back and one of her hand touching her elbow
	Clothes	Yellow t-shirt with collar. Short red spandex. Knee high socks in the color of white with three yellow stripes and white sneakers
Activity	Touch	Touching her elbow
	Body Movement	Standing up
	Positional Communications	Inferior as she is almost outside of the group and the frame.
Props and Settings	Props	-
	Settings	In front of the goal post in the soccer field
Analyzing Photograph	Focus and Depth of Vision	The soccer girl group and the coach
	Close Ups	-
	Lighting and Color	Natural light with bluish tinge
	Cropping	-
	Camera Angle	Front angle
	Special effects	-

The scene in data 3 there are twelve peoples involved in it. All the girls seem to be 17 years old. This can be seen on how all of the girls are involved in soccer club and going to take a group picture in front of the goal post. Furthermore, the coach seems to be around mid-30 to

early 40 years old. For the hair classification, the classification with start from the top left to bottom right, excluding the main character and the coach. The girl on the top left has shoulder-length brown hair with curtain bangs. The pony tailed girl has light brown colored hair without any bangs or parting. The girl next to her has silver blond hair without any parting with bun hairstyle. The next girl has chest-length black hair without bangs or parting. The girl on left bottom has waist-length black hair with middle parting. The next girl with grown out pixie cut has a dark brown hair. The next girl has chest-length black hair with middle part and curly end. The next girl to her has shoulder-length silver blond with side parting and curly end. Then, the next girl has chest-length golden blond hair with middle part and wavy end. The last girl on bottom right has neck-length black hair with middle part. Now for the coach and the main girl. The coach has short haircut with fading hair on top and the front temple. The main character that is standing far away from the group has shoulder-length straight hair. The color is reddish-brown without any bangs or parting. All the girls have slim and fit body type as what can be seen from the picture. Furthermore, the coach is seen to have a fat and round body type. For looks, all of the girls can be said to portrayed a sporty girl look based on their attire and body structure. From this it can be concluded that 5 out of 7 parts of the elements of appearance can be found in this picture. The element of national and racial cannot be found in this video because there is not much evidence that can show the nationality of all the people involves in it and also there is no significant meaning that is reflected by their races. Thus, it is unsignificant to be explained. Furthermore, the element of size also cannot be found because there is no significant meaning that is portrayed through the 'size' of the individual related to the picture.

For the elements of manner, all four elements can be found in the picture. The analysis in this part will only focus on the main character. The main character seems to be anxious. This can be seen from how her body gesture. Touching her elbow using one of her hands with slightly hunched position. Moreover, her stance in asymmetrical stance by putting most of her body weight on her right leg show that she is anxious. Moreover, she scrunches up the part between her eyebrow and suck in her lips to show that she is uneasy about her condition at the moment. In case for eye contact, the girl is looking at the camera man in front of her. For pose, the girl is posing in asymmetrical stance with slightly hunching back and one of her hands touching her elbow. For the clothes, she is wearing sportswear. She is wearing yellow t-shirt with collar. Short red spandex. Soccer socks in the color of white with three yellow stripes and white sneakers.

For the elements of activity, all three parts can be found in his scene. The elements of touch can be seen on how the girl is touching part of her arms which is her elbow. This act of touching her arm symbolizes that she feels insecure and unease by the sudden situation. This is because she was in the middle of the group and the other girls forced her to move out and she is not sure where she needs to go. That is why she touch her arm to show her feeling. In case of body movement, the girl is standing up while looking at the camera man. For positional communication the girl is in inferior position. This is because who is in superior position. This is because she is standing almost outside of the group and the frame.

For the visual elements two parts of the props and setting can be seen in the picture. The music video doesn't use any props and the setting for this scene occurred in the field especially in front of the goal post. In case of the analyzing photograph, only three parts are available out of six parts. The focus and depth of vision in this scene is on the group of girls and their coach. Moreover, the light used in this scene is natural light and with a little bit of bluish tinge as the

scene brightness looks quite dark and soft. For the camera angle used in this scene is the front angle. This scene didn't use close ups, cropping, and any special effect. From all the explanation above it can be concluded that all of the non-verbal elements can be found in this scene along with the visual elements.

4. **Data 4**

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 01:31. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.

Figure 4. A man making a body movement that shows a friendly invitations to do something

Table 4. The classification of non-verbal and visual elements on data four

Appearance	Age	Late 20 years old
	Gender	Male
	National and Racial	-
	Hair	Dread neck-length black hair
	Body	Slim and fit.
	Size	-
	Looks	Photographer
Manner	Expression	Smiling and inquiring something
	Eye Contact	Looking at someone outside the frame
	Pose	Standing with one hand holding camera while the other hand inquiring someone to do something
	Clothes	Dark green turtle neck long-sleeved clothes. A brown sweater with red and yellow pattern. Green pants. Black Fanny pack and red glasses.
Activity	Touch	-
	Body Movement	Standing and ushering someone to do something
	Positional Communications	-
Props and Settings	Props	-
	Settings	In a field

Analyzing Photograph	Focus and Depth of Vision	A man ushering someone to do something
	Close Ups	-
	Lighting and Color	Natural light with bluish tinge
	Cropping	-
	Camera Angle	Front angle
	Special effects	-

The scene in data 4 only involved one people. He seems to be around late 20 years old. This can be seen on how his hair is still dark without any whites and also not many visible wrinkles can be seen on his face. Furthermore, his style of clothing also hinted that his age is probably between 27 years old to 29 years old. He has dread neck-length black hair. The man is seen to possessed a slim body type. This can be seen on how little fat he possesses. Moreover, his arm seems to have a bit of muscle as can be seen from the picture. For looks, he can be said to posed photographer looks. This is supported by the camera that he is holding and the fanny pack he wears. From this it can be concluded that 5 out of 7 parts of the elements of appearance can be found in this picture. The element of national and racial cannot be found in this video because there is not much evidence that can show the nationality of the man and also there is no significant meaning that is reflected by their races. Thus, it is unsignificant to be explained. Furthermore, the element of size also cannot be found because there is no significant meaning that is portrayed through the 'size' of the individual related to the picture.

For the elements of manner, all four elements can be found in the picture. The expression of the man can be said to be smiling and inquiring someone to do something. This can be seen on how he used his hands to make a gesture for someone to move closer to the group so the result of the photograph will be good. In case for eye contact, the man is looking at the main character which is positioned outside of the frame and in front of the man. For pose, the man is standing with one hand holding camera while the other hand is inquiring someone to move closer to the rest of the group. For the clothes, he is wearing dark green turtle neck long-sleeved clothes. A brown sweater with red and yellow pattern. Green pants. Black Fanny pack and red glasses.

For the elements of activity, only one part out of three parts can be found in this scene. The elements of touch cannot be seen in the picture because the man does not involve in a meaningful touching act. In case of body movement, the man is standing and ushering someone to do something. For positional communication there is no interaction of the man that is directly shown in one screen, thus it is not available.

For the visual elements two parts of the props and setting can be seen in the picture. The music video doesn't use any props and the setting for this scene occurred in the soccer field. In case of the analyzing photograph, only three parts are available out of six parts. The focus and depth of vision in this scene is on the man who is holding the camera and ushering someone outside the frame to do something. Moreover, the light used in this scene is natural light and with a little bit of bluish tinge as the scene brightness looks quite dark and soft. For the camera angle used in this scene is the front angle. This scene didn't use close ups, cropping, and any special effect. From all the explanation above it can be concluded that all of the non-verbal elements can be found in this scene along with the visual elements.

5. **Data 5**

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 01:40. In this snapshot there are non verbal elements that

can be found. Below are table explaining the non verbal elements that can be found in this snapshot.

Figure 5. A girl hiding behind her hands

Table 5. The classification of non-verbal and visual elements on data five

Appearance	Age	About 17 years old
	Gender	Female
	National and Racial	-
	Hair	Below shoulder-length straight dark brown hair
	Body	Slim and fit
	Size	Tall
	Looks	Sporty girl
Manner	Expression	Anxious and worry
	Eye Contact	Looking down
	Pose	Standing up while covering her mouth with one hand
	Clothes	Yellow t-shirt with collar and white button
Activity	Touch	-
	Body Movement	Standing up and covering her mouth
	Positional Communications	-
Props and Settings	Props	-
	Settings	In front of the goal post
Analyzing Photograph	Focus and Depth of Vision	Focusing on the main character expression
	Close Ups	From the chest up to show the expression and body language of the main character
	Lighting and Color	Natural light with bluish tinge
	Cropping	-
	Camera Angle	Front angle
	Special effects	-

The scene in data 5 involved two peoples. Both girls on frame seems to be 17 years old. This can be seen on how young they look and on how they are involved on the soccer club team in their school. The main character which is located on the right side of the frame has below shoulder-length straight dark brown hair. The girl next to her has chest-length black hair without bangs or parting. Both girls also possessed a slim and fit body type. For looks, the two girls can be classified into sporty girl based on their attire. From this it can be concluded that 5 out of 7 parts of the elements of appearance can be found in this picture. The element of national and racial cannot be found in this video because there is not much evidence that can show the nationality of both girls and also there is no significant meaning that is reflected by their races. Thus, it is unsignificant to be explained. Furthermore, the element of size also cannot be found because there is no significant meaning that is portrayed through the 'size' of the individual related to the picture.

For the elements of manner, all four elements can be found in the picture. The expression of the main character can be said to be anxious and worry. This can be seen on how she is looking down and covering her mouth. She does this because the other girl is laughing at her smile. This is because she has braces and there were two girls who were making fun of her because of it. Hence why she is covering her mouth while looking down. In case for eye contact, the girl is looking down and avoiding eye contact with the people around her. For pose, the girl is standing up while covering her mouth with one hand. For the clothes, she is wearing yellow t-shirt with collar and white button.

For the elements of activity, only one part out of three parts can be found in this scene. The elements of touch cannot be seen in the picture because the man does not involve in a meaningful touching act. In case of body movement, the girl is standing up and covering her mouth. For positional communication there is no meaningful interaction between the main character and the girl next to her.

For the visual elements two parts of the props and setting can be seen in the picture. The music video doesn't use any props and the setting for this scene occurred in the soccer field especially in front of the goal post. In case of the analyzing photograph, only three parts are available out of six parts. The focus and depth of vision in this scene is on the main character who is covering her mouth while looking down. Moreover, the light used in this scene is natural light and with a little bit of bluish tinge as the scene brightness looks quite dark and soft. For the camera angle used in this scene is the front angle. This scene also used close up from the chest up to show the expression and body language of the main character. Lastly, this scene didn't use cropping, and any special effect. From all the explanation above it can be concluded that all of the non-verbal elements can be found in this scene along with the visual elements.

6. **Data 6**

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 02:03. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.

Figure 6. Focused image of medicine on the table and a worried girl holding her dog

Table 6. The classification of non-verbal and visual elements on data six

Appearance	Age	About 17 years old
	Gender	Female
	National and Racial	-
	Hair	Below shoulder-length straight dark brown hair
	Body	Slim and fit
	Size	-
	Looks	-
Manner	Expression	Worry and sad
	Eye Contact	Looking at the dog
	Pose	Sitting down while rubbing the dog neck
	Clothes	Yellow and white striped long-sleeved turtle neck clothes. Yellow and white striped knee-high socks.
Activity	Touch	-
	Body Movement	Sitting and rubbing the dog
	Positional Communications	Inferior as the girl and the dog are located near the end of the frame and far away from the medicine.
Props and Settings	Props	Dog medication
	Settings	In the living room
Analyzing Photograph	Focus and Depth of Vision	Focus on the drugs
	Close Ups	Focus on the dog medication
	Lighting and Color	Natural light with bluish tinge
	Cropping	-
	Camera Angle	Front angle and side angle
	Special effects	-

In this scene or shot, there is only one person appeared and involved, the main character of this music video. The girl is the same as the previous scene, whose age is around 17 years old since the activity, the appearances as well as the attire that she wore made her look she was around that age, a middle-school girl. The national and racial cannot be really be guessed from

the picture as there is not much evidence to prove their nationality. The same can be said for their race. She has a below shoulder-length straight dark brown hair, her body was slim and fit. The size and the looks that she had during this scene or shot was not really shown or emphasized since the shot only shows a half of her upper body, sitting while holding the dog. She had the expression showing that she was worried and sad, while the eye-contact that she had was looking at the dog, which emphasized that she had full of her attention on her dog, worrying about the dog that seemed to be not in a great condition. It was shown by how she was sitting down while rubbing the dog's neck while still wearing her uniform, which was yellow and white-striped long-sleeved turtle neck clothes along with yellow and white striped knee-high socks.

For the activity, the girl was just touching the dog's neck while sitting and rubbing the dog, once again emphasizing the worries that she had over her dog. The positional communication emphasized inferiority, as the girl and the dog are located near the end of the frame and far away from the medicine. The props and the setting of this scene or shot held a really important role, as in the frame, there was the dog's meditation and drugs that were shown as the props, means that the drugs was used as the props to emphasize or inform the viewer the condition of the dog which later will mean something and hold a significant part in the story that the video was going to tell. For the setting, the girl was in the living room but she was sitting on the floor, holding the dog as their positions in here were also equal, since both of the girl and the dog were on the floor. It also indirectly showed an equality, that the girl saw or considered the dog to be as equal as she was as a human-being. It also indirectly showed the deep affection that she had towards the dog.

To analyze the photograph, there are some aspects that could be closely looked at, which is focus and depth of the vision which holds an important role in telling the story that the music video was about to tell. The focus obviously focused on the dogs, the dog's condition that indirectly told that the dog was not good, that the dog was probably ill or not in the best shape. The close-up in here also has a significant role, as the close-up means the focus, or one of the aspects that needed to be emphasized. The close-up in here focused on the dog's medication, which showed or meant that it is one of the major aspects that hold a huge part within the story. For the lighting and color, natural light with bluish tinge was used. As for the camera angles that were used, the front and side angle were used to show both the girl holding the dog, which was technically connected with the props used, the medications. The dog's condition was what this shot meant to tell or emphasize.

7. **Data 7**

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 02:32. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.

Figure 7. Two people looking down

Table 7. The classification of non-verbal and visual elements on data seven

Appearance	Age	The man seems to be around 30 to 40 years old.
	Gender	Female and Male
	National and Racial	-
	Hair	The man has a short haircut with balding on top of his head. The girl has below shoulder-length straight dark brown hair
	Body	The man is on the fat side. The girl is slim and fit
	Size	-
	Looks	-
Manner	Expression	Both the man and girl seem to be sad and devastated
	Eye Contact	-
	Pose	The man is standing while one of his hand in fist position touching his mouth. The girl is sitting while covering her face with her hands
	Clothes	The man wears brown clothes with blue jacket and blue jeans. The girl wears long sleeved pastel yellow clothing and yellow pants
Activity	Touch	The man is touching his mouth. The girl is touching her face
	Body Movement	The man is standing. The girl is sitting
	Positional Communications	-
Props and Settings	Props	-
	Settings	In one of the rooms in the vet center
Analyzing Photograph	Focus and Depth of Vision	Focusing on the expression of the man and the girl
	Close Ups	-
	Lighting and Color	Dimmed lightning with bluish tinge
	Cropping	-
	Camera Angle	Front angle
	Special effects	-

In the data 14 or the shot above, there were two people involved in this scene, which was the girl and the man. The man seemed to be around thirty or forty years old, considering how he looked as he was clearly the father figure for the other girl, the main character of this story

who was probably around sixteen or eighteen years old. The man himself had a short haircut with balding on top of his head, which actually indirectly told that he was old enough to be around forty years old. The girl was still with the same hair, which below-shoulder length straight dark brown hair. Meanwhile for the body, the man is quite chubby or fat, meanwhile the girl was slim and fit. In this shot, the size was not really emphasized as it was just the man standing meanwhile the girl was sitting while covering her face. There was no social weight shown in this scene. As for the looks, the shot did not specifically tell about how the looks determine how both the man and the girl as a character. If anything, they both were just two people who were looking stressed and devastated because of a certain reason. The nationality of the people in the scene cannot really be guessed from the picture as there is not much evidence to prove their nationality. The same can be said for their race.

As for the manner, some aspects were analyzed through this scene or shot. The expression of their faces held a really important role to the current situation or how it carried a highlight to the story. Both the man and the girl seemed to be really sad and devastated, as it was strongly connected with the sequence scene in the previous scene which was telling the viewers that the dog was not in the great condition to the point that they both had to take the dog to the vets. With the expressions that both the man and the girl made, it could be concluded that something bad happened or had to happen with their dog to the point they both looked so sad and devastated. They both did not have any eye-contact, which showed that they were busy in their own world and feelings that they had to take in, instead of communicating with each other through eye-contact. The pose of both of the man and the girl also held a significant part to explain the condition of both of the characters, relating to their stories. The man was standing with one of his hand touching and covering his mouth, showing how devastated he was. As for the girl, she was in the position of sitting while covering her face with her hands, which strongly showed or emphasized how devastated or sad she was, more devastated compared to the man as she was really burying her face with her hands, probably crying over the dog's condition, which once again showed how devastated and sad she was.

The activity of both of the man and the girl were not much, but quite significant in telling stories. The man was touching her mouth, meanwhile the girl was touching her face with both of her palms, showing devastation. For the body movement, the man was standing, meanwhile the girl was sitting, crying as she was burying her face using her palms. The positional communication was not really emphasized as it did not really contribute anything to the story. The man was indeed the one who was standing in the frame meanwhile the girl was the one who was sitting, but it did not imply any superiority, inferiority, equality, intimacy, or rank. If anything, the positional communication was probably intimacy since the shot showed they both shared the same feelings about devastation towards the dog.

The props and settings once again prove its role in the story, where the props were not probably used in this scene even though there were actually some props like medical tools like computers that are usually seen in the hospitals, but were not really significant. It only supported the setting, which showed that they were in a certain small room in the vet center, indirectly telling that they both needed a room to cry and be devastated especially after what happened to their dog, after hearing the doctor showed or what they needed to do with the dog. To analyze the photograph, the focus and depth of the vision was pretty clear and obvious, as the shot focused on the expression of the man and the girl. It showed that the expression and the condition was what the music video wanted to emphasize to the viewers, contributing its role for the story. The music video did not use any close-up shots. In fact, the music video used

a pretty far shot, probably intended to emphasize their condition and their state of emotion even more. For the lighting color, it actually fits and supports the "mourning" or devastated condition or emotion that the characters within the shot felt, which used dimmed lighting with bluish tinge. The lighting color indirectly explained how gloomy the mood was and how bad the loss that they had to face. There was no cropping that explained or contributed anything to the story, and for the camera angle, it used to the front angle to widely see the setting and both of the man and the girl. They did not also add any special affect in this scene or shot

8. **Data 8**

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 03:13. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.

Figure 8. Two people hugging

Table 8. The classification of non-verbal and visual elements on data eight

Appearance	Age	The girl is around 10 to 12 years old. The man is around late 40 to 50 years old
	Gender	Female and Male
	National and Racial	-
	Hair	Below shoulder-length brown hair without any bangs or parting.
	Body	The girl is slim and fit.
	Size	-
	Looks	-
Manner	Expression	Happy
	Eye Contact	-
	Pose	The girl is leaning again the man and hugging him. The man is hugging the man
	Clothes	The girl wears long-sleeved red turtleneck clothes.
Activity	Touch	Embracing each other
	Body Movement	Hugging each other
	Positional	Equal as both characters are the main actor in the frame

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	Communications	
Props and Settings	Props	-
	Settings	In the living room
Analyzing Photograph	Focus and Depth of Vision	The man and the girl
	Close Ups	From shoulder up to focus on the expression of the man and the girl
	Lighting and Color	Natural lightning with slightly blue tinge
	Cropping	-
	Camera Angle	Front angle with slight side view
	Special effects	-

There are two persons involved in this shot, which is a girl, and a pretty old man. The girl was supposed to be around 10 or 12 years old, as her friends and the way they celebrated her birthday indirectly told that she was still a kid that happened to be around ten or twelve years old. There were both male and female in this shot. The national and racial cannot be really be guessed from the picture as there is not much evidence to prove their nationality. The same can be said for their races. But the girl has a below-shoulder length brown hair, which was pretty similar with the previous girl that appeared in the beginning of the video. The length and the color of the hair was almost the same, almost as if they actually resembled each other, but the girl this time had no bangs or parting. As for the body, the girl was looking slim and fit. The size of this shot did not show any social weight, superior status, power, authority nor rank. The shot did not show the other person is "smaller" than the other. From the looks, she had the look of a simple girl yet pretty and pretty friendly. The smile that she had on her face and how she happily thanked the man who gave her the present with a hug.

For the manner, she had such a happy expression on her face after receiving a present from the man that seemed to fit as the grand-father of the girl, considering the contrasts of their appearances. They did have an eye-contact before hugging, but they did not have an eye contact while the two persons or characters in this shot hugging each other while closing their eyes, indirectly showing happiness and gratefulness. For the pose, the girl was leaning into the man, hugging him tightly to show her feelings or her gratefulness towards the man who gave her the present. As for the girl, she wore long-sleeved red turtle-neck, which was another bright color if it is compared to the previous little girl in the beginning who wore yellow as if it was the color that represented herself. Meanwhile the girl in this shot wore another bright color top, which was red top.

The activity that this shot showed was both of these two characters were embracing each other, indirectly showing affection towards each other as they held or hugged each other affectionately with a happy, pleased face being displayed through their facial expressions. As for the positional communication, there was no superiority or inferiority being shown in this shot. Instead, the positional communication that this shot had showed that they were equal, having a great affection towards each other as both of the actors or the characters were in the frame without having one of them being displayed or shown more as the superior one. They both looked equal as they were in one, same frame position.

For the props, this shot did not show or use any props, only the two characters hugging and embracing each other. Meanwhile for the setting, it was shown that they both were in the living room, the same living room that was also used as the setting when the previous girl or the girl in the beginning celebrated her birthday in the opening of this music video. From here, the moment also looked almost like a deja-vu, as a pretty similar thing happened almost the same

way like what happened with the girl in the beginning of music video.

In analyzing the photograph, the focus and depth of the vision only focused on no one but both of the characters, which were the man and the girl. The shot indicated that these two characters were the one who were emphasized, the love or the happiness they felt as they hugged each other becomes the main concern of this shot. As for the close-ups, it was an almost close-up shot as the shot showed from the shoulder up to focus the happy, content, and pleased expression that both the man and the girl had. The lighting and the color that was being used was natural, yet warm lighting with slightly blue tinge. The lighting of the shot itself also showed or gave a sense of warmth, as the color or the lighting was looking warm, complementing the moment of the scene that was portrayed by these two characters. There was also no cropping in this shot. As for the camera angle, this shot used the front angle with slightly side view to show at least the maximum picture of both the man and the girl embracing each other happily with this shot instead of using one of the character's back for this shot only to show that they were embracing each other. This shot also did not use special effects.

9. **Data 9**

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 03:30. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.

Figure 9. A girl expressed surprised expression

Table 9. The classification of non-verbal and visual elements on data nine

Appearance	Age	10 to 12 years old
	Gender	Female
	National and Racial	-
	Hair	Brown hair without any bangs or parting
	Body	Slim
	Size	-
	Looks	-

Manner	Expression	Happily-surprised
	Eye Contact	Looking at something outside the frame
	Pose	Sitting down with both hands covering her mouth and nose
	Clothes	Red turtleneck clothes
Activity	Touch	Touching her mouth and nose
	Body Movement	Sitting while looking at something
	Positional Communications	-
Props and Settings	Props	-
	Settings	In a room
Analyzing Photograph	Focus and Depth of Vision	The girl in red clothes
	Close Ups	From shoulder up to focus on the girl expression
	Lighting and Color	Natural light in yellow color
	Cropping	-
	Camera Angle	Front angle
	Special effects	-

There was only one person involved in this scene, which was the girl, the same girl in the previous data or shot whose age is supposed to be around ten to twelve years old. The girl is obviously a female. Yet the nationality cannot really be determined since they were no significant factors that can show the nationality of the girl, just as well as her race. She had a brown hair without any bangs or parting, as her body was slim. There was no size that wanted to be emphasized by the director of the music video as it was just her alone taking almost the full of the frame. She was looking slim, fit, and pretty healthy. As for the looks, she looks like a fine, pretty and kind-hearted yet sensitive girl by the look that she was giving in this shot. She gave away the friendly and good-girl vibe.

The manner of this shot could be analyzed by some aspects, which are the expression, for instance, she was looking extremely happy, but surprised at the same time. The expression that she had showed that she was happily-surprised, because of whatever that comes after this shot. But the after shot of this shot was the middle-aged man coming to her way while holding a dog as a present for the birthday girl. For the eye-contact, she was busily looking at something outside the frame, as for this case, she was looking at the man and the new dog that she got as a present, proven by the next shot after this one. She was in the middle of sitting down with both hands covering her mouth and nose, supporting her happily-surprised expression. The pose indirectly told how surprised yet happy she was because of what she was seeing, what she was getting as her present. As for the clothes, she wore red turtle-neck clothes. She was in all red, as if she also wanted to claim the color "red" for herself. red could also probably her favorite color, since another people in the video or shot were also wearing the red clothes.

From the activity aspect, it could be seen that she was just touching her mouth and her nose, or more specifically covering her mouth and nose with her palm. The body movement was how she was sitting, covering her mouth and nose as she was happily-surprised, and was also in the middle of looking at something. There was no positional communication involved in this scene as the shot was showing of her expression and how happily surprised, she was. There was no positional communication that showing superiority, inferiority, social status, power, nor even rank. It was just her and her happy self in the shot that needed to be emphasized to tell the story of the plot wanted to tell.

As for the props and setting, the props that this shot used were probably not holding a huge meaning, but it actually held a significant role as the chair indicated that she was sitting behind a table and it was her birthday because of the candles appeared in the shot. The setting was

also the same as the previous one, as it showed that she was in a certain room that is most likely to be living room. The living room was identical to the living room that the previous girl had in the beginning until the half of the music video.

To analyze the photograph, the focus and depth of vision obviously laid on the girl in red clothes who was also in the middle of celebrating her birthday. The scene was almost identical to the one that was shown in the beginning, as if the director was re-creating the same exact scene, just with different people. It had a close-up shot where the shot showed her from her shoulder up to focus on the girl's expression. The lighting and color that this shot had was also natural light in yellow color, which was also another calm, warm tone. There was no cropping nor special effect, but they used the front of the camera front angle and fit her figure in the middle of the frame, as if they were trying to emphasize how happy and grateful, she was after receiving the dog or the present that had just being given.

10. Data 10

The data was taken from Marshmello feat Bastille's music video entitled "Happier". The snapshot was taken from time stamp 03:37. In this snapshot there are non verbal elements that can be found. Below are table explaining the non verbal elements that can be found in this snapshot.

Figure 10. Smiling woman

Table 10. The classification of non-verbal and visual elements on data ten

Appearance	Age	Mid 30 to early 40
	Gender	Female
	National and Racial	-
	Hair	Black hair without any parting or bangs
	Body	Slim
	Size	-
	Looks	-
Manner	Expression	Happy and relieved
	Eye Contact	Looking at something outside the frame

	Pose	Standing up
	Clothes	Yellow and light khaki striped top
Activity	Touch	-
	Body Movement	Standing up
	Positional Communications	-
Props and Settings	Props	-
	Settings	In the living room
Analyzing Photograph	Focus and Depth of Vision	Focus on the woman expression
	Close Ups	-
	Lighting and Color	Natural light with yellow color
	Cropping	-
	Camera Angle	Front angle
	Special effects	-

In this one scene, there was one person involved, which is the woman whose age was supposed to be around mid-thirty to early forty. It is the first time this middle-aged woman appeared in the music video. The gender is the female, obviously, as it was a middle-aged woman. The nationality still cannot be determined since there were still no factors contributing or showing the nationality of this woman, and so was her race. As for the hair, she had a black hair that was tied without any partings or any bangs. She had a slim body, although she looked like she had aged. There was no size or any power, rank, or social status that was shown from this shot as it was just the middle-aged woman alone who was in the frame of the shot. But she gave a friendly, kind-hearted woman look that probably matches her warm personality. She looks like a woman who had been through a lot of things in life. She almost looked familiar, as if the viewers have seen this woman and had a huge part contributing to the story that this music video wanted to tell.

The manner aspect of this shot or scene held a really important role. Starting from the expression, she looked happy and relieved that her eyes were also getting teary, as if she was proudly looking at someone, at someone that she truly loved. She did not have a direct eye-contact with another person or character within the frame, but she was intensely looking at someone or something as her eyes were also getting teary. She was looking at something outside the frame. The most important aspect that held an important role contributing to the story was the color of this middle-aged woman's clothes. She was wearing yellow and light khaki striped top. What is interesting was how the color of yellow highly represented the little girl and the teenager that appeared in the beginning of the music video, as if it was her color. The music video was like trying to indicate that the yellow color belongs to the girl whose dog died in the middle of the music video, and there was suddenly a scene of her father, who suddenly came into the same living room, and gave the girl a red ribbon as a present, then gave her a puppy which earned quite a reaction. This must have felt like a deja-vu to her, because she was witnessing something similar or probably almost the same thing a few years back then, when she was still a teenager. This also explained why she was smiling so wide with her eyes getting teary when she saw her father got the little girl a puppy as the birthday present, which reminded her to her good, old days. The viewers were able to know that the woman was the same girl that the viewers saw before and saw her grow into a mature, middle-aged woman with the yellow-color top that she wore. It means that color actually played a huge role in delivering a story within the music video.

As for the activity, the middle-aged woman was not in the middle of touching something. She was just standing up, looking at something outside of the frame without having any

positional communication since there was only one person involved in this shot. There was no sense of superiority, inferiority, or intimacy shown within this scene because it was only her within the frame/shot.

Even though the props did not have any significant role in telling the story within the music video through this shot, the setting actually held a very important and significant role to the story within the music video. The setting of the shot was a living room, which was the same living room that the previous scenes or shots took. This showed that the music video still had the same setting which was the same living room, telling that the story was still on going, caused the viewers could conclude that the middle-aged woman was probably the woman that we had been seeing since the first scene of the music video, and that the girl who wore red was probably her daughter, supporting by how familiar the girl looked or how she resembled the middle-aged woman, as well as how the grand-father or the man that had been appearing since first scene was also there. It showed that the setting held a major key in telling the story that is indeed meant to tell. In analyzing the photograph, the focus and depth of vision lies on the woman's expression, which was showing a sense of proudness, happiness, or sadness at the same time. There was no object that was being closed up, instead the close-up shot shows the woman, the face of the woman and how she had such teary eyes as if she was about to cry but while smiling at the same time. This indicated that it reminded of her good old days where she was in that position of receiving a puppy as a birthday present. For the lighting and color, this shot used natural and warm light with yellow color. There was no significant cropping, and the camera angle that the shot used was the front angle in order to show the woman's face as clear as possible. However, this shot did not use special effect.

CONCLUSSION

According to the discussion in the previous chapter, some conclusion can be drawn based on the problems proposed in this paper. The researcher found that not all elements that identify non-verbal signs were found in the data. Based on the analysis, three elements which are national and racial, cropping, and special effects were not used in the music video. It is found that the music video do not use the national and racial elements because the music video were not related with racial issue or note any stereotypical implication in it. The music video also did not use any cropping to draw viewer attention to particular parts of the body nor it used any special effect to give the impression of dynamism and excitement from the music video. In addition, other than the elements mentioned above, the other elements were found in the music video. The most used elements are age, gender, hair, body, expressions, pose, clothes, body movements, settings, focus and depth of vision, lightning and colour, and camera angle. The least used elements used in the music video are size and props.

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