

## Discourse of the Symbols Meaning in Exo's 'Mama' Music Video Clips

Ardian Setio Utomo<sup>1</sup>, Widhihatmini<sup>2</sup>, Dewi Warhamni<sup>3</sup>, Ikke Widianti<sup>4</sup>

<sup>1</sup>Communication Information Management, School of Multi Media, Yogyakarta Indonesia

Email: [ardian@mmtc.ac.id](mailto:ardian@mmtc.ac.id)

<sup>2</sup>Communication Information Management, School of Multi Media, Yogyakarta, Indonesia

Email: [widhihatmini@yahoo.com](mailto:widhihatmini@yahoo.com)

<sup>3</sup>Strategic Communication, Multimedia Nusantara University, Tangerang, Indonesia

Email: [dewi.warhamni@lecturer.umn.ac.id](mailto:dewi.warhamni@lecturer.umn.ac.id)

<sup>4</sup>Communication Science, Muhammadiyah Tangerang University, Tangerang, Indonesia

Email: [ikke.widianti.iw@gmail.com](mailto:ikke.widianti.iw@gmail.com)

\*Corresponding author: [ardian@mmtc.ac.id](mailto:ardian@mmtc.ac.id)

**Abstrak:** Video klip kelompok musik Exo berjudul 'Mama' memberikan beragam persepsi di kalangan masyarakat terutama pecinta musik pop Korea mengenai simbol-simbol yang ada di dalamnya. Simbol adalah bagian dari komunikasi yang menuntut masyarakat menggunakan persepsi untuk dapat memahami makna yang terkandung di dalamnya. Metode yang digunakan penelitian ini adalah kualitatif deskriptif. Hasil penelitian menunjukkan informan memberikan persepsi bahwa simbol yang ada dalam video musik Exo berjudul 'Mama' hanyalah sebuah seni dan sebagai pendukung sebuah cerita dalam video klip musik tersebut. Selain itu persepsi yang dimunculkan bahwa simbol yang ada dalam video klip musik Exo tersebut memiliki keterkaitan dengan suatu kepercayaan tertentu dalam hal ini menyerupai lambang dan simbol Illuminati. Kesimpulan penelitian ini menunjukkan bahwa perbedaan persepsi tidak terjadi begitu saja, tidak hanya karena reseptor indra terhadap suatu objek yang ada tetapi hal ini juga dipengaruhi oleh beberapa faktor, diantaranya faktor internal dan eksternal. Penelitian ini mencoba mengungkapkan penggunaan simbol-simbol yang identik dengan Illuminati dimana tidak banyak penelitian sejenis yang mengkaji hal tersebut. Disarankan bagi penelitian selanjutnya bisa mencermati penggunaan simbol dalam tayangan video klip music dan berupaya mengungkapkan makna yang ada didalamnya sehingga dapat membantu masyarakat memberikan pemaknaan yang tepat.

**Kata Kunci:** Exo Mama; Komunikasi; Media; Persepsi; Simbol; Klip Video Musik

**Abstract:** Exo's music group video clip entitled 'Mama' provides various perceptions among the public, especially Korean pop music lovers about the symbols in it. Symbols are part of communication that require people to use perceptions to understand the meaning contained in them. The method used in this research is descriptive qualitative. The results showed that the informants gave a perception that the symbols in Exo's music video entitled 'Mama' were just an art and as a support for a story in the music video clip. In addition, the perception that is raised that the symbols in the music video for Exo are related to a certain belief, in this case resembling the symbols and symbols of the Illuminati. The conclusion of this study shows that differences in perception do not just happen, not only that because of the sensory receptors for an existing object but this is also influenced by several factors, including internal and external factors. This research tries to reveal the use of symbols that are identical to the Illuminati where there are not many similar studies that examine this. It is recommended for further research to look at the use of symbols in music video clips and try to express the meanings contained therein so that they can help people give the right meaning.

**Keywords:** Exo's Mama; Communication; Media; Perception; Symbol; Music Video Clips

### INTRODUCTION

Music video clips are one of the mass media that can be enjoyed by audiences to listen to music and see the visuals displayed. Communication packaged in audio and visual form has the power to convey a message, and video is one of the important elements that play a role in building a communication system in

the form of moving images [1]. Music video clips are also a form of communication that aims to receive information through mass communication with elements of works of art. Especially, in today's digital era, technological advances are growing and making it easier for audiences to access music video clips from computers and gadgets through video player channels

such as YouTube. Almost every type of song that is created and every kind of music that exists applied it through music videos so that anyone can easily interpret the storyline of the lyrics. To provide appeal, music video clips display several themes, symbols, or symbols that have specific meanings, music video clips are also a medium to support the meaning of the story with visual support so that the message can be conveyed clearly [2]. As in the music video that has received considerable attention from audiences and Korean pop music connoisseurs entitled 'Mama', which is Exo's first debut single, it is a male music group from Korea, which is also well known in Indonesia and includes in other countries. The song titled 'Mama' is a unique costumes worn, the lyrics of the pieces delivered, and the symbols in it. As in February 18<sup>th</sup>, 2022, the music video for 'Mama' from Exo has been watched 96 million times on YouTube channel since it was first uploaded in April 7<sup>th</sup>, 2012.

The word 'Mama' in this music video is Korean, which means 'Your Highness', an honorific title for someone from the Royal family [3]. Also, the Mother of the Queen was being called as 'Halma-mama' means 'Grandmother', so the meaning behind the title 'Mama' itself is 'Your Majesty' [4]. The creature has been sent down to Earth to bring change to humans, increasingly subject to digital, thus, Exo demand for helping from 'Mama' (God). Apart from presenting a unique storyline, the male music group in this music video is also considered capable of attracting the public's attention because the members are good-looking.

Exo is a male music group of 12 members, divided into two groups Exo-K as a subgroup in Korea and Exo-M as a subgroup in China. The two groups promote the same song using different languages. But in every music concert, the two groups always appear together. Exo is under the management of SM Entertainment Co., Ltd., which was formed in 2009 and began to be introduced to the public in 2011. The music performed by Exo has pop type by combining elements of dance. Exo's success in entertainment has led to several public perceptions of the symbols in the music video for 'Mama'. The marks displayed in the video are similar to patterns of ideological understanding. However, several taught on these symbols are only part of the work art as an attraction for the public.

In recent decades, the entertainment world in Indonesia has presented a lot of K-Pop or Korean Pop, a type of popular music is originating from the South Korean music industry packaged in more modern style. A few K-Pop artists have not penetrated their popularity in foreign countries. Even in Indonesia itself, there is the term of 'Korean Wave' or 'Korean Fever' because of the love for Korean music. Based on the results of research by Statista in 2017, which was conducted online with 400 respondents, it was found that 24% rated the attractive appearance and style of K-Pop personnel, making this genre of music has many fans, especially in Indonesia [5].

The music video for 'Mama' displays various signs and symbols. Symbols and symbols are used to describe something else through objects. In everyday life, researchers encounter many characters because of humans often use certain marks to refer a reality or an abstract. Humans are also creatures that need signs and symbols to communicate. This shows that the use of characters by humans generally has a broader scope than the term 'Homo Sapiens' or thinking beings as in their activities taught, humans use symbols. Moreover, the signs we encounter in an object contain various perceptions from society. Perception itself is a person's view or interpretation of an object they observe. The perception of each individual can create multiple arrangements according to the thoughts of each individual. The management of messages from sensory impressions and the experiences they get gives birth to numerous perceptions that are not always the same. The symbols that appear in the music video for 'Mama' are identical to the characters of the Illuminati, which is known as a group related to belief and religion based on mastery of science and technology, intellectual and financial. The Illuminati group consists of famous scientists, influential rulers, and wealthy merchants and often uses symbols and has the goal of realizing and forming a new world order [6].

In everyday life, humans will never be separated from the communication process to support their need to interact, such as exchanging information, opinions, ideas, etc. Not only through the mass media, technological advances that are increasingly developing in every country, including Indonesia, are, of course, making it easier for anyone to access various kinds of information and entertainment both from within and outside the country through increasingly sophisticated communication devices [7]. There are several previous studies that support this research, namely research conducted by Rona Rizka entitled Illuminati Symbol Representation in Shirt Design Aye! Denim. This research shows that the meaning and ideology embodied in the design of Aye! Denim contains about the existence of a huge plan designed by the Secret Society, the Illuminati, and Freemasonry. The agenda is driven by the people behind the scenes who infiltrated through the administration of a country. The purpose of the agenda is to create a new world government or commonly called the 'New World Order'. Aye! Denim tries to convey the purpose of the agent in different ways, namely through the designs of its products. In order to become a knowledge and a warning for those who use or view the design [8].

Another study conducted by Ani Choirun Nisa and M. Farkhan M. entitled Symbols of The Illuminati Order In Socio-Cultural Life Of Muslims In Saudi Arabia: Symbolic Semiotic Analysis, show two conclusions they are 1) The history factor that lie behind the phenomenon of the use of Ordo Illuminati symbols by moslem in Saudi Arabia, 2) Aspects of life that associated with the use of Ordo Illuminati symbols in Saudi Arabia [9]. So based on this description and

previous research as a reference, this study seeks to find out how the public perceives the symbols in Exo's music video entitled 'Mama'. To raise awareness in the community about the importance of understanding symbols and symbols for communicating.

Communication, according to Pace and Faules in [10] defines that there are two general forms of action taken by people involved in communication practices, namely creating messages and interpreting messages. The message here is not always in the form of words but can also be a show, how to dress, the jewelry worn, makeup, expressions, gestures, and various other nonverbal messages. Furthermore, [11] explains communication by providing its elements which are interdependent on one another, namely 1) the communicator as the source of the message, 2) the information conveyed, 3) the media used to convey the message, 4) the communicant as the recipient of the message and 5) Feedback and Effects resulting from messages that have been delivered.

Exo's music video entitled 'Mama' utilizes the YouTube channel to broadcast it to reach audiences. This is a characteristic of new media where mastery of technology, especially the internet, can bring societal changes [12]. This new communication technology is closely related to 1) Interactivity, 2) Demassification, and 3) Asynchronous. Interactivity, in this case, can be interpreted as the ability to talk back using new communication technology systems. This method allows users to carry out communication activities more effectively and optimally. *Demassification* is defined as a message conveyed individually among users who exist in large numbers. In this case, the setting of the mass communication system is no longer controlled by message producers but by media consumers. Asynchronous, in this case, means that this new technology can send and receive messages anytime, anywhere, and by anyone. Its global nature gives new communication technology the ability to reach whomever its users want [13]. The symbols and symbols displayed in the music video for 'Mama' need to be seen using semiotics to understand text and marking. In addition, between communication and semiotics, *communication* is defined as the process of exchanging messages, in which messages contain structured elements, namely signs and symbols, language, and discourse [14]. Besides that, in interpreting the elements in semiotics, one's perception is needed because perception is a process that allows us to organize information and interpret impressions of the surrounding environment [15]. Perception is also a process preceded by a stimulus received by an individual through a receptor device, namely the senses, where perception is influenced by internal and external factors [16]. Meanwhile, according to [17], the factors that play a role in perception can be put forward into several factors, namely 1) The object being perceived, 2) The sense organs, nerves, and nervous system, and 3) Attention.

Semiotics and perception are used to interpret signs and symbols. According to Hartoko and Rahmanto in [18] etymologically, the logo comes from the Greek word meaning to throw together something associated with an idea. A sign symbol is a stimulus that marks the presence of something else. Thus, a sign is closely related to the actual intention of the action. Characters work more complexly by allowing someone to think about a symptom. In other words, a symbol is an instrument of thought. According to Langer in [18] animal life is governed by feelings, but many concepts, logos, and language mediate human emotions. Animals respond to signs, but humans need more than signs. Humans need symbols. A symbol is a form that marks something other than the embodiment of the symbolic form itself.

Furthermore, Hartoko and Rahmanto in [18] state that symbols can be divided into three parts, namely 1) Universal symbols, related to archetypes, for example, sleep as a symbol of death, 2) Cultural symbols, which have a cultural background in a region particular, such as a dagger in Javanese culture, 3) Individual symbols, which can be interpreted in a context of the entire work of an author. A symbol exists for something else, most hidden or nonexistent. Besides that, most of what is most interesting about symbols are their connection with the unconscious. [18] concluded that symbols are the key that allows us to open doors that cover our unconscious feelings and beliefs through in-depth research.

In this research, the study of perceptions is based on the type of perception, audience groups, and social issues. In the type of perception in Exo's music video entitled 'Mama', the visual perception includes positive perception, namely perception that describes all knowledge and responses that are forwarded with efforts to use it. In contrast, negative perception is the perception that describes all knowledge and responses that are not in harmony with the object which is perceived.

The emergence of positive and negative perception depends on how the individual describes all his knowledge about an object that is perceived [19]. The audience group in this study is categorized as a group of viewers, readers, listeners, and viewers who receive messages in mass communication and whose existence is scattered, heterogeneous and numerous [20]. Then the study of perceptions on social issues in this study is related to the Korean Pop phenomenon or commonly called K-Pop, which until now is still popular with music lovers. This is inseparable from technological developments that continue to develop and become increasingly sophisticated so that culture and artwork from South Korea can be easily accessed and disseminated to various regions around the world and even has the potential to become a cultural globalization.

The symbols in Exo's music video entitled 'Mama' is identified with Illuminati symbols. There are many kinds of symbols in the Illuminati that are used and

often seen in everyday life, such as the pentagram, which is widely used by devil worship where when the two ends are pointed upwards, it is said to show the meaning of 'Black Magic' and '2 Devil's Horns', The The All Seeing Eye is the symbol most widely used by the Illuminati in the form of a single eye which means the eye of the devil and that one eye can see all things and carry out surveillance [21]. Another symbol is the Triangle of Life which is interpreted differently in several countries, such as interpreting Egypt as the hieroglyphic symbol for 'Woman'. In contrast, in Greece, it is interpreted as the 'Sacred Door' [21]. The symbol of the inverted cross is interpreted as a form of defiance of religion [21]. Furthermore, the animal symbol of a goat's head is known as Baphomet, an evil god who controls black magic [22].

Music video clips with attractively packaged visuals can function as promotional media and artistic media [23]. Music video clips as promotional media mean that video clips are intended to make the public more aware of the works made by the group of musicians concerned. In this case, there are no specific parameters that can prove that music in video clips can have an impact on the popularity of an album. However, a song considered a success in the market does not mean that everyone buys the album. The song is popular simply because people only see the music video clip on electronic media or listen to it on the radio. The music video clips as an artistic medium, meaning that music can be used to translate the meaning of a song. This is related to the exploration of the song itself. The concept of a video clip not related to a song is part of a form of expression and is closely related to art.

## RESEARCH METHOD

This study uses a qualitative method with a descriptive approach. This study seeks to answer research questions based on data through interviews, observation, documentation, and data from various sources. In qualitative research, research subjects are called informants, people who provide the information researchers need related to the research being carried out [24]. The subjects in this study were seven informants; each had a different background and experience, three informants from among the students and four informants from among the workers, so they were expected to provide different perceptions according to experience and the ability to interpret according to what the researcher needed. However, these informants had something in common, namely, Exo fans and always observing the development of music culture in Korea.

The object of this study will analyze people's perceptions of existing symbols, not looking for relationships or making predictions. The symbols in Exo's music video, 'Mama', will be analyzed through public perception using a perception theory approach. Data collection techniques were carried out using primary data in the form of observation, interviews, and

documentation, while secondary data was obtained through sources that support research. Meanwhile, the data analysis techniques used in this study were arranged systematically and processed utilizing analysis, organizing data into categories to reach conclusions that can be understood by oneself and others [25].

In qualitative research, in testing the validity of the data obtained, researchers will use a credibility test with triangulation. *Triangulation* in this credibility test is defined as checking data from various sources in various ways and at various times [25]. This study uses 1) Triangulation of sources to test the credibility of the data by checking the data obtained through several sources and 2) Triangulation of techniques to test the credibility of the data by checking the data to the same source using different techniques.

## RESULT AND DISCUSSION

Exo is a music group or boy band from South Korea which has become a worldwide phenomenon. Exo personnel consists of 12 members formed under SM Entertainment in 2011 and officially introduced to the public in April 2012. This music group is not only popular and has millions of fans around the world, but it also has many achievements. It has managed to break various records in the music industry. Exo changed its name several times before it was finally decided that this music group would be named Exo. The name 'Exo' is taken from the term 'Exoplanet', which refers to planets outside the solar system. In its journey, Exo has two groups, namely Exo-K and Exo-M. This is done for simultaneous promotions for each region. Exo-K is promoting in South Korea, while Exo-M is promoting in China, so the language used for this music group is Korean and Mandarin.

The song from the South Korean music group Exo entitled 'Mama' is one of the singles from Exo's mini album, which was released on April 9, 2012, under the auspices of Management SM Entertainment; the video clip broadcast uses two language versions, namely Korean and Mandarin. At the beginning of the screening of the song 'Mama', many fans wondered about the concept in this music video, which was unique and had a mystical feel. In the video clip, the word 'Mama' does not mean 'Mother' as used in some countries. However, the word 'Mama' in the video clip means 'Your Majesty', referring to a call for a King or a Queen, especially during the Kingdom era—South Korean territory. In addition to these meanings, the word 'Mama' is also interpreted as a call to God in this video. The song in this video clip is played with a duration of 6 minutes 14 seconds, written by Yoo Young, a songwriter and a record producer for artists under the auspices of SM Entertainment.

In the music video for 'Mama', 12 Exo personnel wear long black robes and perform dance moves like people who worship something through a mystical ritual process. As told in this music video, 12 Exo personnel are extraterrestrial beings from Exoplanet and



are in the 21st century. They are told to come to Earth to save humans from the influence of the digital age and to have an attitude of not caring about one another.

In the music video for 'Mama', 12 Exo personnel each have a symbol which is a symbol of their strength, as illustrated by the phoenix symbol, which is synonymous with fire, symbolizing a person who has the power to control fire. Then there is a triangular symbol with a circling vortex in it or what is known as the 'Keyhole'. This symbol means a person who has power and can control time and move from one place to another (Teleportation). Other symbols are water droplets (Droplet) which is a symbol of the power of water or commonly called 'Hydrokinesis', the Earth symbol which is a symbol that has a picture like a head in the shape of a horned animal with sharp teeth, this symbol is interpreted as an ant that has the power controlling the planet earth or known as 'Terakinesis', the next symbol featured in the music video for 'Mama' is Light or Sun, this symbol with the sun symbol is described as having the power to control light or known as 'Lunarkinesis', then it is also described as wind (Wind) as a symbol of the power of air control or known as 'Airokinesis', a 3-circle-shaped graphic has a symbol of the power of controlling the mind, the dragon symbol (Dragon) is interpreted as a symbol of the ability to fight gravity (Levitation), the unicorn horse as a symbol of the power capable of healing everything disease otherwise known as 'Vitakin esis', a timer or time controller (Hour glass) as a symbol of the ability to master time, a scorpion or scorpion as a symbol which is interpreted as the power to control lightning or known as 'Electrokinesis' and frost (Snowflake) which is interpreted as a symbol of the power to control ice.

At the beginning of the appearance of the music video for 'Mama', there is a teaser showing a storytelling about a tree that many people believe is the tree of life or commonly called the 'Tree of Life', which is a symbol that is identical to the Kaballah and there is a butterfly. A butterfly is associated with the symbol of a butterfly belonging to the king or the 'Monarch Butterfly' from a satanic cult group known as the Illuminati.

From the perceptions conveyed by each informant, the researcher tries to describe and analyze the background of each informant to find out what factors influence these perceptions. The researcher analyzed internal factors, including feelings, attitudes, individual personality, prejudice, desires or expectations, attention, focus, learning process, physical condition, psychiatric disorders, values, needs, interests, and motivation of each individual as well as external factors which include family background, information obtained, knowledge and needs around, intensity, size, resistance, repetition of motion, things that are new and familiar or unfamiliar to an object. From the results of the interviews that have been conducted, the informant provided information that the attractiveness of the appearance of Exo personnel was one of the initial reasons the informants liked each of their music video

clips. In addition, the informants liked Exo's music video clip entitled 'Mama' because, for them, besides the music that is pleasant to hear and easy listening, also because the concept shown in the music video is unique, it makes people curious.

The combination of the music and the visual concept that was displayed was assessed as part of the promotion, the video clip for 'Mama' was considered successful in providing entertainment so that the informants said they continued to have the desire to play the music video for 'Mama' continuously. Almost every informant that researchers met in the field realized that symbols are part of communication. 4 informants perceive that the symbols in the music video entitled 'Mama' are an art and as an attraction for the audience. Meanwhile, 3 other informants gave the perception that the symbols in the music video had a connection with a certain belief or what they knew was the Illuminati group.



Figure 1. Symbol in the 'Mama' Video Clip Scene 1 (Utomo, 2022)

A butterfly flies around a flower that is starting to bloom. In this scene, many believe that the butterfly is depicted as a Monarch's butterfly, a symbol of the belief of a satanic cult.



Figure 2. Symbol in the 'Mama' Video Clip Scene 2 (Utomo, 2022)

Two fire symbols are considered symbols of the beliefs of satanic cult groups.



Figure 3. Symbol in the 'Mama' Video Clip Scene 3 (Utomo, 2022)

The sun symbol is surrounded by many symbols, such as fire symbols, phoenixes, triangles, and unicorns, which are also believed to be symbols of devil worship.



Figure 4. Symbol in the 'Mama' Video Clip Scene 4 (Utomo, 2022)

Some people associate the symbols as symbols of the strength of Exo personnel with symbols of the Illuminati.



Figure 5. Symbol in the 'Mama' Video Clip Scene 5 (Utomo, 2022)

The tree of life is a Kabbalah symbol with one eye symbol underneath, where the symbol is considered the symbol of the Dajjal by the general public.



Figure 6. Symbol in the 'Mama' Video Clip Scene 6 (Utomo, 2022)

The scene where the Exo personnel gather to form a circle under the light by wearing black robes is considered to be similar to the ritual of the Illuminati group.



Figure 7. Symbol in the 'Mama' Video Clip Scene 7 (Utomo, 2022)

One of the scenes displays a dragon complete with a tinge of fire, and the public associates the object with a symbol of the Illuminati.



Figure 8. Symbol in the 'Mama' Video Clip Scene 8 (Utomo, 2022)

The lightning symbol is also considered a symbol of the Illuminati group.



Figure 9. Symbol in the 'Mama' Video Clip Scene 9 (Utomo, 2022)

The unicorn horse is also believed to be one of the symbols of the Illuminati group.

Differences in perceptions conveyed by informants in this study cannot be separated from the factors that influence them, namely internal factors and external factors:

Internal factors, where only female informants are easily influenced by their feelings with the existence of K-Pop trends and their tendency towards visuals in Exo's music video clips. Meanwhile, male informants admitted they liked Exo from the music and dance show quality in the video clip. This shows that every learning process encourages informants to learn about everything that interests them.

However, the interests and needs, and learning processes of each informant influence them to be curious about the things that make them feel interested. In addition, their needs and interests in the entertainment world are reasons for differences in perception. Some informants tend to ignore messages from an object they like or something they consider a role model because they focus on their need for entertainment and their interest in music. In addition, unstable mental conditions also influence perception. In contrast to informants who tend to think more critically and maturely in responding to something, they feel that every message in an object can influence them slowly and prefer to be more selective in responding to this, so they find out something they think is odd and connect it with what they know from the results of the learning process.

Internal factors, where only female informants are easily influenced by their feelings with the existence of K-Pop trends and their tendency towards visuals in Exo's music video clips. Meanwhile, male informants admitted they liked the quality of Exo from the music and dance show in the video clip. This shows that every learning process encourages informants to learn about everything that interests them.

However, the interests and needs, and learning processes of each informant influence them to be curious about the things that make them feel interested. In addition, their needs and interests in the entertainment world are reasons for differences in perception. Some informants tend to ignore messages from an object they like or something they consider a role model because they focus on their need for entertainment and their interest in music. In addition, unstable mental conditions also influence perception. In contrast to informants who tend to think more critically and maturely in responding to something, they feel that every message in an object can influence them slowly and prefer to be more selective in responding to this, so they find out something they think is odd and connect it with what they know from the results of the learning process.

Apart from that, this study also tries to look at Exo's music video clip entitled 'Mama' with what was stated by [23]. that this music video clip has two functions, namely:

Promotional media is used as promotional media intended to make people more aware of the works made by the musicians. No specific indicators can prove that this music video clip can affect an album. Besides, a successful song means something other than everyone having to buy the album. The song is popular because people see the music video clip on various communication media channels. Judging from this theoretical approach, Exo's music video follows the informants interviewed by the interviewees. They tend to feel interested in the music video, apart from the visual and physical appearance of the singer.

They are also made curious about the concept of the music video, so they are interested in continuing to watch it until they feel addicted to listening to the song. The various stories presented in the music video clip sometimes show the song's meaning. In other words, music video clips can reinforce the story of a song. Even though it is said that music video clips do not affect album sales, many feel interested in a song just because they like the story presented in the song's music video clip. For some people, the visual concept seems more interesting than the audio alone. In addition, the informants in this study admitted that they did not understand the meaning of the song 'Mama' by Exo. However, the visual concept and theme raised in the music video encouraged them to watch it repeatedly. In this case, of course, Exo's music video entitled 'Mama' has fulfilled the function of a music video.

The artistic function of interpreting the meaning of a song is also related to the exploration of a song. The

concept of music video clips unrelated to songs is part of a form of expression closely related to art. In Exo's music video entitled 'Mama', all of Exo's personnel show a lot of the power they have from every power symbol in them and highlight these symbols in every scene. This confirms that the concept of music videos is only sometimes related to songs.

When observed in more depth, all the personnel who sing the song 'Mama' do not mention any of the strengths they have or even mention what they will do with these powers, but in this music video, they show every power they have in various ways. Symbol as a symbol of its strength and does not even show the people they refer to in the song's lyrics. This is what is meant as artistic.

## CONCLUSION

From the descriptions that have been submitted and data analysis has also been carried out by interviewing many informants, it can be concluded that the public's perception of the symbols in the Exo music video entitled 'Mama' is as follows:

The public's perception of the symbols in Exo's music video 'Mama' gave rise to various perceptions. Some informants realized that symbols are included in the communication section, which led to speculation that the symbols are in the form of fire, water, sun, phoenix, triangle, eye one, and the other symbols in Exo's music video entitled 'Mama' are related to symbols in a belief from a group they know as the Illuminati or devil worshippers. Meanwhile, several other informants had different perceptions, where they believed that the symbols in the music video were just artistic, artistic, or a form of effort to attract the audience's attention. They disagree that there is a connection between art and ideology, teaching, or ideology. For them, art is still art, although some realize that each symbol has a particular message.

Differences in perception do not just happen. Not only because of the sensory receptors that perceive something from the object seen or heard, but this difference in perception occurs due to several factors that influence it, namely internal and external factors.

## SUGGESTION

From the results of the research and the presentation of the data as well as the conclusions presented, the researchers suggest that the audience should begin to realize and know that symbols are part of communication. The symbols in an object have a message to be conveyed. Because humans will never be separated from the symbols around them as part of everyday communication. The importance of media literacy is to be able to open insight into several things that are closely related to communication.

In addition, be wary of some symbols related to a belief, understanding, teaching, or ideology because they can have a bad influence and deviate from a previously held belief, bearing in mind that many people are easily influenced and tend to follow

something that is his idol by digging deeper into insights about symbols that invite much debate in society so that they are wiser in responding to them and taking appropriate action in that regard. The community is expected to read more about general knowledge and insights by looking for reference sources on the internet and books in libraries, as well as knowledge related to media literacy. Apart from that, it is delicious for the community to have discussions with people who understand this issue to open their way of thinking further and find out about things that some people may still consider foreign. The strength of this study is music video clips as a research object that has not been studied by many similar studies. Then, for further research, you can look at the Illuminati symbols seen in various communication media that are widely used today.

## REFERENCES

- [1] Rusidi, Anggy, Syafwandi, Riri T., "Analisis Semiotika Pada Video Klip 'Man Upon The Hill' Stars and Rabbit,." 2019. <http://ejournal.unp.ac.id> (accessed Mar. 1, 2022).
- [2] Ibrahim, Faisal, "Perancangan Video Klip Musik Tradisional Gambang Kromong Berjudul Peci Merah Sebagai Media Promosi, " 2021. <http://galerifdsk.mercubuana.ac.id/perancangan-video-klip-musik-tradisional-gambang-kromong-berjudul-peci-merah-sebagai-media-promosi/> (accessed Mar. 1, 2022).
- [3] p2k.unkris.ac.id, "Dinasti Joseon,." 2021. [http://p2k.unkris.ac.id/en3/3065-2962/Dinasti-Joseon\\_32014\\_unkris\\_p2k-unkris.html](http://p2k.unkris.ac.id/en3/3065-2962/Dinasti-Joseon_32014_unkris_p2k-unkris.html) (accessed Mar. 1, 2022).
- [4] fanpop.com, "Breaking The Mystery Of Exo 'Mama',, " 2012. <https://www.fanpop.com/clubs/exo-m/articles/191000/title/breaking-mystery-exo> (accessed Mar. 1, 2022).
- [5] F. Javier, "Ada 7,5 Miliar Twit K-Pop Pada Juli 2020-Juni 2021, Terbanyak Dari Indonesia,." 2021. <https://data.tempo.co/data/1174/ada-75-miliar-twit-k-pop-pada-juli-2020-juni-2021-terbanyak-dari-indonesia> (accessed Feb. 17, 2022).
- [6] M. F. M. Nisa, Ani Choirun, "Simbol Ordo Illuminati Dalam Kehidupan Sosio-Kultural Muslim Di Arab Saudi: Analisis Semiotika Simbolik,." *J. C. J. Stud. Timur Teng.*, vol. 9, no. 1, pp. 100–114, 2016.
- [7] I. J. Efriza, *Komunikasi Politik: Pemahaman Secara Teoritis dan Empiris*. Malang: Intrans Publishing, 2018.
- [8] Rizka, Rona, Tantri Puspita Y., "Illuminati Symbol Representation In Design Shirt Aye! Denim,." *Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik*, vol. 3, no. 2, pp. 1-15, 2016
- [9] Nisa, Choirun Ani, M. Farkhan M., "Simbol Ordo Illuminati Dalam Kehidupan Sosio-Kultural Muslim Di Arab Saudi: Analisis Semiotik Simbolik,." *Jurnal CMES*, vol. 9, no. 1, pp. 100-114, 2016
- [10] D. Mulyana, *Ilmu Komunikasi Suatu Pengantar*. Bandung: PT. Remaja Rosdakarya, 2013.
- [11] A. Mohyi, *Teori dan Perilaku Organisasi*. Malang: UMM Press, 2012.
- [12] F. Junaedi, *Komunikasi 2.0: Teoritisasi dan Implikasi*. Yogyakarta: Aspiikom, 2011.
- [13] A. Indrawan, J., Efriza, & Ilmar, "Kehadiran Media Baru (New Media) Dalam Proses Komunikasi Politik,." *Mediu. J. Ilm. Fak. Ilmu Komun. Univ. Islam Riau*, vol. 8, no. 1, pp. 1–17, 2020.
- [14] Verra, Nawiroh, *Semiotika Dalam Riset Komunikasi*. Bogor: Penerbit Ghalia Indonesia, 2015.
- [15] Wibowo, *Perilaku Dalam Organisasi*. Jakarta: PT. Raja Grafindo Persada, 2013.
- [16] Khairani, Makmun, *Psikologi Umum*. Yogyakarta: Aswaja Pressindo, 2012.
- [17] B. Walgito, *Pengantar Psikologi Umum*. Yogyakarta: Andi Offset, 2004.
- [18] Sobur, Alex, *Semiotika Komunikasi*. Bandung: PT. Remaja Rosdakarya, 2013
- [19] Irwanto, *Psikologi Umum*. Jakarta: PT. Prenhallindo, 2002.
- [20] D. McQuail, *Teori Komunikasi Massa, Buku 2, 6th ed*. Jakarta: Salemba Humanika, 2011.
- [21] F. Y. Lestari, Winda Yunita, "Simbol Illuminati Dalam Video Klip,." *ProTVF J. Kaji. Telev. dan Film*, vol. 3, no. 1, pp. 35–32, 2019.
- [22] G. D. A. Sholihin, "Analisis Makna Simbol Illuminati Dalam Video Klip (Suatu Kajian Semiotik Terhadap Simbol Kelompok Illuminati),." *Bahterasia J. Ilm. Pendidik. Bhs. dan Sastra Indones.*, vol. 2, no. 2, pp. 1–10, 2021.
- [23] Ahmad, *Perencanaan pembelajaran*. Yogyakarta: Pedagogia, 2012.
- [24] M. Sembiring, *Budaya dan Kinerja Organisasi*. Bandung: Fokusmedia, 2012.
- [25] Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Bandung: CV. Alfabeta, 2015.