

**REPRESENTATION OF COLOR AS EMOTION
IN VERNON'S BLACK EYE MUSIC VIDEO**



An Undergraduate Thesis

**Submitted as a Partial Fulfillment of the Requirements
For *Sarjana Sastra* Degree**

Diandra Fauzah Avrilitha

2109010004

**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO
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APPROVAL SHEET

This is to certify that this undergraduate thesis entitled **“REPRESENTATION OF COLOR AS EMOTION IN VERNON’S BLACK EYE MUSIC VIDEO”** by **Diandra Fauzah Avrilitha** has been approved by the advisor and the Head of English Department to be examined by the Board of Examiners.

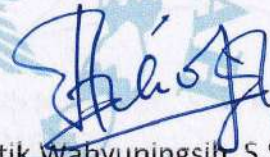
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VALIDATION SHEET

**REPRESENTATION OF COLOR AS EMOTION
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An Undergraduate Thesis

By

Diandra Fauzah Avrilitha

2109010004

Has been examined and approved by the Board of Examiners as one of the requirements for Sarjana Sastra Degree on 16th July, 2025

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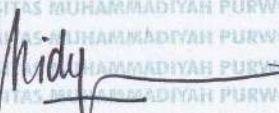
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Student Number : 2109010004

I, the undersigned researcher of the undergraduate thesis entitled "REPRESENTATION OF COLOR AS EMOTION IN VERNON'S BLACK EYE MUSIC VIDEO", hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best of my knowledge, any reference-quotations are shown in the arrangement of citations and bibliography. If later it can be revealed that this undergraduate thesis contains partly or wholly plagiarized pieces of other intellectual works of any kinds, the researcher will be ready to accept the sanction.

Purwokerto, 15 July 2025



Diandra Fauzah Avrilita

MOTTO

"Even though the road is very long and full of obstacles, and you might feel like there are a lot of difficult things happening, but please go ahead and do what you want."

— Jeon Wonwoo

"Sometimes the world can make us feel like, we need to be in a certain way, if we want to be liked whether it's dressing, acting, thinking or simply existing in a way that might not be true to you. But personally, I think it's really awesome when people are uniquely themselves. It makes them stand out. It makes them special. That one outfit you've been nervous to wear, the song that you love but it seems nobody else does. OWN IT. No matter what, I think it's important to show the world my own colors, and just do me. Because, if I'm not being me, who will?"

— Hansol Vernon Chwe

DEDICATION

I dedicate this thesis to my beloved parents, my brother, sister, and all of my family who endless support, prayers, and love have been my greatest strength.

Also to my closest friends who always encourage and support me.

I also dedicate all of this to myself, for staying resilient through every challenge and for not giving up when things became difficult.



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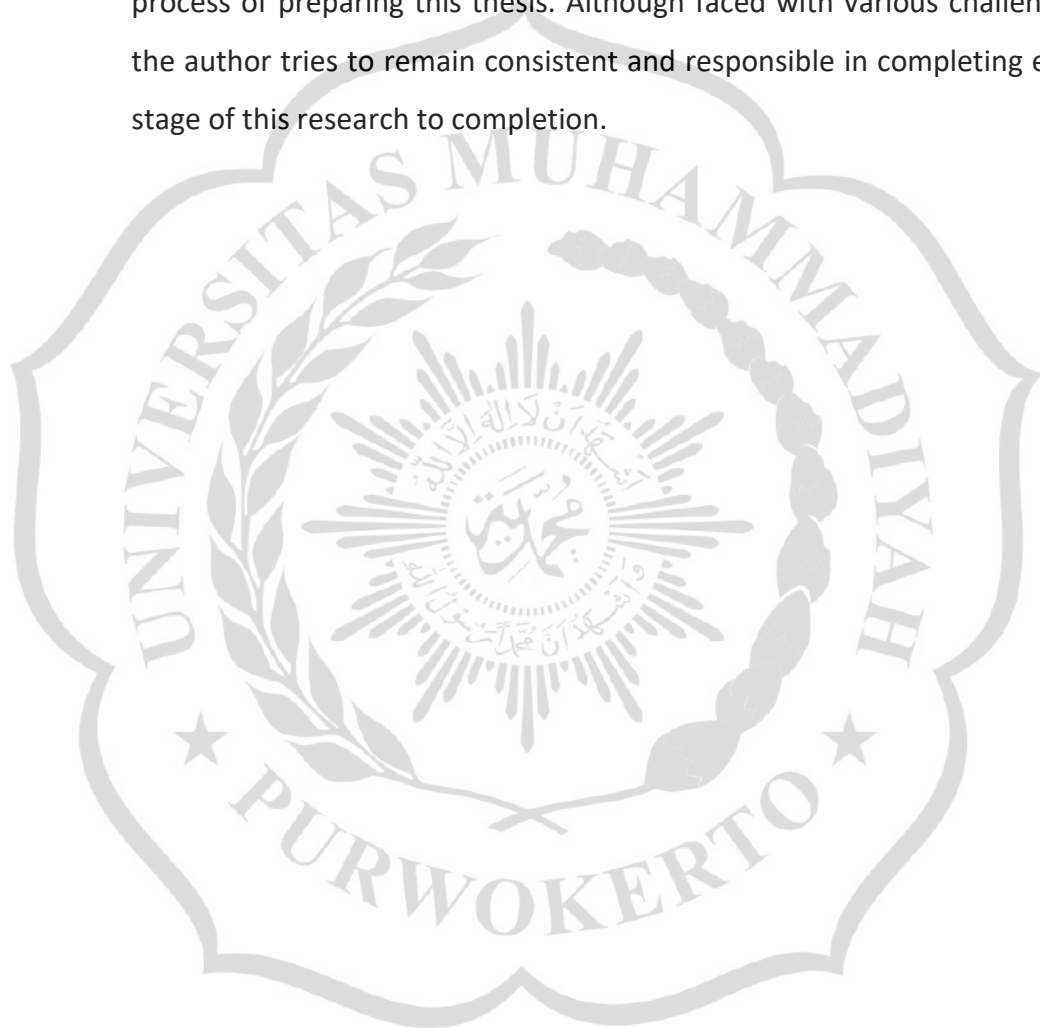
Alhamdulillahirobbil 'alaamiin. All praises be to Allah SWT, the Most Gracious and the Most Merciful, who has bestowed upon me strength, patience, and guidance throughout this journey. It is by His infinite grace that I have been able to complete this thesis with the title "Representation of Color as Emotion In Vernon's Black Eye Music Video " In the process of writing this thesis, I have been blessed with immense support and assistance from many individuals. Without them, this work would not have come together as it has. Therefore, I wish to express my deepest and most heartfelt gratitude to all those who have been a part of this journey:

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13. And last but not least for myself, thank you for gratitude to myself for the perseverance, patience, and enthusiasm that I maintained throughout the process of preparing this thesis. Although faced with various challenges, the author tries to remain consistent and responsible in completing each stage of this research to completion.



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ABSTRACT

Avrilitha, Diandra F, 2109010004. 2025: *Representation of Color as Emotion in Vernon's Black Eye Music Video*. Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

This research explores the representation of emotion through color in Vernon's Black Eye music video by applying Roland Barthes' semiotic theory, David Bordwell and Kristin Thompson's cinematography theory, and Johann Wolfgang von Goethe's color theory. The study aims to identify how colors are employed to express Vernon's internal emotional states, such as loneliness, trauma, and suppressed anger. Using qualitative descriptive analysis, the study examines various visual elements including composition, lighting, camera movement, and color symbolism. The semiotic analysis reveals that color serves as both denotative and connotative signifiers, shaping emotional meaning and constructing modern myths of alienation and emotional repression. Goethe's theory contributes a psychological lens by interpreting color as a subjective emotional experience, while Bordwell and Thompson's framework emphasizes how technical cinematographic elements guide viewer perception and narrative tone. The findings show that the use of blue, red, and black in Black Eye is not merely aesthetic, but functions as a visual language that communicates the protagonist's psychological tension. This study offers a new perspective on how visual media, particularly music videos, can serve as expressive platforms for emotional storytelling.

Keywords: *emotion, music video, semiotic, cinematography, color theory, Vernon*

INTISARI

Avrilitha, Diandra F, 2109010004. 2025: *Representasi Warna Sebagai Emosi Dalam Video Musik Black Eye Oleh Vernon*. Skripsi. Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Penelitian ini mengeksplorasi representasi emosi melalui warna dalam video musik Black Eye dari Vernon dengan menerapkan teori semiotika Roland Barthes, teori sinematografi David Bordwell dan Kristin Thompson, serta diikuti teori warna Johann Wolfgang von Goethe. Penelitian ini bertujuan untuk mengidentifikasi bagaimana warna digunakan untuk mengekspresikan kondisi emosional internal Vernon, seperti kesepian, trauma, dan kemarahan yang terpendam. Dengan menggunakan analisis deskriptif kualitatif, penelitian ini meneliti berbagai elemen visual termasuk komposisi, pencahayaan, pergerakan kamera, dan simbolisme warna. Analisis semiotik mengungkapkan bahwa warna berfungsi sebagai penanda denotatif dan konotatif, membentuk makna emosional dan membangun mitos modern tentang keterasingan dan penindasan emosional. Teori Goethe menyumbangkan lensa psikologis dengan menafsirkan warna sebagai pengalaman emosional yang subjektif, sementara kerangka kerja Bordwell dan Thompson menekankan bagaimana elemen teknis sinematografi memandu persepsi penonton dan nada naratif. Temuan menunjukkan bahwa penggunaan warna biru, merah, dan hitam dalam film Black Eye tidak hanya bersifat estetis, tetapi berfungsi sebagai bahasa visual yang mengkomunikasikan ketegangan psikologis tokoh utama. Penelitian ini menawarkan perspektif baru tentang bagaimana media visual, khususnya video musik, dapat berfungsi sebagai platform ekspresif untuk bercerita secara emosional.

Kata Kunci: *emosi, video musik, semiotika, sinematografi, teori warna, Vernon*

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