

CHAPTER IV

CONCLUSION

The writer analyzes the intrinsic elements of the song and found out the theme of *Where Is the Love* dominates with racial discrimination. *Where Is the Love* was released on May 12, 2003 (recorded on December 26, 2001–March 3, 2003) and the music video was released in 2009 on YouTube. The music video of was shot in East Los Angeles and the inspiration for the original song came from the generalized anxiety following the September 11 attacks. The song addresses various social and political issues prevalent at the time and encourages listeners to reflect on the state of the world and the need for love and unity.

In analyzing *Where Is the Love* song by Black Eyed Peas, the writer discovered the development of social issues in the form of Emergence and Claims Making, Legitimacy, Renewed Claims Making, and Development of Alternative Strategies. Emergence and Claims Making are depicted in the music video in the way people work hand in hand to raise awareness, provoke thought, and inspire individuals to address the social issues presented. People put up "Question Mark" posters and stickers all over the place to raise awareness. Legitimacy is pictured through various scenes that question the authenticity, fairness, and credibility of societal structures, institutions, and systems. The scene of a black man who questions justice by putting a "Question Mark" sticker on a van is then arrested by a white police officer. The Renewed Claims Making is represented through various scenes

that reinforce existing demands, grievances, and calls for social change. These scenes serve as a reminder of persistent issues and aim to keep the conversation alive. One example of renewed claims making in the video features news footage and imagery highlighting real-world events that reflect the themes addressed in the song's lyrics. The development of Alternative Strategies is subtly depicted through various scenes that propose different approaches to addressing social issues and promoting positive change. The video showcases people from diverse backgrounds coming together, supporting one another, and displaying acts of kindness.

Social Issues, as the subject of this study, are clearly depicted in Black Eyed Peas' *Where Is the Love* music video after analyzing both intrinsic and extrinsic elements of music. As the result of the analysis, the writer finds out four scenes throughout the music video in which each scene represents the sign of Social Issue. By applying social issues theory as the main theory and semiotics theory as the approach, it is also found that each of the selected scene represents the establishment process of social issues that happened in the United States. The music video focuses primarily on claims-making and raising awareness of social issues, it indirectly encourages viewers to consider and develop their own alternative strategies to tackle the problems highlighted in the video. It promotes the idea that change starts with individuals and their actions, urging viewers to explore alternative approaches in their own lives and communities.