



SIGN LANGUAGE IN BTS' MUSIC VIDEO "PERMISSION TO DANCE" BECOMES HAPPINESS FOR THE DEAF

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Abstract:

This research analyzes the use of Sign Language in the music video "Permission to Dance" by BTS and its impact on the deaf community. BTS integrated Korean Sign Language and International Sign Language into the choreography of this song, with the aim of saying goodbye to Covid-19 and bringing happiness after difficult times. This Sign Language choreography has a message of peace, happiness and unity for everyone, including those with special needs. This music video received appreciation from WHO because it allows people with hearing impairments to enjoy music. This research uses a constructivist paradigm, a qualitative approach with phenomenological and observational methods. Referring to the SOR communication theory from Houland, et al., where the communicator can provide a stimulus through his messages to the organism to change or adjust its behavior. Analysis of reactions from social media users shows that this music video is very liked and touching, especially by people with hearing loss. From the research results, it was concluded that the BTS music video "Permission To Dance" with Sign Language choreography had a positive impact on people with hearing impairments or hearing impairments.

Keywords: Music Video, BTS "Permission To Dance", Sign Language

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INTRODUCTION

Jennifer Natalie is a TikTok content creator who educates using sign language. Jennifer is also a deaf person, known as deaf (can't hear). However, he turned his shortcomings into advantages by becoming a content creator who teaches sign language. In one of the videos, Jennifer discusses the sign language used in the BTS music video "Permisson To Dance". Jennifer gave a translation in the video; Jennifer said, "Hi, how are you? Healthy? Currently BTS Dance is going viral. What's viral? I want to show you a video of BTS using sign language. Did you know? BTS collaborates with Silang to learn sign language. Want to know?". After that, the content of the video shows Jennifer feeling happy while teaching sign language in the video for the song "Permisson To Dance". Jennifer showed the sign language used in the song to explain these movements, such as walking, dancing, and peace, which means making peace and enjoying this song. Jennifer also commented as a deaf person, "Wow, cool! Excited, BTS Korea uses sign language. Deaf is proud!" Jennifer also invited everyone by asking, "Do you want to learn sign language like BTS? Don't want to lose. Do you want to learn? Come learn with me." Every other deaf person also feels this, they feel proud to see sign language go global, especially when a world-famous group performs it.

The song "Permission To Dance" is a song sung by the South Korean boy band BTS. The song "Permission To Dance" also had lyrics written together with the famous singer Ed Sheeran. This song contains meaning dedicated to all people going through a bad day and discouraged from facing reality during the COVID-19 pandemic. Therefore, In the music video "Permission To Dance," there is

something unique, which was included by BTS, namely the use of Sign Language. In the music video, the South Korean boy band BTS combines Korean Sign Language (KSL) and International Sign Language (ASL) in the choreography "Permission To Dance". In the music video, three sign languages are used. The three movements from Sign Language have the meanings "Peace", "Happy", and "Dancing" (Widyastuti, 2021; Aulia & Sukmawati, 2021; Sudarmika et al., 2023).

The music video for "Permission To Dance" is also intended to eliminate differences such as the existence of one unit, showing various characters from all over the world, highlighting people who work as front liners or soldiers who fight for their country, and people who are affected. Covid – 19 virus. With the various challenges that exist, and of course, each person has different challenges, including those with special needs such as deaf people. Therefore, "Permission To Dance" presents a spotlight for people with hearing impairments or deaf people during Disability Pride Month. In the music video, sign language movements invite people with hearing impairments or deaf people to remain happy and have fun even though they have a special body from most other people (Kathy, 2021; Indira et al., 2022).

The choreography for using Sign Language in the BTS music video was explained by Kim Nam - Joon known as Rap Monster (RM), in his live broadcast. Who explained that the idea suddenly appeared when the members were discussing preparing for the release of their latest song. Namjoon said, "The idea of using Sign Language suddenly appeared. We realized that we had never considered this before. So, finally we tried it for the Permission To Dance choreography," which means that the BTS members wanted to try something new that was not in the choreography of their previous songs, such as using sign language so that everyone could hear, including people with disabilities hearing or deaf. Apart from that, Namjoon also said, "We heard many responses from the public who said they were touched by what we were doing. So, it feels really great." This means that a lot of positive responses were received with the release of the song "Permission To Dance", which can be said to be very rare for idols, especially groups, who carry out their choreography with the addition of the use of Sign Language (Tanoto, 2021).

Apart from the positive fan response received, many people outside of fans, such as the Director General of WHO, Tedros Adhanom Ghebreyesus, also said via his personal X account, namely @DrTedros, regarding the choreography using Sign Language, "Thank you @BTS_twt for included sign language in the #PermissionToDance music video." Furthermore, he also said, "As many as 1.5 billion people in the world have hearing loss. Sign Language can help them enjoy music that brings happiness to their lives." In a sentence put forward by Tedros Adhanom Ghebreyesus, he says that the appearance of the music video "Permission To Dance" has made things more accessible for people who have hearing impairments or are usually called deaf, especially for people who have hearing impairments. It is pretty challenging to listen to a song without hearing aids. Therefore, the Sign Language that is present in the music video "Permission To Dance" makes people who are hearing impaired or deaf feel happy because they can understand what is being sung and what is conveyed without the need for hearing aids (Septina, 2021).

Big Hit Music BTS agency stated that when the choreography was created, they (BTS) consulted directly with people with hearing impairments and sign language translators to ensure that the messages were conveyed correctly. Apart from that, it was also conveyed that they (BTS) pay attention to the facial expressions and movements conveyed by people with hearing impairments because sign language experts state that expression is essential in sign language.

Conveying a communication message it can be done through various intermediaries, and one of them is through music. Music in general is time in sound. Music is the sound perceived by individuals and varies depending on history, location, culture, and taste. It is also known that the meaning of music is very diverse. The definition of music is an art created from a collection of harmonious sounds and

rhythms. In the field of music, we know that some sounds have tones that are arranged according to a certain structure so that they sound melodious and beautiful to the ear. In addition, music is also a field of art that arises from human thoughts and feelings that can be understood in the form of tone colors and sounds arranged in such a way as to contain the rhythm and harmony of the song as a form of self-expression. In other words, music is a work of art in the form of sound in the form of a song or composition that expresses the thoughts and feelings of its creator through the main elements of music, namely rhythm, melody, harmony, and song form or structure and expression as a unit (Afdhal, 2019). Music is a branch of art that discusses and sets various sounds into patterns that can be understood and understood by humans (Najamudin & Riadi, 2019). Music is a tone or sound arranged in such a way that it contains rhythm, song, and harmony. This means music has become a common thing and has even been attached to each person (Sagall, 2021).

The sign language in the music helps deaf people to understand the song, and it is a non-verbal language that uses hand, body, and facial movements to express what a person is thinking or feeling (Rahyono & Suwiryo, 2018). In addition, sign language is a tool for users to identify themselves and obtain information successfully. The use of sign language began in Plato's time in 360 BC. However, linguistic research into modern sign language only began in 1960, which was proposed by William Stokoe in his book entitled "The Structure Sign Language". Of course, each country has a different sign language, such as Indonesian sign language (Bisindo) in Indonesia, British sign language (BSL) in England, and ASL in the United States. Nowadays, ASL or American Sign Language is a unique language not based on English language structure or vocabulary. ASL is relatively easy to learn, especially for children. One reason is that explaining ASL requires spelling the ASL alphabet with the fingers of one hand (Isma, 2018). There are also many benefits of learning sign language, namely being able to help other people with special needs hearing, gaining new experiences and friends, and gaining a deeper understanding of the meaning of a person and the words of others, which we can also see in the music video "Permission To Dance" BTS tries to tell people with hearing impairments or deaf people that they have the right to be happy, they have the right to have fun, they have the right to feel the joy of life, even though people with disabilities have special bodies but they are no different from people who do not have these special bodies (Friends, 2021).

Lukman Hakim and Lusi Nisa'ul Aina conducted research related to music and the use of sign language. The results showed that in the BTS "Permission To Dance" music video, there is motivation and hope as the waiter wearing a mask signifies a dangerous situation and has great hope, the release of a purple balloon which signifies the end of the covid - 19 pandemic, the background which has three refrigerators which signifies the key to a calm life during the covid - 19 pandemic, the dance used using sign language which invites to live a life full of happiness, and the smiles of people who are a representation of one's happiness with a situation that will return to normal.

Therefore, this research is interesting to examine because researchers want to prove that sign language in the BTS music video "Permission To Dance" is very helpful for people with hearing impairments or deafness. This research aims to discover the effect of the music video "Permission To Dance" for people with hearing impairments or deafness. As discussed earlier, people with hearing loss or deafness are quite a lot and as Tedros Adhanom Ghebreyesus has said, as many as 1.5 billion people experience hearing loss. This music video, "Permission To Dance" can help people with hearing impairments or deaf people understand the meaning of the message of a song, which helps these deaf people to appear more confident, telling them that their advantages are not a barrier to feeling the name of happiness and of course, the difference in physical condition is not something that should be compared, because everyone certainly has their advantages. After all, people with disabilities are likely to feel a position where they are different from most other normal people and the music video

"Permission To Dance" tells them that the sense of difference they feel is something that should not be thought about, simply by "God created me in a special way". The benefits of this research are expected to provide insight and knowledge about sign language in the BTS music video "Permission To Dance" for people with hearing impairments or deaf people. For the author, this research is expected to be a useful tool to understand sign language and its meaning. For future researchers, it is hoped that it can contribute to developing theories about sign language in the music video "Permission To Dance" for those who want to continue this research more deeply.

METHOD

Researchers use a qualitative approach because researchers need to conduct in-depth research through document studies on sign language in the BTS music video "Permission To Dance" for deaf people. Researchers relate to sign language commonly used by people with hearing impairments or deaf people as a communication medium. For this reason, to obtain more detailed information, researchers use document studies to examine more deeply the meaning of the BTS song "Permission To Dance" and also analyze and observe the responses of people, especially people with hearing disabilities or deaf people. In this study, researchers also strengthened the research with the primary data collection technique through observation techniques. Then, the data that has been analyzed will produce a conclusion, which will later become a data source for research.

RESULTS AND DISCUSSION

The Results of Sign Language Analysis on "Permisson To Dance" Music Video

In an interview on SBS News, Jung Hoseok known as J-Hope, gave an explanation of the hand movements in the choreography and told the meaning of the "Permission To Dance" choreography. As J-Hope explains, he also teaches how to do the moves, which he says, "First, stretch your fingers and bend them. Then make a scratching motion in front of your chest. This move has a happy meaning."



Figure 1.

Source: YouTube (Labels, 2021)

In Figure 1 above, it can be seen that Jung Hoseok or J-Hope is doing a gesture that has a happy meaning, where the movement BTS wants to invite everyone to move their hands and give a thumbs up always to be happy whatever challenges are being or will be faced. Where such as race, age, occupation, and physical condition is not a barrier to feeling the name of happiness. As in the song lyrics, the translation is "we don't need to worry because when we fall we know how to land," where the song lyrics discuss that we do not need to worry and must remain optimistic about the future because every problem must have a way out even though it is not easy. The point is to live your life happily regardless of the conditions. Then J-Hope also said, "For the second move, one palm is open like a stage while the first finger and second finger of the other hand 'dance' on it. This move has the meaning of dancing."



Figure 2.

Sumber: Youtube (Labels, 2021)

In Figure 2 above, it can be seen that all BTS members RM, Jin, SUGA, J-Hope, Jimin, V, and Jungkook are doing gestures that have the meaning of dancing, where the movement BTS wants to invite everyone to dance with their signature movements. The invitation to dance means that there is still hope for the future, enjoy life, and live a happy life, because there is always hope for a better life. As in the translated song lyrics, "because I don't need permission to dance," the song lyrics want to encourage us not to let other people or other problems prevent us from dancing and being happy. The point is to dance and always be happy. Then, entering the last move, J-Hope explained, "Finally, make two V's with two fingers on each hand. This move means peace".



Figure 3.

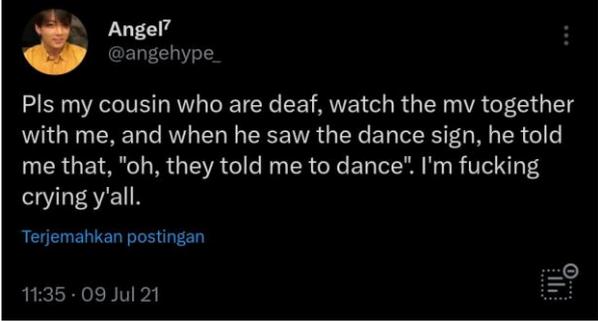
Sumber: Youtube (Labels, 2021)

In Figure 3 above, it can be seen that Kim Namjoon or RM and Kim Taehyung or V are doing gestures that have a peaceful meaning or peace sign (middle and index fingers), where the movement BTS wants to invite everyone who, despite different races, backgrounds, occupations, and special physical conditions can still have fun together and even dance together. Where it has the meaning that in the song, BTS hopes how beautiful the world would be if everyone could understand the differences without feeling that they are better than others (Lagarde, 2021).

The Results of the Reaction Analysis of Music Video "Permission To Dance" on App X

This reaction analysis comes from application X (Twitter), and the people involved are people who watch or see the BTS Music Video "Permission To Dance" uploaded on YouTube application by HYBE LABELS.

Table 1. People's reactions to watching BTS' "Permission To Dance" Music Video

No.	Reaction	Analysis Result
1.	 <p>Angel7 @angehype_</p> <p>Pls my cousin who are deaf, watch the mv together with me, and when he saw the dance sign, he told me that, "oh, they told me to dance". I'm fucking crying y'all.</p> <p>Terjemahkan postingan</p> <p>11:35 · 09 Jul 21</p>	<p>The first picture in the @angehype_ account says, "when my deaf cousin watched the mv with me, and when he saw the sign my cousin said 'he told me to dance' and I cried when I heard it" Which means that the music video "Permission To Dance" in conveying a meaning of its message with additional gestures is well conveyed, especially by people with hearing impairments or deafness.</p>
2.	 <p>Angel7 @angehype_</p> <p>My cousin is only 12 too! Today I came to visit my aunty and I get to meet him. He's so excited to watch the mv with me, and after he saw the dance sign move, he is really happy, and ask me a lot about the member too 😊😊</p> <p>Terjemahkan postingan</p> <p>12:04 · 09 Jul 21</p>	<p>The second picture in the same account says, "My cousin is only 12 years old, and when I visited my aunt and met my cousin. He was very excited to watch the MV with me, and when he saw the sign dance, he was really happy, and he asked a lot of questions about BTS members" Which means that the music video "Permission To Dance" is very easy to be loved by people of all ages even outside the fans themselves, plus the messages conveyed are certainly very heartfelt especially with the presence of choreography using sign language making people with hearing impairments or deaf people feel deep happiness, because there has never been a music video whose choreography includes the use of sign language.</p>
3.	 <p>Rosie #WeWillWaitForYou @joonlyricmaster</p> <p>Membalas @choi_bts2 dan @BTS_twt</p> <p>#ThankYouBTS for everything you have done, thank you for giving us so much a comfort, thank you for all the love you give us through music. We are happy to have you and we will stay with you forever, adore you more and more 🌍💜</p> <p>Terjemahkan postingan</p> <p>18:26 · 10 Jul 21</p>	<p>The third picture in the @joonlyricmaster account says, "#ThankYouBTS for everything you've done, thank you also for giving us so much comfort, thank you also for all the love you give us through music. We are happy to have you, we will stay with you and support you continuously" In the message, it can be seen that a deep and sincere feeling of gratitude for all BTS songs, each of which has its meaning, especially for the song "Permission To Dance" which teaches us constantly to accept ourselves as we are, whatever our shortcomings are should not make us feel the name of</p>

4.



despair in life, achieving happiness does not always have to be a perfect person because no human being has that sense of perfection.

The fourth picture in the @omgluvkarina account says, "This is it! I'm a deaf army!" This means that people with hearing impairments or deaf people are waiting for a moment when there is music that can be heard and enjoyed by everyone, even those with special needs such as hearing impairments. Where from the reaction to the account name, Arienne is very happy with the presence of a music video, which certainly helps her to know what is conveyed, what the meaning contained in the song is, and what the meaning of the song is. For people with hearing impairments or deaf people, of course, to listen to music clearly, they need help from hearing devices in addition to using translation assistance from sign experts, but in this song "Permission To Dance" people with hearing impairments or deaf people can capture the song without the need for hearing aids and assistance from sign experts, because BTS itself conveys these messages through its choreography.

5.



The fifth picture in the account @AB45272064 says, "I love them (BTS) they are so nice, both inside and outside. I love their MVs and I love their songs too. In the bible the greatest gift is love. In the MV I saw all the love in the song. I see that love is shown for everyone, and I also see diversity, I also see peace, joy. Thank you BTS." In this expression, the song does have a deep impression. It is even stated that the song is shown by everyone without exception, even for people with hearing impairments or deafness, whereas in the song and even the music video, no element distinguishes between one human being and another. They are together, smiling together, happy together. BTS wants to show its love to everyone without exception that music can change everything, music can help you better, and music can make you confident in whatever condition you are in.

6.



The sixth picture in the @Patrici37117211 account says, "My eyes caught the gesture, I noticed that in the song the members used more gestures that made me smile so much" Which means that the choreography used in the music "Permission To Dance" although the choreography is very easy to do, in the choreography it has a deep meaning contained in it, namely sign language that invites everyone to dance together, be happy together, and a deep sense of family. The song also teaches us to accept each other as they are without having to look at everything. Even the desire to be happy can be felt by everyone, not only ordinary people can feel happy, but people with special needs can also feel the name happiness. Happiness itself cannot be sourced from anywhere, whether we feel happiness like hearing the song "Permission To Dance" one of which teaches us to accept these differences because these differences that make us feel different happiness, such as the use of sign language that is presented, we as ordinary people are touched and even feel happy by seeing people with hearing impairments or deaf people feel happiness, deep pleasure after seeing the positive response from people around the world about the sign.

7.



In the seventh picture, the account @serennyAGustID says, "They made the mark in Butter MV and now they are doing it in permission to dance. The way BTS added this sign shows how diverse they are. And again they say it again through sign language, THAT MUSIC DOES NOT NEED ANY LIMITS BECAUSE EVERYONE CAN GET MUSICAL JOY." In this expression, we can conclude that music can be listened to by everyone, from ordinary people to people with special needs. Music helps people as a form of entertainment and can also be a source of communication messages between creators, singers, and listeners. The music video "Permission To Dance" invites everyone without exception to feel happiness together, have fun together, and dance together.

8.



The eighth picture in the account @anaa_jungkook says, "Oh my gosh the message they conveyed in this MV is very extraordinary and very touching... I love the MV it's perfect and amazing, I really say thousands of thanks to them." which means that the MV can touch people's feelings, even though the music does sound happy and have fun music but the meaning contained in it is very deep, which even some opinions outside ARMY also feel the name touched by the song performed, plus carrying choreography that is different from previous songs that make this song "Permission To Dance" very special especially for people with hearing impairments or deafness.

9.



The ninth picture in the @dumbfishyy account says, "Now imagine someone who can only communicate in sign language watching this! @BTS_twt knows how to make everyone happy!!!" In this expression, we can examine that we are normal people who do not have special needs and feel swept away by the gestures added to the song, whose meaning is very touching and is based on our point of view only. Imagine if, based on the point of view of people with hearing impairments or deaf people who cannot hear without the help of hearing devices, even the expressions or words that are spoken are just that - that's all, and even then, from people who convey it only in the form of interpersonal communication. Then, in the song "Permission To Dance", BTS proves that in addition to the familiar interpersonal communication, they thinking of a different way to convey a message for people with hearing impairments or deafness that is then thought to be carried into a song. BTS wants to tell people with hearing impairments or deafness that communication can also be done through a song like "Permission To Dance", where you are invited to be happy together, dance together, and even be taught to accept differences.

Based on Table 1. above, it can be proven that the BTS music video "Permission To Dance" is meaningful, and all parties can understand the messages, especially for people with hearing impairments or deaf people. The choreography of "Permission To Dance" can be an encouragement for those including people with hearing impairments or deaf people. It can be seen from the reaction of people who have watched the music video feeling touched, and even people with hearing impairments or deafness feel an incomparable happiness that they certainly never find in other music. BTS' ARMY fans also admitted that "Permission To Dance" made them very touched and even cry with the messages conveyed through the gestures. These gestures help our friends who have special needs in hearing to understand a song, especially when the songs are usually translated by experts. While BTS did the gestures the members did it. They do gestures, they learn directly from the sign experts, they go to places with special needs, especially in hearing, they pay attention to facial expressions, which is where they want to prove that their love is very big even for outside ARMY, they want to tell us that physical differences are not a barrier to happiness.

CONCLUSION

From the above research results, it can be concluded that the BTS music video "Permission To Dance", which uses sign language choreography, influences people with hearing impairments or deaf people. The research above shows that the music video "Permission To Dance" from BTS significantly impacts individuals with hearing loss or deafness. The use of sign language in the music video's choreography has proven to be uplifting and meaningful to the audience, as it provides a unique form of communication and expression. The emotional impact of the music video is also evident in the audience's reactions, as highlighted in this research. Viewers, including those who are hearing impaired or deaf, felt deeply moved and even experienced unparalleled happiness while watching the music video. This demonstrates the power of music and visual storytelling to transcend boundaries and connect with diverse audiences. The findings of this study underscore the inclusive and transformative nature of BTS's "Permission To Dance", especially in its ability to resonate and uplift individuals with hearing impairments or deafness through the use of sign language in the music video. This highlights the impact of the music video and emphasizes BTS' commitment to spreading the message of love, diversity, and joy to all individuals, regardless of their abilities or backgrounds.

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