

## Multimodal Analysis: Revealing Bayu Skak's Frustration in "Valentine Janc#k" Video

**Natasya Evelyn Alamsyah**

English Department, Faculty of Letters, Petra Christian University, Siwalankerto 121-131, Surabaya 60236,  
INDONESIA

Email: natasya.evelyn.alamsyah@gmail.com

### ABSTRACT

This qualitative study aimed to know the meaning of an expression especially Bayu's expressions in this "Valentine Janc#k" video. Expression is something that cannot be separated from a conversation. The expression itself has various meanings; sometimes the same expression can have two or even more meanings. To get the accurate meaning, all aspects within us must work together such as: facial expressions, gesture, and also the choice of words used. Just like what the writer found in this "Valentine Janc#k" video, where Bayu shows an expression like being angry which the writer then follows up to get the accurate meaning. In doing so, the writer uses a multimodal theory which focuses on semiotic modes such as linguistic modes, gestural modes, and visual modes. Then, the writer found out that all of the facial expressions, gestures, and also the setting of the place that the writer analyzes in the video show signs of expression that lead to frustration. When talking about Valentine, Bayu shows an annoyed and unpleasant facial expression, the body movements shown by Bayu also show disinterest in the topic of conversation, as well as a messy viewpoint which describes Bayu's messed feelings for Valentine. The choice of words Bayu uses against Valentine (swear words) also plays a big role in showing the frustration.

**Keywords:** multimodal, semiotic modes, linguistic modes, gestural modes, visual modes

### INTRODUCTION

Language is a platform of communication which has a very important and absolute role in the communication process. Lamuddin Finoza (2002) explained that a person's choice to convey information in communication depends on the choice of language they use. The use and choice of language will also affect the communication process itself. One of the many kinds of languages that people often use is swear words.

Bayu Moektito or better known as Bayu Skak himself is a bachelor of arts which then trying to start his career in YouTube since 2009. SKAK itself is an abbreviation of "Sekumpulan Arek Kesel" which means a group of children who are tired. Bayu is very famous because he always uses swear words in every communication in his videos.

According to Swan (1995), as cited in Aditia (2011, p.3) swear words are the strong language that is expressed by the person to express their powerful emotion. In sociolinguistics, swear word is considered as a bad word or taboo word, even though not all taboo words are used for swearing. There are five possible functions of swearing which are:

1. Abusive swearing: intended to offend, intimidate or otherwise cause emotional or psychological harm.
2. Cathartic swearing: used in response to pain or misfortune.

3. Dysphemistic swearing: used to convey that the speaker thinks negatively of the subject matter and to make the listener do the same.
4. Emphatic swearing: intended to draw additional attention to what is considered to be worth paying attention to.
5. Idiomatic swearing: this is used for no other particular purpose, but as a sign that the conversation and relationship between speaker and listener is informal.

Other factors that can affect communication are facial expressions. Facial expressions are part of the way humans communicate. Sometimes, people are unconscious of the facial expressions they used when conveying something to our interlocutors, but this is one way of expressing the meaning in the communication process. Humans can also make unexpected expressions. For example, today is a happy day but for some people it could be that the facial expressions that are issued actually show the opposite expression for some reason. The facial expression itself can also be influenced by the person's mood and background. Therefore, the writer chooses to focus on the frustration portrayed in the video entitled "Valentine Janc#k". To do this research, the writer uses a multimodal approach proposed by Brian Paltridge (2012).

Multimodal discourse analysis, thus, aims to describe the socially situated semiotic resources that we draw on for communication. Halliday (2009a) describes three types of social meanings, or functions that are drawn on simultaneously in the use of language. This theory will be applied to find out the frustration portrayed in the video.

Focusing in the semiotic modes such as linguistic modes, gestural modes, and visual modes will help the writer get into a deeper analysis in analyzing the frustration expressions portrayed in this video by Bayu Skak.

## **METHODS**

This study was a qualitative study, and semiotic modes were used to analyze the data. The data for this research is the linguistic, gestural, and visual modes presented in the ten scenes of video that has been chosen by the writer. The writer chooses these ten scenes based on the following criteria: shows the presence of words that lead to frustration such as swear words, words of regret, and words of complaint. In addition, the ten selected scenes must also meet the criteria where Bayu is showing gestures and facial expressions that can be identified as the face of a frustrated person. Afterwards, the linguistic modes data was acquired through transcribing the dialogue in the video, the gestural modes data was acquired through taking screenshots of the facial expressions and body movements contained in the video. Also, the visual modes data was acquired through taking screenshots of the colors and viewpoint of the video. Bayu Skak or Bayu Moektito is the subject of this study.

To analyze all the data the writer compiled it in the two forms of table. The first is used for analyzing the linguistic modes in the video which contains number, the time frames of the video, utterance, and note for the description of each utterance which named as table of linguistic modes. Second, the table will contain numbers, figures, and notes to describe the figures besides. This table will be used for table of gestural modes and table of visual modes, both having the same form. After the writer finished compiling the data in the table, the writer proceeded to analyze the scenes which are divided into three major points which can be found in the beginning, middle, and end of the video.

## FINDINGS AND DISCUSSION

In the writer's study towards the issue of frustration portrayed by Bayu Skak in the video, the writer found some interesting findings that would be discussed in the following section. In discussing the findings, the writer would discuss each scene in total ten scenes chosen using semiotic modes in linguistic, gestural, and visual.

The writer begin the analysis by finding out how linguistic modes, gestural modes, and visual modes are able to portray the issue of frustration in the ten scenes of the video which can be found in the beginning, middle, and also end of the video.

First, the writer analyzes the utterances spoke by Bayu in the first scene.

*“Saiki wes Valentine maneh yo, Jancok.”* [It is time for Valentine again]

*“Maneh yo”* has the meaning where a state is being repeated or better known as "again" in English. So, it describes that he was in the same position he had before. Added with saying *“Jancok”* after that which creates the sense of annoyance. *“Jancok”* itself is a swear word which is used by many Indonesians as an expression of annoyance, frustration and even a joke towards something or someone. It has no specific meaning and also has many functions in a conversation (Pinker, 2007). Moreover, in this figure, the gaze that Bayu gives really exemplifies a look that is already "tired" of something. He put his eyes on the side of the camera then saw the camera which is equipped with glazed eyes and eyes half closed and also gave a sigh. Last, the viewpoint and also background which showing the messy bedroom is describing Bayu's feeling towards Valentine. All of these aspects are working together to reinforce the sense of frustration portrayed by Bayu in the video.

Second, the utterances stated in the second scene is:

*“Gak valentine - valentine an. Gak tek - tek an.”* [No Valentine's day. Not like that anymore]

In this figure, Bayu Skak uses a high tone to declare there is no Valentine's Day for him by saying *“Gak valentine - valentine an. Gak tek - tek an”*. *Tek - tek an* is a slang javanese word used by Bayu Skak with the meaning of “don't be silly”. This word is usually used more by people in East Java rather than any other regions. In this context, it supports the creation of frustration in the video because *“tek - tek”* is used to show Bayu's condition that already frustrated with Valentine's Day so he doesn't want it anymore. The gesture showed by Bayu also showing the look of uncomfortableness by showing the undirected hand movements and the squeezed face, raising eyebrows, and squinting eyes in the figure also means something. Based on the scienceofpeople.com, people who often squint it means that they do not like you or something you are saying. It can indicate suspicion (the same principle as eye-blocking, above; blocking out what they do not like). This statement strongly supports the writer's analysis on this figure in showing the feeling of uncomfortableness that leads into frustration toward Valentine Day.

The third scene is having the utterances as follows:

*“Haduhh..”* [Ouch]

In this video the word "haduh" itself is used to express the feeling of Bayu's tiredness towards Valentine. In this utterance number three, the word "haduh" is only pronounced alone without the help of other sentences. However, the meaning to be conveyed by Bayu by saying the word "haduh" is already very well represented. Bayu tries to express his feelings for Valentine with the word "haduh" which has the interpretation that he is totally tired of Valentine. That sense of tired is strongly supported by his facial expression that looks sluggish by turning his eyes from the camera towards the other direction. This gaze also means that in fact he doesn't want to see it anymore, so he tries to shift his gaze elsewhere.

Fourth, the utterances found in this scene is stated as below:

*"Dan ket biyen sampe saiki aku mung iso ngomong jancok. Valentine Jancok. Taek. Asu. Jaran. Pedhet. Wedhus."* [From the past until now I can only say *jancok*. Valentine *jancok*. Shit. Dog. Horse. Calf. Goat.]

Bayu here chooses to use swear words with animal terms because he wants to swear for his own condition which is less pleasant for him because he has to keep dealing with Valentine's Day. The use of swear words which is repeated in sequence because He feels that it is not enough to show his frustration only once. That repetition shows a strong portrayal of frustration in the video. Moreover, the squeezing face and hands on hips in this scene is showing Bayu's frustrated expression towards Valentine. Bayu shows the brow bulge's expression which then the writer interprets as one mixture of annoyance and anger expression which also represents Bayu's mixed feelings when talking about Valentine. Feelings of annoyance, anger, disgust all mingled into one. Also, the nasolabial furrow which usually includes in the happy, sad, angry, and disgusted facial expressions. Here, the nasolabial furrow is followed by the wry smile which gives the impression that Bayu is being forced. In this context, Bayu is forced to talk about Valentine. This is very different from Bayu's willingness to not want Valentine, but he still has to talk about it in this video and make him feel frustrated.

Fifth, this scene is having utterance like this:

*"Gawe metil ndasmu."* [To hammer your head]

Bayu is holding a hammer that He wants to use to hammer the head of the women in the video. Actions like this are usually done because someone already feels irritably about the thing they are facing, then he feels insecure and wants to take physical action. As we know that the main function of a hammer is to provide an impact to objects. In this context, Bayu wants to give a collision or blow to the woman's head because her question has upset Bayu. When people feel frustrated and annoyed, they usually tend to take action or be physically abusive that can lead to personal satisfaction. Also, words like this tend to be uttered by people who have lost their temper and are very frustrated. Bayu also shows many body movements. From the way he holds the hammer and also swings his hand illustrates that it is as if he will hammer the person or object in front of him. Things like this can be interpreted as being angry or upset.

Sixth, this scene is having utterances as follow:

*"Jadi yaopo rek, opo sing mok gawe hadiah nang pacarmu pas dino Valentine ngene iki?"* [What gifts will you give to your loved ones on Valentine's Day like this?]

This whole sentence creates a sense that He is desperate and no longer gives a strong opinion but asks back to the audience for their opinions. One of the characteristics of a person who is already frustrated according to the world of psychology is having a negative emotional state. Similar to this context, here Bayu is trying to ask the audience with a negative purpose which he will use to "persuade" the audience to agree with Bayu's later opinion. This utterances is supported by Bayu's expression in this figure which shows the droopy eyes and gives a thumbs up at the audience as if giving a signal that is awesome. The words he just said to the audiences are the words that everyone who is still confused about Valentine should hear. Therefore, this gesture really supports the impression of frustration in the video.

Seventh, the utterances stated in the second scene is:

*"Jancok. Wes pokok e gak Valentine - Valentine an, ga tek - tek an. Wes pokok e gak!"*  
[*Jancok. No Valentine's day, not like that anymore. Definitely not!"*]

The repetition of this sentence occurred due to the frustration in Bayu who kept rejecting Valentine's Day, which made him keep saying the same thing. Certainly, this is also done by Bayu to emphasize to the audience that He does not need Valentine and so are you. The use of the swear word "*jancok*" in this sentence also reinforces Bayu's frustration from the beginning of the video until this minute. The undirected movements such as jumping and also swinging hands without direction can mean that the person is feeling stressed out or burned out about something that he cannot express properly through words then produces body movements for the respond. Bayu is swinging his hands aimlessly and buttoning his eyes and bending his face to create an expression of annoyance and frustration that is very strong for all to see. Both the utterances and gesture are working together to show the look of frustration.

Eighth, this scene is having utterances as follows:

*"Iyo kurang lebih yo koyok ngono kuwi. Soale opo 'o siji aku gak gablek duwit, loro aku pas gak gablek duwit, telu aku gak duwe duwit titik cok."* [Yes, more or less like that. Because one I don't have money, two by chance I still don't have money, three I don't have money stop *cok*]

The word "*cok*" in the utterance is the short for swear word "*jancok*". In this scene, Bayu seems to explain the reason why he didn't want to give gifts to his girlfriend on the grounds because he didn't have money. By using the explanation that was repeated three times in his speech he actually wanted to convey that he was already frustrated and bored with this topic so that it made Bayu emphasize his point of conversation three times in a row. Not to directly explain that he has no money. At the end of the sentence Bayu also said "*stop*" where he tried to emphasize that he had been frustrated with this discussion because he was really at the peak of his emotion. Furthermore, the use of the swear word "*cok*" at the end of the sentence used by Bayu to end the sentence and leave the impression that he is angry and doesn't want to talk about it anymore. In addition, the choice of the word "*gablek*" compared to the word "*duwe*" in this context really supports the portrayal of frustration. "*Gablek*" is a word that is harsher and seems impolite rather than the word "*duwe*" to say the sense of belonging. This was chosen by Bayu to create a strong image of frustration. The gestures shown by Bayu such as a sluggish facial expression and his eyes are very down and the body is bent is showing that he is not enthusiastic.

Next, the utterances found in this scene is:

*"Think about it, man. Ga tek - tek an."* [Think about it, man. Not like that anymore.]

Bayu no longer expresses his opinion or feelings towards Valentine in this sentence. He just invited all the audience to think back on Valentine's Day whether it was useful or not. However, behind this the actual meaning being conveyed by Bayu is "think carefully and don't let you be disappointed with your decision" which invites you to reject Valentine. Then proceed by saying "*gak tek - tek an*" [not like that anymore] so this time Bayu has really finished releasing all his feelings and opinions towards Valentine and asked to let go of it. From this, we can see that Bayu is spreading his negative feelings again to others and trying to get others to have the same thoughts. This, of course, is a trait or indication of someone who is already frustrated.

Last, the last scene is showing utterances like this:

*"Awas kon yo! Antemi rai mu."* [Watch out! I will hit your face]

In this context there is a man who acts as a viewer of Bayu and he said that the reason Bayu made a video like this was because he was single and felt annoyed when he had to meet Valentine's Day every once a year. However, Bayu avoided this opinion by saying "*Awas kon yo! Antemi rai mu*". Here, it can be seen that Bayu rejects other people's opinions or views on the video (opinion) he made on Valentine. This sense of rejection shows that Bayu feels that he is the right one so that no one else can break his opinion. Things like this are certainly a characteristic where people feel so frustrated that they no longer want to hear other people's opinions of them. Moreover, Bayu said "*antemi rai mu*" which is a physical act that Bayu is trying to do to someone else. Bayu chooses to commit acts of physical violence by saying that He will hit the audience's face to portray the frustration. The look of minimize of YouTube video screen layout with Bayu pointing at the camera is shown with the same background and clothes, but this time there is a slightly different point of view. In this figure, we can see that Bayu is being viewed from the viewer's point of view by showing the YouTube video layout. The hand movement shown by Bayu in this scene from below that do not enter the screen towards the front of the screen and pointing at the camera, giving an idea that Bayu, who initially didn't really pay attention or just relax to what was in front of him, then began to really pay attention to what was in front of him by giving a point to the screen to show that he is talking to each one of the audiences who is looking at the screen. He also showing a frustrated expression because Bayu was really annoyed about this.

Overall, based on the findings above it shows that all the linguistic modes used by Bayu in the scenes above lead into an expression which we know as frustration. This can be seen again from Bayu's chosen words such as the use of swear words. The average swears words used by Bayu in the video are a Dysphemistic swearing where Bayu tries to convey his negative thoughts about Valentine to those who hear him. These negative thoughts and opinions then greatly help the process of creating frustrated images on the video through swear words. The swear words also used to express his annoyance and anger, invitations or negative thought patterns that invite the audience to reject Valentine, up to words that describe Bayu's intention to commit physical violence. These three things are a characteristic of a frustrated person.

The gestural shown by Bayu in the video such as facial expressions, body movements, and eye gaze in this video lead to one thing called frustration. The use of body repetition in this video is also very dominating to show stability. Also, based on the analysis above proves that Bayu on average shows an expression of anger or annoyance when discussing Valentine's Day. That is

because for him Valentine's Day is a boring day where he has to do romantic things to his partner which he considers in vain. The emotions that fluctuate in the depiction of facial expressions in this video also greatly complement the meaning that a frustrated person will have a body condition or expression that is not constant (can change at any time).

In terms of visual modes, the background from the beginning to the end of the video has the same setting and does not change which really represents that Bayu is truly loyal toward his views on Valentine. Apart from that, some of the moving points shown by Bayu in the two scenes above also greatly strengthen the picture of the frustrating issues that Bayu brings up in the video. The small details of the messy background and the small movements that support the frustration are clearly visible in every scene of the video. Therefore, from this visual mode it is proven to show a frustrated expression to Bayu.

## CONCLUSION

This research employed qualitative study to analyze the meaning interpretation in the video shown by Bayu. As said by Kress and van Leeuwen (1996), that every element or resource has a meaning potential; the full meaning can be analyzed if they are combined. This statement supports the writer's findings in revealing the frustration portrayed by Bayu in the video.

From the analysis of this video, the writer finds that this video focuses on delivering a message to its viewers instead of entertaining the audience. Bayu intends to give a message to the viewers that Valentine is not something important and even frustrating. The writer also noticed that other than conveying the message of "frustration", the video also contained many swear words used by Bayu to approach the audience for agreeing with Bayu's opinion. The audience may only enjoy this video as an entertainment when browsing YouTube, but actually Bayu Skak is trying to get the audience to agree with his mindset. However, by looking at the semiotic modes, the hidden message and purpose of the video can be revealed. Every gesture, facial expression, as well as what Bayu Skak says in this video leads to an expression that we know as "frustration". Bayu feels frustrated when he has to meet Valentine's Day again because for him it is useless. By showing his frustration, Bayu is showing his feelings for Valentine and shows the audience that Valentine makes him stressed out.

It is very interesting when all the modes in the video can collaborate together to create a meaning. This study has opened my eyes to the importances of each mode in discourse analysis. Every single mode is important and needed, although there are some hierarchies in the video to make the scenes complete and make the meaning - making process become successful. In this video, the linguistic, gestural, and visual modes are more dominant. The linguistic contains the utterances spoken by Bayu which show how frustrated he was. The gesture that completes the linguistic by showing the body movement and facial expressions, to support the creation meaning of frustration. Also the visual modes that show the color grading and viewpoint of the video completes the frustrating discovery process.

At first, the writer thought that Bayu was angry with Valentine due to the use of the selected swear words and expressions and body movements that looked like angry people. However, after undergoing this research the writer came to know that the expression of a person who is seen may not necessarily be what we thought. Just like Bayu in this video, even though he looks angry, the real meaning he wants to convey through the expressions and words he uses is

frustration. The use of semiotic modes really helped the author interpret this "Valentine Janc#k" video.

Based on the findings that the writer already mentioned above, She finds that the video is both unique and eye-opening. This video is unique because Bayu, who usually always comes with funny and entertaining video content, this time he raised an issue where he showed himself frustrated with Valentine. This video also eye-opening because apparently not everyone thinks of Valentine's Day as a fun day. Everyone has different views and responses to this Valentine's Day. And for Bayu Valentine is not something that pleases him where he tries to convey this meaning to the audience through this video "Valentine Janc#k". In short, based on these reasons Bayu is actually showing his frustrated feeling toward Valentine's Day in the video.

There were limitations from the study. The limitation of this study is divided into four parts which first this research is using the one and only video from Bayu Skak Youtube's channel entitled "Valentine Janc#k" with a duration of five minutes and two seconds. Second, this research limits the scenes that the writer used to be analyzed in the several durations as can be seen in the analysis table in Chapter 4. This scene limitation is done by selecting a total of ten scenes taken from the opening, body, and closing of the video which shows strong modes of frustration that strongly support this research. Third, the writer limits the theory used for this research into semiotic modes in linguistics, gestural, and visual. The limitation of these three modes is enforced because the writer find that these three modes are most suitable to use in analyzing this video and can provide strong evidence of Bayu's frustration portrayed in the video. Last, the writer limits the utterances in the video to only the words spoken by Bayu Skak.

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