

ABSTRACT

The application of mise en scene affects the visual delivery of messages. Not only in movies, it is also used in making Music Video which is usually used as a promotional medium by related musicians. In SEVENTEEN's Music Video titled MAESTRO, use a mise en scene so that the message visually in the song can reach the audience. The purpose of this study was to find out what meaning was conveyed to the Music Video. In this study, the author used a qualitative research method with Roland Barthes semiotics approach. This Music Video has scenes related to humans and robots or AI. As we know, the widespread use of AI today, which could be beneficial and even detrimental to humans. The song contains messages related to AI technology, and invites everyone to unite to lead the world.

Keywords: mise en scene, music video, semiotics, SEVENTEEN. AI