



## Nonverbal and Verbal Signs in the Music Video *Forever Young* by Alphaville (1984)

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**Abstract.** *This study is titled Nonverbal and Verbal Signs in the Music Video Forever Young by Alphaville (1984). It examines how verbal and nonverbal signs in the music video are used to represent messages about youth, time, and emotional longing through a semiotic approach. The objectives of this study are to identify the verbal and nonverbal signs used in the video and to analyze how these signs construct symbolic emotional, cultural, and philosophical meanings. The data consists of visual scenes and lyrics from the official “Forever Young” music video. Data collection was conducted through observation by listening to the song, reading the lyrics, and documenting the visuals. The analysis employs a qualitative descriptive method, applying relevant theories of meaning, visual semiotics, and color symbolism. The findings show that the music video uses a combination of affective, connotative, and conceptual meanings to convey its message. The most dominant nonverbal aspects are props, manner, and activity, while appearance and content analysis are also present with less frequency. In the verbal signs, affective and connotative meanings appear most often, reflecting strong emotional nuance and symbolic references to youth and existential reflection.*

**Keywords:** *Music video, Non-verbal signs, Semiotics, Verbal signs*

### 1. BACKGROUND

Music videos are a visual medium that can reinforce and expand the meaning of a song. Goodwin (1992) states that music videos convey the message of a song and its singer through verbal and nonverbal communication. Ma (2022) also adds that music videos can have a profound emotional impact on viewers, encouraging reflection and strong affective responses. Therefore, music videos are important to analyze not only as a form of entertainment but also as a medium of symbolic and emotional communication.

This study uses a semiotic approach to analyze how meaning is formed and conveyed in Alphaville's music video “Forever Young” (1984) through a combination of verbal signs in the form of song lyrics and nonverbal signs in the form of visual elements. Semiotics, as a branch of linguistics, studies signs and the process of meaning formation (signification) involving signifiers as physical forms and signifieds as concepts or meanings represented. According to Saussure (1916), a sign always consists of these two components and operates within a specific social context. Chandler (2007) divides signs into two main categories: verbal signs, such as words and lyrics, and nonverbal signs, such as images, colors, and body movements. Dyer (1982) classifies nonverbal signs into six aspects: appearance, manner, activity, props and costume, setting, and facial expressions, which play a crucial

role in forming symbolic meaning. In the context of music videos, the combination of these aspects builds an emotional atmosphere, characterization, and a deep visual narrative.

Previous studies have highlighted the effectiveness of combining verbal and nonverbal signs in conveying complex and profound messages. Niscita (2022) analyzed the iPhone 13 advertisement using the theories of Dyer, Barthes, and Chapman and found that visual elements such as color and imagery carry strong symbolic meanings in shaping audience perception. Dewi (2023) analyzed Harry Styles' music video "As It Was" using Calero and Leech's theory and found that gestures, facial expressions, and body posture play a crucial role in reinforcing the emotions contained in the lyrics. Meanwhile, Yanthi (2023), in her article on the music video "Happier" by Marshmello and Bastille, used Dyer and Oleson's theory to analyze visual elements such as color, background, and expression, which significantly shape the emotional atmosphere of the video. Similarly, Fitria (2023) conducted a semiotic analysis of Taylor Swift's music video titled "You Belong with Me" and emphasized how verbal signs and visual signs, such as facial expressions and background, work together to convey layered emotional meanings. These studies show that visual signs not only beautify the media but also reinforce the meaning of the message conveyed verbally. These studies show that visual signs not only beautify the media but also reinforce the meaning of the message conveyed verbally. Therefore, this study fills a gap in research by focusing on the classic music video "Forever Young," which has not been extensively analyzed in a semiotic context.

Based on the above explanation, the purpose of this study is to analyze verbal and nonverbal signs in the classic music video Forever Young by Alphaville (1984). This song was chosen because it contains profound messages about youth, hope, fear, and longing, which are expressed through lyrics and visuals. Unlike previous studies that have focused more on advertising or modern music, this study offers a historical perspective on the representation of meaning in 1980s music. Through a semiotic approach, this study seeks to uncover how meaning is constructed symbolically through the combination of words and images in audio-visual media.

## **2. THEORETICAL REVIEW**

The theoretical study in this research encompasses the primary concepts and theoretical frameworks employed to comprehend verbal and nonverbal signs in the music video "Forever Young" by Alphaville (1984). This study focuses on two central concepts, namely verbal signs and nonverbal signs, because both play an important role in forming

symbolic meaning through a combination of words and visual elements in audiovisual media.

Nonverbal signs, according to Hess (2016), include facial expressions, body movements, posture, and visual symbols that convey meaning without using words. Esposito (2007) adds that visual elements such as color, images, and symbols also play a significant role in reinforcing the message and atmosphere. In the context of music videos, these non-verbal signs appear in the form of lighting, costumes, body movements, camera angles, and other visual props. All these elements help build a deep emotional atmosphere and support the narrative conveyed in the song lyrics.

On the other hand, Chandler (2007) explains that verbal communication involves the use of spoken and written language in conveying ideas and information. Leech (1981) expands on this understanding by identifying seven types of meaning in verbal communication, namely conceptual, connotative, social, affective, reflective, colloquial, and thematic meanings. In music videos, lyrics function as symbolic expressions that contain literal and implicit messages, as well as reflecting relevant social, emotional, and cultural contexts.

To analyze these signs, this study uses a theoretical framework that includes Leech's (1981) theory of meaning to analyze verbal signs in song lyrics. Meanwhile, Dyer's (1982) theory of visual semiotics is used to evaluate non-verbal signs such as appearance, manner, setting, activity, and props. Additionally, Wierzbicka's (1996) color theory is applied to interpret the emotional and cultural meanings of colors used in the video, such as black, white, red, and blue, which can reinforce thematic messages and build emotional connections between the audience and the song.

The combination of these three theories provides a solid foundation for analyzing how meaning is constructed and conveyed through the integration of verbal and nonverbal signs in music videos. With this approach, this study can explore the complex and layered meanings within the social and cultural context that underlies the work.

### **3. RESEARCH METHOD**

This study employs a descriptive qualitative approach to analyze the verbal and nonverbal signs in the music video *Forever Young* by Alphaville. The primary data were obtained from YouTube, specifically from the official music video released in 1984. This song was selected due to its themes of youth, longing, and the desire for eternity, which are reinforced through melancholic and symbolic non-verbal signs. Additionally, the song

offers a valuable perspective on how the singer and songwriter express emotional and reflective messages about youth and uncertainty in the future within the social and cultural context of the 1980s, an era marked by global political tension.

Data collection was carried out through descriptive observation, which included listening to the song, reading and noting the lyrics, and carefully watching the music video to identify relevant linguistic and non-verbal signs. The study analyzed a total of 34 visual scenes, captured as screenshots from the music video, which served as the main units of analysis. The observation notes functioned as research instruments to document and categorize the identified verbal and nonverbal signs.

The data were analyzed using Leech's (1981) theory of meaning to interpret the verbal signs found in the song lyrics. For the nonverbal signs, Dyer's (1982) visual semiotics framework was applied, focusing on aspects such as appearance, manner, activity, setting, and props. Furthermore, Wierzbicka's (1996) color theory was used to examine the emotional and cultural functions of color within the video. The results are presented in a descriptive and narrative format, connecting lyrical excerpts and visual scenes to reveal how verbal and nonverbal signs work together to convey thematic messages in the music video.

#### **4. RESULT AND DISCUSSION**

The results section of this article discusses how verbal and nonverbal signs are used in the music video "Forever Young" by Alphaville (1984) to convey emotional, philosophical, and social messages about youth. Nonverbal signs, such as facial expressions, gestures, colors, spatial arrangements, and visual properties, are analyzed using Dyer's (1982) theory of visual semiotics, supported by Wierzbicka's (1996) theory of color. Meanwhile, verbal signs are analyzed based on the song lyrics using Leech's (1981) theory of meaning, which includes various types of meaning such as conceptual, connotative, affective, social, reflective, collocative, and thematic. The analysis is organized based on themes and types of signs, citing relevant lyrics and visual scenes, to demonstrate how the two types of signs complement each other in constructing a deep meaning about longing for youth, fear of time, and the search for the meaning of life

## Data 1



**Image 1.** The bright portal and classic room symbolize the transition from imagination to reality. Duration: 00:01 – 00:28

*Source: YouTube music video Young (Alphaville, 1984)*

Forever Young song lyrics:

*Let's dance in style, let's dance for a while*

*Heaven can wait, we're only watching the skies*

*Hoping for the best but expecting the worst*

*Are you gonna drop the bomb or not?*

The opening visuals feature a setting aspect, a space atmosphere with stars, planets, and a rhombus shape resembling a portal, symbolically reflecting infinity, hope, and the search for meaning in life. The movement of the camera closer to the portal is part of the content analysis, which symbolizes the transition from imagination to reality. After passing through the portal, the next visual is the appearance of a large classical-style room with stained glass windows and sunlight streaming in, creating a nostalgic atmosphere that seems to be a storage room for memories. Chairs and furniture covered in white cloth signify stagnant conditions or time that has long passed; this aspect is included in the props.

The lyrics “Let's dance in style, let's dance for a while” contain connotative meaning, because the word dance here is not interpreted literally but as a symbol of how to live life with beauty, self-expression, and freedom, even though life is temporary. The lyrics “Heaven can wait, we're only watching the skies” combine with the visual of the camera slowly penetrating cosmic space towards the square of light. It contains an affective meaning because it expresses the inner tension between hope for a better life and fear of the end of life. The lyrics “Hoping for the best but expecting the worst” reflect a conceptual meaning, as they directly express a state of mental duality, combining optimism with pessimism. The lyric “Are you gonna drop the bomb or not?” contains reflected meaning, because it literally refers to a weapon (bomb), but implicitly contains the sense of fear of great power and global threats, such as war or political crisis.

## Data 2



**Image 2.** A group of people of various ages lying under red cloth in a nostalgic room, symbolizing exhaustion and fading hope. Duration: 00:29 – 00:41

*Source: YouTube music video Forever Young (Alphaville, 1984)*

Forever Young song lyrics:

*Let us die young or let us live forever*

*We don't have the power but we never say never*

*Sitting in a sandpit, life is a short trip*

*The music's for the sad men*

In this section, the camera transitions to a classic corner of the room that was previously only widely visible. This is included in the content analysis aspect, where the camera pans down to show a pile of old items covered in white cloth, signifying a stagnant atmosphere and stopped time (props & setting). The visual focus moves to a group of people of various ages (children to the elderly) sleeping on the floor covered with a red cloth. This composition suggests appearance (age) and activity (the pose of sleeping in silence), which forms a narrative of collective exhaustion, alienation, and helplessness. The red color of the bedding belongs to the aspect of color, which carries connotations of danger, tension, or the remaining spirit that still survives amid uncertainty. This composition creates a sanctuary-like atmosphere or a transitional space between life and fading hope.

The lyrics “Let us die young or let us live forever” contain connotative meaning, as it touches on an existential theme, the choice between dying young with a burning spirit or living forever with the consequences of facing time and change. The line “We don't have the power but we never say never” implies an affective meaning, namely the spirit of resistance and optimism that persists despite being aware of limitations. The visual of their sleeping bodies positioned close together creates an attitude of not giving up despite lacking physical strength. The phrase “Sitting in a sandpit, life is a short trip” contains conceptual meaning, as it literally describes life as a short game in a small, fragile, and temporary space. Finally, “The music's for the sad men” contains affective meaning, as it reinforces

the emotional nuance of music being an escape and solace for those who are hurt and tired. All the lyrics in this section blend with the calm yet uncertain visual atmosphere, conveying a profound message of vulnerability, hope, and the inner struggle of humanity.

### Data 3



**Figure 3.** A sequence of images shows the intense gaze of the lead singer, followed by images of a sleeping child and an elderly woman. Duration: 00:42 – 00:55

*Source: YouTube music video Forever Young (Alphaville, 1984)*

Forever Young song lyrics:

*Can you imagine when this race is won*

*Turn our golden faces into the sun*

*Praising our leaders, we're getting in tune*

*The music's played by the, the mad man*

The piece opens with a luminous portal transition that immediately reveals the lead singer's face. The stern facial expression and sharp eyes fall under the aspect of manner, showing firmness and intensity of emotion. The soft yet contrasting lighting from behind falls under content analysis, creating a dramatic effect that emphasizes the importance of the statement in the lyrics. Then, the camera pans to a small blonde-haired child sleeping on a red and white cloth. The child's dusty, fragile-looking appearance creates a symbol of innocence and vulnerability, as well as a metaphorical meaning of a life that is not yet fully “awakened.” This visual highlights the child's position in the passive life cycle. After that, there is a visual of a grandmother with a smiling expression in her sleep, wearing red earrings and a white headscarf, which falls under the aspect of appearance and props. The peaceful face and white hair convey a sense of nostalgia, wisdom, and acceptance of life. The transition from the strong face of the singer to the sleeping face of the child and the elderly is a strong visual transition, marking a symbolic narrative of the cycle of human existence.

In this section, the lyrics “Can you imagine when this race is won” contain thematic meaning, as it envisions the point at which life's struggles reach an end or victory. The line

structures the idea reflectively, directing attention to what will happen after all the effort has been made. The visual of the singer's piercing gaze reflects the urgency and seriousness of thinking that life is a race towards something uncertain. The lyrics "Turn our golden faces into the sun" contain connotative meaning, as they are not talking about faces in a literal sense, but rather symbolize the glory of youth (golden faces) directed towards the sun, a symbol of the future, life, and hope. The sleeping faces of children full of dust in the visual can be interpreted as potential or hope that has not been fully awakened, reinforcing the impression that the future is still untapped by the younger generation. The lyrics "Praising our leaders, we're getting in tune" reflect social meaning, as it shows how individuals, especially the younger generation, adjust to the influence of authority or leaders. This line can be read as compliance, or ironically as criticism of the influence of the leader figure. The visual of the smiling grandmother reinforces this interpretation, as if depicting someone who has passed the "going with the flow" phase and is now at a point of acceptance and peace. Finally, the lyric "The music's played by the, the mad man" has a reflected meaning, as it uses the term mad man which has a double meaning, referring to someone who is not in their right mind, but also to a symbol of a great and unpredictable force that controls the rhythm of life. The lyrics convey that life or history is often under the control of forces that are not always rational or just.

#### **Data 4**



**Image 4.** A visual transformation from sleep to awakening as figures of different ages open their eyes and rise.

Duration: 00:56 – 01:27

*Source: YouTube music video Forever Young (Alphaville, 1984)*

Forever Young song lyrics:

*Forever young, I want to be forever young*

*Do you really want to live forever?*

*Forever, and ever*

*Forever young, I want to be forever young*

*Do you really want to live forever?*

*Forever young*

This scene shows a significant change from silence to consciousness. The singer's facial expression that continues to focus on the camera falls into the manner aspect, and this consistency reinforces his role as the center of movement or the trigger for transformation. An old man, a child, and a middle-aged woman in the room begin to open their eyes. The eye-opening gesture and the direction of gaze directed at the singer fall under the aspect of activity, reflecting the collective response to the call to "rise". Different ages and expressions of surprise or shock mark the diversity in emotional responses. The scene then moves to three figures standing with their backs to the light, creating strong silhouettes. Lighting from behind is included in the content analysis, giving a sense of spirituality, hope, and enlightenment. Their shadows symbolize inner transformation, not just physical awakening. Overall, the visual depicts both physical and emotional awakening. Those who previously appeared to be slumbering in indifference or exhaustion now show signs of awareness, reflecting a spirit reawakened by the power of the song's message.

In the first chorus, the lyrics "Forever young, I want to be forever young" contain a strong affective meaning, namely a deep desire to maintain the spirit and meaning of youth, full of hopes, dreams, and freedom. In the visual context, the moment the characters begin to wake up supports this meaning, it is as if the spirit of "forever young" reawakens their inner consciousness. The rhetorical question in "Do you really want to live forever?" contains thematic meaning because it does not merely question physical immortality, but also invites listeners to reflect on the values of life that are worth defending. The visuals featuring the shocked and thoughtful expressions of the newly awakened characters reinforce the impression that this question creates an indirect communication between the singer and the characters.

## Data 5



**Image 5.** The singer, dressed in bright orange, stands between the piano players and a group of people of various ages who sit silently, staring at the singer.

Duration: 01:28 – 01:40

Source: YouTube music video “Forever Young” (Alphaville, 1984)

Forever Young song lyrics:

*Some are like water, some are like the heat*

*Some are a melody and some are the beat*

*Sooner or later, they all will be gone*

*Why don't they stay young?*

At the beginning of the piece, the singer appears wearing a striking orange outfit, standing between two piano players wearing neat white clothes. This color contrast belongs to the aspect of appearance, creating the center of attention on the singer as the central figure. The stern facial expression and intense gaze portray the determination in voicing a message about time and life. The next image shows a group of people of different ages sitting silently on a red and gray cloth. Their clothing varies: small children in white, old men in plain clothes, and some wearing prints, gingham shirts, or red clothing. This variety shows the representation of different generations and backgrounds, while the calm and focused facial expressions depict a collective reflection on the song's message. The uniform direction of gaze towards the singers suggests a silent emotional connection, reinforcing the contemplative atmosphere. The setting of a classic room with objects covered in white cloth remains a setting full of nostalgia and frozen time.

The lyrics "Some are like water, some are like the heat, some are a melody and some are the beat" contain connotative meaning, as they compare elements of human life and personality to water, heat, melody, and beat. The lyrics are not literal, but illustrate that each individual or aspect of life has its nature and role, some are soft like water, some are intense like heat, some are harmonious like a melody, and some are rhythmic like a beat. Everything is different, but together they create a balance in the world. The lyric "Sooner or later, they all will be gone" contains conceptual meaning, as it conveys the universal truth that everything that lives, including people, youth, and experiences, will eventually

come to an end. It reflects the logical realization of transience and the passage of time. The lyric "Why don't they stay young?" contains affective meaning, as it implies a sense of loss, regret, and longing for an idealized youth. The question reflects an emotional desire to retain vitality, energy, and zest for life, while at the same time exposing the reality that these cannot be sustained forever.

#### Data 6



**Figure 6.** Enlarged image of the singer's facial expression and clenched fist gesture.

Duration: 01:41 – 01:54

Source: YouTube music video "Forever Young" (Alphaville, 1984)

Forever Young song lyrics:

*It's so hard to get old without a cause*

*I don't want to perish like a fading horse*

*Youth's like diamonds in the sun*

*And diamonds are forever*

This segment displays strong emotional intensity through manner and activity. The camera zooms in on the singer's face in close-up, showing a piercing gaze that occasionally closes while reciting the lyrics, depicting a deepening of emotion and deep reflection on the theme of the song. Body gestures are also very meaningful, as the singer is seen opening his palms and then clenching them into fists, especially when singing the lyrics "Youth's like diamonds in the sun" and "And diamonds are forever." In a semiotic context, this sequence reflects the move from vulnerability and hope to emotional tension or the desire to hold on to something precious. It is symbolic of trying to hold on to time or fight against transience, implying that youthful vigor and the value of life are to be grasped tightly, not allowed to slip away.

The lyrics "It's so hard to get old without a cause" convey affective meaning, describing the difficulty of accepting the aging process if life is lived without direction or purpose. This emotion is reflected through the singer's reflective facial expression and downcast eyes, captured in a camera close-up, reinforcing the feeling of a deep loss of

meaning. The line “I don't want to perish like a fading horse” contains connotative meaning, with the metaphor of a “fading horse” symbolizing a life that is slowly lost and forgotten. The phrase “Youth's like diamonds in the sun, and diamonds are forever” holds both connotative and conceptual meaning. Youth is likened to diamonds shining in the sun that beautiful, bright, but also delicate and fleeting, while diamonds themselves symbolize something lasting and eternal. This duality reflects the desire to preserve the brilliance of youth in the face of inevitable change. Visually, this meaning is reinforced by the symbolic gesture of a character who first opens their palm slowly and then clenches it firmly, as if trying to hold onto something precious before it slips away. This movement suggests an emotional effort to grasp the value of youth and life, much like attempting to hold onto something as rare and enduring as diamonds.

**Data 7**



**Image 7.** Parents and children with mannequins behind them, followed by the expressions of the singer and pianist.

Duration: 01:55 – 02:09

Source: YouTube music video “Forever Young” (Alphaville, 1984)

Forever Young song lyrics:

*So many adventures couldn't happen today*

*So many songs we forgot to play*

*So many dreams swinging out of the blue*

*We let them come true*

The mesmerized expression on the old man's face reflects the manner aspect, which is a feeling of nostalgia and regret, as if recalling all the opportunities of life that have

passed. While the mesmerized faces of the children also present an emotional contrast, they are not thinking of regret, but represent the hope and new possibilities of youth. The direct gaze at the camera from the singer and the piano players creates a direct emotional connection with the audience, as if the song is not just being performed, but is addressed directly to anyone who listens. From the costume aspect (props), the old man wears a torn and dirty suit, symbolizing marginalization, decline, or a forgotten social condition. In contrast, the children are dressed in artistic and colorful clothes, symbolizing life, creativity, and the spirit of the future. One important visual prop is a white mannequin with its hands cut off. It serves as a symbol of incomplete beauty, implying that the past may have seemed ideally beautiful, but was imperfect. The presence of this sculpture can also be interpreted as a representation of abandoned dreams or memories that are no longer whole.

The next lyric, which contains the phrase “So many adventures couldn't happen today” contains affective meaning because it implies regret and sadness for opportunities that could not be realized. The word “adventures” symbolizes potential life experiences that are delayed or hindered by the conditions of the times. Supporting visuals in the form of an old man with a mesmerized expression and worn-out clothes reinforce the impression of loss of time and opportunities that have passed. The connotative meaning is contained in the lyrics “So many songs we forgot to play”. The song here does not only mean literally, but becomes a symbol of self-expression, creativity, and moments that were not lived. The word “forgot” adds a sense of nostalgia and neglect for the joys that may have been overlooked in the past. The visual of children and parents mesmerized reinforces the reflective meaning of the lyrics. The lyric “So many dreams swinging out of the blue” reflects a combination of affective meaning. Dreams that come suddenly and hang in the air depict hopes that are unstable, present without certainty, and easily disappear. Then, the lyrics “We let them come true” contain conceptual meaning because it conveys that some hopes are still successfully realized, although not all of them. This phrase shows the effort and conscious decision of the characters in the video not to give up completely. The visuals showing the characters' resurrection and hopeful gaze support this interpretation as a moment of transition from adversity to new awareness and enthusiasm.

**Data 8**



**Figure 8.** A long-haired boy slowly gets up from his sitting position, followed by others, and the singer is seen pointing at the camera with a smile.

Duration: 02:10 – 02:37

Source: YouTube music video “*Forever Young*” (Alphaville, 1984)

Forever Young song lyrics:

*Forever young, I want to be forever young*

*Do you really want to live forever?*

*Forever, and ever*

*Forever young, I want to be forever young*

*Do you really want to live forever?*

*Forever, and ever*

The long-haired boy slowly rising from his seat reflects the aspect of activity, representing awakening, awareness, and new hope. The singer's gesture of pointing with his index finger while reciting “Do you really want to live forever?” falls under the manner aspect, showing an attempt to build a direct connection with the audience on a personal and emotional level. The camera then pans to people of various ages who also rise and stare hopefully. A visual transformation that illustrates the collective emotional effect of the song's message. In the end, the singer's smiling face while closing her eyes while singing “Forever, and ever” falls under the aspect of facial expressions by conveying the meaning of sincerity, acceptance, and inner peace.

The lyrics “Forever young, I want to be forever young” contain connotative meaning, as it does not speak literally about the desire to not age physically, but rather conveys the hope to retain the spirit, courage, dreams, and youth despite the passage of time. In the visuals, this meaning is reinforced by the scene of the boy slowly rising from his seat, symbolizing the awakening of the young soul from adversity or unconsciousness. The sentence “Do you really want to live forever?” contains thematic meaning because it is a rhetorical question that invites listeners to reflect on the deeper meaning of life. This

question not only questions longevity, but also the quality of life and the willingness to continue to maintain the values of young life, such as hope, passion, and idealism. The visuals support this meaning through the singer's gesture of pointing directly at the audience, forming a personal and intense connection. The phrase “Forever, and ever” has an affective meaning, as it is repeated like a mantra that conveys the deep emotion of wanting to maintain eternity. These words are not just a repetition, but a powerful and emotional expression of hope. In the video, the singer's smiling face while closing her eyes while singing it creates a feeling of peace, sincerity, and acceptance, supporting the reflective and meaningful atmosphere of the lyrics.

### Data 9



**Image 9.** The singer points toward the portal, and then people of all ages slowly walk toward the glowing portal.

Duration: 02:37 – 03:41

Source: YouTube music video “Forever Young” (Alphaville, 1984)

Forever Young song lyrics:

*Forever young, I wanna be forever young  
Do you really want to live forever? (Forever)*

The visuals in the photos show the singer clenching both fists as he sings the main phrase, representing an emotional gesture and intensity of passion, while also showing a determination to grasp the meaning of youth. When the singer points to the right as in the second photo, this gesture directs the viewer's focus to the important visual symbol of the glowing rhombus that appeared earlier in the video. This moment marks a shift in meaning, from lyrics to spiritual symbols. The children and parents getting up and walking towards

the light with expressions of awe show a collective transition towards hope, reflecting the change from worldly consciousness to metaphorical idealism. The posture of the body walking towards the light reflects the aspiration for a better world or eternal life. The visual culmination is shown through the symbol of a luminous rhombus now covered by a red curtain, surrounded by stars and planets, forming a spiritual and magical atmosphere. Props elements such as light, red curtains, and the galactic backdrop reinforce the impression that what they are aiming for is not just space, but a representation of the realm of eternity, a symbolic place of the human desire to live forever spiritually and emotionally.

As before, the lyric “Forever young, I wanna be forever young” contains connotative meaning, as it symbolizes the desire to preserve the values of youth—such as idealism, freedom, and emotional intensity—rather than the literal desire to never age. The rhetorical sentence “Do you really want to live forever?” has thematic significance, as it invites the listener to reflect on what eternal life means, whether it is merely a long life or a meaningful one. It also has an affective meaning due to its repetitive nature, which emphasizes a deep emotional longing for immortality and meaning. In this final visual segment, this meaning is reinforced by the image of various characters—young and old—walking slowly towards a glowing rhombus-shaped portal. Their movement towards the light represents the collective pursuit of hope, renewal, and transcendence. The scene visually supports the idea that immortality lies not in avoiding time, but in carrying the spirit of youth forward as a guiding light.

## **5. CONCLUSION AND SUGGESTIONS**

Based on the results of the analysis, it can be concluded that the music video *Forever Young* by Alphaville (1984) effectively combines verbal and nonverbal signs to convey emotional and philosophical messages about youth, hope, and transience. Out of the nine data segments analyzed, it was found that the most dominant nonverbal aspects were props, gestures, and activities, which often depicted symbols of transformation, nostalgia, and rebirth. Meanwhile, verbal signs are dominated by affective and connotative meanings that reflect emotional longing and symbolization of life values. Other types of meaning, such as conceptual, reflective, social, and thematic, also appear, though not as strongly as the two primary meanings, while colloquial meaning was not found in the data. These findings indicate that the lyrics and visual signs in the video complement each other in forming a strong symbolic representation. This study has limitations in focusing on a single music

video, so further research is recommended to explore and compare videos from different eras to enrich understanding of the role of semiotic signs in visual music media.

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