

THE FUNCTIONS AND EFFECTS OF DUTCH ANGLE IN STRAY KIDS' MUSIC VIDEOS

**A Thesis Presented as a Partial Fulfillment of the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



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ABSTRACT

Stray Kids is a K-pop group that is currently famous among young people. This group, formed by JYP Entertainment, has more than thirty million followers on Instagram. With this data only, Stray Kids' songs and music videos have been well-accepted throughout the world. Of their songs and music videos, camera work, especially the Dutch angle, seems to play a significant role. Therefore, this study examines the Dutch angle in three Stray Kids music videos: *Maniac*, *God's Menu*, and *S-Class*. The analysis focuses on how the Dutch angles used in the three music videos work and help generate meanings. Using qualitative research and unobtrusive methods, it was indeed discovered that the Dutch angle has three functions: Symbolic representation, interesting visual composition, and conveying emotions. The use of the Dutch angle also creates effects to the viewers such as aesthetics, audience participation, confusion and tense effects, and packing in theme. With this research, the researcher hopes readers will gain new knowledge about Dutch angles, especially in K-Pop music videos.

Keywords: K-pop, Stray Kids, Camera work, Dutch angle

ABSTRAK

Stray Kids merupakan grup K-Pop yang saat ini terkenal di kalangan anak muda. Grup ini dibentuk oleh JYP Entertainment dan memiliki lebih dari 30 juta pengikut di Instagram. Dengan data ini, lagu dan music video dari Stray Kids sangat diterima dengan baik di seluruh dunia. Dari lagu dan music video mereka tentang kamera work terutama Dutch angle memiliki peran penting. Oleh karena itu, penelitian ini mengkaji tentang Dutch angle di dalam tiga music video Stray Kids yaitu Maniac, God's Menu dan S-Class. Analisi ini berfokus pada bagaimana sudut pandang Dutch angle yang digunakan dalam tiga music video tersebut bekerja dan makna yang dihasilkan. Dengan menggunakan penelitian kualitatif dan metode unobtrusive, memang ditemukan bagaimana Dutch angle memiliki tiga fungsi: representasi simbolik, komposisi visual yang menarik dan penyampaian emosi. Penggunaan Dutch angle juga menimbulkan efek bagi penonton seperti estetika, partisipasi penonton, efek bingung dan menegangkan dan pengemasan dalam tema. Dengan penelitian ini, peneliti berharap pembaca mendapat pengetahuan baru tentang dutch angle khusus nya di dalam music video K-Pop.

Kata kunci: K-pop, Stray Kids, Camera work, Dutch angle