

Representation of Human Life in Suicide Silence's You Only Live Once Music Video

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Abstract

Music is delivered through audio and in the form of a video called a Music Video. Music videos serve as a marketing tool and often as a means of open expression to the general public. This study aims to describe the relationship between signs and meanings in the music video *You Only Live Once* by Suicide Silence. This research employs a descriptive qualitative method to describe data analysis relevant to the topic matter of the study. Based on the result, it can be concluded that the signs contained in the *You Only Live Once* music video by Suicide Silence. Signs in the music video that represent the human struggle in social life include humans entering a new phase in social life, differences and diversity in each individual, some security forces who abuse their power over the community, mad scientists who abuse their intelligence for their interests, the needs and requests of the child, the practice of prostitution in social life, criminals who are ready to disrupt the security. This elder generation disagrees with the younger generation, the wife's demands and needs, and death, which can occur at any time.

Keywords: Hidden Message; Music Video; Semiotic; Social Life.

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1. INTRODUCTION

Currently, it is impossible to separate music from human life. Music is a feeling of human beauty brought about by a deep conceptual understanding of the form of a tone or other sound that has rhythm and harmony and is created in space and time by oneself and other people in an environment. So it can be understood and appreciated (Suhastjarja, as cited in Utami, 2023). All human civilizations are fundamentally based on music, which has the power to affect society on an emotional, moral, and cultural level. Intercultural musical exchanges provide important insights into each other's lifestyles. Understanding the connection between music and social bonding is particularly crucial during crisis situations when other communication channels are challenging. Other human rights may benefit from promoting and protecting music as a cultural right. Encouraging reconciliation, dismantling barriers and limits, and teaching can facilitate the healing process. Around the world, music is being utilized to unite communities and encourage social change. We use music as a way to communicate, manage our emotions, make ourselves relax, and enhance our general well-being. It has developed into a tool for self-expression and healing, often describing the actions we take as individuals to change society (Peralta, 2021).

Today, there are so many types of music, and it's called a music genre. Music genres are categories that help us recognize a particular piece of music. Songs are classified based on the music they include, which follows a

specific pattern or tone. Music genres are commonly divided according to musical elements. Throughout history, music has been classified into different genres depending on various criteria. Spotify, a streaming service, has around 1,300 music categories that allow listeners to categorize millions of songs based on different sounds, patterns, and structures (Picken, 2023).

Music genre categories can help differentiate between different types of music. Music evolves, and new vocabulary emerges to describe it. While artists may rationalize the growth of music genres, record labels frequently employ marketing methods to ensure that what they produce seems innovative and "catchy" to sell. Second, music genres serve a purpose for both lovers and audiences. These classifications are intended to share one's musical choices with others. In this approach, the use of categories acts as a unique act for both individuals and subcultures (Cerati, 2021).

Aside from that, Music is not only delivered through audio, but also in the form of a video called a Music Video. Music videos are one of the important strategies musicians use to promote and show creativity. Music videos are also a place where fresh innovations grow, given that there are no limitations in making them. It allows special effects, cinematography, and mind-blowing ideas to continue to grow and inspire millions of people who are interested and follow them (Barton, 2020).

The use of music videos not only serves as a marketing/promotional medium for musicians, but is also often a means of open expression to the general public. The musician acts as a communicator to give a message to the audience, who acts as a communicator. The presence of a musician is certainly the most essential in a music video, because the audience or communicants want to listen to and enjoy the songs presented. At this, the musician must be able to express the lyrics of the song performed very well so that the audience can get the message (Sihabuddin et al., 2023). Not only that, but musicians can also represent things in their music. A representation is a visible, written, or audio depiction of something or someone. This expression also refers to what images and writings imply, the implications they might convey, and how they came to have those meanings. In this type of context, representation alludes to the implications related to produced images and narratives, such as media episodes, films, and music videos (Beltran, 2018). Meanwhile, music representation aims to utilize music to characterize particular people, things, or occasions (Scruton, 1999 as cited in Levinson, 2000).

The music video that is going to be researched is a music video entitled "You Only Live Once" from Suicide Silence, which is a band from Riverside, California, United States. The band released the song in 2011 and was produced by the old lineup, such as Mitch Lucker, who was still the vocalist at that time, Chris Garza (guitarist), Mark Heylmun (second guitarist), Don Kenny (bassist), and Alex Lopez (drummer) (Hazliansyah, 2019). This song is classified as deathcore, an extreme metal style characterized by excessive death metal riffs, blast beats, and hardcore punk breakdowns. It blends death metal with either metalcore, hardcore punk, or both (Angeler, 2016).

In addition, this song is also one of the singles in the Suicide Silence album called 'The Black Crown,' which is about everyday life. The song 'You Only Live Once' became a famous song at that time and helped bring 'The Black Crown' to 28th place on the US Billboard 200 in 2011 (Hazliansyah, 2019).

Research related to representation in music videos with semiotic methods has been done before, and the author has found several studies that have discussed this matter. The first study is relevant because it uses the same method, theory, and object of study. However, what is different from this research is that it carries K-pop music videos and finds results regarding the representation of life and interactions between idols and their fans (Anggraeni, 2023).

The second research is also relevant because it discusses the representation of a music video about a man who breaks off friendships with others because of a problem, and the man must feel the bitter atmosphere of life without friends. The difference between the second study and this study is in the research theory used; the researchers used the semiotic theory proposed by Ferdinand de Saussure (Sembiring et al., 2023).

Furthermore, the third research discusses the representation of masculinity myths represented by each boy band member in the music video. The myth relates to masculinity's relationship with violence, sports, and consumerism. The difference in this study from other studies is that the researcher uses Roland Barthes' semiotic

theory, and the music video is in the K-pop genre (Khamaduddin, 2020).

Then, the Fourth Research discusses the representation of sadness, heartbreak, and problems that occur in romantic relationships. This research uses Charles Sanders Pierce's icon and symbol semiotics theory. In addition, the object of study is a music video in the pop genre, and researchers found that this music video has hidden meanings in each scene (Wicaksono, 2024).

Finally, the fifth research topic discusses the hybrid masculinity represented in the music video by Enhypen. In this study, the researcher used John Fiske's semiotic theory, which includes three levels of television shows. In the results of the study, it can be said that there are many representations of hybrid masculinity; one example is that all boy band personnel use accessories commonly worn by women, such as earrings and rings (Reskiwardina et al., 2024).

The presence of signs that can explain the meaning or implied message that represents the struggle of human life in society in Suicide Silence's You Only Live Once music video, as well as the lack of research using the music video are the primary reasons researchers are interested in researching and delving into the signs contained in this music video. The semiotic theory of Charles Sanders Peirce was utilized in this study to describe how the signs in the music video are divided into three categories: representamen (signs), objects (objects), and interpretants (interpretation) (Yuwita, 2018). Based on the description above, this research problem is formulated as follows: What is the relationship between signs and meanings in Suicide Silence's music video "You Only Live Once?" This study aims to describe the relationship between signs and meanings in the music video You Only Live Once by Suicide Silence.

2. RESEARCH METHOD

This research employs a descriptive qualitative method to describe data analysis relevant to the topic matter of the study. A qualitative approach is a type of research strategy that involves comprehending problems in humans or the social environment to produce a holistic picture that is then given in a series of words, offering complete facts from reliable sources of information (Roosinda et al., 2021). This research is descriptive in nature, with an emphasis on analysis. This form of study prioritizes the research method as much as the meaning. Qualitative research is a method or approach for investigating and comprehending the meaning of a group of people. Furthermore, qualitative research can cover a wide range of disciplines, issues, and fields. Qualitative studies are also regarded as extremely complicated due to their relationship to themes, concepts, and assumptions, as well as data analysis, which necessitates a lengthy procedure due to the need to stick to qualitative rules as imagined by many qualitative specialists. (Creswell, 2009 as cited in Kaharuddin, 2020). Qualitative research analyzes and interprets a fact, symptom, or event based on what occurred, transforming it into study material for further study (Nasution, 2023). In qualitative research, the researcher serves as a key instrument in the research process and gathers data from natural settings using triangulation techniques, emphasizing meaning over generalization (Sugiyono, 2016 as cited in Alaslan, 2022). The data source for this research is the You Only Live Once music video on the Century Media Records YouTube channel, which includes screenshots of the video. The documentation method is used to collect data, specifically by watching and carefully observing Suicide Silence's You Only Live Once music video as the object of research, then recording, sorting, and analyzing the data in accordance with the theory used. The theory used in the data analysis technique in this study includes the following steps: reducing data by sorting data on the object of research; presenting data by describing data objects based on Charles Sanders Peirce's semiotic theory; and finally, drawing conclusions based on data reduction and data presentation (Yuwita, 2018).

3. FINDINGS AND DISCUSSION

Based on the analysis conducted on Suicide Silence's You Only Live Once music video using Charles Sanders Peirce's semiotic theory, which includes three elements, namely the representment (sign), object, and interpretant (interpretation), ten data related to signs in the visual element in the form of snippets of scenes in music videos that explain the representation of the struggle of human life in society as an implied meaning that is trying to

be conveyed.



Figure 1. Suicide Silence members start performing a song at the indoor shooting range

Table 1. Semiotic Analysis of Data 1 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
All personnel of Suicide Silence start performing a song in the indoor shooting range.	Suicide Silence's personnel are all human representations. Meanwhile, the indoor shooting range represents a world with its own obstacles.	The scene shows Suicide Silence personnel performing at an indoor shooting range, representing humans who have entered a new phase in their lives and are ready to go through all the societal obstacles and trials.

The first sign explains that the "You Only Live Once" music video contains meaning as a form of interpretation of the intended message. In the scene, these signs represent humans who have entered a new life and are prepared to face all the challenges, obstacles, and trials that exist in social life (see Figure 1 and Table 1). This stage is commonly known as the "life transition." Any transformation or adjustment significantly affecting our day-to-day existence is considered a life transition. We all experience planned and unanticipated life changes, no matter how significant or minor. Life transitions can be complicated for a number of reasons. 1.) Change: A life shift is an adjustment from our past routines. Even if we consider this a "good" shift, transitioning to a new routine can be challenging. Learning new routines takes more time and effort than we typically devote to our everyday tasks. 2.) Increased stress: When going through a life transition, people experience a variety of stressors. Eustress, a form of stress that motivates people to take on challenges and make progress, can occur in people. However, chronic stress can negatively impact your mental, physical, and emotional well-being. This adds to the difficulty of managing the shift. 3.) Unexpected transitions: It can be challenging to adjust to sudden changes directly affecting our daily lives. For instance, accidents, death, job losses, and pandemics can happen without warning. Furthermore, not having any planning possibilities makes navigating sudden life transitions difficult (Womack, 2021).



Figure 2. Shooters who are ready to fire at the indoor shooting range

Table 2. Semiotic Analysis of Data 2 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
Shooters prepare themselves before shooting their guns.	Shooters in different outfits are represented as a society that exists in people's lives.	This scene shows shooters with different clothes representing people with different backgrounds, personalities, and perspectives. and will be one of the challenges for humans in social life.

The second sign states that the "You Only Live Once" music video has meaning since they are an interpretation of the intended message. In the second scene, these signs indicate people with diverse backgrounds, personalities, and points of view (see Figure 2 and Table 2). Of course, this will provide a barrier for people in social situations. These issues include: (a) how individuals view societal diversity; (b) the rejection of anti-discrimination regulations; and (c). Balancing and equating certain groups, and (d). The impact of individual differences (Ramos et al., 2016).



Figure 3. A policeman shoots his gun at one of the band members

Table 3. Semiotic Analysis of Data 3 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
A policeman aims and fires his gun at one of the Suicide Silence band members.	The policeman who fired his firearm represents a corrupt officer who abuses his power.	This scene shows the policeman representing power abuse in society and the corruption that occurs within the police force, which, of course, will impact many people.

The third sign explains that the "You Only Live Once" music video contains meaning as a form of interpretation of the intended message. In the third scene, these signs represent the abuse of power and strength by police officers on duty, which can harm people who do not have as much power as they do (see Figure 3 and Table 3). It is called police corruption. According to Nicholls et al. (2011), Police corruption can be defined as the abuse of power by a police officer for personal benefit. It comes from the Latin term "*corruptus*," which means to disrupt, break, spoil, or pollute. Bribery and the misuse of power and authority for personal gain, which need not always be financial, are frequently associated with corruption. Transparency International defines corruption as the "abuse of entrusted power for private gain," emphasizing that public officials abuse their position to seek personal gains, even if those benefits are not realized. Police corruption occurs when an officer abuses a rule to gain a financial or material advantage. Accepting a bribe or stealing from a crime scene are common examples of police corruption. However, police misconduct can also include evading norms, values, ethics, laws, and standards without direct victimization (Singh, 2022).



Figure 4. Scientists who aim at band members with guns

Table 4. Semiotic Analysis of Data 4 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
A scientist aims and fires his firearms at one of the Suicide Silence members.	This scientist represents a mad scientist who creates something dangerous.	This scene shows A mad scientist inventing something that will benefit himself, but the invention will have a negative impact on many people in society.

The fourth sign explains that the "You Only Live Once" music video contains meaning as a form of interpretation of the intended message. In this scene, these signs represent a mad scientist who has intelligence but is used for self-interest, and often the discovery can have a negative effect and endanger society (see Figure 4 and Table 4). This case is usually referred to as scientific misconduct. D'Angelo (2018) states that scientific misconduct refers to a wide range of unethical activities contradicting the scientific community's established norms and ethical standards. These activities not only interfere with the scientific process's integrity but can also result in serious costs such as reputational damage, the retraction of published work, and significant legal implications. It is divided into various distinct infractions, which include: a.) Offenses involving outcomes as crimes against science. (Data falsification and fabrication, Intentional omission of known facts that contradict the hypothesis, misrepresentation of others' previous research, and intentional failure to acknowledge prior work). b.) Violations where ownership or authorship of results are linked to crimes against researchers (e.g., passing off data from another researcher as one's own, publishing results without obtaining permission from all researchers, failing to give credit to all researchers involved in the research project, publishing too similar findings or assessments too often, and violating confidentiality) c.) Conflicts of interest, human or animal violations, research committee or animal research committee protocol violations, and violations during the review process are further infractions.



Figure 5. A child is furiously shooting at the band members

Table 5. Semiotic Analysis of Data 5 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
A child fires a firearm at Suicide Silence personnel.	A child represents a child who asks his parents for various things.	This scene shows that the child represents a child who is demanding and asking parents for their needs or wants.

The fifth sign explains that the "You Only Live Once" music video contains meaning as a form of interpretation of the intended message. In the scene, these signs represent children who ask their parents for anything, which becomes a new challenge for their parents in their lives (see Figure 5 and Table 5). Everything that children ask their parents is called the needs of children. Based on Desmita (2016), we can divide children's needs into several basic categories necessary for their growth and development. These needs include: 1. Physical Needs: Children's physical well-being and learning processes are supported by adequate nutrition, rest, and suitable learning surroundings. Meeting these demands is critical to their overall health and behavior. 2. Safety Needs: A sense of security is essential for kids. Schools and parents must provide an environment in which children feel safe from risks, allowing them to remain calm and passionate about learning. 3. Belongingness Needs: Children naturally desire affection and acceptance. They thrive when they feel valued by their teachers and parents, which boosts their self-esteem and social abilities. 4. Esteem Needs: Recognition and respect from educators and parents are essential for children's self-esteem. They should feel valued and appreciated for their contributions and accomplishments. 5. Freedom Needs: Children gain from the ability to voice their thoughts and make decisions in their learning processes. This right allows kids to feel less pushed and more engaged. 6. Achievement Needs: The desire to succeed drives children to learn and grow. Offering rewards and positive feedback can boost their motivation to learn. 7. New Experience Needs: Children require opportunities for new experiences to avoid boredom and foster exploration, which is critical for their emotional and cognitive growth. 8. Responsibility Needs: As children grow, they should be encouraged to take on duties that will help them develop independence while still getting adult guidance (Kusuma & Naimah, 2021).



Figure 6. A woman in erotic outfits shoots her gun at one of band member

Table 6. Semiotic Analysis of Data 6 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
A woman in erotic clothes shoots her gun at one of Suicide Silence's members	A woman in erotic clothes represents a prostitute who always attracts and seduces men.	This scene shows that people who are involved in prostitution can be a big problem in society, especially when it can lead to various problems. Both personal problems and problems that exist in social life.

The sixth sign explains that the "You Only Live Once" music video contains meaning as a form of interpretation of the intended message. In the scene, these signs represent people involved in prostitution, which interferes with society because it causes new problems, both personal and external to social life (see Figure 6 and Table 6). Maxwell (2000) and other studies have found a significant connection between drug usage, drug selling, prostitution, and involvement in non-drug crime, especially property crime. Prostitution's high income does not go toward state taxes because it is prohibited in many places, and its employees are not regularly screened for STDs, which can be harmful in societies that value unprotected sex and lead to high medical costs. In addition, prostitution decreases women's prestige and property values. In the society in which it takes place, prostitution frequently causes division. Religious persons may become morally outraged by its existence because they perceive it as a danger to the moral principles included in their sacred texts (Big-ALobo, 2023).

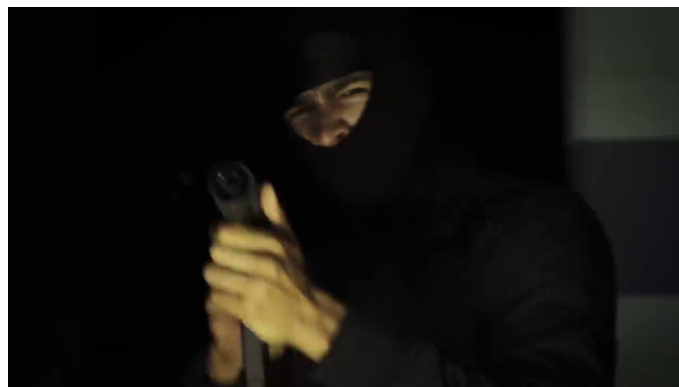


Figure 7. A criminal who are ready to target new victims

Table 7. Semiotic Analysis of Data 7 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
A man in a ski mask shoots one of Suicide Silence's members.	A man in a ski mask represents a criminal in the action.	This scene shows that criminals are always a trouble and detrimental to society. What they do will certainly significantly impact many people, such as a material impact, a psychological impact, and a physical impact.

In the seventh sign, it explains that the "You Only Live Once" music video contains meaning as a form of interpretation of the intended message. In the scene, these signs represent criminals who always cause problems in people's lives and have a significant impact, such as material impact, psychological impact, and physical impact (see Figure 7 and Table 7). As stated by UNODC (2019), after a crime, victims may suffer unpleasant emotions, have trouble sleeping, feel furious, frustrated, alone, or afraid. They may be thinking about practical issues like making an insurance claim, receiving medical attention, or being unable to report to work the next day. Economic damages, social implications like familial disputes, physical harm, and emotional and psychological damage are all possible outcomes of crime. Depending on their vulnerability and resilience, victims' personal characteristics, life experiences, and social interactions affect how well they handle being victimized. This, in turn, affects the kind of assistance a victim needs. The specific needs of the victims are as follows: (1). Information and Empowerment; (2) Legal Assistance; (3). Advocacy; (4). Protection/Safety/Risk Reduction; (5) Restitution; (6) Privacy and Confidentiality; and (7). Emotional Health and Well-Being (Wedlock & Tapley, 2016).



Figure 8. An old woman aims her handgun at band members

Table 8. Semiotic Analysis of Data 8 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
An old woman shoots her gun at one of the Suicide Silence Members.	An old woman represents the older generation, who hate the younger generation and don't want to keep up with the times.	Many of the older generation are unwilling to listen to the younger generation's suggestions and always maintain an outdated system. This is also a challenge in society, as people have different opinions, including those of the older generation.

The eightieth signs explain that the “You Only Live Once” music video carries meaning, serving to interpret the intended message. In the scene, these signs represent the older generation, who always maintain views contrary to those of the younger generation and are part of an outdated system (see Figure 8 dan Table 8). This can be characterized as ageism, as reported by the World Health Organization (2011), which occurs when individuals are grouped and separated according to their age in ways that harm, disadvantage, and inequity them and undermine inter-generational solidarity. Each of the three aspects of ageism—stereotypes, prejudice, and discrimination—relates to a different psychological faculty: prejudices are feelings, stereotypes are ideas, and discrimination is acts or behaviors. Ageism is the practice of making assumptions about other individuals based only on their age, which is influenced by stereotypes about age. For instance, older generations are frequently viewed as diligent, responsible, and experienced, whereas younger generations are frequently characterized as entitled, lazy, and self-focused (Weiss & Zhang, 2020).



Figure 9. A woman shoots a heavy machine gun at all band members

Table 9. Semiotic Analysis of Data 9 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
A woman fires a high-caliber machine gun at all members of Suicide Silence.	A woman fires a high-caliber machine gun to represent the wives or partners who always demand a lot from their husbands.	In a family, wives always ask for and need everything from their husbands in every way. Husbands must struggle to deal with everything, including the requests and demands of their wives.

The ninth sign explains that the "You Only Live Once" music video contains meaning as a form of interpretation of the intended message. In the chosen scene, these signs represent a wife asking her husband for something, which will be an additional challenge for the husband in his life, namely, meeting the needs and wants of the family, including his wife (see Figure 9 and Table 9). Akin (2003) argues that a man can prove his love for his wife by learning to provide for some of her fundamental needs, which are fundamental to her. First, a woman wants to follow a man who is brave, honest, dedicated, kind, and moral man. Second, a man who is in love with a woman will compliment her on her own traits. He will praise her for being a great wife, mother, and housewife. Third, a woman wants a partner who will engage in heart-to-heart communication. She wants a partner who will pay attention to what she has to say about her day with concern, curiosity, and empathy. Fourth, a woman wants a man who will gaze into her eyes and, out of love, express his true thoughts to her. Since he considers himself to be responsible for her, he will fully and clearly explain his intentions and his actions to her. Fifth, A man who truly loves a woman will take full responsibility for providing the family with housing, food, and clothing. He will supply and guard. He will always remember that he provides his wife and kids with the family's security. Sixth, A woman wants to know that her partner prioritizes the family. A man like him will devote his time and efforts to the intellectual, moral, and spiritual growth of the whole family, but especially of the children (Family Life, 2012).



Figure 10. A priest aims a rocket launcher at all band members

Table 10. Semiotic Analysis of Data 9 Using Charles Sanders Peirce's Theory

Representment (Sign)	Object	Interpretant (Interpretation)
A priest fires a rocket launcher at all members of Suicide Silence.	A rocket launcher represents that death will come to us, and the priest will be the one to take care of us when we're dead.	Certainly, the lives of living beings in the world will come to an end. After passing through the various obstacles and trials that exist in life, humans will meet death, which is the end of their lives. When humans have passed away, many people will take care of them, one of whom is the priest, who will help and bring them to the afterlife safely.

In the tenth sign, it explains that the "You Only Live Once" music video contains meaning as a form of interpretation of the intended message. In this scene, these signs represent that death will pick us up at any time, and the presence of the priest guides us to get to the resting place with wisdom and peace (see Figure 10 and Table 10). In accordance with Breitbart (2017), a common definition of death is the end of all biological processes that keep a living thing alive. Differentiating death from life is one of the difficulties in defining it. Death would appear to be a point in time that represents the end of life. It is necessary to establish clear conceptual differences between life and death to determine when death occurred. There isn't much agreement on how to define life itself, which makes this challenging. At the time of death, the priest will conduct a ritual called The Last Rites. The Last Rites are one of the Catholic customs that benefit the dying and their loved ones. A series of ceremonies known as the Last Rites is given to the patient, usually with family present. It includes receiving Holy Communion or the viaticum (meal for the trip home), the sacrament of penance, and the anointing of the sick (a sacrament of healing for individuals who are extremely ill but not necessarily at the point of death). In addition to preparing the individual for a peaceful death, the Last Rites also help friends and family understand that the individuals we care about are ultimately God's belongings, not ours (Brazal, 2021).

The findings founded by the author in Suicide Silence's You Only Live Once music video suggest that this research mostly supports previous research. One of them is the research conducted by Anggraeni (2023) because the method and theory used are applicable to the study object. Besides that, this research also has different aspects, such as the study object having different genres, which is deathcore, and this research study examines the meaning of human life portrayal in music videos.

4. CONCLUSION

Based on the results of the research that has been done, it can be concluded that through the signs contained in the You Only Live Once music video by Suicide Silence, the director succeeded in representing human struggles in social life. The life depicted in the You Only Live Once music video is the band Suicide Silence as a representation of humans entering a new phase, and the shooters as a representation of the community. Signs in the music video that represent the human struggle in social life include humans entering a new phase will always face and struggle in social life. While the signs in the music video represent the challenges of life that every human being will face, they include differences and diversity in each individual, some security forces who abuse their power over the community, mad scientists who abuse their intelligence for their own interests, the needs and requests of the child, the troubling practice of prostitution in social life, criminals who are ready to disrupt the security and comfort of every community, the elder generation, who disagree with the younger generation and adhere to an outdated system, the wife's demands and needs, and death, which can occur at any time. This semiotic analysis of the music video You Only Live Once by Suicide Silence proves that as a medium to convey messages and information, music videos are not just for commercial purposes. However, it must also include a message that will be useful for other individuals and can be a medium of communication among other individuals. This research is also limited in its examination of visuals, and the music genre in the music video discussed is only deathcore, so future researchers should conduct further studies on previously unexplored semiotics studies and choose objects of study that have not been studied before.

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