



VISUALIZATION OF COMMUNICATION ANXIETY ON MEDIA COMMUNICATION MUSIC VIDEO TUTUR BATIN

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ABSTRACT

Communication anxiety is each individual's reaction to threatening situations, causing psychological pressure. Data from the World Health Organization (WHO) shows that from 2015, around 264 million people have suffered from anxiety disorders. Data from the Ministry of Health throughout 2020 showed that the number of anxiety disorders experienced by the community increased by 6.8%, and as many as 18,373 people experienced anxiety disorders. Anxiety disorders experienced by a person can occur due to external and internal stimuli. The impact of communication anxiety experienced by a person is miscommunication and errors in perceiving communication messages. Individuals will experience a sense of self-discomfort and distrust and have problems in social communication. Messages related to communication anxiety are obtained in the face-to-face communication process and visualized as exciting music videos. One of the music videos that are interesting to study is Yura Yunita's with the title 'Tutur Batin'. This research method uses the semiotic analysis of Roland Barthes. Primary data was obtained from video clips that showed communication anxiety, especially related to the causative factors. This study aims to identify messages of communication anxiety and the factors that cause a person to experience communication anxiety. The theory used is the theory of Communication Apprehension. Based on the results, several factors cause communication anxiety: environmental factors, reinforcement, assessment, ability, and experience. As for the cast, it is dominated by women, and a negative support system causes a person to feel uncomfortable with himself. This research is expected to be a reference for future research focusing on interpersonal communication and communication media studies.

Keywords: Anxiety communication; communication media; music video

1. INTRODUCTION

Anxiety is a feeling that is often experienced by most people, one of which is worry or fear of something that is being shared. This anxiety disorder can hinder individual communication processes, so individuals experience difficulties adapting to the environment. Anxiety is an

unpleasant emotional feeling characterized by terms such as worry, concern, and fear, which are sometimes encountered at different levels (Muslimin, 2013). The urgency of anxiety was addressed in 2019 WHO also reports that depression and anxiety cause a global economic loss of one trillion USD each year due to the loss of human productivity (hmpsi.id). Based on these data, it can be identified that communication anxiety significantly impacts someone experiencing it and other aspects.

Anxiety in a person occurs in one of the phenomena contained in the journal "Cartoon Videos and Animation Videos Can Reduce Preoperative Anxiety Levels in Preschool-Age Children." Stating that the anxiety experienced by preschool-aged children when undergoing an operation results in a difference in the average preoperative anxiety level of children before and after being given cartoon and animated videos. Therefore, it can be concluded that the provision or diversion provided through cartoon and animated videos can reduce anxiety levels in preschool-aged children (Retnani et al., 2019).

The feeling of anxiety can hinder individuals in the communication process; this process is called communication apprehension. Communication apprehension is anxiety or fear when communicating because individuals build negative feelings and predict negative results from an exchange (Wijaya et al., 2021). The theoretical idea of McCroskey in "Classroom Consequences of Communication Apprehension" reveals that communication anxiety is the feeling of dread or fear experienced by individuals as a result of acts of communication that will be or are being carried out by individuals or groups (the fear or anxiety an individual experience as a result of either actual or anticipated contact with another person or persons) (Fernandes, 2014).

Other theoretical ideas define anxiety as discomfort and apprehension in which the anticipation of something threatening causes fear (Raja, 2017). For example, in Burgoon's research (Muslimin, 2016), it was found that 10-20% of the population in the United States experienced very high communication anxiety, and around 20% experienced relatively high communication anxiety (Nissa & Naryoso, 2018). Other research related to communication anxiety (communication apprehension) conducted by Adeyemi, Adekunle & Muhammad 2017 (Adeyemo et al., 2017) shows that most of the respondents from the study conducted on students at several universities in Nigeria experienced communication apprehension on average. This implication on workability, although the

level of student communication apprehension at several universities in Nigeria is not very high, this problem needs to be addressed (Babapoor et al., 2018).

Various anxieties are experienced by an individual, regardless of the factors that cause stress occurs. According to McCroskey, six factors cause communication anxiety: heredity, environment, reinforcement, communication situations, and evaluation (Kusuma & Sugandi, 2019). Additionally, there is the impact of communication anxiety experienced by a person, namely miscommunication and errors in perceiving communication messages. Individuals will experience self-discomfort, lack of self-confidence, and experience problems in social communication.

Messages related to communication anxiety are obtained in the face-to-face communication process and visualized in attractive communication media. Communication is a way for a message to reach the recipient delivered by the sender or messenger. Therefore, when communicating, one needs to use the suitable communication media so that the message can reach the recipient. Communication media continues to follow the development of modern technology gradually; besides that, communication media has an essential role in the communication process and is the main point for individuals, especially in disseminating information (Prasanti & Fuady, 2018).

Communication media is the main point, especially in disseminating information, and plays an essential role in all aspects of interaction. Communication media has various functions for its dissemination, including print media, electronics, and boards or billboards (Fitriani, 2011)(Prasanti & Fuady, 2018). In this study, the communication media used is electronic media in the form of video. As a new medium of mass communication, video is a part of electronic media and has the characteristics of film; video can also be used in the music world, one of which is a video clip. Cinematography plays a vital role in making video clips so that a video is exciting and can convey messages well (Sari & Abdullah, 2020).

The NEA (Education Association) defines media as objects that can be manipulated, seen, heard, read, or discussed, along with instruments that are appropriately used in teaching and learning activities to influence the effectiveness of instructional programs (Shoimah, 2020). One of the previous studies was the background for conducting research: research in 2016 led by Drs. Haris Budiman, M.Pd. The study's results stated that the learning process carried out by students through visual communication media helped students receive messages or information conveyed. However,

compared to verbal communication, students only know about words with understanding and understanding the meaning contained in these words (Budiman, 2016).

Conveying information or messages through communication media can be implemented through various platforms such as social media such as YouTube in the form of music videos. One of the music videos that are interesting to study is Yura Yunita's with the title 'Tutur Batin'. The song 'Tutur Batin' by Yura Yunita has attracted the attention of Indonesian music lovers, especially women. The music video that was created represents the anxiety experienced by every woman. The music video describes how Yura packages various kinds of pressure experienced by women. Apart from that, the song created was taken from the story of Yura Yunita when she shared a personal problem that she was facing. Not only that, but Yura also saw how many Indonesian women felt the same problem as Yura. Therefore, the work song 'Tutur Batin' was created.

Several previous studies motivated this research: in 2018, Fatih Azka et al. 2018 conducted by Indah Risnawati. The investigation results by Fatih Azka et al. explained that a person's anxiety occurs due to dependence on social media, which increases the level of social anxiety (Azka et al., 2018). This research uses students as research objects, while this research uses the music video "*Tutur Batin*" by Yura Yunita. The second study conducted by Indah Risnawati (Risnawati, 2018) stated that a person's anxiety would decrease with the help of audio-visual aids as an alternative way to reduce stress. The research used quasi-experimental research with a pre-test and post-test Nonequivalent control group approach, a sample of 20 parturition mothers. In contrast, this research method uses Roland Barthes's semiotic analysis. It can be concluded from the two studies that the level of a person's anxiety is influenced by several things that cause concern, namely dependence on social media and feelings of tension or fear when facing something.

Based on the background of the problems above, the researchers researched the visualization of communication anxiety on the 'Tutur Batin' music video communication media. This research aims to identify messages of communication anxiety and the factors that cause someone to experience communication anxiety. In addition, to find out the factors that have the potential to cause anxiety contained in the music video 'Tutur Batin.'

2. METHODS

This type of research uses Roland Barthes' Semiotics analysis; in this analysis, Roland Barthes develops two levels of staggering systems that allow for the production of meanings which are also stratified, namely, the levels of denotation and connotation. Apart from that, Roland Barthes also sees deeper meanings in a more conventional story, namely myth-related implications. Myth in understanding Barthes' semiotics is the coding of purpose and social values (which are arbitrary or connotative) as something that is considered natural (Vera, 2014).

In this research, Roland Barthes involves the existence of myths in his semiotic model. Roland Barthes formulates a theory of myth that underlies his writings on mythology. Roland Barthes revealed that myth is currently a message- not a concept, an idea, or an object (Sevilla & Wahyuningratna, 2022). Researchers use Roland Barthes' semiotic analysis method to find out how the visualization of anxiety communication is packaged in music videos, where the process of forming meaning by semiotics is intentional and has motivation. The data collection technique used in this research is primary data obtained from a clip in the video 'Tutur Batin' which shows communication anxiety primarily related to the causative factors.

3. RESULTS AND DISCUSSION



Figure 1. "Tutur Batin" Album Cover
Source : <https://www.instagram.com/yurayunita/>

The music video for 'Tutur Batin' by Yura Yunita is a song on the same name album, namely 'Tutur Batin' this album was released in October 2021. According to Spotify data, the album 'Tutur Batin' has been heard more than 30 million times and is even included in the Top of the Standings

on the Spotify platform. In addition, the album 'Tutur Batin' before its launch, had already entered the New York Times Square Billboard and was selected in the Equal campaign. This 3rd album has 11 songs in which this album tells the delivery of Yura Yunita's heartfelt journey through the Inner Speech journey that he has been through so far. In this album, Yura Yunita presents a music video by inviting several Indonesian women who were chosen as the roles in the video. The functions given were also outstanding when played by them; the delivery they gave also described every song lyric sung by Yura Yunita.

Through this music video, Yura Yunita said he wants to celebrate the greatness of women who try to make the best decisions for themselves and be better in imperfection. In this music video, the actors Yura Yunita, have chosen to play their roles very well. Each part that is played describes the meaning of the song lyrics, and even they play the role as if they already have that character. This music video has been watched by more than 6 million viewers on Youtube; it's no wonder many watched it because the delivery was very touching and even made the audience cry.

This is evident from Indonesian artists, influencers, and celebrities who reacted to the 'Tutur Batin' music video. Indonesian music lovers on Instagram Stories also carried out this video reaction using the "Add Yours" sticker. When using this feature, all Instagram users can see the stories of all Instagram users. The "Add Yours" sticker feature is written with the caption "Your video reaction when watching the Tutur Batin Music Video," and lots of people took part in reacting to the Tutur Batin music video; Yura Yunita uploaded even pieces of the story on her personal Instagram account.

The album 'Tutur Batin', made by Yura Yunita, is a story of the journey of Yura Yunita when he experienced emotional wounds and trauma from his past for 8 years, unhealthy relationships, industrial bullying, and lost a "hero" figure in his life. She poured this through the lyrics, summarized in 11 songs on the album 'Tutur Batin.' Through the album 'Tutur Batin,' many Indonesians, especially Indonesian women, are starting to realize the importance of loving themselves and being grateful for what they have. This can be seen from every response on Yura Yunita's Instagram, every time he uploads about the album 'Tutur Batin,' he always inserts words of motivation and a little sharing that Yura gives to his followers on Instagram.

There is no need to doubt the delivery of messages through the songs and music videos created by Yura. The players who play roles in the music video are conveyed meaningfully and describe the piece; every expression is expressed clearly and well. For this reason, the writer wants to examine the visualization of communication anxiety in the music video ‘Tutur Batin.’



Figure 2. Minute 0:30 - 0:38

Source : <https://www.youtube.com/c/YuraYunita>

Denotation: a younger sister who suddenly comes to the dinner table and interrupts the conversation between her parents and her sister, then boasts and tells about herself getting the trophy from the competition.

Connotation: a younger sister who suddenly comes and tells herself to get an award. On the other hand, the older sister feels rivaled and alienated because her parents are only focused on her younger sibling.

Myth: what the older brother does suggests that he does not care anymore because his younger sibling has many achievements that his family can be proud of. Innately, a woman with a promising career or achievement will only become a housewife.

The description given by her sister is now often discussed; the problem of a woman should be more concerned with priorities in the household than being a career woman. In ancient times, mothers did things in the domestic realm, such as: educating children and caring for managing the

cleanliness and beauty of the household is a social construction in certain societies (Limilia & Prasanti, 2016).

The mother's role is limited to how to raise children and help the family survive. It is not uncommon to find mothers who have a career forced to leave it just because of their mother's role, namely being a housewife.

Views and expectations about how mothers should raise children result from social construction that occurs in society. Every mother must meet society's expectations, although sometimes these expectations cannot be generalized to all mothers because several factors come into play, such as economic, social, and cultural factors. According to (Handayani, Maulia, & Yulianti, 2012), a working woman has multiple roles that must be carried out simultaneously (Handayani et al., 2012).

As a result, there are now many careerwomen who continue to carry out their obligations as housewives. Achmad stated that the number of women looking for work is increasing; one of the reasons is that women now have the same educational and job opportunities as men. So this makes a woman have more roles or multiple roles. The dual role is the condition of a woman carrying out her obligations as a wife for her husband and being a mother for her children (Mayangsari & Amalia, 2018).

Career women who play multiple roles must balance life and work. This balance between life and work is called work-life balance. (Kaur, 2013) suggests that work-life balance plays an important role in living free from mental health problems (such as stress, depression, anxiety, etc.) and obtaining satisfaction at work, and adaptive strategies in dealing with stressful situations both at work and at home. Fisher (Novelia, 2013) stated that work-life balance is done by someone dividing their time at work and other activities outside of work in which there is individual behavior where this can be a source of personal conflict and energy oneself. Work and family balance is when a person can share roles and feel satisfaction in his roles (Mayangsari & Amalia, 2018).



Figure 3. Minute 2:00 – 2:09

Source : <https://www.youtube.com/c/YuraYunita>

Denotation: a woman looks in the mirror and chooses clothes to suit her body shape. Moreover, this woman has problems with her physical form, which makes her have more effort into her appearance.

Connotation: after getting nasty treatment from her friends, this woman indicates that she is no longer accepted in her environment. So that made him wonder whether having a big body is a problem.

Myth: a woman with a large or fat body is always associated with an animal with a significant physical shape.

The role played by the woman; experienced a sense of insecurity because of her fat body. The physique is a standard of beauty and is especially important for women to be able to enter a particular environment so that they can be accepted. Many issues regarding insecurity related to beauty standards are raised in film stories; one example is the film *Imperfect* (2019), directed by Ernest Prakasa.

Even Indonesia itself still has its beauty standards in terms of work. In Indonesia, companies still require women to have a proportional body and white skin. The data is proven in the results of a survey issued by the ZAP Beauty Index 2020 (Beauty, 2019), which stated that 46.7% of respondents thought that the definition of "beautiful" could beautify appearance carefully or

commonly called well-described, and 82.5% of respondents thought that "beautiful" it must have bright and glowing skin. Therefore, it can be concluded that a person's standard of beauty is judged by white skin and a slender body shape, so this problem will make women unable to be confident or insecure.

With the standard of beauty that must have white skin and a slim body, women will get unique or privileged by their surroundings. On the other hand, women who do not meet beauty standards will usually feel insecure because they receive comments or criticism about their appearance from other people or feel insecure about their physical condition, which is contrary to the applicable beauty standards. Feeling insecure or uncomfortable makes a person feel afraid, embarrassed, anxious, and not confident (Barthes Yuli Sugih Rahmawati et al., 2022).



Figure 4. Minute 3:07 – 3:11

Source : <https://www.youtube.com/c/YuraYunita>

Denotation: this shows the condition of women with defects in their bodies.

Connotation: conditions experienced by women - women with defects in their bodies but can only surrender and accept their circumstances.

Myth: when someone has a disability, especially a disability on the body, people always pay attention and are usually ostracized.

The condition experienced by these women is a common phenomenon that often occurs. Conditions like this will have an impact on psychological conditions such as a healthy mental state is a condition for achieving reasonable adjustment in the social environment, so it can be said that the presence of anxiety and physical and mental disabilities can be the background for obstacles in adjustment (Piran et al., 2017). In this case, it will affect the self-confidence of someone with a physical disability. Although innately a person's self-confidence is often shown in a prominent

physical appearance, this statement proves that many people will try to build self-confidence by paying attention to their physical condition.

People with disabilities often cause social problems, such as rejection by their social environment, difficulties in social relations, and compassion and overprotection from other people. The main obstacle for people with disabilities is not the disability itself but the attitude of society that is too excessive, and this makes people with disabilities experience social anxiety disorder (Fidhzalidar, 2015).

There are still many out there, one of them being teenagers with physical disabilities who still find it very difficult to accept themselves and feel less confident hanging out with friends their age. Even in this case, it makes people with disabilities not want to reveal themselves in the outside environment because of the shame of having a disabled body (Widhiasty, 2012). Departing from these problems, the main problem faced by people with disabilities is self-acceptance. Individual assessment of himself will form self-acceptance (Piran et al., 2017).

4. CONCLUSION

Research that has been carried out by researchers regarding how communication anxiety is visualized in the form of music videos with Roland Barthes' semiotic analysis focuses on identifying each video clip with 2 stages, denotation and connotation. It can be concluded that environmental factors, reinforcement, and assessment dominate the anxiety in each video clip. Every treatment given by the community and people around affects individuals experiencing anxiety, so that these individuals will withdraw from the environment. As if every individual is required to meet the expectations that exist in the views or minds of society. For this reason, there is a need for awareness from the family, the environment, and the community to be more responsive or responsive, especially in matters of social anxiety. This research is expected to be a reference for subsequent research focusing on interpersonal communication and communication media studies.

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