

**IMAGERIES AND THEIR VISUAL SYNCHRONIZATION AS FOUND IN
UNITED STATES NURSERY RHYMES YOUTUBE CHANNELS**

THESIS

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For the degree of *Sarjana* in English Letters



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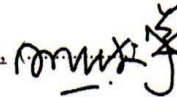
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DEDICATION

This thesis is dedicated to:

1. My beloved parents
2. My beloved big family
3. My beloved friends
4. English Letters Department
5. My Almamater IAIN Surakarta

MOTTO

“And whoever believes in Allah. Allah will make it easy for him in his business.”

(Q.S. At-Talaq : 4)

"Recognize (remember) Allah in happy times, surely Allah will recognize you in narrow times."

(HR. Tirmidzi)

“ There is only one thing that makes a dream impossible to achieve: the fear of failure.”

(Paulo Coelho)

“Don’t worry about the result as long as you have tried”

(Anonym)

PRONOUNCEMENT

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I hereby sincerely state that the thesis titled "*Imageries and Their Visual Synchronization as Found in United States Nursery Rhymes YouTube Channels*" is my real masterpiece. The things out of my masterpiece in this thesis are signed by citation and referred in the bibliography.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repelling my thesis and academic degree.

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Stated by,

A green postage stamp with the text "METERAI TEMPEL" at the top, a Garuda emblem, and the number "6000" at the bottom. The stamp is cancelled with a signature in black ink.

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The researcher realizes that this thesis is still far from being perfect. The researcher hopes that this thesis is useful for the researcher in particular and the readers in general.

Surakarta, September 30, 2020

The Researcher,

Muna Mufidah

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ABSTRACT

Muna Mufidah. 2020. *Imageries and Their Visual Synchronization as Found in United States Nursery Rhymes YouTube Channels*. Thesis. English Letters Study Program, Cultures and Languages Faculty.

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Imagery is an image associated with the human senses that evoke the sensory in mind. It represents a vision, sound, smell, taste and touch-based on their experiences. Imagery has a role in sharpening the meaning of contents in the song based on the audience's imagination directly. Moreover, the imagery synchronized with the visualization. This research aimed to describe (1) the types of imagery are found in United States nursery rhymes YouTube channels. (2) the synchronization between text visual aspect and imagery in United States nursery rhymes YouTube channels. (3) the formulations of video clip are found in United States nursery rhymes YouTube channels.

The data used in this qualitative research based on data sources derived are from a collection of nursery rhymes. The songs packaged in video clips product. This study uses data limitation based on having the same title in different versions of United States YouTube channels. The data in the form of words, phrases, clauses, sentences, and the visualization found in song lyrics. The data reveal how imagery visualized so that it appears in the video clip. The theory used to answer the types of imagery from Perrine (1977), theory visualization by Purnomo et al (2016) and theory to show the types of video clip formulation from Colin Stewart and Adam Kowaltzke (2008). The data analyzed is presented in a componential table using the theory by Spradley.

Based on the analysis, there are 105 data categorized into imagery types. The number of data is 11 visual types, 14 auditory types, 2 olfactory types, 1 tactile, 67 kinesthetic, 3 organic, 3 gustatory-olfactory, 2 kinesthetic-visual and 2 kinesthetic-auditory. Among those types, the result of this research revealed that the dominant type of Imagery is kinesthetic indicates the occurrence of a movement. This movement comes from the characters and objects in the video clip. It means the director wants to reflect on the children's active motion. Meanwhile, the types of visualizations are 76 mnemonics, 2 textual hegemonic and 27 visual hegemonic. The most dominant type of visualization is mnemonic indicates a synchronization between visual and text aspect. The aim is for the children to understand easily. The formulation of the video clip is 99 narrative music video, 2 non-narrative music video and 4 performance clip. The type of narrative music video is dominant. It indicates that nursery rhymes require a clear and simple plot of the story.

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CHAPTER I

INTRODUCTION

A. Background of Study

Imagery is an important element to evoke the sensory in human mind. Word or phrase which is contains imagery have function to create a mental picture for the reader. The existence of imagery can be found in music. One of product from music is songs. They contain some lyrics in from of words that can be interpreted through imagination based on the experience in human mind. The kind of music discussed in this research is nursery rhymes. The role of imagery is to strengthen content in nursery rhymes that will make those songs appear more alive and meaningful. Imagery helps a reader to appreciate the contents in those works. In addition, the intentions conveyed by the song will be more effective.

The readers can express feelings through experiences that have been passed. This process will involve the five senses. The five senses are divided into five types, namely vision, hearing, smell, touch, and taste. These nerves will increase sensitivity in each portion. Perrine (1977) states the definition of Imagery is depiction deal with sense experience on languages. The literary works appeal to our senses by its music and rhythms directly. An image also relates view, sound, smell, taste, tactile experiences they are wetness, hardness, feeling cold then internal situation including thirst, hunger, tension and movement in the muscles.

Imagery has several types that distinguished by (Perrine, 1977) based on the human senses. The applied types of imagery can be seen in some of works, for example imagery in literature, imagery in poem, imagery in narrative text, and imagery in music. Imagery involves elements of the five human senses with a combination of personal reader experiences. The results obtained will not create a new impression in the mind of the reader. Through imagery the reader will be invited to dive deeper into the poem and create thoughts based on experience.

There are seven specifications of each imagery types: first, visual imagery, this type is using a vision sense that connecting the image in mind through those experiences before. The words that contain imagery build a mental picture caught by the eyes and imagine in human mind about scene and anything that mean by the authors in literary works. Second, auditory imagery is an image that represents a sound, in this type the reader can imagine hear the sound or voice that the authors mean in the literary works. In other hand, auditory is the type of imagery having associated with sense of hearing.

Third, olfactory imagery, it has functions to describe a scent to the reader. This type of imagery is using the sense of smell that can be described through the reader's experience of smell. For example, the smells are from the aroma of food, perfume aroma, the scent of foul odor and fishy. Fourth, gustatory imagery is the type of imagery that associated with sense of taste. The word means by author can evoke the image what is tasted. For instance,

sour, sweet, bitter, and spicy. Fifth, tactile Imagery, this type involves imagining the sense of touch. In other word, it is described anything that can be felt to be touched. It will evoke the tactile experience such as the texture of thing, hardness, wetness, cold, and warm.

Sixth, kinesthetic imagery, this type is associated with sense of movement or tension in the muscles or joints. Those movement did by the characters or things that described by the author. The last is Organic Imagery, this type allows the reader to represent an inner sensation, in other hand the deep feeling of the reader, for example hunger, thirst, tire, fatigue, and fear.

Imagery is descriptive and imaginative relates with the specification of their characteristic, the reader will describe something and imagine it from the results of thought. Di Yanni (2002) defines that imagery provides an image for the reader or the listener in enchanted imagination based on the experience in their mind. In this case, an image indicates an obvious representation of idea, feeling and the sense impression. Imagery appeals to be more than one of human sense.

In this research, the researcher analyzes collection of songs in nursery rhymes. Nursery rhymes are songs for children in which the lyrics function as education media. At the past, Nursery rhymes were often used by mother to put their kids to sleep by singing lullabies. Nursery rhyme is one of works in form of oral literature involves the children existence. The mother is usually sings the lullabies to their baby before they go to bed in the night.

The lullaby builds some of functions, the praise for the children and song of love, rhymes to ease the work of mothers. It is also as the magical incantation in increasing the control of parents when they sleep for their baby (Trehub & Trainor, 1998). The function of this lullaby at that time was as a medium to help children sleep easily. The lyrics are also very simple, which is just like the sound of lalala or lululu. Those children's songs came from British as poem or traditional songs. This was sung since immemorial time to hereditary, so most the songwriters and their origins are unknown.

Nursery rhymes are collection of children's song. Songs can be chosen as a substitute for poetry because the elements contained in the song have the same thing in poetry. (Opie, 1960) states that the rhymes are more significant and interesting than the words. The lyrics that are presented in nursery rhymes have simple word choices. They are easy to understand and often used in everyday life. The selected words have the purpose of the director. In order to the meaning to be conveyed can be easily captured by children. Hornby, AS (1995) also he gave definition about song that actually song is representation of poetry or other works. The lyrics in the song are created by the musician has a meaning. The Encyclopedia of Americana (1998) also defines song is one form of the work containing lyrics composed of meaningful words and relating to some poetic texts.

There is an important function between the music and the words that are involved. It may be written for one or several voices and is generally performed with instrument accompaniment. The poem are contains lines then

songs also contains the lyrics. These lyrics will be analyzed for the imagery. Grolier (1998) states song is a work in the form of a musical containing poetic texts which have the purpose to convey an intention through words.

The content of nursery rhymes has specifications in the repetition of distinctive songs, rhythm and tone of voice that can represent of mother tongue. Ros Bayley and Sue Palmer (2005) explained that song lyrics in nursery rhymes can help children develop logic and mental health intensively and accurately. In addition, nursery rhymes contain lyrics that can be used to learn language processing and promote emotional connection (Seth Lerer, 2009). Another role of nursery rhymes is to strengthen the relationship between the parents and children.

Songs may contain lyrics. These lyrics build up the song and the language is simpler. One and another word have a relationship that unites to be one meaning. Another function of diction gives different color to the language that used in songs. In any case, there is a situation where lyrics used more complicated than some poems. But, it is possible when the condition of the poems may use simpler language than lyrics. They have connections with other notes and the rhythm they manifest. Some lyrics may use more complicated language than some poems. Poems may use simpler language than some lyrics. It has new nuance for each the development of music (Pattison, 2012). Lyrics are representation of thought or feeling from the composer. It based on their experience and imagination. Correlation between them would create the great work.

The researcher find there is synchronization between songs lyric in nursery rhymes with the visual on the video clip of those songs. Visualization has many functions in every part of life. Then, with visualization it makes an easier to understanding something what meaning in form of pictures. There is one of products of media in graphic form, it is a visual media. The definition of graphic media its self is the clear and strong combination between some facts also ideas deal with the expression from words and pictures (Sudjana, 2007).

One function of visualization is combines the relationship between words and the picture. In other word, visual representation from the word that intends to meant. An image is one kind of media image products in form of events also objects that can be enjoyed through images, words, pictures, and symbol (Arsyad, 2005). There are some visual forms previously explained by Azhar Arsyad. Each form has different functions it is depends on their context media. For example, for traffic signs using synchronization between symbols and words that describe the meaning of the symbol.

The way to know how to classify and comprehending deeply about visualization can be seen at Purnomo's theory. It divided into two kinds, they are mnemonic and hegemonic. The condition is categorized into mnemonic when it is signified that there is correlation linearity of what is said and what is seen, the linguistic expression also the visual synchronization, meanwhile for hegemonic symbiosis shows of what is said is not what is seen, purposing that one aspect dominates the other. Hegemonic its self is distinguished into

two type, they are hegemonic text and hegemonic visual. The visualization belongs to hegemonic text when the text mostly dominant than the visual. Meanwhile, a condition is classified as visual hegemonic if the visual is more dominant than text. To make it clearer, there are some examples for each type:



Figure 1.1 the example of mnemonic type

Figure 1.1 indicates there is an example of mnemonic type visualization. The reason there is synchronization between the lyric and visual on the picture. There are five little monkeys that jumping on the bed, and the visualization figure it consistent with the visual that appears on the video clip. The word jumping in the lyric is belonging one of imagery type. The type is kinesthetic imagery.

The lyrics in the song describe the characters of five little monkeys who are jumping on the bed. The visualization of the bed in the video clip is depicted with wood that resembles a bed and covered with leaves on it. The setting of place selected in the visualization of video clip is in the forest. The choice of forest as the place has a reason. Adjusting children's

understanding and its related to the real life. Based on the knowledge and imagination developed by children, monkeys are commonly can be found in a forest.



Figure 1.2 the example of visual hegemonic

Figure 1.2 shows the example of data classified into visual hegemonic. It can be seen from theory of visualization by (Purnomo, 2016), where suggests that what is said is not what is seen, indicating that one aspect is dominating the other. Therefore, here the visual is the dominant ones than the text, because there is no text of lyric that appear on the visualization, the word that indicates as imagery only can be discovered by hearing the songs and find the synchronization of the visual. Then the visual here is accordant with the lyric.

The visualization that is presented in the video clip adjusts the lyrics of the songs. The attribute used as a bed in the scene is bushes. The depiction of the shrub is made as closely as possible to the original. Through the forest background as the setting of place, the characters of monkeys are adapted to their natural habitat.

Here is the gap that distinguished this research with the previous research which uses imagery as the main discussion. Although many studies have chosen this topic as material for discussion and research but some of them use poetry to be an object of research. Through this research, the researcher presented a new nuance in imagery study. Moreover, besides the visualization aspect, the researcher also analyze about the formulation of video clip that found in *United States Nursery Rhymes YouTube Channels*.

B. Limitation of The Study

Focus the research is the lyrics of songs that taken from nursery rhymes YouTube channels come from United States. There are some channels they are *Cocomelon, Dave & Ava, The Learning Station, Badanamu, Kids TV, Mother Goose Club, Hoopla Kidz*. Those songs selected are song clip that has same title with another channel. The songs title are *Five Little Monkeys Jumping on The Bed, The Wheels on The Bus, This is The Way, Jack and Jill and Three Little Kittens*. Their song clips contains imagery type that can be analyzed together with the visualization that turns up within the lyrics. The way to get the synchronization between them is by match the lyrics also visual. Each of Imagery that found in the lyrics has their own visualization it based on the way visual describing the lyrics it appropriate or not from word by word.

C. Problem Formulation

1. What types of imagery are found in United States Nursery Rhymes YouTube channels?
2. How do the text visual aspect and imagery synchronize in United States Nursery Rhymes YouTube channels?
3. How is the formula of video clip presentation found in United States Nursery Rhymes YouTube channels?

D. The Objectives of The Study

1. To describe the types of imagery are found in Unites States Nursery Rhymes YouTube channels.
2. To describe the synchronization between text visual aspect and imagery in United States Nursery Rhymes YouTube channels.
3. To describe the formulations of video clip are found in Unites States Nursery Rhymes YouTube channels.

E. The Benefits of The Study

1. Theoretical benefits:

This research is intended to prove the theory of imagery which is related to the human sense. The function of the various types of imagery is very important in making a song alive. This study is used to strengthen the theory of visualization which has a role to provide an overview to the audience in order to make easier in understanding the content. This benefit of study also to prove the theory of video clip formulation related to the application of video clip based on the type's purpose of clip being created.

2. Practical benefits :

This research is expected to improve knowledge and comprehension of Imagery in detail in order to improve the ability in analyzing. It is also expected gives new variety of imagery analysis that not only could be analyzed by the words but also in its visualization. For the reader, this research contains an explanation the innovation in imagery analyzing that give a different nuance in order that capable adding interesting things. The researcher also hopes through this research can give inspiration for the next research.

F. Definition Terms

In order to make an easier in understanding and comprehending the topic also the context of this research, the researcher gives some keys. They are Imagery, Visualization, Nursery rhymes, United States, YouTube channels.

1. Imagery

Imagery is an image deal with human sense that involve of attributes experience had stayed in brain's memories. Here the types of imagery they are visual imagery that relate with the function of sight. Auditory imagery, when capture hearing of voice or sounds. Then, olfactory imagery related with smell, may they from food, cooking aromas, smell of fragrance. Another imagery is gustatory that using our taste such as sweet, bitter, sour, and spicy. Next, tactile imagery deals with touch sense including softness, hardness, wetness, heat and cold. Organic

imagery is an internal sensation, for instance fatigue, hunger, thirst. The last is kinesthetic imagery that relate with the movement of human body (Perrine, 1977).

2. Visualization

There are two classifications of this visualization types. The first one is mnemonic. The conditions called by mnemonic when it shows the linearity between what is said and what is seen. It is including the linguistics expression also their visualization. Meanwhile, hegemonic divided into two types. Hegemonic text and hegemonic visual, hegemonic text is when the text that appears on the visualizations dominant than the visual itself. Hegemonic visual indicates when the visual dominant than the text. (Purnomo, 2016).

3. Nursery Rhymes

Nursery rhymes are collection of songs for children that created by unknown people and have developed since ancient times. Nursery rhymes has some characterization including short rhymes and simpler. Usually, nursery rhymes consist of stories that told through rhyme and lyric on the songs. This was intentionally created also designed for the little children (Schon, 2008). Another definition from (York, 2011), he stated that Nursery rhymes can be used as media for help the development of children. When they growth, they come into some phases. One of the phases is acquisition and learns to communicate through language. The

early experience on language is really needed by the children. Nursery rhymes were selected to be intended in recent decade.

4. United States

United States is country located in the middle of the north of America. The capital of the United States is Washington DC. This country is flanked by the Pacific and Atlantic oceans to the west and east. To the north bordering Canada and Mexico located to the south. The United States is one of the most ethnically and culturally diverse countries in the world. This country is also called by the fourth largest country in the world.

Related to the life of children in the United States, they get education from kindergarten level. The age range is 5-6 years. They will complete education at around 18 years old. Determination of education levels in the United States of America is decided by demographic factors such as the number of students in high school. It has the aim in maintains the student's population (Embassyof indonesia.org, 2016). Music or rhymes has role as education media for the student's learning. In the phase of kindergarten, nursery rhymes are used for the children in introducing vocabularies and knowledge.

5. YouTube channels

YouTube is a site that has features for sharing and watching videos that have been uploaded. The company is headquartered in San Bruno, California. YouTube provides various kinds of content, such as music

videos, film clips, teasers, video blogs, documentary videos, etc. The content also has various purposes such as for education, entertainment, politics and also socio-culture. Many channels on YouTube create interesting content about children. One of them is a video collection of nursery rhymes that have high educational value. These channels are spread in various countries in the world. Each channel also has own characteristics and charms. Most of them will present the characters who are become the identity of the channel.

YouTube has rapid development since it was first created until to be the largest video sharing community. This site is www.youtube.com which has become the main destination for the majority of internet users. YouTube is a world for watching and sharing videos, whether via mobile devices, e-mail, website or blog (Abraham A, 2011).

CHAPTER II

REVIEW ON RELATED LITERATURE

A. Theories

1. Semantics

Semantics is a part of linguistics that studies meaning includes word and sentence meaning (Griffiths, 2006). Meaning theory also has another term, namely meaning theory (Crystal, 1991). Analysis using semantic study has a process related to syntactic elements. This structure starts from the phrase, clause, sentence and paragraphs. Semantics of analysis can also be initiated from the relationship between words. There are seven types of meaning differentiated by (Leech, 1981), they are conceptual meaning, connotative meaning, affective meaning, reflected meaning, collocative meaning and thematic meaning. The types are primary divided into two main type conceptual meaning and associative meaning. Conceptual meaning is also called by denotative or cognitive meaning.

One of the studies in semantics is denotative meaning which means the meaning of a word or group of words that has the true meaning. The nature of the denotative word is objective. Related to the study of imagery which analyzes the words found which contain elements that can lead to sensory imagination. The imagination that is created is obtained from these words which are directly related to human sense.

2. Imagery

Imagery is an image that defined as the application through language of human senses experience (Perrine, 1977). It means that imagery is a representation of the five human senses that involves important elements in the five senses such as seeing, hearing, smelling, and feeling. This representation is obtained after understanding a work either in the form of poetry or song lyrics. The director of the work conveys the meanings contained in his work through words that can be interpreted by readers using their imagination and appeal by their sense. This is appropriate by (Di Yanni, 2002) Imagery is representation an image of the reader or listener in apprehends through their mind. In other hand, an image may refer to the substantial representation of idea, feeling also sense impression. Images deal with more than one of our sense.

Imagery involves human sense such as vision, sound, smell, taste, tactile part including warm and cold, hardness also wetness, another is an internal sensation, for instance thirsty, hungry, fatigue. Then a movement, tension that felt in the muscles or joints (Perrine, 1977). From another the theory, (Carver, 2011) divided the way to know imagery by classify them into seven type, they are visual imagery, auditory imagery, olfactory imagery, tactile imagery, gustatory imagery, organic imagery, and kinesthetic imagery.

The other theories give same explanation. Imagery products the image through the imagination that could be obtained by words in literary

work. Mostly, imagery can be found in prose, poetry and poem because those literary works have characterization of their diction. To convey their message to the reader, Poetry use the different from that provide by imagery. Based on (Perrine, 1977) imagery distinguished into seven types. Each types of imagery have different sense and meaning of experience through the word. They are:

1. Visual imagery

This type of imagery is using vision of human sense to create image in form of scene to the reader. For example, there is a beautiful rose in the garden. The colour is red and bright as sunshine in the sky.

2. Auditory imagery

This type of imagery is using hearing of human sense in form of sound or voice that can catch by the reader in their experience. For instance, the birds in the tree sing a song all day.

3. Olfactory imagery

This type of imagery is using and associating smell of human sense to imagine the scent from things such as food aromas, fragrance, fishy. For instance, the smell of the perfume used was very fragrant like a flower in bloom

4. Tactile imagery

This type of imagery is using touch of human sense to perceive things, for instance heat and cold, softness and hardness, dry and wetness. For example, with fear inside, she felt lonely and sad.

5. Gustatory imagery

This type of imagery is using taste of human sense for imagine the taste that felt by tongue. The tastes are sweet, bitter, sour and spicy. For Instance, sweet candies in my pocket have any kinds of flavour variations.

6. Organic imagery

This type is describing about the physical sensation. For example, with fear inside, she felt lonely and sad.

7. Kinesthetic imagery

This type is describing of movements or external tension to the reader in the poem. For instance, He runs so fast this morning.

Di Yanni (2001) defines imagery is more often found in poem. Then, the classification of imagery divided based on human sense such as sight for visual imagery, type of auditory imagery in sound, movement the body for kinesthetic imagery, smell for olfactory imagery, taste for the type of gustatory imagery, touch for kinds of tactile imagery and the last is body sensation for organic imagery.

Every part of the sense has their function and it different one another. In work, reader may found more than one type of imagery because sometimes the creator of those works would convey message that must be interpreted by multiple ways imagination. For example, lyrics in song interpreted through the visual and kinesthetic sense it is involved two ways of imagery. Among them has related each other.

The other theory is Imagery can be used as the way to help the reader for comprehending more clearly and correctly of seeing, hear, feel, touch and smell. Through the imagery also the writer could convey what is being said and for the impressions (Steven and Hellen, 2002).

Muller (2003) states the poetry cannot call as poetry if they haven't imagery in there. The poem contains words and phrases that toward to senses. An image make up with one or more words that have relation used create people thought that it called by living in poem through seeing, hearing, smelling, feeling, and tasting. Imagery represents the function of human sense from the body through reading also listen a poem. Crum (2006) defines imagery is the real representation that builds a picture or image in the reader's or hearer's mind. Through imagery they could take off from the abstract to the particular. It is the reason of imagery is an important thing in poem.

2. Visualization in Diegetic Symbiosis

There are two ways to know how something is visualized, the first one is called mnemonic or mnemonic and the second is hegemonic. Between mnemonic and hegemonic have differences and it is explained by their definition. Here, hegemonic distinguished into two types first is hegemonic text and second is hegemonic visual. Hegemonic text, where the text is dominantly explains the object than visual and vice versa. (Purnomo, 2016) defines Mnemonic symbiosis represents linearity among what is said and what is seen, the linguistic expression and its visual aspect. Meanwhile,

hegemonic symbiosis indicates of what is said is not same with what is seen, it shows that one aspect is dominating than other.

Here the example for each types of visualization as follows:

a. Mnemonic

Mnemonic is a diegetic symbiosis that acts to memorize the visualization, one of which presented in the song clip. Through complementary text and visual contributions, a mnemonic is a symbiosis that has two balanced aspects between both textual and visual. Besides, it is also to understand the audience in the process of analyzing the visualization presented in the video clip. The existence of synchronous visuals and text makes it easy for the audience to capture what they see and get so that the memories recorded in their minds will be created and attached well.

This type shows that there is linearity between the visual aspect and the text. They have same portion of the visualization. In case of this research, the data shows that the lyric and visual is same and connected.



Figure 2.1 The example of mnemonic type

b. Textual Hegemonic

Textual hegemonic is a diegetic symbiosis that dominates one aspect of the text. The hegemonic diegetic symbiosis indicates that understanding a visualization requires deep thinking activities in finding the clue presented. Textual in this symbiosis dominates because the visual aspect does not present synchronization. Hegemonic textual means that text becomes a preference in understanding the audience when visualization presented. One application such as is in the video clip where the text plays a crucial role in providing understanding and clue about the intent of the song's lyric.

This type indicates that the text aspect in the visualization more dominant than the visual. For example in this research, when the data shows that the lyric that appear different with the visual or just representation some part.

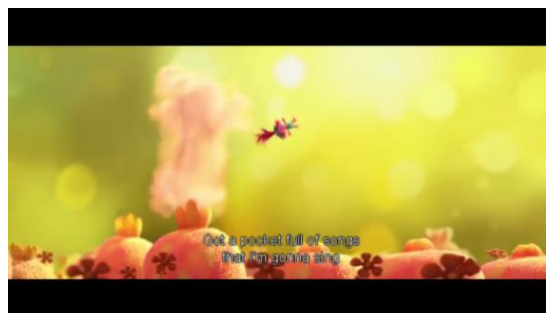


Figure 2.2 the example of textual hegemonic

c. Visual Hegemonic

Visual hegemonic is a part of hegemonic one of the diegetic symbiosis. This symbiosis indicates that hegemonic presents

visualization where the audience needs to think to understand what they see and get. Visual hegemonic is a hunting clue where the dominance that presented is the visual image. Use of visual images in search of meaning and to think about the intent of visualization in the video. The audience's understanding of this symbiosis on the visuals presented.

This type suggest that the visual aspect more dominant than the text. It can be seen from the data in this research, when the video clip has no lyrics for that song, it just only for visualization.



Figure 2.3 the example of visual hegemonic

3. Nursery Rhymes

Nursery rhymes is one kind of folk song, it has several of functions one of them as education media for children. Through collected songs in nursery rhymes, the children can ease their acquisition language process. Those lyrics that contained in songs will be memorizing by them. Starting from here, the children get a lot of new vocabularies. Moreover, those songs appeared with the visualization. In other word, the attendance of picture in video clip made more effective the aim of nursery rhymes themselves.

There are many ways to help the children in develop especially improving their vocabulary. Besides that, the young children also get early learning in communicate such as, country music, commercials, folk songs (Bayless and Ramsey, 1991). By listening nursery rhymes, it could sharpen the ability in skill, increase attention, improving comprehension and memory. Besides that, it could encourage the use of image, rhymes and words.

Nursery rhymes can be described as sentences set to music and either the rhythm or rhymes are appeal for young children. It can help them to improve their listening skill. Furthermore, those songs will help children in developing process not only in listening skill but also they can improve in another aspect likely speaking through singing following the singer in a video clip of nursery rhymes, reading skill by reading lyrics that appear on a video clip and comprehend the content what they have seen. Here are the examples of nursery rhymes, Five Little Monkeys Jumping on The Bed, This is The Way, Wheels on The Bus.

4. Lyrics

Lyric is consists of the collection of words that converge in one unit. The characteristics of the lyrics are short, having harmonious composition, pleasant, and some genre of music uses romantics touch to give the nuance. Through ancient Greeks season, they came from practice in saying or singing. It is possible to arrange the certain poem and accompanied with another of instrument such as stringed instrument. The word are selected on

the lyric also the composition that display the aspects of words, they are including rhythm, intonation and theme (Hunter, 2002). The definition of lyrics give meaning that lyric contains of rhythm, intonation and theme where the elements found in the words of lyrics. Lyrics are representation of poem that sung. Lyrics defined as an expression of feeling.

Kennedy and Giogia (2005) Lyric may be defines as the expression through short poem including feeling and thought from the director. Meanwhile, lyric is an object or recall expression of feeling's from somebody or composer who make the lyric. The lyrics are a very important part through lyrics a composer can express his ideas in creating a song. These ideas were obtained one way is the result of their imagination. This imagination describes the elements of their five senses that are interrelated and connected to each other. With thoughts and feelings created a song that contains harmonious lyrics.

Between one and another word has a relationship can be unite into one meaning. The diction that selected has function to give different nuance in language that used in song. There is condition where lyric uses more complicated features than poem. But it is possible in another situation that poem may use simpler language than lyrics. In common, lyric has a new color for each season in music development (Pattison, 2012).

5. Video Clip

Video clip or music video has definition as a film clip which is produced to accompany songs. There are many genre of music that have

preference in making video clip by their creativity. Commonly, video clip or music video has duration from three until five minutes. Video clip works by combining sounds and images (Colin Stewart and Adam Kowaltzke, 2008). Clip video is a short movie or video itself that accompanied for rhyme of music, commonly it is found in songs. The one function of clip video is as marketing media in promoting their record album (Moller, 2001).

Video is one of the important elements that contributing builds a communication system in movable form. Commonly, those video clips manipulating picture by final concept before it created. We can shoot a picture by capture or record some events. The collecting result can strung together to be great story lines.

The development of video clip influenced by this digital era, today every kind of aspects use multimedia as media to convey and make easier for job. Besides that, it just need a little while. Therefore, you can do your work more in one time. One of scope that could combine with this advanced era is music, through the touch of modern music can develop to be enjoy not only on the voice or audio but also by its visualization.

Deal with the historical of the video clip which is at the past, the term of this commonly known as music video. The definition of video clip it's self is a short movie or video that accompanied with music instrument and it is usually find in some type of songs. This term was being popular in 80s through the channel of MTV, video clip called by promotion clip or promotion

film. Nowadays, the function of video clip is media of expression among musician and singer to convey the message on songs through visual aspect.

Classification and division of video clip based on their type distinguished into two kinds, they are:

1. Conceptual Clip

Conceptual clip is type of clip that uses central or basic theme. The clips have a plot and function to tell a story. In any case, this type also created of images that work with songs or music.

Conceptual clips can be further divided into two types, they are:

a. Narrative music video

Type of video clip provides simple also narrative in complex form that change starting from video clip to be mini film. Usually, simple narrative video clip presents a standard or basic condition to make imagination and involve some of imagery. The parts of plot in the story allow the audience to build their own fantasy. The complex narrative video clip usually shows genre division of their entire version. The example of complex narrative clips are dramatic and horror video clip. The kind of complex clip can turned from the songs into ballad.





Figure 2.4 The example of narrative music video clip

b. Non-narrative music video

Non-narrative video clip made up as a dreamlike reality. An emotional effect is produced by combination between images and music which can be united into videos.

In about three minutes of video clip duration, the hundreds of scene create some of cut clips. The shifting of the topic seems like dream formula or structure. As a dream, non-narrative video clip follows the theme from the story.





Figure 2.5 The example of non-narrative music video clip

2. Performance Clip

This type of video clip is focuses only to the musician on the stage. This performance perhaps seems like too old for the modern society. This kind of performance was popular in 1960s until 1970s. Some of modern musician use the performance clip as statement commercial.

Commonly, video clip show the performance of singer or musician in the video clip, when they appear, they look at the camera directly. This is the opposite of what film actors do. Look at the camera directly appealing to imagined audiences and following conventions music performance on stage.





Figure 2.6 The example of performance clip

B. Previous Related Studies

The first previous study that the researcher found is Imagery and Figurative Language Analysis on Robert Frost's Poems, M. Damanhuri (2011). In this thesis, M. Damanhuri focused on the analysis of imagery also figurative language in Robert Frost poems. This research has same similarity with another previous study by Nursyal in 2009 entitled Imagery and Figurative Language Analysis in Two Poems by Robert Pinsky. They also analyze two poems. The poems selected by M. Damanhuri are To Earthward and Wind and Window Flower.

This research uses descriptive qualitative analytical method to get the result for his research questions. One of the differences between research of Imagery by M. Damanhuri with The researcher's has in the object that chosen. Beside that M. Damanhuri also analyze about the type of figurative language in his research. Meanwhile the researcher analyzes the type of imagery and its visualization. Here the table for some of the differences:

	M. Damanhuri	The researcher
Theory	Laurance Perrine, Thomas RAP	Laurance Perrine, Luthfie Arguby Purnomo, Colin Stewart and Adam Kowaltzke
Object of research	Robert Frost's Poems	Nursery Rhymes in United States YouTube channel
Aspects to be analyzed	Type of imagery and type of figurative language	Type of imagery, the visualizations, the formula of video clip

The second previous study by Unpris Yastanti & Dewi Safitri entitled *Imagery in Song Lyrics of Alicia Keys (2016)*. This research discuss about identify kinds of imagery on songs lyric of Alicia Keys. This study used descriptive method to analyze data. There are three numbers of songs that used for data. In their research also find the relation with the woman life, in other hand Message of songs figured out upon a woman's life.

The differences between *Imagery in Song Lyrics of Alicia Keys* with the researcher's has are in the object that chosen. Beside that in Alicia Keys research analyzing imagery aspect only in song meanwhile The researcher here analyze some aspect not only about the type of imagery. Other aspects that being analyze are the visualization of the imagery and also video clip formulations that found in nursery rhymes.

Third previous study entitled *Imagery and Figurative Language Analysis in Two Poems by Robert Pinsky*, Nursyal (2009). This research discussing about poem and analyze the imagery also figurative that contains in those poem. The decision of object is different meanwhile the researcher choose songs with their clip video. Another difference is Nursyal in his research also commit to analyze the type of figurative language. From his research, he wanted to show the correlation either imagery or figurative language deal with the theme of both poem.

The distinctions among Nursyal's research with the researcher are the object and the topic that selected. Here Nursyal uses poems as object whereas the researcher using songs in nursery rhymes collection. Moreover, here he picked up imagery and figurative language but doesn't seeking the visualization of those.

Fourth previous study is *Visual Imagery in William Carlos Williams Poems* by Zaenal Abidin (2010). This research focuses on finding visual imagery only and object that was chosen is William Carlos Williams poems. The poems selected are *The Red Wheelbarrow*, *April*, and *The Widow's Lament in The Springtime*. His objective is finding visual imagery expressions (word, phrase, or action) also related it with theme of spring and discovering their contribution to the theme. The poems selected are *The Red Wheelbarrow*, *April*, and *The Widow's Lament in The Springtime*.

The last previous study entitled *Imagery in Michael Jackson's Song Lyric in Dangerous Album*, Dedi Suhendar (2010). In the research, Dedi

Suhendar chosen the same object with the researcher, songs as object but the difference is just analyzes the lyrics only without the visualization of it. There are two research questions for his research, they are the kind of imagery that found in Michael Jackson's song lyric in dangerous album and the meaning of imagery focuses on metaphorical and symbolical meaning. The way he answered his research questions by using a descriptive analysis with the intrinsic structural method.

From the whole of five previous studies, the researcher concludes that these researches do not analyzing visualization aspect in their findings. All of them choose the types of imagery as their main problem statement and combine with figurative language's type. Moreover, the object that chosen is poem and two of them use song as object same with the researcher. The things that made it different there is no analyzing of video clip also its formulation. The focus of this research lies in the imagery which is visualized and has a video clip formulation. This study is to complement previous studies and provide new variations

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

The research uses qualitative method. The qualitative method used is descriptive. It means this research contains exposure of the results of the analysis and actual findings without making any changes in any aspect. Qualitative research involves an interpretive and naturalistic approach: the definition of qualitative research means that the study of things in the natural settings, attempt to make a sense or to interpret phenomena in terms for the people through the meaning (Denzin and Lincoln, 2000).

Research that contains the synchronization between Imagery in the lyrics and visualization is obtained based on the analysis of the data that has been collected. Determination of these results are based and sourced from existing theoretical foundations. The researcher first determines the right theory and corresponds to the topic of the research taken. Research can also be done by synchronizing data and the theory that is held.

The data in this study are in the form of words, phrases or sentences in nursery rhymes lyrics that contain imagery types. The data is obtained from a collection of video clips from different channels. The data is analyzed using theories that are following the problem formulation in this research. Therefore, it is suitable using qualitative methods. Through this qualitative research, the researcher starts from the data and makes use of the theory used as explanatory material. Research using qualitative methods emphasizes an

in-depth analysis of the data. The first problem statement in this study is imagery type and the theory is used to answer from (Perrine, 1977). The data that can be used in this study are from nursery rhymes lyrics that fulfill one of the criteria for imagery type. How to determine the data is by analyzing the lyrics in the song. The second problem regarding the visual synchronization of imagery data, the theory used to answer is (Purnomo, 2016). The third problem is video clip formulation uses theory from (Colin Stewart and Adam Kowaltzke, 2008).

B. Data and Data Sources

Data and source of data are two important element, those are materials that the researcher needs to analyze the topic discussing about. The data here are urgent thing to get the result of this research. The data and source of data must be relevant and have relation with the topic that chosen and the problem formulations. Data source is the substance where the researcher will get information that is needed.

The data of the research is word, phrase, and sentence in song lyrics which contain of imagery. The data is picture in form of screen shoots that taken from scene in the video clip. The screen shoot contains of the lyrics and the visualization of the song. Then among the lyric and the visualization will be analyzed of their synchronization

The source of data in the study is subjects from which the data can be obtained (Arikunto, 2010). The data and the source of data of the research obtained from songs Nursery Rhymes YouTube channels with their clips

video. The researcher selects YouTube channels from United State which there are several company, they are *Cocomelon (youtube.com/cocomelon)*, *Dave and Ava*, *The Learning Station (youtube.com/Thelearningstation)*, *Badanamu (youtube.com/badanamu)*, *Kids TV (youtube.com/kidstv)*, *Mother Goose Club (youtube.com/mothergooseclub)*, *Mother Goose Club Play House (youtube.com/mothergooseclubplayhouse)*, *ABC Kid TV YouTube Channel*, *Hoopla Kidz (youtube.com/hooplakidz)*. Where those songs selected are songs clips that has same title with another channels.

C. Data Collection Technique

In this research, the researcher uses documentation technique to get collecting data. The meaning of documentation technique that document as the source is used to get the data. Based on (Sugiyono, 2008) he states that the documentation method can be applied to documents, paper. The function of documentation method is to build possible of the result observation and interview. The documentation technique guides the researcher to get the data through the subjects of grade transcript.

There are several steps of collecting data that are used in this research:

First, the researcher needs to collect all of the data are selected to analyzes. The data obtained in the form of words, phrases, sentences in a subtitle text containing song lyrics belonging to the imagery. The lyrics are found from video clips of nursery rhymes collections made by different channels. The title of songs are *Five Little Monkey Jumping on The Bed*, *The Wheels on The Bus*, *Jack and Jill*, *Three Little Kittens* and *This is The Way*.

Besides that, the researcher gets intentions on the visual that appear while the text of lyric comes out.

Second, the researcher watches data in form of video clip and find the type of imagery first. Lyrics that contain imagery must correspond to 7 types based on the theory of Laurance Perrine. The types are visual Imagery, auditory imagery, kinesthetic imagery, olfactory imagery, gustatory imagery, tactile imagery and the last is organic imagery.

Third, the lyrics of the song in the Nursery rhymes YouTube channels are also displayed through visualizations that exist when the scene takes place in the video clip. So, the researcher synchronize the lyrics which is contains imagery with its visualization on the video clip. Between the visualization and its lyrics have a related to synchronization. The synchronization can be classified into three types of visualization methods. The first one is mnemonic, second is hegemonic text, and the last one is hegemonic visual.

Beside there is synchronization between lyric and their visualization, the data also has a formulation of video clip. After find the type of imagery and synchronize them with their visual, the researcher relates the data with the type of formulation of video clip. Based on the (Colin Stewart and Adam Kowaltzke, 2008) the researcher must classify the data into two types and appropriate with their characteristic. The types are conceptual clip and performance clip. Furthermore, the type of conceptual clip divided into two

parts, conceptual clip-narrative music video and conceptual clip-non narrative music video.

In this research, the researcher uses table componential data to load the finding. Then, make table of coding which is consist of numbering and decoding for a whole of data. This table includes all elements based on the answer of research problem. Here the explanation of table coding.

1. The table consists of three parts, the number of data, the coding of data, and the screen shots of video clip.
2. This is the example of the coding 01/Aud/Mne/Conc-Narr/FLMJOTB

01: the number of the data

Aud: the type of imagery

Mne: the type of visualization


Conc-Narr: the type of video clip formulation

FLMJOTB: the title of Nursery Rhymes

Cocomelon: YouTube Channel

Table 3.1 Table coding

No.	Data number/type of imagery/Type of	Screenshot
	visualization/Type of Video clip	
	formulation/ The title of song	

1	<p>01/Aud/Mne/Conc- Narr/FLMJOTB/Cocomelon</p> <p>That lyric is classified into auditory imagery, from that the reader can feel that the lyrics evoke the sense of hearing. The word called the doctor is shows the type. The reader imagine of the sound by mama when she talk with the doctor. The character that was chosen as the mama in Cocomelon channel is real person. Meanwhile to depict the monkeys still use character from cartoon.</p>	
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Here the more explanation about the coding for this research:

- a. For the number of data, the researcher uses 01, 02,03,.....
- b. The researcher uses capital character abbreviation to show the title of songs in United States Nursery Rhymes YouTube Channels, they are:
 1. FLMJOTB : Five Little Monkey Jumping On The Bed
 2. TWOTB : The Wheels On The Bus
 3. TITW : This is The Way
 4. JAJ : Jack and Jill

5. TLK : Three Little Kittens

c. The researcher uses

1. Vis : Visual
2. Aud : Auditory
3. Gus : Gustatory
4. Olf : Olfactory
5. Kin : Kinesthetic
6. Tac : Tactile
7. Org : Organic

d. The Types of visualization

- Mne : Mnemonic
- Heg. Text : Hegemonic Text
- Heg. Visual : Hegemonic Visual

e. Types of Video Clip:

- Conc-Narr : Conceptual Clip- Narrative Music Video
- Conc-NonNarr : Conceptual Clip-Non-Narrative Music Video
- Perf : Performance Clip

D. Data Analysis Technique

Besides collecting the data, the researcher also does analyzing data in this research to get the final result. Data analysis is process to manage the data, organize in form of the right pattern, then categorize and unite the data (Moleong, 2010). In part of analyzing data has aim to formulate the

hypotheses and lifted it on conclusion or theories in the research findings (Bakri, 2003).

There are four steps in analyzing data of qualitative research based on theory from Spradley (1980), they are domain analysis, taxonomy analysis, component analysis and the last is cultural theme.

1. Domain Analysis

This is the first step to get general description about the data to answer the focus of this research. Here, the researcher comprehends deeply of the data by collects them to get the general idea. The data analysis in screen shoots of video clips from collection of *United States Nursery Rhymes YouTube Channels*. The screen shoots contain lyrics and visual. Those selected data based on the limitation of study that has same title of songs.

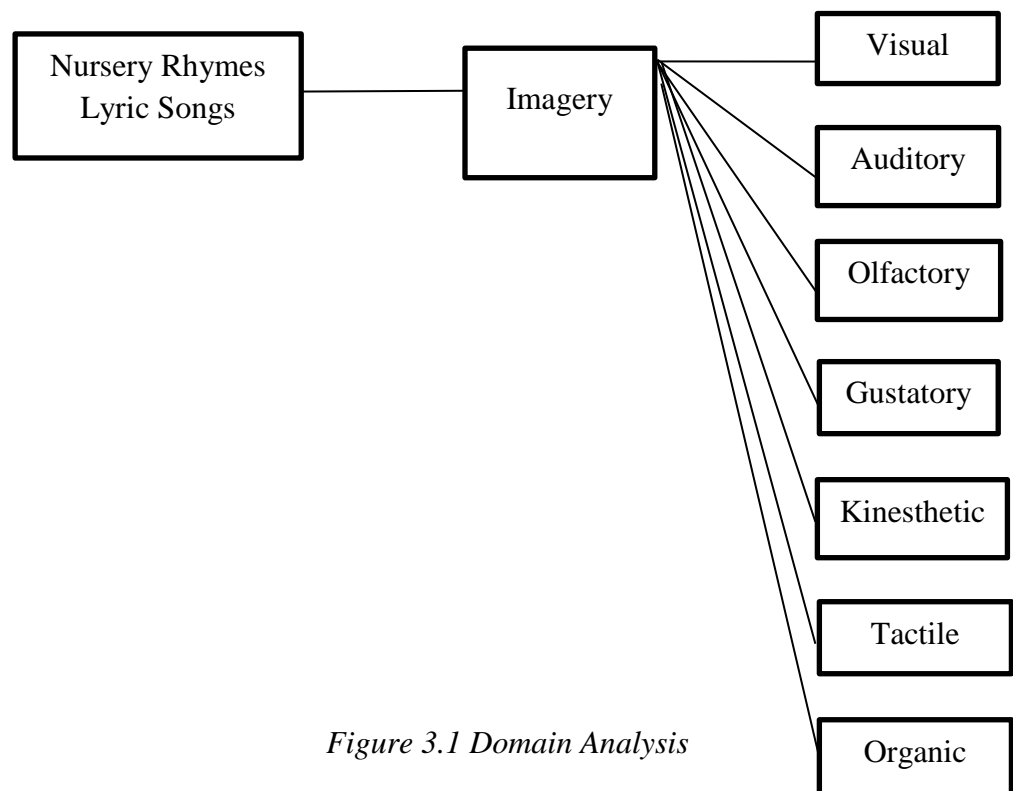


Figure 3.1 Domain Analysis

Lyric	Imagery	Data	Non Data
They washed their mittens	Kinesthetic	√	-
You naughty kittens	-	-	√

Table 3.2 The table of data and non nata analysis

2. Taxonomy Analysis

In the step of taxonomy analysis, the researcher tried to comprehend about the some of domain which are accordance with focus of this research. Each of domain will be realized deeply and classify them into some of parts.

Here, the researcher analyzes the type of Imagery. Then, the researcher uses the theory that appropriate and has relation with the discussion. This research also finds out some previous study to get references. Researcher selects three theories are used for helping in finish this research. The first theory uses from Laurance Perrine, the second theory from SF Luthfie Arguby Purnomo and the third theory from Colin Stewart and Adam Kowaltzke. Theory from Perrine has relation with the research question number one about the type of imagery. The second theory has relation with question number two about visualization aspects. Then, the last theory deal with the third question is about the formula of video clip.

Table 3.3 Table of Taxonomy

Data	Types of Imagery							Types of Visualization			Video Clip formulation		
	Vis	Aud	Olf	Gus	Kin	Tac	Org	Mn	Hv	Ht	Narr	Non	Per
1													
2													
3													

3. Component Analysis

Component analysis is part of classifying the items from this research by their differences one another and has aim to get the contrast from the previous step in domain analysis. The classification is based on their theories are used in answer the problem formulation. Those of data are obtained by comprehending deeply and watching the source of data in form of nursery rhymes video clip. From the selected of documents, the researcher makes table of componential data in order to make them can be understood easily. Through this table of componential data, the researcher finds the number of types of imagery, types of visualization, and types of video clip formulation. Besides that, the researcher knows the main types of each item.

Table 3.4 The example of componential table that contain data in this research

Type of Video Clip	Imagery & Its Visual Synchronization									Number
	Vis			Aud			Olf			
	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	
Conc- Narr		4	7		1	13			2	27
Conc- NonNarr										
Perf										

Type of Video Clip	Kin			Tact			Org			Number
	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	
Conc- Narr	2	20	39			1			3	65
Conc- NonNarr			2							2
Perf			4							4

Type of Video Clip	Gus-Olf			Kin-Vis			Kin-Aud			Number
	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Vis	Mne	
Conc- Narr			3		1	1		1	1	7
Conc- NonNarr										
Perf										
Total										105

4. Cultural themes

Cultural theme is step to find the line or indicate the domain. Through this part, the researcher finds the most dominant data. Then, from the songs clips that have analyzed, the researchers finds that the dominant data or the most data found in Nursery rhymes is a type of kinesthetic imagery in mnemonic visualization and the formula of video clip is conceptual clip-narrative music video. From the results of this discovery, researchers concluded that there is a connection.

This result shows through the dominant data that exists with the intent of Nursery rhymes YouTube channels. It can be concluded that to make easier for children to understand about something they need

movement to help them in memorizing. Therefore, movement is important thing in give education and learning for children beside to easier in understanding and memorizing it also make them in physical activity. Then there is synchronization between lyrics and visual to make them interest and spirit up. What they see will fast to be recorded in mind. The researcher describes and interprets the data to draw to conclusion.

E. Data Validation Technique

The data collected is checking for the validity of the data. The validity of the data here is very important to ensure the trustworthiness of data. The research technique uses conformability which means the technique of checking the validity of the data by using the validator. Researchers must be responsible for the correctness of the data that has been obtained (Moleong, 2004)

Data validation is in the form of document analysis and requires a validator. The first criteria of validator for this research an expert in literature and linguistics. The researcher took one of the parts related to study which is about imagery. Second, the validator also has good knowledge in imagery study. The validator is able to identify imagery types and their applications. Third, the validator has ability in terms of visual media. The data source used in this research is a video clip. Thus, the validator is capable in how to make a good video and all elements are contained in video clip. Therefore, from those criteria, the researcher ensure to ask for approval to Hidayatul

Nurjanah, M.A as the validator of this research because she is an expert and fulfill all of the criteria.

The research is using document analysis research and for strength the proof of this research, the researcher uses validator. The research in Nursery rhymes YouTube channels by analyzing the scenes in it which contained when the singer was singing in a song. Through those songs there are lyrics which are analyzed by imagery elements. From the imagery that has found, then determine the visual type that is displayed along with the lyrics and conclude there are or not synchronizing among both of them. Then, the researcher classified as visualization which one has found.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

This chapter is part of discussion data that finds from the resource of data and describing the finding in detail. The discussion involves aspects analyzing the data based on the research questions, and the reasons to answer the question through the theories that used. The researcher shows the findings which are discussed based on the types of imagery, types of visualization and types of video clip formula as found in *United States Nursery Rhymes YouTube Channels*.

A. Research Findings

Through this part of the research findings, the researcher presents the data. The findings are classified based on their type categories and put it in the appropriate characteristics. The research findings must be relevant and can be proven. To find the answer and strengthens the findings, the researcher uses appropriate theories. Each of them has the definition and classification into some of types that detailed in analyzing the data. After process of data selection, the researcher found for the types of imagery, types of visualization and types of video clip formulation.

The data described in this section are analyzed first based on the type of imagery. The data contains words in the lyrics shows the existence of imagery and represented to the human senses. The imagery evokes the sensory in mind. The theory is used to answer these types of imagery from Perrine (1977). Data have shown to have an imagery type are synchronized

with the accompanying visualizations. This visualization can be observed directly through the video clip. There are three types of visualization used in this research. The theory used to explain the issue based on Purnomo, (2016). Synchronization between imagery and visualization in the data also be analyzed of the formulations of the accompanying video clips. The type of video clip formulation is used by the theory of Colin Stewart and Adam Kowaltzke (2008).

The researcher found 105 data that contain of imagery in Five songs of nursery rhymes collections in United States YouTube Channels. The conclusion of this research shows that there are 6 types of imagery and 3 types combination that found in Five nursery rhymes from some of different YouTube channels version. There are 11 types of Visual Imagery, 14 types of Auditory Imagery, 2 types of Olfactory Imagery, 67 types of Kinesthetic Imagery, 1 type of Tactile Imagery, 3 types of Organic Imagery, 3 types of Gustatory- Olfactory, 2 types of Kinesthetic-Visual Imagery and 2 types of Kinesthetic-Auditory Imagery.

Then, there are 3 types of visualization of the video clips in Five nursery rhymes clip, they are 76 types of Mnemonic, 27 types of Hegemonic Visual and 2 types of Hegemonic Text. The researcher also found 3 types of video clip formulation in this research. They are 99 types of Conceptual Clip – Narrative Music Video, 2 types of Conceptual Clip – Non-Narrative Music Video and 4 types of Performance Clip.

Table 4.1 Imagery and Its Visual Synchronization Analysis

Type of Video Clip	Imagery & Its Visual Synchronization									Number
	Vis			Aud			Olf			
	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	
Conc- Narr		4	7		1	13			2	27
Conc- NonNarr										
Perf										

Type of Video Clip	Kin			Tact			Org			Number
	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	
	Conc- Narr	2	20	39			1			
Conc- NonNarr			2							2
Perf			4							4

Type of Video Clip	Gus-Olf			Kin-Vis			Kin-Aud			Number
	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Visual	Mne	Heg. Text	Heg. Vis	Mne	
Conc- Narr			3		1	1		1	1	7
Conc- NonNarr										
Perf										
Total										105

I. Types of Imagery Presented in United States Nursery Rhymes YouTube Channels

Imagery is divided into seven types where each of those types has different characteristics and associates with the human senses. The existence of imagery in song strengthens the meaning conveyed through well-created imagination. The words are containing imagery can evoke sensory in the human mind. (Perrine, 1977) suggested that the sense of experience has an important role in imagery.

Types of Imagery	Number of Data
Visual	11

Auditory	14
Olfactory	2
Kinesthetic	67
Tactile	1
Organic	3
Gus-Olf	3
Kin-Vis	2
Kin-Aud	2
TOTAL	105

Table 4.2 The result of imagery types

a. Visual Imagery

Visual imagery happens when the data contains and fulfill the characteristic. Visual imagery is related type of the word may suggest a mental picture. Through this kind of type, the audiences or readers allow to create and imagine about scene, setting, characters that catch by sense of sight (eyes). This research visual imagery happens when the lyric in a song contains words that show identifying traits of the type. For instance, something that looks real where it can be observed directly by the eyes on some particular scene.

The depiction of the visual imagery type in each video clip is different, even though the title of the songs are presented is same. Each channel of the nursery rhymes video clips will carry their own

characteristics and are unique to one another. There are icons that they make as the identity of their channel, such as visualization of characters or places used as background for video clips. Adjustments are also based on the theme of the song. Presentation of video clips is full of learning and enhances imagination.

Visual imagery within the words lyric is most often found through scenes carried out by both character and object on the video. They capture a clear physical form and can be seen by the sense of human sight. The human's ability to create an image of what they saw occupied the essential role of experience. In this study, imagery and experiences are very closely related. Imagery is not going to make a new impression. Such imagery can take place based on experiences by human. Visual type using experiences of what the mind has seen and recorded before. The imagery appeals of human sense in a word generate a sensory in mind very soon. Visual imagery can apply in any kind of components of song which evoke human sense by experience literally or not. Moreover it can apply in concrete thing that easy to imagine. Visual imagery type that found in the data showed as it follows:

52/Vis/Mne/Conc-Narr/JAJ/ABC Kid TV



With vinegar and brown paper

In the datum number 52, there is an object depicted in the lyrics clearly. It can be captured by the sense of sight directly. The focus of imagery is brown paper. Brown paper is an object that shows the color it have. Color is one of the criteria of visual imagery type appeal to the sense of human sight. Brown paper on this lyric has a function to bind the wound. Some lyrics show the type of visual imagery in this video clip. Based on the theory is used, visual imagery happens when the words can evoke an image through the human mind uses the sense of sight or eyes. The data is categorized as visual imagery because the lyric fulfill the characteristic of visual. Visual is always identic with things that can catch of eyes. Vinegar and brown paper they have concrete shape and performance. The audiences can imagine those things by their experience.

The lyric of with vinegar and brown paper shows there is the existence of visual imagery type. The visual type is found in nursery

rhymes entitled Jack and Jill. The limitation of this research is collection nursery rhymes YouTube channels in the United States which have the same title. Here, some channels have their version for this song. The words in the lyric are part of a version by Jack and Jill nursery rhymes *ABC Kid TV* YouTube channel. This channel is one production same with *Cocomelon* channel. *ABC Kid TV* uses Jack and Jill as two characters to play the role in this video clip.



Figure 4.1 The scene when the mother recover Jacks's wound

The way this channel presents the vinegar and brown paper uses the same thing with reality. The brown paper is bounded on Jack's head tightly. This lyric describing the scene after Jack falls from the hill he goes back home and meets his mother. He shows his wound and mother take vinegar and brown paper immediately. Mother asked Jack to sit down on the chair and she comes to heal him.

46/Vis/Mne/Conc-Narr/JAJ/ABC Kid TV



Of copper pots and artichokes

The existence of imagery in the words has some important functions. One of them is to help the audiences more understanding deeply about the meaning of words in the lyrics. They can imagine those words and feel the situation using human sense in their mind. One of type imagery is visual. This type uses the role of human experiences. Imagery relates to the experience because it will not build a new impression. For example, visual imagery connects the sense of sight for evoke the experiences that ever seen and felt by a human in their life.

The lyrics relate two objects have shapes, sizes, and colors that can be captured by the five senses easily. The Objects have the appearance criteria of the visual type imagery. The sense of vision in human have an important role in building a picture that will evoke a sensory in the mind. Copper pots and artichokes are objects that are portrayed clearly in the video clip. Copper pots are pot-shaped objects

that can be ridden by the characters Jack and Jill. This pot has medium size and brown color while the artichokes in the video clip are green plants that can hang in the air.

The words that indicate a type of visual imagery in the data are *of copper pots and artichokes*. This song presents each meaning of words in the lyrics by using visual that can be seen in this video clip. This song entitled Jack and Jill. There is some variation of this song created by nursery rhymes channels in the United States. ABC kids TV channel have their creativity in making characters also equipment or background for completing the story. The reason for datum number 46 includes visual imagery because the lyrics indicate the type and fulfill the characteristic. Visual imagery happens when the words can evoke the imagination of audiences about what they have seen that catch by their sense of sight.



Figure 4.2 The situation in Jack's dream world

Lyric of copper pots and artichokes only can find in Jack and Jill song by ABC Kids TV channel version. Each nursery rhymes YouTube channel presents different lyrics in Jack and Jill song.

Among one other channel have different selected story and lyrics. Although their title of song is same but the plot that they tell to the audience is different. The story that lifted in ABC Kid TV channels about two characters Jack and Jill who will take water in the hill. Unfortunately, Jack fell and he is unconscious. Then, he came to a dream world wherein the dream, he felt very odd things. Jill tried to wake up Jack and made him regain consciousness. Jack dream he and Jill were riding copper pots together, in there they saw some artichokes.

74/Vis/Heg.Vis/Conc-Narr/JAJ/Mother Goose Club



And there stood high a staircase wide

Visual imagery happens when the words in the lyric can evoke the sense of sight in the human mind. These words in the lyric indicate as the type are *there stood high a staircase wide*. From the words, the audiences can imagine about the object. Type of imagery usually associated with the scene also thing in form of characters or objects.

Part of the body that has an important role in this type is eyes. The eyes will catch what they have seen and convey to the mind. The focus of the imagery in the lyrics lies in the staircase where the object is explained directly. The staircase analyzed by its size high and wide. Visual imagery has the characteristics of one of them have sizes and shapes that are directly associated with the sense of sight. The staircase in the scene evoke sensory in mind.



Figure 4.3 The scene when Jack and Jill pass the pathway

This part of the video clip tells about Jack and Jill success in making a pathway to make them easier to hike the hill to fetch a pail of water. The pathway consists of a high staircase made from sticks. Then, Jack and Jill can use the pathway to get the water. Through this scene, the researcher found the imagery in type of visual. The audiences can imagine about the staircase. The reason for the data includes as the visual type because there is description clearly about the object in the form of the staircase. There is a unique of this version of the video clip. There are some differences on lyrics that found in the song. For instance, lyric in the selected datum will not be found in

other channel nursery rhymes YouTube Channels. This version of songs is created by *Mother Goose Club channel*.

Mother Goose Club is one of nursery rhymes channel from the United States. They joined YouTube in 2009. This channel has a mission to build a fun learning. Mother Goose Club presents contents based on the curriculum designed clearly to develop the reading ability to the children. Then, the important thing through the contents are provided by this channel can make joy and grow the long last enthusiasm. Through their video clips can strengthen the relationship between parents and children. In addition to being productive and active on YouTube, Mother Goose Club also expands its works through books and applications.

b. Auditory Imagery

The type of auditory imagery associated with the hearing of human sense. Through auditory imagery, the authors could convey their intention about sounds in works to the audiences. In any case, these words from lyrics have a description of the deep feeling that can catch by using the sense of hearing. Auditory imagery happens when the words evoke an image that represents a sound or voice that can imagine by the audiences when they read or hear about those words.

This type of auditory is not only in the form of sound but also in the form of onomatopoeia. Onomatopoeia is a group of words that imitate the sounds of objects and animals alike. The sound effects

produced by an environmental are a form of expression from onomatopoeia. Same with the other types of imagery, auditory must be related and synchronize with the experiences of the human mind. The existence of imagery will not create a new impression. This is purely from the imagination based on experience that they have felt in the human mind.

Auditory can identify from words indicated as sound and voice. The example of the sound that can be found in lyrics of the song are sounds of music, the sound of transportation like bus, motorcycle, train. Then for voice, when there is a conversation between two or more characters in the video clip and when people say something.

Here the data that show the type of auditory imagery, as it follows:

03/Aud/Mne/Conc-Narr/FLMJOTB/Cocomelon



Mama called the doctor and the doctor said

The lyric consists of two words imagery evoke the sensory in the human mind focuses on voices. It is arrested by the ears. Datum number 03 is taken from collection nursery songs entitled Five Little Monkey

Jumping on The Bed. The reason for the data is categorized as auditory imagery because there are two words indicated as the type. Calling and said are activity did by two character mother and the doctor where they produce voice. The voices involve the sense of hearing. The audiences can imagine that and evoke the sensory in mind. These words show voice that can be heard by the audiences. When the audiences read or hear this lyric, they will create imagine about that voice by their experience. It is appropriate with the characteristic of the auditory type of imagery that using a description to convey voices or sounds in the words to the audiences.

There are some channels which make any kind of version from this song. This screen shoot comes from *Cocomelon channel*. This channel is one of nursery rhymes YouTube channel which productive and active share education video through nursery rhymes on their channels. Those videos clip which made by this channel are very suitable for early childhood education. The numbers of characters who play in this video clip are six players. Five children are played as the monkeys and woman as the girl. Meanwhile, there is no additional character plays as the doctor.



Figure 4.4 The scene when the mother is playing her double role as a doctor

Cocomelon channel in selecting their characters for the video clips uses children cartoon characters. Their age is about 1-5 years old or kindergarten students. They use the same characters for every single song. Starting from father, mother, and three of children they are involved for some of part in the video clips. But, in *Five Little Monkey Jumping on The Bed* Cocomelon channels presents some additional characters. This channel adjusts the theme of songs. They use five children characters to play the role of monkeys.

27/Aud/Heg.Vis/Conc-Narr/TWOTB/Mother Goose Club



The horn on the bus goes beep beep beep

The datum number 27 is categorized as auditory imagery. The words that show as the type are *beep, beep*. The reason is it contains of something that build hearing sense. Beside sounds or voices, another kind of auditory type can be found in onomatopoeia. The words that include of onomatopoeia for example are beep, beep. Those words in the lyric will evoke sensory of hearing in human mind. It relate with the experience that ever had. This sound comes to the horn in the bus. The driver uses this item to give signal or warn another user of vehicles in the road. This activity means gives understanding about the existence of driver and avoid crash. Usually, the driver presses the button of the horn.

Some nursery rhymes channels in United States making any kind of version for this song. This song entitled *The Wheels on The Bus*. The data is taken from Mother Goose Club channel. Something is interesting and unique from this channel. The selection of characters in Mother Goose Club channel is distinct with another channel that makes same title of this song. They use real people for every character in their song collections. Besides that, another adorable thing is used any kind of costumes. Moreover, something unique that can be found in this video clip is the instrument of music. Mother Goose Club channel provides the music which is simple and enjoyable. It is easy to listen and soft.



Figure 4.5 The scene when character acts press the horn

This scene tells about situation in the bus. There is one driver with two passengers. The bus in this video clip is made by box, different with other channels YouTube that usually make the attribute of bus by animation. The driver brings bus as if they around road in the city. People in the bus enjoy their journey because the bus is comfort and all of them sing a song with the driver.

21/Aud/Mne/Conc-Narr/TWOTB/Cocomelon



The motor on the bus goes vroom, vroom, vroom

The lyric from the song contains words which show the auditory type of imagery. The title of this song is The Wheels on The Bus.

Auditory imagery happens when the audiences can imagine the sounds or voices that can be heard by ears. This type associated with the sense of hearing. All of the sounds convey to the human mind and create the image of them based on their experiences. The sounds can be heard in from of onomatopoeia. Datum number 21 has the words vroom, vroom, vroom means they include as onomatopoeia.

This part of this video clip tells about the instrument on the bus. The instrument is the exhaust which can produce sounds like vroom, vroom. The audiences can imagine that sound in their mind and involve the olfactory imagery. Besides exhaust, there are several other types of objects that can be found on the bus and these objects can produce sound. Some lyrics in this video clip are different from other clip although they create the same title of this song. The version of The Wheels on The Bus song in this data comes from *Cocomelon channel*.



Figure 4.6 The visualization of motor

Cocomelon channel joined YouTube in 2006. This channel was previously known as ABC Kid TV formed in the United States. An American company Treasure Studio maintains this channel and has

specialization in 3D animation. They created the video clips adapted from traditional nursery rhymes also original songs by their channel. In April 2020, *Cocomelon* channel achieved reward as the most-viewed YouTube channel in the United States. Moreover, they are also the most subscribed children's channels in the world and got position number three for the most subscribed channel in the world.

c. Olfactory Imagery

Olfactory is one type of imagery that has an association with the smell of human sense. Those smells come from things that can produce any kind of scents, for example fragrant smells, fishy smell, stink. Olfactory imagery happens when there are words can evoke sensory of smells in the human mind. When the audiences read or listen to those words, they can imagine and create an image on how the smell of thing through words which contain auditory imagery.

Imagery always relates to the human experiences of anything in life they had ever felt. Those experiences have an important role in comprehending of imagery. They have a function to make alive the existence of imagery. From that, the audiences will save all memories in their mind. These memories will be revived time by time with the presence of imagery. The reason is imagery brings an image and gives effect to evoke the sensory. Then, olfactory imagery being the one of has a role important to build the image. Through all scent, odors from characters or object audience will affect them.

Here the data in this research which show the type of olfactory imagery,

90/Olf/Mne/Conc-Narr/TLK/Cocomelon



I smell a wolf close by

The lyric in datum number 90 contains words which can evoke something can be smelt. Datum is called by olfactory imagery when it fulfills the characteristics of that type. One of the characteristics olfactory is the words there must be a thing that can convey about smell or scents. Those kinds of smell appear from the characters or objects in the video clip. Olfactory imagery will help the audiences in comprehending deeply about the intention of the song especially focuses on the words describe the smell. The odor generated by the character has a characteristic. Even though the character is still far away, it could be detected by the appearance of the scent. The depiction of the animal character is in the video clip where they have an identity which is easily identified by their smell.

It describes the role of the olfactory type as having a direct bearing on the human sense of smell. The scene in the video clip uses this type to give an imagination at the time the Wolf character appeared. Before this character enters the scene is focused first on her scent. So the other character would know of its existence by its smell. The lyric is I smell a wolf close by. It is written directly about a word that shows the type of olfactory imagery.

The smell of wolf means this kind of activity will evoke the sense of smell in the human mind. The audiences can imagine about how is the smell of wolf by themselves. The sensory will be active with the existence of imagery to strengthen what will the author means in the song. Then, the song for the data entitled Three Little Kittens that created by *Cocomelon channel*. This research uses limitation in the collection of nursery rhymes which have the same title.



Figure 4.7

The scene when the Wolf appears to steal mittens

Cocomelon channel in presenting this song uses five characters. Three plays as the kitten, one as the mother, and last as the wolf. There is something different that found in the some selected lyrics.

This channel is adding its version in the last song. Lyric I smell a wolf close by will not find in another channel with the same title of song. The roles of a wolf here will causes there is an imagery of olfactory. Because he will come in the last part of this song and three little kittens with their mother knows his attendance from his smell.

105/Olf/Mne/Conc-Narr/TLK/Mother Goose Club Play House



I smell a rat close by

Datum number 105 is categorized as imagery in the type of olfactory. The smell is an activity that involves the function of the nose. One of characteristic olfactory imagery is the thing in the data can be portrayed based on the experiences through the sense of smell. The things could be objects or characters in the video clip. From the scene, it can be seen that the smell is produced by a rat. Rat is the character appears in the last part of this video clip. The last part tells about the mother of three little kittens knows the attendance of rat from his smell. Rats are among the animals that have a distinctive smell. It's identical to the bad smell. This is because of an unclean

habitat. Rats live in filthy, squalid surroundings. They are often found in sewers and this animal is typical of a rodent.



Figure 4.8 The Character of Rat

This song tells about three little kittens with their mittens. The beginning part of this song explains the lost mittens. Then, the three little tried to find in every corner of their home. If they cannot find their mitten, it means they will not get some pie from the mother. Finally, they got their mittens but they were soiled after used for eating. Three little kittens feel afraid if their mother got angry knowing this. They decided to wash their mitten until rat comes approached them. This version comes from *Mother Goose Club Play House Channel*.

Mother Goose Club Play House channel is one of nursery rhymes YouTube channel from United States. This company is still one production with Mother Goose Club Channel. These channels present something unique and different from other channels. The thing that makes it unique is the character selection for all songs collection of video clips. Commonly, nursery rhymes channels choose cartoon

characters in their video clips. Mother Goose Club Play House channel prefers using native people as characters in their songs but some clips use cartoon also.

d. Kinesthetic Imagery

Kinesthetic imagery is one type of imagery that connected with movements and external tension. Those movements come from the characters and objects in the video clip. The elements in the video clip which are possible to do some activities in order words use one or more part of the body. They will make movements, for example, is using a hand to wash clothes or sweep the floor. Another is using legs to walk, run or jump. Besides that, the movement can be described by a thing. Objects in the video clip have the function to complete the existence of characters. Moreover, those things can live as a creature. Kinesthetic imagery always identic with movement, it needs space to move from one to another place.

Based on the theory is used in this research, Perrine (1977) states that imagery as the representation through language relates to senses of experiences. Imagery can be found in more than one type. It is possible in the data contains two types of imagery, for example, kinesthetic imagery with another type. Kinesthetic happens when there is an indication of movements in the words. Then it can be combined with visual something that catches through eyes. This research the imagery type will be found in words of lyric. Those

words in the lyric which contain imagery appeal to human sense. The representation of imagery through the imagination is based on the sensory experience. Then, kinesthetic relate to movement and tension in the joints or muscle.

Here the data in this research which show the type of kinesthetic imagery,

13/Kin/Heg.Vis/Conc-Narr/FLMJOTB/The Learning Station



Five little monkeys jumping on the bed

There is one word indicated as the type through the lyric and it is categorized into kinesthetic imagery. The word is jumping. Jumping is an activity which needs the movement of the body, especially on the legs. The title of the song for the data is *Five Little Monkey Jumping on The Bed*. Then, the channel making this kind of version is The Learning Station. Kinesthetic imagery is one of imagery that most commonly found in nursery rhymes collection. It is compatible with the reality of children's daily life.

Kids are always on the move and active in the childhood time. Same as the case of kinesthetic imagery type, it must be related to movement and action. Jumping in the lyrics indicates a movement from one place to another and jumping not a horizontal movement. Jumping is a movement moving up and then back to the original spot where it was first for the position to take a jump. The word indicated as imagery in the lyrics reveals that jumping performed by monkeys indicates an active body movement. They're jumping on their beds. The focus of jumping is lying on his feet.



Figure 4.9 The scene when five monkeys jumping on the bed

Some of YouTube channels creating video clip for this song. The researcher collects the number of those channels and finds five different channels in United States. The song entitled *Five Little Monkey Jumping on The Bed* is included one of the most familiar song for all collected nursery rhymes in some countries to the world. This song will not be found in United States only but also there are some countries make clip for this title of song. India and England are the

examples of country which presents Five Little Monkey song adjust with their culture.

The Learning Station in making of the video clip for this song uses a simple version. Usually, some channels choose different variety for the characters although their role is same. But, *The learning Station* channel prefer uses same characters for the monkey. There is no different for one another monkeys at all.

76/Kin/Mne/Conc-Narr/JAJ/Dave and Ava



To fetch a pail of water

The type of imagery that found in the datum number 76 is kinesthetic imagery. The theory is used to answer this type from Perrine in 1977. He stated that kinesthetic imagery happens when the reader or audiences can imagine about the movement or action did by the characters or objects in the video clip. Those movements can evoke sense in the human mind and involve the imagination from their experiences.

The word from the lyric shows the type is *to fetch*. Fetch is an activity that needs the movement of the hand. The audiences can imagine about fetch a pail of water. The hand must pull the rope on the well. A character in a video that shows scenes of a movement they will use specific body parts. They would generally use their legs or arms. And to fetch word that suggests a pathway is an activity of transition of the hand. Jack and Jill make a move that is visible in the video clip.

Jack and Jill song version by Dave and Ava tells about two characters Jack and Jill who wanted to go to the hill. They will fetch a pail of water in there. Unfortunately, when they tried to pull the rope in the well Jack fell and his crown was broken. The crown here is not crown in the real. It can be seen through this video clip that Jack uses hat. Then, Jill is tumbling after Jack. Both of them fell from the hill. Jack decided to go back home healing his wound. A few minutes later, Jill followed Jack and asked him to fetch a pail of water once again in the hill.



Figure 4.10 The visualization of Well

This second opportunity is used well by Jack and Jill. Although the result is the same, they cannot fetch a pail of water because they fell for the second time. Jack and Jill wanted to water their flower and plants in the gardening. Then, fortunately, the rain came down on them all. Jack and Jill no need to fetch a pail of water anymore. This version of the story is from *Dave and Ava channel*. Every channel has its preference in selection version.

39/Kin/Mne/Perf/TITW/Mother Goose Club Play House



This is the way we brush our teeth

There is one word shows the existence of imagery and categorized as kinesthetic imagery. The data is taken from the nursery song entitled *This is The Way*. The word is a brush. Brushing the teeth is one of the things that do when bathing. Moreover, brushing is usually done after meals and also before bedtime. Brush the teeth involve the movement of the body. The body part used was the hands. The hand here as tasked with one very observable movement. So, the audiences can imagine the

movement through the sensory in the human mind. The experiences in the memory will be evoked and involve the imagery.



Figure 4.11 The visualization of Toothbrush & Toothpaste

The song entitled This is The Way almost contains kinesthetic imagery in each lyric. It can be seen from the title of this song that has indicated about there is a movement. On average each of lyrics indicates imagery in the form of kinesthetic. Those parts in This is The Way song tells about the daily activities carried out after waking up, including washing the face, brushing the teeth, combing the hair and so on. All of these activities certainly require a motion. There are several channels that make various versions of this song. In addition, the data above is a version of the Mother Goose Club Play House Channel.

e. Tactile Imagery

Tactile imagery is a type of imagery associated with the sense of touch. The touch can be felt by the skin part of the human body. There are some examples of touch, such as softness, hardness, wetness, cold and hot. Through this imagery, the audiences allow imagining the

texture of things. The application in the video clip it can be found through the objects in the scene which has texture may it soft or hard. Moreover, the thing is hot or cold. Those feelings of touch will be sent to the human mind and evoke the sensory. It is all based on the experiences of the audiences. It can be more understand by applied in real. There is a rock in the mountain which has a hard texture. From this, the audiences can imagine the texture of the rock.

The more explanation of tactile imagery can be seen in the data, as it follows,

69/Tact/Heg.Vis/Conc-Narr/JAJ/Mother Goose Club



With stones and sticks and mud and bricks

Tactile imagery happens when the audiences can imagine the feeling of touch in their mind. The sense of touch could be felt in the form of soft texture or hard texture. The lyric in the selected data explains about stones, sticks, mud and bricks. Those things have texture and can be touched. Stones and sticks are needed to make a pathway. Jack and Jill bring and touch them. Both of the characters feel the texture of stones and sticks. The texture is hard. The selected stones and

sticks are solid and strong. It has a function to the pathway made is not easily broke and durable.



Figure 4.12 The visualization of building materials

The lyric in the data describes four objects. Beside stones and sticks, there are mud and bricks also. Those materials are well known as a building material. Jack and Jill use all of them to make it easier to fetch the pail of water at the top of the hill. Actually, Jack and Jill have already climbed the hill together. But, unfortunately, both of them fall down and tumbling from the hill. They are difficult to reach the hill so that they think about the way how to get the water. Finally, they decided to make a safer pathway across the hill.

f. Organic Imagery

Organic imagery is one type that completed the kind of functions imagery. The theory is used to answer the question in this research about the type of imagery, especially organic imagery by Perrine, 1977. It also helps the researcher to comprehend deeply about each type. Some of theories state that organic imagery is an additional type because this type happens out of five human senses. Laurance Perrine

states the definition of organic imagery is an internal sensation, the examples are thirst, hunger, nausea.

Inner sensations are conditions that occur in the human inside. This type connected to human feelings. There are several kinds of feelings for organic type. Those feelings are so deep and have a role to express what is being felt. When people feel sad, happy, fear, tire, it all can be described in this type. The one function of organic imagery in the song is as a flavor enhancer. When the song uses the kind of type it will be more alive. The author usually put nuances of feeling into some parts of the song. It has a purpose to the song evoke a deeper impression. The audiences can enjoy the up and down of story in the song. They will drain emotion to get great feelings.

The more explanation of organic imagery can be seen in the data, as it follows,

92/Org/Mne/Conc-Narr/TLK/Badanamu



We sadly fear

The lyric in datum number 92 contains words that evoke organic sensory. The words are sadly fear, they show there is feeling inside the

human body. Organic imagery happens when the words represent an inner sensation. Sad and fear are two conditions inside the human body. An image created by words in lyric will be sent in the human mind and produce the image. The imagination occurs based on the experiences that ever felt by the audiences. Their memories have been saved will appear again when they are touched by sensory from imagery.



Figure 4.13 The Character of Three Kittens

Organic is a type of imagery that has most relation with human experiences. This kind always involves feelings that will be recorder in the human mind. Same as the feeling of sadness and fear that found in the data, feelings will be stored well and will always be easy to remember. Because regarding something that happens in a feeling, this will be remembered for a long time.

g. Gustatory – Olfactory Imagery

Gustatory-olfactory imagery is a combination of two types of imagery that become one. The data in this research has this type when a lyric has a word that creates two types of imagery at one. The words in the lyrics indicated as this type gives rise to imagery that associate to both taste and smell. The audiences can imagine a character or object in

the video clip by focusing on its taste and smell. The data in this study are classified into this type when the lyrics contained in a song are associated with the sense of smell and human smell. The word can create an image of taste and smell as well. Typically, the taste and smell are found on objects in the video clip in the form of food.

Gustatory imagery is an image associated with the sense of taste. The audiences can imagine the taste of objects in the video clip. The taste may representation in food. The audiences evoke the sensory through their experiences. The tastes are sweet, spicy, salty, sour, and bitter. Usually, the director describes the type of gustatory by presenting food and beverage. Moreover, they are presenting of gustatory imagery through comparing events or incident by adding simile of taste.

Olfactory imagery is one type of imagery allow the audiences to imagine about the scent from the things may the characters or the objects. This typically happens when the word explains something which produces a smell. Those smell in the form of fragrant, fishy, and so on. Part of the body has an important role in this type is the nose. The audiences can imagine about the scent uses memories in their mind. Imagery always relates to the experiences because it will not create a new impression.

The more explanation of organic imagery can be seen in the data, as it follows,

94/Gus-Olf/Mne/Conc-Narr/TLK/Badanamu



And you shall have some pie

The words some pie show about two types in one lyric. Gustatory and olfactory have the same dominant position in datum number 94. Some pies are the kind of food that produces a sweet taste and a good smell. The audiences can imagine the smell and taste in their mind. Gustatory imagery is an image associated with the sense of the experiences of taste in the human mind. The taste of the pie can evoke the sensory. The audiences can imagine what a sweet of the food. Then, olfactory portrayed the sense of the experiences of smell. The audiences can imagine the scent of pie and send to their mind. The sensory will be evoked and create an image.



Figure 4.14 The visualization of some pie

The scene tells about mother of three little kittens who make some pie for her children. The three little kittens will get the pie if they can find their lost mittens. In the beginning part of this video clip, three kittens lost their mittens made they felt so sad. They told to their mother and suddenly she got angry. Then, three of kittens tried to find where their mittens are lost. Finally, they got what they are looking for and as the reward her mom gives them some pie. The three little kittens eat some pie happily. The scene of eating some pie suggests type of combination gustatory and olfactory imagery.

h. Kinesthetic-Visual Imagery

The combination of kinesthetic and visual imagery produces one type of combination. This type happens when the data in this research shows two or more types imagery in words in one lyric. The data in the form of lyric can be analyzed that there is word indicates as the imagery. Meanwhile, from the word, it is found two dominants imagery in the lyric. Based on the theory, it is explained that possible if there is a case more than one imagery.

Kinesthetic and visual they have own definition also characteristic. First, kinesthetic imagery is one type of imagery associated with movement or muscle tension. Those movements can be found from the characters or objects in the data. For example, there is a girl who washes her cloth. It means the girl in the data doing a motion. Then, for another example is the movement made by the object. The window in

the large house goes open and shut. It shows there is movement from the object in the data. Second, visual imagery happens when the audiences can imagine the characters, object, scene or setting in the data. They can imagine what they have seen and evoke the sense of sight of the human mind.

Here the example of data that using the type of kinesthetic and visual, as it follows

47/Kin-Vis/Mne/Conc-Narr/JAJ/ABC Kid TV



He flew the sky with Jill by his side

The words consist of two type kinesthetic and visual imagery. The song entitled Jack and Jill. The lyric contains words that show two types of imagery. The word *flew* indicates there is movement from character namely Jack and the sky with Jill by his side suggest an event caught by the eyes. Something that needs movement or motion is called by kinesthetic and when it can evoke the sense of sight as the visual. The lyric in datum number 47 can be found through the version

of this channel only because the other channels do not use this lyric.

This version is from ABC Kids TV channel.



Figure 4.15 The Character of Jack and Jill in ABC Kids TV Channel

The audience imagined the lyric meaning of the scene: Jack was flying along with Jill sitting next to him. This lyric contains two types of imagery at once. The scene of Jack flies shows a shift from the original position to where it was going. Jack's flight activity certainly uses a movement to move around. The movement is what indicates a kinesthetic type. This lyric combines a type of kinesthetic with visual imagery. The scene tells of Jill sitting down with Jack. The audiences can create an image of what they see. Visual imagery is related to the sense of human sight.

The scene in this video clip tells about two characters Jack and Jill fly to the sky by the copper pot. This event happens in Jack's dream after he fell from the hill. He wanted to fetch a pail of water with Jill. Jack felt something odd or strange in his dream. He saw artichokes and others. Those artichokes hang in the sky also there was water fall in the sky. Jack had an odd dream in twice and Jill tried to wake up him soon.

65/Kin-Vis/Heg.Vis/Conc-Narr/JAJ/Mother Goose Club



She jumped for joy to see the boy

This song is taken from the nursery rhymes collection entitled *Jack and Jill* from *Mother Goose Club channel* version. Datum number 65 indicated as kinesthetic-visual type of imagery. A song lyric that has words which can evoke a sensory associated with senses of vision and movement as well. The audience can imagine a scene performed by the character of Jill where he jumps for joy at seeing Jack recovered from his wound. The word in the lyric that show the kinesthetic type is jumped. Meanwhile, the words see the boy indicates visual imagery type. Kinesthetic imagery associated with movement or motion from characters or objects in the data. The movement did by Jill evoke sensory in the human mind. The audiences can imagine about the scene when Jill jump. through using the experiences.



Figure 4.16 Jack and Jill Characters in Mother Goose Club Channel

Visual imagery associated with the sense of sight experience. This type uses the eyes to catch things. These things in the data include characters, objects, scene or setting. The audiences can imagine of the scene and evoke the sensory in their mind. The selected scene tells about two characters Jack and Jill. Jack decided to go back home after he fell down from the hill to heal his wound, he sat down on his bedroom. Suddenly, Jill arrived in his room and jumped happily because Jack looked feels better.

i. Kinesthetic-Auditory Imagery

Kinesthetic and auditory are combination of two types of imagery. The type consists of both imagery and has same position. It happens when the data shows two or more types of imagery in one lyric. Kinesthetic imagery itself occurs when the characters or objects in the video clip show a movement or tension. Through those movements, the audiences can imagine what did by the characters also the object and evoke the sensory in the human mind. The experience in application of

imagery is important to support the understanding of imagery because it will not create a new impression.

Auditory imagery is one type of imagery that associates with the sense of hearing. Ears are part of the human body used in this imagery. The audiences can imagine about what they heard and convey to their mind. It can be heard through sounds or voices. Sometimes onomatopoeia is possible to find in some video clips. The existence of two imageries is in one data appropriate with the theory from Perrine (1977). He states that image appeals to one or more of senses.

Here, the data that shows the type of kinesthetic and auditory, as it follows,

18/Kin-Aud/Mne/Conc-Narr/TWOTB/Cocomelon



The wipers on the bus go swish, swish, swish

There is a combination type between Kinesthetic and auditory imagery in the words lyric datum number 18. The selected scene is taken from *The Wheels on The Bus* song Cocomelon channel version. The lyric in datum number 18 indicates that type through the words go swish. This scene tells about how the tool contained in the bus works.

The tool is wiper that has function as a device works to clean your windshield when driving in the rainy season. During the dry season as a device that works to clean both the windshield and the rear glass from dust. It can produce a sound that can be heard like a swish, swish, swish. Besides that, the wipers also moving from right to left wipe the mirror on the bus. From the way the device works, there are two types of imagery in which it can move and generate sound at the same time.



Figure 4.17 The visualization of wipers on The Bus

Kinesthetic imagery happens when the characters or objects in the scene indicate a movement or motion. The audiences can imagine about those movements and use memories have in their mind because imagery has relation with experiences. Then, auditory happens when the sounds or voices are produced by the characters or objects can be heard by the audiences.

Combination the two different types of imagery become a combined imagery type. Kinesthetic and auditory imagery are a combination of imagery found in the equivalent of words of song lyrics

where those words give rise to two images at once, namely through the sense of sight and the occurrence of a movement that comes from both character and object. Similarly, the wipers depicted in the lyrics. Wipers can be found in a bus which when the tool works will produce a movement and sound at once.

II. Types of Visual Synchronization in United States Nursery Rhymes YouTube Channels

The synchronization of the video clip is realized in the two important aspects of visual and text. Based on the theory used from (Purnomo, 2016) visualization classified into the two main types of mnemonic and hegemonic. Furthermore, the hegemonic type is divided into Hegemonic visual and hegemonic text. Mnemonic type is the visualization that indicates synchronization between both aspects. Meanwhile, the hegemonic only dominate one aspect, either visual or textual.

Types of Visualization	Number of Data
Mnemonic	76
Visual Hegemonic	27
Textual Hegemonic	2
TOTAL	105

Table 4.3 The result of visualization types

a. Mnemonic

Mnemonic is a type of visualization indicates there is linearity both of the visual and text aspect, what is said same with what is seen (Purnomo, 2016). Mnemonic happens when the visualization of the words in the lyric which contain imagery can be seen through the visual provided by the video clips. It is also supported by the text in the form of written lyric that can be enjoyed by the audiences in the scene.

The type of visualization used in this study from Purnomo (2016). The application of mnemonic types in video clips is to analyze two important aspects. The aspects are visual and text. Each video clip tried to presents the interesting visualization has the aim to send the message also the intention of the song to the audiences. The selection of visual presentations is different between one and another video clip based on their theme version. Mnemonic type is balancing between two aspects visual and text. The two aspects completing each other and become a synchronize visualization between visual and text.

The video includes two complementary elements they are visualization and its lyric. The synchronization of the two aspects will result in a great video and can be enjoyed with easy. Mnemonics is the most often used visualize type in nursery rhymes music videos. Between the visual and the text follow the intent of the lyrics in the song. The example application of the song lyrics in the video clip when

tells about the state of a place, the accompanying visual will also be presented as needed.

Here the data that shows the type of Mnemonic, as it follows

10/Kin/Mne/Conc-Narr/FLMJOTB/Badanamu



Five little monkeys jumping on the bed

Mnemonic type of visualization indicates there is linearity between visual and text aspect that found in the scene of the video clip. Datum number 10 is taken from the song entitled *Five Little Monkey Jumping on The Bed* by *Badanamu Channel* version. Through that scene, the audiences can observe there is the visualization for the lyric of the song. This part tells about there are five monkeys who jumping on their bed. The selected scene shows the existence of synchronization between visual aspect and text. The linearity of two aspects called as mnemonic type. Visual aspect and text completed each other. They both have same portion. The director of this song creates a balance visual and its text. The visualization of five little monkeys jumping on the bed

presented clearly. Those monkeys are jumping together as seen from the scene.

Badanamu channel presents the synchronize visual that can be seen when it is played. Selection of characters for this video clip, *Badanamu* channel uses five monkey characters to have the same size and shape. They are all male. It is different from other channels which usually use male and female characters as monkeys. To distinguish between one and the other monkeys, *Badanamu* channel pairs costumes with different colors. There are red, blue, green, orange and purple. Their clothes match the attributes of the hat they wear. One by one they got into bed and jumped together. There is a type of imagery during this scene. That is the word jump because jumping indicates a movement made by the character. The type of imagery found is kinesthetic. For visualization itself, in the ongoing section, there is a synchronization of depictions for the five jumping monkeys. The audience can observe it directly.



Figure 4.18 The visualization of bed

The text aspect contained in this scene can also be observed directly. This video clip presents a lyric text that can be viewed on the screen. Texts are provided to adjust the part of the song. The text is presented also matches with the part of the song. The discovery of synchronization between visuals and text aspect in this part, the datum is classified into mnemonic types. In accordance with the theory used by researchers from the theory of Purnomo (2016) when there is synchronization or relation between the visual and the text aspect, it can be classified into a mnemonic.

28/Kin/Mne/Conc-Narr/TWOTB/Hoopla Kidz Channel



The wheels on the bus go round and round

The linearity between visual and text aspect called as mnemonic type. Datum number 28 is taken from *The Wheels on The Bus* song, one of collection from Hoopla Kidz channel. There is a synchronize visualization that can be seen in this part of the video clip. The synchronization happens between the visual aspect and its text. The words in lyrics have one of the imagery type that appears. This section

is accompanied by visualization through images that can be seen by the audiences. Same as other data shows the existence of imagery in the lyrics of going round and round.

Mnemonic type on the scene is suggesting the linearity of both aspect visual and text. Those words in the lyric focus on the object of the tire because the rotation indicates the kinesthetic imagery type. The visualization presented in the selected scene shows the presence of synchronization between the two aspects of visual and textual. There are clear visual and synchronization regarding the tire scene. The presentation of the visual is also focused directly on the object. The written lyric text that accompanies the visual is also synchronous with the lyrics and images that describe the wheels that go round object in the scene. The synchronization of these aspects makes mnemonics the easiest type for the audience to enjoy.

The audiences can observe directly visualization of the wheels on the bus that are spinning in the video clip. Besides that, visualization must be supported by the accompanying text. There are lyric texts that appear together when a part of the song is played in this datum. The color for the lyric text selected by this channel is yellow. Usually, for coloring selection of the lyric text in the video clips, the directors use different colors with the selected background clip. It is intended for the text which will come out can be read clearly.

The lyrics of the song in this video clip tell about the situation happened on the bus. In addition, several other scenes explain the devices contained in the bus and how that devices works. The synchronization between visual and text in this part makes called as mnemonic. The audience does not only enjoy the visual but also can find out the lyrics of the song. Between the two aspects of visualization have the same positions. They both have same portion to build this visualization.

37/Kin/Mne/Conc-Narr/TITW/Cocomelon



This is the way we put on our shoes

The words in the lyric and its visual on the particular scene show the existence type of mnemonic visualization. Mnemonic is a type when visual aspect and text have linearity. The lyric in datum number 37 contains the type of imagery. It will later be continuity for how to visualize it. The words put on in the lyric shows the type of kinesthetic imagery. It can be seen that put on is an activity that involves a movement. Starting from this visualization can be analyzed. The lyric

that contains imagery is then analyzed how visualization appears in a particular scene.

There is a baby boy who is wearing his shoes. The baby uses a short shirt combination of white and yellow while the pant is yellow. In that scene, the audience can see the visualization of a baby who is wearing his shoes. The synchronization presented in the scene appears to the character after doing a series of self-cleaning. These activities are displayed with appropriate visuals and synchronize to the song lyrics that appear.

The mnemonic type must present two aspects that are in linearity and harmony. In addition to synchronization of visual aspect, the text here must be supported also. It can be seen through the datum above in this part of the scene the audience can also enjoy the lyrics of the provided text. Therefore, with the linearity between the two aspects in visualization between the visual and text aspect, this is classified into mnemonic. This song entitled *This is The Way* tells about how to do what is done after waking up, these examples are washing the face, brushing the teeth and combing hair.

b. Visual Hegemonic

Visual Hegemonic is a type of visualization based on the theory from Purnomo (2016). The definition for this type is what is said not same with what is seen. The type of hegemonic visual suggesting either aspect is dominating the other. The visualization consists of two

aspects, they are visual and text. Hegemonic visual type indicates the visual aspect has a higher position than the text aspect. It means the visual aspect more dominant than the text. The application in this research, hegemonic visual aspect happens when the data are taken from the song clip has no written lyrics. The audiences just enjoy the visual for the video clip only.

The visualization observed begins from the words in the lyrics contains an imagery type. Between the imagery and the visualization indicated the synchronization that occurs. Through this research, hegemonic visual indicates that the director emphasizes or focuses on a visual set of scenes. The audiences will be brought to pay more attention to the visuals that appear. The unavailability of written lyrics on the video clip makes the audience focus on the visual scenes presented in the video clip only. The audiences grasp the lyrics of songs through their sense of hearing.

Here, the data that shows the type of mnemonic visualization, as it follows,

55/Kin/Heg.Vis/Conc-Narr/JAJ/Mother Goose Club



Jack and Jill went up the hill

Visual Hegemonic means the visual aspect of the data more dominant than the text. This scene on the video clip has no written lyric text. The audiences just enjoy the visual-only for the song without completed by the text of lyric. The lyric in datum number 55 is Jack and Jill went up the hill. There is a visual aspect of two characters and the hill as the object. This lyric can be found in Jack and Jill song and for this version uses from *Mother Goose Club channel*. The visual for character Jack uses a yellow t-shirt and blue jeans as his costume. He wears a big blue hat as their attribute for the crown. Then, the costume for Jill, she uses t-shirt the color is combination yellow and orange. She also uses a big pink hat on her head.

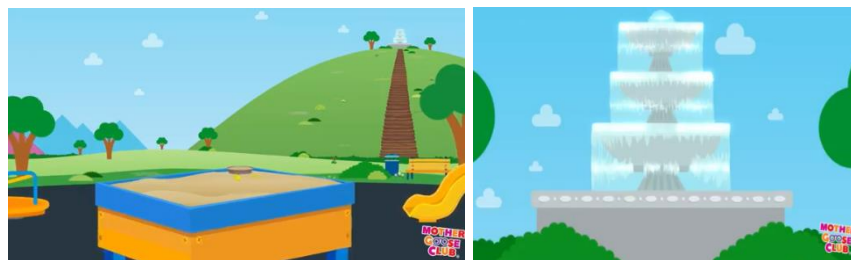


Figure 4.19 The visualization of hill and well

The selected scene has a hegemonic visual visualization type in which the visual images of the lyrics can be directly watched in the scene. There are visual synchronization that visualized the two characters of Jack and Jill rolling down from the hill. The hill is visually aligned. The color selection of the hill is a brilliant green with

several trees in it. In the middle of the hill there was a trail running across the hill. On the top of the hill, there is a high well where the water runs fast and clear.

Jack and Jill try to get a pail of water by taking it in the well. The well lay on the hill and to get there they must climb until the top of the hill. They take the water to prepare the pie. Before leaving for the hills, Jack and Jill had prepared their materials and ingredients in making pies. When they started making pie mixture by pouring water they turned out to be running out of water. They decided to go up to the hills to get the water.

15/Kin/Heg.Vis/Conc-Narr/FLMJOTB/The Learning Station



Mama called the doctor and the doctor said

Hegemonic visual means the visual aspect of the data is more dominant than the text aspect. Even, no text aspect can be found through the data. Hegemonic visual happens when the visual aspect has a higher position than the text aspect. The lyric in datum number 15 is mama

called the doctor and the doctor said. The song entitled *Five Little Monkeys Jumping on The Bed* taken from The Learning Station version.

There is visual aspect of those words. The audiences can enjoy the description directly about the mother of monkeys also the doctor in this scene. The two characters are talking about monkeys who fall from the bed.

The character of monkey's mother in this scene is wearing a green dress. She has an orange hair. The performance of character is important to build an interesting appearance in the video clip. The audiences can see clearly the scene of the mother holds the hand phone. This attribute has the function to call the doctor and convey the condition of her children. Then, the doctor here uses white cloth same like doctor's uniform as usual. He uses an attribute of the telephone for answering of mother. The character of the doctor here is played by the lion. He served to advise the mother of monkeys in order to they may not jump on the bed anymore.



Figure 4.20 The character of mother and the doctor

The reason for this datum is categorized as hegemonic visual because it does not contain text aspect at all. The audiences can enjoy visualization through images only in this video clip. No lyric text is available. Usually, the lyric text in the song will appear at the bottom of the screen. But in the hegemonic visual type, the written lyric text is not displayed.

c. Textual Hegemonic

Textual Hegemonic is a type of visualization that shows the text aspect more dominant than the visual aspect. This type is the opposite of the hegemonic visual type. The datum is categorized as hegemonic text when the data contains text aspect which is shows dominating position. It means what is said dominate than what is seen. The data will be entered into the hegemonic text if the data have lyrics where the words in the lyrics contain one or more type of imagery. The analysis will continue how imagery can be visualized for data that includes the imagery category. Therefore, it seems the appearance of visual when part of the song in the video clip is played. Usually, data dominates as hegemonic text when the visualization is found does not match with the lyrics of the song being sung.

The data is categorized into hegemonic text in this research when the video clips of the nursery rhyme only provide written lyrics. The two aspects of visualization are visual and text. Visual does not have any synchronicity with the lyrics of the song in particular. The visual on the

video may be inappropriate or may not represent correctly with the lyric. The hegemonic text indicates that text aspect here more dominates. The lyric text properly exists and correct on the video with the visualization type. Dominating in this research is interpreted as hegemonic suggesting one aspect has a higher position than the others (Purnomo, 2016).

Here, the data that shows the type of hegemonic text, as it follows

79/Kin/Heg.Text/Conc-Narr/JAJ/Dave and Ava



Up Jack got and home did trot

Datum number 79 is taken from Jack and Jill song by Dave and Ava channel version. The reason for this because the text aspect in that scene more dominant than the visual aspect. Actually, this video clip provides the visual also that can be seen by the audiences. But, the visual here is not match with the lyric and the song. It means the visual that appears has no synchronization with the text aspect.

The lyric in the data is up Jack got and home did trot. The researcher must analyze the type of imagery first. Then, when it has found, the researcher continues analyzing the type of visualization. There

is no appropriate visual that can be found in the data. Mnemonic type is si the scene, there are no portrayals of Jack's character gets up and returns home while jumping. The depiction seen is Jack who has been in his home and he is standing in front of the shelf looking for something. This is not in accordance with the song lyrics in that scene.



Figure 4.21 Visualization of Jack's Home

The text shown at the bottom of the screen in the video clip is appropriate and can be enjoyed by the audience. The chosen color for the text is yellow. This color can make easier for the audience to read. Other functions of the text contained in the video clip in order that the audience can join in singing when the song is playing and can understand the contents of the song quickly. Text aspect in this scene has a more dominating position because the contents of the song can be understood through the text.

80/Kin/Heg.Text/Conc-Narr/JAJ/Dave and Ava



As fast as he could caper

Hegemonic type happens when the text aspect more dominant than the visual aspect. Text aspect in this research can be seen in the form of written lyric text. The lyric in that part of the scene is *as fast as he could caper*. No synchronized visualization is found in this datum. Appropriate visuals are in linearity with the lyrics of the song is being sung. Here, the audiences did not get the visualization of the character Jack who ran quickly to his home. The depiction shown in that scene is Jack who is taking something on his shelf inside the home.

The text contained in the video clip is in accordance with the part of the song. The text used is yellow and appears right with the specified time. This shows that the data has a text aspect more dominating than the visual. Besides visuals, text aspect also has an important role to support the visualization in linearity. The way the audience easier to understand the contents is by using the song and fast to memorize the lyrics. It is for the children's age. This may help them as media to learn in reading.



Figure 4.22 Jack and Jill characters in Dave & Ava channel

The data is from Jack and Jill song, this version by *Dave and Ava* channel. Dave and Ava is one of nursery rhymes channels from United States that produces a lot of children's songs on its YouTube channel. It uses two characters as its icon, Dave and Ava. All clips are created always include these two characters. Likewise with the Jack and Jill song where Jack's character is played by Dave and Jill's character is played by Eva.

III. Video Clip Formulation Presented in United States Nursery Rhymes YouTube Channels

Each video clip has a different formulation based on the type of video clip and the intentions the director wants to convey. (Colin Steward and Adam Kowaltzke, 2008) classify into two main parts, conceptual clip and performance clip. Conceptual clips are divided into two types. They are narrative music videos and non-narrative music videos. The difference between the two types is in the delivery topic of the video clip.

Several cases in the creating of video clip found that there is a hybrid between the conceptual clip and the performance clip. Therefore,

in the beginning, the scene uses a conceptual formulation type and in the middle uses a performance clip then returns to the conceptual clip again or vice versa. It intended to convey a variation in which the maker of this video maintains the concept of the story also wants to bring out the performer directly. The incorporation of performance and conceptual clip in the same video clip has the intention of being a direct communication media between the singer and the audience. The part where the singers appear on camera, they invite the audience to sing along with them, understand the content of the song carefully and communicate actively. This communication builds a closer relationship between the singer and the audience. Besides enjoying the storyline presented in the video clip, the audience also feels the deep atmosphere brought directly by the singer.

Types of Video Clip Formulation	Number of Data
Conceptual Clip- Narrative Music Video	99
Conceptual Clip- NonNarrative Music Video	2
Performance Clip	4
TOTAL	105

Table 4.4 The result of video clip formulation types

a. Conceptual Clip – Narrative Music Video

Types of video clip formulation based on Colin Stewart and Adam Kowaltzke (2008) theory are divided into two main types. They are conceptual clip and performance clip. Conceptual clip has a relation with a central theme. This kind of video clip has a plot and tell about relate story. Sometimes, the type of clip builds up by jumbled images which are collaborating with the music.

Conceptual clip can be deeper divided into two types, one of them is narrative music videos. Narrative music video means a clip that has simple or complex narrative. These narrative stories can turn into mini-films. For the category of simple video, it provides a basic fantasy to create an imagination. The application of narrative music video type in this research is the scene that has indicated one or more types of imagery and has a sequential and continuous video clip presentation between one and another scene.

Here, the data that show the type of Conceptual Clip – Narrative Music Video, as it follows

02/Kin/Mne/Conc-Narr/FLMJOTB/Cocomelon



One fell off and bumped her head

Datum number 02 is categorized as conceptual clip in the form of narrative music video for its video clip formulation. The scene has lyric *one fell off and bumped her head*. It is taken from the song entitled *Five Little Monkey Jumping on The Bed* version by Cocomelon channel. The type of narrative music video happens when the data shows there is a simple story in that scene. Narrative music video is part of conceptual clip that means this video suggest the concept able. Moreover, the scene in the data uses central theme. Starting of the theme, the clips may have a plot. In addition, the theme for the data above about five monkeys who fall down from their bed.



Figure 4.23 The Characters of Five Little Monkeys

A simple narrative music video has possibility to change into mini films. All of the parts in this video clip must relate and synchronize between one and another scene. Similarly, the data table above where the data shows a scene related to the previous scene. The scene is the second scene for the title of that song. The song begins through the scene of a monkey jumping from his bed. After that the scene

continues with the part in the data, for example one of the monkeys fell down to the floor. This conceptual clip - narrative music video type indicates there is a plot that made up in the song.

58/Kin/Heg.Vis/Conc-Narr/JAJ/Mother Goose Club



And Jill came tumbling after

The type of visualization in type narrative music video means this is part of the main type, namely conceptual clip which indicates that video clip may contains a theme and can build a story. The theme has two categories, simple narrative and complex narrative. For the data above, it is classified into simple narrative type. The theme used is very easy to understand, occurs in everyday life and is classified into a short story. As for the type of complex is usually shows the genre division of parts that indicate their full-length duration. The theme chosen in this data is about the struggle. Tells about the effort made by two characters, they are Jack and Jill to fetch a pail of water.

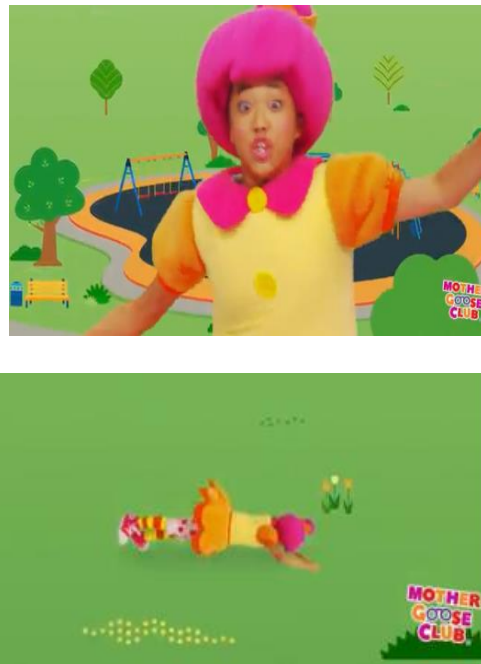


Figure 4.24 The evidence of Jill fell down after Jack

The song in the data entitled *Jack and Jill* which is taken from the Mother Goose Club Channel version. One of the nursery rhymes YouTube channels which uses real people as their characters. Usually, some of channels choose the cartoon or animation for their characters. In addition, this data is very relevant to the type of narrative music video which is part of the conceptual clip. Same with the name of that type, scene in this video has a concept. Through this concept, it will build a story. Then, the story built on this part is when Jill's character falls from the hill following the Jack who has fallen first.

The scene is described in this scene in accordance with the provisions of the narrative music video type. The continuity of the

story in this part shows linearity between one with another scene. At the beginning of the story, it is visualized that the two characters Jack and Jill will take water from the well. The well is located on the hill. Jack and Jill go there together. Unfortunately, when they are fetching the water, Jack flipped and fell down from the hill. Afterwards, Jill followed up Jack and she came tumbling after.

b. Conceptual Clip – Non-Narrative Music Video

Non-Narrative Music Video type is a derivative of conceptual clip which has the opposite characteristics from the first type, Narrative Music Video. The type of narrative music video is emphasizes on a story that has linearity sequence of events and continuity for the simple and complex types. Meanwhile, non-narrative music video has characteristics as a dreamlike reality. This shows that data can be categorized into this type when the data contains collections of visuals and music that combine. The theme for the conceptual clip type on this one is free and not bound. The topic can change at any time.

The second type of conceptual clip is the non-narrative music video. This type has the same pattern as the dream formula. There are emotional effects produced in this type of video clip. The effect is formed from a combination of music and visuals. The dream formula referred to in this research of shifting topics or themes from one scene to another. Substitution of these themes makes this type of video clip

formulation look like a systematic dream. Unlike the type of narrative music video, this type prefers to use free and unrestricted theme selections. Between one scene and the other, they have a different focus. The application of this type is when the scene in a video clip has shown one or more types of imagery and does not have a continuous situation of their presentation.

Here, the data in this research that shows the type of Conceptual Clip – Non Narrative Music Video, as it follows

30/Kin/Mne/Conc-NonNarrTWOTB/Hoopla Kidz Channel



The zombie goes wiggle, wiggle, wiggle

On the theme of horror show, the *Hoopla Kidz* channel presents different nuances for building nursery rhymes entitled the wheels on the bus. It is common for several YouTube channels originating from the United States made the song with a cheerful and colorful version to attract the attention of children. It's different from the type of video clip this one.

Starting from the selection of characters, settings of place to the lyrics contained in the song are also different. Everything that

presented has a nuance of horror even though it seems creepy the presentation in the video clip still affixed with elements of children's animation. It is following the purpose of making video clips aimed at children. This type of video clip formula is conceptual clip- non narrative music video where the stories have taken are not sequential and continuous between one scene and another. Conceptual clip non-narrative music video indicates a sequence of incomplete stories packed into one and presented in a clip video.

The type of video clip formula for the conceptual clip - non narrative music video means his type has the opposite characteristics with the previous type, narrative. This type has a looser and free theme. In addition, this type of video clip formula has characteristics seems like dream formula. It can be seen that dreams have a free plot where between one another scenes may not be related.

The data above shows the same characteristics. The scenes in this datum not indicate any relationship that is relevant to the previous scene. It has been explained that the first scene in the song is about passengers who are on the bus. The theme used in this song is about activities that occur on the bus. Whereas in this scene there is a zombie character is wagging. In that scene the background of the visual is no longer in the bus area anymore. The background chosen in the scene follows a mixed dream plot although it is not linear.

The data is taken from a song called *The Wheells on The Bus* from *Hoopla Kidz* Channel version. For this song version, the channel chooses a theme with a horror feel. Actually, the character selection in the scene is in accordance with the theme. However, the selection of story for the selected data is not sequential with the theme and the settings are inconsistent.

31/Kin/Mne/Conc-NonNarr/TWOTB/Hoopla Kidz Channel



The mummy goes dance dance dance

The words contained in the lyrics of the song describe a character called mummy. The character in the story is as a bus passenger going through town. The theme displayed in this version is horror because the passengers in the bus are cartoon characters looked creepy. The presentation of the video clip formulations on the scene is incomplete and out of the initial topic posed at the first story. This is because improper selection comes out of the setting background. The whole song is about a story of the conditions that happened in the bus with one driver and few passengers seated in the seat. The chosen scene the

situation is different from before. Selected scene is as if separated from the other scenes.

Conceptual clip - non narrative music video shows the existence of a video clip formula that uses a system such as how a dream is working. It can be known through how the plot of a story occurs in dream. That dreams have no relation to certain themes. The theme can be mixed together, going back and forth not even connected to each other. It seems like the data above, scenes from selected data do not indicate continuity with the main story.

The scene in the datum number 31 is in the form of separate clips that have different settings to other scenes. Same as the characteristics listed on this type that the theme is loose and free. The data above is taken from a song called The Wheels on The Bus a version by the Hoopla Kidz Channel. Based on this research, two data have been identified with the type of video clip formulation in part of non-narrative music video. Before the scene listed in the data above, there are more data that also follows the plot like in a dream. Their similarity occurs in the setting come out of the theme.

c. Performance Clip

Performance clip is the third type of video clip formulation based on the theory by Colin Stewart and Adam Kowaltzke (2008). Different from previously type which has conceptually and particular themes, this type more concentrates and focuses on the stage

performances of the musicians. It means, a plot of story is not needed for this type. Performance clips more prioritize the singers directly. For some music enthusiast may think that this type is old-fashioned because this style is more often found at the past. That was in the most popular period of the 1960s and 1970s.

This video clip has a characteristic by displaying the singer on the screen and dominating it. When the music begins, they will take the scene by looking directly at the camera which is highlighting them. Things like are something that is avoided by an actor or actress in film. A trick by looking at the camera and staring at and then shooting in front of the camera is considered as a good technique to attract audiences according to this type. Besides that, making shows on the stage is also another alternative.

The performance clip is a typical feature of the existence of the video clip by focusing only on the singer. This type of video clip formulation is the simplest in their production. Video clips that provided only need to show all scenes with the presence of the singer in each scene. The simple creating process, making a type of video-clip formulation, does not require a lengthy process, which can save energy. Application of the type to the research is that when a video clip shows the focus of presentation only to the singer from the beginning of the song to the end and it has no concept line.

Here, the data in this research that shows the type of performance clip, as it follows

38/Kin/Mne/Perf/TITW/Mother Goose Club Play House



This is the way wash our face

This datum taken from a collection of kid songs entitled *This is The Way*. The song on the data uses a version of the Mother Goose Club Play House channel. The channel uses original characters for each their video clip. The data above shows that there is performance clip type for the video clip formulation. Performance clip is a type occurs when a data fulfill of that characteristics. This type focuses on the appearance of the singer or musician. It is different as the conceptual clip type which focuses on the concept of the story and theme, this type does not have a structured concept and theme.

Performance clip is the third type of video clip formulation that is considered as ancient music for the modern society. Making video clips by using this type is more often found at the past. Same with the

data above, which is categorized into performance clips because the video clip focus on the singer only. Through this song in this video clip, it presents one singer only. Moreover there is no plot of story created in those settings. The singer combines several movements to adjust the song's lyrics and always focuses and stay on the camera.

Another characteristic for performance clips is the way they shoot the pictures through a camera angle which is centered on only one object. As an example of that data, the audiences will be presented with a visualization that focuses on just one singer. This video will not present stories that require multiple scenes in several places. It just needs one setting until the song ends.

39/Kin/Mne/Perf/TITW/Mother Goose Club Play House



This is the way we comb our hair

The scene depicted a male singer in a blue shirt. He was full of enthusiasm and feel enthusiastic in doing the movements according to the words in the song's lyrics. From the beginning of the scene until the song ends, the singer will remain in front of the camera. In addition to the presence of a singer in the scene, the presentation of

the video clip is also enlivened by the background in the form of pictures arranged randomly. The visuals represent directly the attributes that correspond to the lyrics in the song.

The song entitled *This is The Way* from Mother Goose Club Play House channel version. This song tells about how to do a series of activities carried out after waking up. This song is sung by just one singer as seen in the video clip. There is no scenario presented in this story. All of scenes focus on one object, the singer. In addition to bringing the song, convey the meaning, the singer also added movements to strengthen the contents of the song.



Figure 4.25 The visualization of comb

Performance clip is also identic how to present the visual images presented in the video clip. As with the data, it can be seen that the audiences will enjoy the video content in the form of a singer who will always stay in front of the camera. There is no series of stories in this song or in other words the video clip does not present scenes that change setting or atmosphere to describe a song.

Singers on this type will also have a unique characteristic by always facing the camera. It has aim to attract the audiences. It is believed that this trick will make the essence of the song looks more interesting because it presents confidence of a singer in conveying the meaning of the song directly. However, this type is considered as an old performance for some modern societies. Indeed, this type was more dominant in the 1960s and 1970s.

B. Discussion

Based on the explanations in research finding by the researcher, this study discusses about types of Imagery that found in United States Nursery Rhymes YouTube Channels and how do the text visual aspect and Imagery synchronize with the types of video clip formula presentation.

There are 6 types of imagery and 3 types of combination in this research. The most dominant type is kinesthetic imagery 67 out of 105 data. Data of kinesthetic imagery have visual synchronization with the most dominant type is mnemonic. It indicates there is a relation between the type of imagery and two important aspects of visualization, visual and text aspect. Kinesthetic imagery in nursery rhymes is mostly depicted through the characters and objects in the video clip. The audiences capture an image of the characters or objects with a focus on their movements. *They washed their mittens* and *The wheels on the bus go round and round* are the examples of kinesthetic imagery lyrics.

Five songs in nursery rhymes collections show that most of them contain of kinesthetic imagery. First, *Five Little Monkeys Jumping on The Bed* song has 15 total data and 12 types show as kinesthetic imagery. It means most of the data categorized into kinesthetic type. This song tells about five monkeys who jump on the bed and one by one of them fall down. The second song, *The Wheels on The Bus* has 11 types of kinesthetic imagery out of 15 data, including kinesthetic-auditory of types combination. Same with the previous song, it shows nursery rhymes collection emphasizes on the character or object's movement in the video clip. From the beginning to the end of the scene, this song tells about parts on the bus and how they work when the bus is moving.

Third is *This is The Way*, a song shows about series of activities after waking up. This video clip is illustrates how to clean yourself. There are 10 data in this song and all of them are kinesthetic imagery. It is related to the title of the song where the selection of that title directly represents a movement. Same as the title of the first song *Five Little Monkeys Jumping on The Bed* is where the word jumping indicated that the theme of this song more focuses on its movements.

Fourth, *Jack and Jill* is song tells about the struggle of Jack and Jill in getting a pail of water. There are 32 out of 41 data shows the type of kinesthetic imagery. It means this song has the same pattern as the previous songs where the kinesthetic type dominates in each nursery rhyme. Fifth, a song tells of three kittens looking for their missing mittens entitled *Three*

Little Kittens. Different from other songs which show the dominant type is kinesthetic imagery. This song has the least number of kinesthetic types. The reason is the song not only tells about the movements but also involves a lot of other imaginations such as the feelings experienced by the characters. It also describes how the feeling of three sad kittens who lost their mittens.

Imagery on the nursery rhymes lyrics has visual synchronization to support them as interesting video clip. The most dominant visualization type is mnemonic. This type used in nursery rhymes video clip to have the audience readily understand the meaning of the song from visual and lyrics at the same time. The visualization is also used to clear the words in the lyrics.

The other types such as visual, auditory, olfactory and organic imagery also have the same pattern of mnemonic as the dominant type. The synchronization of mnemonic and imagery suggest the linearity of visualization featured in the video clip. There are 76 type mnemonic means more than half the total data use this type. Mnemonic type also corresponds to nursery rhymes video clip in which they need a clear and interesting visual. The existence of visual matches the lyrics will help them easily grasp the meaning of the song. The lyrics are appearing in the video aim to help children in understanding of alphabets.

Different from the other types of imagery, tactile imagery does not use mnemonic for its visualizations. This type of imagery only uses hegemonic visual which means the visual aspect more dominant. The reason is the video clip does not have lyrical text. Then, for imagery combination types such as

kinesthetic-visual and kinesthetic-auditory imagery, their types of visualization are mnemonic and hegemonic visual. It is caused they are from different YouTube channels. Type of visualization that only focuses on text is called as hegemonic text which contains 2 data in this research. The directors of the video clip rarely use this type because less attractive to the children.

Five titles of nursery rhymes are created by different YouTube channels use mnemonic type for the main visualization in their video clip. The example application in one lyric is from Five Little Monkeys Jumping on The Bed. The lyric is “mama called the doctor and the doctor said”. There is same variation from different nursery rhymes YouTube channels. *Badanamu channel* uses the animal of penguin as the mama character in their video clip and cat as the character of the doctor. Then, The Learning Station uses a monkey as mama and the character of a doctor played by the lion. Meanwhile, for character visualization in *Dave and Ava*, the channel uses two different monkeys to play the role of mama and doctor. The visual similarity of these different channels is the characters they use are animal that wears costumes and attributes like real mama and doctor.

The types of imagery that use mnemonic as their visualization are followed by a video clip formula in the type of conceptual clip-narrative music video. It shows the most dominant type and the number is 99 out of 105 data. It indicates the directors adjust to the target of creating video clip aimed at children. Conceptual clip – narrative music video helps them get an idea of the story easily. Meanwhile, for two other types of video clip

formulation, such as conceptual clip- non-narrative music video and performance clip are only found on a few data only. There are 2 types of conceptual clip-non narrative music video and 4 types of performance clips. These types are rarely used by the directors because in its realization is less age-appropriate. Their formulation of a video clip is more complex and needs a deeper understanding than a conceptual clip-narrative music video.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

After analyzing and explaining the data of this research entitled *Imagery and Its Visual Synchronization as Found in United States Nursery Rhymes YouTube Channels* in the research finding chapter IV, the researcher presents conclusions and suggestions related to the research in this chapter.

A. CONCLUSIONS

Based on the analysis, there is existence of imagery that found in United States nursery rhymes collection in form of video clips. The imagery can be synchronized with the visualization aspects of the song clip and become visual product that can be enjoyed by the audiences. The result of the synchronization is analyzed again based on the formula contained in the video clip. The researcher draws conclusions as follows,

Nursery rhymes collections are in the form of video clips created by different United States YouTube channels has the same presentation pattern. They are focus on their designated targets. Creating a video clip needs to adjust the age of consumers. Childhood is a time when they grasp the meaning easily through simple and interesting things. YouTube channels in the United States are massively creating video clips of nursery rhymes intending as fun learning and education media for children. Introducing children about new things through the storyline featured in the video helps them to remember and capture the intent more easily.

In conclusion, imagery with the kinesthetic type is the most dominant type found in five nursery rhymes from different channels, indicating that the director emphasizes active movements in building more lively atmosphere in the video clip. Childhood is also an active age for playing and moving to learn new things. The existence of imagery in the song lyrics requires precise and appropriate visualization to make alive the video clip. The purpose of a video clip is to be able enjoyed by the human senses at the same time. Therefore, making visuals that are attractive and adjusting to children's needs is very important to be prioritized.

Different YouTube channels from the United States prefer to use the mnemonic type. It can more guarantee a video clip of nursery rhymes to be a success because it has an interesting visual and accompanied by the text. Besides, making video clips must also prioritize the video clip formulation. The type of conceptual clip-narrative music video is chosen by most of the nursery rhymes director because it has a clear concept and simple formulation that easy for children to understand.

B. SUGGESTIONS

After describing some conclusions about the results obtained through this research, the researcher will give some suggestions to the readers and next researchers which is expected to provide progress and improvement for the future,

1. For The Readers

The researcher hopes through this research will add scientific insights for the readers, especially in the literature and language. This research takes the topic about imagery that found in songs. The reader is expected to understand the content and meaning explained in this research. Besides analyzing imagery, this study also varied with visualization as well as the video clip formula that is used. Therefore, there is synchronization between visual and text presented in a video clip. Moreover, the readers who have an interest in songs through this research are expected that it can sharpen the ability in song or others.

2. For The Next Researchers

The researcher hopes that this research can be used as a reference for future studies. For other researchers who are interested in taking the same topic, they are expected to be able in providing new nuance and variations on imagery. In addition, the researcher also hopes that next research can complete this research with their own uniqueness.

3. For The Video Makers

The researcher hopes through this research, the video makers can produce high-quality video clips that also have the right target. Pay attention to aspects and attributes in making video clips. Departing from the agreement to make video clips and intended for whom. Each video clip formulation provides choices based on the director's needs in creating their clips. By prioritizing these aspects, the purpose of making

video clips becomes clear then the video clips are of high quality in terms of content, visualization and also the message conveyed in the video clip. Apart from being a media of entertainment, through the video clip, it also expected to be able to introduce other aspects of life such as educational, cultural, social and moral values. Besides being entertained, the audience can take knowledge from the video clip and also increase their creativity.

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Appendix 1.2

VALIDATION SHEET

The thesis data entitled *IMAGERY AND ITS VISUAL SYNCHRONIZATION AS FOUND IN UNITED STATES NURSERY RHYMES YOUTUBE CHANNELS* had been checked and validated by Hidayatul Nurjanah, M. A., on:

Day : Saturday

Date : May 09th 2020

The statement made truthfully in accordance with the theory and applicable rules without coercion.

Surakarta, May 09th 2020

Validator,



Hidayatul Nurjanah, M.A.

