

COBALAH MENGERTI AND MY IMMORTAL: AN INTERTEXTUALITY STUDY

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Abstract

The purpose of this research is to analyze an intertextuality study toward *Cobalah Mengerti* and *My Immortal* video clip. Visually, *Cobalah Mengerti* is similar to *My Immortal*, but lyrically *Cobalah Mengerti* is difference than *My Immortal*. Then, both videos are observed into allusion, reference, and plagiarism of intertextuality. The aims of the research are analyzing the similarities and differences of visual elements and Indonesia society perspective in looking at *Cobalah Mengerti* and *My Immortal* achivement.

Keywords: intertextuality, capitalism, popular culture

INTRODUCTION

My Immortal is one single from Fallen album by Evanescence released in America in 2003, directed by Dave Fortman. This single gets many music awards such as MTV music Award for Best Rock Video in 2004, Grammy Award for Best Pop Vocal Performance by a Duo or Group in 2005, as quoted from Loudwire.com by Spencer Kaufman. Then, *Cobalah Mengerti* by Ariel, Uki, Lukman, Reza, and David feat Momo from Indonesia exhibits video clip which is almost the same as *My Immortal*. This single is released in 2012. Subsequently, this video clip gets 6 awards and the best song in AMI Awards 2013 as quoted in okezone, national i-new, by Pamungkas Alan.

The researcher sees both videos that visually they are dominant similarities but lyrically they are less differences. Those are interesting phenomena. How two videos which have the relationship in several element each other get the same achivement toward their products and why the society lets these videos recieving the awards. Therefore these phenomena make the researcher corious to observe them further.

Doing the analysis, the researcher takes intertextuality study to obeserve the phenomena. Because two videos are from different country, the researcher thinks that there is a cause between them. Bakhtin (1920 in (Morris, 1994:5)) says that any utterance is a link in a very complexly organized chain of other utterances. Afterwards, Gross (1996 in (Mozdzenski, 2013: 180)) states that texts relations of co-presence between two or more

texts from primary text. So, intertextuality is such a web that an original text can be found in new texts. In this study, the researcher focuses in visual elements as the observation field.

METHOD

The researcher uses qualitative research. Kothari (2004:3) states that qualitative research is especially important in the behavioural sciences where the aim is to discover the underlying motives of human behaviour. In qualitative research, the researcher gets the data from primary, video clips, and secondary data such as journal, web, and book which are related to the study.

In collecting the data, The researcher uses descriptive study. Descriptive study can research the phenomena in appearing new music video from previous video. Ida (2011:220) states that descriptive study aims to explain the social and culture phenomena. Therefore, descriptive study can be categorized each object in this study and it is compatible in analyzing intertextuality in *My Immortal* and *Cobalah Mengerti*.

Analyzing the data, the researcher takes content analysis to observe the data. Kothari (2004: 110) explains that content analysis is a technique which consists of analyzing the contents from the documentary materials. Thus, the researcher analyzes visual elements as documents of intertextuality in *My Immortal* and *Cobalah Mengerti*.

The researcher is comparing *Cobalah Mengerti* and *My Immortal* like the similarities and the differences. Finding the similarities and the differences, the researcher uses intertextuality to the research. Then, intertextuality of Gross is used in this study. Gross (1996 in (Mozdzenski, 2013:180)) texts in intertextuality are relations of co-presence between two or more texts from primary text. In this study, the researcher analyzes the relevance of visual elements between *My Immortal* and *Cobalah Mengerti*.

In this study, the researcher divides intertextuality into three named allusion, reference, plagiarism. Gross (1996 in (Mozdzenski, 2013: 180)) allusion is the primary text is resumed in a subtle way by indications that the reader should realize. In allusion, text is made in an explicit or implicit reference to other text within one text. In the one hand, explicit reference means that an actual quotation is made and it is usually signaled by quotation mark. On the other hand, implicit reference uses no signals to indicate that an allusion is being made. The function of allusion is to give a cultural and literary framework. Therefore, allusion can serve to position readers or viewers who recognize it in relation to the new context.

In the reference, the new work creates something new from the previous work, not to be taken in the whole object. Gross (1996 in (Mozdzenski, 2013: 180)) states that reference are similar to a quote, but with no literal transcription of the source text. The function of reference is to create new thought in new literary work. There are relevancies between one literary work and others. Then, the reader will feel the relevancy of other work. This technique does not take the whole object from other but it only takes a few sources to complete and to create new perspective object. So that, the reader sometimes thinks that both objects have similarities and differences in certain part.

As intertextuality, by definition, involves something in the purposeful use of other's work without proper citation, it is often mistaken for plagiarism. Gross (1996 in (Mozdzenski, 2013: 180)) states that Plagiarism, which is the primary text transcribed with no credits, So, plagiarism is the act of using or closely imitating the language and thoughts of another author without authorization. Overall, plagiarism is a fluctuating concept because it gives the most often a negative sense to other literary work. The function of plagiarism is to inspire a model is omitted or neglected to appoint. Thus, the new literary work can be a barometer from the previous literary work. For the criticism of literary which is a form of plagiarism intertextuality is a literal recovery at different ways in which, an author can do in a reference text to another pre-existing literary text, implicit or explicit, lawfully or unlawfully. So, plagiarism is the technique of study to create something new from the originality.

RESULT

The researcher presents the results in visual elements of intertextuality in music video *Cobalah Mengerti* and *My Immortal*. Intertextuality such as allusion, reference, and plagiarism is observed in this study in each element. They are set as:

A. Allusion of *My Immortal* and *Cobalah Mengerti*

In allusion, text is made in an explicit or implicit reference to other text within one text. Then, Gross (1996 in (Mozdzenski, 2013: 180)) allusion is the primary text is resumed in a subtle way by indications that the reader should realize. The function of allusion is to give a cultural and literary framework. Montgomey (2007: 161) states that allusion is one form from of intertextuality. Below, the researcher provides the data of intertextuality as allusion.



Figure 1: The vocalist of *Cobalah Mengerti*.



Figure 2: The vocalist of *My Immortal*.

In figure 1 which is taken in 01:26, the woman is Momo as the singer in *Cobalah Mengerti*. Then, in figure 2 which is taken in 01:10, the woman is Amy as *My immortal's* singer. The similarities of both videos are, first, they are wearing white long sleeveless dress. Second, they swaddle a piece of fabric in their hands. Then, No footwear is worn by them. Afterwards, their hair are long and black combed simply untangled. Subsequently, they seems standing up while thinking.

The differences in both videos are, first, in figure 1 *Cobalah Mengerti* takes the modern building to be the background. In that building, there are many lamps, and leaves as the accessories. Yet, in figure 2 *My Immortal* uses old and classic building to be the background. This background gives strong sense in the videos. Those are the similarities and differences which are related in both video clips. Montgomery (2007:156) states that the function of allusion is to give a cultural and literary framework. Therefore, this data is categorized in allusion because *Cobalah Mengerti* implicitly copies *My Immortal*.

B. Reference of *My Immortal* and *Cobalah Mengerti*

In the reference, the new work creates something new from the previous work, not to be taken in the whole object. Gross, (1996 in (Mozdzenski, 2013: 180)) states that reference is similar to a quote. It means that reference is a technique to use other text, or product as the source. The function of reference is to create new thought in new literary work. There are relevancies between one literary work and others. Then, the reader will feel the relevancy of other work.

Afterwards, the reference does not disclose the quoted text, but it refers the reader to the texts by textual clues as character names or authors, titles, works, and sometimes by simple phrase or called characterizing a genre, style, or a particular type. Below the researcher provide the data both video clips.

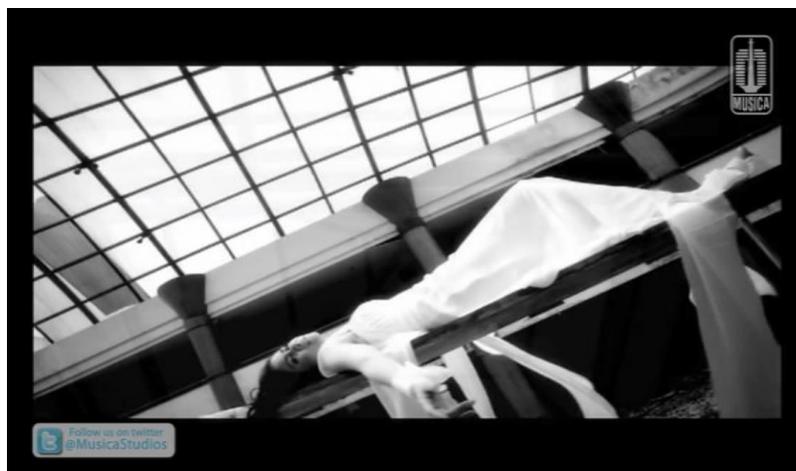


Figure 3: The performance of Momo.



Figure 4: The performance of Amy.

Beginning from Momo, singer from *Cobalah Mengerti* is in figure 3 which is taken in 02:00. Then, figure 4 which is taken in 01:04 is Amy. The similarities are, firstly, their position are lying down, secondly, their performance are on the thing. Next, the differences are, first of all, Momo lays down on the planks but Amy lays down on the car. Basically,

reference technique does not take the whole object from other but it only takes a few sources to complete and to create new perspective object. So that, the reader sometimes thinks that both objects have similarities and differences in certain part. Therefore, they are categorized in intertextuality as reference.

C. Plagiarism of *My Immortal* and *Cobalah Mengerti*

Plagiarism is the act of using or closely imitating the language and thoughts of other author without authorization. Overall, plagiarism is a fluctuating concept. Gross (1996 in (Mozdzinski, 2013: 180)) says that plagiarism is the primary text transcribed with no credits. Below the researcher provides the data of plagiarism in *My Immortal* and *Cobalah Mengerti*.



Figure 5: The singer's performance.



Figure 6: The singer's performance.

Figure 5 which is taken in 00:45 is Momo from *Cobalah Mengerti* and figure 6 which is taken in 00:42 is Amy from *My Immortal*. Those pictures look same. First, the pictures are seen from the angle. They look similar. The angle focuses in the singers' performance. It only shoots a half body of the singers. Then, body-movement of the singers seems so clear in the videos. Third, the position of singers' laying is also same. They lay in the planks which are arranged in the iron with four poles.

The function of plagiarism is to inspire a model is omitted or neglected to appoint. The differences in this part are firstly the angle in both singers is implicitly different. The angle taken in Momo is often further and going around although the expression of her is sometimes fit. The angle is shooted in near and far object. Second, the field in the left picture is full of leaves look like meadow but in the right picture is paving. They are totally same. Therefore, they are categorized in intertextuality as plagiarim.

DISCUSSION

In this part, the researcher presents the reason of the relationship between *Cobalah Mengerti* and *My Immortal*. How two videos which have the relationship in several element each other get the same achivement toward their products and why the society lets these videos recieving the awards although they are separed in distance. To find out the reason, the resercher uses capitalism approach.

A. The relationship of *Cobalah Mengerti* and *My Immortal*

1. Commodity

Capitalism commonly exists in society. Moore and Aveling (1887: 27) state that commodity is an object outside us, a thing that by its properties satisfies human wants of some sort or another. In commodity critique, there are two factors which influence commodity as capitalism. They are use-value and exchange value. Commodity is very useful to create new product. Then, the function of commodity is to make consumer satisfied.

In this research, the commodity is *My Immortal*. People see that *My Immortal* has unique video to pack its song. Although *My Immortal* genre is in rock genre, it succeeds hypnosis the consumer in melodious song. Moreover, the clip in *My Immortal* adds the sense of its song becomes sweet. These perspectives have won many categories such as MTV music Award for Best Rock Video in 2004, Grammy Award for Best Pop Vocal Performance by a Duo or Group in 2005, as quoted from Loudwire.com by Spencer Kaufman. Subsequently, this song is used to commodity for other production. Afterwards, other production creates new product. Therefore, *My Immortal* is as use value or reference for new product that is *Cobalah Mengerti*.

Here, *Cobalah Mengerti* sees *My immortal* as commodity. *Cobalah Mengerti* takes the use value from *My Immortal* to build good image in society. Moore and Aveling (1887: 27) state that use value becomes reality only by users or consumers. The use values are *Cobalah Mengerti* imitates *My Immortal* elements such as the performance of the singer, easy listening tone, simple melody, and classic view as video background.

By doing use value, *Cobalah Mengerti* succeeds having many awards from its song such as 6 awards and the best song in AMI Awards 2013 as quoted in okezone, national i-new, by Pamungkas Alan. So, *Cobalah Mengerti* copies the visual of video from *My Immortal* as use value in commodity.

2. Reaching Profit of *Cobalah Mengerti* and *My Immortal*

When someone sees the commodity, someone also thinks that the modification of commodity can bring a lot of money. Here, *Cobalah Mengerti* imitates *My Immortal* to build a lot of money. Moore and Aveling (1887: 84) state that money is representative of someone in commodity. After imitating *My Immortal* elements, *Cobalah Mengerti* succeeds in saving money from its publication. Because of *Cobalah Mengerti* clip, *Cobalah Mengerti* sells 1,1 million copies CD and gets royalty 5,5 billion rupiah reported by Swaten from i-news.

Cobalah Mengerti assumes that the exchange value can bring big royalty from society. Then, *Cobalah Mengerti* uses this commodity to get much money and ignores the imitation of *My Immortal* as original product. Therefore, this publishing is the proof that consumer like this song.

B. Indonesia society perspective

The successfulness of *Cobalah Mengerti* brings much money from its royalty. This achievement is a measure for popular culture. Ida (2011: 24) states that popular culture can be seen from success in trading profit and receiving awards. The profit and awards which are got by *Cobalah Mengerti* are depending on the consumers. Consumers are basic counting for *Cobalah Mengerti* to be best-selling in Indonesia.

Subsequently, the term of popular culture stands for popular and culture. Those means popular contains known and liked by all of people. Ida (2011: 10) tells that people commonly look for a thing which is easy understood. The achievement of *Cobalah Mengerti* has been proved by receiving many awards and getting much money from its royalty. Therefore, the achievement of *Cobalah Mengerti* is categorized in popular culture.

AMI awards choose the winner in each category based on the creativity and originality from each song, quoted by Agus in Merdeka.com. The creativity is decided from development of each band time by time. Then, the creative arrangement of song is the basic category for becoming the winner. Subsequently, the originality of song determines the song to be the winner. The last, the song is chosen based on time period of the published song.

AMI awards scores the song in 200 people inside AMI, quoted by Cahyani in kompsiana.com. 200 people inside AMI awards consist of musician, music observer, and label record. It means that people which are involved in AMI are music master and capable in music. AMI awards do not take the score from SMS or voice voting from the society. So, the researcher sees that the choosing winner is the best choice from the music master. Therefore, the winner from AMI awards is securely capable in creativity and originality. Therefore, *Cobalah Mengerti* achievement is purely chosen by AMI organization and the society is only the viewer and listener from this song.

CONCLUSION

This study purposes in observing visual intertextuality in *Cobalah Mengerti* and *My Immortal*. The purposes are to find the similarities and the differences of visual elements in *Cobalah Mengerti* and *My Immortal*, and to observe why *Cobalah Mengerti* intertexts *My Immortal*. The researcher finds the similarities and the differences of visual elements in *My Immortal* and *Cobalah Mengerti*.

After that, the researcher divides the visual element such as allusion, reference, and plagiarism. They are allusion, reference, and plagiarism. Each category in visual are divided into two namely similarities and differences. From those purposes, the researcher knows which one is original or plagiarism.

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