ABSTRACT

This study examines the values of an ancient brotherhood called Illuminati that the form of the symbols contained in the lyrics and video clip of the band 30 Seconds to Mars songs called “This is War” and “Up In The Air”. The formulation of the problem examined is how 30 Seconds to Mars band presented the return values of the Illuminati group through lyrics and video clip. Illuminati values is shown through some lyrics and symbols used the band 30 Seconds to Mars since the band golden age to the present. The purpose of this research is to find out the values of what is seeks is delivered the band 30 Seconds to Mars about the Illuminate and to know the meaning of the symbols that used by the band 30 Seconds to Mars in the video clip of their song called “This is War” and “Up in The Air”. This research uses the analysis of semiotics Roland Barthes composed of two labelling system in detonative and connotative sign, then for the last using definition of the myth system. Semiotics has elements of signifier and signified that it can help to analyzing and annotating the text and images on a film or video clip. The result of this study indicate that the band 30 Seconds to Mars embraced religious values and beliefs of the Illuminati who then indicated through symbolic interaction. The used of such symbols is indirectly implies that the band 30 Seconds to Mars including member group of the illuminati. The triangle symbols, hieroglyph, and inverted pentagram became the official trademark used by 30 Seconds to Mars band.