

Exploring The Interplay of Narrative In Music Videos And Its Influence on Listeners' Experience

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ABSTRACT

This study explored the effects of music video narratives on listeners and their experiences to fully understand its impact and fill in the study gap on the subject. As the music industry flourished, so did the music videos industry as they are used to promote and convey the message of the songs. A focus group consisting of five people who analyzed music videos and their meanings was conducted. Their responses were analyzed with narrative analysis and the results show that the complexity and simplicity of music videos can significantly affect the audience. The emotional effects are maximized when the lyrics of the songs are related to the scenes or if the story is creatively executed to give the audience the emotional impact intended by the artist. The mix of visual and auditory elements, plus the limited time frame it had to promote the song and spread its message gave the audience a wide range of emotional effects. With their narrative often being left open to interpretations, it encourages people to make their own theories and is even likened to a form of art. For further research on the subject, a case study can be created on a specific music video or a series of it and dive into the message the artist is trying to convey and how the audience interprets it.

Keywords: *music video, narrative, listeners' experience, visual storytelling*

1. INTRODUCTION

Every single one of us must have read a story, right? Movies with spectacular soundtracks or drama series with jaw-dropping plot twists. All of these narratives were told with visuals, music, sound effects, and dialogues accompanying them to bring these stories to life. Besides movies and TV series, is there any other way people tell stories with visuals and music?

To start, what is narrative? According to Michael Bodhi Green (2021), narrative is story about a series of events that take place in location and time. This ordered series of events are connected by cause and effect and it is as old as human civilization as seen from the visual storytelling of cave painting dated at least 30,000 years, according to historians (Michael Bodhi Green, 2021).

Visual narrative is a story told mainly through visual media like pictures, illustrations, or video and it can be fiction or nonfiction and within any genre (Liden, 2022). Visual narratives can be found in media like comics, picture books, storyboards, and many more (Cohn, 2019). Neil Cohn (2019) explained that these sequential images often convey a universal and obvious message that usually needs little time and learning to understand though recent studies varied from linguistic to cognitive sciences suggest that visual narratives may have deeper complexity and decoding than previously assumed.

According to Korsgaard (2017) who wrote the book, *Music Video after MTV Audiovisual Studies, New Media, and Popular Music* define music video as a composite that relates to music, visual and audiovisual genres. Dasovich-Wilson and his associates (2022) stated that music videos (MVs) provide a novel musical experience that enables listeners to interact with songs in an audio-visual manner. The content of music videos is varied though it often features scenes of the musicians performing, visual narrative to portray the musical meaning, or a combination of the previous two (Dasovich-Wilson, Thompson, & Saarikallio, 2022).

Some people might ask, why do people make music videos? Other than following the trend, music videos are used in marketing to encourage the purchase of an artist's works. By telling a narrative, it compels the audience to pay attention and listen, influencing them to purchase it as a song's likelihood of selling increases when a distinctive visual experience is created (Hâf, 2020). On December 5, 2018, Lyor Cohen, the global head of music for YouTube, made the following claim in a speech at the Cardozo School of Law: "The music business used to be an audio business, and then it became an audiovisual company. Now, I believe it will transition into a visual audio industry." (Hu, 2019).

To summarise, narratives, which include stories and events linked by cause and consequence, have been an essential aspect of human society since ancient times. Visual narratives, presented through diverse mediums such as photographs, graphics, and films, offer a universal and sometimes difficult type of storytelling. Music videos, a modern kind of visual storytelling, combine music, graphics, and audiovisual genres. They not only provide a unique audio experience, but they also play an important part in marketing by producing different visual experiences that

encourage listeners to engage with and purchase the linked music. As Lyor Cohen envisioned, the music industry is transitioning into a visual audio sector, emphasizing the growing importance of the coupling of music and pictures in modern entertainment.

1.1 Problem Statement

According to Dasovich-Wilson and his associates (2022), recently there has been an increasing interest in studying music's function in everyday life but MV viewing received less attention. While it is understood that MV experiences may fulfill the same roles as "audio-only" music listening, the question of whether they help or hinder them is not fully understood (Dasovich-Wilson, Thompson, & Saarikallio, 2022). Dasovich-Wilson along with his associates (2022) further explained that there is an early study conducted by Sun and Lull (1986) investigated adolescents' reasons and motivations for watching MTV (Music Television Channel), a channel that exclusively aired MVs back then. Their results suggest that the youth engaged with MTV because MVs make the audience discover the meaning behind popular songs. These findings show why it is essential to understand the context when evaluating music listening (Dasovich-Wilson, Thompson, & Saarikallio, 2022).

Although it may seem confrontational, studying visual culture like music videos is valuable for much more than just entertainment or as a motivational tool in art school as many youngsters are aware that music videos convey significant meanings because they use richly textured imagery and sound to elicit emotions, sell products, advertise, and tell tales (Taylor, 2022). However, music videos are sometimes used as an outright, brazen PR ploy or cheaply produced without any creative process (Mayfield, 2016). Taylor (2022) explained, that from performance-based to storytelling, music videos have their own way of visualizing the music and helping to convey their message to the audience. Music videos are one of the most powerful visual culture genres to have touched young culture since the invention of television (Taylor, 2022).

A poor video can kill a song's life, while a brilliant video can turn a song into a smash. Consider DJ Snake's song Turn Down For What as an illustration. Although the music had been released for some time, it wasn't until The Daniels' video that it became a true hit. Another excellent example is Gangnam Style, a video that undoubtedly made the audience remember the music. (Boardman, 2016). Doing research about music videos and their effects on listeners can provide clarification and understanding of the effects of visual narrative on song interpretation, perception, and overall enjoyment (Dasovich-Wilson, Thompson, & Saarikallio, 2022).

2. LITERATURE REVIEW

There are stories all around us that are told in various types of mediums. From short stories to light novels to games to films. In the world of modern music, artists often release music videos on new media like YouTube and Spotify whenever they

release an album or singles as a way to promote their songs. Narrative-based music videos, like short films, consist of a series of shots designed to tell a story. Some may have a brief performance by the artist, while others may include the artist acting rather than performing, and yet others may not include any artist at all. The story told by its characters is the main focus of narrative-based music videos (Stratford-upon-Avon College, 2015).

How does this relate to visual communication and new media? Lizzy Smiley (2023) from Tech Smith explained that visual communication is a practice where visual elements are used in order to convey messages, express emotions, and encourage change. This information tied back to what Dasovich-Wilson and his associates (2022) wrote in their paper - music videos' content can vary from scenes featuring musicians performing, narratives that convey the song's musical meaning, or a combination of the first two.

According to Joe Cote (2022) from Southern New Hampshire University, new media is any medium that is delivered digitally. It can vary from websites to streaming apps and any form of communication that is related to the internet (Cote & Southern New Hampshire University, 2022). Music videos are also part of new media as it is commonly posted on YouTube and are 95% of the most viewed videos on the social media platform with over a billion views as of 2021 (Dasovich-Wilson, Thompson, & Saarikallio, 2022)

In conclusion, narrative-based music videos are at the intersection of storytelling, visual communication, and new media. Artists use these videos as dynamic tales, which differ from standard performances. Lizzy Smiley describes visual communication, which connects with Dasovich-Wilson's description of the different content of music videos. Furthermore, as part of new media, these videos find a home on sites such as YouTube, indicating a shift in narrative transmission. This convergence exposes a fertile ground for academic research, providing insights into the changing nature of narrative through music videos in the digital era.

2.1 Narrative And Storytelling Through Visual

According to Shlomi Ron (2016), in the context of marketing, visual storytelling is a marketing strategy that uses mesmerizing narratives, putting the customer at the core of the story, and presenting an emotional visual media experience to enhance customers' lives and produce business results. Visual storytelling, also known as visual narrative uses graphics, images, videos, and more to show tons of information in a short time while reeling the audience into the storylines and emotions (Brafton & Keleher, 2021). It is a way of telling a story with visual content and a potent marketing medium (Brafton & Keleher, 2021).

One of the successful tales of storytelling through visuals is from the 2020 role-playing psychological horror video game titled Omori made by the indie studio Omocat. The creator, Omocat (2014) stated that while drafting the storyline for Omori as a graphic novel, it became clear to her that the story of Omori must be told through a video game to convey its messages to the audience. Choosing the right medium which in this case is a gaming platform for the story is the right

decision as after it was released, Omori got an overwhelmingly positive review on Steam, a video game digital distribution service. The game was praised for its exploration of grief and accepting the truth of what had actually happened (Fukunaga, 2021).

Another revolutionary tale of impactful visual storytelling is from BTS's song, 'I Need U' which was released in 2015. According to Herman (2019b) from Billboard, 'I Need U' music video, as an audio-visual experience portrays the coming-of-age storyline which is the theme of their album, *The Most Beautiful Moment in Life*, and their stories continue through the music videos, concept video (mini-films) and more. The music video for 'I Need U' has become a starting point for a variety of content from books to comic series to videos as they narrate the story of *The Most Beautiful Moment in Life* (Herman, 2019b).

Ultimately, visual storytelling emerges as a powerful marketing tactic, containing narratives that emotionally connect with the audience, resulting in favorable business outcomes. This method uses visuals, photos, and videos to efficiently transmit rich information while capturing the audience with compelling tales and emotions. The success stories of Omori, an Omocat video game, and BTS's 'I Need U' music video demonstrate how selecting the right medium for storytelling, whether a gaming platform or an audio-visual experience, contributes to impactful narratives that last beyond the initial release, inspiring further creative content.

2.2 Music Videos And Their Uses

In this modern world where art and entertainment are consumed on a daily basis, some music can be forgotten amidst the sea of content. Good artists can be missed so a marketing strategy must be implemented in order to sell their music and having a music video can help the artist to be much more visible in the market (Hâf, 2020). Music videos serve as a focal point for the artist's desires to express through their music, and they are an important element of their creative vision as a video's aesthetic impact can be just as profound as its musical impact (Hâf, 2020).

Tai Campbell (2016) explained that music videos give the audience a multi-dimensional experience as people are not just hearing but also watching. When people watch music videos, it is as if they are watching the visual representation of the song (Campbell, 2016). Other than using music videos as a way to promote songs, music videos also help the artist build their own brand and communicate their ideas, themes, and concepts through a medium that can be watched and enjoyed easily (Campbell, 2016).

Amidst the vast ocean of daily art and entertainment consumption, efficient marketing methods, notably through music videos, become crucial for artists to stand out and gain awareness in the competitive market. These videos act as a hub for artists, allowing them to explain their creative vision and express their musical essence through both auditory and visual means. Music videos are more than just promotional tools; they allow artists to create their brand and

communicate complicated ideas, topics, and concepts in a visually engaging manner, increasing the audience's multidimensional experience.

2.3 Listening Experience

According to Rost (2022), a "listening experience" is a self-contained event in which the listener creates meaning from the event. In terms of music listening experience, Tronvoll (2019) mentioned in his paper that music listening experiences show the listeners' views, attitudes, and behaviors. This is also supported by what Mathieu d'Aquin (2017) wrote in his paper about how the pleasure of music grants us a way to reflect on our feelings and emotions.

Continuing on music and emotions, Cook (2019) stated in his paper about music and emotion regulation that different music genres give different emotional responses, positive or negative. He further stated that certain music genres can be associated with positive emotion, negative emotion, or even both at the same time (Cook, 2019).

There is a short article written by Professor Michael W. Purdy (2023) on the Global Listening Centre website - when listening to music, we are provided with information about the person's voice that can help enhance our listening. It allows us direct access to the emotions and sentiments elicited by the rich experience of listening (Purdy, 2023).

In the end, the concept of a listening experience expands beyond simple auditory awareness to become a self-contained event in which the listener constructs meaning. Music listening experiences provide insight into listeners' perspectives, attitudes, and behaviors. The pleasure of music acts as a reflection of emotions, and different music genres provoke a variety of emotional responses. Listening to music provides direct access to the emotions and feelings embedded in the rich auditory experience.

2.4 Stories And Universes In Music Videos

According to Jie Ye-Eun (2022) from The Korea Herald, there is a surge of K-pop idols creating their own unique concepts and storylines recently. They communicate their narrative through images, music videos, and albums whenever they make a debut or comeback and it creates lots of interesting content for fans to enjoy (Jie & The Korea Herald, 2022).

The big idea of creating concepts is not that new to K-pop since they have been implementing it with H.O.T., a first-generation boy band under SM Entertainment in the late 1990s introduced the idea of bestowing respective characteristics and personalities to each member (Jie & The Korea Herald, 2022). Later in 2012, another boy band under the same company, EXO introduced their own lore as they described the members as aliens that come from Exoplanet (planets outside the

solar system) and each of them has their own supernatural power (Jie & The Korea Herald, 2022).

Another company that has been creating its own narrative with its own artists is HYBE Corporation and its own sub-label companies. After BTS, the first group to get their own universe is TOMORROW X TOGETHER. TOMORROW X TOGETHER, commonly known as TXT, has its own narrative written with its group name, which means how the five members come together under one dream to create a better tomorrow (Herman, 2019a). From music videos to VCRs to trailers, for their first three albums, TXT tells an expansive tale of five boys who are growing up, accepting who they are, evaluating their friendships, and navigating promises and betrayals. In particular, one of their music videos, 'Nap of a star', gained some influence from a 1963 children's picture book written by Maurice Sendak, *Where The Wild Things Are*, and the works of French director and illusionist, George Meliès (Benedetta Geddo, 2020). The story in *Nap of a star* is much deeper and shows each boy with their own specific flaws and only after they come together can they slowly accept their own imperfections (Benedetta Geddo, 2020).

The visuals in a music video can also add another meaning to the song. Like in the case of the song 'Ditto' by the girl group NewJeans. There are two music videos made for the song, each titled 'Side A' and 'Side B' that tells the story of NewJeans members with a sixth friend who often records the members' dance rehearsals (Benjamin, 2022). The music video did a spectacular job of depicting memories and reminiscing old times and adding more meaning to the song that on first look might be about a romantic crush but at a different angle or perspective could also be about friendship (Benjamin, 2022).

To summarise, the rise of K-pop celebrities creating distinct concepts and tales that are expressed through visuals, music videos, and albums demonstrates a dynamic shift in the industry's storytelling strategy. This approach is not wholly new, as seen by early groups such as H.O.T. and, later, EXO. HYBE Corporation, following BTS's popularity, maintained this pattern with TXT and also with NewJeans as they weave an expansive narrative across numerous mediums, borrowing inspiration from literature and movies.

3. METHODOLOGY

According to Ugwu and Eze (2023), qualitative research is a study of phenomena that include the quality, various manifestations, context in which they arise, or the various points of view from which they can be perceived although it still excludes their spectrum, frequency, and place in an objectively determined relationship between cause and effect. It typically includes words as data instead of numbers (Ugwu & Eze, 2023).

The purpose of qualitative research is to to gather insights and understand people's experience and viewpoints by exploring social organizations and human behavior

(Girardin, 2023). These data focuses on emotional responses and people's beliefs and can be really helpful in user experience design or marketing (Girardin, 2023).

Butina (2015) wrote in her paper about narrative inquiry, one of the five qualitative research methods that use stories as raw data. Narrative inquiry documents the experiences of a person or small group, showing the individual's lived experience or unique perspective, typically through an interview that is subsequently documented and organised into a chronological narrative (Deakin University, 2018).

Following the narrative centric methods that we are using for this research, according to Dovetail Editorial Team (2023) from the website Dovetail, narrative analysis aims to organise the collective experience of a group of study participants' tales. The objective is to convert people's personal narratives into coded and organised data so that researchers can quickly analyse the influence of a certain event, emotion, or choice on the people involved. At the conclusion of a narrative analysis, researchers can discover key narratives that encapsulate the human experience.

3.1 Procedure Of Data Collection

To answer the research questions, a focus group technique was applied. According to Kitzinger (1995), a focus group is qualitative research that generates data through communication between research participants. In a focus group, instead of the researcher asking, people are encouraged to talk to each other - talk about their experiences, ask questions, and comment on each other's points of view and experiences (Kitzinger, 1995). This method was used in communication studies to investigate the effects of films and television programs as it is useful to explore people's experiences, what, how, and why they think that way (Kitzinger, 1995).

3.1.1 Respondents

In this study, the data will be collected from the 5 respondents and their conversations with one another in a group setting. During the data collection, participants will be asked about their thoughts and views about the music video, the narrative used in it, and how it affects listeners' experience. To ensure that the conversation would be fulfilling and packed with data instead of meaningless conversation, the research will only limit people who are seriously interested in watching music videos, analyzing its stories, and how it made them feel.

3.1.2 Selecting Respondents

This study involves 5 people who are passionate and enthusiastic about music videos and their narrative thus a careful selection will be made to make sure that each participant has their own thoughts and views that they could share in order to

answer the questions of this study. The participants could be fans of certain artists of certain genres of music as long as they watch music videos and can share their opinions about it.

3.1.3 Age Range

In this research, around 5 to 8 participants aged between 18 to 29 will be recruited for the focus group and only one group of participants will be formed. Like films, music videos are also rated to ensure they are shown to the right audience. Participants ranging from 18 to 29 years old will ensure they are accessible to all types of music videos. Convenience sampling will be used to gather participants that meet the requirements for the research.

3.1.5 Type Of Instrument

For this research, a semi-structured interview will be used in order to reach the research objectives. Among all of the other specific methods of a focus group, semi-structured is the best for this research because it allows the researcher to ask questions that are much more specific to the topic while allowing the participants to voice out their opinions and experiences better.

3.1.6 Interview Guide

The interview will be conducted online for the sake of convenience and a co-moderator will be assigned to help the researcher to manage the focus group. The questions will be open-ended to give each participant a chance to voice out their thoughts about narrative in music videos and how it affects the listeners' experience.

3.1.7 Data Collection

Through semi-structured interviews, data will be collected from 5-8 participants who join the focus group. For convenience, the discussion and data collection will be held online. There would be less connection between the participants but this way is much easier to gather people who do not have the time and transportation to come gather at the same place at the same time. A co-moderator will assigned to help manage the discussion and the whole meeting will be recorded through screen recording.

3.1.8 Data Analysis

Data collected from the semi-structured interview will be analyzed using narrative analysis. According to Bernardita Calzon (2023), this method is used to explore

the significance underlying people's stories, as well as how they tell them. By analyzing the words people use to describe a situation, essential inferences about their viewpoint on a certain topic can be extracted (Bernardita Calzon, 2023). Narrative analysis can be beneficial in business as it provides unique insights by analyzing customer feelings and behavior towards a specific product (Bernardita Calzon, 2023).

4. FINDINGS

In this chapter, we will be presenting and discussing the information and stories that we have gathered from the 5 participants who joined the study. Here we highlighted a few points and anecdotes told by the participants and how they make sense of the narrative in the music video that they watched. Using the narrative analysis method, we analyzed the stories they tell about how the narrative in their favorite music videos affected them and how it made them feel, how it connected to them in a personal way, and how it sent messages about the injustices of the world.

4.1 Respondent's Answer

To answer the research questions, a focus group technique was applied. According to Kitzinger (1995), a focus group is qualitative research that generates data through communication between research participants. In a focus group, instead of the researcher asking, people are encouraged to talk to each other - talk about their experiences, ask questions, and comment on each other's points of view and experiences (Kitzinger, 1995). This method was used in communication studies to investigate the effects of films and television programs as it is useful to explore people's experiences, what, how, and why they think that way (Kitzinger, 1995).

4.2 Narrative Analysis

Narrative analysis is a type of qualitative data analysis that seeks to interpret the central narratives of a research group's personal stories. Data is collected and organized using a first-person narrative to help the researcher understand how people experience something.

Instead of focusing solely on the words spoken during an interview, narrative analysis allows for the collection of data on how the individual presented themselves, the language they used while describing a specific event or sensation, and the ideas and reasons they encountered. A narrative analysis will also look at how the research participants created their tales.

4.3 Product Outcome



Plate 4.1 Mockup of the booklet

The interview that was done with the participants enlightened the researcher more about the subject at hand and answered the research questions. The researcher focuses on the way each respondents interpret each of the MV that they watch and how it affects them differently. One way to explore how the listeners make sense of the music video is by explaining it through a booklet. Using visuals from the music video, lyrics, symbolism used, and context from the song, can show the audience how one would interpret the music video and discern its meaning.

Visualizing the thought process that went through the listeners' minds can show people how one would understand and make sense of the songs they listened to. The challenge here is how to faithfully conjure up the thought process. A few songs that respondents have talked about in their interviews will be selected to be interpreted and put in the booklet.

4.4 Findings

Based on the interviews we have done, there is some new information that has arisen. Each participant has their own way of interpreting the music they listen to and the music videos they watch. For starters, the researcher asked the participants about what kind of music videos they watched and how they came to watch said videos. They stated that they tend to watch MVs of their favorite artists or if they find the song or music video interesting either through the thumbnail or if they already like the song and want to check out the music video. One could also be following the works of the creative team behind the MV and watching it to check out their latest artwork.

4.4.1 Perspective On Narrative In Music Videos

When asked about their perspective on narrative in music videos, they stated that music videos are an interesting way to convey the story and that it is like art. It can be a way to express the vibe and feelings of the song or the interpretation of the

story behind the lyrics. Despite that, depending on the execution, some music videos can make one love the song more while others will leave you with confusion. One of the respondents even stated that if there is a narrative in the music video, the audience may be inclined to watch it till the end. This is supported by Schlue (2016) where people tend to enjoy the media more when they are engaged in the story and feel like they are transported into the narrative. This comes from their overall experience of engaging with the content whether it is through visuals or sound (Schlue, 2016).

Good music videos will have good and lasting impressions. A respondent even stated that good music videos are the ones that make you remember the scenes whenever you listen to the song. That being said, if the visuals from the music video are too much and overwhelming, it can make the viewers forget to listen to the song which defeats the purpose of the music video. There should be a balance between the visual and the auditory elements. Another reason for this can be that the quality and meaning of the song do not match with the music video or there could be too much explicit and unnecessary elements in it.

4.4.2 The Connection Between The Lyrics And The Visual

When they watch the music video, the audience will try to find the connection between the lyrics and the scenes. Some music videos convey the lyrics really well by incorporating symbolism and hidden messages in them through objects and action. For example, a participant explained the symbolism of the 'butterfly' in BTS's The Most Beautiful Moment in Life prologue video where the insect was used as a metaphor for the fleeting moment of life that could be gone if one did not pay attention to it. This is supported by Selva-Ruiz and Fénix-Pina (2021) journal where they stated that in the process of producing the music video, the song lyrics may have some influence to it.

Narrative in music videos can range from direct representations of song lyrics to more abstract and symbolic storytelling like how certain music videos do not provide a concrete story but instead choose to express the message of the song through mood and ambiance. However, the visuals shown in music videos should not be the only interpretation of the song. Lyrics can be interpreted in many ways and the narrative in music videos can guide viewers to what the song is talking about. The narrative used in the music video can be one of the many interpretations people can make from the song.

4.4.3 Emotional effects from music videos

When asked about the emotional effects they get from watching music videos, the participants' emotions range from captivated, empowered, and blown away to emotional and relatable. Some storylines from the music video are quite simple but the execution gives a deeper meaning and layers to the story. It is like what Ma

(2022) wrote in her journal, where watching short music videos with a story may make you feel more emotional but could distract you from thinking clearly. The narrative told in the music video can also make the viewer learn something that can later be applied to their life, whether as a lesson or as a comfort.

4.4.4 Enhancing the listening experience

Based on their experience, the participants stated that it depends on the music video that they watch. Some of it enhances the listening experience by having a good music video for a good song. One that can even make you reminisce about the scenes of the music video whenever you listen back to the song. This aligned with the research done by Knöpfel et al. (2019), where they discovered that pairing audio with visual stimuli made some brain cells more responsive to sound. While some just did the opposite and this can happen for several reasons, one of them is by having too many explicit and gibberish scenes going on in the video.

Before ending the session, the researcher asked the participants whether every song needed its music video. Most of them answered that while a music video is a good tool for promotion and to help convey the song better, not every song should have its music video as it can be overwhelming and too saturated for the market. Some songs just need to be listened to and enjoyed without any visual stimulation.

4.4.5 Summary of Respondents' Answers

This study examined the function of narrative in music videos and how it affects the emotional and mental states of viewers. We learned how music videos express meaning, and evoke emotions while enhancing the listening experience overall from in-depth conversations with five respondents.

Respondent E emphasised how a music video's storyline can successfully communicate the desired feelings even when it has nothing to do with the song's lyrics. She said that "The Day Before," a Nell MV that she loved, had a strong emotional impact because of its straightforward but effective narrative. This is consistent with Heiderich's (2012) claim that by emphasising characters' facial expressions and body language, close-up shots can heighten audience engagement.

Music video artists should carefully evaluate how narratives and visual aspects might complement and improve the emotional resonance of the song, given that visual storytelling has the power to generate strong emotions.

Respondent S discussed how, in her experience with BTS's prologue video for "The Most Beautiful Moment in Life," music videos with tales may have a profound emotional impact on listeners. Victor (2023) stated that in addition to reflecting the meaning of the song, this video offered a contemplative experience that related to her feelings and personal life.

Reflective and relevant stories can strengthen viewers' emotional bonds with the music in music videos, increasing their impact and memory.

Respondent L liked Orange Caramel's "Catallena" music video, which tells a symbolic and metaphorical story. She liked how the MV used a fun and interesting plot to convey a meaningful lesson about self-worth. Her preference for videos that are directed by her favourite creatives emphasises how important the production team's part is in constructing the story.

Multiple levels of interpretation are available to viewers through symbolic narratives, which enriches the viewing experience. Music videos that are more memorable and impactful can be produced by working with talented directors and creatives.

In order to enhance the meaning of the song, Respondent J underlined the significance of coordinating the visual story with the lyrics. His favourite music video, "Look At Me" by XXXTENTACION, went above mere entertainment value by addressing current social issues with its imagery.

Closely matched music videos can enhance a song's thematic richness and encourage critical discussion of social and political concerns.

Respondent K pointed out that because music videos are usually short, they frequently employ symbolic and open-ended narratives that let viewers understand the story in several ways. Her encounter with Tomorrow x Together's "Nap of a Star" serves as an example of how imaginative narrative methods, such as stop-motion animation, may accentuate the enchanted and sentimental elements of a song.

Music videos that provide room for interpretation can spark viewers' imaginations and offer a more dynamic, customised viewing experience. The music's emotional and visual appeal can be enhanced even more by using inventive storytelling approaches.

5. CONCLUSION

In the quest to learn about narrative in music videos and its influence on listeners' experience, the researcher analyzed the interview transcripts from the focus group with narrative analysis and discovered a variety of answers from the participants. We can see that the emotional effects of the music video's narrative on the participants can be impactful, so much so that they can take some lessons or find comfort whenever they watch it back or reminisce whenever they listen to the song. Narrative in music videos can range from execution by lyrics to execution by mood. Both of them tell the narrative of the song through different lenses and directions but still serve the purpose of painting the picture of the song.

The connection between the lyrics and visuals in the music video plays an important role in enhancing the listeners' experience as listeners will make the correlation between the meaning of the songs and how it interconnects with the scenes happening in the music video. Music video is a powerful tool that can convey emotions within a limited time frame. Because of this, narratives in music videos are often symbolic and open, leading viewers to make their own theories and interpretations of what they have watched. It was likened to art forms that inspire creative interpretations.

From the examples that the participants had given, we can see that narrative in music videos can vary and be executed in numerous ways. From there, all sorts of emotions can affect the audience whether it is sadness, happiness, captivation, amused and even comfort.

This research advances our knowledge of how story components in music videos affect audience participation and affective reaction. It draws attention to how crucial visual storytelling is to a song's overall experience and offers insights on the various ways that fans interact with music videos. The result of this study can be used as a reference for directors and producers when they are planning to make a music video. It can also be a reference for film or media student in their studies. Although the results provide insightful information, the study's limited sample size restricts how far the findings may be applied. In order to corroborate these results and investigate other aspects of narrative impact in music videos, future studies should take into account bigger and more varied sample sizes.

Subsequent studies might look into the narrative music videos' long-term effects on viewers' emotional wellness as well as their potential contribution to social and cultural discourse. Furthermore, research might examine the efficacy of diverse narrative methodologies and their impact on diverse demographic cohorts.

This study's findings highlight the significant influence that narrative has on the formation of emotional and cognitive experiences in music videos. Music video producers can improve the emotional impact and interpretive complexity of their work by using visual narrative, giving viewers a deeper and more meaningful relationship with the music.

Before starting this research, we have always been curious about how people see and interpret the media that they watch, and doing this research has fulfilled one of my dreams of doing a study about something we are truly passionate about. This study has opened our eyes to how people perceive narrative in music videos, how the stories effect them the way they live their live,s and how it makes them find comfort during their lonely times. It is a comforting feeling to know that we are not the only ones that analyze stories within the music video.

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