Music video is the mixture of audio (song lyrics and music) and visual (moving picture) that is used as the song promotion. The both mixture is functioned to express a meaning. In this research, the researcher is interested with the music video of “From the Inside” by Linkin Park in their album “Meteora” because it consists of propaganda payload. The visualization and lyrics representation the disappointment of civil citizen to the government, but behind it, this music video implies a meaning that America is a powerful country which is able to influence another country politics policy.

Propaganda is a communication for the politics importance, used to spread an idea and doctrine so the people accept them. Politics propaganda in Linkin Park music video uses Plain Folk and Testimonials technique. Both of them aim to make people following and accepting the ideology maker. Music video is multidimensional artistic what in it contains of movie elements, music and advertisement. It also contains of messages to follow invitation and ideology. Semiotics can be defined as a science which studies wide of objects, moments and all of the cultures as a sign. Semiotics that is used in this research is Roland Barthes Semiotics and a little point of view of Baudrillard Semiotics.

This research uses qualitative approach and interpretative perspective. The researcher explains the meaning of the signs in music video including song lyrics, music, picture taken technique, setting, lighting color and body language by using Barthes Semiotics Analysis. First, data is meant as denotative and connotative without ignoring the myth to get the whole general understanding and description. Some categories can be seen in song lyrics, music, picture taken technique, setting, lighting color and body language. After that, the visualization which has simulation is interpreted based on researcher perspective by using simulation theory of Jean Baudrillard. Simulation is a creating process of real form through the unknowing models or reality, so it’s possible for the man to make an illusion and fantasy becomes real. Then, the analysis result is correlated with the ideology concept about propaganda that is going into effect in society.

Analysis result in the music video of “From the Inside” generally describes about the riot that happens when American creates a demonstration. While the connotative meanings are beside Linkin Park as a song promotion subject, the American culture representation is also reflected from the society behavior when they did demonstration and anarchism action. Besides, it is also must shown how strong the America power, so people must bow to its desire, even though basically the whole power comes from people. Generally, the music video visualization has interpreted the song lyrics, so it can be said that visualization is the coherent of song lyrics “From the Inside” music video has a propaganda meaning, because Linkin Park shows the strength and America government to influence another country politics policy, behind the message that they advocate what the people want and need.