

A Content Analysis of Parental Love in Music Videos

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Abstract

Purpose: This study examines the representation of parental love in the music video ‘Always in Your Pulse’ (*Selalu Ada di Nadimu*) by Bunga Citra Lestari, the soundtrack of the animated film *Jumbo*. It focuses on how parental love is constructed and communicated through audiovisual elements within an Indonesian cultural context.

Methods: This study uses a qualitative approach and constructivist paradigm with Krippendorff’s content analysis method, based on social construction theory. Data were obtained through non-participant observation, documentation, literature study, and interviews with an expert in film and animation studies to validate interpretations, supported by parents and children to capture audience perspectives. The main data are the visual and lyrical elements of the video.

Findings: The results show that parental love is expressed through nonverbal, verbal, visual, and audio elements. The message construction is narrative and progressive, with a slow pace that gives the audience space to feel the emotional transitions. The message characteristics are conveyed through a personal communication style and a consistent emotional tone and mood, making the message accessible and universally relatable.

Originality: The novelty of this research lies in connecting audiovisual content analysis with social construction theory to highlight how Indonesian music videos can act as vehicles of cultural value formation. This theoretical contribution expands the scope of social construction studies by positioning music videos not only as entertainment artifacts but also as instruments of emotional and educational communication.

Keywords: Parental Love, Content Analysis, Music Video, Social Construction Theory.

Introduction

The emergence of social media as a form of the internet has ushered humanity into the digital age. According to data from DataReportal, Indonesia had 143 million social media users as of January 2025, an increase of 2.9% from the beginning of 2024 to the beginning of 2025 ([Kemp, 2025](#)). The existence of social media has transformed various aspects of life, from lifestyle to culture, while also facilitating access to human needs such as communication, information, education, entertainment, and even business ([Gunawan et al., 2021](#)). One of the most widely used social media platforms is YouTube, with 143 million users at the beginning of 2025, averaging 1,744 minutes, or approximately 29 hours and 4 minutes, per month ([Smith et al., 2023](#)). This figure places Indonesia in fourth place among the countries with the largest number of YouTube users worldwide and tenth among the countries that spend the most time on YouTube ([Yonatan, 2025](#)).

The presence of social media, especially YouTube, has become one of the primary sources of information and entertainment for various age groups, including children ([Haßler et al., 2023](#)). This platform offers thousands of types of content that can be easily accessed, but not all content has educational value or supports emotional and social aspects, such as the value of parental love ([Swider-Cios et al., 2023](#)). Love expressed

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through attention, touch, and good communication is a crucial foundation in the development of a child's character and emotional stability. (Wulandari, 2024) emphasizes that the emotional warmth from parents will help children feel safe, confident, and able to control themselves well. In addition, parental emotional support plays an important role in children's emotional development and psychological adjustment, as supportive parental responses can contribute to children's ability to regulate their emotions and adapt psychologically (Jin et al., 2017). Therefore, media should not only serve as a means of entertainment but also function as a tool to teach positive values that support children's psychosocial development (Castillo-Abdul et al., 2021).

In today's modern era, there is no shortage of video content circulating on social media, particularly YouTube, that emphasizes entertainment alone without incorporating moral values. In fact, it may contain negative elements, either directly or indirectly (Lee et al., 2022). The Ministry of Communication and Digital Affairs stated that there were over 50,000 negative content items between January and October 2017, including 1,258 on YouTube. These included pornography, hate speech, hoaxes, and even violence against children (Komdigi, 2020). When children are allowed to consume such negative content, it can lead them to engage in immoral behavior (Aziz, 2023). Therefore, controlling digital media consumption is crucial for parents in safeguarding their children's development.

Given this reality, it is important to observe other types of content that contain positive values, such as parental love. This is important because all content on social media has a significant influence on shaping the perceptions, attitudes, and behaviors of society, especially children (Rafiq, 2020). Among various forms of communication media, music videos serve as an effective medium for conveying messages and evoking emotional responses, as different types of music videos and rhythmic characteristics can significantly influence viewers' psychological and emotional responses (Ma, 2022). As a form of multimodal media, music videos combine different elements to convey meaning to audiences. These elements include textual, acoustic, and visual components, such as lyrics, musical sounds, and visual representations, which can contribute to the construction of emotional meanings (Pandeya et al., 2021). Furthermore, music videos function as multimodal texts in which visual, verbal, and auditory elements interact to construct and communicate meaning (Rens, 2021). Music videos have a close relationship with films as they influence each other, particularly through music video soundtracks as part of film promotion strategies (Selva-Ruiz & Fénix-Pina, 2021).

As a form of mass communication, films often create a main song released as a single, accompanied by a music video, as an effort to introduce it to the public while adding emotional value (Selva-Ruiz & Fénix-Pina, 2021). This strategy enables the message contained in the film to be conveyed more widely through music and visuals. Thus, music videos not only function as a medium of entertainment and promotion but also have strategic potential in conveying important values in films, such as parental love for children (Coyne et al., 2023). The researchers have compiled several recent Indonesian films with original soundtrack music videos uploaded to YouTube, including:

Table 1. Indonesian Films with Music Videos Soundtracks

No	Film Title	Music Video Title	YouTube Channel	Release Date
1.	<i>Jumbo</i>	BCL (Bunga Citra Lestari)--'Always in Your Pulse' (<i>Selalu Ada di Nadimu</i>) (Music	IT'S ME BCL!	March, 21 st 2025 (14.234.514 views per May, 11 th 2025)

		Video) Original		
2.	<i>Komang</i>	Soundtrack from <i>Jumbo Komang</i> --Raim Laode (OST Film <i>Komang</i>)	Raim Laode	February, 14 th 2025 (179.925 views per May, 11 th 2025)
3.	<i>Qodrat 2</i>	I'am Your Man (OST <i>Qodrat 2</i>)--The Dance Company	Pongki Barata Songs	March, 24 th 2025 (81.601 views per May, 11 th 2025)

Note: The table presents selected Indonesian animated films and their original soundtrack music videos, along with information on YouTube channels, release dates, and view counts as of May 11, 2025. The data provide an overview of the popularity and public reach of the selected music videos.

From several examples of music videos presented in [Table 1](#), the researchers chose to examine one of the original soundtrack music videos from the animated film ‘*Jumbo*’, namely ‘Always in Your Pulse’ (*Selalu Ada di Nadimu*) by Bunga Citra Lestari. The researchers chose this music video because it explicitly contains values of parental love in line with the object of the study ([Verma et al., 2021](#)). Scientifically, the selection is justified because this video is not only popular but also rich in educational and emotional content, making it a strong case study for examining how digital media communicates values beyond entertainment ([Santonniccolo et al., 2023](#)).

Parental love is the most fundamental need in children’s life as it plays a significant role in shaping his/her personality, maintaining emotional stability, and fostering social development ([Xia et al., 2024](#)). This form of love is not only material but also takes the form of attention, hugs, good communication, and full support for the children's life ([Wulandari, 2024](#)). In this context, communication plays a crucial role as a means of conveying the value of love. Effective communication can express love in a way that is received and understood appropriately, especially by the children ([Wiratirta & Adim, 2023](#)). However, many children grow up without experiencing full love from their parents. This can be caused by intentional neglect, divorce, domestic violence, or the loss of parents due to a disaster. Just as humans fundamentally need to feel acknowledged, valued, loved, and have their emotional needs met ([Riski & Apriliani, 2024](#)), children also require continuous affection from their parents as a fundamental form of self-acknowledgment and acceptance.

In Indonesia, many children lack parental affection because they have lost their father (orphans), lost their mother (half-orphans), or even lost both parents (double orphans). According to data from the Ministry of Social Affairs, the number of double orphans in Indonesia increased significantly during the COVID-19 pandemic in March 2020. By 2022, there were over 4 million orphaned children, with 45,000 under the care of social welfare institutions and the remainder in the care of impoverished families. As a result, the children may experience emotional crises, feel lonely, and even lose their zest for life ([Fahham, 2022](#)). Therefore, attention to the emotional and social well-being of children who have lost their parents is an important issue to address.

In this context, communication media, particularly music videos, should be utilized as a medium to convey positive values that support the children’s emotional and social well-being, especially for those who have lost their parents. Music videos have the potential to create meaningful experiences for audiences by combining narrative content,

visual elements, and the meaning conveyed through lyrics, which can shape viewers' emotional and personal interpretations of the music (Dasovich-Wilson et al., 2025). Therefore, media not only serves as entertainment but also as an educational tool that can shape children's character through the messages conveyed (Tuuri et al., 2025).

This study offers novelty by demonstrating how music videos from Indonesian animated films, specifically 'Always in Your Pulse' (*Selalu Ada di Nadimu*), serve not only as promotional tools but also as vehicles for constructing parental love through audiovisual symbols (Fazeli et al., 2023). This provides a new theoretical contribution by extending social construction theory into the field of local music video content analysis, an area not previously explored in depth.

Unfortunately, a real gap exists between the media's potential as an educational tool and the reality that most content is predominantly entertainment-oriented, leading to negative outcomes. The music video 'Always in Your Pulse' (*Selalu Ada di Nadimu*) from the animated film *Jumbo* is a positive example of media that conveys the value of parental love in an emotional, touching way. Previous research has shown that music video experiences can influence audiences' perceptions of musical meaning and affective responses through the interaction of audiovisual elements (Dasovich-Wilson et al., 2025). However, research examining in depth how music videos convey and shape audiences' perceptions of specific positive values, particularly parental love, remains limited.

Before conducting this study, the researchers reviewed the literature from the past five years to determine the state of the art and avoid duplication. For instance, (Fidaraini, 2022) explored podcasts as digital public spaces using Krippendorff's content analysis, while (Mozie, 2022) analyzed hip-hop protest lyrics through content analysis. Both studies employed different subjects and objects, opening space for new perspectives.

The objective of this study is to analyze how parental love is represented in the music video 'Always in Your Pulse' (*Selalu Ada di Nadimu*) by Bunga Citra Lestari, using Krippendorff's qualitative content analysis within the framework of social construction theory. This study aims to identify the narrative, visual, audio, and lyrical elements that construct the value of parental love and to examine how these elements contribute to emotional and educational communication through digital media.

This study uses a qualitative approach because it can explore complex meanings in mass media (Abdussamad, 2021), and qualitative content analysis was chosen because it provides a systematic approach to describing, interpreting, and explaining meanings within the analyzed material (Lyhne et al., 2025). The primary data consists of the music video 'Always in Your Pulse' from Bunga Citra Lestari's YouTube channel, which presents an explicit narrative from a parent's perspective to a child. The proliferation of digital content that fails to adequately represent emotional and educational values, including parental love, serves as an important backdrop for this research. Therefore, this study is titled "*A Content Analysis of Parental Love in Music Videos.*"

Methods

This study is based on the constructivist paradigm, which views reality and knowledge as being shaped through subjective experiences and social constructions (Triyono, 2021). This paradigm enables researchers to understand the meaning of parental love in music videos from a cultural and individual experience perspective. A qualitative approach was used because it can reveal hidden meanings in the context of mass communication media. The method applied is Krippendorff's content analysis, which is relevant for interpreting symbolic and narrative messages in both visual and lyrical forms.

This research is descriptive qualitative, focusing on in-depth interpretation of data. The research procedure includes six stages of Krippendorff's content analysis (Lestari et al., 2024): (1) unitizing, determining data units in the form of visual clips and song lyrics, (2) sampling, selecting relevant parts of the music video, (3) recording/coding, coding data based on categories of affection, (4) reducing, filtering data to make it more focused, (5) inferring, interpreting the meaning of the grouped data, and (6) narrating, compiling the results in the form of a systematic narrative.

The units of analysis in this study consist of visual scenes and song lyrics from the music video 'Always in Your Pulse' (*Selalu Ada di Nadimu*) by Bunga Citra Lestari. The selection of scenes was based on the understanding that a scene records events directly and may consist of one or more shots that collectively form a complete storyline. Accordingly, each visual and lyrical element was selected for its relevance to the representation of parental love and the objectives of the study. A total of 10 units of analysis were identified, consisting of visual scenes and song lyrics. Data were collected through non-participant observation of the music video, interviews with expert informants, documentation, and literature review. To ensure data validity, source and theoretical triangulation were employed to validate the analysis findings (Renz et al., 2018).

Results

The researchers will present the results of a study on the representation of parental love in the music video titled 'Always in Your Pulse' (*Selalu Ada di Nadimu*) by Bunga Citra Lestari, which was uploaded on March 21st, 2025, through her personal YouTube channel. The study was conducted using a qualitative approach and Krippendorff's content analysis method. The analysis was conducted on ten units of analysis, consisting of visual segments (scenes) and song lyrics deemed to contain parental love values in line with the research objectives. The analysis results were organized into three main aspects: message description (MD), message construction (MC), and message characteristics (MR), presented in the form of coding tables per aspect. The analysis results will be examined in reference to Berger & Luckmann's social construction theory and the concept of parental love which consists of four concepts: physical affection, shared special times with special activities, special relationship, and nurturance (Sabey et al., 2018), also the concept of continued bonds from (Hansen et al., 2016) which consists of three concepts: inner guide, encounters, and mementos (physical/symbolic memories).

The message description aspect includes several dimensions that illustrate how parental love is represented in the music video. It covers verbal messages expressed through song lyrics, nonverbal messages conveyed through gestures and character expressions, and visual elements that are shown through animated scenes and symbolic settings. In addition, this aspect also examines audio elements such as melody, rhythm, and tone, which interact as multimodal features that contribute to the emotional experience and interpretation of music videos (J. Wang et al., 2026).

The analysis of message descriptions revealed how parental love is communicated through different channels, including nonverbal gestures, visual elements, verbal messages, and audio elements. Each scene (coded MD-1 to MD-10) represents a particular dimension of love expressed by parents to their children. To make the presentation more systematic, the results are divided into three tables, followed by narrative explanations that highlight the main findings.

Table 2. Message Description Results (MD-1 to MD-3)

Code	Data	Aspect Analyzed	Examples in Content	Analysis Notes
MD-1		Nonverbal message (gestures & expressions)	The mother looked at her child with an emotional and worried expression as her child played alone.	Describing parents' concerns and hopes that their children will be strong in facing life.
		Visual element (setting, colors, symbols)	Green garden setting, natural light, mother looking at her child from afar.	The dominance of green gives a calming impression, symbolizing balance and emotional stability.
	Song lyrics contain hidden messages.	Verbal message (song lyrics)	When the storm eventually comes ...	Lyrics use metaphors such as 'storm' and 'wind' to reflect life's challenges.
		Audio element (background music)	Soft orchestral arrangement.	Reinforcing the mother's concern and emotional atmosphere.
MD-2		Nonverbal message	Parent and child sit side by side with smiling faces.	Smiles reflect genuine happiness and warmth in their relationship.
		Visual element	Family in a room with warm, yellowish lighting.	Creating a cozy atmosphere full of emotional warmth.
	Song lyrics contain hidden messages.	Verbal message	If only when it comes ...	Lyrics show parents' love continues despite absence.
		Audio element	Soft orchestral music.	The rhythm harmonizes with lyrics about separation.
MD-3		Nonverbal message	The child cries next to her parents.	Expressing emotional safety and vulnerability.

	Visual element	Rainy night, purple tones, dim light.	Emphasizing an emotional storm but also safety within family bonds.
Song lyrics contain hidden messages.	Verbal message	Little by little, you'll face the bitterness, cry it all out if you must.	Accepting the bitterness of life and validates crying.
	Audio element	Melodic piano.	Supporting calm, sadness, and acceptance.

Note: The message description aspect will cover verbal messages, nonverbal messages, visual elements, and audio elements contained in the music video (MD=Message Description).

The first three units (MD-1 to MD-3), as presented in Table 2, emphasize parental love through emotional expressions and visual metaphors. Gestures such as worried gazes and warm smiles highlight physical affection and nurturance. The recurring use of natural symbols like storms, rain, and wind portrays life challenges, while the orchestral and piano music reinforces the emotional depth. These findings illustrate how audiovisual media construct a safe space for children to express emotions while feeling supported by their parents.

Table 3. Message Description Results (MD-4 to MD-6)

Code	Data	Aspect Analyzed	Examples in Content	Analysis Notes
MD-4	 Song lyrics contain hidden messages.	Nonverbal message	Child performs confidently on stage, smile.	Showing pride and parental support.
		Visual element	Stage with yellow lights.	Yellow symbolizes joy and warmth.
		Verbal message	My son, remember that every restlessness isn't in vein ...	Lyrics encourage resilience and strength.
		Audio element	Energized orchestral music.	Matching the message of hope and resilience.
MD-5		Nonverbal message	Child stares at family photo with longing.	Representing emotional bond and sense of loss.
		Visual element	Dominant blue background with family photo.	Blue conveys sadness and nostalgia.

MD-6		Song lyrics contain hidden messages.	Verbal message	At the end, there's no end ...	Lyrics act as a prayer for a child's happiness.
			Audio element	Steady orchestral arrangement.	Reinforcing the meaning of continuous love.
			Visual element	Mother figure fades slowly in the background.	Symbolizing departure or loss.
			Verbal message	This song is not just a melody ...	Suggesting the song conveys values, not just melody.
		Song lyrics contain hidden messages.	Audio element	Rising pitch in music.	Emphasizing the message's seriousness.

Note: The message description aspect will cover verbal messages, nonverbal messages, visual elements, and audio elements contained in the music video (MD=Message Description).

The second group (MD-4 to MD-6), as presented in Table 3, emphasizes parental encouragement and symbolic absence. Smiling faces and confident performance reflect parents' pride, while fading figures symbolize death and separation. Music shifts from soft to energized, creating dramatic emphasis. These results reveal how the video builds tension between presence and absence, shaping children's understanding of resilience and emotional continuity.

Table 4. Message Description Results (MD-7 to MD-10)

Table 7: Message Description Results (MD-7 to MD-16)					
Code	Data	Aspect Analyzed	Examples in Content	Analysis Notes	
MD-7	 Aku ingin kau mendengarku	Visual element	Parent fades from the child's side.	Symbol of parental loss.	
	Song lyrics contain hidden messages.	Verbal message	I want you to listen to it ...	Parents hope their love is still 'heard.'	
		Audio element	Upbeat tone.	Reinforcing the message of presence despite absence.	
MD-8	 dengan hatimu bukan telinga	Visual element	Parent figure disappears.	Representing emotional separation.	
	Song lyrics contain hidden messages.	Verbal message	With your heart, not your ears ...	The message should be felt with the heart.	

MD-9		Audio element	Upbeat music.	Strengthening symbolic message.
		Visual element	Parent fades again.	Repetition emphasizes lasting absence.
MD-10		Verbal message	Remember, this is not just word ...	The message is sincere and eternal.
		Audio element	Upbeat tone.	Continuously emphasizing values.
		Nonverbal message	Child smiles emotionally at the photo.	Acceptance of loss, but love remains.
		Visual element	Family photo in blue light with white glow.	Transition from sadness to hope.
		Verbal message	Its meaning will reveal itself to be ...	Parents' message becomes meaningful over time.
		Audio element	Music descends slowly.	Soft ending represents peace and acceptance.

Note: The message description aspect will cover verbal messages, nonverbal messages, visual elements, and audio elements contained in the music video

(MD=Message Description).

The last group (MD-7 to MD-10), as presented in [Table 4](#), highlights symbolic messages and acceptance of loss. Repeated visuals of fading parents convey separation, while lyrics stress eternal values of love. The combination of blue tones and white light demonstrates emotional transformation from grief to acceptance. These findings emphasize the theme of continued bonds, showing that even after physical loss, parental love persists as memory, guidance, and hope.

Furthermore, the results of message construction analysis highlight how the narrative, sequencing, and integration of visual and lyrical elements convey parental love throughout the music video. The findings show a progressive storyline that moves from introduction to emotional conflict, to motivation, and finally to closure and acceptance. To avoid excessive length, the data are presented in three separate tables, each followed by an explanatory narrative.

Table 5. Message Construction Results (MC-1 to MC-3)

Code	Aspect Analyzed	Examples in Content	Analysis Notes
MC-1	Narrative structure (opening)	When the storm eventually comes ...	The orchestral opening with conflicted lyrics establishes an emotional connection between parent and child.

	Flow of delivery	The video begins with slow visuals of mother and child, followed by lyrics.	The gradual transition creates reflection, allowing viewers to internalize emotions.
	Integration of elements	Mother gazes worriedly at her child while lyrics play.	Visuals harmonize with ‘want you to be stronger,’ showing hope and concern.
MC-2	Narrative structure (content)	If only when it comes ...	Lyrics highlight separation and desire for memory preservation.
	Flow of delivery	Family gathered in the living room, shown with slow movements.	Calm sequence helps audience emotionally absorb visuals and lyrics.
	Integration of elements	Warm room lighting with lyrics.	Visual warmth combined with lyrics reflects emotional support from parents.
MC-3	Narrative structure (content)	A little by little, you’ll face the bitterness, cry it all out if you must ...	Lyrics show a shift from warmth to sadness, validating children’s emotions.
	Flow of delivery	Child cries beside parents at night with a slow transition.	Timing emphasizes sadness as part of growth.
	Integration of elements	Visual of crying child with lyrics “ <i>luapkanlah saja bila harus menangis</i> ” (let it out if you have to cry).	Reinforcing safe emotional space provided by parents.

Note: The message construction aspect will highlight how the message is constructed narratively through narrative structure, delivery flow, and the integration between visuals and song lyrics (MC=Message Construction).

The first group of findings (MC-1 to MC-3), as presented in Table 5, shows how the narrative begins with parental concern, moves to awareness of separation, and then validates emotional vulnerability. The calm pacing and repeated use of warm visuals paired with heartfelt lyrics create a reflective environment. This reflects the idea that parents’ emotional messages are constructed gradually to ease the child’s acceptance of life’s hardships.

Table 6. Message Construction Results (MC-4 to MC-6)

Code	Aspect Analyzed	Examples in Content	Analysis Notes
MC-4	Narrative structure (content)	My son, remember that every restlessness isn’t in vein ...	Lyrics motivate the child to be strong and optimistic.
	Flow of delivery	Transition from sadness to stage performance.	Contrast creates space to feel movement from vulnerability to strength.
	Integration of elements	Confident child on stage with lyrics.	Visuals and words together symbolize courage from parental support.
MC-5	Narrative structure (content)	At the end, there’s no end ...	Lyrics present parents’ prayers for lifelong happiness.

	Flow of delivery	Scene shifts from performance to child holding family photo.	Slow tempo builds reflection on memory and longing.
	Integration of elements	Child gazes at photo as lyrics are sung.	Lyrics act as parents' voice, visuals as memory, both merging into lasting love.
MC-6	Narrative structure (content)	This song is not just a melody ...	Lyrics emphasize the song as values and love, not just melody.
	Flow of delivery	Visual shows mother slowly fading away.	Gentle disappearance illustrates farewell but continued bond.
	Integration of elements	Mother disappears as lyrics stress meaning.	Showing that absence does not erase parental love.

Note: The message construction aspect will highlight how the message is constructed narratively through narrative structure, delivery flow, and the integration between visuals and song lyrics (MC=Message Construction).

The second group (MC-4 to MC-6), as presented in [Table 6](#), represents a turning point in the storyline. From moments of sadness, the narrative transitions into motivation, encouragement, and the symbolism of parents' enduring prayers. Even when physical presence fades, the synchronization of lyrics and visuals ensures that the parental message remains alive. This section reflects resilience, remembrance, and the symbolic continuity of parental love.

Table 7. Message Construction Results (MC-7 to MC-10)

Code	Aspect Analyzed	Examples in Content	Analysis Notes
MC-7	Narrative structure (content)	I want you listen to it ...	Lyrics frame the song as a legacy from parents.
	Flow of delivery	Visual shows parent slowly disappearing.	Calm farewell while message remains intact.
	Integration of elements	Child active while parents fade, accompanied by lyrics.	Indicating love lives on through memory.
MC-8	Narrative structure (content)	With your heart, not your ears ...	Lyrics stress emotional internalization, not only hearing.
	Flow of delivery	Parents slowly disappear again.	Gentle farewell reinforces continuity of love.
	Integration of elements	Child plays piano with fading parents.	Lyrics emphasize values embedded in heart, not sound alone.
MC-9	Narrative structure (content)	Remember, this is not just word ...	Lyrics highlight messages as life values.
	Flow of delivery	Parent figure disappears slowly.	Visual emphasizes ongoing bond despite absence.
	Integration of elements	Child alone with fading parents.	Affirming that love and values survive beyond words.

MC-10	Narrative structure (closing)	Its meaning will reveal itself to be ...	Lyrics close with reflection and sincere love.
	Flow of delivery	Child looks at family photo with soft smile.	Marking acceptance and calm closure.
	Integration of elements	Photo scene synchronized with lyrics.	Conveying acceptance and eternal love.

Note: The message construction aspect will highlight how the message is constructed narratively through narrative structure, delivery flow, and the integration between visuals and song lyrics (MC=Message Construction).

The final group (MC-7 to MC-10), as presented in [Table 7](#), illustrates the closing stages of the parental message. The lyrics and visuals repeatedly depict the physical absence of parents but emphasize the survival of their love and values. The final scene of the child smiling at the family photo represents acceptance, peace, and the realization that love remains a guiding force even after loss. The message characteristics analysis explains how communication style, tone--mood, uniqueness, consistency, and target audience work together to convey parental love across the music video

Table 8: Message Characteristics Results (MR-1 to MR-3)

Code	Aspect Analyzed	Examples in Content	Analysis Notes
MR-1	Communication style (personal and emotional)	The lyrics use figurative language in the form of metaphors and sound as if spoken directly from parents to a child.	This style fosters emotional closeness for the audience. Parents feel connected to the message, while children can sense the sincerity of parental attention.
	Tone & mood (reflective and touching)	Visuals and lyrics mix worry, hope, and guidance within a soft, calm atmosphere.	The audience is invited to feel a sincere delivery, which eases emotional acceptance and internalization.
	Uniqueness (symbolic and narrative)	Metaphorical lyrics combined with animated everyday parent-child scenes.	This combination deepens the meaning of simple situations and may trigger personal reflection for both parents and children.
	Consistency (moral message)	Focus on the value of parental love for children.	The message remains consistent throughout; visuals and lyrics reinforce one another in varied forms while preserving meaning, making the theme relevant and emotionally resonant.
	Target audience (demographic--psychographic--engagement pattern)	A mother looks at her child with a sad face while the lyrics convey anxiety and care.	The fit is families: parents see their worries reflected, and children sense support and belonging, including those experiencing loss or longing.

MR-2	Communication style (personal and emotional)	Lyrics use “ <i>we</i> ” and “ <i>you</i> ,” as if delivered directly from parents to a child.	This approach strengthens intimacy; parents feel emotionally connected, and children feel sincere attention.
	Tone & mood (full of warmth)	Warm yellow lighting, intimate family interactions, and gently delivered departure-themed lyrics.	The atmosphere evokes deep emotions; for viewers who have faced loss, the tone invites empathy and makes the message feel personal.
	Uniqueness (poetic and symbolic)	Imagery of loss in lyrics with visuals that show presence and family warmth.	Uniqueness lies in the irony: visuals show presence while lyrics speak of absence, creating strong emotional contrast.
	Consistency (moral message)	Focus on parental love for children.	Visuals and lyrics align to preserve a coherent theme that feels complete, relevant, and moving.
MR-3	Communication style (empathic and supportive)	Lyrics such as “ <i>luapkanlah saja bila harus menangis</i> ” (let it out if you have to cry), paired with parents accompanying a crying child.	The style feels like an emotional embrace, validating children’s sadness and highlighting parental presence.
	Tone & mood (emotional and empathetic)	Dark visuals, rain sounds, a crying child, and tender lyrics about bitterness.	The mood teaches that sadness is part of growth and strengthens empathy by linking to lived experiences.
	Uniqueness (normalizing sadness in children’s narratives)	The child cries yet remains accompanied by parents.	The realistic portrayal of emotions is uncommon and validates crying as a natural response.
	Consistency (moral message)	Focus on parental love as a safe space.	Visuals and lyrics consistently frame love not only as protection but as a supportive space for processing emotions.

Note: The message characteristics aspect will highlight how the message is delivered by communication style, tone & mood, uniqueness, consistency, target audience (MR=Message Characteristics).

The first cluster (MR-1 to MR-3), as presented in [Table 8](#), demonstrates a personal, empathic communication style that consistently invites viewers into an intimate emotional space. Warm visuals and metaphorical lyrics combine to normalize complex feelings, especially children’s sadness, without removing the sense of safety created by parental presence. The overall effect is a reflective, touching tone that enables both parents and children to internalize the moral message of enduring, nurturing love.

Table 9. Message Characteristics Results (MR-4 to MR-7)

Code	Aspect Analyzed	Examples in Content	Analysis Notes
MR-4	Communication style (affirmation and motivation)	Lyrics “ <i>Anakku, ingatlah semua/Lelah tak akan tersia/Usah, kau takut pada keras dunia</i> ” (My child, remember all/Your pain will not be in vain/No need to fear the harshness of this world).	The affirmative style transforms the lyrics into encouragement; children perceive support and trust from parents.
	Tone & mood (optimistic and energetic)	Bright visuals, confident child expressions, strengthening musical rhythm, and encouraging lyrics.	The tone uplifts and supplies energy for living with optimism and courage.
	Consistency (moral message)	Focus on parental love as motivation.	Visuals and lyrics jointly show that parental love can be a wellspring of courage and confidence.
MR-5	Communication style (reflective and loving)	Lyrics are delivered as prayers and wishes through soft, touching lines.	The gentle, spiritual style reinforces emotional closeness; audiences receive the message as sincere and comforting love.
	Tone & mood (melancholy yet soothing)	A child gazes at a family photo; longing expression; cool, blue-dominant lighting; hopeful lyrics amid difficulty.	The tone evokes sadness and loss while inviting reflection that parental love continues beyond physical presence.
MR-6	Communication style (symbolic and meaningful)	Metaphorical lyrics paired with a parent figure slowly disappearing.	The indirect but emotional style invites audiences to grasp meaning through symbols rather than explicit words.
	Tone & mood (touching and emotional)	Musical arrangement swells for emphasis; repeated transition shows the mother slowly fading.	The arrangement creates serenity tinged with loss, delivered with subtlety.
	Uniqueness (love beyond physical presence)	Slow disappearance of the parent paired with lyrics that frame singing as love.	Presence transforms into sound and memory; the message remains powerful without direct interaction.

Note: The message characteristics aspect will highlight how the message is delivered by communication style, tone & mood, uniqueness, consistency, target audience (MR=Message Characteristics).

The second cluster (MR-4 to MR-6), as presented in [Table 9](#), shifts from validation to activation, moving into motivational affirmation and spiritual reassurance. As the

narrative acknowledges separation, it reframes love as guidance, memory, and prayer that continues to shape the child's resilience. Symbolic visuals and swelling music communicate that love persists as meaning even when physical presence recedes.

Table 10. Message Characteristics Results (MR-8 to MR-10)

Code	Aspect Analyzed	Examples in Content	Analysis Notes
MR-8	Communication style (symbolic and reflective)	The lyric " <i>dengan hatimu, bukan telinga</i> " (with your heart, not your ears) uses metaphorical phrasing.	The style urges audiences not only to listen but to absorb each 'word' emotionally and interpretively.
	Tone & mood (touching and emotional)	The arrangement rises for emphasis; visual transitions repeat while the parent figure slowly disappears.	The serene atmosphere evokes loss yet remains gentle and contemplative.
MR-9	Communication style (affirmation)	The lyric " <i>Ingatlah ini, bukan sekadar kata</i> " (remember, not just words) affirms meaningful content.	The style is firm and assertive yet emotional; the message is framed as an inner legacy rather than empty phrasing.
	Tone & mood (emotional, assertive, affirming)	Slow transition of parental departure; child stands quietly; serene ambience with a descending musical line.	The tone reinforces that, despite being left, the child is equipped with strength to continue well.
MR-10	Communication style (personal and emotional)	" <i>Maksudnya kelak, akan menjadi makna/Ungkapan, cintaku dari hati</i> " (Its meaning will one day become meaning/My expression of love from the heart) delivered reflectively as a statement.	The closing style is intimate and sincere; rather than advising, parents express heartfelt affirmation of all prior messages.
	Tone & mood (full of acceptance)	The child's tender smile at a family photo; warm lighting; slowing musical tempo; lyrics as emotional closure.	The tone is defined by acceptance rather than conflict, inviting audiences to realize that parent--child bonds endure in memory.

Note: The message characteristics aspect will highlight how the message is delivered by communication style, tone & mood, uniqueness, consistency, target audience (MR=Message Characteristics).

The final cluster (MR-8 to MR-10), as presented in [Table 10](#), emphasizes symbolic interiorization: the message should be felt with the heart, remembered as a living legacy, and accepted as an enduring bond. Visuals of fading parents coexist with lyrics that insist on meaning beyond mere words, culminating in a calm, accepting closure. The child's gentle smile signals that love has been internalized as guidance, comfort, and hope.

Discussion

The findings indicate that parental love in ‘Always in Your Pulse’ (*Selalu Ada di Nadimu*) operates through a multilayered semiotic system in which nonverbal behavior, visual color design, lyrical metaphors, and orchestral scoring converge to produce a coherent emotional message (J. Wang et al., 2026). Rather than reiterating scene-by-scene outcomes, this discussion interprets how those elements jointly construct meaning and why that construction matters for audiences, especially children and families, within the broader framework of social construction and continued bonds (Borgos-Rodriguez et al., 2019). In MD-1, for instance, the mother’s worried gaze does not simply denote sadness; it frames an anticipatory care orientation in which concern and hope co-exist, a configuration consistent with research linking facial cues to attachment and separation themes (Amda & Fitriyani, 2018). The predominance of green in the garden setting functions beyond aesthetic choice, signaling tranquility as an enabling ground for emotional receptivity (Karja, 2021). Lyrics that mobilize natural forces ‘storm,’ ‘wind’ operate as accessible metaphors of life’s instability (MasterClass, 2022), while the string-led orchestration calibrates intimacy and drama (Khrisnanda, 2025), a combination that research associates with calmness and connection (Snow et al., 2018). Interpreted through (Sabey et al., 2018), this cluster exemplifies nurturance: an anticipatory, future-oriented care that prepares the child to face adversity.

A similar integration appears in MD-2 and MD-3, yet with distinct emphases. In MD-2, smiles and warm yellow lighting are not mere icons of happiness; they enact shared special times, the everyday micro-rituals through which bonds are maintained (Sabey et al., 2018). The gentle articulation of separation in the lyrics reframes absence as an emotionally safe topic, and the orchestration stabilizes the affective climate (Khrisnanda, 2025). In MD-3, validation of crying ‘Just let it out if you need to cry’ extends nurturance into the realm of emotional literacy: sadness is normalized rather than suppressed, and touch (a hug) functions as physical affection that regulates arousal and restores a sense of safety (Ramdani, 2021). The purple tonality contributes to the sequence’s subdued and introspective visual atmosphere (Jonaskaite et al., 2020). Collectively, these patterns show that the video does not merely depict love; it represents love as a repertoire of relational responses involving emotional understanding, validation, permission for emotional expression, and support for children’s emotional self-regulation (Bølstad et al., 2021).

The interpretation of MD-4 and MD-5 highlights a movement from internal regulation to outward competence and remembrance. The confident performance on stage, reinforced by bright yellow light, aligns with a special relationship--trust communicated as belief in the child’s capability (Sabey et al., 2018). The motivational lyrics and energized orchestration construct optimism without trivializing prior vulnerability (Snow et al., 2018). MD-5 redirects the gaze from achievement to memory: the family photo, blue tonality, and longing facial expression stage grief as love persevering across absence (Matbouly, 2020). Here, the photo works as a memento, a symbolic object that sustains emotional continuity (Hansen et al., 2016). The prayer-like verses situate parental love as ongoing benevolence rather than time-bound presence, coherently supported by a stable orchestral texture.

From MD-6 through MD-9, fading parental figures transform the locus of relationship from physical co-presence to inner guide and encounter (Hansen et al., 2016). The lyrics explicitly instruct cognitive-emotional internalization “*not just ears, but the heart*” so that love is recoded as an interpretive framework the child carries forward. The

orchestral consistency across these sequences functions as a sonic representation of continuity: even as the parental figures recede visually, the persistent aural field sustains a sense of emotional connection (Hewson et al., 2024). Expert insights corroborate the intention to depict departure in a manner that is emotionally acceptable rather than abrupt, which is congruent with supportive grief narratives that privilege gradual meaning-making over rupture (W. Wang et al., 2023). Thus, the visual rhetoric of disappearance is not an ending but a transition that reorganizes attachment from external to internal planes (Matbouly, 2020).

MD-10 synthesizes the arc by moving from sorrow to acceptance through a dimorphous expression: a tearful smile that binds loss with warmth (Ali et al., 2021). The added white light functions symbolically as renewal (Karja, 2021), while the softening orchestral cadence provides a gentle closure aligned with research on music's role in facilitating peaceful resolution (Liu et al., 2018). The closing lyric *"Its meaning will be understood in time"* recasts the previous messages as a developmental resource: love is not only felt now; it is interpreted later, becoming a reservoir of guidance across life stages (Lo Cricchio et al., 2019).

Interpreting the MC (construction) patterns, the video employs a linear but progressively thickening narrative: concern → closeness → validation of sadness → encouragement → remembrance → innerization → acceptance. This sequencing aligns with audience engagement research on progressively emotional arcs and it matches the emotional storyline of the source film as noted by the expert informant. The slow delivery, flow measured transitions, and sustained orchestral textures do more than create a mood; they scaffold comprehension and identification, giving viewers time to attach meaning to images and words (Kaygusuz & Zuluaga, 2018). Integration of visuals and lyrics is consistently consequential rather than decorative: when concern is voiced, a worried but tender gaze anchors it; when innerization is urged, fading figures visualize the shift from hearing to holding in the heart. This is social construction in practice: symbols, routines, and tonalities sediment into a shared sense of 'what love is' (and how it is carried forward) for those who watch (Mo et al., 2021).

The MR (characteristics) analysis clarifies how the message persuades without over didacticism. The use of personal, parent-to-child address pronouns such as *"I"*, *"we"*, and *"my child"* constructs an intimate narrative perspective that can facilitate audience engagement and narrative transportation (Thomas & Grigsby, 2024), with emotional immersion likely facilitating attitudinal openness (Nasution & Kosasih, 2025). Tone and mood evolve coherently from worry to warmth, to grief, to acceptance so that viewers can traverse complex feelings safely (Lin et al., 2022). Uniqueness arises from the interplay of metaphorical lyrics and symbolic visuals: storms and winds name adversity; fading figures model spiritual continuity; photos instantiate memory as presence (Neoh et al., 2021). Consistency protects thematic integrity: the work never abandons its core thesis that parental love endures beyond physical presence (Revuelta et al., 2020). Audience relevance flows naturally: children are shown protection and permission to feel; bereaved viewers are affirmed in remembrance; parents are invited to reflect on supportive practices that endure through attention, prayer, and gentle guidance (Mohd-Zaharim & Hashim, 2022).

This study employs qualitative content analysis of a single music video with ten predefined units, which limits generalizability to other genres, cultures, or production styles (Weis & Willems, 2017). The analysis relies on interpretive coding and expert-audience interviews for validation, so findings remain context-bound and may reflect

researcher-informant subjectivities (Graneheim et al., 2017). The absence of experimental or longitudinal audience measures constrains claims about causal effects on attitudes or behaviors, restricting conclusions to theoretically informed interpretations rather than measurable impact.

Critically, these limitations do not undermine the central interpretive claim; instead, they map the study's appropriate scope. Within that scope, the discussion logically converges on an answer to the original question: How is parental love constructed and communicated in the video? The evidence supports the conclusion that love is constructed through an integrated system of facial and gestural reassurance, color-coded affect, metaphorical lyrics, and orchestral pacing that together advance nurturance, shared time, special relationship, and physical affection (Engstrom et al., 2022), while simultaneously establishing continued bonds as inner guide, encounter, and memento (Hansen et al., 2016). By situating these representational strategies within a progressive narrative arc and a personal address style that fosters transportation (Nasution & Kosasih, 2025), the video communicates parental love as an enduring, internalized resource rather than a transient emotional state.

Finally, the discussion intentionally avoids repeating the Results tables; instead, it interpretes their implications and theoretical significance so that the reasoning naturally leads to the paper's concluding claims. Taken together, the constructions analyzed here demonstrate that 'Always in Your Pulse' (*Selalu Ada di Nadimu*) models a culturally resonant pedagogy of love one that validates feeling, name adversity, encourages resilience, and preserves bonds, thereby answering the study's guiding question in a manner consistent with the presented evidence and frameworks.

Conclusion

This study concludes that the music video 'Always in Your Pulse' (*Selalu Ada di Nadimu*) by Bunga Citra Lestari constructs and communicates parental love through a combination of nonverbal expressions, visual color symbolism, metaphorical lyrics, and orchestral audio elements that together represent four key values of parental affection: physical affection, special relationships, nurturance, and continued bonds. These findings answer the research objective by showing that audiovisual storytelling can effectively embody emotional and educational messages, particularly in the context of family love and loss. Theoretically, this study contributes to communication studies by demonstrating how music videos function not only as entertainment but also as symbolic narratives that shape emotional understanding and reinforce the social construction of values. Practically, the findings imply that filmmakers, educators, and media practitioners can use emotionally rich audiovisual content as a reflective and pedagogical tool to strengthen family values and emotional literacy. Nevertheless, the study is limited to a single case and qualitative interpretation, suggesting that future research should broaden the scope by comparing multiple music videos, integrating quantitative or mixed methods to measure audience responses, and exploring cross-cultural variations in the portrayal of parental love. These directions will extend the theoretical framework while offering practical benefits for society in cultivating empathy and family-centered communication through media.

Authors' Contributions and Responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

Generative AI Statement

The authors used Perplexity and Scopus AI to improve language and readability during manuscript preparation. All outputs were reviewed and edited by the authors, who take full responsibility for the content of this manuscript.

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