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Environmental Sustainability in Short Films at Music of the Spheres World Tour Jakarta: A Visual Semiotics Approach

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Abstract

Objectives: This research aims to identify and analyze environmental awareness messages in short films shown at the Coldplay Music of the Spheres World Tour concert in Jakarta, Indonesia in 2023, using semiotic analysis.

Methods: Semiotic analysis is a form of qualitative research. Through a semiotic approach, this research will examine visual and verbal signs with the Roland Barthes model that uses three stages, namely, denotation, connotation, and myth. A total of 7 screenshots were taken from YouTube and focused on the short film shown before the music performance of the band Coldplay began. The other 9 signs were analyzed using the concept of multimodality to enrich the understanding of how meaning is constructed in visual texts.

Results: The results showed that the short film's main message, conveyed through both visual and verbal meanings, is to increase audience awareness of environmental issues and support Coldplay's sustainability mission. The Music of the Spheres World Tour adheres to the three sustainability concepts of reduce, reinvent, and restore, as evidenced by (16) messages in all.

Conclusion: The music industry is rapidly transforming, especially in formulating visual messaging strategies based on environmental engagement. Environmental issues are becoming more complex as music becomes more popular. By considering its ecological effect, the music industry can contribute to the change towards a more sustainable lifestyle. This research advances environmental communication and semiotic theory and provides a conceptual map for the music industry to improve engagement with audiences in promoting ecological awareness and action.

Keywords: Music industry, environmental sustainability,semiotics, Roland Barthes model, short films, Coldplay concert.

الاستدامة البيئية في الأفلام القصيرة في دولة جاكارتا العالمية لموسيقى المجالات: مقاربة سيميائية البصرية

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ملخّص

الأهداف : يهدف هذا البحث إلى تحديد وتحليل رسائل التوعية البيئية في الأفلام القصيرة التي عُرضت في حفل جولة كولدبلاي الموسيقية العالمية: موسيقى المجالات في جاكرتا، إندونيسيا عام 2023، باستخدام التحليل السيميائي.

المنهجية : التحليل السيميائي هو أحد أشكال البحث النوعي. من خلال المنهج السيميائي، يفحص هذا البحث العلامات البصرية واللفظية باستخدام نموذج رولان بارت، الذي يعتمد على ثلاث مراحل :الدلالة، الإيحاء، والأسطورة .تم استخراج 7 لقطات من موقع يوتيوب، وركز التحليل على الفيلم القصير الذي عُرض قبل بدء الأداء الموسيقي لفرقة كولدبلاي. كما تم تحليل 9 علامات أخرى باستخدام مفهوم تعدد الوسائط لإثراء فهم كيفية بناء المعنى في النصوص المرئية.

النتائج : أظهرت النتائج أن الرسالة الرئيسية للفيلم القصير، التي تم التعبير عنها من خلال المعاني البصرية واللفظية على حد سواء، هي تعزيز وعي الجمهور بالقضايا البيئية ودعم رسالة الاستدامة التي تتبناها فرقة كولدبلاي .تلتزم جولة موسيقى المجالات العالمية بمفاهيم الاستدامة الثلاثة :التقليل، إعادة الابتكار، والاستعادة، كما يتضح من 16رسالة وردت في جميع المحتويات.

الخلاصة : تشهد صناعة الموسيقى تحولًا سريعًا، لا سيما في صياغة استراتيجيات الرسائل البصرية القائمة على المشاركة البيئية. مع تزايد شعبية الموسيقى، أصبحت القضايا البيئية أكثر تعقيدًا. ومن خلال مراعاة التأثير البيئي، يمكن لصناعة الموسيقى المساهمة في التحول نحو نمط حياة أكثر استدامة .يُسهم هذا البحث في تطوير نظرية الاتصال البيئي والنظرية السيميائية، كما يوفر خريطة مفاهيمية لصناعة الموسيقى لتحسين تفاعلها مع الجمهور في تعزيز الوعي والعمل البيئي.

الكلمات الدالة : صناعة الموسيقى، الاستدامة البيئية، السيميائية، نموذج رولان بارت، الأفلام القصيرة، حفل كولدبلاي

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1. Introduction

Environmental communication involves the practice of using mediated images and texts about how environmental messages are created, what is conveyed in those messages, and how these messages influence the way individuals think and act about the environment (Hansen, 2011). Visualization in environmental communication has the unique power of simplifying complex information, evoking emotions, and creating deep connections between individuals and environmental issues. Tourism activities are inseparable from the surrounding surroundings (Vallverdu-Gordi & Marine-Roig, 2023), as behind the excitement of a world tour music concert, there is an urgency on various complex and pressing environmental issues. With rapid economic growth, Indonesia is faced with various environmental challenges that need to be taken seriously (Fadjri, 2023).

Concern for the natural environment and the advocacy of environmental protection has become a highly polarized topic in Indonesia, as the country ranks as the second largest carbon emitter in the world, contributing 930 million tons of CO^2 per year (Annur, 2023). While world-touring music concerts bring entertainment and excitement to the audience, behind the glittering lights and blaring music comes an unavoidable carbon footprint. According to Nature Climate Change's 2018 data, global tourism has contributed 8% of global emissions, with 49% coming from transportation services (Kemenparekraf, 2022). This shows that tourism activities such as transportation, accommodation, and food consumption have contributed to tons of carbon emissions (DewiRPN, 2023).

The ignorance of stakeholders regarding environmental impacts and the unpreparedness of supporting facilities and infrastructure for their sustainability are challenges for music concert organizers (Elvira & Pratomo, 2023). Both promoters and musicians themselves need to manage and communicate environmental sustainability practices to their audiences in preparing music concerts. In line with environmental communication, a commitment to sustainability enables companies to address environmental issues. This can be achieved through membership or recognition in various environmental award schemes (Clarke et al., 2015). As tourism's influence on society excels, public and business organizations have proposed to emphasize the benefits of tourism and reduce its negative economic, social, and environmental effects (Wu et al., 2017).

In the realm of the music industry, the process of organizing a concert involves various activities that consume large amounts of natural resources, which are driven by infrastructure (Brennan, 2020). By considering and deliberating on the environmental impacts that often come from the tourism and music industries, stakeholders are tasked with demonstrating their commitment to communicating ecological messages. As such, the *Music of the Spheres World Tour* concert held in Jakarta, Indonesia in November 2023 was in the public spotlight due to Coldplay's efforts to make the concert more sustainable. Coldplay is an English rock band that held a music concert for the first time in Indonesia (Indra, 2023), thus the information that built the enthusiasm of the public and Coldplay fans.

The band has long campaigned on climate change issues and strives to reduce its carbon footprint in every performance. However, Coldplay communicates environmental messages through a variety of communication strategies to fulfill its mission in this album-themed Music of the Spheres on its world tour (Hallahan et al., 2007). As such, the performance in terms of sustainability is Coldplay's mission in maintaining their strategic competitive advantage in the music industry market (Clarke et al., 2015). In line with the mission of a trusted insurance company in Indonesia, PT AIA Financial (AIA Indonesia) built a partnership with the band Coldplay to support the music concert in Jakarta, Indonesia (Row, 2023). As a result, Coldplay's collaboration with AIA Indonesia materialized through several joint commitments on environmental sustainability aspects.

One of the ways is through short films with visual messages that include communication about the environment to motivate behavior change in the audience. Visual representations of the environment, nature, and social issues through images have a significant impact on the way the public understands the world. This confirms that images, whether in movies, advertisements, or artworks, carry hidden messages that influence the way the public thinks (Hansen & Machin, 2013a). In this context, semiotics can be a useful approach to the analysis of environmental communication and the interpretation of complex messages that incorporate visualizations from text, images, symbols, and other semiotic systems (multimodality) (Catellani, 2018).

Building on this, this research aims to analyze the visual signs and meanings in the short film, focusing on the environmental awareness message conveyed by Coldplay and using a semiotic approach through audience-uploaded content on YouTube. In addition, this study offers both theoretical and practical contributions, as it enhances understanding of environmental communication in the music industry by examining both the messages and their visualization from a semiotic perspective. Accordingly, this research is expected to enrich knowledge in the music industry regarding the use of visual messages in environmental communication to raise awareness, encourage behavior change, and foster a community that cares about the environment.

Aligned with these objectives, the study poses several research questions: How do the visual signs and meanings in short films from the *Music of the Spheres* World Tour concerts convey messages of environmental sustainability? This central question is further explored through several sub-questions: What connotations, denotations, and mythical meanings are employed in these short films to communicate messages of sustainability? How do various modes of communication (visual, textual, and audio) interact multimodally to convey environmental messages within the short films? Additionally, how do these visual messages contribute to the broader discourse of environmental sustainability within the music industry?

2. Literature Review

2.1. Environmental Sustainability Communication

Communication is a major factor in achieving the Sustainable Development Goals (SDGs), requiring diverse and coordinated efforts from all levels of society (İşler et al., 2024). This underscores the crucial role of communication in advancing environmental issues, as a sustainable environment is a key dimension of sustainable development. According to Barbier and Burgess (2017), environmental sustainability communication encompasses sustainable cities and communities, responsible consumption and production, climate action, life underwater, and life on land. Therefore, effective communication strategies are essential for promoting sustainability and raising awareness. For example, the use of visuals as a communication strategy in environmental sustainability highlights the critical interaction between images and text. Audio-visual elements such as sound and color (the chromatic sign system) further amplify meaning in visual representations of the environment (Hansen & Machin, 2013b). These representations are not inherently meaningful (Hansen, 2018) but are shaped by social practices and beliefs that influence values, attitudes, and perceptions of nature and the threats it faces (Hansen & Machin, 2013b).

According to Milstein (2009), environmental communication theory suggests that the ways individuals communicate with nature are influenced by the widespread effects of human-caused environmental crises. In turn, these perceptions help shape how we define our relationship with nature and the actions we take toward it. This context is particularly relevant because our understanding of the environment has been constructed through various mediums of expression, ranging from visual artworks to digital media, all of which play a significant role in shaping perceptions of the natural world. In line with sustainability communication theory, this approach emphasizes the importance of managing relationships among stakeholders concerning environmental, social, and economic sustainability (Özgen, 2022). The goal is to raise awareness and promote behavioral changes that support a future in harmony with nature, rather than one that compromises it for human well-being. Sustainability communication aims to guide individual behaviors and lifestyles toward adopting sustainable practices that enhance societal well-being (Lähtinen et al., 2017).

Depictions of nature often serve specific purposes, whether to demonstrate human interest in the natural world or to achieve other practical goals (Cox, 2007; Milstein, 2009; Oravec & Clarke, 2004). Visual representations of the environment frequently undergo processes of decontextualization and aestheticization to make them more appealing and versatile. These processes enable the creation of new meanings that remain flexible while still being rooted in cultural understandings of nature. In other words, environmental images not only reflect reality but also shape it through a dynamic process of social construction (Gregg et al., 2022). This perspective emphasizes that social reality is not objective or fixed but is instead the product of social interactions and shared interpretations (Leeds-Hurwitz, 2009). The meanings attributed to objects, including the environment, are the result of social constructions that are constantly evolving. This aligns with

Hansen and Machin's (2013b) findings that environmental images often carry multi-layered meanings and resonate with diverse cultural discourses.

2.2. Semiotics

Semiotic theory positions signs as the foundation of communication. All forms of communication, whether verbal or nonverbal, rely on signs to convey meaning and bridge differences in individual perspectives (Craig, 2009). Accordingly, this theory is central to understanding the visual communication of environmental themes in Coldplay's *Music of the Spheres* concert. Semiotic analyses of tourism visualizations, such as music concerts, demonstrate that visual symbols are not merely descriptive but also prescriptive (Primadipta et al., 2023). They both represent reality and actively construct a desired social and cultural reality—in this case, a sustainable music concert experience. According to O'Halloran (2023), semiotics provides a framework for analyzing how material objects and meaning mutually shape each other within historical and social contexts. This approach enables us to understand how changes in material reality influence the semiotic realm and vice versa. For example, in the contemporary digital age, artificial intelligence (AI) algorithms play a central role in shaping social reality, highlighting fundamental questions of meaning, identity, and reality in an era dominated by data and information. Semiotics, therefore, offers a foundation for developing new frameworks that help us understand and navigate the increasingly complex digital world, particularly in the context of environmental awareness campaigns within the tourism and music industries.

2.2.1. Semiotics Roland Barthes

According to Roland Barthes, analyzing a text requires attention not only to its content (what it says) but also to its form (how it is delivered). Form is inseparable from the influence of broader ideologies, which are shaped by history and specific social contexts. In other words, the meaning of a text emerges from a complex interaction between form and ideology (Jadou & Ghabra, 2021). Barthes' semiology emphasizes the transition from linguistics to visual images; as Griffin (2012) notes, Barthes was particularly interested in nonverbal signs that implicitly communicate ideological or connotative meanings and reinforce society's dominant values. Over time, digital activities have consistently generated data that triggers systematic processes of self-reflection, making it necessary to distinguish between the user's perspective and the observer's perspective (Beck, 2016).

Barthes suggests that every sign carrying ideological meaning operates on two levels. The first is denotative meaning, which represents the direct relationship between the physical form of a sign and the concept it denotes. The second is ideological meaning, built upon the denotative level through the addition of connotative meaning shaped by social and cultural contexts (Griffin, 2012). In this framework, denotation refers to the literal content of an image, such as objects and people depicted, whereas connotation reflects deeper, subjective meanings influenced by factors such as composition, color, and the viewer's cultural experience (Hill, 2009). For example, an image of a mother and child may depict two people literally, but it can also evoke feelings of warmth, protection, or anxiety depending on the viewer's perception. Ideological meanings arise when denotative meanings are connected to broader systems of values, beliefs, and ideologies.

An image not only conveys literal visual information but also elicits emotional and intellectual reactions in viewers. The meaning of an image is thus shaped not only by its visual elements but also by the viewer's experience and cultural background (Griffin, 2012). This perspective aligns with Barthes' theory of myths, in which connotations evolve into socially accepted myths that shape collective understanding. Myths represent dominant beliefs or perspectives within a group, influencing how messages are perceived and internalized. By applying Barthes' semiotic model, as discussed by Lombardinilo (2024), this research aims to explore how visual representations in short films convey environmental messages. This theoretical framework allows for the unpacking of layered meanings within visual elements, offering insights into how environmental communication is constructed and received. Through this approach, we can critically assess the impact of visual messages on public perceptions and behaviors regarding sustainability.

2.3. Short Films

As a communication medium, film employs moving images and sound to create an immersive experience for audiences (Breitfuss et al., 2021). The emergence of new media has granted creators greater freedom to convey messages creatively, including through short films. By combining compelling visual and narrative elements, short films not only promote ideas or products but also generate memorable experiences for viewers (Kholisoh et al., 2021). Visual storytelling, which incorporates imagery, symbols, and camera dynamics, has become a central element in modern communication. Narratives are often distilled to their simplest form, relying on visuals and universal metaphors to convey meaning efficiently (Jiang, 2023). This approach aligns with the concept of multimodality, which refers to the use of multiple semiotic modes—such as image, text, and sound—in human expression. Research on multimodality in visual language focuses on how social symbols are transformed into visual language across various communication contexts (Peng, 2022).

In this research, multimodality in the short film also intersects with documentary film theory. Documentary film theory seeks to classify, analyze, and interpret documentary films, addressing aspects ranging from genre definitions to their social impact. Because documentaries are often used to influence public opinion, this theory holds significant relevance in communication and rhetoric studies (Bergman, 2009). Various factors, including audience expectations, cinematographic techniques, production ethics, and social objectives, interact dynamically in the production of short films, particularly those addressing environmental issues. Visual representations in short films are frequently rich in symbolism and implicit values. Therefore, applying semiotic analysis alongside multimodality allows for the deconstruction of these layers of meaning, enabling the evaluation of their persuasive effects and the assessment of a text's contribution to environmental communicatio.

2.4. Coldplay Music of The Spheres Concert

The *Music of the Spheres* World Tour is a live concert by the band Coldplay that has been highly anticipated by Indonesian audiences, particularly following the pandemic and the long absence of the band from the country (Thiagarajan, 2023). Among Southeast Asian countries such as Japan, Taiwan, Malaysia, the Philippines, Singapore, and Thailand, Indonesia has the largest Coldplay fan base. With 1,040,763 monthly listeners on Spotify, Indonesia ranks as the fourth-largest Coldplay listener market in the world (Paramitha, 2023). According to an official announcement on the Instagram account of PK Entertainment, the concert and event promoter for Coldplay in Jakarta, all tickets for the Jakarta performance on November 15, 2023, were sold out.

The *Music of the Spheres* World Tour 2023 features live performances by Coldplay while pioneering the adoption of sustainable practices in the music industry (Coldplay, 2024; Strauss, 2022). As part of its environmental commitment, the band has integrated several eco-friendly innovations into the tour, including the use of renewable energy, a kinetic floor that generates electricity from audience movement, and initiatives to reduce plastic waste (Coldplay, 2024). These progressive measures not only reflect an awareness of sustainability but also set a precedent for the entertainment industry to adopt greener practices.

2.5. YouTube

YouTube is a widely used social media platform that hosts various types of videos, including visual and audiovisual content, in online storage (Abdullah et al., 2023). The proliferation of affordable digital video cameras and the emergence of video-sharing platforms such as YouTube have made live concert filmmaking a creative activity accessible to a broad audience (Colburn, 2015). The openness of the platform has transformed it into a powerful tool for disseminating live music content as well as promoting messages, including sustainable behaviors showcased in short films during Coldplay's *Music of the Spheres* concert in Jakarta, Indonesia. YouTube enables concertgoers not only to be consumers of entertainment (Trainer, 2015) but also to act as agents of change by creating and sharing content that encourages sustainable practices. Although the experience of attending a live concert remains uniquely valuable and cannot be fully replicated virtually,

recorded content provides audiences with opportunities to engage and participate in constructing the meaning of live music performances (Hoeven & Hitters, 2023; Trainer, 2015).

3. Methods

The research method employed to analyze the semiotics of visual messages related to environmental awareness and sustainable behavior at Coldplay's *Music of the Spheres* concert in Jakarta, Indonesia, is a qualitative approach using semiotic analysis. A qualitative approach is appropriate because it allows for an in-depth exploration and understanding of individual or group interpretations of social or human phenomena, producing nuanced insights about the situation under study (Creswell, 2009; Aspers & Corte, 2019). This study adopts a constructivist paradigm, which views reality as socially constructed; that is, reality is not static or objective but emerges through human interaction and interpretation (Creswell, 2009). The primary focus is to uncover how events or realities are constructed and interpreted by individuals.

In practice, this qualitative method involves analyzing both visual and verbal content using semiotic techniques on short films shown during the Coldplay *Music of the Spheres* concert in Jakarta on November 15, 2023, particularly those conveying messages of environmental awareness and sustainable behavior. The data were obtained from the YouTube account @TidauccySH, which has 14.4 thousand subscribers; the account recorded the full concert and uploaded it to the platform. The data were then analyzed through qualitative semiotics and descriptive analysis to provide in-depth and objective insights into individual cognitive processes (Barnham, 2019). To examine the meanings of signs in relation to environmental messages, this study employs a semiotic analysis framework based on Roland Barthes' sign model.

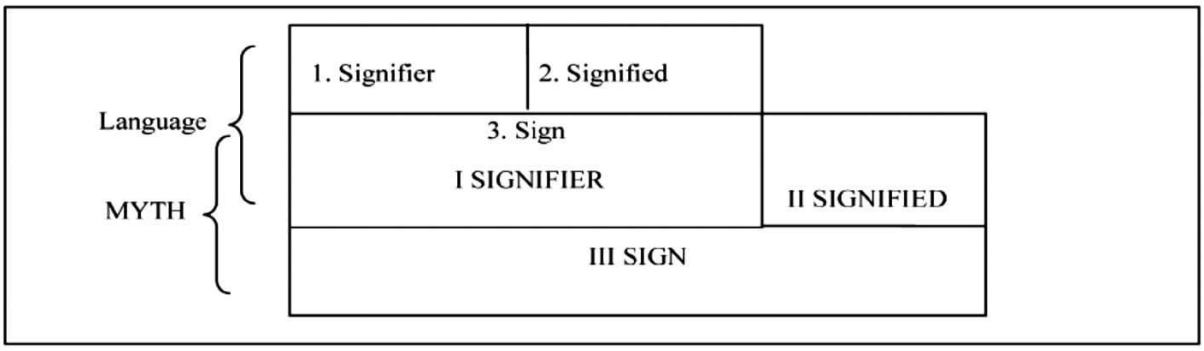


Figure 1. Connotation as a Second-Order Semiotic System (Source: Barthes, 1972)

Barthes' concept of the sign, which explores the relationship between the signifier and the signified, is a direct development of Ferdinand de Saussure's earlier theory. The signifier refers to the material or concrete aspect of a sign, such as the visual image we perceive, while the signified denotes the meaning, concept, or idea that the sign represents (Griffin, 2012). In this framework, the literal meaning (denotation) is often intertwined with symbols that carry hidden meanings (connotations), which are linked to mental concepts, myths, or cultural narratives shaped by the viewer's historical and social context (Jadou & Ghabra, 2021). Visual and verbal content can be analyzed using Roland Barthes' semiotic method to identify the origin and function of these hidden meanings and to understand how they influence thought and behavior. This semiotic model thus facilitates the construction of shared meanings, making it a valuable tool for analyzing environmental communication campaigns (Catellani, 2023, p. 225).

4. Result & Discussion

The semiotic analysis of Roland Barthes and multimodality used in this research took several screenshots of the short film shown before the Coldplay Music of the Spheres performance began. The analysis is divided into two categories according to the suitability of the analysis of the material presented.

Data supporting this study are openly available from YouTube at the following URL: Tidauccy SH. (2023, November 16). [LIVE] FULL Konser COLDPLAY JAKARTA – Music of the Spheres World Tour [Video]. YouTube. https://www.youtube.com/watch?v=HdYLOSyBM8Y

4.1. Roland Barthes Semiotics Analysis



Figure 2. Scence 1 (10.31 – 02.06.46)

Table 1. Denotation, connotation, and myth in Scene 1

Denotation	Connotation	Myth
The image shows the words "As much as possible, this show is powered by renewable energy" in a red circle with flowers in the center.	The red circular text symbolizes passion and determination. The flowers symbolize life, beauty, and nature, in keeping with the concept of renewable energy.	The myth of environmental responsibility, where Coldplay implicitly conveys the message that entertainment in the form of music concerts can be sustainable and live more in harmony with nature.

Figure 2 denotationally (literally) presents a sentence stating that the concert aims to utilize renewable energy, accompanied by a flower illustration at the center. The connotations evoked by this visual include feelings of passion for sustainability and a love for nature. The red color of the circular text symbolizes courage and commitment to the use of renewable energy, while the flowers represent life and sustainability, reflecting energy sourced from nature. At the mythical level, this visual reinforces a narrative of environmental responsibility, portraying Coldplay, as the concert organizer, as demonstrating that even large-scale events can be conducted sustainably. This aligns with the concept of an Eco Stadium (ESS), where the venue is designed flexibly to serve audiences while generating extended benefits, such as renewable energy production (Francis et al., 2023). Such stadiums are constructed to minimize environmental impact and, in some cases, contribute positively to the surrounding environment. Overall, the meaning-making of this visual conveys that attending the concert also signifies contributing to the preservation of nature.



Figure 3. Scene 2 (10.37 – 02.00.46)

Table 2. Denotation, connotation, and myth in Scene 2

Denotation	Connotation	Myth
A large battery icon, wind, and solar symbols with the words "We charge our show batteries with solar, wind, and other green energy."	The symbol of a charged battery symbolizes energy obtained from renewable sources. The sun and wind represent sustainable and environmentally friendly power.	Through the use of green energy, the show not only minimizes the impact on the environment but also inspires the audience to switch to more sustainable energy sources.

In Figure 3, the denotative level of this visual shows a statement indicating that the power for the event is generated from renewable energy, accompanied by symbols of batteries, the sun, and wind. The connotation of the fully charged battery implies that the energy used can be replenished naturally and sustainably, reinforcing the impression that the event prioritizes environmental conservation. Correspondingly, the energy generated from sunlight is depicted using solar panels, and the energy generated from wind is represented with wind turbines. In this way, the visual representation of the sun and wind as energy sources conveys that Coldplay is committed to using environmentally friendly energy. The use of green energy, emphasized through neon green text, permeates all aspects of the concert, from the stage setup to waste management. The live music industry, including its entire infrastructure, contributes to environmental impacts that must be considered (Brennan, 2020). At the mythic level, this visual message reinforces the global narrative of environmental awareness, positioning Coldplay as an example that entertainment—such as the music industry—can promote environmental sustainability through energy innovation. It also educates audiences that they, too, can support events aligned with preserving the Earth.



Figure 4. Scene 3 (10.45 – 02.08.46)

Table 3. Denotation, connotation, and myth in Scene 3

Denotation	Connotation	Myth
Displaying the words "You can power the show by using the power bikes" with an illustration of a glowing bicycle.	The bicycle depicted as glowing symbolizes the power that can be generated from direct human effort. It gives the impression that the audience can directly contribute to the continuity of the concert.	Every individual has a role to play in sustainability and small actions, such as pedaling a bike, can have a big impact on big events like concerts.

Based on Figure 4, the denotative level of the visual shows a glowing bicycle, conveying to the audience that they can contribute energy for the concert through “power bikes.” The connotation of this glowing bicycle symbol emphasizes the

audience's active role in generating energy, suggesting that every individual can make a meaningful contribution to sustainability through small but significant physical efforts. At this concert, attendees can help produce electricity for the show by pedaling stationary bikes connected to the electrical system, thereby supporting a sustainable event. The use of such environmental sustainability tools demonstrates how individual actions can lead to positive impacts for both the environment and participants (Francis et al., 2023). At the mythic level, this visual conveys that simple actions, such as pedaling a bicycle, are valuable for protecting the environment. It suggests that large-scale events, like concerts, are not solely dependent on external resources but can also be supported through the active participation of the audience or community, framing concerts as a collective effort toward sustainability.

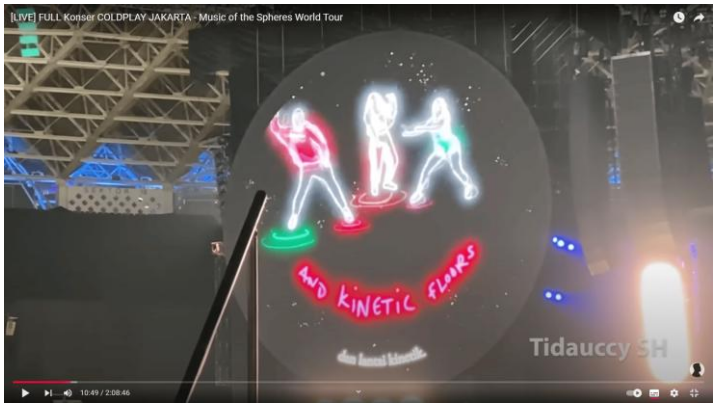


Figure 5. Scene 4 (10.51 – 02.08.46)

Table 4. Denotation, connotation, and myth in Scene 4

Denotation	Connotation	Myth
It features the words "and kinetic floors" with an illustration of a dancing person and a glowing kinetic floor.	The kinetic floor symbolizes an environmentally friendly technology that allows energy to be generated from the audience's movements, such as when they dance.	Individual gestures in a concert can significantly contribute to energy sustainability and demonstrate the collective participation or active role of the audience.

Figure 5 shows at the denotative level that kinetic floor visuals are used in the concert, and the energy is generated from the movements of the audience. The connotation of this sign is that the kinetic floor enables attendees to actively participate in energy creation through their movements, providing a tangible contribution while enhancing the interactive experience of the concert. In this context, concert activities that foster a sense of celebration and euphoria, with a strong psychological component, can effectively encourage audience engagement in positive environmental actions (Hansen, 2011). At the mythic level, the visual conveys that energy can be generated from simple, spontaneous actions such as dancing, and that all attendees have the collective power to support sustainability. This aligns with the principles of environmental communication, which emphasize promoting environmental well-being within the audience community and encouraging follow-through actions (Hansen & Cox, 2022, p. 10). Overall, this demonstrates a contemporary concept in which entertainment and sustainability coexist, positioning the concert not only as a musical event but also as a platform for raising awareness about the importance of renewable energy.

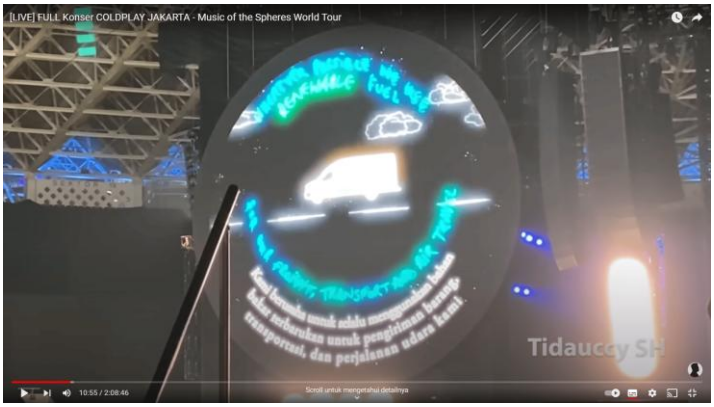


Figure 6. Scene 5 (10.55 – 02.08.46)

Table 5. Denotation, connotation, and myth in Scene 5

Denotation	Connotation	Myth
Showing an image of a vehicle with the words "Whenever possible we use renewable fuel for our freight, transport, and air travel."	The vehicle symbolizes efforts to reduce the carbon footprint through the use of environmentally friendly fuels in concert with logistics and transportation activities.	Sustainable mobility and transportation can be achieved entirely through renewable energy, reflecting the hope for green transportation and energy.

In Figure 6, the denotative level of the visual depicts vehicles that use renewable fuels for delivering goods, transportation, and air travel, highlighting efforts to reduce emissions through environmentally friendly energy sources. The connotation of this sign emphasizes environmentally friendly vehicles as a contribution to sustainability in concert operations, particularly in the transport of goods and personnel by the Coldplay team. Through this visual, Coldplay, as the concert organizer, communicates its stance on sustainability, organizes knowledge, informs decisions, and expresses the band's identity while fostering a connection with the audience regarding its commitment to reducing carbon footprints (Whitmarsh & Mitev, 2022). At the mythic level, the image conveys that transportation powered by renewable energy can be an effective solution for minimizing the environmental impact of large-scale events such as concerts. This myth reinforces the broader narrative that adopting green technology in all areas of life, including entertainment, is essential for supporting global sustainability goals.

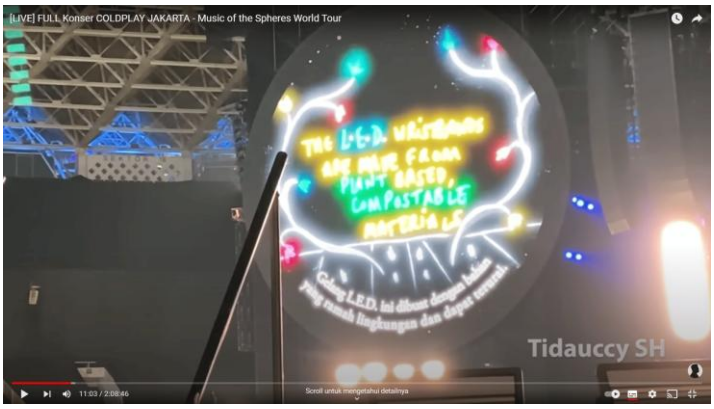


Figure 7. Scene 6 (11.03 – 02.08.46)

Table 6. Denotation, connotation, and myth in Scene 6

Denotation	Connotation	Myth
It shows flower stalks that resemble colorful LED lights and encircles text that reads "The LED wristbands are made from plant-based, compostable materials."	The LED wristbands used in the concert were not only used to beautify the concert experience but also symbolized the effort to reduce waste and contribute to the environment by using eco-friendly materials to enliven the concert.	The myth being built is that modern technology and luxuries (such as LED wristbands at concerts) can be part of a sustainable lifestyle, without compromising on entertainment.

In Figure 7, the denotative level shows flower stalks resembling colorful LED lights, accompanied by text explaining that the LED bracelets are made from plant-based materials and can decompose naturally. The connotation of this sign highlights the concert organizers' effort to demonstrate their commitment to environmental sustainability, even in small details such as the choice of bracelet materials. This aligns with Coldplay's mission of promoting sustainable practices in music concerts. As an event organizer, the band's marketing management implements strategies consistent with the principles of sustainable tourism (Cristobal-Fransi et al., 2020). To achieve a sustainable concert, Coldplay's marketing team continually innovates by adopting eco-friendly technologies, from using renewable energy to producing concert accessories, such as LED bracelets, from recycled or plant-based materials. At the mythic level, the visual conveys that technological advancements, including concert accessories, can coexist with sustainability principles. This myth reinforces the narrative that modern entertainment can remain luxurious and engaging while supporting environmental causes, suggesting that sustainable lifestyles can be integrated into all aspects of life, including large-scale events like concerts.

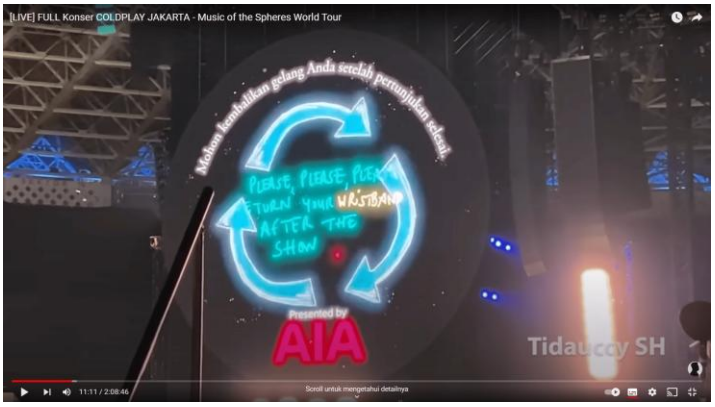


Figure 8. Scene 7 (11.11 – 02.08.46)

Table 7. Denotation, connotation, and myth in Scene 7

Denotation	Connotation	Myth
Displaying the recycling symbol with the words "please, please, please turn your wristband after the show" which is a clear command to return the wristband, and the text "presented by" and the AIA logo which is the identity of the sponsor.	The call to return the LED wristbands after the event illustrates environmental responsibility, while the presence of the AIA logo signifies the insurer's involvement in supporting green activities.	As a recurring event, music concerts require the audience to maintain a balance between individual enjoyment and social responsibility. By following the rules and supporting the event, such as returning the LED wristband, the audience not only enjoys the performance from Coldplay but also contributes to the sustainability of future music events.

Referring to Figure 8, the denotative level of the visual is represented by a circle with a circular arrow, which not only indicates the direction of rotation but also symbolizes the cyclical nature of the show. This cycle reflects the principles of reducing, reusing, and recycling. At the connotative level, the word "please," repeated three times, conveys a sense of urgency along with a polite yet firm request for the return of LED bracelets, which are made from plant-based and biodegradable materials. This visual is further reinforced by the recycling symbol, highlighting the collaboration of the sponsor and organizers in the bracelet recycling process. In this context, the audience plays a critical role, as their participation is essential for the concert's sustainability efforts to succeed. Sustainability encompasses three interconnected dimensions: economy, society, and environment (Servaes, 2023, p. 25). Audience decisions and actions are thus guided by these dimensions to prevent environmentally or socially detrimental outcomes, such as failing to return the LED bracelets. The inclusion of the AIA logo, Asia's largest insurance company, mythically signals corporate support for the sustainability-themed concert. Overall, this sign functions not only as a reminder to return the wristbands but also communicates a broader message about cooperation, individual responsibility, and social values in large-scale events like music concerts.

4.2. Visual Environmental Sustainability – Multimodality Analysis

Coldplay presents a short film featuring a combination of visual and textual elements, along with several sponsors' logos, highlighting that the band's sustainability mission is supported through collaboration. The segment analyzed spans from 11:15 to 12:10 minutes, and the environmental messages are summarized in the following table.

Table 8. Multimodality analysis (11:15 – 12:10)

Text Element	Visual Element	Function	Meaning-making (Myth)
Here are some of the important & brilliant things that your ticket supports...	A ticket with neon text.	Informative, motivational, marketing.	The visual of the ticket is seen not just as access, but as a symbol of support for a great and responsible cause, reinforcing the myth of the concert as a magical experience.
Reforestation	Globe or Earth, and sponsor logo.	Education, inspiration, marketing, and aesthetics.	The visual of the globe seems to give an additional meaning that this is a universal responsibility regarding global environmental issues. The audience is made to feel that they are part of the great effort to protect our planet and that this concert symbolizes a common struggle for the sustainability of the earth.
Ocean Clean-up	A garbage-cleaning ship and sponsor logo.	Education, inspiration, marketing, and aesthetics.	The garbage-cleaning ship symbolizes a technological solution against environmental degradation. The concert established the myth that the audience was not just there to enjoy the music, but to support a profound and heroic global movement to save the ocean and its ecosystems.

Text Element	Visual Element	Function	Meaning-making (Myth)
Conservation	Land animals (lion, tiger, elephant, rhino), sea animals (orca whale, octopus, coral reef), and sponsor logos.	Education, inspiration, marketing, collaboration, and aesthetics.	The representation of terrestrial and marine biodiversity creates the myth that viewers are contributing to the global effort to save iconic species and critical ecosystems.
Re-wining and soil restoration	Plants, flowers, roots, earthworms, and sponsor logos.	Education, inspiration, marketing, collaboration, and aesthetics.	By presenting visuals of plants, roots, and soil organisms such as worms, the concert raised awareness of ecosystems that are often invisible, yet crucial to sustainability.
Carbon Capture	A factory and a car emitting pollution and two trees with sponsor logos.	Education, inspiration, marketing, collaboration, and aesthetics.	The combination of the text “Carbon Capture” and these visuals creates a narrative that emphasizes the shared responsibility of fighting carbon pollution that is damaging the environment. The polluting factories and cars show the industrial and urban side of life that contributes to global warming, while the two trees symbolize that nature, although small in scale in its role, is still trying to fight these changes.
Green and Clean Tech	Wind turbines, solar panels, and sponsor logos.	Education, inspiration, marketing, collaboration, and aesthetics.	Wind turbines and solar panels act as symbols of hope that humans can live a modern life without compromising the environment, inviting every viewer to support the development of green technology as an ethical choice.
Environmental law	A factory that produces machines crossed out with an “x”, trees, and sponsor logos.	Education, inspiration, marketing, collaboration, and aesthetics.	The crossed-out factories and trees hint at the conflict between polluting industry and vulnerable nature, forming the myth that environmental law is the last shield protecting the earth from the threat of industrial pollution. Where the concert fights for justice for the natural environment.
Advocacy	A group of people carrying the words "Defend Our Planet" and a sponsor logo.	Education, inspiration, call to action, and collaboration.	The gathering of people carrying the words “Defend Our Planet” created the image that this concert was part of a global advocacy movement, where music is the connecting tool that brings people from different backgrounds together for a good cause.

In Table 8, all visual and verbal elements in the short film serve specific functions to create meaning. Within Barthes’ framework, the creation of meaning is referred to as myth. The visual and verbal elements are further enhanced by audiovisual components, particularly the voice of Coldplay’s vocalist, Chris Martin. His distinctive voice, familiar to the audience and fans, acts as an emotional bridge, drawing viewers closer to the environmental issues presented. The

audiovisual dimension in this short film enriches the concert's message by fostering an emotional connection and empathy for the actions depicted (Brereton, 2022, p. 333). For instance, the voiceover transforms simple visuals—such as a ticket—into symbols that convey personal and collective responsibility, reinforcing the sustainability message.

In semiotics, both visual and verbal content are crucial for conducting a multimodal analysis of short films (Al-Abbas et al., 2024). This aligns with Hansen and Machin's (2013) emphasis on analyzing visual communication through attention to semiotic features, context, and communicative sites. Concerts function as sites of production and consumption of visual meaning, where audiovisual elements not only convey environmental messages but also establish broader cultural and historical contexts. By examining the dynamic visual communication of the concert, audiences can better understand how music, narrative, and visuals collaborate to construct social understandings of environmental issues. From a social constructionist perspective, environmental communication is a collaborative process, in which meaning is co-created (Gregg, 2022, p. 165). The messages conveyed act as stimuli that trigger cognitive and emotional responses in the audience, highlighting the integral role of affect in shaping audience experience (Catellani, 2018).

The Coldplay Music of the Spheres World Tour concert served as a platform for environmental sustainability advocacy, illustrating how visual messages can play a significant role in raising awareness and encouraging collective action toward environmental conservation. Addressing the main research question—how do visual signs and meanings in short films from the concert contribute to environmental sustainability?—an analysis of 16 messages reveals that the concert not only constructed the myth that the Music of the Spheres World Tour was more than a musical performance but also functioned as a communication platform promoting environmental awareness and sustainability principles. These messages reflect the three key principles of sustainability: Reduce, Reinvent, and Restore.

Through strategic collaborations with various partners, Coldplay tours implement initiatives to reduce environmental impact, including recycling, minimizing consumption, and lowering CO_2 emissions. The Reinvent principle is exemplified through the adoption of green technologies and the development of low-carbon, sustainable touring practices. The Restore principle is communicated through support for nature-based projects and technologies aimed at reducing CO_2 emissions, conveyed via compelling imagery and narratives. The concert's visual elements actively communicated these principles, demonstrating Coldplay's commitment to sustainability and illustrating how the music industry can integrate environmentally responsible practices. This research highlights how the holistic concert experience—through the interplay of visuals, music, and verbal communication—fosters a deeper connection with audiences, motivating action and advocacy for the planet.

5. Conclusion and Recommendations

Based on Roland Barthes' semiotic method and the concept of multimodality used to analyze the visual and verbal elements of the short films shown at the Coldplay Music of the Spheres World Tour concert in Indonesia, a clear pattern of audience-engaged environmental communication emerged. The messages primarily aimed to increase environmental awareness, addressing the need to enhance such consciousness within Indonesia's music industry. Coldplay's Music of the Spheres World Tour concert demonstrated the unique power of music to advocate for environmental issues in ways that resonate with and mobilize audiences. The band's presence and performance for the first time in Indonesia exemplify how the music industry can play a meaningful role in promoting environmental sustainability.

By centering the concert around the theme of Music of the Spheres and emphasizing the importance of environmental protection, Coldplay employed powerful symbols and narratives to convey the urgency of sustainability. Every visual element and narrative voice in the concert was designed not only for entertainment but also as a call to action. While the Coldplay concert represented an inspiring first step and a conceptual model, achieving a truly sustainable future in Indonesia remains a long-term endeavor. For environmental messages like these to have lasting impact, continued commitment from the music industry is essential, integrating sustainability themes into every production and activity. By harnessing the power of music and visual strategies as tools for education and advocacy, the Indonesian music industry holds significant potential to become an influential and sustainable agent of environmental change.

5.1. Recommendations

To further enhance the impact of the Music of the Spheres World Tour concert as a platform for environmental advocacy, the music industry must continue integrating sustainability themes into all aspects of production. Environmental messages should be embedded as core elements of performances and productions rather than treated as occasional themes. Strategic partnerships between the music industry and environmental organizations can amplify these efforts, creating campaigns that leverage music's influence to promote climate action. Concerts and tours can also serve as platforms for educational initiatives, using multimedia and visual storytelling to raise awareness about sustainable practices and the Sustainable Development Goals (SDGs). Additionally, production teams should prioritize sustainability by reducing carbon footprints, using eco-friendly materials, and adopting green technologies. Artists are encouraged to advocate for environmental issues, mobilizing their fan bases and communities to take action. Collaborations with policymakers should be emphasized to support regulations and initiatives that promote sustainability within the entertainment sector. Through these combined efforts, the music industry can become a powerful ally in achieving global sustainability goals, driving lasting change toward environmental responsibility and climate action.

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Author Contributions

Nafatya Adjani Nurainingtyas: Conceptualization, Methodology, Resources, Data Curation, Formal Analysis, Writing – Original Draft, Writing – Review & Editing, Visualization. **La Mani:** Methodology, Supervision, Paper Evaluation, Writing – Review & Editing.

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