

ABSTRACT

During George W. Bush's administration, from 2000 until 2004, there were some foreign policies being made which affected many countries beside its American people. Many protests and criticisms were addressed to Bush because of his ambitions. No wonder, there were a lot of people demanded for the changing of the president. So there would be a new president who could make better policies without making other to suffer a loss. In late 2003, Brandon Boyd of Incubus felt that he needed to speak out his voice which was a response of the government's foreign policies under Bush's administration through lyrics, statements, and a video clip. Inside the "A Crow Left Of The Murder" album, there are songs that offended Bush's administration such as "Megalomaniac", "Talk Shows On Mute", "Made For TV Movie", "Sick Sad Little World" and "Agoraphobia".

To work on this issue, the writer was using the Content Analysis Method. And theories that were being used: Role Theory, Propaganda Theory, and Public Interest Theory.

The title of the first single from Incubus "Megalomaniac" refers to a person with delusional fantasies of power and the video applies that definition to the United States and President Bush. The aim of Brandon Boyd/Incubus on world wide is giving influences to the listeners or fans to be care with their nation, both politic and social issues. Public comments on Incubus lyrics that written by Brandon Boyd in the "A Crow Left Of The Murder" album specially single "Megalomaniac" were very various, some of them agreed, some of them disagreed. Most of them thought that lyrics and the video clip of "Megalomaniac" were full of politic meanings and mentioned Bush's administration.

Here is the description of the video clip of "Megalomaniac":

The clip opens with guitarist Mike Einziger in front of a radio switchboard, appearing to give a speech. The sign on the wall before him reads "No Grace Period", while the one to his left reads "Operation Freedom Control" presumably a play on "Operation Iraqi Freedom" that ironically suggests that the U.S. controls the Iraqis' independence. A six-volt battery on a shelf bears the label "super power". The scene morphs into a shot of the giant-sized band members performing on top of buildings. A zoom into one of the building's windows reveals a TV showing the film "The United States Air Force Presents... Brain Washing" before a series of war scene culminates with Adolf Hitler, with airplane bomber wings on his back, flying overhead. It's then the singer Brandon Boyd offers the song's opening lines: "I hear you on the radio/You permeate my screen/If I met you in a scissor fight, I'd cut off both your wings... on principle alone". Later, a politician looking like Bush addresses a crowd of protesters who hold signs reading antiwar slogans such as "Not in Our Name" and "Drop Love Not Bombs". As the podium from which he speaks morphs into a podium that inflates skyward, the protesters clash with police. Boyd, meanwhile line "Step down, step down". Amidst the pandemonium, the pol

proceeds to devour the audience members, whose own heads have become those of fish. But there is an eventual silver lining to Incubus' dark cloud of a message. After showing a 1940s wartime family feeding its baby a bottle full of oil, a symbol of America's thirst for Iraq's greatest export, and a crowd of people fleeing from falling bombs, the fish-headed masses begin to revolt against their bird-brained leader. Piranha heads are sported by those who topple the birdman's tower and proceed to ravage him. This is met by a shot of the crowd applauding.

Despite the victory of Bush in the next election, year 2004, Brandon Boyd had made his point to be delivered, and it was worthy. Even though the video clip of "Megalomaniac" was being relegated into mid night aired time, but it had affected a few people. It changed their point of view, how they looked on their government all along. However, the decision of MTV to put the video in midnight hours made Brandon Boyd disappointed because it had lost its chance to gain a lot of attentions from the people who were watching it, the chance of influencing people. So, they would be able to make their good decisions, without any doubt. And there would be good governance in the end.