ABSTRACT

This study discusses the values of equality from the perspective of Michael Jackson that is reflected through his lyrics and music video entitled *Black or White*. The writer undertakes this work in order to find the message from the lyric and the symbols on the video clip. This research is qualitative, where the first step is to read the works of the songwriter focusing on the values of racism. Then, the authors look for the values and background events that topic is discussed. Study presented here also uses a variety of sources to support this research such as books, journals, articles, and sources from the internet. As a tool to analyze, study presented here uses the theory of *Structuralism* to analyze the lyrics, and find out more detail contents of the lyrics. This research is divided into two discussion sections namely, research on the lyrics and symbolization used in the video clip. The conclusions of this research are lyrics and video clips that will be analyzed are two ways to reflect the tone from the creator of the song, and theories used in analyzing the lyric and video are very suitable to the needs of the research.

Keywords: Michael Jackson, Black or White, Racism, Lyric, and Video clip.