

### **Abstract**

This research analyzed the communication in a romantic relationship in music videos through the use of descriptive qualitative method. The study aimed to solidify the lack of knowledge and research materials regarding pop culture. The study was used to specifically present information, patterns and ways. It also analyzed and interpreted reasons and opinions of participants of the study to a bigger scale in order to discuss and illustrate the meanings found in the study. The ten selected music videos were taken from original pinoy music or OPM to be analyzed using the theory of semiotics. The researchers conducted a focus group interview with ten different individuals that are engaged in a heterosexual relationship as well as an expert interview with a music video director to provide and validate the data. In this study, the researchers concluded that non-verbal signs are used in communicating in a romantic relationship in the selected music videos.

**Keywords:** Music, Music Videos, Romantic Relationship, Love, Romance, Semiotics, Semiotic Analysis, Signs and Symbols, Communication, Film, Arts