

CHAPTER I

INTRODUCTION

This chapter presents an introductory section of the present study. It contains the background of the study, research questions, aims of the study, significance of the study, scope of the study, research methodology, clarification of key terms, and organization of the paper.

1.1 Background

In every interaction, language changes into a text. Text is language which is used to deliver ideas and meanings (Barry, 2002). In this regard, language becomes a tool in which meaning interacts when the interaction occurs. Text has two forms which are spoken and written. Both forms are mainly used to articulate message and meaning explicitly or implicitly. Moreover, text is also made to have certain meaning and do certain acts or practices (Thwaites, Davies, and Mules, 1994).

One of the practices which texts is employed to deliver people idea or thought to each other is using song lyrics. Song lyrics are a set of written words which are articulated to accompany sound in music (Bull, 2006). Mainly, songs do not merely deliver good music to be heard but also give message behind the lyrics. In general, people will always listen to the sound and pay less attention to the lyric of a song when listening to the music. As a result, people are not aware of what the lyrics say about. This happens because people treat lyrics as a second element of the music after sounds (Dallin, 1994). In fact, seemingly forgotten, song lyric is an alternative way to widespread intended meaning, or ideology.

Investigating writer's intended meaning is not an easy task. It is since the meaning is not explicitly expressed in the texts. There are three things that should be focused on analyzing writer's intended meaning (Van Dijk, 2004). Firstly, we

have to look at the way the internal structures of texts combined each other to signify meaning. This analysis is focused on how the writers use the combination of words, phrases, or sentences to represent what they intends to say. Secondly, we have to look at outside elements which influence the texts. This analysis must be provided since text is and can be made within many outside influences. This analysis is focused on investigating what issues are related to the production of the text. Thirdly, we have to look at who is the writer of the text. This analysis is also as important as aforementioned analysis since writers can act as a representative to particular social groups. Analyzing those three elements is important since these elements are linked directly with the intended meaning in the texts.

Previous studies in the Critical Discourse Analysis field have examined ideology representation in many song lyrics, and utilized different approaches. Firstly, using Fairclough's dialectical-relational approach, Setyono and Wahyuni (2013) investigated ideological and power background in Javanese song's '*Ilir-ilir*'. They found that the song contains deep Islamic pedagogical message. Secondly, Febrian (2014) investigated the representation of political ecology in "*Anti-Nuklir*" song lyric from Slank band using Van Dijk's superstructure. He found that the lyric represents an effort to criticize Indonesian government policy in terms of nuclear energy plan in Indonesia. Thirdly, Shum (2011) analyzed the Korean-English song sung by Asian people who live in American rap society using Fairclough's dialectical-relational approach. He found that personal identity and ideology of the Asian Rap singer who lives in American Rap society constructing the unity and solidarity in his lyrics in spite of racism and differences. Another research conducted by Saarinen (2013) investigated the representation of war in metal music using Wodak's Discourse Historical Approach. Having analyzed 23 metal song lyrics with general theme of war, she found that most of the lyrics contain pacifism ideology and present negative judgment against war.

However, discussing various topics, none of these studies utilize Socio-Cognitive Approach to analyze ideology in song lyrics. Thus far, although Socio-Cognitive Approach is commonly used to analyze news media, this approach is considered appropriate to be used in analyzing song lyrics. It is because song lyrics also have similar function as news media to be used to deliver information and tell events.

Bob Marley is the legendary musician who is famous in writing lyrics which criticize socio-political issues. Moreover, he is a musician who popularizes reggae music to the world. Reggae music was born in Jamaica in early 1960 which characterizes by mixed of popular and african traditional folk music. Despite of its musical elements, reggae is also characterized by its lyrics which mostly criticize socio-economic condition of societies (Lockard, 2010). Thus, it is interesting to see how the Marley's ideology is constructed within the selected lyrics. This study aims to analyze how ideology is constructed in the selected Bob Marley's song lyrics.

1.2 Research Question

This present study proposes two questions which will guide the writer in conducting the study. The formulated questions are:

1. What ideology is represented in the selected Bob Marley song lyrics'?
2. What does the represented ideology signify?

1.3 Aims of the Study

The present study is aimed at:

1. Revealing the ideology represented as seen in the selected Bob Marley's song lyrics.
2. Signifying represented ideology as seen in the selected Bob Marley's song lyrics.

1.4 Significance of the Study

The result of this study is expected to give contribution to views on song lyric is as an important tool to spread ideology. Moreover, since most studies on SCA focus on news media, this study is also expected to offer a new perspective in doing research in CDA using Socio-Cognitive Approach with song lyrics as data sources.

1.5 Scope of the Study

This present study is limited to the investigation of five song lyrics from Bob Marley which focuses in criticizing government and its action which is considered creating social injustice. They are “Babylon System”, “I Shot the Sheriff”, “Redemption Song”, “Small Axe”, and “Survival”. This study specifically focuses on the application of Van Dijk (2009) Socio-Cognitive Approach within the selected song lyrics.

1.6 Research Methodology

This present study employs a descriptive qualitative approach as research design. Descriptive research can be understood as the methodology of description which involves an interpretive attempt to make sense and explain social phenomenon (Denzig and Lincol, 2005; Kumar, 2014). Meanwhile, qualitative research is a research design which is relying on rich description of data (Kumar, 2014). The design is considered fit the study since it aims to critically describe a social phenomenon. Specifically, this present study employs Van Dijk’s Socio-Cognitive Approach to answer two proposed question.

There are five Bob Marley song lyrics’ that are used in this study as data sources. The song lyrics are “Babylon System”, “I Shot the Sheriff”, “Redemption Song”, “Small Axe’, and “Survival”.The selected songs are chosen since they are assumed to contain ideology communicated in the lyrics. To do the analysis the data were collected from a lyric website named www.azlyrics.com. The selected

song lyrics were then copied and placed to Ms. Word to help making the analysis more doable and analyzed based on Van Dijk's (2009) Socio-Cognitive Approach perspective.

1.7 Clarification of Terms

To avoid misunderstanding, the following is the clarification of terms used:

1. Ideology is social cognitions to reflect the basic aims, interests, and values of groups (Van Dijk, 1998).
2. Song lyrics is a set of written words which accompany sound in music (Bull, 2006)
3. Socio-Cognitive Approach is a critical approach to analyze text which focuses on how the language users participate in producing and comprehending discourses, and in the verbal interaction (Van Dijk, 2009).

1.8 Organization of the Paper

This study consists of five chapters. The first chapter is introductory chapter which consists of introduction, research question, aims of the study, significance of the study, scope of the study, research methodology and the clarification of terms used in this study. Secondly, the theoretical foundation chapter consists of the explanation theory use in this study. Thirdly, research methodology chapter explains how data were gathered and analyzed in this study. Fourthly, finding and discussion chapter consists of the analysis which is employed to find out ideology in the lyrics and its discussion. Lastly, conclusion and suggestion chapter consists of the concluding remark of this study and suggestion for further analysis in doing Socio-Cognitive Approach's analysis.