CHAPTER I

INTRODUCTION

This chapter contains introduction. It reviews the general outline of presents study. It involves background of study, statement of problems, research objective, research significance, definition of key terms and organization of writing.

1.1   Background of Study

Language is used by human to deliver the message. The message can be the expression or human's feeling. In expressing this, it can be delivered by speaking or writing. Speaking or writing are included into communication process. In the communication process, some media are required. There are many media in which human being can use to express and communicate their information, idea, thought, emotion, and desire by using language, our basic of communication (Griffee, 1992:4). Basically, language is the association of speech sounds with thoughts, concepts, or image in the mind. The primary purpose of language is communication among persons (Encyclopedia Americana, 1991: 727). The information, idea, thought, notion, feeling can be delivered in the various works. Meanwhile, in the hand of an artist, human's expression will be expressed in a form of tale, poem and song.

One of the languages of emotion is called music, and song is part of the music. Song contains music instrument, human emotion, indeed, it also consists of

language which is called as lyric. Song is one of media which is close to human life. Either the musical instrument or the lyric could be the reason why people like song. Implicitly, a musician creates music not only to entertain, but also to communicate or to express his/her own feeling to the others. Through the song, the singer wants to convey to the listeners about the writer's feelings that come from his/her heart and thought. Songs can contain everything, it can be about love, social phenomenon, and the other things. It can express sad, happy or condolence feeling. Songs speak to us directly about our experiences; they reassure us in our moments of trouble (Griffee, 1992). Thus, the language of feeling and experience can be filled in the form of song. The way how the singer sings the song and also the melody of the song can also be the reasons why people can be influenced by the song. Moreover, the knowledge of the listener also has a big contribution in determining the interpretation of the lyric.

Nowadays, people are talking about songs which have the impolite lyric to be listened to because it is regarded as indecent. The reason why it is impolite because the song contains vulgar lyric. Recently, we can find romance songs which is not only talking about love in a simple way but also about the sexual desire to express the love feeling itself. Sexual desire is related to love, because it generally experienced by man to woman or woman to man. However, talking about something vulgar is still taboo in Indonesian culture since the people are mostly submitted to Eastern culture. In Eastern culture, vulgar is something that is still taboo, whether it is in a conversation or in a song lyric. In accordance with Oxford dictionary, taboo is "a cultural or religious custom that does not allow people to do,

use or talk about a particular thing as people find in it offensive or embarrassing".

Vulgar thing can be reputed as something taboo because it is unusual or does not fit with Eastern culture which is esteemed by Indonesian. Though, as the effect of globalization, Indonesian cannot avoid it. Western culture may have mixed into Indonesian culture. Hence, Western song or movie can easily come to Indonesia and make something taboo become something that can be reputed as something common.

For people in common, vulgar lyrics often get bad response. "vulgarity is a social construct determined by the views of polite society concerning what can and cannot be said. These views are linked to the notion of social class, in particular the idea that speakers belonging to the lower classes also use a 'lower' kind of language including swearing" (Ljung, 2011: 7). It is not rare that vulgar language is described as inappropriate and not corresponding to the norms of standard language; it is considered to be an element of bad language. According to Ljung, "... taboos violated in swearing fall into two quite different major groups, one involving religion and the supernatural, the other bodily waste, the sexual act and the sexual organs" (Ljung, 2011: 5-6). Moreover, there are two types of vulgar language, obscenity and scatology. The definition of obscenity, as one of vulgar type, in accordance with Longman Dictionary of Contemporary English (2005), obscenity is "a sexually offensive language or behaviour, especially in a book, play, film and so on." or "a sexually offensive word or action". According to Illustrated Oxford Dictionary (2001), scatology is "a morbid interest in excrement" or "a preoccupation with obscene literature, esp. that concerned with the excretory

functions" (Metcalf, 2001: 737). However, the songwriter must have reasons about the intention of the song lyric.

In the previous study entitled "Character Construction In Ttributive Songs: Transitivity Analysis Of The Song "I Am Malala", the research discussed about the scope of transitivity analysis in yielding a better understanding of the construction of characters in a "tributive song" which is composed to pay tribute to important public figures (Zahoor and Janjua, 2016). The concern of the research is how the transitivity analysis helps in interpreting the character. The other previous studies entitled "Transitivity analysis: Representation of Love In Wilde's The Nightingale And The Rose", is more concerned about how Wilde balances the concept of love upon cursory glance, appears to tilt towards the protagonist, the nightingale, with the arousal of sympathy (Mehmood, 2014).

In this research, songs by Bruno Mars are used as the object of the research. Bruno Mars is known as one of popular phenomenal American singer. He is known for his pop and hip-hop song, his performances are also energic and extravagant. He is a soloist, but sometimes he performs with his band on the stage. Bruno Mars has released five studio albums, entitled; *Doo-Wops & Hooligans* (2010), *Unorthodox Jukebox* (2012) and *24K Magic* (2016). Each album usually contains one or more vulgar content songs which talk about love and mostly are illustrated in vulgar lyric and explicit content music video. Bruno is one of a singer who is distinctly able to illustrate love feeling and sexual desire at the same time through his song. Those songs are mostly entering the top downloaded and the most playing

on some social platform. Hence, it is not wondering that his songs can influence many people in many countries.

This research will try to indicate the singer's intention through his vulgar content song and also to reveal the situation construed in these songs. This research will use five song lyrics from popular American singer, Bruno Mars. The title of the songs are *Our First Time, Locked Out of The Heaven, Gorilla, Moonshine* and *Versace on The Floor*. The research observed based on *Systemic Functional Linguistic* approach, or also known as *Systemic Functional Grammar*. As reported by Nguyen in Zahoor and Janjua (2016), Halliday's *Systemic Functional Grammar* (SFG) approaches discourse analysis by focusing on the social, semiotic and functional aspects of language. Under SFG, language performs three meta-functions, termed as ideational, interpersonal, and textual forming a systemic network of linguistic choices representing the meaning potentials (Haratyan, 2011). This research will be focusing only on Transitivity system analysis. Transitivity system is a sub-network under the Ideational Metafunction, it is used to explore the content or the ideational meaning in a text. In simple terms, Transitivity analysis is helpful in revealing the participants involved in an action, how they relate to others and if they take an active or passive role in the utterance (Nguyen in Zahoor and Janjua, 2016). Thus, this research will try to identify the message in vulgar content songs by using transitivity system.

1.2   Statement of problem

Basically, the composition of the problem is from the assumption. From the statement above, Bruno Mars's songs contain the intention of vulgar deeds which can be identified by the transitivity system. Thus, some of problems appeared to be solved through research questions as follow :

1. How do the process types indicate Bruno Mars's intention through his vulgar content songs?

2. What are vulgarity-related situations indicated by circumstantial elements?

1.3   Research objective

Based on the formulation of the problems above, this research is intended:

1. To elaborate Bruno Mars's intention behind his vulgar content songs to the listener.

2. To reveal vulgarity-related situations indicated by circumstantial elements in the songs.

1.4   Research Significance

There are two significances of this study. Theoretically, this research is a development in the linguistic field, especially in *Systemic Functional Linguistic*. In this case, the study of meaning can also be found grammatically by SFL. The singer's intention of the vulgar content songs by Bruno Mars can be found by using

the Transitivity System as the tool of the research. This research is also made as the reference for further studies in the application of *Systemic Functional Linguistic*.

Practically, this research is intended to contribute to linguistic research that applies *Systemic Functional Linguistic* analysis for the institute. This research is also intended for the student in English Department, especially to those who are interested in, to give knowledge about *Systemic Functional Linguistic*, especially the Transitivity System as the sub-network of the Ideational Metafunction.

1.5 Definition of Key Terms

1. Systemic Functional Linguistic

Systemic Functional Linguistic (SFL) approaches discourse analysis by focusing on the social, semiotic and functional aspects of language. Under SFL, language performs three meta-functions, termed as ideational, interpersonal, and textual forming a systemic network of linguistic choices representing the meaning potentials.

2. Transitivity System

Transitivity system refers to a system for describing the whole clause, rather than just the verb and its object. It does, though, share with the traditional use a focus on the verbal group, since it is the type of the process which determines how the participants are labelled.

3. Vulgar

Vulgarity is a social construct determined by the views of polite society concerning what can and cannot be said. These views are linked to the notion of social class, in particular the idea that speakers belonging to the lower classes also use a 'lower' kind of language including swearing.

4. Song

A short piece of music with words that you sing.

5. Lyric

Expressing of person's personal feelings and thoughts.

1.6   Organization of writing

The arrangement of this writing is divided into five chapters. The chapter one contains introduction. It reviews the general outline of presents study. Introduction is begun with background of study, statement of problem, research objective, research significance, definition of key terms and organization of writing.

The second chapter is theoretical underpinning. It contains some theories which related to the research.

The third chapter is research methodology. It presents the methodology that is used in this research. The research methodology contains research design, sample of data, source of data and technique of analyzing data.

The fourth chapter is findings and discussion. This chapter contains the process of analyzing data. It is included findings and the analysis data from the findings. The analysis henceforth will be combined with the related theories in order to answer the statement of problem.

The fifth chapter is the last chapter of the research. It contains conclusion of the research and suggestion.