

The Critical Analysis of Moral Message in Song Lyrics of Beyond The Scene (BTS) in Album Be

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THE CRITICAL ANALYSIS OF: MORAL MESSAGE IN SONG LYRICS OF BEYOND THE SCENE (BTS) IN ALBUM BE (SEMIOLOGICAL STUDY)

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Abstract: The moral message included values and norms that should be implemented and used as examples in daily life. This study aimed to analyze the values, and the meaning of moral messages contained in song lyrics of BTS in music album BE in denotation and connotation, domain viewed from semiological perspective. The researcher used the top two songs from the eight track lists in the BE music album in this research, namely Life Goes On and Fly to My Room. The researcher used a critical analysis approach. A documentary technique was a research technique that used documents to collect data. The data in this research was analyzed using Spradley analysis. The results of this study had shown that there were 3 positives values in song lyrics, namely a sense of enthusiasm and optimism, self-confidence, and gratefulness. The results were obtained by applying a concept theory of denotation and connotation established by Barthes. Furthermore, moral messages had been revealed in the song lyrics. There were 4 lyrics were included in the habitual moral message, 1 lyrics into a social moral message, and 1 lyric with a religious moral message. There had been a phenomenon on the BE album. Whereas on this album, everyone, including BTS, conveyed feelings of sadness, frustration, and loneliness. Nevertheless, behind all of these emotional recognitions, the BE album also provided an entertaining sentence and message to music listeners.

Key Words: Moral Message, Music Album, Song Lyrics, Values.

INTRODUCTION

Language is a communication system composed of a set of sounds and written symbols used by the people of a specific country or region for talking or writing (Collins, 2021). Communication evolves into a form of interaction in which each individual seeks to influence the other, whether intentionally or unintentionally, and not only through verbal communication but also through facial expression, writing, art, and technology.

According to Ross (in Karyaningsih, 2018: 4), communication is an activity of sorting, selecting, and sending symbols in such a way that it aids the listener in evoking meaning or responding with similar thoughts intended by the communicator. Communication is intended to convey a message to an individual or group of individuals with the aim of the communicant getting similar thoughts to ours. Communication among communicators and communicants that is effective. This is related to a person's ability to communicate with others.

Mass communication media involve magazines, television, radio, and newspapers. There are several tools that can be used to convey a communication message, including phone, SMS, and e-mail. Because evolving technology supports human thought, humans can convey messages through a range of media, including music.

Music is a collection of activities, ideas, and objects structured into meaningful sounds that occur on a different scale than secular communication (Merriam, 1964: 27). Music has the power to have both positive and negative consequences. This is determined by message delivered through

the song's lyrics. Lyrics in songs can convey a variety of messages. It contains messages about friendship, relationship establishment, cultural messages, and moral messages.

As for as the search of the researcher, there are several studies on moral messages. Hudayah (2017) carried out the research about moral values found in song lyrics in Forgive Me album by Maher zain. The result of this research is shown eleven moral values are found in this album. Cahyani (2017) also carried out a research about moral message in The Philosopher movie. The findings of this research revealed thirteen moral messages. In addition, Ariani (2019) conducted a research about narrative analysis of moral message in Coco animation film. The moral messages in this film include the value of respect for ancestors, the value to prioritize family and the value of tenacity to pursue dreams. Warizia (2020) researched about analysis of moral message in Sherlock Holmes movie "The Hounds of Baskerville". Honesty, courage, peace ability, self-reliance and potential, discipline and moderation, loyalty and dependability, respect, love and affection, kindness and friendliness, and justice are the moral messages found in the Sherlock Holmes movie. And the last, Taufik (2020) carried out a research about moral message found in Songnyos Sugmakanan's The Billionaire Top Secret movie. The researcher came to the conclusion that the film contained six moral messages.

There is a difference between this study and previous studies (see Hudayah, 2017; Cahyani, 2017; Ariani, 2019; Warizia, 2020; and Taufik, 2020). The main difference is from data analysis techniques. The researcher used Spradley analysis to analyze existing data, whereas previous studies did not.

BTS (Beyond The Scene) is a South Korean boy band that is one of the most popular in the world today. On November 20, 2020, BTS released the album BE, in which the members took part. This album contains eight songs, the main one of which is "Life Goes On". Album BE depicts the current situation, which is the Covid-19 pandemic. Through this album, BTS expresses their feelings, emotions and anxiety mingled with perseverance to defeat all of this. During a pandemic, almost everyone is upset and anxious. BTS also expressed a message and the hope that everyone can and will manage to remain their lives despite being caught in this situation through this album.

Based on the foregoing, the researcher is interested in bringing up this topic because the noble messages and moral values can be found in the lyrics of BTS songs from the BE music album. In this album, BTS promotes the concept of 'life goes on' in which everyone is expected to sympathize with and entertain one another as well as those around them. This has a lot to do with how a person's morals are established.

METHODS

A critical analysis approach was used in this study. The researcher critically determined the study's focus in order to gain an understanding of the message and values to be conveyed or contained in the lyrics of BTS songs on the BE music album. The main data source of this research was taken from the song lyrics document in the BE music album (Audio), which was documented by the researcher as an audio-shaped research in the BE music album. The secondary data in this research comes in the form of song lyrics information in music albums that have been loaded in various media, books, e-books, e-journals, and articles. The collected main and secondary data have been interpreted and observed. The researcher has been listening to the lyrics of each song and making decisions. The researcher then determined the value and moral message in the song's lyrics. In this research, the researcher used Spradley analysis to analyze the data.

RESULTS AND DISCUSSION

To collect data, the researcher analyzed the lyrics of the songs Life Goes On and Fly to My Room. The researcher read song lyrics to gather data in the form of values and moral messages in the song lyrics. There are 7 verses lyrics in the song Life Goes On, and 6 verses lyrics in the song Fly to My Room.

Table 1. The Taxonomic of Song Lyrics "Life Goes On"

No.	Domain	Barthes Semiotic Category		Σ	Moral Message Category			Σ
		DT	CT		HM	SM	RM	
1.	1st verse lyrics	-	-	-	-	-	-	-
2.	2nd verse lyrics	-	1	1	-	-	-	-
3.	3rd verse lyrics	1	-	1	-	-	1	1
4.	4th verse lyrics	-	1	1	1	-	-	1
5.	5th verse lyrics	1	-	1	1	-	-	1
6.	6th verse lyrics	1	-	1	-	1	-	1
7.	7th verse lyrics	-	1	1	-	-	-	-
TOTAL		3	3	6	2	1	1	4

Table 2. The Taxonomic of Song Lyrics "Fly to My Room"

No.	Domain	Barthes Semiotic Category		Σ	Moral Message Category			Σ
		DT	CT		HM	SM	RM	
1.	1st verse lyrics	-	1	1	-	-	-	-
2.	2nd verse lyrics	-	1	1	-	-	-	-
3.	3rd verse lyrics	-	1	1	-	-	-	-
4.	4th verse lyrics	-	1	1	-	-	-	-
5.	5th verse lyrics	-	1	1	1	-	-	1
6.	6th verse lyrics	1	-	1	1	-	-	1
TOTAL		1	5	6	2	-	-	2

The researcher used Barthes' conceptual theory of denotation and connotation to obtain findings about the values embedded in the lyrics. The chart below depicts the various categories.

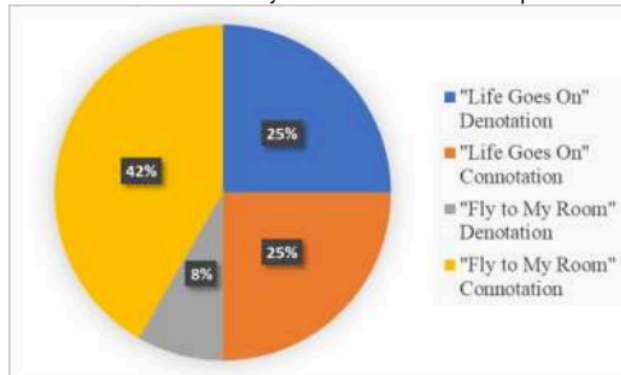


Figure 11. The Summary of Denotation & Connotation

By the figures above, as many as 42% (6 lyrics) of the lyrics to the song Fly to My Room fall into the connotation category. Afterward, up to 25% (3 lyrics) are connotation categories in the lyrics of the song Life Goes On. As much as 8% (1 lyric) for the denotation category contained in the lyrics of the song Fly to My Room. Meanwhile, 25% (3 lyrics) in the song Life Goes On fall into the denotation category.

The researcher was able to demonstrate that BTS conveyed positive values to their music fans through song lyrics from the BE album predicated on the denotations and connotations that surfaced out from songs Life Goes On and Fly to My Room. These values have been reduced to three points by researcher.

1. A sense of enthusiasm and optimism

BTS demonstrated and motivated their fans to be optimistic in the face of adversity through the BE music album. For example, in the lyrics of the song Life Goes On on the 7th verse.
"With the 'hello' that we start and finish the day. Let us thread tomorrow with today. Stopped for now but don't hide in the shadow. Because the daylight will glow once again"
BTS has conveyed through these lyrics that someday people will meet a sunny day. As an outcome, they inspired their fans to instill excitement in each of them in order for them to get to the next day.

2. Self-confidence

Furthermore, BTS stated that we should be able to instill confidence in ourselves. For example, in the lyrics of the song Life Goes On on the 4th verse.
"There's no end in sight. Is there a way out? My feet refuse to move, oh. Close your eyes for a moment. Hold my hand. To the future, let's run away"
BTS has stated that everybody should have faith that the problems we face will be resolved in the future. Self-confidence was indeed necessary to develop in order for us to be capable of handling a situation that threatened our ability to handle it with the self-confidence that we already owned.

3. Gratefulness

BTS has encouraged everyone, especially their fans, to be grateful in all circumstances. For example, In the 5th verse of the song Fly to My Room.
"This room is too small. Yes, to contain my dream (Yah, yah, yah). Landing over the bed. This is the safest place. Somehow there's no joy, no sadness, no emotion. It's just me here. Sometimes this room becomes an emotional trash can. It hugs me"
It is stated that we should always be grateful regardless of our sort of conditions. Perhaps when we are sad, disappointed, or experiencing other emotional feelings, we should be grateful that there is still a place where our sadness can be accommodated.
As another example, in the 6th verse of the song Life Goes On.
"Let me tell you with this song. People say the world has changed. But thankfully between you and me. Nothing has changed"
It is also stated that we should be grateful that we still have someone, whether friends or family, who is always present and whose relationship with us never changes.

The researcher analyzed the meaning of the moral message embedded in the lyrics of the song on the BE album based on the data that was gained. The results of the analysis have found that in the lyrics of the song Life Goes On, there are 2 lyrics in the song Life Goes On that include a Habitual Moral Message, 1 lyric that includes a Social Moral Message, and 1 lyric that includes a Religious Moral Message.

Meanwhile, it has been discovered that there are 2 lyrics in the song Fly to My Room that include Habitual Moral Message. The lyrics of this song do not contain any social or religious moral messages.

1. Habitual Moral Message

Humans judge actions based on reason and mind, whether they are done consciously or unconsciously, and whether they are right or wrong. In this case, 2 lyrics from the song Life Goes On were discovered to contain a Habitual Moral Message. The first example comes from the 4th verse of the lyrics.
"... To the future, let's run away."
The lyrics imply that when we are trapped in an unfavorable situation, we must all believe that one day we will be free of terrible things. The lyric can also be interpreted as motivation to cultivate a sense of enthusiasm in oneself in order to resist the things that have happened. When confronted with an occurrence that has left them feeling disoriented and aimless, that was an example of a person's habit.
The second example comes from the 5th verse of the lyrics.
"... Yeah life goes on..."

The lyric imply that things will continue to move forward regardless of what is currently happening. As a consequence, BTS encourages us to get used to continuing to live life happily even when the activities we engage in are not entirely free.

In the meantime, there were also 2 lyrics in the song Fly to My Room that include the Habitual Moral Message. The first example comes from the 5th verse of the lyrics.

"...Landing over the bed. This is the safest place. Somehow there's no joy, no sadness, no emotion. It's just me here. Sometimes this room becomes an emotional trash can. It hugs me."

According to these lyric, our room (bedroom) is the most comfortable place. Because when we are sad, the safest place to be is in our room, where we can express the emotions that we have suppressed. As shown in this, this is a type of habit that is consciously carried out in order to dampen a person's emotions.

The second example comes from the 6th verse of the lyrics.

"... You can change your mind. This is a travel that only I can enjoy..."

Based on these lyrics, BTS wanted to demonstrate that if we can change our mindset, everything that happens will be absolutely gorgeous. This could be a type of habitual behavior wherein humans change their perspective on an incident that occurred or has been experienced, this was possible that behind the occurrence of the incident there was wisdom or a message.

2. Social Moral Message

A message of human actions in the social sphere is referred to as a social moral message. There has been a cultural aspect to the social moral message in it, which was the effort and result of human efforts to manage his life with the goal of making his life more humane.

In this case, it was discovered that one lyric from the song Life Goes On is included in the social moral message. It comes from the 6th verse of the lyrics.

"... But thankfully between you and me nothing has changed."

Predicated on these lyrics, this was clear there were no boundaries and nothing could change in a person's relationship with the person he had already loved. It was included in the lyrics inside the social aspect because a person would then feel humane if he was really able to stay together with the person who was loved.

3. Religious Moral Message

Religious moral message was indeed related to the aspects of religious teachings to which person adheres. 1 lyric from the song Life Goes On was discovered to contain a religious moral message. It comes from the 3rd verse of the lyrics.

"... Guess I'm only human after all..."

The lyrics imply that a person will never be able to perform actions that are beyond his authority because humans are just ordinary creatures with no more authority. All actions that are beyond person's understanding can only be carried out with God's permission, and power belongs solely to God.

According to the elaboration above, the two songs contain a wide range of positive values and moral messages. Both songs contributed significantly to the substance of the BE music album. This album was created as a response to the COVID-19 pandemic, which was causing many cases in various regions of the world at the time. The pandemic's influence has been felt in many different areas of life. Many people have lost their lives as a side effect of the pandemic, including BTS.

They demonstrated their feelings of sadness, frustration, and loneliness as an outcome of the pandemic through this album. In this album, they also encourage and entertain their fans to continue living life with enthusiasm even though things are difficult. As a result, there are many values and moral messages in this album that can be applied in ordinary living.

CONCLUSION

The overall lyrics of the songs Life Goes On and Fly to My Room in album BE contain up to 3 values. The findings are obtained by applying Barthes' conceptual theories of denotations and connotations. There are 3 lyrics in the song Life Goes On that include denotations as well as 3 lyrics

that also include connotations. While there is 1 lyric in the song Fly to My Room that contains denotations and 5 lyrics that include connotations. As a result of these findings, 3 positive values emerge: a sense of enthusiasm and optimism, self-confidence, and gratefulness.

In order to understand the meaning of the moral message, there are two lyrics in the song Life Goes On that are included in the habitual moral message. Then, there is 1 lyric in the category of social moral message and 1 lyric in the category of religious moral message. Whereas, there are two lyrics in the song Fly to My Room that fit into the category of habitual moral message. The message is not discovered in the social or religious categories.

There has been a phenomenon on the BE album. This album was released to coincide with the COVID-19 pandemic. Whereas on this album, everyone, including BTS, conveys feelings of sadness, frustration, and loneliness. Nevertheless, behind all of these emotional recognitions, the BE album also provides an entertaining sentence and message to music listeners. These soothing messages are also linked to the existence of excellent and empowering moral messages that can be implemented in daily life.

The researcher suggests that another researcher conduct additional research and exploration into existing phenomena related to linguistics, as well as examine how influential society is pertaining music. So that this research can be further developed and yield positive results.

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