

CHAPTER I

INTRODUCTION

This chapter consists of six elements. Those are the background of the research, identification of the problem, limitation of the problem, formulation of the problem, objectives of the research, and significances of the research.

A. Background of the Research

A language, according to Collins (2021), is a system of communication that consists of a set of sounds and written symbols that are used by the people of a specific country or region for talking or writing. Language's primary function is to serve as a means of communication for each individual. 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 a person or group of people with the goal of the communicant having thoughts that are similar to ours. Communication can be defined as the activity of conveying messages from communicators to communicants.

Communication is the process by which a person constructs something. Communication among communicators and communicants that is effective. This

is linked to a person's communication skills with others. Communication will result in both verbal and nonverbal signals. Non-verbal uses signs or symbols other than words or language to convey a message, whereas verbal uses words or language to convey a message.

Magazines, television, radio, and newspapers are examples of mass communication media. 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 communicate messages through a variety of media, one of which is music.

Music is a collection of activities, ideas, and objects which are structured into culturally meaningful sounds which are acknowledged to exist on a different scale than secular communication (Merriam, 1964:27). Music has the ability to have both positive and negative effects. It is determined by the messages conveyed through the song's lyrics. Song lyrics can convey a wide range of messages. Messages about friendship, messages about establishing relationships, cultural messages, and moral messages can all be found in it.

As for as the search of the researcher, there are several studies on moral messages. Hidayah (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 context of this research was the dialogues of the 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. BTS made their debut in June 2013. 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*”. According to IDN Times (Yool, 2021), *Life Goes On* is the first song sung in Korean to reach number one on Billboard's Hot 100 chart in the chart's 62-year history.

BE's album 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.

This issue is important to research because the moral message contains values and norms that must be applied and used as examples in daily life. The researcher and the readers will be unaware of how song lyrics can contain important moral messages to set a good example if no research is conducted on the subject.

The researcher is interested in bringing up this topic because she believes that 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. By so doing, the researcher gives the title "CRITICAL ANALYSIS OF: MORAL MESSAGE IN SONG LYRICS OF BEYOND THE SCENE (BTS) IN ALBUM BE (SEMIOLOGICAL STUDY)".

B. Identification of the Problem

1. What is the impact of song lyrics on a person's moral development?
2. What are the values delivered by BTS in song lyrics in album *BE* in denotation and connotation, domain viewed from semiological perspective?
3. How can song lyrics get an effect on a person's attitude and morals?

4. How is the meaning of moral messages contained in song lyrics of BTS in music album *BE* in denotation and connotation, domain viewed from semiological perspective?

C. Limitation of the Problem

The researcher limits this research on two points. First, the researcher wants to analyze the meaning of moral messages contained in song lyrics of BTS in music album *BE* in denotation and connotation, domain viewed from semiological perspective. Second, the researcher wants to analyze the values delivered by BTS in song lyrics in album *BE* in denotation and connotation, domain viewed from semiological perspective.

D. Formulation of the Problem

Based on the limitation of the problem, then the problem of this research can be formulated as follows:

1. What are the values delivered by BTS in song lyrics in album *BE* in denotation and connotation, domain viewed from semiological perspective.
2. How is the meaning of moral messages contained in song lyrics of BTS in music album *BE* in denotation and connotation, domain viewed from semiological perspective.

E. The Objectives of the Research

According to the formulation above, the objectives from the research are:

1. To analyze the values delivered by BTS in song lyrics in album *BE* in denotation and connotation, domain viewed from semiological perspective.

2. To analyze the meaning of moral messages contained in song lyrics of BTS in music album *BE* in denotation and connotation, domain viewed from semiological perspective.

F. The Significances of the Research

The results of this research are expected to provide benefits theoretically and practically.

1. Theoretically

It can add thought and insight to science, as well as literature references to the students of English Education Study Program.

2. Practically

It can help the younger generation and the general public understand the moral messages, positive values, and new facts contained in BTS's music album, as well as improve their linguistic skills.

