

CHAPTER II

LITERATURE REVIEW

This chapter will discuss the theoretical review, previous study review, and conceptual framework.

A. Theoretical Review

1. Semiology

Semiology is among the sciences involved in the study of communication because it is in charge of examining the various kinds of symbols and signs used by humans to interact or communicate, and also their meanings and signifiers.

According to Barthes (1964: 9), semiology seeks to encompass some system of signs, regardless of their element or restricts; images, body language, musical sounds, objects, as well as the complex connections of all of it that establish the material of tradition, convention, or public entertainment: all such constitute, although still not languages, at least structures of significance.

Barthes also demonstrated that semiology has four elements:

a. Language and Speech

As a result, a language exists. It is not an act as just a social institution, then it is not subordinate to every premeditator. Speech, throughout comparison to language, that also is indeed an institution

and then a system, is primarily an individual issue of selection as well as actualization.

b. Signified and Signifier

The existence of a signified has greatly contributed to discussions in linguistics that have centered primarily on to its degree of 'reality'; even so, all agree on pointing out the fact that perhaps the signified is not 'a thing' but even a representation of the 'thing'. Whereas the existence of the signifier suggests approximately have same observations as the existence of the signified. It is strictly a relatum, for whom the interpretation is inextricably linked to the signified.

c. Syntagm and System

A syntagm is a variable mixture of signs. A system also serves also as language's second axis.

d. Denotation and Connotation

Denotation is a first-degree system of significance in the semiology of Roland Barthes and his followers, whereas the connotation is the second stage.

According to Dickins (2019: 135), denotation meaning refers to the general scope of such an expression term, multi word system, or syntactic structure in a specific sense. While according to Rao (2017), a most basic and any particular meaning of words is regarded to as its denotation. It is reasonable to conclude that denotation is the most

fundamental meaning that relates to the comprehension contained by a word.

The connotation understanding according to Leech (in Matindas & Kumajas, 2020: 31), is an expression's communicative value in addition to its solely conceptual content. Connotation is a word or sentence with an explicit meaning that does not have the same meaning as written form. Connotation is indeed the meaning of a type of word based on thoughts and feelings in this case.

The utterance "He is a giraffe" is an example of a word with both denotation and connotation interpretations. The sentence explains that he is an animal, which is the actual meaning of the word giraffe in terms of denotation. Even so, in terms of connotation, the sentence "He is a giraffe" can pertain to a tall man.

2. Biography of Roland Barthes

According to Britannica (2021), Roland Barthes was born on November 12, 1915 in Cherbourg and he is a French essayist, social as well as literary critique, and semiotics expert.

Roland Barthes is the intellectual heir to Ferdinand de Saussure. Saussure is fascinated by the complex way sentences are created and how sentence forms determine meaning, although he is less fascinated by the real sense that the same sentence can convey different things to different people in various situations.

Barthes developed two storied marker systems based on Saussure's semiotics, which he called the denotation system and the connotation system. A denotation system is an effective signaling system composed of a chain of markers and signs, that is the materiality relationship of the marker or the abstract concept behind it.

The marker chain or sign in the denotation system becomes a marker in the connotation system or the second-level marking system, and thus it relates to another sign on the higher sign chain. Roland Barthes expands on this idea by emphasizing the interaction between text and its users' personal and cultural experiences, as well as the interaction among textual conventions and conventions experienced and predicted by its users.

3. Barthes' Concept

Barthes' concept, known as the "two order of signification," includes denotation (the dictionary's actual meaning) and connotations (double meanings born of cultural and personal experiences).

In semiology, the meaning of denotation and connotation is more important than in linguistic science. In general, the true meaning is the meaning of denotation. By use of language with such a meaning that relates to the meaning of what is spoken is referred to as denotation.

Whereas the connotation is a term used by Barthes to define the second stage of signification, it also focuses on the interactions that occurs when a sign meets the reader's feelings or emotions as well as the values of his culture.

E.g., the term “heart” refers to an organ that is in charge of controlling the blood. In other words, it is a literal description of the word “heart”. So let contrast it with the connotative meanings of the word “heart”. The heart will be represented as a symbol of kindness in the connotation.

4. Theory of Moral Development

John Dewey was an American philosopher, social critic, and educator who was born in Burlington, in 1859 and died in 1952. He also became a philosophy and education professor for several universities.

When it comes to moral development, there are several theories, the majority of which originate in the Western world. This appears to mean that any theory is built on thinking patterns, objects of study, and theoretical foundations that are strongly influenced by expert identity.

Among the most influential theories in the discussion of child moral development are those obtained from Piaget, John Dewey, and Kohlberg. This time, however, the researcher just discussed John Dewey’s theory. According to Dewey (in Cahyono & Suparyo, 1985: 37-45), a person’s moral development will progress through three stages: (1) Pre-Moral or Pre-Conventional Stage. At this level, many human attitudes and behaviors are based on biological and social impulses; (2) Conventional level. At this stage, morality development is based on his group's critical attitude; (3) Autonomous. At this stage, a person’s moral development is based solely on his or her own mindset.

The appreciation of these theory is that basically humans have similar behaviors of moral development, as humans do not have a concept of life that reflects moral values at the beginning of life.

The second appreciation of these theory is that when the child has grown up and moved to a new environment, environmental factors will provide a very large pattern of attitudes and behaviors. This is where we realize that an educational environment is required at this point. A safe and educational environment will make a significant difference in the life of the next child. If, on the other hand, the child is raised in a bad environment, negative values will color the child's life on their own.

After passing through the early stages of a human being's life, it will be continued with the age lived by living in his environment, and the human himself will be able to determine various choices of his attitude and personality based on his own mindset. That is referred to as the human stage of maturity. However, keep in mind that if a person is raised with life experiences that include educational values, the educative factor will be able to have a positive influence in determining the various things that are done. If, on the other hand, a person does not go through the process of educative life, it is likely that the form of maturity is only visible from the age factor, while his attitude and behavior are far from the meaning of maturity itself.

5. Moral Message

a. Message Understanding

According to Luttrell (2019: 1136), communicators may be using moral argument to influence a public's perception just before constructing a message. A message is something that is physically sent from one source to another (AL & Suyanto, 2017: 7). This message could be either verbal or non - verbal. Verbal messages, like magazines and books, can be written down. Non - verbal messages can be verbalized in the same way that verbal messages are.

Messages can be informative, persuasive, or coercive. An informative message conveys information or facts, followed by your own conclusions and decisions. A persuasive message contains inducements that elicit human understanding and awareness that what we convey will result in a change in attitude. Messages are coercive delivery of messages that are coercive through the use of sanctions if they are not implemented.

b. Moral Understanding

According to GC (2020: 1485), morality is commonly defined as the practice, politeness, or undertake of human beings in pertaining with one another. Moral relativism is an aspect of the human behavior that indicates whether they are right or wrong, good or bad.

Moral is the teaching of good and bad deeds (Anggreaini & Yasir, 2017: 2). Morals are values or norms that exist in society and must be followed by every individual. This is a reference to the fact that everyone should have good morals. If a person has good morals, their behavior will not deviate from the values and norms that exist in society.

In the history of literature, the majority of fiction, as well as music, has been written with the intention of increasing the reader's knowledge. Moral lessons can demonstrate a variety of aspects of life. Starting with loyalty and honesty, and progressing to kindness to those in one's immediate surroundings. Songwriters usually include moral messages in song lyrics so that listeners can remember the moral lessons they have learned in the past.

Great music and audio quality can have an impact on the listener, as can the lyrics in the song. With the appropriate wording, song lyrics depict a wide range of moral values such as justice, respect, love, friendship, empathy, and honesty.

c. Moral Message Category

According to George & Uyanga (2014: 41), moral judgments are instilled in members of the community in order to improve character development and enhance great ethical experience growing up and moral wellness in individual persons.

The type of moral message can also include unlimited problems as well as problems of human life and people. These moral precepts are divided into several categories like a person's relationship with himself, person's relationship with his fellow humans in the social realm, person's relationship with nature, and person's relationship with God.

The moral message category that has been used by researcher in the study (Liza & Harun, 2018: 3-4):

1. Habitual Moral Message

This is referred to as a human relationship with oneself. That is, human deeds are performed repeatedly, regardless of whether they are enjoyable or not, and whether they are useful or not.

2. Social Moral Message

Humans, as living beings, cannot exist in isolation without the support and interdependence of other humans. All actions involving individuals and other people who share human nature as social beings. Such actions can be viewed from a variety of perspectives, including economic, cultural, political, and social.

3. Religious Moral Message

The moral world is indeed a religious one (Mirzayevich, 2022: 88). Humans believe in God as the creator of all things in heaven and on earth. Man, as God's creation, is required to believe in God's existence. As proof of faith, each religion has its own set of rules for worshipping God. As a creature who believes in the existence of God, one's eating habits in everyday life must reflect that attitude.

A moral message is a good or bad learning of attitude that emerges in three categories, namely habitual moral messages, social moral messages, and religious moral messages (Luttrell, 2019; Al & Suyanto, 2017; GC, 2020; Anggreaini & Yasir, 2017; George & Uyanga, 2014; Liza & Harun, 2018).

6. Music, Song, and Lyric

a. Understanding Music

Music is a set of tones that become a unity of orderly sounds. And the sound or sound produced is an element of the content of the message in the sense of communication. According to Small (in Daubney & Fautley, 2020: 109). music is an activity wherein we take part instead of a thing or a collection of objects.

And according to Jamalus (1988: 1), music is a work of sound art in the form of songs or musical compositions that express the creator's thoughts and feelings through musical elements such as rhythm, melody, harmony, shape, and structure of songs and expression as a whole.

One of music's functions or purposes is to communicate media. Music, as part of a work of art, can serve as a media for a person to communicate with others. Music involves an exchange of ideas, thoughts, and ideas between the songwriter and the audience as a music connoisseur. The producer conveys the content of the mind in the form of tones and lyrics, allowing the listener to receive messages.

b. Types of Music

A type of music frequently contains recurring elements at multiple levels, ranging from patterns to utterances to portions including such verse-chorus (Huang, Vaswani, Uszkoreit, Shazeer, Simon, Hawthome, ... & Eck, 2018: 1). A concept must refer to aspects in which it came previously, perhaps in the ancient past, reiterating, varying, as well as further continuing to develop them to create the look and amazement.

Music is divided into several genres or streams, the types of music and their definitions are listed below (Febrian, 2020: 2-18):

1. Classical music: It is the dominant music, with a large violin and viola as well as a high singer's voice.
2. Country music: This music was originally composed by white cattle ranchers in America. As a result, this musician is synonymous with cowboy costume. This music is sung to express the changes that occur in their people's lives.
3. Blues music: Certain progressive chords with twelve bars of progress oblique chords that are most common with oblique tones are the hallmark of a blues music game.
4. Jazz music: African afro music, which originated in the Americas and was created by people of African descent, is nearly 100 years old. Guitar, trombone, piano, trumpet, and saxophone are common musical instruments in this genre.
5. Pop music: Pop music can be described in various of ways because this music flow can be combined with other music streams as long as the music is popular and well-liked by a large number of people. Pop music musicians frequently use a blend of urban, dance, rock, and country music to create songs.
6. Hip Hop music: Hip hop music arose from the fusion of Afro-American and Latin American cultures. Hip hop music is synonymous

with MCing (or rapping), DJing (Disc Jockeying), Breakdance, Beatboxing, and Graffiti.

7. Rock music: Rock lyrics cover a wide range of topics other than love, such as sex, opposition to the government, and social and lifestyle conditions. As artistic and original expressions, rock music combines ability and technique with romantic concepts of art.
 8. Reggae music: A musical genre that originated in Jamaica in the late 1960s. Reggae emphasizes the second and fourth beats of each bar, with rhythm guitars emphasizing the third beat or holding the chords on the second beat until the fourth beat is played.
 9. Dangdut music: Dangdut music, which originated in Indonesia, has been adapted to popular music over time. This music flow can actually be classified into two parts: art music and world music. Because the music played is a mash-up of classical Indian, Arabic, and Malay music.
- c. Understanding Song

According to Aronson & Box (2021: 2), Songs have demonstrated to be an excellent method for bringing up society awareness and encouraging community engagement on issues that they face. A song can stimulate people's confidence in carrying forward with their own lives.

According to Hudayah (2017: 331-332), Songs involve vocal parts conducted with the human voice and normally feature words (lyrics), that

are frequently accompanied through other instruments (a cappella and scat songs are exclusions).

Song is the presentation of a thing, which can be a feeling, state, or tangible or visible object, through the use of tones that form harmonization.

d. Understanding Song Lyrics in Music

Song lyrics are tightly packed with interpretation (Varnum, Krems, Morris, Wormley, & Grossmann, 2021: 1). The phrases of a song are recognized as lyrics, and are a component of the song itself. The lyrics of a song can generate multiple meanings, and music enthusiasts can take a message or knowledge and understanding out from song's lyrics.

Song lyrics are an individual's expression of something seen, heard, or experienced. The poet or songwriter uses puns and language to create appeal and uniqueness in his lyrics or verses when expressing his perspective (Hidayat, 2014: 246-247).

Excellent lyrics are those that inspire others. Quality lyrics do not have to be poetic; they are said to be of high quality if they have a strong meaning. The statements that make up a song determine whether or not the song is heard by the listener. This is why the power of a lyric is so important, because it indirectly affects the listener.

Messages that the creator wishes to convey are contained in the lyrics, though a lyric may use figurative language that is difficult to comprehend at times. Even so, it will expedite the process of learning for

music fans in understanding a piece of music and song, allowing them to not only listen to the music but also comprehend the message contained within the song.

Music and song lyrics are art forms generated by sounds premised on the creator's thoughts, the types are classical, country, blues, jazz, pop, hip hop, rock, reggae, and dangdut (Daubney & Fautley, 2020; Jamalus, 1988; Huang, Vaswani, Uszkoreit, Shazeer, Simon, Hawthome, ... & Eck, 2018; Febrian, 2020; Aronson & Box, 2021; Hidayah, 2017; Varnum, Krems, Morris, Wormley, & Grossmann, 2021; Hidayat, 2014).

B. Previous Study Review

There are many previous studies that are conducted by the other researcher in order to investigate in similar topic with this study.

Lutfy Fajar Hidayah, Universitas Ahmad Dahlan (2017) entitled “*An Analysis of Indonesian Moral Values Found in the Song Lyrics Forgive Me Album by Maher Zain*”. The source of the data in this study was song lyrics *Forgive Me* album. The subjects were part of song lyrics that consider and containing moral values. This research was qualitative descriptive. The result of this analysis is shown eleven moral values are found in *Forgive Me* album by Maher Zain songs. The findings of the moral values in *Forgive Me* album by Maher Zain are eleven. There are religiosity, love affection, loyalty, sincerity, thankfulness, steadfastness, humbleness, peace loving, brotherhood, respecting other, and optimism. The Indonesian moral values found in the song lyrics album are religiosity, communicative, and peace loving. And the moral values most

frequent in the song lyrics album are religiosity, love affection and loyalty. In addition, the difference in this study and previous study is the method. Furthermore, this study only sought to analyze moral values, whereas researcher sought to comprehend the moral message and moral values of song lyrics.

Indah Cahyani, IAIN Tulungagung (2017) entitled "*An Analysis of Moral Message in "The Philosopher" Movie*". The data for this study were derived from the dialogue of each character in the film as well as from books related to the study. Documentation was used to collect the data. The researcher employs the content analysis method in this study. The findings of this study revealed thirteen moral messages, which are as follows: 1) Kindheartedness or friendly attitude makes us feel comfortable in any situation; 2) discipline attitude is required in all situations; 3) enthusiasm attitude makes us highly motivated in this life; 4) loyalty makes us believe in others; and 5) we must be brave to do something difficult but correct and the best long-term choice. 6) Our lives will be more beautiful and happy if they are full of love and affection; 7) strong belief prevents us from being easily influenced by others; 8) Self-assurance can lead to knowledge; 10) Sometimes we must make the sacrifice for others, even if it is difficult; 11) in this life, humans must adhere to the religion in which we believe; 12) in this life, we can gain credibility from others if we have a responsibility; and 13) honesty can protect us from problems that can complicate our lives. The difference between this study and the previous one is in the object. The previous research used movie as an object, whereas this research uses song lyrics as an object and use Spradley analysis as a data analysis technique.

Ni Komang Ariani, Universitas Pamulang (2019) entitled “*Narrative Analysis of Moral Messages Narrated in Coco Animation Film*”. The data from this film was obtained by recording the *Coco* film on a DVD. This study’s data is in the form of films that can be viewed as text. This study used narrative analysis. The data for this study was gathered through an in-depth reading of intrinsic elements and values narrated in *Coco* 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. In addition, the difference in this study and previous study is in the object and method. The previous study used film as the object and in this study uses song lyrics as the object and use Spradley analysis as a data analysis technique.

Muhammad Riza Warizia, IAIN Tulungagung (2020) entitled “*An Analysis of Moral Message in Sherlock Holmes Movie “The Hounds of Baskerville”*”. In this thesis, two types of sources are used. The primary source came from the Sherlock Holmes movie *The Hounds of Baskerville*. Secondary sources include movie scripts or subtitles, as well as books or articles related to this research. The researcher used library research in this study, and all data were gathered from any literary work related to the research. The information was gathered through the use of a documentary technique. 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 *The Hounds of Baskerville*. The majority of

the moral messages are conveyed directly in the film. The difference between this study and the previous one is in the data analysis technique.

M. Taufik, Universitas Muhammadiyah Malang (2020) entitled "*The Moral Message Found in Songnyos Sugmakanan's The Billionaire Top Secret Movie*".

This study's data sources included The Billionaire Top Secret movie, monologue, dialogue, and scenes with a moral message. This study employs a qualitative approach. The data was analyzed by listing the data, selecting data based on relevance to the theory of moral message, classifying the data, presenting the data based on the classification, evaluating the data, and drawing conclusions. The researcher came to the conclusion that the film contained six moral messages. The first moral message discovered is one of bravery. A brave person is someone who takes risks to do something whether the outcome is positive or negative. Second, the moral message discovered was one of honesty. Being honest is a truthful action. Third, another moral message is to be kind. Kindheartedness is also synonymous with responsibility. The following moral message is one of integrity. A person with integrity can achieve anything he desires. Fifth, the film conveys a positive moral message. Finally, being an enthusiast implies that a person is intelligent enough to read business situations, creative in creating products, and willing to try a new line of business. This study differs from others in that it uses film as an object, whereas others use song lyrics as objects.

C. Conceptual Framework

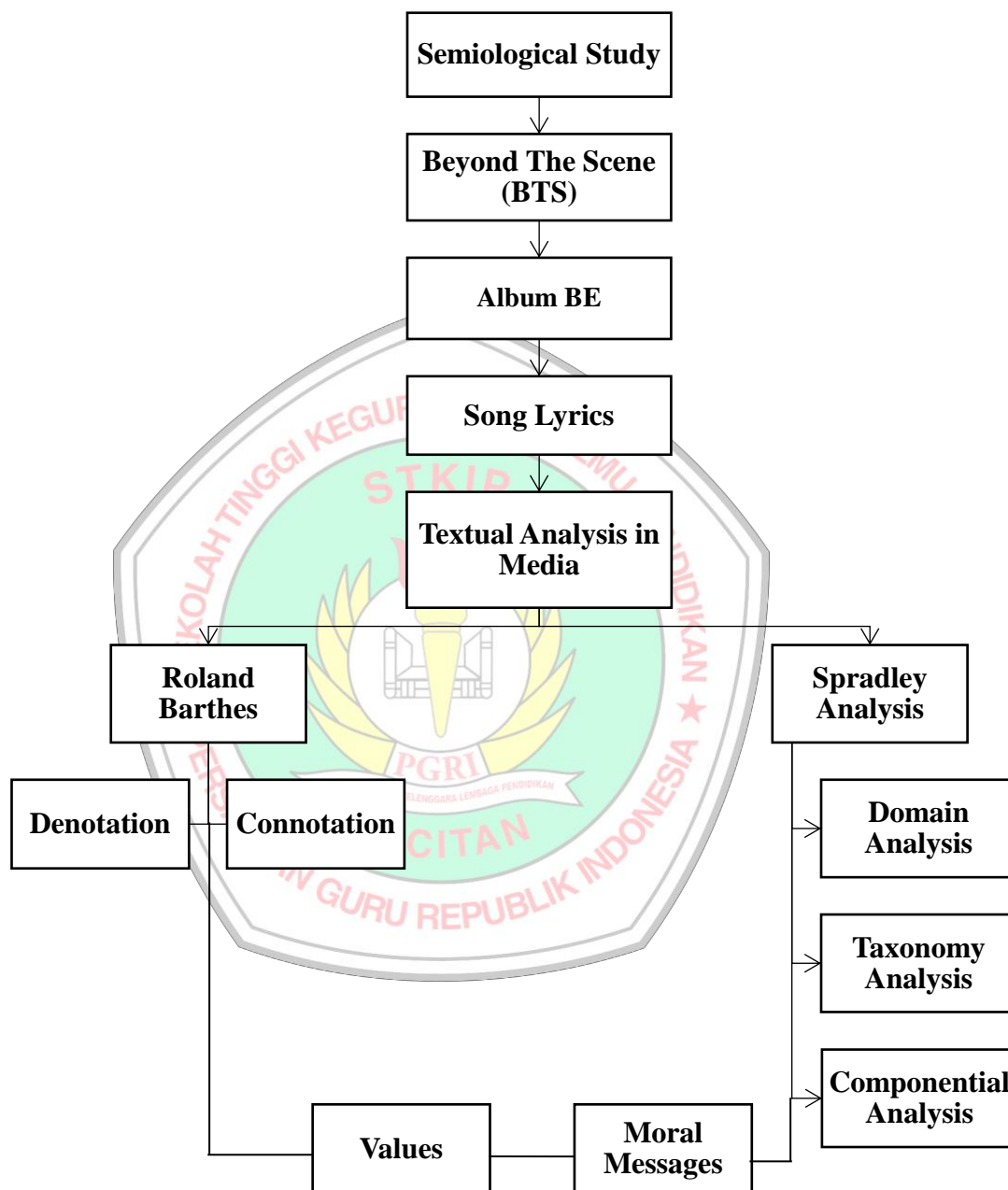


Figure 2.1 How the research conducted

This research employs a semiological approach. The researcher looked into one of BTS's works, the music album BE. The top two song lyrics by this album

were analyzed by the researcher. Spradley's analysis was used by the researcher to determine existing data in order to achieve the goals of this research. Moral values and messages have been acquired and discovered as a result of the denotations and connotations found in Barthes' concept.

