

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a means of communication between members of society with symbols of speech generated by human speech, language is also a tool of self-expression as well as a tool to show identity. Keraf (1997: 1) says language is a means of communication between members of the public with sound symbols produced by human speech utensils. Language has many function there are as a tool for self-expression, as a tool for communicating, as a tool for social integration and adaptation in a particular environment or situation, and as a tool for social control (Keraf 1997: 3). As a communication tool, language has a special purpose that we can be read by others. So in this case the responses of listeners or opponents communicant of our main concern.

Communication can be seen in a variety of dimensions. When viewed as a process, communication is the activity of sending and receiving messages that occur dynamically. According to Rogers and Kincaid (2004: 19) communication is a process in which two or more people form or exchange information with each other, which in turn, will understand each other. Communication uses various symbols or symbols expressed in nonverbal forms (gestures, movements, and expressions) or verbal (spoken and written language). Oral communication is one form of communication commonly used to convey business messages to other parties either orally or in writing. While nonverbal communication is

communication in the form of information delivery by using gestures or without using words. This nonverbal message is delivered through body movement, body contact, posture, facial expressions, hand and eye movements, and nods or head shakes.

The symbol becomes a tool to provide an opportunity to understand or interpret the meaning of a sign that has been used as a symbol, so an object that became symbols can be understood by many people. Humans as a social beings may not wish to communicate. In human interaction use symbols or special symbols to declare a specific purpose.

In literature the symbol also has the same function. Conveying a message or meaning by inserting a sign that became a symbol in a text. Knowing or not this symbol is a form of imaginative ways an author of literary texts to convey a message or idea about something, then to find symbols in literary works required a special analysis system to determine the meaning of the symbol. The theory provides an analysis of the system via the sign is a symbol semiotic theory, among many the semiotic theory, one of which is a semiotic theory that analysis Charles Sanders Pierce through sign symbol contained in an object of analysis.

According to Pierce (2000:115), without symbols there would be no generality in the statements, for they are the only general signs; and generality is essential to reasoning. But symbols alone do not state what is the subject of discourse; and this can, in fact, not be described in general terms; it can only be indicated. The actual world cannot be distinguished from a world of imagination

by any description. Which needs of pronouns and indices, and the more complicated the subject the greater need of them.

Literary works contain a variety of elements that are very complex, and contain elements of language, discourse structure, literary significance, beauty, social culture, values and historical background (Aminudin 1987: 51). Literature displays a picture of life that is a reality. The point is life involves inter-community relationships, between communities with one person, between humans and between events that occur within one's mind. Literature is created to be enjoyed, understood, and utilized by society. In literary works there must be a picture of the psychology of both the author and his character, because the literary works are created. Through the process of imagination for the author is more likely on the opinions expressed by Aminudin (1987: 51) because it is explained in full what the elements that exist in a literary work.

One of the psychological material that is very familiar with our daily life is the emergence of emotion, many people who think that emotion is a bad thing, something that is identified with anger. But in fact the emotion is not just a rage, emotions can also be in good things. Sadness is the emotion that is felt when a person experiences something that disappoints and hurts his heart. Also experience the loss of something loved or loved, such as breaking up or experiencing the death of the nearest person. Sense can reach sadness, depression if there is sadness in a long time.

Sadness is a form of emotion that includes pain, sadness, grim, gloom, melancholy, self-pity, loneliness, rejection, despair, color and depression. A

strong relationship between a person's song and emotion for a song of self-expression and a spurt of grief. Words or diction is most often used as a symbol in a text of a song or poem is commonly found in some songs. Certain emotions can arise when someone is listening to a song's lyrics. That is, certain types of songs can bring up an emotion that is in harmony with the type of music. Although emotions are so complex, Goleman (2002: 411) identifies a number of emotional groups-anger, sadness, fear, pleasure, love, shock, irritation, and shame. The researcher choose Michael Buble song to analyze the sadness symbol in his album entitled *It's Time*.

The researcher feel necessary to analyze the lyrics of Michael Buble's song in the *It's Time* album because Buble poured a sense of his sadness using symbols. Therefore, the researcher needs to use semiotic theory to interpret the meaning of sadness poured in the album lyrics.

Michael Buble as one of the musicians who has many fans of his song, many use the symbol in the lyrics. It means the song also understood if the symbol contained in Michael Buble song lyrics can be analyzed more deeply. In *It's Time* (2005) album consisting of 12 main songs, has lyrics of many symbols. The songs on *It's Time* album, which contains many symbols relating to sadness, if further analysis can be proved from this symbol as a sign that the meaning of this song has a strong relationship with feelings of sadness. In his analysis need the theory of semiotics as a theory to analyze the symbols that exist in the singing of Michael Buble.

There are some previous studies as a standard of comparison and hint with this research:

The first previous study is from Yanti Kusuma Dewi entitled *Simbol-Simbol Satanisme dalam Perspektif Teori Simbol Ernest Cassirer* (2008). This study examines the meaning of Satanism symbols using the theory of Ernest Cassirer. It has a similarity in analyzing the symbol. The difference of the reasearch can be seen from the theory and the object using by Dewi.

The second one is *Makna Simbol dalam Mantra Bugis Dialek Wajo (Telaah Semiotik Sastra Klasik Lisan Bugis)* by Afrat Lagosi in the year of 2010. This study examines meaning of symbols in a spell Bugis dialect Wajo. The differences with this research is from theories and types of literature that is used is different from that used by the researcher.

The third previous study is *Analisis Semiotik Dalam Lirik Lagu Shoutul Khilafah (Kajian Charles Sanders Peirce)* by Rendra Siswoyo in the year of 2011. This study examines meaning of the symbols in the lyrics where the researcher uses the theory of Peirce, this study has similarities in analyzing the symbol in the lyrics as well as the use of semiotic theory of Pierce but the song is used as the research object different from that used by the researcher.

Based on previous studies above, with using a semiotics theory, finally the researcher choose the title “*The Symbol of Sadness in Michael Buble’s “It’s Time” Album*” (2005).

1.2 Research Question

The symbol of sadness in the *It's Time* Album has become an interesting points in this research. Because sadness in the *It's Time* Album is representation who the emotion that is felt when a person experiences something that disappoints and hurts his heart. Based on the above article, the researcher was finally formulated the problem into two points:

1. What are symbols of sadness that is potrayed in Michael Buble's songs lyrics?
2. What are the meanings of sadness symbols on Michael Buble's songs lyrics?

1.3 Research Objective

Dealing with the research questions, this research has two objective as follows:

1. To find out the symbols of sadness on Michael Buble's song lyrics.
2. To find out the meaning of sadnss symbols on Michael Buble's song

1.4 Research Significance

There are some significances that are expected by conducting this research. The benefits of the research are as follow:

1. Theoretical

The reseracher aspects from this reasearch are this reasearch can be used as a reference in the study of the theory of semiotic, especially in the study of the theory of poetry.

2. Practical

Practical aspects for students of Bachelor of English literature can serve as a reference in learning semiotic reading and study of Islamic symbols in the lyrics of the song and other literary works, and for other researchers may be previous studies in research symbol in song lyrics.

1.5 Clarifications of Terms

There are to classify the key terms used in this research, the writer clarify the key points, as follows:

- Symbol, in the simplest sense, anything that stands for or represents something else beyond it—usually an idea conventionally associated with it. Objects like flags and crosses can function symbolically; and words are also symbols (Oxford, 2010: 251)
- Sadness is a feeling that causes pain in the self. (KBBI, 2010)
- Lyric is in the modern sense, any fairly short poem expressing the personal mood, feeling, or meditation of a single speaker (who may sometimes be an invented character, not the poet). In ancient Greece, a lyric was a song for accompaniment (Oxford, 2010: 143)
- Album is a collection of songs on the tape cassette. (KBBI, 2010)
- Michael Bublé is a Canadian jazz singer. Bublé's career has reached an international level and has sold over 20 million copies worldwide. He has won several awards, including the Grammy and several times winning the Juno Awards. His first album reached the top 10 in Lebanon,

England and Canada. He soared because of his album, "*It's Time*" and "Call me Irresponsible" which achieved great success and reached the top of the charts in Canada, US Billboard 200 chart, and Australian Album Chart. (Wikipedia)

- *It's Time* is a music album by Canadian jazz singer Michael Bublé. *It's Time* was released on February 15, 2005, but has been legally downloaded from a week ago through Apple Computer's iTunes Music Store, a digital download service. (Wikipedia)

