

CHAPTER I

INTRODUCTION

This chapter presents background of the research, statement of problem, objective of the research, significance of the research, and organization of paper.

1.1 Background

Music is a universal language, because music can be felt and enjoyed by people of any nations in the world. It can express many aspects of human life. Since birth, human have relationship with music. In addition to this music, it is also able to affect human from several aspects such beat, rhythm and harmony. For that reason, music can make people feel happy, sad, touched, lonely, spirited, and so on.

Music consists of two elements, sounds as the primary and lyrics as the secondary (Corke: 2001). Lyrics have significant contributions to the music itself although it is the second element of the music. Lyrics give deeper understanding about the message contained in the song.

Lyrics carry a message which can influence the behavior of listener, for example, people who are in grieve, generally likes to listen sad songs because it contains the lyrics or the words of sad. However, sometimes people who are in grieve intentionally listen to the songs of encouragement to get excited or to change their mood. Corke (2001) defines lyrics as a form of interaction between song writer and the listener. Each song has its own message, good or bad song depends on the song lyrics and the messages conveyed in the song.

Song lyrics as a means of expression can show anything. Not only a musician, but also listeners of the songs can feel the pleasure of it and produce some language expressions. In this sense, Finnegan (1992: 3) says that language is a system of expression that mediates the transfer

of thought from one person to another. From the definition above, the researcher concludes that language is a system of expression which is revealed in a sign used for human communication.

In the sign language, expression refers to distinctive body of gestures and word expressions that accompany is signing, and which are necessary to properly form words. Expression is one of components of a sign. However, not all signs have an inherent expression. A sign is an indicator of something. Saussure (1993: 14) says that the term of sign is very common; it could mean the sentence, clause, phrase, word, and morpheme. The meaning of a sign come from the differences between the various signifier, these differences include two relation of syntagmatic and paradigmatic. Syntagmatic is relates to the position of sign and Paradigmatic is associated with the chance of one sign with other sings are absent (Chandler: 2007).

The object of this research is song lyrics. Song lyric is an expression of someone about something that has been seen, heard and experienced. In expressing his experiences, the creator of song plays a game of words and language to create attraction and uniqueness of the lyrics. The song lyric can be considered as a literary work, because the language which is used in the song lyrics is different from the language which is used in daily activity or ca be said full of ambiguity. The song lyrics which will be analyzed are world cup's official song lyrics, that are; *La Copa de la Vida (The Cup of Life)* (France 1998), performed by Puerto Rico's Ricky Martin. The songs for South Korea and Japan 2002, *Boom*, Germany 2006, *Celebrate The Day*, and *Waka-Waka (This Time for Africa)*. The South Africa 2010 official song recorded by Colombian singer Shakira and South African band was an international sensation.

The problem in this research is the choice of words, phrases, clauses and sentences which are used in World cup's song lyric to show the expression of celebration and spirit. For examples; the clause "here we go! Ale Ale Ale" in *The Cup of Life* which performed by Ricky Martin (1998), the word "Boom" in *Boom* which was performed by Anasthasia (2002), the

clause “celebrate the day, the day, the day” in *Celebrate the Day* (2006), and the word “Waka-waka” in *Waka Waka* which was performed by the popular Colombian singer Shakira (2010). To support the interpretation, the researcher uses Saussure’s theories that are signifier and signified with syntagmatic and paradigmatic distinction and stylistic theory to know the style of World cup’s official song expression. Stylistics deals with style, according to Galperin, style is a system of interrelated language means which serves a definite aim in communication (2010: 27). Researcher uses stylistics theory to look for the style of celebration and spirit expression in World cup’s official song lyrics. After the song lyrics have been analyzed by both of two distinctions of Saussure, the researcher wants to know the effect of the style normally associated with it, and what if changing the style of writing happened, will it change the message.

There are some research which take song lyrics as the object, some of them are; *The Expression of Thankfulness Reflected In Maher Zain’s Song Lyrics In Thank You Allah Album* by Rosmayanti (2012), *Stylistical Analysis of Blink-182 Lyrics on Album Greatest Hits* by Kudratullah (2011), *The Expression and Meaning of Love In Emily Bronte’s Selected Poem* by Oktapiani (2008). First, the research which written by Rosmayanti explored the expression and styles of thankfulness in Maher Zain’s song lyrics in music album; *Thank You Allah.*” Kudratullah analyzed lyrical styles of the Greatest Hits Album of Blink-182 as poetry by using stylistic approach and to find out the moral values on song lyrics of the Greatest Hits Album of Blink-182 and the research which written Oktapiani (2008). Her research explored the expression and analyzed the meaning of love in Emily Bronte’s poem.

This research differs from previous research. This research is to find and describe how the application of theory of signifier and signified with syntagmatic and paradigmatic distinctions to catch the expression of celebration and spirit in World cup’s official song lyrics from 1998-2010 and to know the language style of that celebration and spirit expressions.

1.2 Statement of Problem

Started from 1960s the FIFA world cup had been using official song. Many people treat the songs just as an entertainment to enliven the events. If we study the songs deeper, we will find something more than just an entertainment. One of the interesting one is the celebration and spirit expressions. This research aims to study the songs from their celebration and spirit expressions by using Saussure's theory about Signifier and Signified with Syntagmatic and Paradigmatic. More specifically the analysis will be conducted by the researcher is about the choice of words, phrases, clauses, and sentences in world cup's official song lyrics from 1998 to 2010 which show the expression of celebration and spirit. Based on the problem above the researcher decides to make the questions, as follows;

1. What is more dominant between the expression of celebration and hte expression of spirit in World's cup official song lyrics?
2. What are the language styles of expression of celebration and spirit in the world cup's official song lyrics?

1.3 Research Objective

Based on the statement of problem above, the purpose of this research are:

1. To find what expression is more dominant between the expression of celebration and hte expression of spirit in World's cup official song lyrics.
2. To know the language style of celebration and spirit expression in World cup's official song lyrics.

1.4 Research Significance

Based on purpose of research, the significance of the research can be viewed from two different sides, academically and practically. Academically, the academicians will get the

additional knowledge about the application of two distinction in semiotics (signifier and signified with syntagmatic and paradigmatic) and the style language of its signification. Practically, this research hopefully can make the reader more sensitive to the existence of sign, because everything can be a sign as long as it is interpreted; include catching the signs of God's Power.

1.5 Organization of Paper

The writing of this research is organized into five chapters. The first is *Introduction*. This chapter provides the background of research, statement problem, research objective, research significant, and organization of paper. The second chapter is *Theoretical Foundation*. This chapter presents the theories that are relevant to the research. It describes the expression of celebration and spirit, the theories about semiotic focus on Saussure's theory and Stylistics theory also explain about song lyrics. The third chapter is *Research Method* which consists of some steps of doing the research. This includes research design, data, Source of data, technique of collecting data, and technique of analyzing data. The next chapter is *Finding and Discussion*. This chapter contains the analysis data. The last chapter offers *Conclusions and Suggestion*. The conclusion will be drawn and the suggestions will be put forward by the researcher.