

## CHAPTER 1

### INTRODUCTION

#### A.1 Background of the Research

Language is a form of expression with the purpose of communicating with others. The spoken language allows the listener or interlocutor to comprehend what the speaker is trying to convey (Chaer and Agustina, 1995: 14). Expressions of human self-expression of what they think and feel are found in the phrases that are frequently spoken. Songs are also one means by which people express their emotions. The use of music as a "self-identity shaping material" and one of the common ways that people find balance in their lives is true for all species (DeNora, 2013). In order to make their songs beautiful and to express their emotions more fully, poetically, or artistically, songwriters play with language in their songs. Songs are vocally produced, have linguistic significance, and have melodies, claims Griffe (1992, p. 3).

Thus, a song can be defined as a musical composition with words that have linguistic meaning and is sung by a singer. Music and lyrics make up the bulk of a song. The words in the lyrics are also important in the song. Lyrics are a type of poetry that expresses the writer's emotions in a few lines or a recognized form, such as couplets. The problems that are frequently used as inspiration are mostly about life problems, whether they are about love, life struggles, or

support for something. The issue of women's empowerment in song lyrics is at the center of the researcher's attention, as discussed in this study.

Increasing women's rights is a process that is a part of the feminist movement, and one of the processes involved in women's empowerment. Empowering women is the act of empowering women. Through education, awareness, literacy, and training, empowerment improves the status of women. Women's empowerment gives women the tools and freedom to make crucial choices about their lives. It is possible that they will have an opportunity to rethink gender roles, giving them more freedom to pursue their objectives. In other words, women's empowerment provides women with equal rights in society, regardless of gender bias. This stems from the fact that many women are not treated equally, particularly in comparison to men.

Gender roles appear to have not been completely eradicated in the modern era. Gender roles are social roles that include a set of behaviors and attitudes that are generally considered acceptable and appropriate for a person based on the person's gender, shaped by the patriarchal system embraced by the majority of Indonesian society, according to Wikipedia. For instance, because many women choose to stay at home, being a housewife is seen as mandatory for women, and husbands are expected to work and refrain from getting involved in domestic matters. In fact, everyone needs to be able to perform basic tasks around the house and make a living. Women's emancipation thus aims to educate women about their inherent rights. Because of that, many song lyrics express

this idea, including those by the South Korean band Blackpink (BP), who frequently released songs in support of women.

The remarkable group from South Korea has currently gain traction and is well-liked by the global audience. Some of their music videos have received 1 billion views and their big songs are frequently in the global top 10. It is understandable why they have established themselves as trend-setters and had an impact on both the South Korean and global music industries. The beginning of their career began in 2016, precisely on August 8, 2016, with their first album Square Up. With the concept of a girl crush, they managed to attract the attention of K-pop fans both in South Korea and abroad. Over the course of their career, which has been about seven years, they have put out at least ten albums.

In 2022, the group released their newest album, Born Pink, which contains eight songs. Some of the meanings in the songs contain the meaning of women's empowerment, which gives women confidence that they have the right to be happy with their own lives. The songs in question are *The Happiest Girl*, *Typa Girl*, and *Tally*. The song then be used as research material in this study to examine the meaning of words containing female empowerment. Women themselves are creatures created to look elegant and gentle. Still, behind the delicate values that exist in women, the fact says that women are always considered weak and must obey everything, even though that is not a good thing. From there, they write a number of songs that appear to encourage women to be independent and happy in their own right, so that no one can dismiss them. The

meaning of the song *The Happy Girl* is one example. It is clear from the title that it represents women being content with themselves.

Critical discourse analysis used in this study to analyze a selection of songs from the *Born Pink album* (hereafter referred as *BPA*) and explain the relationship between linguistic elements and elements from the song's social or cultural context in order to determine the meaning of the songs. Using Norman Fairclough's three-dimensional model, specifically textual analysis. Textual analysis is the study of linguistic features and discursive behaviors (Fairclough, 1992). Because languages contain packages that include different linguistic features, analyzing each feature becomes complicated and technical. Written discourse is examined to see how the author's intention, in this case regarding the empowerment of women, can be inferred from the linguistic features, which Fairclough (2001) divided into three main categories: vocabulary, grammar, and textual structure.

This kind of song has been the subject of extensive critical discourse analysis research in the past. Since discourse is mentioned as a relationship between language use and authority relations, it is used to uncover the true meaning behind songs' lyrics that are related to society because the language in songs is spoken with charming phrases and contains implied meanings from the songwriter. The study of language is how discourse analysis is most frequently described. Critical discourse analysis, critical linguistic dimensions, critical language awareness, and critical language studies are other names for it.

The importance of female emancipation in songs has been the subject of numerous studies. In this situation, we can bring up Fitria and Neisyah's (2022) study on the representation of women in music. The song *Pretty Girl* by Lindemann is the subject of one of the previous studies that applied critical discourse analysis theory (Fitria and Neisyah, 2022). The primary topic of discussion in the song *Pretty Girl*, according to their research, was female stereotypes. The goal of the study was to clarify how the song contributed to the formation of stereotypical ideas about women. The lyrics of the song *Pretty Girl* describe a woman who is unrestricted by social norms that encourage women to be graceful and to live within certain parameters. In this song, Lindemann wants to make clear that women cannot be judged solely on the basis of their outward appearance or physicality. More than that, women must also be evaluated on their internal qualities in addition to their external beauty. The study looks at how valuable the female stereotypes are in the song *Pretty Girl* using Fairclough's framework.

The current study was designed to supplement what was lacking in earlier studies, namely the use of women's empowerment theory and song research objects that have never been analyzed, given the existence of prior research on critical discourse analysis of songs, particularly those that discuss the value of feminism. The main goal of the researcher's investigation is to identify the importance of women's emancipation in the songs from Blackpink's *BPA* and

determine how this importance is communicated and addressed in a more attractive and understandable manner.

### **A.2 Problems of the Research**

1. What are the discourse configurations of the song lyrics in the album?
2. How is woman empowerment constructed in the lyrics?
3. How do the lyrics contribute to shape the women empowerment for their female fans?

### **A.3 Objective of the Research**

1. Revealing the meaning of women empowerment in the lyrics of the songs in the *BPA*.
2. Explain how women's power relations are represented in the song.
3. Illustrates how songs and social customs, in this particular instance those of women, relate to one another.

### **A.4 Significance of the Research**

1. Theoretically

This research aims to expand readers' knowledge about critical discourse analysis, especially in analyzing the meaning of songs through song lyrics.

2. Practically

This research help readers in understanding the use of critical discourse

analysis in discourse analysis by using Fairclough's framework in analyzing the discourse of song lyrics. In addition, readers gain more knowledge about song information that is not only to be heard but also to understand the true meaning of the song and the intention of its creator. This research can also be a learning tool for students who are interested in critical discourse analysis and assessment.

#### **A.5 Limitation of the Research**

Researcher face limitations when analyzing song lyrics in Blackpink's *BPA*. As a major limitation, not all songs on the *BPA* can be included. In addition, the researcher also cannot use all the lyrics in the song as data in the study. Thus, this research is intended to help readers understand discourse analysis in song lyrics using Fairclough's three-dimensional framework Critical Discourse Analysis theory, which reveal the meaning implied in song lyrics.

#### **A.6 Definition of the Key Terms**

1. Critical Discourse Analysis is a methodology that allows for a thorough examination of what is meant when language is used to describe and explain situations in real life.
2. Norman Fairclough Framework is one of CDA's three-dimensional frameworks, which includes text analysis, processing analysis, and social analysis, for text and discourse analysis.

3. A linguistic feature is a linguistic trait present in a text that applies to the use of sentence structure and grammar.
4. Women's Empowerment may be defined in several ways, including accepting women's viewpoints, making an effort to seek them, and raising the status of women through education.
5. A song is a piece of music with at least one melody, a vocal line, and words that typically follows one of several repetitive structures that are unique to particular cultures. A song is a piece of music and lyrics created with the intention of evoking strong emotions or feelings in relation to a certain issue.
6. A lyric is a form of expressive rhythmic poetry. A song's lyrics, which are composed of numerous stanzas and melodies, are what give the song its meaning. A single speaker is also used in a lyric to convey unique feelings or ideas.
7. Blackpink is a South Korean girl group formed by YG Entertainment, consisting of members Jisoo, Jennie, Rosé, and Lisa which debuted in August 2016.

#### **A.7 Organization of the Research Report**

Researcher outline content from research to provide an overview for the researcher and readers when reading research papers. The research is divided into five chapters.

The first chapter contains the introduction, which includes the background of the research, the research problem, the research objectives, the significance of the research, the research limitations, the definition of key terms, and the organization of the research paper. The second chapter is a review of the literature that includes a theoretical framework that investigates Norman Fairclough's Critical Discourse Analysis theory. The third chapter is about the research method, which covers the type of research, the object of the research, the data and data sources, the data collection method, and the data analysis technique. The fourth chapter is devoted to data analysis which includes analysis and discussion. The fifth and final chapter is the conclusion and recommendation.