

CHAPTER I

INTRODUCTION

The introduction chapter consists of the background of the study, statement of the problems, objectives of the study, significance of the study, scope and limitation of the study. This chapter mostly introduces the general understanding of the rationale of this thesis.

1.1 Background of the Study

Language is very important in conveying messages to others such as communication with family, friends, society, and others. In human life, communication is vital because it can define the bonds that exist between individuals and other groups (Dwiwiyanto et al., 2021). Language also serves as the main instrument used for transmitting messages and enables us to share our thoughts effectively in a variety of circumstances, from personal communication to communication in public. Apart from direct communication, language can also be delivered by some media such as newspapers, magazines, television, and songs.

The song is a form of communication to convey messages. This message is carried out by the singer to the listener so that the listener can understand the meaning and message contained in a song. The delivery of the message is done by the singer through the lyrics contained in a song. Furthermore, Sitorus (2019) states that the song's lyrics can express the singer's feelings and attempt to convey their feelings such as love, struggle, conflict, jealousy, and peace, and serve as a means of creating beautiful communication.

According to Yuningsih (2018), lyrics have a significant contribution to the song because with lyrics, the meaning of a song can be conveyed. The lyrics of a song are usually crafted to have both explicit and implicit meaning to make it interesting. But sometimes, the meaning of a song can be interpreted differently by the listener from the actual meaning that the singer wants to convey (Purnamasari, 2018).

For this reason, a song needs to be analyzed for its meaning so that people can understand the meaning behind the song and what message the singer wants to convey to the listener. By understanding the meaning of a song, people can have similar emotions and feelings to the singer. It is common for a song to have similarities to someone's life because songs can be related to phenomena, events, and things that a person has lived through in his life. So, the singer wants to tell the events, emotions, and feelings that have been experienced through the song created with a series of tones and rhythms that adjust to the atmosphere of meaning in the song.

Appraisal is one of three major discourse semantic resources construing interpersonal meaning (Martin and White, 2005). In its most basic form, it is the assertion that evaluation (appraisals) of circumstances and events produce feelings (Roseman and Smith, 2015). Appraisal system is the development of the Systemic Functional Linguistics theory in the realm of interpersonal meaning (Pusparini et al., 2017). In addition, Hashemi & Mahdavi (2023) state that the linguistic tools that authors and speakers employ to convey their thoughts on communicative events and to convey their assessments of other people's attitudes during interactions are the subject of appraisal theory. The appraisal system can be used as a theory for analyzing narrative text, song lyrics, speeches, etc. One aspect of an appraisal system is attitude.

According to Martin and White (2005) Attitude has 3 categories that can contribute to assessing emotions, and responses to things, namely affect, judgment, and appreciation. The affect aspect is the aspect related to the formation of emotional reactions. The second is judgment. The judgment aspect is an aspect related to judging something, and how our attitude is formed from a behavior. The third is appreciation. The appreciation aspect is concerned with interpreting the value contained in a text. Here is an example of the attitudinal system used in a song lyric Lonely Night (CNBLUE, 2014).

But I can't feel your **love**

This lyric shows the affect aspect where the word **love** expresses affection in this context. However, the phrase **can't feel your love** shows the inability to feel these emotions. So it can be concluded that this lyric is part of the negative

happiness or unhappiness category. As explained by Martin and White (2005), unhappiness relates to a person's mood that describes dislike triggered by feelings. This lyric describes the feeling of someone who cannot feel a feeling of love, and this is included in the negative affect category. If the lyric contained a positive affect, then the lyrics become I can feel your love .

You know I will never **lie**

This lyric shows the aspect of judgment because the word lie is one of the behaviors of a person's attitude. According to Martin and White (2005), veracity is related to social sanction which leads to how honest a person is towards a certain thing. In this case, this lyric can be categorized as a veracity judgment because it conveys an assessment on a person's moral character and behavior.

You are gonna be **alright**

This lyric shows the appreciation aspect. The word “alright” refers to the valuation type. The word belongs to the positive valuation type because it is intended to evaluate something that is assumed to be developing. An assessment of the quality of an object, event or phenomenon is categorized as appreciation (Martin and White, 2005). This lyric also illustrates that the singer gives a positive assessment of a situation which is indicated by the word alright .

The three lyrics above show aspects of affect, judgment, and appreciation. How singers want to convey messages to their listeners makes listeners have to know the meaning of the lyrics. In addition, because the lyrics also describe the singer's emotions, it is necessary to understand the meaning of the song lyrics that can be analyzed in terms of the attitudinal system. Attitudes tend to diffuse and influence singers to adopt a perspective that is focused on affect, judgment, and appreciation, as seen in part by the instances examined (Martin and White, 2005). Attitudinal system theory also can be utilized in everyday life since people frequently communicate their attitudes and judgments. It can create a space to detect evaluative language and help someone understand how attitudes are represented through language, allowing us to communicate more effectively and avoid misunderstandings.

Currently, the existence of Spotify is popular as a platform for songs that are visited by many people. With 356 million users worldwide, including 158 million

subscribers, Spotify is the most widely used audio streaming service with 178 markets (Sharma et al., 2022). People from all around the world use Spotify as a digital song service from creators globally. Besides that, many people also use Spotify as an audio podcast. Spotify can be heard for free and paid. As time goes by, the popularity of songs always increases and has its followers. Bruno Mars is a well-known singer among the youth of today. Bruno Mars has a real name, Peter Gene Hernandez. He was born on October 08, 1985. He is an American singer-songwriter, record producer, and multi-instrumentalist. He started his career in 2010 and received many awards for his song albums such as the British Record Industry Test Award 2017, Grammy Award for Song of the Year 2018, and American Music Awards 2021. Not only that, he has many famous albums such as *Doo-Wops & Hooligans* 2010, *Unorthodox Jukebox* 2012, *24K Magic* 2016, etc.

Bruno Mars' latest song entitled *Die with a Smile* which was released on October 4th, 2024 now has 492,015,652 listeners. Then the song entitled *When I Was Your Man* has 2,293,981,494 listeners. This song was released on January 15th, 2013. Next, the song entitled *Locked Out of a Heaven* has 2,195,373,244 listeners. The song was released on October 1st, 2012. Next, the song entitled *Just the Way You Are* has 2,274,621,871 listeners. This song was released on July 20th, 2010. Last but not least is *That's What I Like*. This song was released on January 30th, 2017.

The five songs of Bruno Mars become an interesting object for this thesis because the five songs have a large number of listeners, as mentioned in the previous paragraph, placing them as the top five most popular Bruno Mars songs from the others Bruno Mars songs. However, other researchers rarely use the attitudinal system theory to examine Bruno Mars songs, even though these songs are the five most popular songs based on the most listeners among other Bruno Mars songs on Spotify. Thus, it can be a gap in this study. The writer is interested in examining songs in this research so that the listener does not misinterpret the meaning that the singer wants to convey. In addition, the five songs have the potential to know their meaning from the theory of attitudinal system. This is because the writer found several research references that a song can be analyzed using an attitudinal system. From the academic rationale explained before, it is

worth conducting the study of the lyrical elements that are one of the reasons for the popularity of the five songs using the appraisal system, especially in the attitudinal system.

1.2 Research Questions

Based on the background of the study, the researcher formulated the following research questions.

1. What are the types of attitudinal system found in Bruno Mars's songs?
2. What function is each type of attitudinal system found in Bruno Mars's songs?

1.3 Objectives of the Study

Based on the statement of the research question, the following are the objectives of this study:

1. To identify the types of attitudinal system found in Bruno Mars's songs.
2. To explain the function of each type of attitudinal system found in Bruno Mars's songs

1.4 Significance of the Study

The study of attitudinal systems provides several important knowledge levels in certain ways. The writer classified the role of this study into theoretical and practical significance.

Theoretically, this study is expected to be useful for the reader to understand the attitudinal system of appraisal framework through the song and the function of each type of attitudinal system. It contributes to the advancement of knowledge in the appraisal system used in song lyrics. It expands the theoretical understanding of the way to identify, collect, and classify song lyrics based on the chosen theory. Thus, they can gain insight and knowledge that can be understood from this study about appraisal analysis, especially for attitudinal systems. Practically, this study can also contribute as reference material for the next researchers, especially to the English Study Program students who are interested in researching attitudinal systems study of songs.

1.5 Scope and Limitation of the Study

The scope of this study is the appraisal system, which focuses in particular on analyzing the attitudinal system proposed by Martin and White (2005) in Bruno Mars's songs. The study used lyrics that convey affect, judgment, and appreciation. Then, it analyzed the function of the attitudinal system categories found in the songs. The limitation of the study is the top five popular Bruno Mars songs on Spotify entitled *Die with a Smile*, *When I Was Your Man*, *Locked Out of a Heaven*, *Just the Way You Are*, and *That's What I Like*.