

CHAPTER I

INTRODUCTION

1.1 Background of Study

Love is a common feeling that everyone in this world can have. Love is when you feels attached to your significant other. Love can also mean having strong feelings or liking a friend or a person in our family. Love is a wonderful experience. It is one of the greatest experiences life has to offer (Manson,2014). Love can be seen in various literary works such as drama, poetry, novel and song lyrics. Love, as Sternberg (1989) stated, is a psychological phenomenon that can be partitioned into various kinds of components. Love, according to Sternberg, has three components that build up love in the context of inter personal relationship. Those are Intimacy, Passion, and Commitment

Song Lyrics and Poetry has several similarities. Both of them usually used poetic devices such as metaphor, simile, alliteration, hyperbole, personification and onomatopoeia and both are relied on effective use of descriptive imagery (Starret, 2011). It is depicting the lyricist's feelings or some issues like politics, humanity, or love. Song lyrics, however, have several differences to poetry. In writing song lyric, the words inside should have to suit with the melody rhythmically. Starret (2011), pointed out that a song lyrics should work well with the rhythm and the structure of music. It means that the word has to be chopped in the right way, and the right part of the text has to arrive at the right time with the musical climax, tempo etc to create a good song lyrics.

Wall(2003), stated that the objective of the lyricist is to establish the emotional response of listener, and focused on to telling the story of the song and reinforce what is the writer attempting to articulate. Lyricist should give a big attention on how the message delivered through figurative language used and how the words matched with the music.

There are many kinds of music genres in the world that shows any kinds of meaning within it (Matthews & Thompson 2003: 12-13). In this study, the writer is analyzing song lyrics of one of a kind of music genre that is country music.

Country music was originated from the Bristol, Tennessee in 1920s where Appalachian mountain folk music was very popular there for generations (Fontenot, 2011). The term *country music* itself started to be popular in 1940s. Country music usually characterized with its ballads tunes, dance tunes, and voice harmony of the singers. Generally, Country music used string instruments such as guitars, electric guitars, banjos, as well as harmonicas and violins. Country music has become a world-wide famous genre since 1970 and gained its golden age in 1990's. In Indonesia, the development of country music started in 1980's (Hays, 2008). Indonesian musician that influenced by this kind of music are Iwan Fals, Ebiet G.Ade , Tantowi Yahya and so on. Even though country music is not as famous as rock or pop genre in Indonesia, this kind of music is still exist till now with its community called Country Music Club Indonesia (CMCI).

There are many worldwide famous Country musicians. The Everly Brothers, John Denver, Garth Brooks, Johnny Cash, Patty Loveless, Alan Jackson, Billy Ray Cyrus, Blake Shelton and Vince Gill are some of well-known Country musicians. Each of them has their own style either romantic lyrics, playful sound, or religious lyrics. One of the most famous amongst names stated before is Vince Gill. He is known for his love songs that touches heart.

Vince Gill is one of the most famous male country singer in 1990s era. Gill started his music career in 1970 as the front man of Country rock band named Pure Prairie League (Campbell, 1997). His solo career was began in 1983 and gained his notable achievement in 1990's era(Campbell,1997). Gill was well-knowned of his beautiful tenor voice and romantic lyrics that, some people say would tear even the strongest man's heart. As written in *Academy of Achievement*, Vince Gill has recorded more than 20 albums since his debut in 1970s and sold more than 26 million albums. Some of his songs, for example, "I Still Believe in You", leads him to won multiple award like CMA Male Vocalist of the Year and Single of the Year in 1993. He has been honored by the Country Music Association (CMA) with 18 awards. Gill also has earned 20 Grammy awards, more than any other male country music artists have (Retrieved from <https://countrymusicHalloffame.org/artist/vince-gill/>).

As far as the writer seeks for related studies in Country music song lyrics analysis, the writer has not found any related studies about love portrayal in country music song lyrics. Most of articles that the writer found is about sexism, gender stereotyping and misogyny in Country Music song lyrics. One of those studies that analyzing sexism in country music is a thesis wrote by Anna Rogers from University of South Carolina which presented as a journal in Southern Sociological Society 2013 entitled "*Sexism in Unexpected Places : An Analysis of Country Music Lyrics*". This thesis analyzed 20 Country song that charted in top 100 Billboard chart. The result of the study found that the most common theme was depicting woman in traditional gender roles and depicting men as stereotypically masculine and women as stereotypically feminine.

However, the writer found some related studies conducted by Putri Rafael (2012) entitled "*Romance portrayed in Shania Twain and Westlife song lyrics*". This study investigating the portrayal of Romance in song lyrics by using Roland Barthes' Semiotics theory and revealed only what kind of love written in the lyrics by Beverly Fehr's Types of Love. The other research is conducted by Aryo Raharjo (2013) entitled "*Love Portrayed in the Beatles song lyrics*". This study investigating Love portrayal in song lyrics by using Roland Barthes semiotics theory and define the types of love by using Beverly Fehr's types of love. This study found that types of love that mostly represented in song lyrics is Passionate Love. The difference of the study conducted by writer with those mentioned studies is the theory used to investigate the kinds of love and the corpus of the study.

Besides his popularity and achievement in country music, the writer chooses Vince Gill's song lyrics because in the writer pre-assumption love that presented by Vince Gill's is seems likely to be different from any other country song and more matured and contained good values in maintaining good love-life relationship. The writer chooses love theme because love is a common theme used in literary works such poem, novel, or song lyrics. The reason why the writer chooses Sternberg theory is that Sternberg's theory provides brief explanations about types of love that can be used to categorizing what kind of love that expressed in the song that the writer analyzed.

In this study, the writer will take five songs from Vince Gill's songs , those are "*Look at Us*", "*I Still Believe in You*", "*You're My Kind of Woman/My Kind of Man*", "*Never Knew Lonely*" and "*When I Call Your Name*". The writer chooses those five songs

because those songs are depicting love more clearly than any others Vince Gill's hits in the writer pre-assumption. The five songs selected is analyzed by using Roland Barthes - a French linguist and philosopher - semiotics theory to find out how love is shown within the song lyrics of those six songs.

1.2 Research Question

Based on the background above, the writer proposed two research questions, that are :

1. What kind of love that is portrayed in the selected songs?
2. How love is portrayed in the selected songs?

1.3 Purpose of the Study

This study purposes is to find out the types of love that portrayed within the Vince Gil selected songs and to analyze how love is portrayed in the selected songs that are "*When I Call Your name*", "*Never Knew Lonely*", "*I Still Believe in You*", "*Look at Us*", and "*My Kind of Woman/My Kind of Man*".

1.4 Significance of the Study

This expected result of this study is to find out what types of love that happened in United States of America, especially among southern white working class, portrayed in Vince Gill song lyrics. Moreover, the writer intended to enrich the references of the readers, especially English Department's students that willing to take the further issues related to song lyric analysis.

1.5 Scope of the Study

The scope of the study will be limited in the lyrics of the five songs of Vince Gill that are portraying love the most. The focus of this study is the portrayal of love in the context of interpersonal relationship by using Robert J. Sternberg (1986) triangular theory of love.