

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

The origin of narcissism comes from Greek mythology. A handsome young man named Narcissus thinks that nobody deserves his love. He is staring at his reflection in a pool of water, then he finds out his face. He really admired himself until he died. This myth becomes learning about narcissistic behavior and becomes a symbol of self-love (Campbell, 1999). Over time, the meaning of narcissism has developed. Some experts study and develop the concept of narcissism. In the modern era, narcissism is identical as a culture where every activity is related to the hedonistic need to get a symbol of wealth. Twenge & Campbell (2010) stated that the culture has developed following the changing times and the needs achieved are no longer just wealth and material goods. In the era of industrial technology, people use the internet as a source of information, communication, and entertainment. Social media is one of the internet-based media used by most people. Social media has positive and negative sides which have an impact on narcissistic behavior. People can easily communicate with relatives, friends, or strangers. This communication lasts a short or long time which causes empathy but lack of intimacy.

Narcissist behavior makes people focused to build their own image to others, it aims to build an image which is an artificial image to encourage self-esteem. This behavior has an objective role to be considered a successful and great person, but they have inner fragility, shame, insecurity, and striving for recognition (Sales, 2013).

The artists describe and express their ideas through many types of media. Song lyrics are also words that have their meanings, and it contains a message in the lyrics based on their own or someone else's experience, and it is made as their reference to express their ideas and feelings. The message contained is a form of interaction between the writer and the listener which aims to motivate the listener. The message contained in the lyrics delivered depends on what the writer wants to convey to the fans. (Bertoli-Dutra and Bissaco, 2006).

There have been several previous studies about narcissism in literary works or media that have been conducted by some researchers all over the world. In 2017, Pratama & Aji conducted research entitled "Willy Wonka's Narcissistic Personality in Roald Dahl's Charlie and the Chocolate Factory". The author discussed Wonka's characteristics and his narcissistic personality by analyzing the cause of the disorder. This study uses Psychoanalysis theory from Sigmund Freud and Raymond J. Corsini. The author found that the character Willy Wonka has five characteristics which are innovative, flamboyant, stubborn, arrogant, and authoritarian.

There are three causes of Willy Wonka's Narcissistic Personality which are lack of social life, media frenzy, and the spy tragedy.

Then, another previous study conducted by Septivian (2016) with a study entitled "John Bristow's Narcissistic Personality Disorder in Robert Galbraith's *The Cuckoo's Calling*". This study also analyzed narcissistic personality disorder contained by characters in the novel, John Bristow. Theory of narcissism from Kohut and Freud is used to analyze how narcissism is the cause of personality disorder. The author found that narcissistic personality disorder found in John Bristow developed due to unfair treatment by his mother, which made him become unstable.

In 2019, Sari conducted a study with the title "The Portrayal Of Depression In Linkin Park's Song Lyrics". She discussed the connotative and denotative meanings which contain words expressing depression in the lyrics of the song Linkin Park, which is titled on the album *One More Light*. The songs are "Nobody Can Save Me", "Battle Symphony", "Heavy", and "Halfway Right". The song lyrics are analyzed using Roland Barthes' Denotative and Connotative Meaning theory to find meaning, and it implied the background of the songwriter. The author found several words, phrases, and clauses from the lyrics of four Linkin Park's song lyrics, which describe depression following aspects of depression; cognitive triad depression and depressive symptoms, in analyzing the lyrics of this song. The most aspect of the cognitive triad of depression found in this study was a negative view of him. It is shown by the

characters in the lyrics of this song that he considers himself to be deficient, inadequate, undesirable, and worthless.

Another study was conducted by Apriyani (2018) with the study entitled "A Semantic Analysis of Lyrics Expression in Maroon 5 V Album". In this study, the writer using the theory of connotation meaning from Leech (1974) to explain the connotation meaning in the lyrics, and it describe the components of the main words as expressed by the composer in Maroon 5's song in V album. The connotative meaning found is carried within words, phrases, and also sentences. The results showed that the connotations found in the lyrics of Maroon 5's song in V album were: anger 6.7%, curiosity 6.7%, happiness 13.3%, melancholy 6.7%, needing 7.1%, sadness 53, 3% which means the dominant connotative meaning of the words the main words in V Album by Maroon 5 are sadness and the composer of the Maroon 5 V album shows sad feelings in the song lyrics.

The last previous study is "Denotative and Connotative Meaning in One Direction's Songs Lyric: A Semantic Perspective" in which conducted by Sari & Kusumawardhani (2016). This study focused on knowing a few words from three lyrics of One Direction song that contain connotative and denotative meanings on particular objects using semantic theory based on Withers and Keami (2003). This study took data from the text contained in three song lyrics from One Direction in their album entitled "Make in The A.M"; "Hey Angel", "Long Way Down", and "Drag Me Down". The writer concluded that connotative meanings are dominant

compared to denotative meanings. In the results, the writer found that fifteen words were consisting of one word containing denotative meaning and fourteen words containing connotative meaning.

Based on several of the previous studies above, most studies employed Freud' theory to explore the concept of narcissism in novels, while the other one focused more on the denotative and connotative meaning in the song lyrics by employing Roland Barthes' theory. The differences between those studies with this one are, the concept of narcissism is elaborated not by employing Freud theory, but it uses Emmons' theory and supported by Barthes to find out the meaning of the song lyrics.

The differences also lies in the source of the data, this study uses song lyrics. Ariana Grande is one of the most famous singers in the world. She is known as an artist who campaigns self-care and self-love to her fans (elle.com). She started her career as a child artist and then began her career as a singer by releasing her first album "*Yours Truly*" (2013). Before releasing her fifth album, Ariana Grande released three single which is claim no. 1, 2 , and 3 on charts on the Billboard Hot 100 consecutively; "Thank U, Next", "7 Rings", "Break Up With Your Girlfriend, I'm Bored". Ariana released "Thank U, Next" album known as "self-love anthem" in 2019. This album received a positive response from listeners and became

hit no.1 chart for seven weeks on Billboard. "Thank U, Next" album was settled at number 1 on the Billboard 200 album charts (billboard.com).

This study uses Ariana Grande's song lyrics because some songs from the album "Thank U, Next" found some narcissism written on the song lyrics. The writer will analyze the lyrics of the song Ariana Grande using Roland Barthes's semiotic theory in analyzing the data. Therefore, this study will analyze the portrayal of narcissism in Ariana Grande's song lyrics by using Robert Emmons' narcissism theory.

#### **1.2. Research Question**

How do Ariana Grande's song lyrics portray narcissism?

#### **1.3. Purpose of the Study**

The purpose of the study aims to analyze the portrayal of narcissism in Ariana Grade's song lyrics.

#### **1.4. Scope of the Study**

The study focus on analyzing the portrayal of narcissism based on 4 song lyrics of Ariana Grande Songs, which are: "7 Rings", "Break Up With Your Girlfriend, I'm Bored", "Bad Idea", and "Thank U, Next" from their fifth studio album, "Thank U, Next" (2018). This study focuses on words, phrases, sentences in 4 song lyrics of Ariana Grande.

### **1.5. Significance of the Study**

This study is expected that the reader understands the meaning contained in song lyrics. This study hopefully will be useful to enrich knowledge and contribute to the future researcher become developed for further study in related fields for readers in Universitas Negeri Jakarta's library.

