

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication relies heavily on language as a fundamental component. Language, as stated by Anca Sirbu (2015), is an essential component of the interaction that takes place between the individuals that make up a particular society. Not only is it possible to interact with other people through spoken forms, but it is also possible to communicate with others through written forms such as in the form of letters and short messages. This is not the only sort of communication; there are also other types of communication that involve movements, gestures, eye contact, and position factors. The aforementioned are commonly referred to as non-verbal communication. Due to the fact that every piece of information must have both a source and a destination, information gets passed from one person to another during conversation. Language facilitates communication between individuals, allowing individuals to express their thoughts and feelings to one another and allowing individuals to communicate with one another more easily. These individuals are able to communicate their opinions and concerns regarding an issue in particular, such as a political or social issue, through the use of language. Another important thing to consider is that individuals are able to express their criticism of something particular that has come to their attention through the use of language.

Furthermore, songs are yet another medium through which individuals can communicate about their feelings or issues. The effects are long-lasting and can be observed across time. As a result of the limitless access, it also never comes to an end. Dorien Herremans, David Marten, and Kenneth Sorensen (2014) state that the rapid advancement of technology, which includes an increasing number of online music platforms, has made it easier for listeners to access songs. To put it another way, users are able to effortlessly access the tunes even while they are in locations such as a restaurant or a grocery store. In addition, every single person has a favorite music. As a result, even after a number of years have passed, people will continue to listen to it.

Song lyrics can be found in songs. This refers to the lyrics of songs. To put it another way, the placement of the words within a song is what is meant by the term "lyrics." Furthermore, Nguyen Van Thao and Herman (2020) states that the feelings or emotions of the people who produce music lyrics are reflected in the songs themselves. One could say that it is connected to feelings of happiness, resentment, or grief. In other words, it is possible to assert that when people communicate about their worries or messages using phrases that contain a variety of grammatical functions, they are also conveying their feelings.

Lyrics of songs have the ability to capture the attention of listeners because they provide them with the chance to hear and feel what the lyrics are attempting to express. According to Ineke Putri and Sulis Triyono (2018), a good song is one that not only

has the ability to communicate the listener's emotions, but also has the capacity to share a wide range of moral values. This includes the ability to evoke the audience's feelings and emotions, therefore helping them towards understanding the intended meaning of the song, which may include criticism, and then inspiring the listener. Because of this, the song is a form of media that enables individuals to entertain themselves, seek criticism, and also find solutions to problems.

As stated by the National Women's History Museum, in modern society, a significant number of women have to deal with a variety of challenges, including but not limited to sexual assault, domestic violence, discrimination based on gender, stereotypes about women, the absence of freedom of opinion, and many more. The women's movement has played a significant role in society in recent years as a result of the numerous difficulties that women come across in their day-to-day lives. This is because the movement has the ability to encourage other women in staying away from feelings of isolation and being afraid. In addition, the women's movement has the possibility to help women in pushing regarding improvements in society, particularly with relation to the social problems that women experience. The empowerment of women is also capable of resulting in a better life for each individual woman.

In light of the fact that the topic of women's empowerment is a crucial topic that requires deeper investigation, the researcher is interested in analyzing the lyrics of songs that discuss the subject. In this particular instance, the researcher made the choice

to do an analysis of the lyrics of a song that was written and performed by Little Mix. The year 2011 marked the beginning of Little Mix, a girl group from the United Kingdom. In the eighth season of The X Factor in Britain, the group was formed, and it went on to become the first group that won in the competition. Little Mix's founding members are Jade Thirlwall, Perrie Edwards, Leigh-Anne Pinnock, and Jesy Nelson. Jesy Nelson is believed to announce her leave of absence from the group in December of 2020.

Little Mix are frequently portrayed as the feminist girl band of modern times, and their television appearance certainly makes reference to this reputation. Girl power, female empowerment, independence, and strength are all themes that are important to the feminist movement, and their songs consistently advocate for all of these ideas. Given the fact that they are female, the members of Little Mix are likewise exposed to a variety of difficulties that are faced by other women. This is one of the reasons why Little Mix is so determined to speak out towards the empowerment of women. When it comes to that, Little Mix is well-known. As a way to make sure that no woman ever feels powerless, lonely, or afraid to fight the difficulties that women face on a daily basis, Little Mix wants to encourage women all around the world to stand strong and to stand together amongst the female community. All of this is expressed by Little Mix through the songs that they create.

1.2. Research Question

Based on the explanation above, the research questions in this research are:

- What language devices portray women empowerment in Little Mix song lyrics?
- What types of women empowerment are found in the Little Mix song lyrics?

1.3. Research Objectives

Based on the research questions formulated below, the research objectives that the researcher wants to achieve in this research are:

- To find out if there is any denotation and connotation meaning hidden can be found in the Little Mix song lyrics.
- To find out types of women empowerment can be found in the Little Mix song lyrics.

1.4. Scope of the Research

The scope of this research would be focused on the Women Empowerment in Little Mix song lyrics.

1.5. Limitation of the Study

The research will be analyzing women empowerment found in Little Mix song lyrics. The research will be limited with the previous related research that has a similar topic to this research.

1.6. Previous Studies

The first related study was titled "WOMEN'S EMPOWERMENT IN THE SONG LYRICS OF DUA LIPA'S FUTURE NOSTALGIA ALBUM" by Adam Firidy. This study talks about how women empowerment is portrayed and what types of women empowerment are encompassed in the song lyrics of Dua Lipa's Future Nostalgia album. The method used in this study qualitative method and descriptive analytical interpretative study approach. This study used three theories which are Semiotics by Roland Barthes, A Three-Dimensional Model of Women's Empowerment postulated by Huis et al, and Female Empowerment Dimension proposed by Malhotra et al. This study also uses one feminist concept of the fourth wave feminism which is Beyoncé as Feminist as the feminist concept of the fourth wave feminism, which takes advantage of the internet use. The result of this study shows that many words and/or phrases revealing women's empowerment in the eleven song lyrics of Dua Lipa's Future Nostalgia album. This study also found women's empowerment in Relational Empowerment and Household Indicator of Familial/Interpersonal Empowerment Dimension as the most discovered type of women's empowerment in which women's position, contribution, life-decision making, and full control over sexual relations are dominant. The writer uses the same method and theory, but he used Dua Lipa's album as the object, and the writer of this research used Little Mix's album as the thing to be examined.

The second previous study titled "Denotative and Connotative Meaning in One Direction's Song Lyric: A Semantic Perspective" by Arsiska Sari and Paramita Kusumawardhani. This study talks about connotative and denotative meaning on specific objects in the three One Direction's lyrics. This study used the theory Roland Barthes's Denotative and Connotative and Activity in Semantic Class Withers and Keami. This study used a descriptive qualitative method. The results found in this study are some lyrics containing connotative and denotative meaning on referring to a specific object, and connotative meaning found more dominant compared than denotative meaning. The writer uses the same method and theory, but she used One Direction's as the object, and the writer of this research used Little Mix's album as the thing to be examined.

