

CHAPTER I INTRODUCTION

A. Research Background

Language is very important in human life, because we cannot communicate with each other without it. To communicate and build up relationship with other, individuals use language as device of their communication (Wardhaugh, 2009). To communicate implies to exchange thoughts from one individual to the others. Not only to communicate, language can also express the feelings, ideas, and opinions of other. Language also had a relation with literature because language can create beautiful literary work. For example, of literary work such as poetry, poem, novel, and song. In the making of various kinds of language style are used .

Agreeing to Ducrot and Todorov (in Sapriyani et al 2013: 58), language style is the choice among the other option in using language . It alludes to the way to communicates the same information by using distinctive expression . There are many way to convey a message to someone, one of them is a song. Song are an effective media for conveying message. Each song has a language style as a characteristic of her/his songwriter. The language style used in making the song makes the song more interesting and more beautiful. There are many kinds of language style such as simile, metaphor, personification , apostrophe, metonymy , synecdoche, allegory , paradox, irony, hyperbola, and litoses. The usage of the language style or figure of speech in a song is very important as a tool to convey the messages as well as beauty and to give a colour and particular effect to the listeners or readers . Figure of speech is sometimes difficult to interpret for general listeners, because they have different ability.

Blackpink is one of the popular girl groups from Korea. They debuted in 2016. Blackpink has many popular songs, such as; *ddu-du ddu-du*, *kill this love*, *how you like that*, *lovesick girl*, and so on. Researcher chose this subject because currently many young people like Korean popular music (K-Pop). Korean popular music or K-Pop could be a sort of well known music starting in South Korea . It is impacted by style and sort from around the world, such as Pop, experimental, rock, jazz, hip hop, R&B, reggae , elektronik dance, folk, and classical on beat of its conventional korean music roots. The more present

day shape of the class developed with the arrangement of K-Pop group, one of them is Blackpink.

Songs from Blackpink have been heard a lot on various platforms of digital music and have received many music awards. The lyrics of the song have their own meaning and style. This is an example of the song lyrics from Blackpink's "*I can't see nobody else for me, no*" which is included in the Hyperbole, "*Play the part like moses, keep it fresh like roses*", " which is included in Simile, and "*Even if we're embarrassed, we are the best on the stage*" which is included in Metaphor.

Based on the research background of problem above, the researcher wants to concern about language style especially in Blackpink songs lyric.

B. Research Focus

Based on the research background of problem, the researcher takes the research focus. This study analyzes language style in Blackpink's song lyrics to find out the type of language style. The researcher limits the research by focusing in the subject of the study, that is Blackpink's song lyrics "*The Album*" records 2020. In this album consist 8 songs; *How you like that, Ice cream, Pretty savage, Bet you wanna, Lovesick girls, Crazy over you, Love to hate me, You never know*. After research focus, this research followed by research questions and research objective.

C. Research Questions

Based on the background of study above, the researcher found several problems of study, as follows:

1. What are types of language style used in the song lyrics of Blackpink's "*The Album*" records?
2. What is the most dominant type of language style in the song lyrics of Blackpink's "*The Album*" records?

D. Research Objectives

After determining the research questions above, the researcher then sets the research objective. The objective of the research represented what this research wants to accomplish are described as follows :

1. To describe the type of language style in the song lyrics of Blackpink's "*The Album*" records.

2. To find out the dominant type of language style in the song lyrics of Blackpink's "*The Album*" records.

E. Research Benefits

After the research objectives above are achieved, the the results of this study are expected to provide benefits. The researcher expects that result of this research useful both theoretically and practically .

1. Theoretically, the result of this research is supposed to give some significant contributions to the readers in some ways to enrich their knowledge about the type of language style , especially used in the "*The Album*" song lyrics by Blackpink. Thus, the readers will gain a sufficient understanding of how to use a language style in other texts, sentences, or phrases.
2. Practically, this research hopefully has some benefit for all students, especially at English Department students who are interested in researching language style, and are able to apply their knowledge and understand language style in appropriate literary works and conversation .