

Analysis Rhetoric Style In The Song Lyrics Avicii's

Arsen Nahum Pasaribu¹, Rony Arahta Sembiring², Samuel Situmeang^{3*}

^{1,2,3}HKBP Nommensen University. Indonesia

Email: samuel.situmeang@student.uhn.ac.id^{3*}

Abstrak

Tujuan dari penelitian ini adalah untuk mengidentifikasi gaya retorika dalam lirik lagu Avicii. Penelitian ini menggunakan penelitian kualitatif deskriptif karena menggunakan kalimat sebagai data yang diambil dari lagu-lagu Avicii. Teori yang digunakan untuk memenuhi tujuan penelitian ini yaitu teori dari Gorys Keraf (2006) mengklasifikasikan gaya retorika berdasarkan makna langsung dan tidak langsung, yaitu gaya retorika dimana retorika terdiri dari aliterasi, eufemisme, litotes, hiperbola, anastrofe, dan paradoks. Data penelitian ini diambil dari lirik lagu. Lirik lagu ini oleh produser musik elektronik Swedia Avicii. Selain itu, dengarkan lagu dan baca liriknya sambil mengidentifikasi kalimat yang mengandung retorika. Hasil penelitian menunjukkan bahwa enam jenis gaya retorika berdasarkan langsung dan tidak langsung yang terkandung dalam lirik lagu mengandung 0 (0%) litotes, 1 (4%) paradoks, 6 (22%) aliterasi, 0 (0%) eufemisme, 2 (7%) hiperbola, dan 19 (67%) anastrophe. Oleh karena itu dapat disimpulkan bahwa yang paling sering digunakan adalah anastrophe.

Kata kunci : *gaya retorika berdasarkan makna langsung dan tidak langsung, Lirik Lagu Avicii.*

Abstract

The purpose of this research is to identify the rhetoric style in the song lyrics of Avicii's. This study uses descriptive qualitative research because it uses sentences as data taken from Avicii's songs. The theory used to fulfill the purpose of this research, namely the theory from Gorys Keraf's (2006) classified the rhetoric style based on direct and indirect meaning, they are rhetoric style where rhetoric consists of alliteration, euphemism, litotes, hyperbole, anastrophe, and paradox. This research data is taken from the song lyrics. This song lyrics by Swedish electronic music producer Avicii. In addition, listen to the song and read its lyrics while identifying sentences that contain rhetoric. The results showed that the six types of rhetoric style based on direct and indirect contained in the song lyrics contained 0 (0%) litotes, 1 (4%) paradox, 6 (22%) alliteration, 0 (0%) euphemism, 2 (7 %) hyperbole, and 19 (67%) anastrophe. Therefore it can be concluded that the most frequently used is the anastrophe.

Keywords : *rhetoric style based on direct and indirect meaning, Song Lyrics Avicii's.*

INTRODUCTION

As we know at this time in our life that the role of language and music is an important component in our life. Language is a tool to unite every human, group or country in the world by using their own language, in other words, each country has a different language, humans cannot live without language and it will very difficult, we need to communicate with other people. Humans in the world. In everyday life, the language commonly used by humans is generally a medium level language for people to communicate well. It also includes conveying knowledge, beliefs, opinions, hopes, threats, feelings commands, thanks, promises, declarations, etc. Like a song lyric written by a musician. Music will also not be beautiful if there are no lyrics, because it is from the lyrics that a musician can express his ideas and imagination. Song lyrics are not necessarily just ordinary expressions but have a certain meaning from everyone, some are multi-interpreted and some are auto-interpreted. Music is also the art of composing tones and sounds through sequences and combinations that are combined to produce sound compositions that contain rhythm. Every musician wants the message in the lyrics conveyed in the song he made to reach the listener's heart.

Rhetoric style promote a new appreciation of the persuasive potential of English by showing how language choice is debated. Overall, the explanations and examples from the actual text provide evidence linking language choice with the form of argument and persuasive purposes, the intended function of rhetoric in a song is to determine the exact meaning of a passage of song lyrics that are classified into a figure of speech.

According to Waridah (2016). "Language and communication have a very close relationship and mutual support in the language and in the act of communicating, their relationship is reflected in the sense of the language". Rhetoric style is an applied language study method that uses textual analysis to find the structure and function of language style refers to the way language is used in certain contexts by certain people and for certain purposes. Rhetoric style is able to describe expressions in oral and written forms such as poetry, novels and songs. Song lyrics is also showing the presence of a language style in each of the lyrics written by musicians, music can be heard anywhere and anytime on digital music platforms such as (Resso, Joox, Spotify, Youtube etc.). Meanwhile, written the meaning of a lyric that comes from a song lyricist as we know that song lyrics can convey a message

Ariya, (2018) The rhetorical language in question is used in Taylor Swift's lyrics Back To December. He is led by the premise that literary language can be found in song. He uses textual to analyze the lyrics as text, thus omitting the music, to the lyrics. Textual analysis involves the interpretation of lyric and stylistic lines, the analysis combines linguistic and literary descriptions of the rhetorical elements of language. Reviewers share the opinion that the lyrics are about the singer's regret; but they do not show how regret is expressed rhetorically. This journal helps the writer to be able to find out how to analyze the text of song lyrics and what methods are used in this research.

Idha, et.al (2021) Investigate a song lyric entitled Lily in terms of its generic structure to produce a rhetorical strategy, how satanic deception affects people through human greed. They use the theory that narrative poetry or perhaps lyrics are composed of orientation, complication and resolution. They found a social context to describe how satanic tricks are used through the engineering of human greed in achieving goals that generate negative thoughts, these findings suggest that the human mind is actually

guided by angels and demons. The angel guides every individual (Lily) to keep following positive values while the devil whispers tricks to divert from the path of positive values to negative values through human greed. This journal helps the writer to be able to sort out which words are positive and which words are negative.

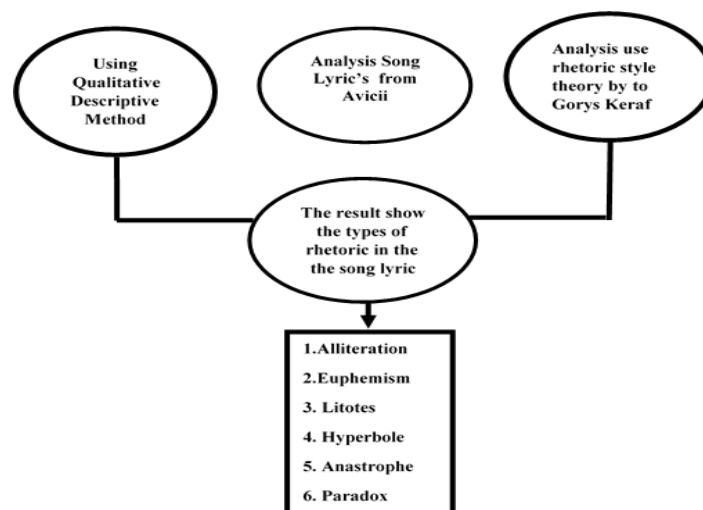
Based on Gorys Keraf's, rhetoric is closely related to the technique of using language as an art that is based on well-organized knowledge. So there are two aspects that someone in rhetoric needs to know, namely, first knowledge of language and use of language well and second, knowledge of certain objects to be conveyed with that language. Therefore rhetoric, must be studied in order to want to use the best language for a particular purpose.

Rhetoric etymologically comes from the Latin "Ancient Greek" (Rhetorica) which means "the art of speaking". In English the word rhetoric becomes "Rhetoric" which means "speech or speech". The starting point of rhetoric is speaking. Speaking is one of the special abilities of humans. Rhetoric means the art of good speech (Kunst gut, zu reden or Ars bene dicendi) which is achieved based on natural talent (talent) and technical skill (ars, techne).

Style is the way an author writes or tells a story, that is what distinguishes a writer from other writers and creates a pleasant "sound" for the audience when they read. Style also determines the mood of a literary work. So its importance is immense across all genres, different types of literature require different styles, and different styles require different authors. Style and stylistics are closely related to determine a choice of words in writing lyrics to a song so that the message of the song lyricist is conveyed to the listener.

A Dictionary of Stylistics by Katie Wales (2011) provides a more elaborate definition of stylistics as "a large part of stylistics not only to describe the formal features of a text for their own sake, but to demonstrate their functional significance for text interpretation. or to relate literary effect to linguistic 'cause' where this is considered relevant. Styles can be quite difficult to define, as they vary widely.

Gorys Keraf's (2006) classified the style based on direct and indirect meaning, they are rhetoric style where rhetoric consist of alliteration, euphemism, litotes, hyperbole, anastrophe, paradox. The data used are song lyrics Avicii's.



Rhetoric Style Direct and Indirect meaning Diagram
(Source : Gorys Keraf's 2006 : 116)

From the explanation above it can be concluded that the rhetorical style has an important role in identifying the form of language style used by a person in expressing in spoken or written form. The right rhetorical style when combined is very good and you can feel the difference if one is good at using the rhetorical style.

METHOD

In this study, the author will analyze the rhetorical style in Avicii's song lyrics, totaling 14 songs analyzed. The research method in this study used a qualitative descriptive method to analyze. The data source in this study was taken from the internet which was downloaded from Musicmatch.com/lyrics/Avicii. The data collection technique in this study, the authors took data from the internet which was downloaded from Musicmatch.com/lyrics/Avicii. First created an album of Avicii Stories song lyrics from the internet, then downloaded the lyrics and read the sentences carefully before writing the transcription. The data analysis technique in this study used a qualitative descriptive method.

According to and Eileen Then identify 14 that use direct rhetorical styles lyrics and also transcript. Then classify the lyrics of the the rhetorical indirect, as in song.

No	Types of Rhetoric based on direct and indirect meaning	Total	Perecentage
1.	Alliteration	6	22%
2.	Euphemism	0	0%
3.	Litotes	0	0%
4.	Hyperbole	2	7%
5.	Anastrophe	19	67%
6.	Paradox	1	4%
Total		28	100%

Joan K. Magilvy Thomas (2009). Avicii song lyrics and indirect in each of the make a after that sentences in the song, including style, direct and the lyrics of the

The types of Rhetoric based on direct and indirect meaning used in the Avicii's Song Lyric

RESULT AND DISCUSSION

Result

The findings of this study are the answers to the formulation of the problem formulated before. The data presented is based on analyzing the rhetoric style in the song lyric Avicii's. Based on the data analysis, it is found that there are six types of rhetoric based on direct and indirect meaning in Avicii's song lyrics which consist of direct and indirect meaning. The occurrence of data can be seen in the following table.

Discussion

This section explained the discussion on the findings which had been found by the writer. The results of rhetorical data analysis using theory proposed by Gorys Keraf (2006). This section states and explains the types of rhetoric and its meaning is used in the song lyrics of the Avicii. After analyzing the song lyrics, the writer finds that there are different types of rhetoric based on direct and indirect used and analyzed in song lyrics.

Keraf said, that tone is contained in discourse, sentence structure, and direct or indirect meaning. The writer found 28 sentences Alliteration 6 (9%), euphemism 14 (19%), litotes 2 (3%), hyperbole 18 (25%), anastrophe 27 (37%), and paradox 5 (7%). Therefore, it can be concluded that the most frequently used is anastrophe.

Firstly, from types of rhetoric style, the results of the present study showed that there were 28 data found in the Avicii's Song Lyrics. They were centering rhetoric style direct and direct meaning. Closing this study rhetoric dominant is anastrophe. There were 19 sentences that included almost all in the 14 Avicii song lyrics.

The present study (1) Waiting For Love (Anastrophe 3 sentences Alliteration 3 sentences) (2), The Nights (Anastrophe 1 sentences) (3), Gonna Love Ya (Anastrophe 1 sentences) (4), Touch Me, (Hyperbole 1 sentences) (5), Ten More Days (Anastrophe 2 sentences) (6), For a Better Days (Anastrophe 1 sentences) (7), Broken Arrows (Anastrophe 2 Sentences Alliteration 3 sentences) (8), True Believer (Anastrophe 1 sentences) (9), City Lights (Anastrophe 1 sentences) (10), Wake Me Up (Anastrophe 1 sentences) (11), Sunset Jesus (Anastrophe 2 sentences) (12) Can't Catch Me (Anastrophe 4 sentences) (13) Somewhere In Stockholm (Hyperbole 1 sentences) (14) Trouble (Paradox 1 sentences).

From the analysis of the types of rhetoric are using in the Avicii song lyrics, Avicii uses rhetorica to make the song more meaningful, especially in the anastrophe type. From this result, the writer concludes Avicii's song lyrics are intended to give encouragement to the listeners.

The types of rhetoric in this study is closing rhetoric which part of song lyrics. The same result is also obtained by Jessica, (2021) investigates the song "You Are My Sunshine" as a cultural and material artifact, using archival and primary materials and drawing from research in feminist and sonic rhetoric, to reconstruct the song's muddy origins and reveal its rhetorical potential. He found that together there was very little discussion of song as a rhetorical, historical, and cultural object, and much research focused on the material state of sound.

CONCLUSION

Conclusions

After analyzing all the types of rhetoric style in the song lyrics Aicii's the writer found there are 28 types of rhetorical style used in Avicii's song lyrics. The rhetorical style consists of 6 alliterations, 0 litotes, 2 hyperboles, 0 euphemisms, 19 anastrophe, and 1 paradoxes. Two types of rhetorical styles are Alliterations and Anastrophes which are dominant. These types of stylistic lyrics form a counterfactual expression of style in song lyrics, this is the main tool or instrument in conveying messages through lyrics that provide special effects to beautify and strengthen the meaning of song lyrics further to certain messages related in the lyrics. The song on Avicii's the writer finds more anastrophe sentences, which are used in his songs, especially 14 selected song lyrics. This song is about Avicii's personal life which is rarely known by many people, Avicii has mental problems so he decided to make an album entitled Stories, which may relate to other people's lives so that it can help strengthen.

Suggestion

Based on conclusions there are several suggestions that can be given, there are many songs that can be used as objects of research. Further researchers can also conduct research on different data with different theories, so that readers know the different roles of language style, especially rhetoric in a literary work, such as song lyrics, to the style of language used in other aspects. Further researchers can understand rhetoric style, types, functions and roles in a literary work well at a later stage. Further researchers will be helped in interpreting the meaning of sentences using this rhetorical style. The writer also suggests analyzing the rhetorical style in a song. Because according to the writer, rhetoric is a very interesting subject to study and analyze at the same time. In rhetoric, these words have a different meaning from their literal meaning. Therefore, according to the writer, it is very important, especially for English students who learn more about rhetorical style.

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