

CHAPTER I

INTRODUCTION

A. The Background of the Study

Indonesia has a lot of unique and different cultures for each region. Indonesia has a rich cultural heritage from Sabang to Merauke. Culture is the whole life behavior of a nation or society that processes from daily activities and influences each other with the ability of the mind, creativity and the intelligence of the doer, take place continuously and become a standard rule as a guideline for life, behavior in forming the character of the community in the future, for example, culture of living in togetherness unity, the culture of respect for others politeness, culture of creating dance, carving, sound art, etc. (Malau, 2000)". Culture is a system of ideas and actions and results of human work in the framework of people's lives that are made into the property of humans and by learning. Indonesia is a rich country with rich ethnic groups, ethnic groups are a group that inhabits a region due to the similarities of lineage. The similarities are characterized by a common culture, religion, behavior, and biological traits. One of the largest ethnic groups in Indonesia is the Batak Toba tribe that the majority inhabited on the island of Sumatera. Batak Toba tribe is famous for its rich tradition of inherited ancestral heritage, which is still well guarded by today's Batak Toba offspring. Some Batak Toba traditions that are still attached are traditional wedding ceremonies, death ceremonies, etc. All of that is done with the

accompaniment of music, and music is one of the cultural artifacts in Batak Toba. The intimacy of the Batak Toba tribe with music cannot be avoided just like it is closely related to the life of the Batak Toba community, so it is no exaggeration to say music is a form of expression of a person who poured through writing or rhymes and delivered with the tone, rhythm, and thus forming a beautiful singing. Music is a language that contains universal elements, the language that crosses the boundaries of age, gender, race, religion, and nationality (Campbell, 2001).

In every music created by the Toba Batak people, it is not only in the form of the envy of several kinds of musical instruments with lyrics, but each verse has a piece of meaningful advice, how should the Toba Batak offspring recognize the lives of their ancestors in responding to every life process that existed before them. Then said music creates songs, a song besides giving fun and entertainment also gives a moral message to connoisseurs of music or listeners because the song also writes or tells about daily life, culture, adventure, and deep the feelings of each human being with interconnected elements. The song is not only created to entertain human feelings but the song also provides its message for the audience. The language style in song lyrics tends to be determined by the word choice and style of language. Such as the style of vocal games and word meaning deviations is a language game in creating song lyrics. Also, music notation and melodies adapted to the lyrics were used to reinforce the lyrics, which is why listeners are carried away with what the author thought.

Based on the explanation above, it can be concluded that a song can present social reality by using lyrics as the message. And the researcher will analyze the song by the meaning of the representation concept from Stuart Hall. Stuart Hall

describes representation as the process by which meaning is produced and exchanged between members of a culture through the use of language, signs, and images which stand for or represent things (Hall, 1997). Representation is the activity that makes up science which is possible for the capacity of the brain to be carried out by all humans (Marcel, 2010). As representation is the process of recording ideas, knowledge, as well as the meaning contained in the song, in creating the lyrics related to literary songs. Then to complete this study the researcher analyzes the representation by the semiotics theory of denotation, connotation, and myth which was developed by Roland Barthes were according to him, semiotics is not only studied as linguistic but can also be applied as an approach to learning other than language.

Although studies on representation have been conducted, it appears that in Viky Sianipar's Toba Dream Vol.3 song lyrics have not been explored in depth. Therefore, the present study attempts to explore representation in Viky Sianipar's lyric song, especially in Viky Sianipar's album Toba Dream Vol.3.

Viky Sianipar is a musician, producer, and composer, who is a Batak Toba musician who has been heard abroad. This study will analyze one of Viky Sianipar albums entitled "Toba Dream Vol.3". This album consists of 12 songs, but the researcher chose 8 songs from the album because the rest of the songs are created in Karo language, besides this research is entitled Batak Toba song. The song works on the Toba Dream Album. Vol 3 is based on the theme of human love, and love for nature. Love of humans for example namely love in romance, love between siblings and family. While love for nature is the love of the natural environment of human life, among others, love of the beautiful nuances of Lake

Toba. The lyrics are beautifully precious advice, and it makes the researcher interested to analyze Viky Sianipar's songs. By the theory of representation of cultural values in Viky Sianipar makes the researcher interested in analyzing the song lyric in this album because Today's young generation is no longer interested in listening to folk songs, even though folk songs have a thoughtful meaning to human beings who are cultured and love culture. Therefore not all the words in the song lyrics can be understood by the audience because it is important to research the content of the lyrics of the song.

B. The Problems of the Study

Based on the background of the study, the problems of this study are formulated as the following:

1. What is the representation of semiotics analysis found in Viky Sianipar's album song?
2. What is the representation of Batak Toba cultural values found in Viky Sianipar's album song?

C. The objectives of the Study

Related to the problems above, the objectives of the study are:

1. To find out the denotation, connotation, mythical meaning used in Viky Sianipar's album song.
2. To find out the representation of Batak Toba cultural values in Viky Sianipar's album song.

D. The Scope of the Study

The study focuses on finding the representation of cultural values in Batak Toba songs by Viky Sianipar. The researcher takes Sinanggar Tulo, Sigulempong, Inang, Poda, Dengke Jahir, Nasonang Do Hita Nadua, Leleng, Tonani Tao, as the representative data to be analyzed. The researcher analyzes the songs with semiotics analysis proposed by Roland Barthes (1964). The concepts are denotation and connotation, and mythical meaning.

E. The Significance of the Study

It is very interesting to discuss Viky Sianipar Batak Toba album songs because in the modern era so many young generations begin to forget their culture.

Theoretically,

1. The result of this study is expected to increase the knowledge of cultural heritage for the young generation.
2. This study is expected to enhance the knowledge about local literary works.

Practically,

1. This research could give more contributions for Batak Toba communities to keep their traditional behavior as the cultural wealth for them and share it with the next generation and introduce them to our identity as a great country and a great culture.
2. This study is expected to be useful for researchers who are interested in conducting a similar study.