

CHAPTER I

INTRODUCTION

1.1 The Background of the study

Black Lives Matter is known as an anti-racism movement to fight the police brutality against black people also known as African American, where this movement first appeared in the United States. It came from Twitter in 2013. There was a girl, Alicia Garza posted his commentary on the death Trayvon Martin on twitter. Trayvon Martin is a boy black people, He was 17 years old and killed by George Zimmerman, The white people. The #BlackLivesMatter hastag was first used on social media in July 2013, sparking the start of the Black Lives Matter movement. (Freelon, McIlwain, & Clark,2016)

The police brutality against AfroAmerican was continued until George Floyd's killing. It provoked global protests by people of all races in over 60 nations. The global protests occurred during the COVID-19 pandemic, where everyone is truly not permitted to gather in the crowded situation in almost every country. This global protest shows that to keep the solidarity of human is prioritized than keeping public risk from COVID-19.

On May 25, 2020, seven years after its inception, following the videotaped killing of George Floyd, an unarmed Black man in Minneapolis, Minnesota, by a white police officer who knelt on Floyd's neck, that resulted in George Floyd's death, it made the world uproar at that time. Black Lives Matter gained momentum as social movement that banded together in many action. Protesters may be found in over 2,500 towns and localities around the United States, in all 50 states (Buchanan et al., 2020). In countries throughout the world, people came together to promote, support, and proclaim that Black Lives Matter.

The Black Lives Matter movement sparked everyone's attention, including the famous artist or singer who is also half African American, namely Beyonce or also known as a queen B and the one of Black people celebrity. She responded the police brutality against Black people with put out her new song entitled "*Black Parade*". After a few weeks of the death of George Floyd, Beyonce released "*Black Parade*" song in Juneteenth, June 19,2020. Juneteenth was the oldest nationally celebrated commemoration of the end of slavery in the United States. The Beyonce's Black Parade song tells about a celebration of black culture and the support of black people. The black parade song is a rap and rnb genre. The song tells about African American life, there are several social issues related to reality and information in the United States that are inserted in this Black parade song such as cases of police brutality against black people, even though they are also citizens of the same country.

Beyonce inserted the historical symbol of Black Power in the song lyrics. The song lyrics are having much culture about African American. There is a symbol of Black lives Matter in her lyrics, "*fists up in the air*", it kind of a hand when it is tightly closed with the fingers bent into the palm. The lyrics are drawing a picture of solidarity, unity and black power. There are many symbols in this song lyrics. To digging more knowledge and the history about the lyrics, the researcher used a theory semiotics by Roland Barthes to analyse the song lyrics more deeply.

Barthes (1977) expanded the idea by highlighting the interaction of the text with the personal and cultural experiences of their users, as well as the interplay of convention in the text with the conventions experienced and expected by its users. Roland Barthes developed The order of signification concept includes denotation (dictionary meaning) and connotation (second meaning by cultural and personal experience).

In this study the researcher focus on the black parade song lyrics and the audience response. The researcher used a Roland barthes analysis theory which is linked to connotation that refer to ideological values and cultural references to Black Lives Matter movement that represented in Beyonce's *Black parade* song lyrics. The researcher also provides the response of the society to the this Black parade song from the Youtube comment section.

The study of semiotics by Roland Barthes has been studied by many researchers. The research from Rizky (2023) entitled, "*Semiotic Analysis Of The Denotative And Connotative Meaning On The Beatles' Song Lyrics*". His study analyzed on five song of the Beatles by using Roland Barthes theory which contents have denotative meaning and connotative meaning. His study found 26 semiotic signs from 5 songs of the Beatles and have many aspects of human life found the song such as feelings, opinion and experiences. His study have many similarity on this research, that was using Roland Barthes theory and analyze the song lyrics.

The research from Ithriyah (2022) entitled, "*A Semiotic Analysis on the poem October by Louise Gluck using Roland Barthes' Theory: Psycholinguistic view*". Her study analyzed a poem by using Roland Barthes theory. Her study found types of semiotic simbol on the poem in three parts. first, Categories (eg brand logos, advertisements etc. The second, Culture (multiple digital, print etc).Third, Art (Literature, Film,etc). After her study found the connotation meaning of the poem she also provides the relationship between the findings of Barthes' semiotic analysis and psycholinguistics on the poem by Louise Gluck. In the end of this research, the researcher also provide the relationship between the findings of Barthes' semiotic analysis and reader response on the song by Beyonce.

There was also a research from Muzayyanah awaliyah (2020), her research entitled "*Black Parade*" Song: *How Beyonce Criticized Racism*". her research talked about

Beyonce's social criticism in Black Parade song lyrics. her research used theory of social criticism and theory of racism. Meanwhile, the researcher uses the theory semiotics from roland barthes and reader response. There were the same data from her research that is the black parade sing lyrics. The researcher explored more deeply the implied meaning of the words in the lyrics of this black parade, there were a lot of lyrics used symbols that shows their true meaning.

Pierce (in Santosa, 1990: 11) stated that "symbol is something that has functioned as signifier by the conventional law that is commonly used in society". Youtube is an application that commonly used in society because Youtube has a lot kind of video to watch and listen. Youtube already been a platform by the people to express the feelings, the events, news and everything that can show up to the world. The researcher chose a Youtube platform as a place where the data needed in this research.

Beyonce released her song "Black Parade" on every streaming platform included Youtube. Youtube has a comment section, which is to let the audience comment according to their feelings and thoughts. A response or the commentary of the work would be a great appreciation to the maker or the producer. When the people watching the Youtube video, They can react through the video with their comments, they would be be happy, sad or angry. They also can put the like or dislike to the video that they have watched and listened.

In this research, Researcher also trying to analyze the youtube's comments against Beyonce's *Black Parade* song. The researcher are going to see how the audience response the song through youtube's comments, whether to indicate their comments are more positive or negative or maybe neutral. As we know, Beyonce is really active on social media, in every Beyonce's action on social media, the netizens always comment her posting. She also posted a video on instagram that contains a powerful message about the "senseless killing" of

George Floyd. The video can be called as her empathy to Black people that known the death George Floyd. Beyonce call as anti racist, the people that shown the confrontation of racism by her social media. This also shows that Beyonce really support on Black People not only from her song but her social media on instagram.

The researcher expect that the audience response will serve many positive comments than the negative one. Before the researcher doing the analysis, The researcher taken a random sample from the Youtube comments. The researcher saw many a good word appeared in the comment section like; *"Thank you for making this important and incredible song, Queen"*. In this comment it showed the audience thank you to Beyonce because of the incredible song. There was another comment written *"The queen has spoken"* and there were many comments contains the word of a *"Queen"*. Beside of the researcher assumption, maybe many things that can found after analyze the Beyonce's Black Parade Youtube comments.

The study of reader response or audience response has been studied by many researchers. Wibowo (2018) entitled *"You'll never walk alone song: Reader Response analysis"*. His research applied the theory of reader response by Wolfgang Iser, the theory aims to know the interaction between text, reader, and reponses in reading process by using phenomenology approach and phenomonology paradigm. His research used the interview method to ask the reader about the song lyrics. This Wibowo research had been a addition information for this research. but in this research, the researcher analyse the comments from youtube from the audience to indicate their response are more positive, negative or neutral.

The study from Chung (2015) entitled, *"antismoking campaign videos on Youtube and audience response: Application of social media assessment metrics"*. His study analyze audience reaction to antismoking campaign videos on youtube. His study found that the majority pro-campaign comments, positive emotions and ratings were more dominated than

negative ones. His research used the application of Webometrics analyst 2.0 to get a comments from youtube as a data.

The researcher used the Mozdeh application to collect youtube's comment data. Webometrics and Mozdeh have the same function for collecting data from Youtube. The Mozdeh application is a new updated application for analysis the youtube comments that suggested by Thelwall. After gathering the data, the research provides the theory of Stuart hall through the Youtube comments that have the preferred reading, negotiated reading and oppositional reading.

1.2 Research problems

There are two research problems that the research was finded and discussed, there were :

1. How do the lyrics of Beyonce's *Black Parade* represent Black Lives Matter Movement?
2. How do the response of Youtube audiences to Beyonce's Black Parade song on Youtube?

1.3 The objective of the study

The purpose of this study is to find out the way of Beyonce's lyrics represent Black Lives Matter Movement and find out the audiences responses to the Beyonce's Black Parade song through the youtube comments.

1.4 The significance of the study

The writer has expectations that this research provided beneficial information both for academic and practical fields, such as:

1. Theoretically,

The results of this study are expected to contribute, and widen the horizon of research and theories in semiotics and Reader-response.

2. Practically,

- a. The findings of this research are expected to be useful for the students of English Language Department especially in English Literature program for their information about how to analyze song lyrics in semiotics and analyze the impact of the song to society by using reader-response theory.
- b. For lecturers, this research is expected to help them in conducting research about semiotics in song lyrics, and reader-response on song.
- c. Researchers, This study is expected to be useful for other researcher to improve the quality of their research. Especially, when they will conduct the research about semiotics and reader-response theory.

1.5 Scope of the study

The subject of the study is limited to the analysis song lyrics and the audience's response. To analyse the song lyrics, the researcher used the semiotics theory by Roland Barthes. The researcher analyzed how the Beyonce's lyrics represent Black Lives Matter movement. To analyse the audience response, the researcher used theory reader response by. The researcher analyzed the audience responses to the Beyonce's Black Parade song through the youtube's comments. Therefore this research focused to the lyrics itself and the youtube's comment by the audience.