

CHAPTER I

INTRODUCTION

This chapter discusses (1) Background of the Study, (2) Research Question, (3) Research Objective, (4) The Significance of the Research, (5) The Scope and Limitations, and (6) Definition of Key Terms.

1.1 Background of the Study

Language is humanity's primary communication tools, not only functioning as a means of conveying information, but also as a tool that can influence, shape thought patterns, and build collective understanding in society. In the realm of art, especially music, language plays a very significant role, a form of artistic expression that embraces language through lyrics. Song lyrics are not just a collection of words arranged to the rhythm of music; they are a representation of emotions, ideas, and experiences that the songwriter wants to share with his listeners. This is in line with the opinion Craig as cited in Sutrisno & Wiendijarti, (2014) in Latifah et al., (2023a) identifies seven traditions of thought in communication theory, namely: rhetoric, semiotics, phenomenology, cybernetics, socio-psychology, sociocultural, and critical. One of these communication theories is rhetoric.

In this context, rhetoric plays an important role in expanding the interpretive dimension of the messages conveyed through musical texts. Rhetoric in music is not a coincidental phenomenon, but rather an element that is consciously integrated into the structure of the lyrics as an essential element in the formation and direction of meaning. The use of rhetorical devices such as metaphor, hyperbole, irony, anaphor, and others, allows for a richer aesthetic and emotional experience—beyond literal limitations. Through this strategy, words are processed into imaginative images, phrases function as emotional bridges, and sentences are formed to not only convey messages, but also bring to life the inner experiences of the listener. Rhetoric makes the lyrics and forms a message structure that allows for effective and affective communication.

In song lyrics, rhetoric can be a medium for conveying social criticism, emotional confession, and even existential expression. By

understanding rhetorical strategies, the audience can capture the implied nuances of dissecting the meaning that may be hidden behind metaphors or irony or other rhetorical devices in the lyrics.

Rhetoric as a discipline has evolved a long way since the classical era, from the art of oratory in the Greek Agora to becoming an analytical tool in contemporary media studies. This transformation reflects the flexibility and relevance of rhetoric in responding to the challenges of the times, including in understanding the dynamics of popular culture such as music. Through an analysis of rhetorical devices in lyrics, this study not only reveals the beauty of language, but also reveals complex human issues reflected in musical expression.

Therefore, rhetoric in song can be seen as a continuation of the classical tradition to a broader contemporary field, which includes social criticism, existential reflection, and the dynamics of collective emotions experienced by a generation. This linguistic richness aligns with the perspectives of Pradopo (1994:93) in Gultom, (2021) points out that figurative language is essentially a stylistic choice in literary expression.

Song lyrics contain rhetorical devices that are compatible with literary terms, always interesting listeners and prompting them to encouraging an interpretation that looks beyond denotation to richer connotation. This strategic use of language not only reveals the author's taste and purpose but also makes the work more compelling.

It can be seen in the songs like Linkin Park's "Crawling" and Avenged Sevenfold's "Brompton Cocktail." Both of these works not only voice feelings, but express complex emotional turmoil and inner conflict through beautiful language. The lyrics are not just a complement to the tune, but a vessel for the out pouring of frustration, anger, and existential struggles packaged in a rhetorical. Through the use of unusual devices, these two songs prove that music can speak deeper than ordinary words—it becomes a cry of the soul wrapped in the aesthetics of language.

According to Linkinpedia, (2020) Linkin Park, was founded in 1996, and has achieved great success. They are renowned for their nu metal, alternative rock, and rap rock music styles. Linkin Park has received numerous prestigious awards throughout their career, which includes; two Grammy Awards, six American Music Awards, four

Billboard Music Awards, four MTV Video Music Awards, 10 MTV Europe Music Awards, and three World Music Awards.

They have also been nominated in many categories at various music award shows. Their albums have sold 70 million copies worldwide. Linkin Park went on hiatus after the death of Chester Bennington. At the 2024 Billboard Music Awards, Linkin Park made a big splash. Their first performance without the late Chester Bennington. Marking a new chapter in the history of the band, who since Chester's death in 2017, have been trying to rediscover their sound and identity. On this very emotional occasion, Mike Shinoda, known as the band's founder and main producer, collaborated with new vocalist, Emily Armstrong, in an energetic duet that ended the awards ceremony.

This performance is not just about the music, but also about remembering Chester's legacy and moving forward as a more mature group ready to face new challenges. However, the presence of Emily Armstrong as Chester's replacement vocalist has caused some controversy for some parties. Despite this, the band continues their journey with the determination to continue to honor Chester while turning over a new leaf. The awards Linkin Park received at the ceremony—including Top Rock Duo/Group and Top Hard Rock Artist—are proof that despite major changes, they still have a big influence in the music industry.

Their incredible performance at the 2024 Billboard Music Awards was not only about remembering the past, but also about their courage and passion to continue creating despite adversity and internal debate. As a manifestation of diversity and richness in the rock and metal music genre, apart from Linkin Park, there is also Avenged Sevenfold (A7X) which also occupies a position and has a big influence on the development of music.

Avenged sevenfold, (2024) stated that the band, Avenged Sevenfold (abbreviated A7X) is an American heavy metal band originating from Huntington Beach, California. Since its formation in 1999, has since become one of the biggest names in the heavy metal music scene. Their reputation rests on two pillars: striking rock rhythms

and theatrical visual style, A7X has undergone an evolution in their musical style throughout their career.

To date, they have released eight studio albums, one live album/DVD, two compilation albums, and eighteen singles, with total sales of over 8 million albums worldwide. This achievement is reinforced by five platinum album certifications from the RIAA (Recording Industry Association of America).

A7X's history is filled with prestigious awards and nominations. Since 2005, their industry recognition includes prestigious awards, notably the 2006 MTV Music Award for Best New Artist. and numerous awards from the Golden God Awards and Kerrang! Awards. In addition, they have also been nominated for a Grammy Award for "Best Rock Song". Their influence and popularity were further cemented by Loudwire, which ranked the band 47th on its list of the "50 Greatest Metal Bands of All Time.", is a clear marker of the band's impact and popularity within the genre.

Through an analysis of rhetorical devices in the lyrics, this research try reveals the beauty of language behind musical expressions. By examining two songs by the band Linkin Park, namely "Crawling" and Avenged Sevenfold, namely "Brompton Cocktail", this research presents a new contribution to the study of rhetoric and analysis of song lyrics— an area that is still rarely explored in academic contexts, especially for their works.

Along these lines, it is important to note that most songwriters utilize rhetorical devices as a tool to make their lyrics more interesting and effective in conveying ideas, thoughts, and opinions. In this way, they hope that listeners will be interested in singing the song, because the composition and meaning of the lyrics are able to attract attention, both to be sung and simply read. However, The message a songwriter intends to convey is often not clearly understood by the audience. This difficulty stems from the artist's deliberate use of poetic and non-literal expression.

Songs are not just a process of creation or singing; it function as a medium for shared human experience. Therefore, listeners and readers must appreciate the author'S to understanding how the author composes words, chooses terms, and gives new strength and meaning to each

expression. Their understanding will deepen if they know the rhetorical devices used in the song lyrics.

Thus, this research not only aims to reveal the beauty of the language in these two songs but also to help listeners understand the intent, expression, and emphasis that the author wants to convey through the rhetorical devices contained in the song lyrics. It is hoped that song lovers will not be confused in translating the meaning contained in the lyrics, because they have understood the rhetorical devices and implied meanings conveyed.

Through an analysis of rhetorical devices in lyrics, This study seeks to generate fresh, relevant insights that directly inform the research questions.:

1.2 Research Questions

1. What type are rhetorical devices such as metaphore, hyperbole, anaphora, repetition and irony employed in the lyrics of song “Crawling” and “Brompton Cocktail”?
2. How are rhetorical devices such as metaphore, hyperbole, anaphora, repetition and irony employed in the lyrics to convey meaning of song “Crawling” and “Brompton Cocktail”?

1.3 Research Purpose/Objectives

1. To identify the types of rhetorical devices such as metaphore, hyperbole, anaphora, repetition and irony employed in the lyrics of song “Crawling” and “Brompton Cocktail”.
2. To identify how rhetorical devices such as metaphore, hyperbole, anaphora, repetition and irony employed in the lyrics to convey meaning. of song “Crawling” and “Brompton Cocktail”.

1.4 The Significances of the Research

This research aims to deliver benefits in two key domains: theoretical understanding and practical application:

1.4.1 Theoretical Significance

This research contributes to the field of linguistics, by expanding the understanding of how rhetorical devices are used in song lyrics as a

form of language expression. It also serves as an academic reference for further studies on rhetoric analysis in literary texts.

1.4.2 Practical Significance

1. For Educators

The findings of this research can be integrated into language and literature curricula, providing teachers with tools to teach rhetorical devices through the analysis of popular song lyrics. By using songs familiar, this approach allows teachers to design a more dynamic and stimulating classroom experience for students. Teachers can foster a learning atmosphere that is both engaging and enjoyable.

2. For Students

This research offers students a practical and engaging approach to studying rhetorical devices through the analysis of contemporary song lyrics. By using familiar musical contexts, it bridges abstract literary concepts with relatable content, making learning more intuitive and effective. Students can enhance their critical thinking and analytical skills by identifying and interpreting various rhetorical techniques within these lyrics. This method not only reinforces classroom learning but also encourages deeper engagement with language and its expressive potential in everyday media.

3. For Researchers

This research provides a methodological framework and reference for scholars investigating rhetorical strategies in various artistic and cultural domains. By detailing a systematic approach to identifying and analyzing devices such as metaphor, repetition, and irony in song lyrics, this research offers a replicable model that can be adapted to examine rhetoric in other music genres—such as pop, hip-hop, or folk—as well as in broader artistic media like poetry, advertising, film, and political discourse. It encourages interdisciplinary exploration and supports further studies in stylistics, media studies, and cultural criticism.

4. For music listeners

This research encourages critical media literacy by equipping listeners with tools to decode the rhetorical layers within song lyrics. By understanding how devices such as metaphor, hyperbole, and

irony shape meaning and emotion, audiences can move beyond passive listening toward a more engaged and reflective musical experience. This heightened awareness fosters deeper appreciation of artistic expression, promotes mindful consumption of media, and empowers listeners to articulate how lyrics resonate with personal and social contexts—turning everyday listening into an opportunity for critical thinking and emotional insight.

1.5 Scope and Limitation

1.5.1 Scope

This research focuses on the analysis of rhetorical devices found in the lyrics of "Crawling" by Linkin Park and "Brompton Cocktail" by Avenged Sevenfold. The rhetorical devices analyzed in this study are present in the lyrics of both songs. This research also aims to understand how these rhetorical devices are used to convey in the lyrics of two songs.

1.5.2 Limitation

This research has several limitations, which are:

1. **Song Limitation:** The research only analyzes two songs, "Crawling" and "Brompton Cocktail", selected based on the use of language in rhetorical devices. Therefore, the findings cannot be generalized to all song lyrics or other music genres.
2. **Types of Rhetorical Devices:** The analysis focuses only on a few types of rhetorical devices found in song lyrics such as metaphor, hyperbole, anaphor, repetition and irony.
3. **Time and Resource Constraints:** This research is limited to the applying analytical methods to song lyrics in their written form and does not include the musical or performative aspects of the songs.
4. This research is limited to the description and identification of expressions in each verse of both song. This limitation is intentionally set to produce precise outcomes by the discussion's conclusion.

1.6 Definition of Key Terms

1.6.1 Rhetoric

Rhetoric is the discipline that studies the art of communicating with the aim of convincing, influencing, or inspiring an audience, which according to Aristotle is defined as the ability to identify and utilize persuasive means in any situation, and mastering rhetoric enhances one's ability to communicate effectively across various contexts and serves as a powerful tool for fostering understanding.

1.6.2 Rhetoric Devices

Rhetorical devices are language tools used in both spoken and written communication to enhance messages and influence audiences.

1.6.3 Lyrics of Song

Song lyrics have many similarities with poetry, as they function not merely as arranged lines of words but as a powerful medium of expression in which each verse carries deeper meaning, allowing writers or songwriters to use poetic language to communicate emotions, ideas, and social criticism in indirect ways.