

CHAPTER I

INTRODUCTION

This chapter will provide an overview regarding the background of why this research will be carried out. After discussing the research background, the definition of key terms will also be explained. In addition, the research question and research objective will be explained. Furthermore, the keywords that are important in this research will briefly describe.

A. Background of Study

As a means of communication with other people, language is the most important aspect of human life. According to Romli (2021), language is a sound-based communication system between one and it operates through the organs of speech and hearing. People can communicate their ideas through dialogue, which enables interaction and communication. Hasan et al. (2022), In human daily life, language is often used in almost every field of life, such as in the social, political, cultural, even in the field of trade. From the explanation, it can be inferred that language is a tool that every human being must own in order to communicate with one another in daily life. In this time, people can speak with other through song. Through song, one might reach a large audience and make their feelings known. Many songs today can communicate our emotions, including those with a love or social or political theme.

There are many types of songs and one of them is nursery rhyme. Endraswara (2009) explained that Nursery rhymes are tunes with upbeat, enjoyable melodies

with meaningful lyrics. Meanwhile, Okoli et al. (2022) said that nursery rhymes are a great resource for young children to hear, recognize, manipulate, and experiment with language sounds in a socially engaging, playful, and developmentally appropriate manner. Using nursery rhymes can improve phonological awareness, strong letter knowledge, and the acquisition of decoding ability. From the explanation above, we can conclude that nursery rhymes are children's songs that are interesting and fun for children to learn languages.

In nursery rhyme usually consist of figurative language. Nursery rhymes has lyrics that contain hidden figurative language. Figurative language in songs is generally adopted by the composer in writing songs in order to attract the listeners. Perrine's (2008) stated that figurative language is broadly as any way of saying something other than ordinary way. Its means figurative language is language that is used imaginatively. Figurative language provides new ways of looking at the new world. Figurative language is also found in the surah Al-Baqarah verse 19:

أَوْ كَصَيْبٍ مِّنَ السَّمَاءِ فِيهِ ظُلُمَاتٌ وَرَعْدٌ وَبَرْقٌ يَجْعَلُونَ أَصَابِعَهُمْ فِي آذَانِهِمْ مِّنَ الصَّوَاعِقِ
حَذَرِ الْمَوْتِ

One of the arts of expressing meaning in the form of imaginative images displayed by the Qur'an used figurative language. The verse above uses the word all fingers (ashâbî') to mean one finger (ushbû') only, because it is impossible for all fingers to be inserted into such a narrow ear canal. Regarding this verse, it includes one of the figurative languages, namely synecdoche totem pro parte

where is the whole represent a part. This verse is related to this research because it discusses the figure of speech in its use.

In each word, phrase, or sentence that contained figurative language has meaning. Some people may not focus on the lyrics when they listening to the music, they focused on song beautification and its music because the song lyrics contain figurative language, where there are still many words that they do not understand yet. Therefore, they just like the music. In addition, According to Arifah (2016), knowing the meaning of each word is very important because with know the meaning of each word, it makes the word be able to understand about what actually the literary works mean. Semantics is one of way to know about the meaning in figurative language.

To listen nursery rhyme, there is platform that can be used. According to Neumann & Herodotou (2020), the most popular video platforms for any ages including children is Youtube. YouTube has developed the Youtube Kids Channel. The YouTube Kids channel offers content that suits to children's interests. The YouTube Kids channel plays an important role in taking children together by providing a joyful environment for learning. Watching story, songs, or YouTube videos can help children learn English. Only a few research have been conducted to investigate the usefulness of YouTube in assisting children in learning languages. It can be concluded from the statements mentioned above that YouTube is one of the most widely used video platform worldwide. Due to their increased awareness of YouTube content, youtube developed the Youtube

Kids Channel so that the mature can limit their children watching and language learners can also watch interesting and fun videos.

One of the YouTube Kids channels, Cocomelon very usefull for early childhood to learning. In this research, the researcher chose Cocomelon-Nursery Ryhme channel youtube because Cocomelon YouTube channel has 153 million subscribers with 851 videos and more than 150 billion views making the Cocomelon Youtube channel ranked first in the educational channel category on children's YouTube channel. (Syawitri & Reni, 2022) found that Cocomelon youtube channel also has the highest number of subscribers among channels in the same category as Cocomelon. Cocomelon channel give parents the chance to play and learn with their kids when they watch this channel together so that the kids can not only enjoy the music but also develop their language skills (Hayati & Raihana, 2021). Cocomelon channel youtube has a wide variety of theme such as daily activities, holiday, transport, shape, colors, numbers, alphabet, etc.

A number of researchers was conducted studies regarding figurative language. Lubis (2019) analyzed figurative language in song lyrics by Phil Collins. The result in this study is there were seven types of figurative languages: they were metaphor, personification, hyperbole, repetition, antithesis, alliteration, and parallelism. Moreover, Yunistasari et al. (2022) conducted the second previous which focused on figurative type analysis the language contained in the lyrics of the song "You are My Sunshine" by Anne Murray. The method used was descriptive qualitative method. This study found nine types of

figurative language there are: hyperbole, methapor, repetition, symbolism, simile, idiom. There are four types of figurative language are not used in the song and nine types of figurative language used in song lyrics. Furthermore, Barung et al. (2023) aimed to find out types of figurative language and their meanings in Coldplay song lyrics. The result showed that there were five types of figurative language that found in Coldplay song lyrics include methapor, simile, personification, metonymy, hyperbole, allusion. All the figurative language found has a connotation that implicitly conveys hidden message and values of life.

Considering the background that has been mentioned above, the researcher is interested to analyze figurative language in Cocomelon song lyric and which types of figurative language that dominant used in the lyric. In addition, in this study the researcher also found the meaning of each figure of speech. So, in this research the researcher will conduct a study entitle “An Analysis of Figurative Language in Cocomelon Song”.

B. Definition of Key Terms

To avoid misinterpretations of this research, the researcher defined the key terms that were used in this study are listed below:

1. Nursery Ryhme

Okoli et al. (2022) said that nursery rhymes are a great resource for children to hear, recognize, manipulate, and experiment with language sounds in a socially engaging, playful, and developmentally appropriate manner.

Nursery rhyme in this research refers to Cocomelon nursery rhymes which was broadcast on the Cocomelon-Nursery Rhyme Channel YouTube channel.

2. Cocomelon Nursery Rhyme

An American streaming media program and YouTube channel. This YouTube channel is in the form of animated videos of their own children's songs and nursery rhymes. Cocomelon in this research refers to ten of cocomelon songs.

3. Figurative language

Figurative language is one of method that can expressing the writer's feelings or ideas. Figurative language gives value in a language where the language becomes more interesting. In this research, figure of speech theory is used to analyze the songs on the Cocomelon YouTube channel.

C. Research Questions

Based on the background of study, this research is expected to answer the main question:

1. What kinds of figurative language used in Cocomelon's songs?
2. What is the most dominant type of figurative language found in Cocomelon's songs?

D. Research Objectives

There are three objectives in the study, as follows:

1. To identify kinds of figurative language used in Cocomelon's songs.
2. To know the most dominant types of figurative language in Cocomelon's songs.

E. Significance of Study

The finding of the study significantly contributes both theoretically and practically, including the following:

1. Theoretically

The result of this study is study significantly enhance the reader's to understand about nursery rhymes. This study is also expected to be a reference for those who want to research about nursery rhymes.

2. Practically

This research can be a feedback that will help English teacher to implement cocomelon- nursery rhyme in process to teach young learners.