

CHAPTER I

INTRODUCTION

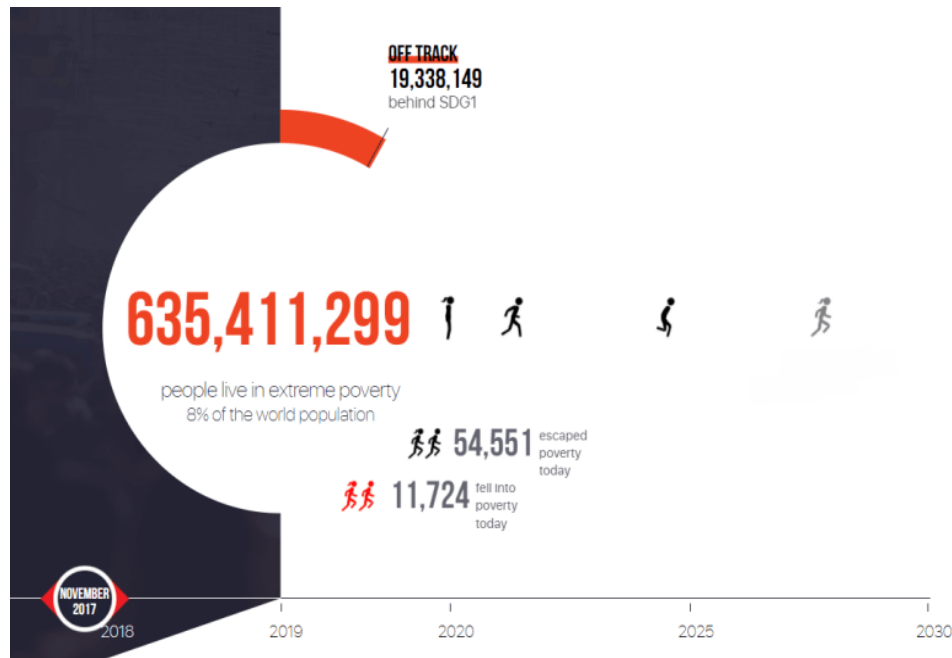
I.1. Background of the Problem

Poverty is one of the most crucial issue in many countries, this become reason social gap has been existing for over years. According to UNDP in April 2018, 650 million people living in extreme poverty, and 42,000 people losing their homes every year. Sadly, in developing countries the percentage is high with one out of five lives has income less than US\$1.90 a day and dangerously 80% of people in Africa and South Asia having less than US\$1.90 a day (UNDP, 2018).

As poverty become the number one concern, in 2015 Develop Sustainable Goal team making a plan called “data revolution” which aim to have no poverty at all in 2030. Therefore, to achieve the target, the World Poverty Organization launch “World Poverty Clock” in May 2017 to estimating how many people who are living in poverty every second. The designed clock is interactive, using the link <http://worldpoverty.io> everybody able to see how many people approximately has escaped from poverty in all countries according to the timeline.

Illustration below shown the calculate estimation on how many people need to be help every second to reach the ultimate goal; world free poverty in 2030. In November 2017, 635,411,299 people lives in extreme poverties it makes the 8% of the people in the world having below than standard living based on Sustainable Develop Goal that supposed having income more than US\$1.95 a day. While 54,551 people able to escape, 11,724 fall instead into poverty that makes the justice

being unequal. When one of the group being focus on, another one seems to lack behind.



*Image 1.1 Prediction Poverty Declining
Source: Brookings.edu, 2017*

Kinds of poverties divide into three; the data shows. First one follow the standard made by Sustainable Develop Goal (SDG) organization; when the income below US\$1.95 a day. Countries such as Brazil, Ethiopia, India, Myanmar and Indonesia are on right track to achieve the standard. Unfortunately, Sudan, Tanzania, Afghanistan, Kenya, Libya, South Africa, Botswana are out of the track to be able escaping, since calculate from poverty rate, the countries having difficulty on improving. Dangerously, Angola, Congo, Venezuela, and Somalia having poverty rate rising uncontrollably. Means those countries having government that lacks of ability on developing.

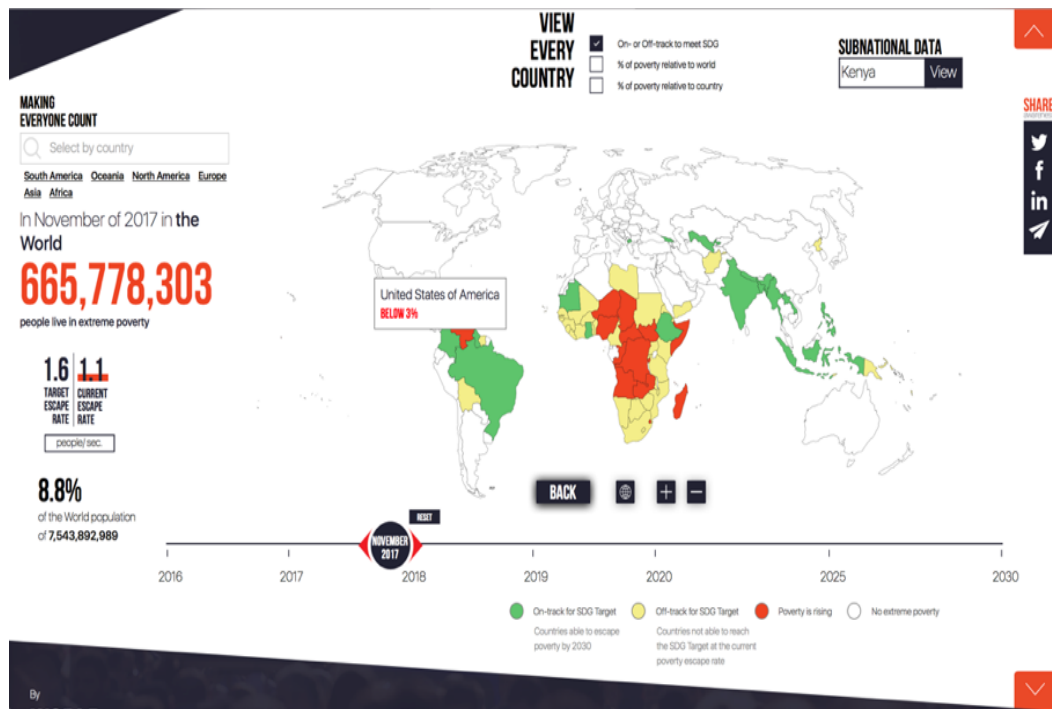


Image 1.2. World Poverty Clock Data
Source: UNDP, 2017

Second types of poverty define if someone's income below US\$3.20 a day correspond to mean of internationally economic income around the relative world. The countries that include to this types of extreme poverty same as the one based SGD standard which mention above. Yet, countries such as China, Canada, United States and Mexico including in this poverty data, it might not as dangerous as other countries mention before but if this not in the process of improving significantly, one day those countries might fall into the extreme poverty referring to SGD standard. If this still going like this, the poverty free in 2030 would not happen since the target is 1.6% people per second need to escape while in the data taken only 1.1% people per second could escape.

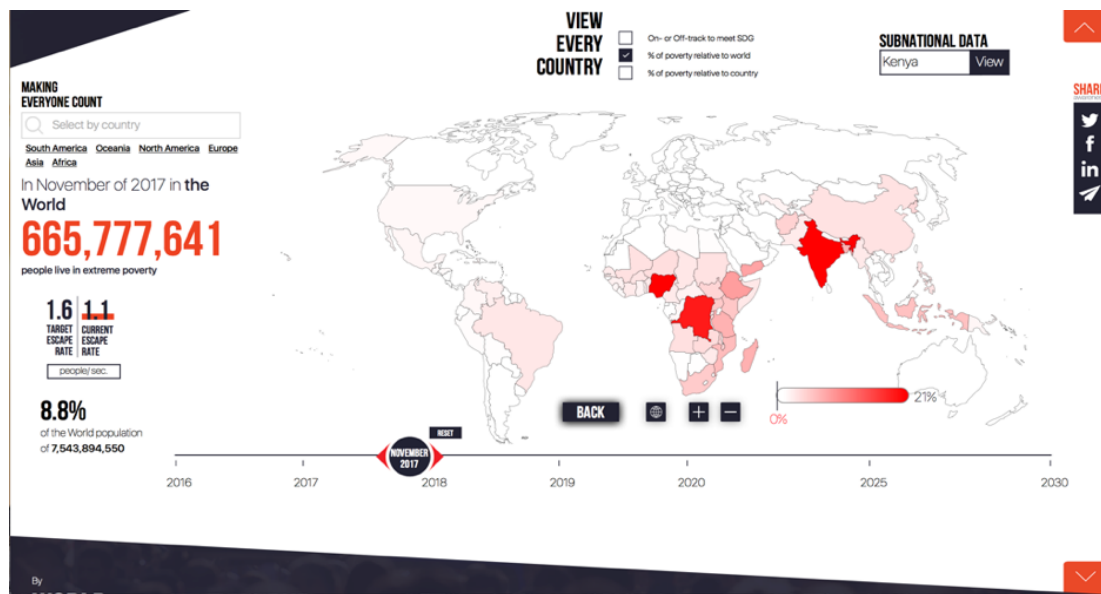


Image 1.3. World Poverty Clock Data Relative World
Source: UNDP, 2017

The last kind of poverty is relative to the country itself. With four types of countries' income; low, lower medium, upper medium, and high. Countries with high income have only 0.6% of poor people while upper middle income have 2.3%, low medium 15.5% and low with 45.8% population living in extreme poverty. The number one country with low income is Africa, the African government needs to work hard and pay full attention on this problem to increase the income of the citizen or else the countries will never achieve the world standard of living (Worldbank, 2017)

This inequality catches the attention of many publics from governments, non-government organizations, artists and researchers that spend a lot to fight extreme poverty. Since poverty will lead to many things if it is not diminishing as soon as possible. People who are living in poverty become malnourished, homeless, uneducated and unemployed. These people will end up categorized as a social marginalized group in social class status.

Knowing the truth of extreme poverty need to be fully in attention, Non profit organization working hard by spending a lot into donation. World Health Organization (WHO) for example, working with economic co-operation and development organization in 2003 release program “pro-poor health” approach on improve social welfare especially in health field. With more of clean water, illness such as tuberculosis, maternal mortality, malaria, and HIV could be fight against (OECD, 2003). According to WHO to break the cycle of poverty need to be concern on the health issue first since when one of the member in the family having illness the money will allocate for the sickness as top priority and in the end it will lead to lost high amount of income to pay for high health care cost. On another hand, if the marginalized family living in healthy condition, the improvement of labor productivity and educational will automatically increase with money allocate to those field first means potential higher income is possible.

Artist does showing their concern by using their platform to fight poverty. Raising awareness is one of the way with painting, movies, and song that illustrate the struggle in poverty. Begin in 2003 when United Nation realize using song could have high positive impact in voicing the sorrow on what happened in Baghdad, it was first concert ever builds in headquarter conference of United Nation, song sang with lyrics written reflecting the bombing accident. Since then, UN often used music as soft power to help the aspiration of the society (Hesser&Heinemann, 2011).

According to sociologist Frith in 1988 lyrics being used to “articulated communal values and commented on shared social problems”. Singer or song writer

choosing every word that has reflective meaning to what happen in society and as a power to helping some groups who are struggle to express their message personally.

I.2. Identification of Problem

Artists shows many of their masterpiece reflecting the daily life; start from love, family, friend, faith into world social problem such as poverty or child abuse. The existence of music at first place to become an entertainment and used to be elite's consumption only. Through growth of liberty, music meant for every audience all classes. It become a weapon to voicing view, rights, freedom, counter hegemony and social inequality with the diction in the lyrics (Friedman,2013: 70, Bennet, 2001).

The history of lyrics telling the story on social problem has begun since 1960 in Vietnam war era with songs such as; "Blowing the Wind" by Bob Dylan, "What are We Fighting For" by Phil Ochs, "Give Peace a Chance" by John Lenon and many more (McCoy, 2013). Song made as a protest to hegemony groups to stop using power over powerless people. The tactic of soft power turns out to be a huge success. Since then, it becomes the tradition to giving critique and raising awareness through song lyrics targeting all public audiences.

The famous "We are The World" for example. This song made in 1985 when Quincy Jones gather with Wyclef Jean, Lionel Richie, and other popular artists to make song called "We Are The World" written by Michael Jackson and Lionel Richie. Song initially to helping collect money for Ethiopia ongoing famine.

Sung by United Support of Artist for Africa (USA for Africa) consisted of many celebrities such as Bob Dylan who said the song famous for helping starving people in Africa is world-known mission but beside that the message of the truth by people need others to help one another is the idea why this song become popular and relatable to society (Hilleary, 2010).

“We Are The World” song once again being remake in 13 February 2010 as remark 25 years of the song but this time the song meant for Haiti with different dazzling artists voice such as Adam Lavine, Pink, Justin Bieber, Milley Cyrus, Celine Dion, Tony Bennett, Snoop Dog and many more to raise the awareness about Haiti earthquake, the income will donated to rebuild Haiti (Hilleary, 2010)

Another famous song covered by many artist in raising awareness of society is “Where is the Love?” release by Blackeyedpeas in 2003 song meant to the 9/11 tragedy where Will.I.Am as a singer and song writer intentionally makes the lyrics to describe anxiety and pain of the incident and question humanity of people. After this song commercially perform, the song become number one in billboard for 8 weeks and still become the theme song of humanity. In 2016 “Where is the Love” remake with many artist as a vocalist. There is a change in the lyrics, a bit different from the initial in 2003 because this for a protest anti-gun violence, a critique towards United States government on legally gun using in some states which makes the irresponsible people using it to kill many innocent live.

Likewise, “Where is The Love” and “We Are The World”, in 2007 song called “Dear Mr. President” released. Written personally by Pink but this song never publishes in United States instead in Canada, Australia and Europe only.

Written as critique and prove for George W. Bush action when he ruled United States at that time, this song as an open letter empathy on marginalized group. For the first time, in her London concert 2010 Pink sang the song with opening statement said “this is my political facts and question called “Dear, Mr. President” (Pink, 2011). Pink using this song to referring on how social exclusion group having difficulties reaching the hegemony groups to seek help. Pink wishes she could have conversation with Bush asking how would he felt as a father of nation knowing his action bias toward powerful group only.

Following the pattern of song as a weapon for voicing the society, in 2017 another new song for social justice release. Written by Pink, Steve Mac and Johnny McDaid song “What About Us” released in 10 August 2017. The songs came out as first song in the album “Beautiful Trauma”. Different than “Dear Mr. President” where the song not release internationally, “What About Us” targeting all around the world audience. In addition, the song used as theme song for remembering World’s children day in November 2017 chosen by UNICEF. “What About Us” remake with kids from 130 countries sing along the lyrics as a symbol of expression feeling.

The feeling that want to be expressed is how miserable life of people who living under the poverty line. Main concern on diminishing society problem by fighting on the poverty itself. According to WHO to break the cycle of poverty need to be concern on the health issue first since when one of the member in the family having illness the money will allocate for the sickness as top priority and in the end it will lead to lost high amount of income to pay for high health care cost. On

another hand, if the marginalized family living in healthy condition, the improvement of labor productivity and educational will automatically increase with money allocate to those field first means potential higher income is possible (OECD, 2003). For children, age one to five is the most crucial especially when they are in growing stage, the need for nutrition has to be at its best. Data shows 45% death of children under five years old is because malnutrition (UNICEF, 2018).

3.536.000 people are homeless at Washington D.C, Budapest, Seattle, Boston, Sao Paulo, Buenos Airies, Mexico City, Moscow, Jakarta, Los Angles, Mumbai, New York City, and Manila as places with most high rate of homeless (Homeless World Foundation, 2018).

Sadly, 750 million people in 2017 are still illiterate in the digital era. 22% of them are age 15-24 and 9% are living in Africa and Asia that makes this people having struggle to having sustainable job and compete in economic to achieve certain standard of life that lead to increase unemployment in society (UNESCO, 2018).

People who are malnutrition, uneducated, unemployment and homeless can be categorize as people who are living under poverty line because they are not able to fulfill society expectation on the amount of money they should have to live life. This people will also be marginalized in society because they are powerless in economic and different from the others who are able to afford nutrition, education, sustain work and having house (UNDP, 2017).

I.3. Statement of the Problem

Therefore, question in this research is “How representation of poverty in the lyrics ‘What About Us’ by PINK?”

I.4. Purpose of the Study

Through this research, writer wish could give new perspective knowledge on how songs could communicate as giving view, aspiration, statement and critique.

I.4.1. Academic Purpose

- 1) Researcher wish to adding new idea on students or another researcher who interested on communication context in protest pop song lyrics using semiotic theory by Roland Barthes
- 2) Through this research, enrich knowledge on songs as media entertainment could use as tool on raising awareness and protest.

I.4.2. Practitioner Purpose

- 1) This Research giving knowledge on the truth of injustice in society does exist and make people realize lyrics could become voice of critique and presentation of opinion.

I.5. Significant of the Study

- 1) To increase the knowledge in society that music is mass communication to raise voice of group and illustrate the society live
- 2) To enrich research on text has a meaning refer to society condition with diction as a sign to myth in society

I.6. Organization of the Study

CHAPTER I INTRODUCTION

This chapter will be explaining about the background of the research, problem identification, research question, purpose of the research, significance of the study and organizational of the study

CHAPTER II RESEARCH SUBJECT

All about the research object on “What About Us” song will be explain and description of singer PINK will be given.

CHAPTER III LITERATURE REVIEW

This chapter will connect the theories and concept of this research

CHAPTER IV RESEARCH METHODOLOGY

This chapter will explain the qualitative methodology used for this research

CHAPTER V RESEARCH FINDINGS AND DISCUSSION

This chapter will be connecting the result with theory used for the findings

CHAPTER VI CONCLUSION AND SUGGESTION

Last chapter consist of conclusion and suggestion for the related study