

Moral Value Analysis of Justin Bieber's Album Purpose

Peter Manuputty

petermanuputty3@gmail.com

Juneth Nelfia Wattimena

junethwattimena@gmail.com

Agustinus Lia Masan

liamasanagusto@gmail.com

Jennifer Laurens

jenniferlaurens@gmail.com

Universitas Victory Sorong

ABSTRACT

Language is important means of communication. Song is one of way that we can use to communicate with others. The Author or the singer uses song to communicate with their fans even want to send the message for everyone in the world. But sometimes, we as the listeners feel difficult to understand about the meaning of the song or values that contains in the song. It is moral value. Moral value is the value of behavior used by each individual to be able to interact with each other. One of Singer that uses Moral value in his song is Justin Bieber especially in his Purpose album. The purpose of this research are to analyze the kind of moral value found in Justin Bieber's songs on the album Purpose and to identify the meaning. The benefits of the research are expected to give worthy contribution for people who want to study English literature and can be reference to everyone. This research focused to find analyze 6 moral values and analyze the meaning of 10 songs on the Purpose album. The results of the research are the mostly moral value in the song lyrics of Justin Bieber's album Purpose are loyalty and sincerity, and the less moral value on this album is steadfastness.

Keywords: Moral Value, Song, Justin Bieber

INTRODUCTION

Language is important things of communication in our life. We can communicate with other people with language. Language is the communication that has the most complete and effective way to express ideas, messages, intentions, feelings, and opinions to others. Language can use for poem, drama, and even song. We can find song in our daily life. A song is a composition of voice or voices that performed by singer or musical instruments. Every song has lyrics, and the song lyrics is particularly unified with and simple. A song also has its own emotional character.

Song is one the media that used to communicate with other people. The singer or the songwriter of a song use the song to send message to everyone around the world or tell about a story of something or someone, or even they just want to

share their experience. Every song has their own meaning, positive or negative is depend on the person who listen the song. According to Kamus Besar Bahasa Indonesia (KBBI), the meaning of the word song is a variety of rhythmic sounds (in speaking, singing, reading, and so on). Every work has its values. One of the values contained in the work especially in the song is moral value. Nowadays, people have to improve and maintain their good moral. Morality is a common words to say, but it's very difficult to apply in our daily life. Since people were born in this world they have been taught about moral values by their parents. However, the morality will decrease by the time. Morality is something that must be owned by someone. Because without morality, someone will not be respected by other people. People will be easy to socialize with the people around them and will be accepted in the community.

Nowadays, moral values can be delivered properly by using music. Because many people use songs to express their feelings at the moment. Among of the songs that contained moral values are Justin Bieber's songs. Justin Bieber who was born on March 1, 1994 is a Canadian singer and songwriter. After the manager Scooter Braun found him through his YouTube videos which is covering songs in 2008 and he was contracted by RBMG. Justin Bieber released his first Album in 2010.

This Album debuted in number one in several countries, was certified three times platinum in the US. Following the debut Album and tour of his promotion, he released the second Album, Under the Mistletoe (2011), which debuted at number one in Billboard 200. The third Album, Believe (2012). And the fourth Album, Purpose (2015) was released in 2015. In 2016, Justin Bieber became the first artist who passed a total of 10 billions viewers on VEVO. In this study the writer wants to analysis several songs of Justin Bieber's album Purpose. Purpose is the fourth album of Justin Bieber that realized in 2015. The Album had 18 songs but in this study, the writer only focus to analyze 10 songs. There are many people who love Justin Bieber, but some of them do not understand about the value that contained in Justin Bieber's songs. So the writer wants to show the moral value of Justin Bieber songs, so that people especially the fans of Justin Bieber (Beliebers) can be able to understand and apply the moral value of the songs in their daily life.

The Writer wants to make this research because the Writer finds some moral values contained in Justin Bieber's songs and the writer is also a fan of Justin Bieber himself. Referring to the important of moral value that used in the song lyrics, the writer intends to conduct a study about analysis moral value entitles: "Analysis moral value of Justin Bieber's songs on the album Purpose".

LITERATURE REVIEW

Previous Study

In this study the writer uses previous study as a benchmark and reference to solve it. Previous study makes it easy for the writer to determine the writer to determine the writer in determining systematic steps for the preparation of research in terms of concepts and in terms of theory.

The study also refers to previous studies conducted by Novalia Faidiban (2017) entitled: "Moral Value Analysis Of Westlife Song In Album Coast To Coast". This study analyzes the moral values contained in the Westlife song on the coast to coast

album. The similarity in this study is that we both analyze the moral values in song lyrics but with different songs and Singer.

Another research also conducted by Inggrit Kaihatu (2017) entitled: "Figurative Language Analysis In Avenged Sevenfold's Album Hail To The King". This study analysis the kind of figurative language in Avenged Sevenfold's song lyrics of Hail to The King. The similarity that found in this study is we both analyze about song lyrics but with different object, song, and Singer.

Literature

According to the opinion of the ALA Glossary of Library and Information Science in 1983, Literature is a reading material that can be used in all intellectual or recreational activities.

According to (Semi:8), literature is a reflection of life, literature does not absorb values in life carelessly but is guided by principles and goals. Art works not only give birth to inner experiences in the form of literary works, but also creative in choosing the best elements in the human life experiences they trace. Literary work is one of the means of planting the values of life that can be used by the reader because literary work are a reflection of life's problems that are revealed again by the author through story characters.

Song

Song is defined as literary work of musical expression to express human thinking and feeling where it has been the soul of the life that cannot be separate (Tsauri, 2007:13). Songs are highly expressive. Some convey love and emotions, some tell a memorable about the golden past (Shen: 2009).

Moral Value

According to Chaplin (2006), moral refers to morals in accordance with social regulations, or regarding the law or customs of habits that regulate behavior. Although moral is in individuals, morals are in the rules system. Thus, the nature and meaning of morality can be seen from the way individuals have moral in obeying or running rules. Moral values has been learned and taught since childhood by parents. It's a first step for someone to be a good person.

METHOD

Design and Samples

Research design is a framework of research methods and techniques chosen by a researcher. Its design allows researchers to hone research methods suitable for the subject matter and organize their studies for success. In this study the Writer decided to use qualitative research. Qualitative research is research that is descriptive and tends to use analysis. Process and meaning (subject perspective) are more highlighted in qualitative research. The theoretical basis is used as a guide so that the research focus is in accordance with the facts on the ground.

Instrument and Procedures

According to Sugiyono (2010:338), data collection is looking for, recording, and collecting everything objectively and as it is in accordance with the results of observations and interviews in the field, namely recording data and various forms of data in the field. In this case the writer used study document as the way to

collect the data. There were some data collection method or steps to collect data used in this research. Some steps of data collection in this research are as follows:

- a. Browsing Justin Bieber's album.
- b. Selecting songs in the album and the writer chose 10 songs in the album purpose
- c. Read and understand the lyrics.
- d. Identify out all words, and sentence containing moral value as the data
- e. Arrange data into several parts based on moral value.

Data Analysis

The technique of analysis data in this research are:

- a. Identification : the writer collect information related to the problem research and further classify the data in accordance with he topic of the problem.
- b. Classification : the data collected and grouped it then in a systemic arrangement so the writer can see the examine the components of the data presentation.
- c. Data Analysis : at this stage the writer do interpretation of data in accordance with the context of the problem undertaken and obtained conclusion in answering the problem research.

RESULTS AND DISCUSSION

The moral value meaning will be present and also the reason. In this chapter, the writer would like to discuss about kinds of moral values in the song lyrics by Justin Bieber on the Album "Purpose" and it is meaning. In this research, the writer focused in 6 kinds of moral values.

Moral Value

Moral values are the key components of a person's character. They are personality traits guiding people to make decisions and judgements according to their own sense of what is right and wrong, based on collective and individual experiences.

a. Religiosity.

Religiosity is a trait that involves religion. A religious person is one who shows trust and respect for God. Religiosity is a concept relating to or manifesting a faithful devotion to reality or a recognized highest form. Religiosity refers to an individual's religious belief and practice, reflecting the extent to which an individual follows religious teachings or beliefs (Holdcroft, 2006).

1) *Praying for a miracle (1st Song S2 L3)*

This sentence explains when someone in a bad situation and try to get out of the situation by praying and asking for a miracle and hoping that God will lead him out of the bad situation.

2) *God sent an angel to help you out (1st Song S3 L3)*

This sentence explains that in any bad situation God will always hear our cry whenever and wherever we go. And he is always able to send help to us no matter how hard the situation we are in.

3) *He gave you direction (1st Song S3 L4)*

This sentence explains There is someone who can finally lead him or her who is getting lost or in a difficult situation. Someone in this sentence points to God.

4) *Only God can judge me (1st Song S9 L4)*

This sentence explains he or she thinks that as bad as any way of his life, no one could judge him or her. Only God who has the right to judge life in this world.

- 5) *I put my all into your hands (2nd Song S1 L5)*
This sentence explains that she or he gave his whole life to God who had given everything to her or him.
- 6) *You're not hard to reach (2nd Song S2 L3)*
This sentence explains that she or he thinks God is never far from us and he is very easy to reach. Wherever we go God will always stay on our side.
- 7) *And you bless me with the best gift (2nd Song S3 L1)*
This sentence explains she or he is grateful for being given the most precious thing by God in life that she or he never knew.
- 8) *You give me Purpose (2nd Song S3 L3)*
This sentence explains everything that happens in this life has a purpose that God has prepared for us.
- 9) *Ask you to forgive me for my sins (2nd Song S4 L4)*
This sentence explains she or he asked for forgiveness for all the sins that she or he has done before.
- 10) *My spirit at ease (2nd Song S5 L1)*
This sentence explains she or he is grateful for all the times that she or he spent with God. Thus she or he feels more peaceful.
- 11) *I'm praying that time makes a change in your life (10th Song S2 L1)*
This sentence explains she or he prayed and hoped there would be a change in the life of the person that she or he loved as time went on.

b. Love and Affection.

Love Affection which is also called togetherness that arises when the wishes of individual to have another person closely and deeply, and give love to the person.

- 1) *You're the only reason why (6th Song S2 L1)*
This sentence explains how much she or he loves someone and the person is always be the reason in everything that she or he has done or through all this time.
- 2) *But I won't let me lose you (6th Song S4 L1)*
This sentence explains how much she or he doesn't want to feel losing or even afraid of losing a loved one.
- 3) *Give you all I got (6th Song S1 L2)*
This sentence explains that because of love, someone is willing to give everything she or he has to the people they love with no doubts.
- 4) *If I had the chance I'd make us brand new (9th Song S2 L5)*
This sentence explains the feelings of guilt from someone to the loved one and hopes to fix the relation be better between them if she or he has a chance.
- 5) *Like I want the best for us (8th Song S2 L2)*
This sentence explains that someone always wants the best in a relationship. Therefore someone will try to make something that she or he thinks will have a good impact for their relationship.
- 6) *Don't think we should separate (8th Song S6 L6)*
This sentence explains she or he did not want to separate from the loved one and she or he asked to not to ever think that it would happen.
- 7) *And we both adore one another (8th Song S7 L1)*
This sentence explains about two people who are in love and admire each other as a form to express love to their partners.
- 8) *You're a dream come true (8th Song S7 L2)*

This sentence explains she or he feels happy to have the person that she or he loves because having the person is a dream.

- 9) *Girl you want learn to trust me right now (8th Song S11 L3)*

This sentence explains a girl who has doubts and it makes her feel so hard to believe her man. But the man gave her confidence so that they had to learn to trust each other if they want the best for them.

- 10) *I'm realizing how much you made a change in my life (10th Song S2 L2)*

This sentence explains she or he realized how much influence someone had in his or her life during this time.

- 11) *And I don't want to spend it with nobody else (10th Song S2 L3).*

This sentence explains she or he knows how important someone in their life so she or he doesn't want to replace that someone without another one.

- 12) *Don't nobody deserve myself (10th Song S2 L4)*

This sentence explains she or he insists that no one deserves her or him other than their loved ones.

- 13) *Now I need you (10th Song S5 L3)*

This sentence clearly expresses love and she or he always needs the loved one at all times.

- 14) *Never give up a love like this (10th Song S6 L3)*

This sentence explains not to give up on someone who has been with us even though that person has many shortcomings.

c. Loyalty.

According to the KBBI, loyalty is obedience or loyalty. Loyal is to give or show strong support continuously to someone or an institution.

- 1) *Life is worth living (1st Song S4 L1)*

This sentence explains that no matter how hard the situation we live today, it still deserves to live. We just need to be grateful and continue this life.

- 2) *So live another day (1st Song S4 L2)*

This sentence explains the life that we are currently living at this time will not stop just today. But there will be many surprises waiting for us in the future. So keep fighting and continue your life.

- 3) *People make mistakes, doesn't mean you have to give in (1st Song S4 L4)*

This sentence explains that we often make mistakes and experience failure in life. But we need to know that failure is not the end of everything but the beginning of everything. So don't give up and keep going.

- 4) *No matter what they say (4th Song S4 L4)*

This sentence explains whatever the bad things that other people say about us, we don't need to think about it all. We just need to focus to improve ourselves getting better and show them that we can do that.

- 5) *Oh baby, you should go and love yourself (5th Song S3 L7)*

This sentence explains that she or he gave support to their love ones to be more confident.

- 6) *Mark my words (6th Song S1 L1)*

This sentence explains the situation where someone convinced something and no one could interfere with this.

- 7) *But I won't let me lose you (6th Song S4 L1)*

This sentence explains someone made a determination in himself not to lose a loved one or other valuable things.

8) *Be a visionary for a change (7th Song S2 L1)*

This sentence is a motivation that gives support to people to be a visionary for a better future.

9) *That we can make a difference (7th Song S4 L1)*

This sentence is a motivation to ensure people that they can make a change that will have a very big impact to the people around and help them.

10) *I had a notion, deep as the ocean (9th Song S1 L2)*

This sentence explains the situation in which an individual adheres to the idea and this shows that someone is loyal to what has been made or decided.

11) *Like a permanent stain (9th Song S1 L4)*

This explains about a principle or idea that we have made and we stick to this thing that we have made. And this is already permanent in ourselves so that no one can make us falter with the principle we have made in.

12) *Listen to your deepest feelings they don't ever lie (8th Song S4 L1)*

This sentence explains the situation in which someone who experiences difficult times and requires opinions from others about what to do.

13) *Well giving up is immature (8th Song S4 L2)*

This sentence is a motivation to teach people so they won't be easy to give up and be more mature in everything.

14) *We're strong enough to endure (8th Song S5 L1)*

This sentence is a motivation to people and as a support to keep going and keep endure in difficult times.

15) *I made a few mistakes (10th Song S7 L4)*

This sentence explains she or he admit their mistakes in the past to the love one.

16) *I'll be waiting for you (10th Song S10 L3)*

This sentence is a very clear form of loyalty. This sentence describes a person's loyalty to something that she or he expects.

d. Sincerity

According to Syafi'i Ma'arif (2000) sincerity comes from the basic word sincere, which means honesty, cleanliness, and sincerity. Sincerity is the virtue box one who speaks and acts truly about his or her own feelings, thoughts, and desires.

1) *I ain't perfect, won't deny (1st Song S8 L5)*

This sentence explains that she or he realized that she or he was not perfect and she or he said it with sincerity and admit it.

2) *I put my all into your hands (2nd Song S1 L5)*

This sentence expect that she or he really diverse to give his or her whole life to God.

3) *By once or twice I mean maybe a couple a hundred times (3rd Song S2 L3)*

This sentence explains she or he really admitted the mistake he had done many times and begged forgiveness.

4) *I'm sorry (3rd Song S4 L4)*

This sentence explains she or he expressed guilt to person who had been disappointed.

- 5) *I'll take every single piece of the blame (3rd Song S5 L3)*
This sentence explains she he has admitted her or his mistake and sincerely will accept everything that will be blamed to her or him.
- 6) *Cause life's not easy (4th Song S3 L2)*
This sentence explains that she or he thinks life is not as easy as we see and thoughts so far.
- 7) *Don't forget that I'm human (4th Song S3 L3)*
This sentence explains she or he wants to remind people that she or he just a human who is not as perfect as they thought.
- 8) *I'm a show you more than I ever could say (6th Song S4 L4)*
This sentence that she or he with sincerity will show more than she or he could say to make someone believe.
- 9) *If I had the chance (9th Song S2 L5)*
This sentence explains she or he will be more serious if she or he is given the opportunity to fix all the things that has been done before.
- 10) *I never wanted to be, wanted to be your remnant (9th Song S2 L6)*
This sentence explains she or he wants to love their partner with whole heart.
- 11) *Let's be honest with ourselves (8th Song S3 L2)*
This sentence explains she or he thinks it's better if they try to be honest with themselves.
- 12) *Sometimes the heart can see what's invisible to the eye (8th Song S3 L5)*
This sentence explains she or he thinks that we cannot always see many things with the eyes but also we can feel it with our hearts.
- 13) *I don't want to add to your pain at all (10th Song S1 L3)*
This sentence explains she or he never intends to add pain to someone.
- 14) *I'm the only one to blame (10th Song S8 L2)*
This sentence explains she or he with sincerity admit his or her mistake
- 15) *Girl I need your attention (10th Song S14 L1)*
This sentence explains he really loves a girl and he really needs the attention of the girl.

e. Steadfastness.

Steadfastness is the stability of a person's success in dealing with difficulties or challenges in his life. The steadfast people are able to overcome difficulties with tenacity and persistence when facing failure, and even if they are under pressure with effective ways. According to (Longaman, 2008:1556) steadfastness is certain that are right about something and refusing to change he position or opinion in any way.

- 1) *Try to figure out which way to go (1st Song S1 L2)*
This sentence explains the situation explain about someone who is in trouble and faced with a difficult choice and keep trying to find a way out of the trouble.
- 2) *Running in the same place (1st Song S1 L4)*
This sentence explains someone who was trying to get out of a difficult situation but it didn't work. But he keeps trying.
- 3) *So I'm working on a better me (1st Song S6 L7)*
This sentence explains about someone who gets a lot of bad criticism from people and finally decides to try to make a better change in life.
- 4) *When I thought it was over (1st Song S5 L8)*
This sentence explains she or he thought everything is over but eventually she or he can overcome the bad situation that experienced because of the spirit to keep trying.

5) *I hope I don't run out of time (3rd Song S1 L3)*

This sentence explains she or he thinks she or he is almost running out of time to do something. But it doesn't stop them and continue what was the goal while hoping that she or he would not run out of time.

6) *Calm down, don't rush, no pressure (10th Song S4 L3)*

This sentence explains the situation where we are being faced with a problem. In this difficult time we must be able to calm down, do not rush in making decisions and do not make ourselves more depressed.

f. Brotherhood.

Brotherhood means a feeling of friendship between peer (Longman, 2008:193). Brotherhood is that treating others as though they are part of the family that love and support. It means lending a hand or helping to carry a burden for another.

1) *We're the generation (7th Song S2 L2)*

This sentence explains about the spirit to work together in making changes in the future.

2) *We're the inspiration (7th Song S2 L4)*

This sentence explains an action to be an inspiration for others to do the right things.

3) *That we can make a difference (7th Song S4 L1)*

This sentence explains the collaboration of some people to create a better change.

4) *Look at all the children we can change (7th Song S1 L2)*

This sentence explains a caring for children to change their lives is better and become a more quality generation in the future.

5) *You give me purpose (2nd Song S3 L3)*

This sentence explains good brotherhood relationship between two individuals who support each other.

6) *I put my all into your hands (2nd Song S1 L5)*

This sentence explains she or he has a brotherhood relationship that is closely with loved ones so that the person is trusted to handle everything if her or him.

7) *The meaning of forgiveness (1st Song S4 L3)*

This sentence explains how important the meaning of forgiveness in brotherhood. No matter how big the mistake is, they still deserve to be forgiven.

Discussion

Moral values are the key components of a person's character. They are personality traits guiding people to make decisions and judgements according to their own sense of what is right and wrong, based on collective and individual experiences. According to Chaplin (2006),

Moral refers to morals in accordance with social regulations, or regarding the law or customs of habits that regulate behavior. This research focused to find 6 moral values. They are religiosity, love and affection, loyalty, sincerity, steadfastness, and brotherhood. This research focused to find moral value in Justin Bieber's songs on his album Purpose. There are 10 songs on this album. They are Life is Worth Living, Purpose, I'll Show You, Sorry, Mark My Words, Children, Trust, Benn You, and No Pressure. As for the results of the research are as follows:

Result of Moral Value

No	Kind of Moral Value	Number of Result
1	Religiosity	11
2	Love and Affection	14
3	Loyalty	16
4	Sincerity	15
5	Steadfastness	6
6	Brotherhood	7

Religiosity are in Life is Worth Living (4), Purpose (6), and No Pressure (1). Love and Affection are in Mark My Words (3), Been You (1), Trust (5), and No Pressure (5). Loyalty are in Life is Worth Living (3), I'll Show You (1), Love Yourself (1), Mark My Words (2), Children (2), Been You (2), Trust (3), and in No Pressure (2). Sincerity are in Life is Worth Living (1), Purpose (1), Sorry (3), I'll Show You (2), Mark My Words (1), Been You (2), Trust (2), and No Pressure (3). Steadfastness are in Life is Worth Living (4), Sorry (1), and No Pressure (1). Brotherhood are in Children (4), Purpose (2), and in Life is Worth Living (1).

Based on table of result and explanations, it shows that the dominant moral value in Justin Bieber's songs on his album Purpose are Loyalty, and Sincerity. And Steadfastness is kind of moral value that so less of Justin Bieber's songs on the album Purpose. The songs that contained many moral values in the lyric are Life is Worth Living (13), No Pressure (12), Trust (10), and Purpose (9). The songs that contained less moral value are Love Yourself (1), I'll Show You (3), Sorry (4) and Been You (5).

CONCLUSION

In conclusion, the writer use several steps to complete and analyze of moral value that simplify the writer to analyze and classifying the moral value. The writer starts by search the song on YouTube then listening music, and then reading the whole lyrics, after that interpreting some lyrics, the next step is finding the moral value, classifying kinds of moral value and the last step is analysis the meaning. After doing the previous steps, the writer made conclusion. The conclusion is based on the finding and analyzing if the moral value that found in Justin Bieber's song lyrics on his album Purpose. Based on the finding, there are 6 kinds of moral values in Justin Bieber's song lyrics on the album Purpose. They are Religiosity (11), Love and Affection (14), Loyalty (16), Sincerity (15), Steadfastness (6), and Brotherhood (7).

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