

APPRAISALS AND CRITICAL DISCOURSE ANALYSIS IN “BABY SHARK” SONG LYRIC

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Abstract

This research aims to analyze a phenomenal song entitled “Baby Shark” which is composed by the Pinkfong education brand, a South Korean media startup. The song has become viral over children and even the adults. It is undertaken to find out; the composer’s attitudes, the social relation among the participants, the context of the situation, and the power relation in the discourse. The object of the study is obtained from the whole lyric. Then it is analyzed through Appraisals and Critical Discourse Analysis (CDA) by connecting every single line to the intentional marketing and social context in Indonesia. Finally, the conclusion shows that 1) the composer describes wild animal habits, in this case; the shark, 2) they also supports the representation of the shark family, 3) they explicitly describes what was happen when you faces wild animal and the preventive act to solve it, 4) the song is only a children song which develop their fine motor skills as they have fun, and 5) the song intends to promote and gain support for worldwide costumers through this song.

Keywords: Baby Shark, Song, Lyric, Appraisals, Critical Discourse Analysis

Introduction

The “Baby Shark” series, launched in late 2015, started going viral on YouTube last year, and became the company’s most popular series with 700 million views by July 2017. The startup says the series now has 800 million views and the mobile app is among the top 10 most downloaded in the family apps category in South Korea, Bangladesh, Singapore, Hong Kong and Indonesia. YouTube channel subscriptions have tripled in Indonesia and increased across Asia by 165%. It could be the next big thing coming out of South Korea since Psy’s “Gangnam Style” currently nearing 450 billion views.

The hashtagged #BabySharkChallenge has already become a viral phenomenon. It started early August 2017 but accelerated after internet celebrity and former Playboy model Amanda Cerny went on Indonesia’s Tonight Show and took on the challenge, performing a cover dance of the Baby Shark song. There is a frenzy sweeping over the Indonesian children’s video on social media platform that is inspiring a wave of thousands of cover dances. Even a bunch of uniformed police and whole families of famous artist are getting in on.

Producing localized content such as this song was not an easy job. It is so rare to find children song which contain message in it. Children may only receive the surface meaning. In other hand, to understand the social discourse, deep perspective is needed. This fast-bit song has a power to encourage people about specific animal and life progress of shark. Some of people may not know how the song actually explore about animal natural habit, in this case; the shark. At same time, it also represented the shark as human who has family members. Thus, in order to perceive the intended meaning of words on lyrics, the researcher applied critical discourse analysis on this song to determine the intentional marketing and social

context in Indonesia. Both of these parameters are the limitation on my analysis of communication between people in particular. It called appraisal by Martin & Rose (2003) which is a system to measure the amount of value on the situation take place, human behavior, and their emotional statement toward it.

The previous studies of discourse analysis on song have been conducted by some researchers. Abrahamsson (2011) was examining the gender roles of in pop lyrics of Lady Gaga's album. She analyzed the roles and the interests of listening to her music. Another research is done by Thompson (2002) who did the Critical Discourse Analysis tools of ideology, discourse and binary opposition to demonstrate how world music is constructed in music education. The analysis reveals an ideology of difference underpinning a number of binary oppositions constructed between world music and European music in relation to their surrounding cultures, musical functions, pedagogies and placements in the curriculum. Different analysis also used by Nhamdi O. Madichie (2011), he studied paper seeks to highlight hip-hop's contribution to the entrepreneurship and place marketing literature. Some of the researches reveal the discourse analysis related to Gender, Education, and marketing. The finding and the result of the studies show that there is a discursive situation between the text and the context.

However the recent studies do not show or explain the compromising attitudes of the composer in writing the lyrics dealing with the intentional marketing and promoting a education media startup and the context of social media community. Hence, this study is established to investigate about; 1) How the song writer compromises his attitudes against intentional of promoting the startup by examining the effect, judgment, and appreciation? 2) How is the social relation among the users embodied in this discourse? 3) How is the social context of the users by the discourse? 4) How is the power relation in the discourse?

Concerning the occurrence of action discourse within a social context, this article aims to elaborate such phenomenon in social media community in the perspective of the song composer. The researcher tries to investigate composer attitudes toward producing local content, intention of marketing and promoting an education startup on children area. Later under the appraisal and critical discourse analysis, those lyrics song will examine to classify certain kinds of attitudes as follows; affect, judging, and appreciating.

Baby Shark Song

Behind the song is South Korean media startup SmartStudy which part of the Pinkfong education brand. The tune went viral thanks to the likes of compatriot K-pop stars like Girls' Generation, Red Velvet and Blank Pink who covered the already popular song and dance on TV and at their concerts. It is now spreading like wildfire across Southeast Asia.

The startup says no intentional marketing went into the #BabySharkChallenge, but it's certainly reaping the rewards. With more than 65% of Pinkfong's digital content revenue already coming from outside of Korea, the company expects its YouTube revenue from 2017 rise up 30 percent on-year thanks to the shark's popularity, according to Jamie Oh, the company's director of marketing communications.

Eighty-five percent of our 'Baby Shark' song's 800 million views come from international markets already, and it keeps increasing. From a business point of view, such viral accidents can catapult a startup to stardom, in the same way "Gangnam Style" turned the posh Seoul

district into a hit tourist destination. The company, which has already penetrated the tough Chinese market and is making headway in the U.S., plans to take advantage of the current wave by producing more localized content and collaborating with popular creators from different regions. There is a lesson here for startups to catch on in Southeast Asia, get K-pop stars to do your dance.

BABY SHARK

Length: 2 minutes and 16 seconds

Baby shark, doo doo doo doo doo doo. (3 times)

Baby shark!

Mommy shark, doo doo doo doo doo doo. (3 times)

Mommy shark!

Daddy shark, doo doo doo doo doo doo. (3 times)

Daddy shark!

Grandma shark, doo doo doo doo doo doo. (3 times)

Grandma shark!

Grandpa shark, doo doo doo doo doo doo. (3 times)

Grandpa shark!

Let's go hunt, doo doo doo doo doo doo. (3 times)

Let's go hunt!

Run away, doo doo doo doo doo doo. (3 times)

Run away!

Safe at last, doo doo doo doo doo doo. (3 times)

Safe at last!

It's the end, doo doo doo doo doo doo. (3 times)

It's the end!

Appraisal

In interpreting action discourse, the term of comes on first place on discourse analysis. It analyzes the text by using a system of interpersonal meanings. Martin & Rose (2003) assert that here attitudes have to do with evaluating things, character of the people, and their feelings. To establish social relationships, the applied of appraisal origin is necessary, communicate information through things and people (in a word or what our attitudes are) that composer or writer provide to listeners or readers. There are three basic options for appraisal. They are attitudes, amplification, and source. The limitation of research scope is only analyzing on the composer attitudes. According to Martin & Rose (2003) classification, there are three kinds of attitudes;

Affect

The way to explore how people express their feeling in discourse called affect. There are two general ways in affect. It can be *positive* or *negative*. Positive point out about good feeling that human being has. Conversely, negative has connection with bad feelings. Furthermore, affect can present *directly* or *implied* by the following that human being express their emotion directly or sometimes indirectly from their behavior.

Judging

The continuous sequence after affect is judging character of people. The result probably

shows positive or negative, states explicitly or implicitly. However, the difference of judging divided by *personal* assumption or criticism and *moral* assumption of praise or condemnation.

Appreciating

Recognizing the full impact of 'things' or assumption about how human being felt about other human being and the way their behavior. Otherwise, how are human's attitude about it such as; towards TV shows, films, books; towards paintings, sculptures; towards plays, dances, parades; towards feelings or emotions about nature matter, social issue, culture problem, etc.

Critical Discourse Analysis

In text producing, first thing is consider the context and co-text. Texts may have distinct meaning depend on different contexts. In this study, discourse analysis use by researcher to examine the relationship among them. Van Dijk (1998) states that critical discourse is a discourse research analysis which mainly focusing on study about improper social strength, superiority, and imbalance are assigned, duplicated, and rejected in text and talk in social and political context. With such opposing research, critical discourse analysts take explicit, thus want to understand, expose, and primarily resist social inequality.

CDA is not merely an approach in discourse studies, but it can offer different mode or perspective of theorizing, analysis, and application through the whole field. In this discourse, the researcher can observe a different perspective or even deeper understanding than other areas such as pragmatics, conversation analysis, narrative analysis, rhetoric, stylistics, sociolinguistics, ethnography, or media analysis, among others.

Furthermore, Fairclough (1989) has revealed some models of CDA in which three inter-related process of analysis attached to three inter-related dimensions of discourse proposed. They are (1) the object of analysis (including verbal, visual or verbal and visual texts), (2) the processes by means of which the object is produced and received (writing/speaking/designing and reading/listening/viewing) by human subjects, (3) the socio-historical conditions governing these processes. In addition, Van Dijk (1998) suggests in some requirements which should be fulfilled in conducting CDA satisfactorily. As is often the case for more marginal research traditions, CDA research has to be "better" than other research in order to be accepted. It focuses primarily on, social problems and political issues, rather than on current paradigms and fashions. Empirically adequate critical analysis of social problems is usually multidisciplinary. Rather than merely describe discourse structures, it tries to explain them in terms of properties of social interaction and especially social structure. More specifically, CDA focuses on the ways discourse structures enact, confirm, legitimate, reproduce, or challenge relations of power and dominance in society.

The term of discourse analysis and CDA, they are very different in the process, perspective, focus, and result. Discourse analysis (DA) usually focuses on the text analysis in a simpler way than CDA. DA cannot cover what CDA investigates because CDA deals with the social problem which varies and should be conducted by exploring all the aspects and fields which influence and take part on the text.

Methods

In examining the song, the researcher use the three inter-related processes of analysis tied to three inter-related dimensions of discourse proposed by Fairclough's model of CDA. The researcher has done the stages; the first action is the stage of analyzing text (description), the second is the stage of processing analysis (interpretation), and the third is the stage of social analysis (explanation).

The analysis starts by analyzing the text based on kinds of attitudes. Then it observes the social relation among the participants realized in discourse, the context of the situation realized by discourse, and the power relation in the discourse. In examining 'Baby Shark' lyric, the researcher uses Martin & Rose theories on appraisals, along Fairclough, and Van Dijk. Their theories on discourse analysis and CDA are very much sufficient to analysis such lyric and formulate the findings. Besides, the researcher also tries to describe the situations and conditions when the song is viral on the world. Include some other sources to support them.

Discussion

As explained above, statements of SmartStudy marketing communications director, the song composer said no intentional marketing went into the #BabySharkChallenge, but it's certainly reaping the rewards. However, some people argued that this song and the dance were wrapped as a social media challenge, has marketing and promoting purpose on it.

Affect

The researcher realize affect in the text, how the composer expresses his feeling can be revealed in discourse. Eventhough all feelings that show up in the lyrics most likely is positive and almost dominate but several are negative. The positive or neutral dominates the song because it is heading as children education song with total 7 expressions. It indicates that the song composer wants to show good vibes and use it as persuasion to be accepted easily. Finally, it can be drawn clearly to conclusion that it is a happy song cause most likely has positive or neutral emotion such as: baby shark, mommy, dad, grandpa, grandma, safe at last, and it's the end.

Beside of that, the expression can be direct or explicit. How the composer feels or describes the situations, analyze those points is key point. As the result of the analysis, it shows four direct expressions and 5 implicit expressions. Also it shared exactly two extraordinary behaviors and five metaphors. The conclusion is the composer tends to show his feeling about the situation implicitly rather than directly. The reason why the composer chose so because there assumption to hide the fact of Korean character which like to compete since early childhood and shark is the analogy of life struggle there.

Judging

Unlike the affect, the judging session differ among the personal judgement and moral judgement. The personal judgement deals with admiring and criticizing. Then moral judgement deals with praising and condemning. The result of analysis, there is a significant difference in the use of both judgements. Because the song deals with local content education issue in pack with attractive packaging with colorful animation, great rhymes dance, and

wonderful music.

As the interpretations of analysis, the composer of 'Baby Shark' mostly is admiring on moral ground. It is proven by eight admiring found in the text which five of that focusing on the shark. The conclusion is the composer directly admiring about the shark by using the direct expressions to judge characters.

Appreciating

From the lyric analysis, it shows that most of appreciations are positive. It indicates that the composer figures out that life competition in Korea is positive behaviors. The expression such as "Let's go hunt" has to do with hard working behavior. While "Run away" shows independent life progress has Korean people deals since early ages. The expression "Safe at last" told about who work hard can have good life until old ages.

Conclusion

Based on the above discussion, the result shows that "Baby Shark" is a happy song which about local content in Korea. In this case, the composer implicitly admiring the shark and he use it as analogy of Korean people. He intends to give his full support and persuade the listener about hard working culture in Korea as good thing.

The song is only kids' nursery rhymes that fulfilled his content with great choice of dance and play, energetic vibes, colorful animation, and fabulous children as performer. Beside it really amusing video, the strains of song is simply enjoyable, and easily understood or done by adult or even children. Children as the main foundation of promoting has big role and key of success of this video is going to be viral.

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