CHAPTER I

INTRODUCTION

1.1 Background to the study

There is one organization which has set a goal to create a single global government by controlling world from finance and government to religion and culture. This organization has remained the focus for doing the conspiracy for hundred years. According to Mark Dice (2009: 15), this organization was established in 1776 by Adam Weishaupt and named as the Illuminati. To achieve the mission, the Illuminati has the member from the world's political, business, and even music industry.

In music industry, especially, many singers are believed to be involved in this secret organization. It is strengthened by the statement from Dice (2009: 379) who said that the Illuminati financially supports singers who join the organization. He then continued that they join the Illuminati in order to get the fortune and the fame. However, they are required to make lyric which preaches socially destructive message as return. The Illuminati uses lyric as a means to influence people's mind by dumbing them for self-destruction by giving suggestion into their minds through the lyric.

Lyric itself is a work of literature as defined by Semi (1984: 95) that lyric is a short poem which expresses emotion. Lyric also contains personal feelings, idea, and thought of its singer. It shows that lyric is used by the singer as a medium to deliver their emotion, idea or thought to the listener.

Related to the function, lyric is used by singers to deliver their idea with various themes, such as love, relationship, environment, and religion. Thus, for a singer who involved in the Illuminati, lyric can be used to give an idea of the Illuminati. Dice mentioned that the lyric which contains the Illuminati can be considered from several indications. The first is the lyrics which encourage self-destructive behavior. The worship of money and power, death, murder, drugs, sex, violence and immorality become the main theme of the lyric to destruct people's moral (2009: 35). Beside destructive lyrics, those which contain images of devil, dark nuance, satanic imagery and theme are also considered to have association with the Illuminati (2013: 1), as in the case of Eminem's lyrics.

The themes of Eminem's lyrics are argued to talk about sex, violence, and murder. Some also contains dark nuance and satanic imagery and theme. Those themes even can be found as one in selected Eminem's lyrics entitled "Lose Yourself", "Rain Man", "Stay Wide Awake", and "My Darling". Those lyrics can be considered to have the Illuminati's messages for those lyrics encourage self-destructive behavior and also have indications associated with the Illuminati.

Therefore, by holding to the indications mentioned by Dice earlier, this research then is focused to describe how the destructive lyrics and the Illuminati's references are delivered in those four Eminem's lyrics. With this intention, the research uses semiotics study of Roland Barthes' theory of orders of signification. This research unfolds the first order and the second order of signification of the lyrics so that the references, the messages and the interpretations of the Illuminati contained in those four lyrics are revealed.

1.2 Research Question

From the explanation above, the data source of the research are taken from four Eminem's lyrics entitled Lose Yourself, Rain Man, Stay Wide Awake, and My Darling.

Problems of the present study are formulated in the following questions:

1. What is the first order of signification from the four analyzed lyrics that refers to the Illuminati?
2. What is the second order of signification from the four analyzed lyrics that refers to the Illuminati?
3. What is the interpretation from the four analyzed lyrics that refers to the Illuminati?

1.3 Objectives

The objectives of this research are:

1. To analyze the first order of signification from the four analyzed lyrics that refers to the Illuminati.
2. To analyze the second order of signification from the four analyzed lyrics that refers to the Illuminati.
3. To formulate the interpretation from the four analyzed lyrics that refers to the Illuminati.

1.4 Significance to Knowledge

This research is entitled ‘Illuminati in Four Eminem’s Lyrics: A Study of Semiotics’. This research is expected to have a contribution in the development in analyzing textual semiotics study which particularly focuses on Roland Barthes’ theory of orders of signification. This research also applies an effective method to unfold the first order of signification by examining the grammatical/syntactical features and narration device.

1.5 Framework of the Theories

To reveal the interpretation of four analyzed lyrics, this research uses semiotics study focused on Roland Barthes’s (1985: 82) orders of signification. The first order of signification refers to denotation. Denotation is the ‘real’, ‘explicit’, or ‘direct’ meaning that can be represented in a text. The second order of signification refers to ‘connotation’ which comes as a secondary meaning that is produced relating to the cultural and personal’s experience of the interpreter to the text. In other words, denotation is what is described, while connotation is how it is described. This ‘orders of signification’ is used by Barthes to identify the idea or thought reflecting in a text.

This orders of signification then is supported by Brownen Martin and Felizitas Ringham (2002: 8) who said that semiotics posits the notion of levels of meaning. They said that a text must be studied in its surface level, which refers to Barthes’ first order of signification, and then its deep abstract level, which refers to Barthes’ second order of signification. They then provide the method to analyze

the first order of signification. They argued that in this surface level, the examination is conducted to the specific words, grammatical/syntactical strucures and also the narration devices that are visible on the surface of the text. After analyzing the surface level, the next stage is to examine the deep level which focuses on the connotative semiotics theory of Roland Barthes.

Thus, the writer uses the framework of the theory to see the relation between the theory being used in this research and the data. The framework of the theory can be illustrated as

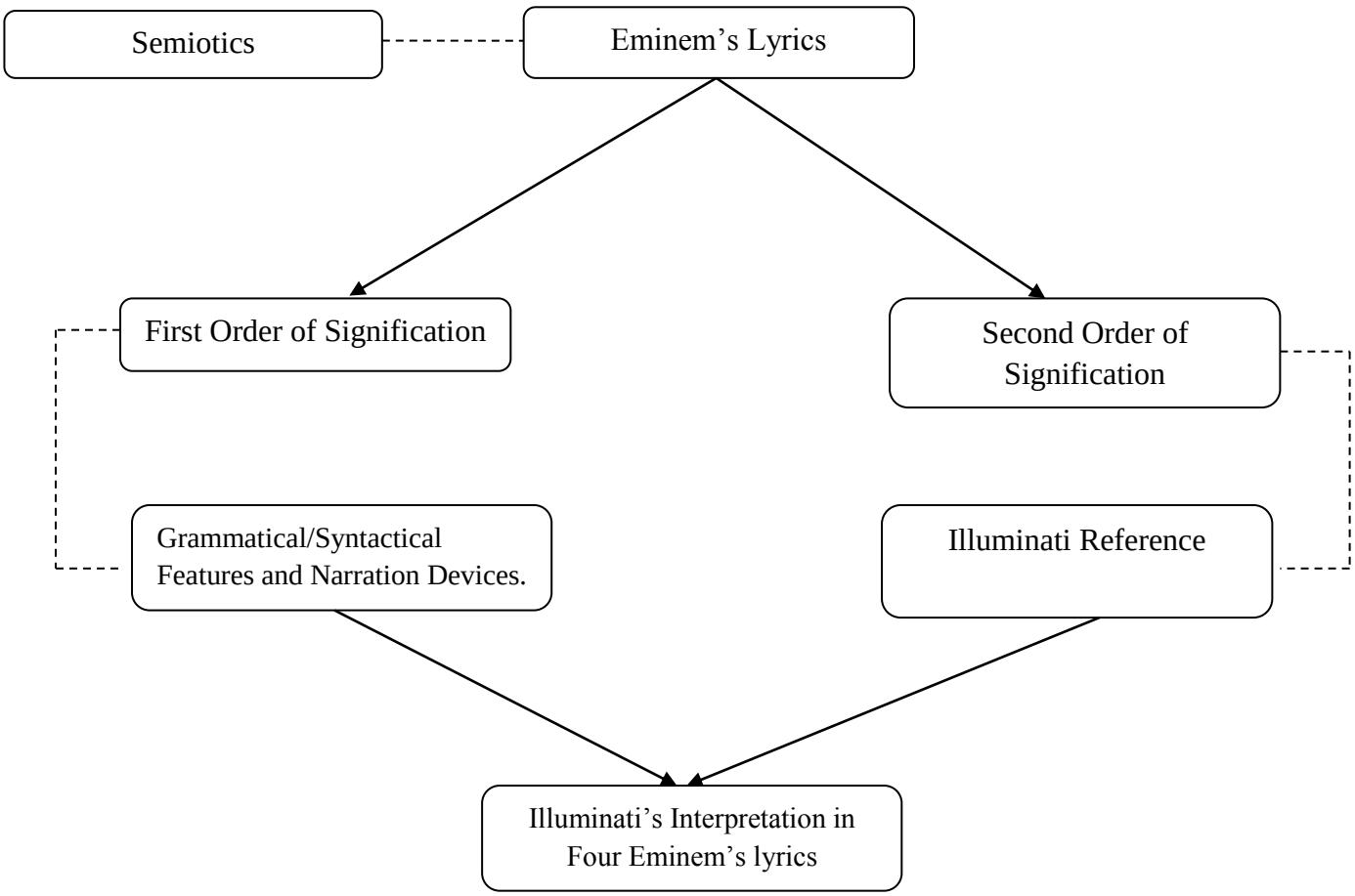


Figure 1.1 Framework of the Theory