

CHAPTER I

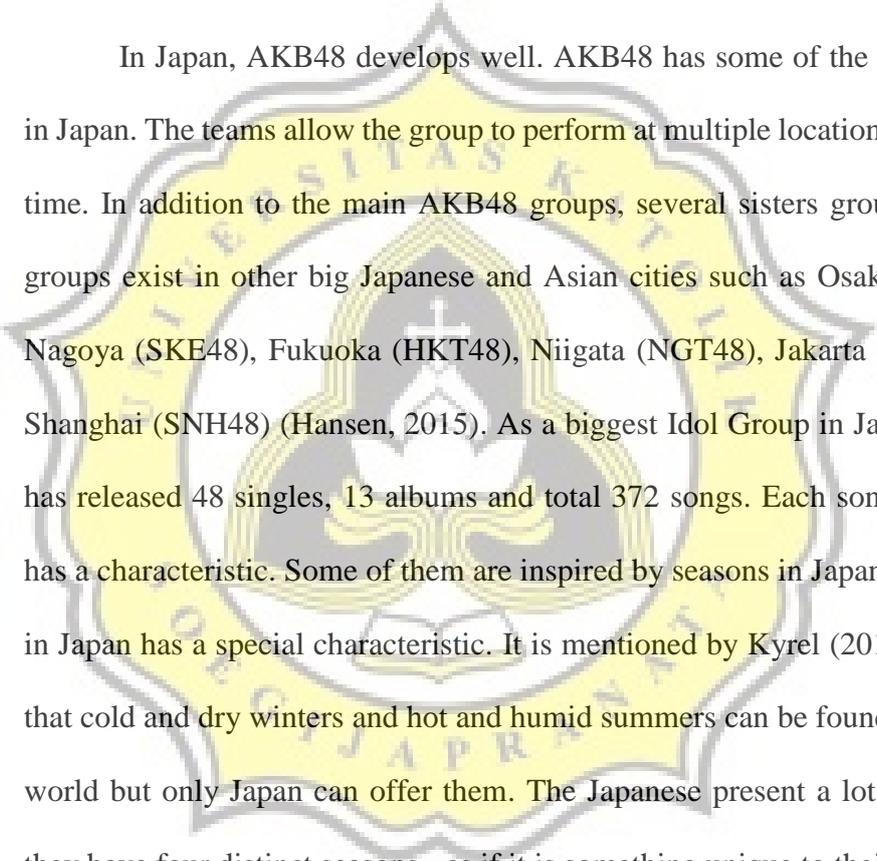
INTRODUCTION

1.1 BACKGROUND

Literally art has many kinds and varieties. Literally art is divided into a novel, short story, poetry, etc. Literally art is an individual emotion based on experience and expressed into literally writing. One of literally art is Poetry. Poetry is a common language and almost as ancient (Perrine & Arp, 1974). Poetry itself has a lot of meaning. Poetry is defined by sounds and combined with imaginative words. According to Perrine & Arp (1974), poetry might be defined as a kind of language that says more intensely than does ordinary language (p. 553). Poetry and song lyrics are related. The song arrangements are a combination of poetry and musical elements. The songs will be strings of a poem if musical elements are removed. The writer wants to combine poetry and Japanese culture related to Japanese music.

Nowadays, Japanese culture is popular in the world. Chinese *fu-sui* has influenced different areas of Japanese culture from the layout of cities in the Heian period (794-1185) to court music (Slaymaker & Martinez, 2006). One of the biggest Japanese cultures is J-Pop. According to Shun (2008) “J-Pop has grown exponentially, affecting nearly every aspect of popular culture in not only Japan but countries like Taiwan, Hong Kong, Singapore, and the Phillipines among many others. Anime, television shows, and video games regularly use JPop theme songs and voice actors while movies are repeatedly made featuring top stars from the genre” J-pop itself includes Japanese Idol. Idols are mostly girls portrayed for their "cuteness" and "innocence"; they are mostly intended to

be role models everyone adores (Kelly, 2004). One of the famous Japanese Idol group is AKB48. AKB48 (pronounced *A.K.B. Forty-eight*) is a Japanese idol girl group named after the Akihabara (*Akiba* for short) area in Tokyo, where the group's theater is located. The group has expanded since then to include over 130 members as of December 2015 (Asahi, 2017). Mostly fans of AKB48 are male. They are motivated to come to the theater because they adore their Idol, AKB48.



In Japan, AKB48 develops well. AKB48 has some of the sister groups in Japan. The teams allow the group to perform at multiple locations at the same time. In addition to the main AKB48 groups, several sisters group, the sister groups exist in other big Japanese and Asian cities such as Osaka (NMB48), Nagoya (SKE48), Fukuoka (HKT48), Niigata (NGT48), Jakarta (JKT48) and Shanghai (SNH48) (Hansen, 2015). As a biggest Idol Group in Japan, AKB48 has released 48 singles, 13 albums and total 372 songs. Each song of AKB48 has a characteristic. Some of them are inspired by seasons in Japan. The season in Japan has a special characteristic. It is mentioned by Kyrel (2014) who says that cold and dry winters and hot and humid summers can be found all over the world but only Japan can offer them. The Japanese present a lot of facts that they have four distinct seasons - as if it is something unique to their country.

AKB48 has some overseas sister groups, which is JKT48. According to Elisa (2014) it was the first AKB48 sister group outside Japan and adopted the concept of "an idol that you can meet". JKT48 has been established since November 7, 2011. This group is produced by Yasushi Akimoto. Producer Yasushi Akimoto decided to bring the AKB48 concept to Indonesia because the group had to develop a fan base in this country. The Japanese model, and the

AKB48 business model, are widely recognized by many Japanese companies.
(Elisa, 2014)

In this popularity of *AKB48* who has a lot of songs and the uniqueness of Japanese's treatment toward seasons that make the writer interested in doing a research on "Four Seasons in Japan Represented by AKB48' Song Lyrics."

1.2 FIELD OF THE STUDY

The field of the study is focused on literature, especially song lyrics and Japanese culture.

1.3 SCOPE OF THE STUDY

The scope of the study is song lyrics are represented by four title songs of AKB48 for the description of seasons in Japan.

1.4 PROBLEM FORMULATION

What is the representation of seasons in Japan shown in AKB48's song lyrics?

1.5 OBJECTIVES OF THE STUDY

From the problem formulation above, the writer has an objective to answer that is to find out the representation of Japan seasons by AKB48 in their song lyrics. The representation of four seasons in Japan which are Spring, Summer, Autumn and Winter seasons shown in AKB48's song lyrics.

1.6 SIGNIFICANCE OF THE STUDY

This research is intended to discuss seasons in Japan which is representing by *AKB48*'s song lyrics. It is expected that this research will inform readers of how the Japanese see seasons in their country. It is also hoped that the readers will learn that song lyrics are not only worth to listen to but also are worth to study as knowledge.

1.7 DEFINITION OF TERMS

In this research, the writer finds several terms that need an explanation because these terms are in the Japanese language. Those terms are as follow:

1.7.1 AKB48

AKB48 is an Idol Group which produced by Yasushi Akimoto. Idol is very famous in Japan. In Glossary “アイドル” the Japanese pronounce is “*Aidoru*”, came into use in the 1970s and 1980s. Refers to a "produced" singer with a high level of commercial exposure (Stevens, 2008)

1.7.2 Seasons in Japan

As the longitude area, Japan has 4 different seasons. According to Asquith & Kalland (1997). The four seasons can, for instance, be the principal motif in design and decoration, or they can be used to provide a framework for ordering materials such as stories or poems (Asquith & Kalland, 1997:56)