

AN ANALYSIS OF MOOD SYSTEM ON BLACKPINK'S "BORN PINK"

Isthi Mawar Thoyyibah

Universitas Dehasen Bengkulu

isthimawarthoyyibah72525@gmail.com

Abstrak

Tata bahasa fungsional adalah tata bahasa yang menganalisis semua unit bahasa, termasuk klausa, ekspresi, dan sebagainya. Cakupan teori tata bahasa fungsional berfokus pada klausa. Sistem mood adalah sistem klausa yang menyampaikan pertukaran informasi. Sistem ini terdiri dari indikatif (deklaratif, interogatif) dan imperatif. Elemen mood diklasifikasikan menjadi subjek dan finit. Penelitian ini bertujuan untuk (1) Mengetahui system mood pada album Blackpinks "Born Pink", (2) Menganalisis klausa representasi pada album Blackpinks "Born Pink". Penelitian ini menggunakan metode penelitian kualitatif. Metode ini menjelaskan teknik pengumpulan data dengan cara mengelompokkan data, menganalisis data, dan membuat kesimpulan. Data diperoleh melalui pengamatan langsung terhadap lagu dalam album Blackpinks "Born Pink" dan kemudian dianalisis menggunakan teori Halliday (2014). Teknik analisis melibatkan lirik lagu pada album Blackpinks "Born Pink". Hasil penelitian yang telah dilakukan dapat disimpulkan bahwa terdapat beberapa jenis sistem mood dan klausa representasi yang terdapat dalam album Blackpinks "Born Pink" tersebut yaitu terdiri dari 159 jenis sistem mood dan 55 klausa representasi. Jenis sistem mood tersebut terbagi menjadi 4 yaitu terdapat 66% deklaratif, 1,8% interogatif, 22,6% imperatif, dan 9,4% minor. Dalam album tersebut jenis mood system yang paling banyak digunakan yaitu deklaratif (menyatakan sebuah informasi). Yang mana menyampaikan pesan tentang kebebasan dan individualitas, kepercayaan diri dan daya tarik, emosional dan instropektif, kesedihan yang mendalam. Klausa representasi terbagi menjadi 3 yaitu terdapat 12,7% proses material, 32,7% proses mental, dan 54,5% proses behavioral. Dalam album tersebut klausa representasi yang paling banyak digunakan yaitu proses behavioral yang mana menunjukkan perilaku mandiri, pemberdayaan perempuan (sosial), dan perilaku emosional dalam konteks hubungan. Dalam album "Born Pink" milik Blackpink, memiliki makna yang lebih subjektif, emosional, dan dipengaruhi oleh elemen artistik seperti musik dan vokal, sehingga memungkinkan adanya berbagai makna berdasarkan pengalaman pendengar.

Kata Kunci : Sistem Mood, Klausa Representasi, Blackpink "Born Pink" Album

Abstract

Functional grammar is a grammar that analyzes all units of language, including clauses, expressions, and so on. The scope of functional grammar theory focuses on clauses. A mood system is a system of clauses that convey an exchange of information. This system consists of indicatives (declarative, interrogative) and imperatives. Mood elements are classified into subject and finite. This research aims to (1) To find out the mood system on Blackpinks

“Born Pink” album, (2) To analyze the clause of representation on Blackpinks “Born Pink” album. This research uses qualitative research method. This method explains data collection techniques by classifying data, analyzing data, and making conclusions. The data were obtained through direct observation of the songs in Blackpinks “Born Pink” album and then analyzed using Halliday's theory (2014). The analysis technique involves song lyrics on the Blackpinks “Born Pink” album. The results of the research can be concluded that there are several types of mood system and clause of representation contained in the Blackpinks “Born Pink” album, consisting of 159 types of mood systems and 55 clauses of representation. The types of mood systems are divided into 4, namely 66% declarative, 1.8% interrogative, 22.6% imperative, and 9.4% minor. In the album, the type of mood system that is most widely used is the declarative clause (stating an information). It conveys messages about freedom and individuality, confidence and attractiveness, emotional and introspective, deep sadness. Clause of representation is divided into 3, namely there are 12.7% material process, 32.7% mental process, and 54.5% behavioral process. In the album, the most used clause of representation is behavioral process which shows independent behavior, women's empowerment (social), and emotional behavior in the context of relationships. In Blackpink's “Born Pink” album, have meaning is more subjective, emotional, and influenced by artistic elements such as music and vocals, allowing for multiple meanings based on the listener's experience.

Keywords: Mood System, Clauses of Representation, Blackpink “Born Pink” Album

INTRODUCTION

Language is an important thing for humans, especially regarding how to communicate with others in the right way. The proper use of language is very important in conveying meaning, messages and information to others both through written and oral media (Widiyanto et al., 2022). People use language to convey ideas, describe and express emotions everywhere. Modern information delivery is often represented in the form of songs as language and social life evolve. This is common in the entertainment industry. Singing as a language phenomenon, is a language system that conveys a message or meaning to the listener from the speaker. Although it is a one-way monologue with many repetitions of words and only a few verses, it has a profound message for the listener (Fatoni et al., 2020).

Popular culture, also known as “pop culture”, is a topic related to the dissemination of information in today's media. Popular culture is defined as trending, in-demand, and rapidly changing sociologically. Popular culture refers to everyday issues that can be enjoyed by everyone or a specific group. One of the countries with the most popular pop culture in the world is South Korea. Their artists and idols managed to “bewitch” many people, and K-Pop culture then spread all over the world. Korean Pop (“Korean Pop Music”) is an extension of the term “K-pop”, which refers to a type of popular music originating from South Korea.

Many Korean pop artists and idols have achieved global popularity. One of the k-pop idols that is highly sought after by the younger generation, both male and female, is Blackpink.

Blackpink is a Korean female idol group from the company YG Entertainment. They debuted in 2016 with four members: Jennie, Jisoo, Rose, and Lisa. They are famous for their energetic and uniquely stylish songs, as well as their mesmerizing stage performances. Since their debut until now, blackpink has had several albums. One of their famous albums is Born Pink. Which born pink album itself consists of 8 songs including pink venom, tally, shut down, type girl, yeah yeah yeah, hard to love, the happiest girl, and ready for love. This album contains various types of songs that reflect different moods. Analyzing the mood system on this album can provide a deeper understanding of how Blackpink presents various musical nuances in their work.

The mood system is a system of clauses that convey the exchange of information. This system consists of indicative (declarative, interrogative) and imperative (Fatoni et al., 2020). In grammatical structure, indicative clauses have Subject (S) and Finite (F) constituents. In indicative declarative clauses, the subject structure precedes the finite structure, while in indicative interrogative clauses, the finite precedes the subject, and in imperative clauses, there are only predicates and subjects. Interaction functions are divided into two categories: giving and asking. There are two types of messages: information and goods or services. Clauses containing information and asking for it are called propositions, and clauses containing goods or services and asking for them are called proposals.

There are five studies related to this research. First, research conducted by Nur Roheman Fatoni (2020) with the title “Mood System on Supporter Chant in English PremiereLeague: A Systemic Functional Linguistic Study”. After being analyzed, it turns out that the language phenomenon in the English Premier League supporter chants, especially in the Big Six clubs, presents two types of discourse meanings, namely mocking and supporting. Interpersonal interactions between discourse participants, namely singing supporters, players, and listeners are examined through the mood system with the SFL approach to determine their status and position.

Second, research conducted by Chafidzoh (2020) with the title “The Choice of Mood System in Functional Systemic Linguistics as Diplomacy Strategy (An Analysis of Classical Arabic Humor Conversation Discourse)”. After analysis, the results show that in the humor conversation between Juha and Sulṭan, Juha acts as an informant as well as a topic holder. As

an informant, Juha's speech is 76.8% more dominant than Sulṭan's speech in the indicative-declarative mood statement function. On the other hand, Sulṭan's indicative-interrogative mode system is more dominant at 94.3%. This shows Sulṭan's high social status, so he is free to use his authority to request information from the interlocutor. In the use of the command speech function, Juḥa is more dominant at 14.2% with the choice of indicative-declarative mode system. This shows that Juḥa, although socially inferior to Sulṭan, does not prevent him from actively requesting goods or services to his interlocutors. Through this speech function, Juḥa controls the course of the conversation according to his needs.

Third, research conducted by Mohammad Muhyidin (2019) with the title “Analysis of Speech Function and Mood System of WhatsApp's Terms of Service”. The results of the analysis concluded that the Terms of Service and Privacy Notice are to provide information and ask readers to do something to WhatsApps application users. WhatsApp's Terms of Service are dominated by declarative as the mood type and all of them use statements as the speech function. Privacy Notices are dominated by declarative as a mood type and statements as a speech function. This means that WhatsApp Terms of Service provide more information than service requests and privacy notices provide more information and contain user requests.

Fourth, Research conducted by Dian Luthfiyati (2023) with the title “Mood System of Joe Biden's Speech on The Covid-19 Vaccination Program” The results found by researchers show that Joe Biden's speech has an interpersonal meaning which can be seen from the way he establishes communication patterns with the audience by sitting parallel to them. The sentence is a declarative sentence because the audience is in the same or similar situation as the speaker. In Joe Biden's speech, 81 data were found; 75 of them are declarative data, and 6 are imperative data. When delivering his speech, Joe Biden tends to use declarative language because he wants to provide information to the audience. Covid-19 vaccination is the main topic of information exchange.

And the fifth, research conducted by Tomy Widiyanto (2022) with the title “Speech Functions and Mood System Realization in the Finalists' Speeches at Miss Grand International 2020” And the results of the analysis are statements as speech functions in the speeches of the finalists of the Miss Grand International 2020 contest are congruent, because these speeches have the same type of mood in the clause, which is declarative. This means that the declarative type of mood shows the harmony of the statement as the initiator of the speech function. In addition, it can also be seen that the command as the speech function in

the speeches of the finalists at the Miss Grand International 2020 contest is congruent. It is also because they have the same type of mood which is important.

The above research outline mentions that some researchers examined mood in various objects and developed mood analysis with context. The previous studies emphasized language phenomena such as in speech, whatsapp. In this study, the writer will apply Halliday's (2014) theory of clause as exchange in functional linguistics. The writer uses functional linguistics as a tool to determine mood as part of the interpersonal meaning realized in the song lyrics in the blackpink album "Born Pink".

Blackpink's album "Born Pink" is the object of this research because according to the author, this album is quite a best seller and is enjoyed by many people from 2022 until now than other Blackpink albums, and in this album there are several song lyrics that have a mood system that can be analyzed. In this study, the mood of the interpersonal metafunction system of language, which is related to the social world, especially the relationship between speakers and listeners. Then, this research is important to do because by analyzing the meaning of mood in a song lyric on a Blackpink album, readers can enrich their knowledge and references, especially in the field of functional grammar to understand mood systems ranging from improving text comprehension to honing analysis and communication skills. In addition, the analysis of the mood system in the lyrics of the blackpink album "Born Pink" has never been found in previous studies. Therefore, the writer will conduct a study entitled "An Analysis of Mood System on Blackpink's "Born Pink" Album".

RESEARCH METHODOLOGY

The writer use qualitative studies as the basis of research. According to Habsy (2017) qualitative research methods are research methods used to examine the condition of natural objects, where the researcher is a key instrument, data collection techniques are triangulated (combined), inductive data analysis, and qualitative research results emphasize more meaning than generalization.

This research will divide the overall song lyrics into stanzas, and Halliday's mood system theory will be applied to analyze each stanza. This research aims to analyze the mood system contained in Blackpink's album "Born Pink". Thus, the data analysis techniques that will be used are grouping data, analyzing data, making conclusions. In this study, it will be done through observation by collecting data.

Data collection steps:

1. Sorting out songs whose lyrics are in English (not mixed)
2. Classifying lyrics based on mood system theory
3. Analyzing the lyrics of the song on the Blackpink album “born pink”
4. Finding the exchange of mood system
5. Making a conclusion

RESULTS AND DISCUSSION

RESULTS

The comprehensive analysis of the mood system within Blackpink's "Born Pink" album resulted in a detailed understanding of how linguistic expressions align with thematic elements in the songs.

1.Types of Mood System: A total of 159 clauses were identified throughout the album, categorized into four distinct types of mood systems:

- a) **Declarative Mood (105 clauses or 66%):** This mood serves as the backbone of the lyrical content, allowing the artists to deliver strong statements that articulate their feelings and perspectives. For instance, songs like "Tally" exemplify the use of declaratives to assert self-identity and an embrace of individuality. This heavy reliance on declarative mood reflects a desire to communicate messages of empowerment and self-acceptance without ambiguity. The pervasive nature of declarative sentences highlights a confident assertion of identity, suggesting that the lyrical content often aims to inspire listeners to embrace their uniqueness and express their emotions freely
- b) **Imperative Mood (36 clauses or 22.6%):** The presence of imperative mood in the lyrics signifies an urge to motivate listeners and provoke action. For example, in "Type Girl," the use of commands and challenges invites fans to explore their strengths and assertiveness. This mood conveys a sense of urgency and empowers the audience by encouraging them to engage with the messages of independence and self-worth. The inclusion of imperative clauses creates a dynamic interaction between the artists and their fans, reinforcing the empowerment themes that Blackpink often embodies.

- c) **Interrogative Mood (3 clauses or 1.8%):** This mood type appears sporadically, suggesting that while questioning can stimulate engagement, the primary focus of the album leans toward making assertions rather than seeking clarification. The limited use of interrogative clauses may reflect a strategic lyrical choice, allowing the artists to assert their sentiments decisively instead of inviting doubt or confusion. This reinforces the album's overarching themes of confidence and clarity in self-expression.
- d) **Minor Mood (15 clauses or 9.4%):** The minor mood provides a nuanced layer to the lyrical composition, allowing for rapid expressions that evoke conversational tones. This mood captures fleeting thoughts and emotional nuances, contributing to the album's relatability. Minor clauses can serve as powerful tools for emphasizing specific sentiments, adding texture to the overall lyrical narrative.

2. Clauses of Representation: The analysis further categorized the clauses of representation into three distinct processes:

- a) **Behavioral Process (30 clauses or 54.5%):** The prevalence of behavioral processes underscores themes related to identity and emotional expression. These clauses reveal characters' actions and reactions in various contexts, reflecting the complexities of human behavior and relationships. The emphasis on behavioral processes resonates with themes of female empowerment and individuality, capturing the diverse experiences that listeners might relate to in their own lives. Songs in the album often address personal empowerment within social contexts, highlighting the significance of individual agency in navigating emotions and identity.
- b) **Mental Process (18 clauses or 32.7%):** Mental processes elucidate the psychological dimensions of the characters' experiences. By focusing on thoughts, feelings, and internal dialogues, these clauses add depth to the emotional landscape of the album. This suggests that the artists intend not only to externalize their messages but also to encourage listeners to reflect on their internal struggles and joys. The mental processes in songs contribute to a layered understanding of the emotional states represented, from euphoria and confidence to vulnerability and introspection.

- c) **Material Process (7 clauses or 12.7%):** Although less frequent, material processes are vital in grounding the narratives in real actions and events. These clauses add specificity and context to the lyrics, allowing listeners to visualize the scenarios portrayed in the songs. This creates an engaging narrative that captures listeners' attention and enhances overall emotional resonance. However, the limited presence of material processes compared to the other types suggests that while actions are significant, the emotional and psychological dimensions take precedence in conveying the album's core messages.

DISCUSSION

The findings from this analysis reveal several key insights into the emotional and narrative dimensions of Blackpink's "Born Pink" album. The dominant use of the declarative mood not only serves as a vehicle for assertive self-expression but also indicates a trend in contemporary music where artists embrace vulnerability alongside confidence. This alignment with current societal dialogues about identity and empowerment resonates deeply with the target audience, especially within the context of the modern K-Pop landscape, where messages of self-affirmation and resilience are prevalent. The artists' ability to convey complex emotions through straightforward declarative statements contributes to an empowering listening experience that encourages fans to embrace their individuality. Moreover, the significant representation of imperative mood highlights the album's intent to empower and mobilize listeners. By inviting fans to take action or reflect on their qualities and strengths, Blackpink positions itself as an influencer and motivator, encouraging a collective movement toward confidence and self-advocacy.

The strategic use of interrogative mood, though minimal, allows the lyrics to engage the audience's curiosity and thought processes, even in a non-didactic manner. This prompts listeners to introspect and consider their responses to the lyrical content, further enhancing the relational aspect between the artists and their fans. Additionally, the rich prevalence of behavioral and mental processes reinforces the importance of emotional experiences within the themes of the album. Blackpink's ability to articulate complex emotional states invites listeners to connect with their narratives on a personal level, translating the artists' experiences into relatable emotional journeys. This engagement fosters a sense of solidarity among listeners, who find reflections of their struggles and triumphs in the music.

In conclusion, the analysis of mood systems within Blackpink's "Born Pink" album demonstrates a meticulous interplay of linguistic choices and emotional narratives. The structuring of mood types and clauses of representation not only enriches the lyrical content but also aligns seamlessly with the empowerment themes central to the group's identity. This multifaceted approach allows Blackpink to create a profoundly engaging and relatable listening experience, reaffirming their status as influential figures in the contemporary music landscape.

CONCLUSION

Based on the analysis of the mood system in Blackpink's "Born Pink" album, several conclusions can be drawn as follows:

1. **Dominance of Declarative Mood:** There are 159 clauses analyzed, of which 105 clauses (66%) are declarative clauses. This indicates that the lyrics in this album strongly emphasize the delivery of powerful statements, reflecting the identity, confidence, and emotional experiences of the performers. By conveying messages about freedom and individuality, the singers encourage listeners to embrace themselves and express their feelings without hesitation.
2. **Role of Imperative and Minor Moods:** Imperative mood appears in 36 clauses (22.6%), signifying an invitation or challenge to listeners to take action or understand the conveyed messages. This creates a dynamic interaction between the artists and fans, while also reinforcing the empowerment themes often present in Blackpink's music. Meanwhile, the presence of minor mood in 15 clauses (9.4%) indicates a conversational nuance that adds emotional depth to the lyrics.
3. **Representation Clauses:** From the perspective of representation clauses, three types of processes were found: behavioral processes (30 clauses or 54.5%), mental processes (18 clauses or 32.7%), and material processes (7 clauses or 12.7%). The behavioral process is the most frequently used, reflecting women's strength and independent behavior in the context of relationships. Meanwhile, the mental process provides insights into the psychological aspects of the experiences expressed, encouraging listeners to reflect on their own feelings. The material process, though fewer, still plays a crucial role in providing context and specificity to the narrative.

Overall, the "Born Pink" album not only offers an entertaining musical experience but also presents rich social and emotional reflections. By choosing the right linguistic structures, Blackpink successfully conveys strong messages of empowerment and self-confidence, making their music relevant and inspiring for many. This conclusion demonstrates that the analysis of mood systems in lyrics can provide deep insights into the artistic intentions and themes explored in contemporary musical works.

REFERENCES

- Chafidzoh, T. F. (2020). The Choice of Mood System in Functional Systemic Linguistics as Diplomacy Strategy (An Analysis of Classical Arabic Humor Conversation Discourse). *Islah: Journal of Islamic Literature and History*, 1(1), 1–20. <https://doi.org/10.18326/islah.v1i1.1-20>
- Fatoni, N., Santosa, R., & Djatmika, D. (2020). Mood System on Supporter Chant in English Premier League: A Systemic Functional Linguistic Study. <https://doi.org/10.4108/eai.20-9-2019.2296717>
- Gustafito, J. B., & Kamayana, I. G. N. P. (2016). Mood and Transitivity System in the Dialogue of Novel Entitle “The Fault in Our Stars”: Systemic Functional Linguistic Studies. *Litera Jurnal Bahasa Dan Sastra*, 2(2), 82–92. <https://jurnal.undhirabali.ac.id/index.php/litera/article/view/195>
- Habsy, B. A. (2017). Seni Memahami Penelitian Kuliitatif Dalam Bimbingan Dan Konseling : Studi Literatur. *JURKAM: Jurnal Konseling Andi Matappa*, 1(2), 90. <https://doi.org/10.31100/jurkam.v1i2.56>
- Halliday. (2014). *Halliday’s Introduction to Functional Grammar*. Oxon: Routledge.
- Hidayat, R. (2019). Analisis Semiotika Makna Motivasi Pada Lirik Lagu “Laskar Pelangi” Karya Nidji. *EJournal Ilmu Komunikasi*, 2(1), 243–258. <http://www.fisip-unmul.ac.id>
- Hum, M., Tayo, Y., & Kom, M. I. (2019). Analisis Semiotika Makna Seksi Dalam Iklan Shopee Versi Blackpink. *Dara Novita Andisya Tanjung (Mahasiswa Ilmu Komunikasi Unsika)*. 1(1), 62–73.
- Luthfiyati, D., Purwati, O., Negeri Surabaya, U., & Islam Lamongan, U. (2023). Mood System of Joe Biden’s Speech on The Covid-19 Vaccination Program. *ELITE Journal*, 5(1), 117–124.
- Mohammad Muhyidin. (2019). Analysis of Speech Function and Mood System of WhatsApp’s Terms of Service. *EduLink*, 1.2.
- Rahmawati, R., & Suprijadi, D. (2021). The Mood Types Analysis in Script of RM’s Speech at The United Nation. *Project (Professional Journal of English Education)*, 4(4), 574. <https://doi.org/10.22460/project.v4i4.p574-580>
- Ri’aeni, I. (2019). Pengaruh Budaya Korea (K-Pop) Terhadap Remaja Di Kota Cirebon. *Journal.Unj.Ac.Id*, 1.1, 1–25.

- Septiana, P. M., Sujatna, E. T. S., & Amalia, R. M. (2019). Material Processes in English Clause of Life Insurance: A Systemic Functional Linguistic Approach. *Ranah: Jurnal Kajian Bahasa*, 8(2), 164. <https://doi.org/10.26499/rnh.v8i2.884>
- Widiyanto, T., Pratama, H., & Puji Haryanti, R. (2022). Speech Functions and Mood System Realization in the Finalists' Speeches at Miss Grand International 2020. *English Education Journal*, 12(3), 373–380. <https://doi.org/10.15294/ej.v12i3.60746>