

1. INTRODUCTION

1.1 Background of the study

Since many centuries, language has existed in the world that we call earth. Language itself has many forms, spoken and written. The form of spoken language we can see it in speeches; preaches in a church, conversation in daily life. For written form, we can see it in a letter, a book, lyric of a song or we can see both spoken and written in the same situation or function. For example song that is usually sung with the lyrics itself. Nowadays, language is used by many people to do their daily life. Language is used to communicate with other people, talk each other, and deliver the message that people want to show or deliver. People live in the era of globalization in line with the development of language that used to communicate with each other. As we can see in many aspects of life, such as work-place, school, parliament, etc. Moreover, language has developed in many ways. In this era, language has developed in many forms and ways, and also in many dialects used by people all around the world. It allows people to say things to each other and also express their communicative needs. Language is used not only for communication but also for expressing any emotion and way of thinking. Many aspects in this world use language as a means to communicate or express something and also to deliver or to share the message with other people. People believe that language plays an important role to share and deliver the message of one to another even with people who come from different country, dialect, race, etc. Many people use language to make a conversation and to communicate; in this case theme song is the media to share and deliver the message to be communicated to other people.

Based on these phenomena of changing the form of language and how the people deliver the message, the writer wants to do a research based on readers' perceived meaning towards theme song. The writer finds kinds of theme songs we can see that theme song has many kinds of types and forms. As many people can see the form of theme song, this theme song is divided in many ways, such as in film, sport, and also advertisement uses a theme song to deliver the message to the audience. For example, people want to deliver the message and uses media that

we call song. Song itself has many forms, for example, theme song of movie, football club theme song, and theater theme song. The writer wants to focus on the observation of theme song which came from sport, especially football. The writer wants to see whether the people understand the meaning of the sport theme song or they just can sing the song. Sport theme song especially from football theme song has its own meaning depending on who interprets it. Therefore, the writer wants to analyze the readers' perceived meaning that comes from the theme song of football from the background knowledge of people.

Theme song according to linguistic dictionary is an often repeated song in a musical play that is identified with the work or one of its characters. As people can conclude, theme song is a song that is used to identify a group or society having the same goals. In this case, this theme song is a theme song from a football club namely Manchester United. Manchester United that is one of the biggest clubs in Europe and also in England. They win many cups and trophies in all competitions in Europe, from English Premier League, Champions League, UEFA cup, intercontinental cup, etc. Manchester United also claims to have the biggest fans in over the world, especially in Asia, and of course including Indonesia.

In order to be able to get the understanding of each single sentence in the theme song lyric, the readers need to know the idea in the words or sentence used in the football theme song. They need to have certain knowledge about those words or sentence. This kind of knowledge is what Brown and Yule (1983, p.236-238) called "background knowledge", which is the general conventional knowledge about the world that one had already has in mind about something. In this theory, Brown and Yule quoted the theory as proposed by Minsky in which it was proposed that we store our knowledge in our memory in the form of data structures namely "Frame". Thus, we can interpret certain discourse, football theme songs, only if we have frame about what the speakers or writers of the discourse talk about and want to deliver.

The writer's object is about this data structure namely "Frame" and the writer wants to know the background knowledge that exists in the readers' memory. The writer chooses football theme song namely "Come on Your Reds" from Manchester United as the main object of the study because of several

reasons. Firstly, as the writer says about interpreting some message, the writer chose this theme song because the writer wants to find the readers' perceived meaning; readers comprehension about the songs. The readers' interpretation about theme song is being the focus of the writer to analyze. So we can see other person mind-sets in interpreting and comprehending the lyric of the football theme song, namely "Come on Your reds" from Manchester United.

Secondly, the writer wants to find out about the people who know the song, whether they only know how to sing the song or in fact they also know the meaning or the message that comes the theme song namely "Come on You Reds"? Thus, this reason also being the focus of the writer for doing the research. And also, we can see it as the research problems that come up in the statement of the problem. The writer hopes by doing this research, the writer will finds out about the fact; whether people only know the song, only know how to sing the song or they also understand the exact meaning or message of the theme song. Moreover, the writer wants to find out about the deepest meaning of the theme song in terms of the pride and spirit, shared by the players and staffs of Manchester United and Fans of Manchester around the world.

Last but not least, it is because this song has a certain meaning for some people who are from the football club or for the supporters as many people can say fans of the football club of Manchester United. Moreover, it is not only word, sentences, or phrase, but also the lyric is believed to have their own expression and message to be delivered about the existence of football club or it represents this club willingness'. For the supporters or the fans, this song becomes one of their slogans to support the clubs activity and also becomes a media to deliver their appreciation for the player and to deliver the message those supporters who want to remind the players and staffs. The supporters also can support their favorite team with this song, because this song can be boosting the morale of each player in the field when they play in a match in English Premier League. Many people also can see in some of the statements that taken from many source to support the data and make the data more valid. The statement is "It is always fun to hearing every fan singing our songs, in any match that all players must face in every season. It also always gives the players more motivation, spirit and

confident to face every team in every season and game” says Manchester United Skipper Ryan Giggs (Inside United, may 23, 2009, p 23). Manager of Manchester United also gives a statement that is almost the same as their skipper’s opinion about the theme song “it’s an honor for us as United to sing or hearing the song, especially when we play in our home, we can hear a loud from StreetNorth End (tribune where Manchester United fans usually stay) and it gives us extra spirit, motivation, power, and proud to wear this jersey as one United” says Sir Alex Ferguson (Bola Magazine, June 2008, p. 43). Moreover, for the supporters, the theme songs can make the relationship between each supporter become closer to one another even in the same region or different region; it always reminds them that they are as one United. So they become unity when they sing this theme song for the glory or the celebration of their favorite team in every match (Inside United, February 20, 2009, p. 5).

Through all these statements from the football players, staffs, fans all over the world and also the opinion from many sport magazines, web site, and forums, the writer is more excited to do a research of the readers’ perceived meaning through the lyric of the theme song from Manchester United namely “Come on You Reds”. Moreover, the writer wants to search the deepest meaning of the theme song in perceived meaning terms that will show up in the lyric later on as the readers’ mind-set through the lyric. This is what the writer wants to research and hopefully will find out all the answer in this paper overall.

1.2 Statement of the problem

The problem in this study is about the readers’ perceived meaning and the writer wants to find out about the readers’ perceived meaning through football theme songs namely “Come on You Reds” by Manchester United Football Club. Because there is a problem on this research, the writer tries to solve the problem. To solve the problem above, the writer uses the following research questions:

1. What frame do the readers have in understanding the song namely “Come on You Reds”?
2. What is in the frame that mostly shows up in the lyric of the theme song?

1.3 Purpose of the study

The main purpose of the study is to comprehend the lyric according to the people who read the lyric; this comprehension is called by the readers' perceived meaning. The writer uses frame to gain the readers' perceived meaning through football theme song namely "Come on You Reds". Moreover, the writer also wants to find out the spirit and pride terms that coming up from the lyric by readers' frame and the writer wants to find out about the understanding the lyric.

1.4 Significance of the study

By doing this research, the writer hopes that this research can be useful for the readers to get additional information about the meaning of the theme song namely "Come on you Reds" from Manchester United football club. Then, the writer hopes that this research can be a reference for the people to know more about this theme song and the message that wants to be delivered by means of this song. The writer also hopes that this study can be a reference for other researchers who want to study the same field and object as my study.

1.5 Definition of key terms

1. Theme song: An often repeated song in a musical play that is identified with the work or one of its characters. (Oxford Advanced Learner Dictionary)
2. Meaning: In linguistics, meaning is the content carried by the words or signs exchanged by people when communicating through language.(Oxford Advanced Learner Dictionary)
3. Frame: Set of background knowledge that has already had in memory to comprehend and interpret certain discourse. (Brown & Yule, 1983, p.238)
4. Lyric: expressing strong personal emotions such as love, in a way that is similar to music in its sounds and rhythm. (Longman online dictionary)
5. Perceived meaning : Written to understand or think of something or someone in a particular way (Longman online dictionary)

1.6 Scope and limitation

The big umbrella of this research is Discourse Analysis and the scope of the study itself is a background knowledge which is part of discourse analysis. The writer wants to focus on the background knowledge and use the theory of frame as the main theory to analyze the data. Thus, the writer only limits his study to one of the theme song namely “Come on You Reds” from Manchester United football club as the main object to analyze.

1.7 Organization of the study

The writer divided this research study into five major chapters. On the chapter one, the major point is divided into seven parts. The first part is the introduction that contains background of the study, the statement of the problem and research questions. The third part of chapter one is purposes of the study. Fourth part, the writer puts the significance of the study. Then, the writer put the definition of key terms. The next part is about scope and limitation. The last part of chapter one is about the organization of the study. On chapter two, the writer divides it into two major parts. The first part is the review of related literature and the second part is related studies. Chapter three, the writer puts some part in the methodology. The parts that writer mean is the part that deals with to collect the data, the instrument, approach of the study and data collection and also analysis of the data. On chapter four, the writer include the findings and analyzing of the data that the writer gets to answer the research question in chapter one. On this chapter, the discussion about the related topic and answers to the research question will come up. The last chapter, chapter five is about the conclusion of this research and the appendix of this study.