

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

As we know at this time in our life that the role of language and music is an important component in our life. Language is a tool to unite every human, group or country in the world by using their own language, in other words, each country has a different language, humans cannot live without language and it will very difficult, we need to communicate with other people. Humans in the world. In everyday life, the language commonly used by humans is generally a medium level language for people to communicate well. It also includes conveying knowledge, beliefs, opinions, hopes, threats, feelings commands, thanks, promises, declarations, etc. Like a song lyric written by a musician. Music will also not be beautiful if there are no lyrics, because it is from the lyrics that a musician can express his ideas and imagination. Song lyrics are not necessarily just ordinary expressions but have a certain meaning from everyone, some are multi-interpreted and some are auto-interpreted. Music is also the art of composing tones and sounds through sequences and combinations that are combined to produce sound compositions that contain rhythm. Every musician wants the message in the lyrics conveyed in the song he made to reach the listener's heart.

Rhetoric style promote a new appreciation of the persuasive potential of English by showing how language choice is debated. Overall, the explanations and examples from the actual text provide evidence linking language choice with the form of argument and persuasive purposes, the intended function of rhetoric in a song is to determine the exact meaning of a passage of song lyrics that are classified

into a figure of speech. According to Waridah (2016). "Language and communication have a very close relationship and mutual support in the language and in the act of communicating, their relationship is reflected in the sense of the language". Rhetoric style is an applied language study method that uses textual analysis to find the structure and function of language style refers to the way language is used in certain contexts by certain people and for certain purposes. Rhetoric style is able to describe expressions in oral and written forms such as poetry, novels and songs. Song lyrics is also showing the presence of a language style in each of the lyrics written by musicians, music can be heard anywhere and anytime on digital music platforms such as (Resso, Joox, Spotify, Youtube etc.). Meanwhile, written the meaning of a lyric that comes from a song lyricist as we know that song lyrics can convey a message.

The writer interested Avicii's song lyrics because the lyrics raised a story about the life of the musician that is rarely known to many people. Then from an academic point of view, the writer considers songs to be part of people's lives and sticks in their minds because they are easy to find, so the lyrics can be an interesting way to express feelings. Everyone can now hear songs while going to the park, market or coffee shop, etc. Songs are made not only to entertain, but also to inspire people especially with their music and lyrics. Many expressions are made by songwriters from their songs, such as sad songs, love songs, inspirational songs and many more that make it easier for people to express their feelings. Sometimes, when a person is sad and feeling sad in his life, he will listen to happy songs that can change his mood. Has beautiful Avicii's song lyrics, through from Avicii's the American DJ.

## **1.2 The Problem of Study**

Based on the background of the study above, the writer finds some problems that appear in the study and it arises some questions, such as:

1. What types of rhetoric styles are used in the Avicii's song lyrics?
2. What type of rethoric style is dominantly used in Avicii's song lyrics?
3. How are the rethoric style realized in the rhetoric Avicii's song lyrics?

## **1.3 The Objectives of Study**

1. To describe the types of rethoric style of Avicii's song lyrics.
2. To find out the dominant rethoric style realized in Avicii's song lyrics.
3. To find out the rhetoric style realized in the Avicii's song lyrics

## **1.4 The Scope of Study**

In order to avoid too broad a discussion, it is important to limit the analysis of the specific data selected and to avoid complications and analysis. Therefore, the writer will limit this research, to get more specific material to be discussed and to help researchers get the best results. For this reason, the writer decided to choose one of Avicii's songs as the object of research analysis. The song lyrics that will selected is then analyzed based on the rhetorical style according to Gorys Keraf's "Diction and Language Style" by Gorys Keraf. In this study, the writer will focus and analyze the song lyrics from Avicii's songs.

## **1.5 The Significances of Study**

In this study the writer also hopes to achieve several things important for readers:

### Theoretically

1. To enrich our knowledge of rhetoric style language, especially language found in Avicii's lyrics.
2. This study can be understand the meaning rhetoric style in the song lyric.

### Pratically

1. For students, this research is specifically to help students contribute to research on the rhetoric style in a sentence in song lyrics.
2. For readers, this research can be useful for readers who are interested in stylistics and aspects in rhetoric.
3. For other researchers, the results of this study are expected to increase knowledge about rhetorical styles in song lyrics, and can be a reference for conducting further research.
4. For lecturer, this contributes to understanding the rhetorical style of curious song lyrics start looking for the meaning of expressing something in a sentence in a song, and those who are interested in the rhetoric style or the language style of the song lyrics.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Semantics**

Semantics means the meaning and interpretation of words, signs, and sentence structures. Semantics largely determines our reading comprehension how we understand other people, and even what decisions we make as a result of our interpretations. According to Saeed (2003:3), semantics is the study of meaning communicated through language. Semantics can also refer to the branch of study within linguistics that deals with language and how we understand meaning. This has been a very interesting field for philosophers as they debate the essence of meaning how we construct meaning, how we share meaning with others and how meaning changes over time. In semantic analysis, it must be realized that language is unique and has a very close relationship with the culture of society, its use is also simple, so semantic analysis of a language only applies to that language, it cannot be used to analyze other languages.

#### **2.2 Style**

In literature, style is the way an author writes or tells a story, that is what distinguishes a writer from other writers and creates a pleasant "sound" for the audience when they read. There are many important parts that together make up a writer's style, such as tone, word choice, grammar, language, descriptive methods, and so on. Style also determines the mood of a literary work. So its importance is immense across all genres, different types of literature require different styles, and different styles require different authors. Style and stylistics are closely related to

determine a choice of words in writing lyrics to a song so that the message of the song lyricist is conveyed to the listener. There is a definition of

A Dictionary of Stylistics by Katie Wales (2011) provides a more elaborate definition of stylistics as “a large part of stylistics not only to describe the formal features of a text for their own sake, but to demonstrate their functional significance for text interpretation. or to relate literary effect to linguistic 'cause' where this is considered relevant. Styles can be quite difficult to define, as they vary widely. The concept of “styles” was first put forward by cognitive psychologist Brown (2002) defines style as “a term that refers to consistent and rather enduring tendencies or preferences within an individual. “Therefore, styles are those general characteristics of intellectual functioning (and personality type, as well) that especially pertain to one as an individual, that differentiate one from someone else. Many from each literary work to the next, writers can write about the exact same thing but the styles of the works cannot be the same as each other, because they will reflect the way each author wrote. An author's style can even change with each work he writes. In terms of style, what is easy for one writer may not be suitable for another because what is suitable for one genre may not be suitable for another. A hype in one group of readers may be quite boring for another. A reader may like a particular genre or subject but dislike the author's style and vice versa, for it is not uncommon to hear people say about novels, movies and song lyrics "the story and lyrics are good, but I don't like the style."

### **2.3 Rhetoric Style**

Rhetoric etymologically comes from the Latin "Ancient Greek" (Rhetorica) which means "the art of speaking". In English the word rhetoric becomes

"Rhetoric" which means "speech or speech". The starting point of rhetoric is speaking. Speaking is one of the special abilities of humans. Rhetoric means the art of good speech (Kunst gut, zu reden or *Ars bene dicendi*) which is achieved based on natural talent (talent) and technical skill (*ars, techne*). Modern rhetoric includes a strong memory, creative imagination and high technical fantasy, precise expression and power of proof and correct judgment. Modern rhetoric is a harmonious combination of knowledge, thought, art, and the willing to speak.

It is a canon of traditional rhetoric which means manipulation of language for rhetorical effect. Historically the stylistic period in rhetoric has also tended to regard rhetoric as secondary and important in public, discourse as a form of logical window and mode of discovery that is more substantive. When we think of style more broadly as the use of gestures, clothing, decorations, objects, and make up in short. Style in the more colloquial sense of "she has style" then we see a broader and more important role for style. Style as the main form of rhetoric. Today, the need for global capitalism to maintain artificially high levels of consumption is largely achieved through rhetoric. One must be persuaded to constantly change clothes, decorations, dress styles, and so on to keep consumption levels high, and the most effective way to achieve this goal is to create people's preoccupation with style. Once that happens, style can become the primary way we think about presenting ourselves to others. Style becomes the way people say who they are, who they want and who they are against.

According to Gorys Keraf's, rhetoric is closely related to the technique of using language as an art that is based on well-organized knowledge. So there are two aspects that someone in rhetoric needs to know, namely, first knowledge of

language and use of language well and second, knowledge of certain objects to be conveyed with that language. Therefore rhetoric, must be studied in order to want to use the best language for a particular purpose.

#### **2.4 Types of Rhetoric Style**

Keraf (2006: 116) explains that stylistic has four parts

1. Style based on the choices of words: formal style, informal style, conversational style.
2. Style based on tones; simple style, powerful style, medium style.
3. Style based on sentence structure: climax, anticlimax, parallelism, antithesis, repetition.
4. Style based on direct and indirect meaning: rhetoric style such as alliteration, euphemism, litotes, hyperbole, anastrophe, paradox.

In this thesis the writer will analyze the rhetoric styles of Avicii's song lyrics. Gorys Keraf's (2006) classified the rhetoric style based on direct and indirect meaning, they are rhetoric style where rhetoric consist of alliteration, euphemism, litotes, hyperbole, anastrophe, paradox. Keraf (2010: 115-116) divides language style from two aspects, namely non-language aspects and linguistic aspects, the style of language in terms of non-language is divided into seven main points. Namely based on the author, time, medium, subject, place, listener, and purpose. Based on the linguistic aspect, language style is distinguished based on the choice of words, the tone contained in the discourse, sentence structure, and direct or indirect meaning. Found in Avicii's song lyrics. This topic is quite interesting to do research named "*Analysis Rhetoric Style In The Song Lyrics Avicii's*".



### **2.4.1 Alliteration**

Alliteration is the repetition of words that sound the same consonant at the beginning of words that are located close together. The repetition of this sound brings attention to the lines used, and creates more aural rhythm. In poetry, alliteration can also refer to a consonant sound that repeats itself in stressed syllables in a line. For example:

1. In Shakespeare's sonnet 30, we find the line "then may I grieve for a previous complaint." In this case, the sound "g" is an alliterative in "grieve", "grievances", and "foregone" starting with a "g". Alliteration has been used as a literary device in the English language for hundreds of years, it is common in literary works all the way back to Beowulf, the eighth century Old English Poetry.

### **2.4.2 Euphemism**

Euphemism is a polite expression used in place of a word or phrase that might be considered rude or unpleasant to hear. Euphemisms are used regularly, and there are many examples in each language. Examples of euphemisms are:

1. dead instead of dead,
2. single instead of jomblo,
3. ethnic cleansing instead of genocide.

### **2.4.3 Litotes**

A lithothesis is an understatement in which a positive statement is expressed in an appropriate negation. This sounds like an odd definition, but a few examples will make it clear enough. A classic example of litotes is the phrase "not bad." By

negating the word "bad" you are saying that something I'm good, or at least ok.

However, in most contexts that is an understatement. For example:

1. "not bad! Not bad at all! The idea here is that someone is actually quite passionate about something - that they think it's a lot better than just "not bad."

#### **2.4.4 Hyperbole**

Hyperbole is a form of speech that the writer or speaker can use intentionally and clearly to exaggerate to the extreme. It is used for emphasis or as a way to make a description more creative and humorous. It is important to know that hyperbole is not meant to be taken literally; the audience knows it's overkill. For example:

1. the pen weighs a ton! In this example, the speaker states that a pen weighs a ton-two thousand pounds! Of course, this does not mean that the pen actually weighs a ton. The speaker uses hyperbole to emphasize that the suitcase feels very heavy.

#### **2.4.5 Anastrophe**

Anastrophe is a scheme in which the writer turns words into a sentence, speech, or idea. By reversing what the researcher means is the words that are written out of order. Poets often use the anastrophe, to help maintain the rhythm or schema of the rhythm itself. Although the use of anastrophe is less common in prose, it is more often used to create a sense of depth or wisdom of the words being written. Anastrophe example:

1. "You have become strong; the dark side that I feel in you.

#### **2.4.6 Paradox**

A paradox is a statement which, while apparently reasoned from true premises, leads to a seemingly self-contradicting conclusion or to a logically unacceptable conclusion. A paradox certainly involves contradictory but interrelated elements that exist simultaneously and persist over time. Some paradoxes are known as invalid arguments but are still valuable in demonstrating critical thinking. For example:

1. consider a situation where a father and son are driving on the road. The car hit a tree and his father was killed.

#### **2.5 Avicii Song**

Tim Bergling or better known as Avicii was born on September 8, 1989 until his death on 20 April 2018 was a Swedish musician, DJ, remixer and record producer. At the age of 16, Bergling has started to upload his remixes on electronic music forums. which brought him to his first recording opportunity. He became known in 2011 with his single entitled "Levels". His debut studio album True (2013) was a mix of electronic music, with elements from several genres and received mostly positive reviews. The album reached the top ten in more than fifteen countries and topped the international Dance album charts. the lead single at the time "Wake Me Up", topped almost all music markets in Europe and peaked at number four in the United States.

In 2015 Bergling released his second studio album Stories, and in 2017 he released an EP. His work has also included singles such as "I Could Be the One" with Nicky Romero, "You Make Me", "X You", "Hey Brother", "Addicted to You", "The Days", "The Nights", "Waiting for Love", "Without You" and "Lonely

Together". Bergling was nominated for a Grammy Award, for his work entitled "Sunshine" with David Guetta in 2012 and "Levels" in 2013. Several music publishers laud Bergling as one of the DJs who ushered electronic music into the radio scene in the The top 40 in the early 2010s.

Bergling retired to tour in 2016 due to health problems. He had been suffering from stress and mental problems for several years. On 20 April 2018, Avicii was found dead in Muscat, Oman due to suicide. Bergling was buried on June 8 in Stockholm, Sweden.

## **2.6 The Previous Research**

Ariya, (2018) The rhetorical language in question is used in Taylor Swift's lyrics Back To December. He is led by the premise that literary language can be found in song. He uses textual to analyze the lyrics as text, thus omitting the music, to the lyrics. Textual analysis involves the interpretation of lyric and stylistic lines, the analysis combines linguistic and literary descriptions of the rhetorical elements of language. Reviewers share the opinion that the lyrics are about the singer's regret; but they do not show how regret is expressed rhetorically. This journal helps the writer to be able to find out how to analyze the text of song lyrics and what methods are used in this research.

Idha, et.al (2021) Investigate a song lyric entitled Lily in terms of its generic structure to produce a rhetorical strategy, how satanic deception affects people through human greed. They use the theory that narrative poetry or perhaps lyrics are composed of orientation, complication and resolution. They found a social context to describe how satanic tricks are used through the engineering of human greed in achieving goals that generate negative thoughts, these findings suggest

that the human mind is actually guided by angels and demons. The angel guides every individual (Lily) to keep following positive values while the devil whispers tricks to divert from the path of positive values to negative values through human greed. This journal helps the writer to be able to sort out which words are positive and which words are negative.

Abdi Hassan, (2021) This study aims to explore the rhetorical situation of the novel coronavirus (COVID-19) in social media. In this study, the researcher uses the rhetorical situation theory of the Bitzer and Toulmin. model argumentation as a theoretical framework. Secondary data obtained from social media (i.e., Twitter and Facebook from March 15, 2020 to March 31, 2020). Therefore, all data are based on the current COVID-19 issue. A qualitative approach is used in this study. Finding The rhetorical situation that is revealed leads to the construction of rhetorical messages generated on social media. The rhetorical message became a conversation on social media regarding COVID-19, which produced intentionally to persuade others. He uncovers the rhetorical situation and leads to the construction of rhetorical messages generated on social media. This study helps the writer to determine the theory of the rhetorical situation of the Bitzer and Toulmin model argumentation as a theoretical framework.

Dian, (2020) is used as material to improve and revise the contents of the writing. Although the additional information is sometimes only in the form of rhetorical structure information. However, when the rhetoric of writing is understood, understanding will flow which leads to revision of the content of the writing. This journal differs from the journals listed, in that it is a rhetorical journal of content writing, but it helps the writer in this research. The data of this research

is the text book *Writing International Journal Articles in English Rhetoric Style*, and is equipped with interviews. He also uses Data Analysis using steps; (1) observing and reading the data, (2) identifying important information, (3) grouping, (4) interpreting the results of the analysis, and (5) drawing conclusions. The findings of this study are grouped into two, namely general findings and specific findings. This journal helps the writer to revise the contents of the writing in the form of rhetorical structure information.

Jessica, (2021) investigates the song “You Are My Sunshine” as a cultural and material artifact, using archival and primary materials and drawing from research in feminist and sonic rhetoric, to reconstruct the song's muddy origins and reveal its rhetorical potential. He found that together there was very little discussion of song as a rhetorical, historical, and cultural object, and much research focused on the material state of sound. Using the methods of the cultural environment, he finds evidence of examining songs and their circulation through these environments, crossing cultural, historical, and personal boundaries, and taking on a life of rhetorical coincidences themselves. This journal helps the writer to compile the main archives and material and to take part in research in feminist and sonic rhetoric.

Laura, (2021) investigates the crimes of the Conqueror. His use of the rhetorical techniques at play here evoke historical attempts to exonerate William of moral wrongdoing, but they also reveal Orderic's attempts at uncovering the loopholes inherent in the process. He invented the Latin lexicon and textual organization that explores any aspect that has its roots in ancient speech. It examines Orderic's involvement with William's qualified moral wrongdoings and

the textual strategies used to demonstrate his unworthiness of divine pardon. This journal helps the writer uncover the gaps inherent in the rhetorical process.

Lupu, (2020) extract from a larger study of Lutheran choirs focused on the first collection, Protestant hymns published after the Reformation Etlich Cristlich liden (Achtliederbuch - The Book of Eight Songs), signed by Martin Luther, Paul Speratus and Justus Jonas. He used the method of Dietrich Bartel's treatise on rhetoric. The rhetorical perspective he found that I approached in choral studies is not arbitrary, given the impact of Luther's musical vision for the period and the attention he paid to classical rhetoric in his sermons, or in the courses he taught at the University of Wittenberg. This journal helps the writer to determine a rhetorical perspective.

McGee, (2019) investigates Lemonade's public presence making space available for black women to evoke change and validate collective struggles and identities. He used the rhetorical method for this research. He found this sonic resonance chamber, found in Lemonade, to characterize the complexities of black women through indirect and direct practice. The smile depicted in the video for "Hold Up," the scream heard in "Don't Hurt Yourself" expresses happiness and anger explicitly. However, in other circles regarding black women, for example, these actions also represent power, autonomy, and frustration or indirect resolution. This journal helps the writer to know what sonic resonance is.

Razzante & Smith's (2018) research explores the growing popularity of Christian hip-hop artists. They examine how a particular artist (Lecrae Moore) manages to achieve narrative fidelity, cultural integrity, and ideological transformation through music and its rhetorical presence. Utilizing an ideological

methodological approach, they also found the relationship between rap music, hip-hop culture and black church contextually discussed in this analysis, concluding that a song with a secular aesthetic and an implicit sacred message may be more persuasive in challenging dominant narratives of violence, drugs, and objectification of women. This journal helps the writer determine narrative, cultural integrity, and ideological transformation through music and the rhetorical presence itself.

Nkoala, (2020) examines struggle songs as a fundamental part of South African politics in the past, present and future. He uses a sound rhetorical argumentation method. He finds an important entity in South African politics, much research has been done to trace the history and significance of liberation songs, and he also finds the consequence of this is that very few political actors are able to harness the persuasive power inherent in struggle songs. in the post-apartheid dispensation of South Africa. Currently only the governing African National Congress and its allied partners, the South African Trade Union Congress and the South African Communist Party, appear to have a monopoly on the use of struggle songs. This journal helps the writer in the process of understanding the method of rhetorical argumentation.

Schmidt, (2015) investigated comic book discourse. In particular, investigate how comic book narratives provide readers with interpretations of how they should discriminate and judge "appropriate" behavior for women. He uses evaluating the visual rhetoric of these characters in a narrative method. He finds the argument that Gotham City Sirens provide readers with specific interpretations of gender expectations and gender-related social issues such as Intimate Partner Violence



(IPV). In particular, I argue that Gotham City Sirens provide readers with an interpretation of women that upholds traditional gender expectations while also providing an interpretation of IPV that upholds the socio-cultural myth of domestic violence that undermines the seriousness of the problem. In terms of gender, these characters experience tension between their gender expectations and the expectations derived from their role as superheroes. This journal helps the writer understand the visual rhetoric of the characters in the narrative method.

Wan, (2022) this journal investigated plays an essential role in early modern English education and profoundly influences on Shakespeare's writings. Furthermore forensic rhetoric offers a convenient channel through which Shakespeare could discuss, such topics as law justice and sound. This research using Rhetoricians have divided rhetoric into five canons: inventio, dispositio, memoria, elocutio, and pronuntiatio. However throughout the studies of Shakespeare's plays both at home and abroad there has been a tendency to concentrate almost exclusively, on the translation of elocutio such as word arrangement and style, etc. This journal helps the writer, knowledge how to analysis rhetoric in forensic offers a convenient to support the writer for analysis word.

Purwanto, et.al (2020) be general objective of this research is to discover the characteristics of Indonesian language structures in thinking styles, this journal using study uses a descriptive approach random Abstract thinking style was found to be the most dominant. In this study and followed by Sequential thinking style as the second dominance, key process information in an orderly and linear manner. For this mindset student, the reality is what can be absorbed through the physical

senses namely vision, contact, and pronunciation. This research helps the writer to threat of textual thetoric.

Richard, (2019) This journal researched rhetorical account of fictionality has drawn considerable attention in narratological circles, but the extent to which it is fundamentally at odds with other approaches, despite their diversity, has not been recognised. This journal using theory of fiction achieved by conceiving of fictionality as a resource integral to direct communication not the quality marking fiction's detachment, from its framing communicative context. This journal helps the writer to rhetorical account, of fictionality has drawn considerable attention in narratological circles.

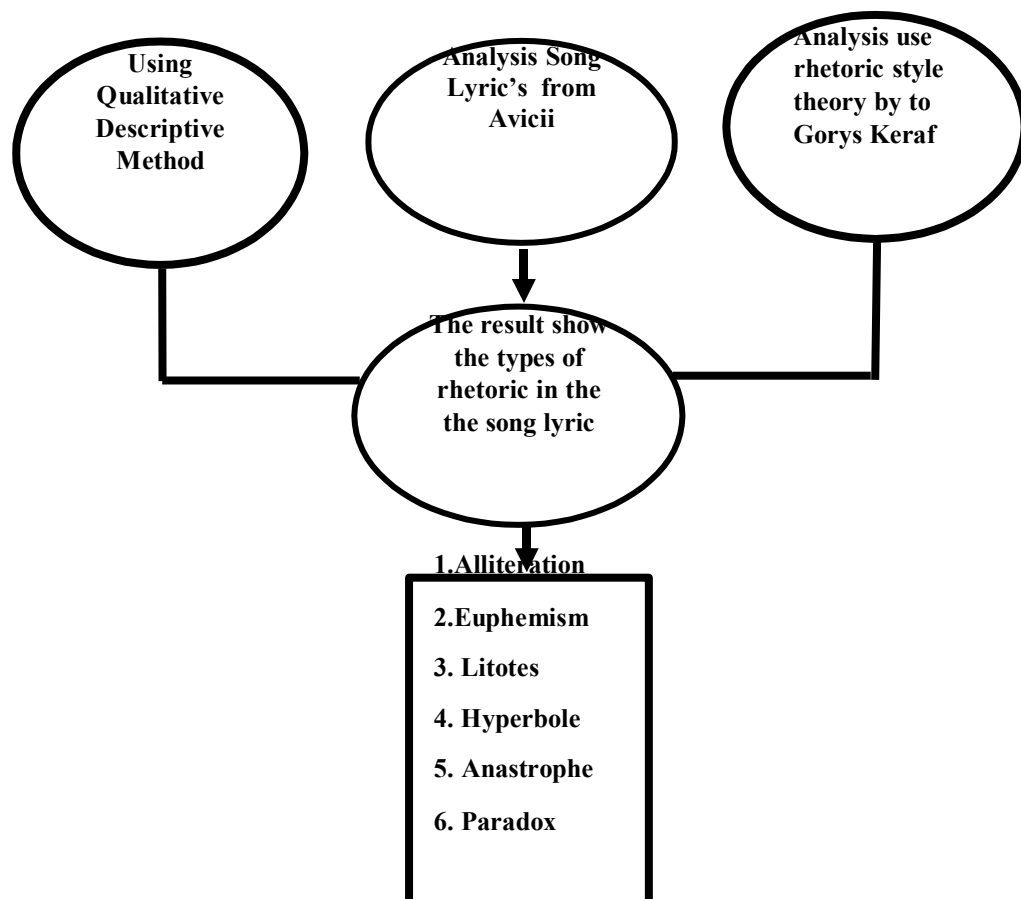
Jacques, (2016) This journal investigated The present paper examines the style and rhetoric of the two main candidates (Hillary Clinton and Donald Trump) during the 2016 presidential election. As expected the speeches present, differences from the oral form. For Trump, the difference is clearly larger distinctively depicting two communication styles, (oral and written). The specific terms or sentences associated with each candidate reveal their characteristic topics and style, such as the repetition of expressions and negativity for Trump. This Journal using rhetorical theory, This journal helps the writer understand reveal their characteristic topics and style in rhetoric.

## **2.7 Conceptual Framework**

In this thesis the writer will analyze the rhetoric styles of Avicii's song lyrics. Gorys Keraf's (2006) classified the style based on direct and indirect meaning, they are rhetoric style where rhetoric consist of alliteration, euphemism, litotes, hyperbole, anastrophe, paradox. The data used are song lyrics Avicii's.

The difficulty of this research is the rhetoric style used in analyzing the lyrics of Avicii's song and determining the types of rhetoric style in the lyrics of Avicii's song. Qualitative descriptive research methods will be used in this study. The research concept can be explained using the following conceptual framework. This topic is quite interesting to do research named "*Analysis Rhetoric Style In The Song Lyrics Avicii's*".

**Figure 2.1** Conceptual framework in analysis song lyric's from Avicii



## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **3.1 Research Design**

This analysis was carried out using a descriptive qualitative method. According Joan K. Magilvy and Eileen Thomas (2009) “qualitative research is a tool that can assist to answer these and other probing questions about the human experiences of health, illness, healing, and dying, or development of supportive, effective care delivery and environments. The power of qualitative inquiry is immense in ability to open human experience to description”. Aggarwal (2008) states "Descriptive method is a research method devoted to conditions or situations for the purpose of description and interpretation, this method not only collects and tabulates facts but includes an appropriate analysis, including interpretation, comparison, identification trends and relationships". This means the qualitative descriptive method using collects and tabulate facts includes an appropriate analysis.

The writer will used qualitative descriptive research to analyze the rhetoric style in the song lyrics Avicii's. Qualitative descriptive research is used because the data from song lyrics contain many types of rhetoric style people who can be observed. In using this qualitative descriptive design, using collects and tabulate facts includes an appropriate analysis, it is intended to obtain good analytical results to determine the types and meaning of rhetoric of speech for the reader.

### **3.2 The Source of Data**

The data was taken from the song lyrics of Avicii's (1) Waiting For Love (2), The Nights (3), Gonna Love Ya (4), Touch Me, (5), Ten More Days (6), For a Better Days (7), Broken Arrows (8), True Believer (9), City Lights (10), Wake Me Up (11), Sunset Jesus (12) Can't Catch Me (13) Somewhere In Stockholm (14) Trouble. The selected songs lyric of Avicii's downloaded from [Musicmatch.com/lyrics/Avicii](https://www.musicmatch.com/lyrics/Avicii).

### **3.3 The Techniques of Data Collection**

In this case, the writer used study document as the way to collect the data. It is a kind of data collection technique, by classifying documents relating the problems discussed both website or several sources, journal, book, archives, etc. Avicii's song lyrics would be as the source of analysis.

The steps of collecting data are follows:

1. Taking song lyrics of Avicii's from website
2. Selecting and underlining the words or sentences related to the rhetoric style.

### **3.4 The Techniques of Data Analysis**

After collecting the data, the writer will analyse the data through some steps they are:

1. Grouping the lyrics based on the types of rhetoric style direct and indirect meaning
2. Analyzing the lyrics based on Gorys Keraf's theory.
3. Finding the meaning of rhetoric style in Avicii's song lyrics
4. The describing the meaning of rhetoric style