

REPRESENTATION OF SOCIAL CLIMBER
(Critical Discourse Analysis Teun A. Van Dijk On The Lyrics of Social Climbing Songs)

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Abstract

Music is one of the communication tools that people use to convey a message. Sometimes people express a feeling, an opinion or a criticism through a song just like musical artists all over the world. "Social Climbing" song was created and sung by Roy Ricardo, Gaga Muhammad, and Lula Lahfah. The author tells how social climber allowed various ways to be called as the socialite. In addition, through the song "Social Climb", the creator trying to convey the social life of the community, especially in the capital city of Jakarta.

This study was conducted to dissect and explain the social climber representation contained in the lyrics of the song "Social Climb" associated with social life nowadays. The method used in this research is qualitative method. Data collection technique is done by dissecting the lyrics of "Social Climb" with Critical Discourse Analysis Teun Van Dijk and using library archives such as books related to this research. This research uses critical discourse analysis of Teun Van Dijk thinking by using two elements such as text analysis consisting of macro structure, superstructure, and micro structure and social context.

Through the results of research with text analysis and social context in the lyrics of "Social Climb" can be found that the social climber discourse related to the lyrics of the song "Social Climb".

Keywords: *Critical Discourse Analysis, Representation, Social Climber, Song Lyrics, Social Climbing.*