

“Heavy Rotation: The Phenomenon of Mixed Languages in JKT48's Popular Song”

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ABSTRACT

The development of information technology in the global era has resulted in the melting of the boundaries of human life in various aspects. One of the most visible aspects is culture. The entry of global culture penetrates the boundaries of local culture. In global culture, there is a mixture of various cultures. The results of mixing cultures can no longer be equated with the original culture. The emergence of new cultural patterns is sometimes surprising and difficult to understand. Language is an important element of culture. Mixed language is widely used in this limitless digital era. The widespread use of mixed language can be seen in the popular culture of song lyrics. Songs can be interpreted as a form of communication media as well as a cultural product. As an element of culture, language is able to represent social changes that occur in the midst of the people who use it. The use of mixed language in song lyrics is interesting to study as an entry point for further study of the socio-cultural dynamics of society. The cultural studies approach with a postmodern critical perspective uses the discourse analysis method to become a scalpel used to reveal what is the background, motive, or ideology of the use of mixed language in song lyrics. From this research, it can be understood that there is a cultural struggle between the "superior" culture and the inferior culture. Domination and hegemony occur symbolically, a form of latent danger to harmony in existing cultural diversity.

Keywords: *Mixed Languages, Popular Song, Lyrics, JKT48, Heavy Rotation*

INTRODUCTION

Today's life takes place in an atmosphere of cultural transformation from industrial society to the information society. The development of digital technology, has a powerful influence on the cultural society. Many things in life influenced by culture in the form of popular culture. Popular culture manifests in many forms. The

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spread of popular culture was swift and massive because the support of the media digital is growing faster. With digital technology, local and global boundaries is getting faded.

In global culture there is a mixing of various cultures. Yield culture Mixing can no longer be considered equal with the culture of origin. The birth of models new cultures are sometimes surprising and difficult to understand. One of the important thing of elements culture is language. In this borderless era, language is rife mixture. The rise of mixed language use can be seen in popular culture lyrics song.

As part of popular culture. Pop songs still have a place in the hearts of connoisseurs. This is supported by the diversity of genres offered by the pop music industry, able to satisfy the tastes of connoisseurs from various circles. Songs can be interpreted as a form of communication media as well as a product of popular culture. In recent times, the trend of using mixed languages in popular songs has increased with more and more diverse types of songs. According to (Wibowo, 2001) language is a system of meaningful and articulated sound symbols (produced by speech instruments) that have arbitrary and conventional properties, which are used as a means of communication by a group of humans to give birth to feelings and thoughts. Meanwhile, according to Saussure in (Littlejohn, 2018) Language is a standard system that can be analyzed separately from its usefulness in everyday life. While pronunciation (parole) is the actual use of the language to achieve goals.

As an element of culture Language is able to represent social changes that occur in the midst of society. The trend in the use of mixed languages allegedly also marks a socio-cultural change in society. According to Semenik in (Ridaryanthi, 2014) Culture is about everything that man does, culture refers to everything that exists in human social life; ways of life, rules, social heritage, and so on. Culture is about how we speak, behave, and more.

In the 1970s there was a paradigm shift in media studies from text reading become cultural reading. The change was spearheaded by experts in England who are members of the Birmingham School. Some of these experts include Richard Hoggart, Stuart Hall and Raymond Williams. They introduced cultural studies to the media.

Cultural Studies or known as “culture studies”, is a formation discursive, as Stuart Hall called it. Hall in (Ida, 2014) states that Cultural studies is a cluster (arrangement) of ideas, images, and practices that provide ways of expressing, forms knowledge, and actions related to a particular topic, social activity or institutional action in society. According to Hall’s conception, song lyrics can be a study in culture studies. The development of cultural studies professionally and institutionally ultimately led to what Stuart Hall called a study that critically questioned the existence of power, history/past, and politics (in the broadest sense). Related to that,

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the use of mixed language in song lyrics, so far considered as something natural. Mixed language in song lyrics has even become a trend. The trend that occurs is shown by the good appreciation of the community for songs with mixed language lyrics. This can be proven by the number of songs with mixed language lyrics becoming hits.

The Culture studies approach is relevant to analysis according to popular song lyrics. Culture studies also uses various perspectives or approaches on studying the object (cross-disciplinary). Besides being cross-disciplinary, culture studies is also critical. In culture studies, the reality of cultural phenomena perceived as not always being neutral or sterile from interests (ideology) and power. One of the aims of culture studies is to dismantle or reveal the veil of interests and power (including domination, hegemony, ideology, gender inequality and so on). Besides being critical, culture studies is also participatory and emancipatory because its studies are also directed at voicing voices that have been marginalized in texts (media) and for something that has an enlightening dimension, so that society can recognize dimensions that have been hidden in texts. So they don't get caught in false consciousness.

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Regarding the cultural domination, Bourdieu quotes an interesting hypothesis that in all societies there are things/groups that dominate and are dominated, so these differences are basically the basic principles of social organization. It can be understood that domination in society in various forms is something that is considered normal. Forms This cultural domination may be present vaguely in the form of symbolic violence, related to the alleged existence of symbolic violence in the use of mixed language in the song lyrics, Bourdieu in (Yusuf, 2014) states that symbolic violence is also the imposition of cultural arbitrariness where such violence is implicit in the hierarchy of language and the way language is used. Bourdieu further stated that symbolic violence operates by allowing various dominant representations,

opinions and something that is considered right and natural that is implanted in someone's mind.

The role of digital media with information technology is to become a tool as well as a medium for cultural struggle, according to Kellner's statement that information, entertainment and communication media provide strong and dominant experiences and involve shallow everyday life (Yusuf, 2014). In the postmodern situation, individuals leave the “desert of reality” (factual reality) and enter the ecstasy of hyperreality through the realm or world of computers, multimedia and various experiences provided by new technology called high technology. The use of mixed language in song lyrics is interesting to research as an entry point for further study of the socio-cultural dynamics of society. The culture studies approach with a critical perspective uses discourse analysis methods as a scalpel used to reveal the background, motif or ideology of the use of mixed language in song lyrics.

In this article, the researcher tries to discuss the mixed language found in the lyrics of the popular songs AKB 48 and JKT 48, both of which are Japanese song icons with many members. AKB48 and JKT48 are indeed popular idol groups with a vast repertoire of songs. AKB48 is a Japanese group, while JKT48 is its Indonesian sister group. They perform songs that are often translated into the local language, which in the case of JKT48, is Indonesian. This could lead to a mix of languages in their song lyrics. It's important to note that the degree and nature of language mixing can vary depending on the song and the specific translation choices made. Analyzing this could provide interesting insights into the linguistic and cultural exchange between Japan and Indonesia as mediated through popular music.

METHOD

Cultural studies approach with a critical perspective. The cultural studies approach, when viewed from a critical perspective, emphasizes the examination of power dynamics, social inequalities, and the ways in which culture both reflects and shapes these dynamics. the critical cultural studies approach is characterized by its commitment to understanding culture as a site of power struggles and social dynamics. It seeks to uncover hidden or normalized forms of oppression, challenge dominant ideologies, and contribute to a more just and inclusive society.

In culture studies, the perceived reality of cultural phenomena is not always neutral or sterile from interests (ideology) and power. the acknowledgment that cultural phenomena are not neutral or devoid of interests, ideologies, and power dynamics. This perspective rejects the idea of culture as a neutral reflection of reality and instead emphasizes that cultural practices, representations, and discourses are imbued with social, political, and economic influences. By critically analyzing cultural

phenomena in these paper, cultural studies as a method not only exposes hidden power structures but also provides a foundation for activism and social change. It encourages a more reflexive and conscious engagement with culture, promoting awareness of how cultural practices can either reinforce or challenge existing systems of power and inequality.

FINDINGS AND DISCUSSION

The AKB48 and JKT48 as Idol members

AKB48 and JKT48 are sister groups of idol girl bands, originating from Japan and Indonesia, respectively. Both groups follow a similar concept of having a large number of members, and they are managed by the same production company, AKS (Aki-P's Production). AKB48 was formed in 2005 by producer Yasushi Akimoto. The "48" in the name refers to the initial number of members in the group, divided into several teams. AKB48 is known for its "idols you can meet" concept, where the large number of members allows for regular performances in their own theater in Akihabara, Tokyo. This close interaction with fans is a unique aspect of the AKB48 experience. They became highly successful in the Japanese music industry and beyond. They have produced numerous hit singles and albums, and their members often participate in various activities such as acting, modeling, and variety shows. AKB48 introduced the concept of "graduation," where members eventually leave the group to pursue other interests or careers. This system allows for a continual influx of new members.

JKT48 is the Indonesian sister group of AKB48 and was formed in 2011. It follows a similar concept to AKB48, with a large number of members and regular performances. The group of JKT48 localized the AKB48 concept for the Indonesian audience. They perform in their own theater in Jakarta and have adapted some of the original group's songs into Bahasa Indonesia. Following the success of AKB48 and JKT48, similar sister groups were established in other countries, each with its own localized concept and adaptations. Both AKB48 and JKT48 are notable for their unique approach to the idol group concept, emphasizing fan interaction, regular performances, and a large and ever-evolving roster of members. The success of these groups has inspired the creation of similar idol groups in different parts of the world.

The lyrics of songs produced by AKB48 and JKT48 can vary widely, as both groups have an extensive discography covering various themes such as love, friendship, perseverance, and societal issues. The lyrics often reflect the idol culture, with an emphasis on relatable and positive messages. It's important to note that while some songs may have similar titles or themes in both AKB48 and JKT48, the actual lyrics are often adapted and translated to suit the linguistic and cultural context of

each group's audience. Additionally, the groups may have original songs that are unique to their respective catalogs.

Both groups emphasize fan interaction, with the idea of being idols that fans can get to know closely. The groups have a strong presence in the entertainment industry beyond music, participating in TV shows, movies, and commercials. AKB48 and JKT48 both have a system of rotating members, with new members joining and others graduating or leaving the group. It's worth noting that the specifics of each group's structure and activities may evolve over time, and individual members may gain popularity through various activities within and outside the group. The idol culture, in general, places a strong emphasis on the personal connection between idols and fans. One form of personal connection between the two groups is through the work of the song produced by the two entitled "Heavy Rotation".

Heavy Rotation Mixed Languages in JKT48's Popular Song

Mixing languages in popular songs is a common and creative practice that artists use for various reasons. This blending of languages, often referred to as code-switching or multilingualism in music, can add a unique flavor to the song, cater to a diverse audience, or convey specific cultural and emotional nuances. In an increasingly globalized world, artists (idols) may mix languages to reach a broader international audience. This can enhance the song's appeal and make it more accessible to listeners from different linguistic backgrounds. This is also done by Japanese idol AKB 48 whose song lyrics were adapted into Indonesian by members of idol group JKT 48, one of whose most popular and popular songs is "heavy rotation".

"Heavy Rotation" is one of the most popular songs from AKB48, and it has been covered by JKT48, the Indonesian sister group. The JKT48 version of "Heavy Rotation" features lyrics in a mix of Indonesian and Japanese, similar to the original AKB48 version, but with adaptations to better suit the Indonesian audience. Based on Spotify app listener data, the title track Heavy Rotation ranked 2nd after Rapsodi with 67% presented in the Spotify survey table below:

AniEvo x 48TIME

10 Lagu Spotify JKT48 Favorite Fans Indonesia



Data Pendengar Spotify Bulan Juli 2023



In the music industry, “heavy rotation” is a term that refers to a list of songs that get the most airplay on a radio station. Songs in heavy rotation will be played many times in a 24-hour period. This term is used to describe a song that is very popular and is often played on many radio stations. The goal of heavy rotation is to ensure that listeners have a high chance of hearing their favorite songs, even if they only listen to the radio for short periods of time. This is different in meaning from the title song sung by idol group members AKB 48 and JKT 48.

In the original version by AKB48, the song is about a girl expressing her love and longing for her romantic partner. The lyrics describe her feelings as being in “heavy rotation” inside her head, similar to a favorite song that one might play over and over. She feels extremely lucky to have these feelings and wants to be close to her partner. She compares this love to the feeling of a flower blooming and her imagination running wild. So, This song describes the feelings of the girl who is so excited, cheerful and always wants the man she loves. The song is a cover of AKB48's 17th single of the same name. The cheerful tone and the song Heavy Rotation performed by JKT48 with full of energy show a teenage love story full of emotions.

On the other hand, the JKT48 version, which is translated into Indonesian, also tells the story of a girl who is in love. However, it emphasizes more on the girl's fear of losing the love from someone she cares about. Even though the meaning seems simple, the song delivers a message about the anxiety and doubt that often come with a relationship. It reminds us to appreciate and cherish valuable relationships. The meaning of the song Heavy Rotation JKT48 itself tells the story of a girl who is afraid of losing love from someone she loves. Although the meaning of this song seems simple, the message behind it is about anxiety and doubt that are often felt in a relationship. This Heavy Rotation song reminds us to respect each other and maintain valuable relationships.

The song "Heavy Rotation" was first released by AKB48, a Japanese idol group in 2010. JKT48, the Indonesian version of AKB48, later also released a cover version of the song. Although the JKT48 version is an adaptation of the original version, the interpretation and meaning can differ depending on the individual's perspective. But in general as a idol's song, "Heavy Rotation" has lyrics that tend to portray loving and romantic feelings, albeit with a light touch and cheerful style. The song reflects the typical Japanese idol pop music style. The difference in meaning between the AKB48 and JKT48 versions may be influenced by the cultural nuances and interpretation styles of each group. In addition, the JKT48 version may try to accommodate the preferences of Indonesian listeners and embrace local cultural elements in the delivery of the song.

There are several versions of "Heavy Rotation" in different languages. The song has been covered in the following languages: Indonesian by JKT48, Mandarin by three different groups: SNH48, AKB48 Team SH, and AKB48 Team TP, Tagalog by MNL48, Vietnamese by SGO48, Thai by BNK48. Each version is performed by a sister group of AKB48 and is adapted to the local language and culture. however, this paper will focus only on the song Heavy Rotation by JKT 48. The details of the lyrics of the song Heavy Rotation are as follows:

AKB 48 "Heavy Rotation" lyrics song

I want you!

I need you!

I love you!

頭の中

ガンガン鳴ってる MUSIC

ヘビーローテーション

ポップコーンが

弾けるように

好きという文字が躍る

顔や声を

想うだけで

居ても立ってもいられない

こんな気持ちになれるって

僕はついているね

I want you!

I need you!

I love you!

君に会えて

ドンドン近づくその距離に
MAX ハイテンション
I want you!
I need you!
I love you!
 ハートの奥
 ジャンジャン溢れる愛しさは
 ヘビーローテーション
 人は誰も
 一生のうち
 何回愛せるのだろうか？
 たった一度
 忘れられない
 恋ができれば満足さ

そんなときめきを感じて
 花は綻ぶのかな

I feel you!
I touch you!
I hold you!
 夢の中で
 ダンダン大きくなって行く
 僕のイマジネーション
I feel you!
I touch you!
I hold you!

JKT 48 “Heavy Rotation” Lyrics song

I Love You (I love you)
Di dalam benakku
Keras berbunyi irama MUSIC
Heavy rotation
Seperti popcorn yang meletup-letup
Kata-kata “suka” menari-nari
Wajahmu suaramu selalu kuingat
Membuatku menjadi tergila-gila
Oh senangnya miliki perasaan ini
Ku sangat merasa beruntung
I want you (I want you)
I need you (I need you)
I love you (I love you)

この想いを
 ビンビン伝えて欲しいから
 ヘビーローテーション

いつも聴いてた
favorite song
 あの曲のように
 ずっと繰り返して
24 時間
 君だけリクエスト中

I want you!
I need you!
I love you!
 君に会えて
 ドンドン近づくその距離に
MAX ハイテンション

I want you!
I need you!
I love you!
 ハートの奥
 ジャンジャン溢れる愛しさは
 ヘビーローテーション

ヘビーローテーション

Bertemu denganmu
Semakin dekat jarak di antara kita
Maximum high tension
I want you (I want you)
I need you (I need you)
I love you (I love you)
Di lubuk hatiku
Rasa sayang yang terus menerus
meluap
Heavy rotation
Dalam kehidupan setiap manusia
Berapa kali bisa rasakan cinta

Jika ada satu cinta tak terlupa	hours a day
Ku akan merasa sangat bahagia	Oh baby, the only request is you
Mungkin seperti perasaan sekuntum	I want you (I want you)
Bunga saat dia akan mekar	I need you (I need you)
I feel you (I feel you)	One, two, three, four!
I touch you (I touch you)	I want you (I want you)
I hold you (I hold you)	I need you (I need you)
Di dalam mimpiku	I love you (I love you)
Angan-anganku menjadi semakin besar	Bertemu denganmu
Oh it's my imagination	Semakin dekat jarak di antara kita
I feel you (I feel you)	Maximum high tension
I touch you (I touch you)	I want you (I want you)
I hold you (I hold you)	I need you (I need you)
Perasaan ini	I love you (I love you)
Ku sangat ingin mengutarakan padamu	Di lubuk hatiku
Heavy rotation	Rasa sayang yang terus menerus meluap
Yang selalu kudengarkan favorite song	Heavy rotation
Seperti lagu yang kusuka	Heavy rotation
Kuulang terus tanpa henti twenty-four	

The use of English in Japanese or Indonesian song lyrics is a complex issue and can be interpreted in various ways. It's important to note that the use of English in these contexts does not necessarily imply a sense of inferiority or superiority of one culture over another. In some cases, English is used in song lyrics for stylistic reasons or to reach a broader, global audience. English is a widely spoken language around the world, and incorporating English lyrics can make a song more accessible to international listeners. In other instances, the use of English can be a creative choice by the songwriter or artist. It can add a certain aesthetic or mood to the song, or it can be used to convey certain ideas or emotions that might not be as effectively expressed in the native language.

However, it's also worth noting that the translation of song lyrics from one language to another can present linguistic challenges. Differences in grammar, syntax, and cultural context can make it difficult to preserve the original meaning and nuance of the lyrics. In conclusion, the use of English in Japanese or Indonesian song lyrics is a multifaceted issue that can be influenced by a variety of factors, including artistic intent, audience reach, and linguistic considerations. It does not necessarily reflect a sense of cultural inferiority or superiority.

Indeed, the phenomenon of language mixing referring to is often described as linguistic or cultural imperialism. This is a form of soft power where one culture or language dominates and influences others, not through force or direct control, but through more subtle means such as media, education, and business. The spread of English, for instance, has been facilitated by historical events such as colonialism, neocolonialism, Cold War expansionism, and globalization. Today, English is often seen as a universal tool of communication, linking different societies in an increasingly interconnected world. However, this has also led to concerns about the potential erasure of local languages and cultures.

In many former colonies, English has become the official language, and proficiency in English is often seen as a ticket to higher education, better job opportunities, and a more prosperous life. However, this can also create social inequality, as access to English education is often limited to a privileged minority. Moreover, as English becomes the global norm for large-scale business, innovation, and science, indigenous languages rich in cultural heritage and history often get sidelined. This has led to efforts by various indigenous groups to revive and save their languages, recognizing the importance of language to cultural preservation. So, while the use of English or other dominant languages in song lyrics or other forms of media might not be an explicit form of colonialism, it can still have significant cultural and societal impacts.

Language as a cultural identity has a close relationship with the speaking community, so that language is not neutral from the influence of the dynamics of society and the culture of the speaking community. This cultural struggle that emerged later the domination of one community group over another. The society with a lower cultural status view positively the “cultural status” of a higher so that it opens the way for their culture to be dominated by other cultures. Media and technology have a big role in the process of cultural penetration or infiltration. Related to that, forms of cultural domination can exist in subtle and subtle forms. Often the method used is through popular cultural products, in this case, through mixed language in song lyrics in JKT 48’s.

CONCLUSION

Indeed, the concept of symbolic domination or hegemony refers to the subtle and often unconscious ways in which certain cultures, ideologies, or social norms are imposed and accepted within society. This can occur through various forms of popular culture, including music, film, literature, and even language. In the context of popular culture, this can mean that certain cultural products or practices become normalized and widely accepted, even if they reflect the interests of a dominant group or

perpetuate certain social inequalities. This is a subtle process that often goes unnoticed, making it a powerful tool for maintaining social order and control.

Absolutely, songs with mixed language lyrics are a significant part of popular culture. They often reflect the multicultural and multilingual nature of our global society. These songs not only provide a unique and captivating listening experience but also bridge cultures, transcend language barriers, and ignite a sense of unity among diverse audiences. There is a cultural struggle between the “superior” culture and the inferior culture. From there, hopefully the actors of popular culture will be wiser in using cultural symbols in the resulting cultural products.

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