



**SEPARATISM, RACISM AND TERRORISM AS
SOCIAL ISSUES IN THE BLACK EYED
PEAS "WHERE IS THE LOVE?"**

A FINAL PROJECT

In Partial Fulfillment of the Requirement
For S-1 Degree in American Studies
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PRONOUNCEMENT

The writer sincerely acknowledge that she compiled this final project entitled “Social Issues inThe Black Eyed Peas”“Where is the Love?””herself without taking any result from other researchers in S-1, S-2, S-3, and in diploma degree of any university. In addition, the writer also asserts she did not quote any material from the existing someone else journal or paper and other publications except from the references mentioned later.

Semarang, October 16th2019

Maya Puspa Dewi

MOTTO AND DEDICATION

You don't always need a plan. Sometimes you just need to breathe, trust, let go, and see what happens.

Anonymous

I'm a slow learner, it's true. But I learn.

Sansa Stark

You can be beautiful; wonderful; anything you wanna be, little me.

Little Mix

This final project is dedicated to my family whose have supported me and my friends who have helped me in making this project and my self who making this happen.

APPROVAL
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The writer realizes that this final project is far from perfection. Therefore, the writer will be glad to receive any advices, suggestions, and recommendations to make this final project better than before. The writer hopes this final project will be useful for the readers.

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Maya Puspa Dewi

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ABSTRACT

Social issues have been discussed in many types of media, including song lyrics. One of the song lyrics discussing separatism, racism and terrorism as social issues in The Black Eyed Peas' "Where is the Love?". This song implies social issues in America. The Black Eyed Peas was motivated by the tragedy of 9/11 attack. The objective of this study is to analyze social issues which the lyricists, The Black Eyed Peas, felt within the current situation of the society and the song lyric. This study adopted close reading and close listening methods to make an interpretation through the lyric. To collect the data, the writer used library research and used Alan Mckee's concept of textual analysis to analyze the song lyrics. In brief, the analysis shows that separatism, racism and terrorism become the social issues reflected on the song lyric.

Keywords: *Separatism, Racism, Terrorism, Song Lyric, The Black Eyed Peas*

INTRODUCTION

1.1 Background of the Study

A song is a kind of musical works which becomes a form of communication between songwriters, singers and listeners. Every single song carries its own important meanings and messages to its listeners. Through the song, there are reflections of the society and culture. Over the time a song has evolved according to its era and the song's genre is synchronized to the people's taste of the era.

Richard Taylor states that lyrics are normally short poems, rarely exceeding one hundred lines, and as the name implies, they are characterised by a heightened musical quality which helps to express an intense and personal statement of emotion or attitude (1981). A lyric becomes a relatively fixed form because it is using a heightened musical quality when it is performed. The lyrics are often used by the lyricists to convey their emotions through personal or impersonal experiences. Also, lyrics becomes a form which is often used by the lyricists to make a protest to the inequality in social life. The lyricists narrate the situation and emotion in a simplified explanation through their lyric to attract the mass audience. The lyricist can engage the mobs to change the condition because they have a privilege to make a song which can influence the listeners. The lyricists carry a message with purpose of motivating the listeners, at least, to think about it. Through the lyrics, the lyricists put the issues that were going on in society. Issue or problem that has been recognized by society as a problem is a

kind of social issue. The lyricists want their listeners to have critical-thinking skills and problem-solving abilities through their lyrics.

“Where is the Love?” was written by The Black Eyed Peas for their third album in 2003. According to The Black Eyed Peas’ Encyclopedia.com, The Black Eyed Peas is an American musical group which was formed in Los Angeles in 1995. The group became famous in 2003 after releasing the new album titled Elephunk. “Where is the Love?” is one of the songs which has become the lead single from their Elephunk album. The Black Eyed Peas performed this song on the 2004 Grammy Awards, and it was nominated for Record of The Year. “Where is the Love?” was written by The Black Eyed Peas, and it was supported by John Fair and Justin Timberlake. The idea of the song came to Will.i.am after the 9/11 tragedy, the main idea of this song is to criticize the people and the government deeds which created the negativity in society. The lyricists heard about so much negative things which happen in society such as terrorism, separatism and racism. The song provokes people to critically think about the negativity which appears in the society as an impact after the 9/11 terror. Through this song, the lyricists assumed that spreading love and peace to each other is the best solution to end the problems.

1.2 Scope of the Study

In this final project, the writer will focus on the interpretation of the lyric using close reading and close listening methods and analyze separatism, racism and terrorism as a kind of social issues in “Where is the Love?” song lyric.

There are a number of previous studies which became reference for the writer. The first study is “Social Unrest in The Song Lyric of Green Day’s “American Idiot”” by AmruAsbaron (2018). This study intends to figure out how the lyric implies moral values in it to change the shape of the society and also to figure out the strong word to criticize someone who have become the object which inspire the lyricists to create the song.

In addition, the study which was written by Seta SukmaLudiantari (2016), entitled “An Analysis of Social Politic Elements in IwanFals’ songs collection”. This research aims to analyze the social the political and social problems that affect IwanFals’ songs collection.

Based on the explanation above, it can be seen that analyze the social issues which carried in song lyric is important to discuss. Sometimes the listeners seem distracted to figure out what is the meaning of the lyric according to the lyricist explanation. By knowing the background issues which is included in the lyric, the listener would find it easier to analyze what is the meaning and the important messages which the lyricists want to tell about.

In this research, the writer is interested in analyze the social issues are reflected in the song lyric. This is the same thing as the previous writers above, but it takes a different object of study. The writer chose “Where is the Love?” because the lyric is always suitable to use at all time when terror tragedy or the negativity happens in society. People usually sing this song after the terror tragedy happen somewhere to show their condolences and to encourage others to stop that

tragedy. The writer thinks that this song has deep meaning and becomes the all-time peace song for everyone around the world who fights for peace and love.

This analysis aims to show the reader about what are the social issues which are represented in “Where is the Love?” song. Based on what the writer wants to know from this song lyric, the writer entitles her study of “Social Issues In “Where is the Love?” Song Lyric by The Black Eyed Peas”. The purpose of this final project are to analyze separatism, racism and terrorism as social issues contained in the song lyric and to identify how these social issues are implied in “Where is the Love?”.

THEORETICAL FRAMEWORK

2.1 “Where is the Love?” Song Lyric

What's wrong with the world, mama
 People livin' like they ain't got no mamas
 I think the whole world addicted to the drama
 Only attracted to things that'll bring you trauma (Stanza 1)

Overseas, yeah, we try to stop terrorism
 But we still got terrorists here livin'
 In the USA, the big CIA
 The Bloods and The Crips and the KKK (Stanza 2)

But if you only have love for your own race
 Then you only leave space to discriminate
 And to discriminate only generates hate
 And when you hate then you're bound to get irate, yeah (Stanza 3)

Madness is what you demonstrate
 And that's exactly how anger works and operates
 Man, you gotta have love just to set it straight
 Take control of your mind and meditate
 Let your soul gravitate to the love, y'all, y'all (Stanza 4)

People killin', people dyin'
 Children hurt and you hear them cryin'
 Can you practice what you preach?
 Or would you turn the other cheek? (Stanza 5)

Father, Father, Father help us
 Send some guidance from above
 'Cause people got me, got me questionin'
 Where is the Love (Love) (Stanza 6)

Where is the Love (The love)
 Where is the Love (The love)
 Where is the Love, the love, the love (Stanza 7)

It just ain't the same, old ways have changed
 New days are strange, is the world insane?

If love and peace are so strong
Why are there pieces of love that don't belong? (Stanza 8)

Nations droppin' bombs
Chemical gasses fillin' lungs of little ones
With ongoin' sufferin' as the youth die young
So ask yourself is the lovin' really gone (Stanza 9)

So I could ask myself really what is goin' wrong
In this world that we livin' in people keep on givin' in
Makin' wrong decisions, only visions of them dividends
Not respectin' each other, deny thy brother
A war is goin' on but the reason's undercover (Stanza 10)

The truth is kept secret, it's swept under the rug
If you never know truth then you never know love
Where's the love, y'all, come on (I don't know)
Where's the truth, y'all, come on (I don't know)
Where's the love, y'all (Stanza 11)

People killin', people dyin'
Children hurt and you hear them cryin'
Can you practice what you preach?
Or would you turn the other cheek? (Stanza 12)

Father, Father, Father help us
Send some guidance from above
'Cause people got me, got me questionin'
Where is the Love (Love) (Stanza 13)

Where is the Love (The love)?
Where is the Love (The love)?
Where is the Love (The love)?
Where is the Love (The love)?
Where is the Love (The love)?
Where is the Love (The love)?
Where is the Love, the love, the love? (Stanza 14)

I feel the weight of the world on my shoulder
As I'm gettin' older, y'all, people gets colder
Most of us only care about money makin'
Selfishness got us followin' the wrong direction (Stanza 15)

Wrong information always shown by the media
Negative images is the main criteria
Infecting the young minds faster than bacteria

Kids wanna act like what they see in the cinema (Stanza 16)

Yo', whatever happened to the values of humanity
 Whatever happened to the fairness and equality
 Instead of spreading love we're spreading animosity
 Lack of understanding, leading us away from unity (Stanza 17)

That's the reason why sometimes I'm feelin' under
 That's the reason why sometimes I'm feelin' down
 There's no wonder why sometimes I'm feelin' under
 Gotta keep my faith alive 'til love is found
 Now ask yourself (Stanza 18)

Where is the Love?
 Where is the Love?
 Where is the Love?
 Where is the Love? (Stanza 19)

Father, Father, Father, help us
 Send some guidance from above
 'Cause people got me, got me questionin'
 Where is the Love? (Stanza 20)

Sing with me y'all:
 One world, one world (We only got)
 One world, one world (That's all we got)
 One world, one world
 And something's wrong with it (Yeah)
 Something's wrong with it (Yeah)
 Something's wrong with the wo-wo-world, yeah
 We only got
 (One world, one world)
 That's all we got
 (One world, one world) (Stanza 21)

2.2 Social Issues Inside “Where is the Love?”

“Where is the Love?” lyric is a kind of expression in its style by The Black Eyed Peas and team toward people in society and the government, along with the mass media as a mediator. The tragedy of 9/11 is a case which inspired lyricists to begin to write the lyric as an expression of disappointment. There are

some social issues which becomes the main issues chosen by the writer to analyze toward the song lyric. These social issues are separatism, racism and terrorism. The writer uses the definition of each issue from an expert to help the writer in analysing the lyric.

2.2.1 Separatism

According to Najmul Abedin, in his book titled “The Politic of Separatism”, Separatism amount to unwillingness of a group of people of a region to feel integral part of the community or of the state to which is belongs. In the other world, it implies political alienation or lack of national identity and loyalty. It stands in the way of the development of a sense of national integration and homogeneity in heterogeneous society (223:1989).

Najmul state that separatism also described as the desire of some articulate portion of the population in a region or part of a sovereign state to loose or break the political and legal bond which tie the part to the whole. If loosening is the aim it is called autonomy. But if the regionalist want to sever completely such bonds then their quest becomes a secessionist movement (223:1989).

Separatism movement is present because of the injustice or unpleasant acts that earned by a particular group, usually minorities. This group felt that they were intimidated by other groups who had greater power. The existence of this separatism movement will later cause division in a society or country. This segregation is due to several factors, namely vertical and horizontal factors. Vertical factors occur between people and their government; whereas the

horizontal factor is a conflict between individuals with similar groups or equivalent.

2.2.2 Racism

According to Mathew and Jeffrey, in an article titled “Racism, Sociology of”, Racism cannot be defined without first defining race. Among social scientists, ‘race’ is generally understood as a social construct. Although biologically meaningless when applied to humans—physical differences such as skin color have no natural association with group differences in ability or behavior—race nevertheless has tremendous significance in structuring social reality. Indeed, historical variation in the definition and use of the term provides a case in point (2015).

Racism is analytically distinct from racial discrimination and racial inequality. Racial discrimination concerns the unequal treatment of races, whereas racial inequality concerns unequal outcomes (in social life or society, income, education, health, etc). While racism is often implicated in both processes, contemporary racial inequalities and forms of discrimination are not always the immediate result of contemporary racism (Pager and Shepherd, 2008). The sociology of racism investigates the relationships between these three phenomena, asking when, how, why, and to what extent they reproduce one another.

2.2.3 Terrorism

Bruce Hoffman states that terrorism is an act of violence for the achievement of political interests, it has sweeping psychological implications, and it is committed mostly by non-state entities as well as revolutionary groups (2006).

Terrorist acts are mostly with political purposes, which they use to change the circumstances in their own favor when they assume other means redundant. Terrorist techniques aim at to range maximum psychological, physical and materialist causalities targeting a large number of audiences. They not only attack civilians, but national symbols like organizations, offices and state property is also main target of terrorist attacks so that to shake the foundations of the country and undermine the moral of state and individuals. When the inter-relationship between terrorism and religion come up, it brings more catastrophes because the fighters use all their potential as they consider their failure as the failure of religious ideology.

2.3 Definition of Social Issues

Rubington and Weinberg state that social issues are issues or problems that has negative consequences for large numbers of people and that is generally recognized as a condition or behavior that needs to be addressed. This definition has both an objective component and a subjective component (2010).

The objective component is this: For any condition or behavior to be considered a social issues or problems, it must have negative consequences for large numbers of people. The subjective component of the definition of social

issues or problems: There must be a perception that a condition or behavior needs to be addressed for it to be considered a social issues. This component lies at the heart of the social constructionist view of social problems (Rubington and Weinberg, 2010).

In this view, many types of negative conditions and behaviors exist. Many of these are considered sufficiently negative to acquire the status of a social issue or problem; some do not receive this consideration and thus do not become a social problem; and some become considered a social problem only if citizens, policymakers, or other parties call attention to the condition or behavior.

RESEARCH METHOD

In this research paper, the writer uses library research to collect the data. According to Mary W. George (2008:6), library research involves identifying and locating sources that provide factual information or personal/expert opinion on a research question; a necessary component of every other research method at some point.

The source for this method is divided into two, the primary source and the secondary source. The primary source is the lyric of “Where is the Love?” which is released by The Black Eyed Peas in 2003. Meanwhile, the secondary source is from journals and textbook that will help the analysis in this research study. The writer used sociological approach to discuss the social issues in the song lyric. According to Laurensen and Swingewood, sociology of literature is one of the literary approaches which can be applied in the study of literary work (1972:169). Also, Welek and Warren state that sociological approach uses a theory from social philosopher to interpret society in literary works (1942).

Alan Mckee (2003) states that textual analysis is an educated guess at some of the interpretations that might be made of the text. Firstly, when textual analysis is performed on a text, the researchers should makes an educated guess about what is the writer wants to know based on the text. Then, the writer utilizes the interpretation of the text using their own language in order to obtain the sense of culture at particular times and people make sense of the world around them.

This interpretation uses to prove the educated guess which had been made before by the writer, whether the educated guess actually contain in the text or not. It can be concluded as the writer uses a textual analysis which focuses on the text to understand the meaning of the lyric, making a guess and then making an interpretations according to the lyric using the writer own words.

DISCUSSION

This chapter starts with an analysis through “Where is the Love?” song lyric according to the writer interpretation using textual analysis. The interpretation and educated guess mostly applied when analyzing textual analysis on a text, including song lyrics. The second point of this chapter will discuss the social issues which found over the writer interpretation. The social issues which assumed become the background history of this song. Social issues itself is a form of individual or group perception about other people’s lives, culture and behaviour. Each society has different perceptions because it is depending on their norms and values of life. There will be common behaviour in one society but in another society, it can be a big dilemma which generates a problem. This case such a common thing to happen when society is multicultural and multirace.

Sometimes, song and music become a good medium for people to express their emotion and feeling about the issues which happen in society at particular. First of all, the song is kind of lyric poetry which becomes a relatively fixed form because it uses a heightened musical quality to make it easy to listen, so the listeners can get more meaning of the song easily.

Lastly, the song lyric comments the textual assumption and interpretation of the lyric according to the meaning of the lyric, the background of the song and the history at the time when this song was created. The writer will divide the lyric into several stanzas to make it easy to find the lyricist message

and what social issues that the lyricist wants to show up through the lyric. After the process of the interpretation, the writer will begin to find out the social issues in the guess before are relate to the writer interpretation result.

The first stanza of the song lyric tells the lyricists confusion about what happens in their society. The lyricists express the confusion using a description of a child who asks his or her mother. From this part of the lyrics, the writer assumes that the lyricists want to tell how people change drastically.

*What's wrong with the world, mama
People livin' like they ain't got no mamas
I think the whole world addicted to the drama
Only attracted to things that'll bring you trauma (Stanza 1, line 1 to 4)*

In the first stanza, line one and line two tell about the lyricists who asks their mama or parent why people are acting bad and living like they are not getting an education from their parents. This is followed by the child justifying his question by stating a bad thing. The current situation way refers to the people who uneducated, unaware and careless. There are a lot of people who addicted and attracted to the misleading statements or acts and exaggerating the facts which are bringing trauma to the other people.

In the first of three lines above, the lyricists seems to think that people consume the drama which other people have made. Those people have a desire to gain a benefit using the power of other people in society. Also in the last line of this stanza, the lyricists could mention that people being attracted to the things which about bring trauma. The trauma way refers to after the 9/11 tragedy which happened in New York, accordingly, people become distrustful one another. This tragedy has affected people who easy to be provoked, especially by mass media

which is no longer neutral. The culture of the society became living violence and hatred to each other, whose money and media become the most important things in people's minds.

*Overseas, yeah, we try to stop terrorism.
But we still got terrorists here livin' In the USA,
The big CIA, The Bloods and The Crips and the KKK (Stanza 2, line 1 to 3)*

In this stanza, line one and line two remain that people around the world are trying to against terrorism, but the lyricists assume that in their society there is still terrorist living. The lyricists have an opinion that the government had so much attention to the terrorist from other countries, but carelessness with the problems in their own country. There is a disconnected action between the acts of against violence outside the country with the acts of promoting violence inside the country. Also, The lyricists mentions the CIA, the Blood, the Crip and the KKK in this stanza which become involved in terrorism in the society.

As the society being chaos because people have not love to each other. People decide to be part of the gangs such as the Crip, the Blood also KKK to make their life safe. However, there is a new rivalry between one another gangs which lead to the separatism movement.

It is not known exactly why The Black Eyed Peas mentions the CIA as a part of terrorist in their lyric. Even the CIA is compared to the gangs such as the Bloods, the Crip and the KKK which clearly have often committed crimes before.

Over time, The Black Eyed Peas do not mention The CIA in their song anymore. The Black Eyed Peas seem to make a bit censored in the lyric, precisely on the lyric which mentions the CIA. Many Americans regard that mentioning the

CIA as a terrorist making is a kind of disrespectful to that powerful American organization. The rejection from the society resulted in the action of The Black Eyed Peas, they decided not to mention the CIA anymore while singing this song. It can be seen from the concert of Both Superbowl performance, inaugural concert “We Are One” at Lincoln Memorial and the performance at Ariana Grande show “One Love Manchester”, at each one they changed the line of the first verse without mentioning CIA anymore.

*But if you only have the love for your own race
Then you only leave space to discriminate
And to discriminate only generates hate
And when you hate then you're bound to get irate (Stanza 3, line 1 to 4)*

In this stanza, the lyricists described what will happen next if people only have a love for their race and ignore the other races existence. This will make a space for discrimination to growing rapidly. The main issue that the lyricist wants to convey here is racism through discrimination. Generally people think that discrimination is such of negative behaviour, however, discrimination is negatively toward the target group and positive behaviour for the race that did the discrimination. People as a society should be proud of their race definitely, but being overproud and do not respect the other race is a kind of disrespectful act.

The next two lines, the lyricists give the example of the discrimination evolve in the society, it will generate hate in society. If hatred has spread through society, it's easy for people to get irate. Irate people will destroy society because angry cannot be controlled by anyone else. This is what makes the condition of a

society filled with fear and terror. At the end, the result of all this is killing and hurting each other.

*Madness is what you demonstrate
And that's exactly how anger works and operates
Man, you gotta have love just to set it straight
Take control of your mind and meditate
Let your soul gravitate to the love, Y'all (Stanza 4, line 1 to 5)*

The first line of this stanza above explains about people who get easily angry just because a thing which is not necessarily true. They can get easily angry to the people or the worse situation just because they are provoked by someone, like mass media or something. After watching or listening to some provoking speech, they do not ensure whether the news is true or just a piece of fake news. After receiving the provocative news from the media, they believe in it without searching the truth first. It can be seen that people on that time described by the lyricist as a people who are not trying to make the situation better instead worsened the situation with their madness act at something that they do not even know really well and they are not aware of it. The worse the situation, the more they blame each other, the more people die or hurt.

In the next line, the lyricists tell us to control our mind and meditate when the bad things happen in life. The main ideas of this stanza are to persuade people spreading love instead of madness by calming down the situation where the people are. The next line explains that the only thing which will make this situation better is creating a spirit of love and unity from within. Love will make people think clearly to understand other people. Love will make them think and act calmly in a bad situation.

*People killing, people dying
Children hurting and, hear them crying
Can you practice what you preach
And would you turn the other cheek (Stanza 5, line 1 to 4)*

This stanza is a chorus of the song which is very repetitive in stating both the horrible things in the world. It starts with ‘people killin’ people dyin’’, children hurt and hear them cryin’ is implicitly referring to 9/11 the terror attack. The attack is one of the tragedies which inspire the lyricists to compose this song, but the problem was complicated. This lines portrays the chaos in a broken world.

Line 3 of this stanza is the line which has a meaning of the lack of religious practice in the community. This “Practice what you preach” means the action of what religions teach. The lyricists express that religions teach people to spread love instead of madness to other humans. The last line of this stanza tells about the lyricists asking about receptiveness to turn the other cheek. “Turn to the other cheek” according to a phrase in Christian doctrine from the Sermon on the Mount that refers to responding to injury without revenge and allowing more injury. The lyricists want give doctrine to the people that they did not allow revenge on someone who has hurt them first. This enticement is expected to reduce the number of people hurting each other because of the revenge act.

*Father, Father, Father help us
Send some guidance from above
'Cause people got me, got me questioning
Where is the Love (Love)? (Stanza 6, line 1 to 4)*

The first and the second line of this stanza explain that the lyricists are frustrating enough with the social condition at that time. The society can no longer proactive to make their living better. The lyricists are trying to explain their despair by

mentioning God, which is the symbol of the last hope for asking help. They mention Father who can send guidance which means God's help because the truest form of love can only be found in God.

The lyricist, at the world around them with all its problems, asking one simple question: Where is the Love? This question itself reflects a sense of loving every human being in this world, but it is not enough because the sense of love has already disappeared. This condition of no loving makes the lyricists question where is all the love gone.

Where is the Love (The love)
Where is the Love (The love)
Where is the Love, the love, the love (Stanza 7, line 1 to 3)

This stanza contains the main message that the lyricists want to tell the listeners; the world is a place with love any longer. Where has the love gone? Where is the Love which people had before? There is no love anymore. The writer feels this stanza containing the lyricists' sadness and describes the feelings as a question; the world is not a safe place anymore because there is too much hate; there is too many wars, discrimination and racism.

It just ain't the same, all the ways of change
New days are strange, is the world insane
If love and peace is so strong
Why the pieces of love don't belong (Stanza 8, line 1 to 4)

In the first line, the lyricists want to explain that people are totally different nowadays from they used to. The way of people living as humankind is changing into worse way of living. The next lines are the new day is strange and the word insane is a kind of fear. The lyricists feel like they do not want to start the new

day if it is still the same day as no love in the world. How different it is today makes the lyric explain that the world becomes more insane than ever before.

There are no more love and peace which are kinds of the strongest feelings of unity. The lyricists which express their confusion in this stanza if only love and peace are the things which can make changes, so why there is no sense of love present these days in the world.

*Nations dropping bombs
Chemical gasses filling lungs of little ones
With ongoing suffering as the youth die young
So ask yourself is the lovin' really gone (Stanza 9, line 1 to 4)*

The main ideas conveyed in this stanza are mainly about the war and the violence. Society nowadays is lack of respect for humanity. It can be seen from the first line which mentions the nations dropping bombs. The bombings mean that the nations which cause the riots within themselves try to fight their own people. In next line still in the same stanza, “chemical gases fillin” lungs of little ones” and “with ongoin” sufferin” as the youth die young” are all examples of the destruction that wars and poverty create.

Then line four shows that the lyricists invite their audience or people to ask themselves whether humans are now unable to express their love anymore. The world only has hatred for each other. The lyricists try to make sure that their listeners agree with their opinion that love has already gone.

*So I could ask myself really what is goin' wrong
In this world that we livin' in people keep on givin' in
Makin' wrong decisions, only visions of them dividends*

*Not respectin' each other, deny thy brother
 A war is goin' on but the reason's undercover
 The truth is kept secret, it's swept under the rug
 If you never know truth then you never know love (Stanza 10, line 1 to 7)*

This stanza has the main message about the disappearance of the social norm, value, courtesy to other people and love. The lyricists try to say that people currently live in a society where they are easily provoked to do bad and cruel acts to other people. When they faced complicated problems, they are confronting it with their anger and madness. They do not think clearly before they act, making the wrong choice. This is because they only listen to themselves. They think they are making the right decision, and they block other people's opinion. Even though the people are at wars, currently they do not even know the reason for the wars with their own people should break apart. The truth is kept secret and the people do not want to find the reason why so they will never know how to stop the wars and never know what love is.

*Where is the Love (The love)?
 Where is the Love (The love)?
 Where is the Love (The love)?
 Where is the Love (The love)?
 Where is the Love (The love)?
 Where is the Love (The love)?
 Where is the Love, the love, the love? (Stanza 11, line 1 to 7)*

In this stanza, the lyricists try to emphasize the question of "Where is the Love?" again. The Black Eyed Peas makes repetition of the phrase "Where is the Love?" they also make it as the title of their song. It presumably brings an important purpose that they want to invite people to fix the world into a better place which consist peace and love. This dream of living can be true if people start to spreading love and loving each other as a human being. By questioning the where

is the love gone, it will make the people think they are really cruel now. However, it is the lyricists truly desire to spread love and make the world peacefully with no drama, violence, gang crime, racism act and terrorist living.

*I feel the weight of the world on my shoulder
As I'm gettin' older, y'all, people gets colder
Most of us only care about money makin'
Selfishness got us followin' the wrong direction (Stanza 12, line 1 to 4)*

The main issue addressed in this stanza is the attitude of selfishness and materialism affected by modern society nowadays. The fact that materialism brings people to be selfish and greedy. The lyricists feel that these problems become their responsibility. The Black Eyed Peas feels that they have a power as lyricists and singers to be able to convey these issues and shows the fact which happen in their society to the people. The lyricists think that way because they have an assumption that people become more mature day by day, but the more the society surrounded by easily intoxicated people. Those people only care about how to be rich among their circle without thinking about the consequences of their negligence which might be threatening them in the future. Most of the people only care about their own selves. These attitudes represent the modern society, where money rules everything and become the obsession of the society until they are unaware of those who are in need. The wrong direction which was chosen results from the passion for money which unfortunately leads to the conflict in the future.

*Wrong information always shown by the media
Negative images is the main criteria
Infecting the young minds faster than bacteria
Kids wanna act like what they see in the cinema (Stanza 13, line 1 to 4)*

Here, the lyricists try to convey that the mass media evolve the misconception of the actual situation. In that time, people become more interested in receiving the news from media because the media only reporting the bad things which happens in society. The bad news influences the kids as young minds to imitate what people do in the news; violence and disrespect. The situation explains why the anger and disrespect is hard to fix. Nonetheless, people are not conscious that they are being provoked by the media.

The Black Eyed Peas believe that the media are trying to lead the youth to imitate the violent act. The Black Eyed Peas use allusions and analogies of “infecting faster than bacteria” because the negativity which is shared in mass media and cinema makes kids easily infected to act like what they have seen.

*Yo', whatever happened to the values of humanity
 Whatever happened to the fairness in equality
 Instead of spreading love we're spreading animosity
 Lack of understanding, leading us away from unity (Stanza 14, line 1 to 4)*

In this stanza, the lyricists put equality and unity as the main theme to discuss. The lyricists say that "whatever happened to the values of humanity and equality", this means that what happens to the values of humanity and equality is that the values are already chipped away. It is caused by the selfishness and materialism act which held by the people.

Instead of cultivating true love among society, people choose to be ignorant and set themselves apart from the other people in the community. This condition creates an absolute separation from one to another. “Animosity” here refers to the people’s hatred. According to this stanza, instead of distributing the

feeling of love; some people choose to spread the violence and cruelty into society. The people think that society is not kind of a safe place anymore, so they mistrust one another and hating each other. The lack of consideration among people making them apart far from the unity.

*That's the reason why sometimes I'm feelin' under
That's the reason why sometimes I'm feelin' down
There's no wonder why sometimes I'm feelin' under
Gotta keep my faith alive till love is found (Stanza 15, line 1 to 4)*

Each of the lines in this stanza says that the world is making the lyricists feel depressed. The lyricists here share their thoughts that they feel so confused because the conditions of their society make them so down hearted and sad. There are no other ways to improve the condition in society into a better place to live. However, they pinpoint that they still have to bear in mind that love does exist in this world until the time they find true love they have been searching for all this time.

*Sing with me y'all:
One world, one world (We only got)
One world, one world (That's all we got)
One world, one world
And something's wrong with it (Yeah)
Something's wrong with it (Yeah)
Something's wrong with the wo-wo-world, yeah
We only got
(One world, one world)
That's all we got
(One world, one world) (Stanza 16, line 1 to 11)*

This last stanza tells everybody everything about what the lyricists want to convey through the lyric. The lyricists want to make people united in one world peacefully and full of love. This “one world” is kind of reminiscence for the

people that the people are living in the same home called the world. Also in this stanza, the lyricists invite the people to sing along because they want to highlight the “one world” term as an enticement to unite. It is not always a peaceful place even though all the people share it. No matter how bad the condition is, the people should improve the world inside out together. Even though this part is towards the end of the song, The Black Eyed Peas want to warn the people about this important message. It can be seen in the lyric, the lyricists make a lot of repetition in “Where is the Love?” and “One world” phrase. These two are a magical word to make people realize that something wrong with the world and they need to make it better.

5

CONCLUSION

The Black Eyed Peas' "Where is the Love?" is one of the most popular songs ever made in spreading the love and peace to the world. From the previous chapter, this final project draws out the social issues which have driven the lyricists to mention in the lyric. Needless to say, "Where is the Love?" contains the social issues, namely are separatism, racism and terrorism.

In separatism issue, The Black Eyed Peas mentions the wars. The wars which are portrayed by the lyricists through this song lyric in stanza 2 and stanza 5 as gang wars, the wars between the nation and their people, society against people, people against people. The media which infects the wars with the wrong information to the people is also a kind of war. This kind of wars in society make love disappear from the world. The lyricists assure that all of these wars make the world insane, and insanity becomes the underlying issue of the chaos.

Another issue is racism issue, the lyricists describe the whole of it by mentioning the word "discriminate" in stanza 3. In the song lyric, racism is portrayed as adoration and overproud of a certain race. This issue is mentioned by the lyricists in the third stanza before the chorus, which means the lyricists want to show the listeners if racism becomes one of the most important issues mentioned in this song. The lyricists look very concerned with the causes and effects of racism by mentioning the details of how the racism appear in society and how can it lead to chaos.

Furthermore, The Black Eyed Peas use the terrorist term in the stanza 1, to describe their belief that terrorism is also one of the most important issues which motivate the lyricists to write this song lyric.

All of the issues mentioned above can be concluded by saying that the lyricists use one question "Where is the Love?" because these issues make love disappear from the world. The lyricists make a repetition in "Where is the Love?" lyric to demonstrate their disappointment with the one of meaningful question.

Referring to the social issues described in the lyric, "Where is the Love?" is not only nice to listen to, but it is also educational to learn from. The social issues which bring on it have values of life. This song is also easy to listen and understand, so this makes the listeners easy to understand what the lyricists' think to be in this song.

APPENDIX A

Central Intelligence Agency (CIA), principal foreign intelligence and counterintelligence agency of the U.S. government. Formally created in 1947, the CIA grew out of the World War II Office of Strategic Services (OSS). Previous U.S. intelligence and counterintelligence efforts had been conducted by the military and the Federal Bureau of Investigation (FBI) and suffered from duplication, competition, and lack of coordination, problems that continued, to some degree, into the 21st century (Encyclopedia Britannica, 2018).

The Bloods, also known as Original Blood Family (OBF), are a primarily African-American street gang founded in Los Angeles, California. The gang is widely known for its rivalry with the Crip (Encyclopedia Britannica, 2017).

Crips is a street gang based in Los Angeles that is involved in various illegal activities, notably drug dealing, theft, extortion, and murder. The group, which is largely African American, is traditionally associated with the color blue. The Crip gained national attention for their bitter rivalry with the Bloods (Encyclopedia Britannica, 2017).

Ku Klux Klan is either of two distinct U.S. hate organizations that employed terror in pursuit of their white supremacist agenda. One group was founded immediately after the Civil War and lasted until the 1870s (Encyclopedia Britannica, 2019).

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