

# A Comparative Study of Ambonese Classic and Modern Pop Songs

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**Abstract-**This paper was motivated by the researchers concern about the moral values contained in Ambonese pop songs then and Now. Pop songs communicate their messages through the words contained in each verse of their lyrics, but the song lyrics often do not transmit good moral values. Ambon as the city of music should pay attention to every song that is produced to make sure the songs uphold good moral values in their lyrics. This study aims to find out the subjective evaluation of Ambon City people about the moral values contained in Ambonese pop songs and the efforts of Ambon City/Municipal Government to control Ambonese pop songs circulating in the community. This study used a qualitative research design with a case study method. This method was chosen because the researchers would like to compare in detail and thoroughly the moral values contained in Ambonese pop songs then and now in the perspective of the community, analyse the moral values contained in the songs, and find out the efforts made by the Government of Ambon City as part of its responsibility to develop Ambon as a city of music. The findings show that Ambonese pop songs now convey messages about love, longing, affection, destruction, divorce, and many more messages that have negative impacts on the community; on the contrary, Ambonese pop songs of the past convey messages relating to positive things, representing real social, cultural, economic, comedic, and other events that really happened at that time. The government's efforts cannot be said to have been successful in the control over the songs. If this problem is left unaddressed, it will negatively affect the moral and behaviour of the younger generations of Maluku, especially Ambon City, distancing the generations from the values of Maluku civilization.

**Keywords:** *moral values, pop songs, government's efforts*

## I. INTRODUCTION

It is precisely interesting and important to be observed about the comparative study of moral values in Ambon classic and modern pop songs for a number of basic things and reasons. First, most of the people in Ambon feel anxiety on the content of Ambon pop songs' today which fully contain of negative messages so that it adversely affects the

physical and psychological condition of the listener. States that listening to music can affect physical and psychological aspects [1]. Songs' content with crisis moral values strongly can give negative messages.

Second, Ambon as the icon of music with tagline "city of music" should receive serious responsiveness from the government towards the content of moral values in the pop songs produced. Unfortunately, the lack of seriousness of the government in selecting the pop songs caused the production of pop songs were far from the Ambonese values. Love songs, for instance, the different religions, beta mabo (I'm drunk), nomor lama, jujur ka parlente (honest or lying), karma is Ambonese pop song that packs negative messages.

Third, Ambon's classic pop songs pack full of positive messages in accordance with the moral values of the Maluku people. For instance, the song of bulang pake payung (The umbrella moon), beta balayar jauh (I sealed far away), manise-manise (sweet-sweet), papa ceda, gandong la mari gandong and huhate are the lists of Ambon pop songs that truly tell the reality of Maluku people's lives in accordance with moral values. Unfortunately, these songs began to erode and slump grossly by the shift of time and the trends of modern songs.

Nowadays, Moderns' Ambonese pop songs dominate music in Ambon city. In fact, Ambons' classic pop songs that are in accordance with the moral values in the community are more useful to preserve the togetherness, brotherhood and peace. Emphasized that moral values are very necessary for humans, both their capacity as individuals (individuals) and as members of a group (community and nation) [2]. For this reason, Ambonese classic pop songs are strictly suggested and endeavored by all parties to dominate music in Ambon through traditional ceremonies, and regional events.

Fourth, Ambon's classic and modern pop songs that clearly pack negative messages are still enjoyed and sold freely in society. There are no strict sanctions and punishments that can ensnare creators and song singers. This is really regrettable because it will cause irreversible losses, especially in the physical and psychological aspects of each listener. This is really crucial because a nation's civilization can be judged through the moral values of society. Moral values in human life definitely can influence and encourage humans to perform goodness, perfection, and provide

benefits for other. In short, moral values are the highest values.

It should be noted that music is a complex and universal social behaviour which contains an expression of the human mind and ideas that contains a significant message [3]. If Ambon pop songs pack a lot of negative messages, then the creator and singers' thoughts likely contain a lot of negative energy. In fact, these songs are also used as a means for the people of Indonesia to get to know the moral values especially, Ambonese who live closely with music.

Referring to the various problems above, it is required serious attention from all parties. Viewing the urgency of moral values in Ambon classic and modern pop songs, consequence, the researcher is very interested to study these issues. The researcher believes that there will be many losses if the theme in this paper is not observed so that solution can be acquired.

This paper aims to examine the Ambon city community's assessment of the Ambonese Classic and Modern Pop Songs and the efforts of the Ambonese city government in selecting Ambonese pop songs circulating in the community.

## II. THEORETICAL REVIEW

### **Moral Value**

Moral always refers to the pros and cons of humans as humans so that the moral field is the field of human life in terms of its goodness as humans [4]. Moral or morality is a code of conduct that is considered good and noble in an environment or society [5]. Morality is a quality in human actions by which individuals say that the action is right or wrong, good or bad or in other words morality includes an understanding of the good and bad actions of humans [6]

Morality is a decency provisions that bind human social behavior to realize the dynamics of life in the world, the rules (norms) are determined based on collective consensus, which is basically morally explained based on objective common sense. Meanwhile, values always have a positive connotation [7]. Value is the quality of what is beneficial to human life both physically and mentally. In human life, judging is used as a basis, reasons and motivations in behaving and behaving whether consciously or not [8].

Moral values in the relationship between humans and themselves, moral values contained in the relationship between humans and fellow human beings, moral values contained in human relations with the universe, moral values contained in human relationships with God [9].

Moral value is a measure or guidelines for human actions. A person is immoral if that person behaves according to the moral standard used in the community where he lives. Emphasized that moral values are very necessary for humans, both their capacity as individuals and as members of a society and nation [2].

Moral value is knowledge or understanding related to improper valuation, or improper conduct. The measure of moral value is one's conscience. If the conscience feels offended, both positive for example flattered, or negative for

example insulted, then the measure of the behavior is a moral value [10].

Moral is very important contribution to the formation of human character. Good is always synonymous with morals. People who are not good are also called as immoral people, or at least as people who are not moral. The songs that the moral crisis mostly only reveal the negative side.

### **Pop Music**

Interesting phenomenon in the development of Indonesian pop music is the emergence of various genres of music that filled the human culture [11]. Music composition is another artistic domain where neural based approaches have been proposed [12]. Music is a complex and universal social behavior which contains an expression of human thoughts, ideas, and ideas from the brain that contains a significant message signal [3]. Music is used to convey messages by musicians. Music has its own power to deliver messages, both explicitly and in an implicit way.

Pop music is one of the world music genres that has been known for so long in the history of music. The spread and acceptance of pop music because of its popularity as pop culture [13]. Pop music is a type of music that is very dynamic in nature, because the survival of musicians and their songs tends to follow the prevailing trends [14].

However, basically song lyrics remain a core strength of music, namely as a media to convey the message of its creator. Admittedly, music can express human feelings, awareness, and even outlook on life (ideology) [15].

Pop music or popular music is the name for genres of music that are widely heard by the listener and are mostly commercial. Pop music is a genre of music from popular music that originated in modern form in 1950, which originated from rock and roll. The terms popular music and pop music are often used interchangeably, although the first is a description of popular music (and can include any style), while the latter is a particular genre that contains a quality of mass appeal.

Popular music is music that is easily obtained, emphasizing chorus or song emphasis, with pleasant lyrics that are romantic-themed, and commercially oriented [12]. Popular music is an easy listening music that can be listened to without requiring much or more specific attention. Pop music can also function as a form of social glue, which puts a person in the reality of the life they are living [16].

### **Song Poetry**

Any lyrics in the song must have a specific purpose that wish to be conveyed to his listeners. Therefore, every song lyrics will be delivered with an interesting language. The writing of the song lyrics will not regardless of the style of the language poets includes either word choice or sentence structure, diction, or figure of speech [17].

Song lyrics are one of the literary works, so it can be concluded that the song lyrics also contain moral teachings. Song lyrics that contain moral teachings can be divided according to the types of moral teachings so that it can be

found the core teachings that can be more digested by humans in their application in their lives [18].

The song and intonation that accompanied the speaker's speech were also noticed by the audience. The sound of the language received is then interpreted its meaning, analyzed the truth or assessed, then the decision is taken to accept or reject. Song lyrics are verbal symbols created by humans. Humans are creatures who know how to react, not only to their physical environment, but also to the symbols they make themselves.

Song lyrics are words or sentences in a song. Song poetry not only stands alone and is perceived by the listener or reader, but is explained in detail by the composer and poet writer directly. This becomes the meaning contained in song poems appearing in a fuller and more complete face [19]. The relationship between moral values and song poetry, especially in Ambon pop song poetry in ancient times and now there are tangent relationships. In Ambon poetry song poetry besides containing aesthetic values also contains moral values (moral messages). Ambon pop poetry is a form of expression found in the poet, as well as an expression of feelings towards social phenomena that occur in society. The expression of his literary works is expressed through song lyrics accompanied by music.

### III. RESEARCH METHOD

The research was qualitative with case study method. The reasons were to analyze comprehensively related to a comparative study of moral values in Ambon classic and modern pop songs. The researcher analyzed the data based on the facts obtained in the field.

This approach is to emphasize the authenticity of the data to explain the focus of research. This assertion is reasonable, because researchers wanted to do a study of the comparison of moral values in Ambon classic and modern pop songs. In addition, the researcher used interviews, observations, and documentation to collect the data related to this research. The data was categorized referring to the informants. Then the interpretation was carried out based on a theoretical framework in the form of description.

### IV. RESULTS AND DISCUSSION

#### **Communities' Assessment of Ambon Classic and Modern Pop Songs.**

Music is a complex and universal social behavior which contains an expression of human thoughts and ideas that contain a significant message [3]. Pop music or popular music is the name for genres of music that are widely heard by the listener and are mostly commercial. Pop music is a music genre of popular music that originates in modern form.

Popular music as easily accessible music, emphasizing chorus or song emphasis, with pleasant lyrics that are romantic, and commercially oriented [12]. Popular music is music that is easy listening that can be listened to without requiring much or more specific attention [20]. This pop music can also function as a form of social binding, which puts a person in the reality of the life they are living.

Similarly, Ambon classic and modern pop songs that have been circulating are more than just giving positive messages in song to the people of Ambon. Ambon pop lyrics is a form of expression found in the writer, as well as an expression of feelings towards social phenomena that occur in society. The expression of his literary works is expressed through the song lyrics accompanied by music. More than that, the reality of life is depicted in many Ambonese pop songs ranging from living side by side as religious people, cooperating (mutual cooperation) in building houses of worship to the romanticism of young generation time to time.

The results of the study found a number of basic things about communities' assessment of Ambon classic and modern Pop Songs. First, they consider that the positive messages on Ambon pop songs used to contain a lot of advice about thoughtfulness in choosing friends, romanticism of young people, persistence in realizing the ideals of overseas, the importance of caring for sibling relationships, loving for culture, living according to parents' advices, and advice not to forget the city of Ambon as a place of birth, for example the song *Katong Naik Perahu*, *Papa Ceda*, *Manise Manise*, *Huhate*, and *Bulan pake Payung*.

Most of the Ambon pop songs used is full of advice in living life according to the culture of the Moluccans. Classic songs that were sung and continue to be sung to day. Meanwhile, Ambon pop songs today are more positive messages to the romance of young people and current knowledge and development, for example the songs *Se Paling Bae*, *Sayang Ale Dimana*, *B'rapa Puluh Tahun Lalu*, *Angin Bawa Kabar*, dan *Cinta Beda Agama*

Second, Ambon classic pop songs provide many positive lessons to the community when compared to Ambon modern pop. This assertion has a reason because Ambon classic pop songs were acceptable in all circles, providing education to the public, so that the song can be hark back to today. While today's pop songs tell a lot about the romance of young people, so the songs are generally consumed by young people. Third, the reality of Ambon city life depicted in the Ambon classic pop songs, namely living in a harmonious family life in accordance with *Pela gandong* culture, mutual cooperation, persistence in realizing the ideals of overseas, and love of culture. Meanwhile, the reality of Ambon city life depicted in Ambon pop songs today more depicts the lives of young people in today's love and lifestyle in accordance with technological developments.

Fourth, Ambon classic pop songs that offers many messages of peace, unity of life, mutual cooperation, education of life in the harmony of the *pela gandong* family. More than that, the song *gandong la mari gandong*, *bulan pake payung*, and others give a deep impression of unity, harmony and peace. Fifth, the expression of feelings expressed in today's pop songs is about love stories or romance. In addition, reducing the mindset of the people so that life is ambiguous namely; mutual respect, mutual assistance and care for each other have completely eroded by the lives of Ambonese people today.

Sixth, the instructions for life depicted in the Ambon classic pop song that taught the Ambon community to stay

alive in a *pela gandong* frame, fostering and maintaining unity among brothers. Even though the clues of life depicted in the Ambon pop song today that is providing education to the community, especially among young people to respect each other among the brothers and maintain a love relationship among religious people.

### **Government's Efforts in Selecting Ambon Pop Songs Circulating in the Community.**

Basically Ambon pop songs have become a discourse in the capital city of Maluku Province. Associated to this issue, researcher sees that many song elements (lyrics) do not have messages and moral values to be consumed by the community. This is because most musicians only follow the will of the market and hope for royalties or profits, thereby ignoring the message and moral values on Ambon pop songs.

Nowadays, the efforts of government in selecting Ambonese Pop songs do not provide positive benefits for the community. This tendency happened because there is no regulations that protect musicians and those regulations become the reference for musicians in expressing creativity without putting aside messages and moral values in their songs.

Ambon City is a city that is prepared to become a city of music that should pay attention to every song circulating in the community. This is because the lyrics of songs that have negative moral values can have a negative impact on song lovers. Then the identity of the city of Ambon will also be seen in music and song lyrics.

The art of music is one of the communication media in conveying messages. Communication is effective if the message can be received and understood by the communicators, namely the sender and receiver. The message is the thoughts and feelings of someone by using language/other symbols conveyed to others" [21]. Communication Studies an Introduction, the message is "what is communicated by the source to the recipient. The message is a set of verbal and/or nonverbal symbols that represent the feelings, values, ideas or purpose of the source earlier" [10].

Bring up some definitions of message, it can be concluded that the message is an idea from someone that is conveyed in verbal and nonverbal form. Whereas messages are packaged in various forms. One of them is music and song lyrics. Song lyrics contain verbal symbols that are full of meaning. Song lyrics are a combination of communication and literary works, because song lyrics are literary languages.

Human communication is a process that involves individuals in a relationship between individuals, groups, organizations and society that responds and creates messages to adapt to each other's environment. If it is associated with the pop song lyrics that are the subject of study in this study, it can be said to have shifted from the function of the song itself as a communication medium in delivering messages.

Ambon Regional Indonesian Broadcasting Commission is a media or aspiration forum that represents the interests of the community (Broadcasting Law, article 8, subsection 1). Political legitimacy for Ambon Regional Indonesian

Broadcasting Commission position in the next state life is expressly regulated by the Broadcasting Law as an independent state institution that regulates broadcasting matters. In order to carry out its functions the Ambon Regional Indonesian Broadcasting Commission has the authority (authority) to compile and supervise various broadcasting regulations that connect broadcasters, the government and the community.

This arrangement covers all broadcasting activities, starting from the stages of establishment, operationalization, accountability and evaluation. In doing all this, Ambon Regional Indonesian Broadcasting Commission coordinates with the government and other state institutions, because the spectrum of regulations is interrelated. This is for example related to judicial and judicial authority due to violations which by the Broadcasting Law are categorized as criminal acts.

In addition, the Ambon Regional Indonesian Broadcasting Commission also deals with the public in accommodating and following up on all forms of public appreciation for broadcasters and the broadcasting world in general. The Indonesian broadcasting commission of the Ambon province region is well aware that lately Ambon City is experiencing a globalization flow that is quite influencing the community in creating song lyrics that have no value and morals.

The results of the study found that the Ambon Provincial KPID strive for controlling the broadcasting of pop songs among the public, whether through television or radio. Restrictions made by the Ambon Regional Indonesian Broadcasting Commission are efforts to protect the public from song lyric content that is immoral for the community. Viewing from the functions, duties and authority of the Ambon Regional Indonesian Broadcasting Commission, the steps taken by the Ambon Regional Indonesian Broadcasting Commission are not a mistake.

Government efforts must also be supported by public awareness, especially songwriters in order to create pop song lyrics that have a positive impact on society. If the Ambon city community can obey the Provincial Ambon Regional Indonesian Broadcasting Commission regulations in defending pop songs that have a moral message from the onslaught of globalization, as a result, it is possible for Ambon to become "city of music" that is accepted worldwide.

## **V. CONCLUSION**

Based on the results of the research and discussion described previously, the researcher draws the following conclusions:

1. Ambon people consider that Ambon classic pop songs pack a lot of positive messages, especially about the importance of loving for a harmonious life according to the *pela gandong* culture, mutual cooperation in work, persistence in realizing the ideals in overseas, love of culture and its importance maintain peace and unity of life as citizens. The message that is full of moral values makes Ambon classic pop songs tend to be sung today

and is not lost by the influence of more modern rock, rnb and rap songs. Meanwhile, modern pop songs cover messages about the romance of young people and today's lifestyles that are in accordance with the times. The expression usually about a love story or a love affair and today's lifestyle.

2. Government's efforts are striving to control the broadcasting of pop songs among the public, whether through television or radio. Restrictions made by the Ambon Regional Indonesian Broadcasting Commission are efforts to protect the public from song lyric content that is immoral for the community. The government's efforts are also supported by public awareness, especially songwriters, in creating pop song lyrics that have a positive impact on society.

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