

AN ANALYSIS MORAL VALUE IN SONG LYRICS "PRICE TAG" BY JESSIE

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DOI: <https://doi.org/10.62567/micjo.v2i1.355>

Submitted: 08/12/24

Article info:
Accepted: 30/12/24

Published: 30/01/25

Abstract

This study examines the moral values in the song lyrics of Price Tag by Jessie J. . The song critiques the growing focus on materialism and emphasizes the importance of love, happiness, and authenticity in life. The research aims to identify and analyze the moral messages conveyed through the song, using a qualitative approach to explore the lyrics and categorize the moral themes. The analysis reveals that the song advocates for a shift in societal focus—from the pursuit of wealth and material possessions to prioritizing emotional well-being and human connection. The moral values identified in the lyrics include love and affection, bravery, sympathy, and honesty. The findings suggest that the song calls for a shift in focus—from valuing money and possessions to prioritizing emotional well-being, human relationships, and genuine happiness. The most frequent moral value expressed in the song is love and affection, with the lyrics urging listeners to "pay with love" and to prioritize emotional connections over material wealth. In conclusion, Price Tag offers a critique of materialism while encouraging listeners to value love and unity. The study highlights the power of music as a tool for spreading moral messages and inspiring positive change in society, especially in an era where consumerism often overshadows more meaningful pursuits.

Keywords : Discourse analysis, Materialism, Moral Values, Price Tag, Song Lyrics

1. INTRODUCTION

Morals are the principles of well-being pronounced by wise people, based on their experience and wisdom. It refers to human behavior in life. Moral values are just an important type of instrumental value. Actions and character traits have moral value only to the extent that they contribute in some way to happiness: increase pleasure or reduce pain or both, that is, to hedonic value. Practicing moral values to students is very important for developing a person's character especially students as young generation (Yuli Rohmiyati et al., 2023). Fact,

adolescents at this time do not show moral values that seem not to appreciate and appreciate human values so that adolescents fight, lack respect for parents (Khadijah, 2019), do not obey the rules of irregular family life, especially in the current era of globalization. It is a problem which need solution, how to foster morals in the character of each child. Moral value was categorized into eleven types, They are: Bravery, Humbleness, Honesty, Steadfastness, Love and affections, Being sympathetic, Cooperativeness, Thankfulness, Trustworthiness, Sincerity and Kindness (Syamaun et al., 2019)

Mean while, music is part of everyone's life. Music is one of the pastimes that people love Because everyone has heard music and they probably love music, even have musician idols (Andreas Heri Kurniawan, 2021). Music or songs can be called language because songs have meaning in their lyrics. Therefore, we can learn several languages from song lyrics. Music also affects brain function, especially for children who can still get more of their brain memory. It can express their thoughts, experiences, feelings, and beliefs.

In addition, the effect of music not only affects people's emotions but also music is able to change brain waves and make the brain more receptive to learning, also we can learn language from song lyrics. But many people or listeners do not understand the meaning of the song (Nisa et al., 2020) and do not know the moral value of song lyrics (Abidarda, 2010). They just enjoy the lyrics of a song without knowing the meaning or message of the song.

To overcome the problem, listeners must analyze song lyrics (Dewi, L. A., 2020). The language used in song lyrics must be understandable (Afriyuninda & Oktaviani, 2021) and convey a positive message as a medium for delivering messages. The public can use the song to convey the moral message of the song (Permana & Megawati, 2021). It's a powerful tool for communicating moral principles because so many people use songs for how they feel right now.

The purpose of this study is as follows (1) to find moral values in the price tag of song lyrics by Jessie j, (2) to find out various moral values in the price tag of song lyrics by Jessie j. This study is expected give a contribution in the academic world, especially in moral value discourse analysis in song lyrics. In addition, this study also can give additional information for the further research on the same topic.

Therefore, based on the phenomenon above, the researchers conduct a researcher entitled An Analysis Moral Value in Song Lyrics "Price Tag" by Jessie J. is about the superficiality and materialism that pervades modern society, particularly in the music industry. The lyrics express a desire to move away from focusing on money and possessions and instead emphasize the importance of love, happiness, and the joy of music. Jessie J sings about how people do, often motivated by the pursuit of wealth and fame, which can lead to a loss of authenticity and a sense of satisfaction.

2. RESEARCH METHOD

Researchers use qualitative research methods data obtained in the form of words and sentences in lyrics, not numbers. This study did not use statistical methods. Qualitative research aims to explore, find, describe, and explain the quality or benefits of social influences that cannot be accounted for through quantitative approaches. Researchers used Price Tag lyrics for analysis. This research focuses on the exploration of implicit moral values of Price Tag song lyrics. As a result, all data sources collected from the main source of data in this study are lyrics themselves with additional information from the internet to supplement the analysis by performing the following steps:

1. Search the song in internet
2. Download the song and song lyrics
3. Researchers start listen to the song
4. Begin to analyzing song lyrics after listening the song to determine moral value
5. Researchers analyze every word to find data to be collected

After collected the data of song lyrics, the researchers analyze the data as follow:

1. Sorting, classification and analysis of data on the use of moral value from the song
2. The analysis was interpreted and described by researchers.

This finding would be counted by using the frequency of cumulative formula (Ibrahim et al., 2019), it could be seen as follows:

$$\text{FK rel} = \frac{\text{FK}}{(\sum F)} \times 100\%$$

FK = Frequency of cumulative
 $\sum F$ = Frequency of total
FK rel = Frequency of relative cumulative.

3. FINDING AND DISCUSSION

Song lyrics

In this research, the lyrics of Price tag songs to be the primary data to analyzed. And here are the lyrics of Price tag song by Jessie J :

Intro

Okay, Coconut Man, Moonhead and Pea
You ready?

Verse 1

Seems like everybody's got a price
I wonder how they sleep at night
When the sale comes first and the truth comes second
Just stop for a minute and smile
Why is everybody so serious?
Acting so damn mysterious
Got shades on your eyes and your heels so high
That you can't even have a good time

Pre-chorus

Everybody look to their left
Everybody look to their right
Can you feel that? Yeah
We're paying with love tonight

Chorus

It's not about the money, money, money
We don't need your money, money, money

We just wanna make the world dance
Forget about the price tag
Ain't about the, uh, cha-ching, cha-ching
Ain't about the, yeah, ba-bling, ba-bling
Wanna make the world dance
Forget about the price tag

Verse 2

We need to take it back in time
When music made us all unite
And it wasn't low blows and video hoes
Am I the only one getting tired?
Why is everybody so obsessed?
Money can't buy us happiness
Can we all slow down and enjoy right now?
Guarantee we'll be feeling alright

Pre-chorus

Everybody look to their left (to their left)
Everybody look to their right (to their right)
Can you feel that? Yeah
We're paying with love tonight

Chorus

It's not about the money, money, money
We don't need your money, money, money
We just wanna make the world dance
Forget about the price tag
Ain't about the, uh, cha-ching, cha-ching
Ain't about the, yeah, ba-bling, ba-bling
Wanna make the world dance
Forget about the price tag (yeah, yeah)

Bridge

Well, keep the price tag (yeah) and take the cash back (back)
Just give me six strings (six strings) and a half stack (half stack)
And you can, can keep the cars, leave me the garage
And all I, yes, all I need are keys and guitars

And guess what? In 30 seconds, I'm leaving to Mars
Yeah, we leaping across these undefeatable odds
It's like this, man, you can't put a price on a life
We do this for the love, so we fight and sacrifice every night

So we ain't gon' stumble and fall, never (nah)
Waiting to see this in the sign of defeat, uh-uh
So we gon' keep everyone moving their feet

So bring back the beat and then everyone sing

Chorus

It's not about the money, money, money
 We don't need your money, money, money
 We just wanna make the world dance
 Forget about the price tag
 Ain't about the, uh, cha-ching, cha-ching
 Ain't about the, yeah, ba-bling, ba-bling
 Wanna make the world dance
 Forget about the price tag (hey, hey)

It's not about the money, money, money (we don't need it)
 We don't need your money, money, money (no I don't, we don't need it)
 We just wanna make the world dance (dance)
 Forget about the price tag (dance your ass off, ah-ah)
 Ain't about the, uh, cha-ching, cha-ching
 Ain't about the, yeah, ba-bling, ba-bling (it ain't about)
 Wanna make the world dance (yeah, yeah)
 Forget about the price tag (forget about the price tag)

Yeah, yeah, oh-oh
 Forget about the price tag

Moral message

Moral values are principles or teachings about what is considered right or wrong, good or bad, in human life. In this case, the moral values contained in the song can be seen through the messages the artist is trying to convey to her listeners. "Price Tag" clearly raises the issue of materialism and invites people to reflect on what truly matters in life, such as love, togetherness, and honesty. The song serves as a critique of a world too focused on money and social status, while encouraging people to prioritize happiness that comes from human relationships and non-material values.

Through the lyrics of the song, Jessie J not only delivers a social critique but also invites us to adopt better moral attitudes in our daily lives. Based on the analysis of these song lyrics, The researcher can identify several moral values that are clearly reflected in its messages, which can inspire listeners to live a more positive and meaningful life. To further illustrate these findings, the following tables present the frequency and percentage of each moral value identified in the song lyrics.

No	Song Lyrics	Moral Value	Frequency
1	We're paying with love tonight	Love and Affection	3
2	We just wanna make the world dance, forget about the price tag		
3	We do this for the love, so we fight and sacrifice every night		
4	In 30 seconds, I'm leaving to Mars	Bravery	3
5	We do this for the love, so we fight and sacrifice every night		
6	So we ain't gon' stumble and fall, never	Sympathy	3
7	Why is everybody so obsessed		

8	We need to take it back in time when music made us all unite	Honesty	2
9	Money can't buy us happiness		
10	When the sale comes first and the truth comes second, just stop for a minute and smile		
11	Money can't buy us happiness		
Total			11

Table1. The result of Moral Value in song lyrics "Price Tag "by Jessie J

After identifying the moral values in the lyrics of Price Tag, The reserachers examine the distribution of these values in terms of their frequency and percentage. The following table presents the frequency and percentage of each moral value found in the song.

No	Moral Value	Frequency	Percentage
1	Love and Affection	3	27,30%
2	Bravery	3	27,30%
3	Sympathy	3	27,30%
4	Honesty	2	18%
	Total	11	100%

Tabel 2. The Percentage of Moral Value in song lyrics "Price Tag "by Jessie J

In addition to the frequency and percentage data presented in the tables, the following pie chart visually illustrates the distribution of moral values in Price Tag. This chart provides a clearer view of how each moral value contributes to the overall message of the song.

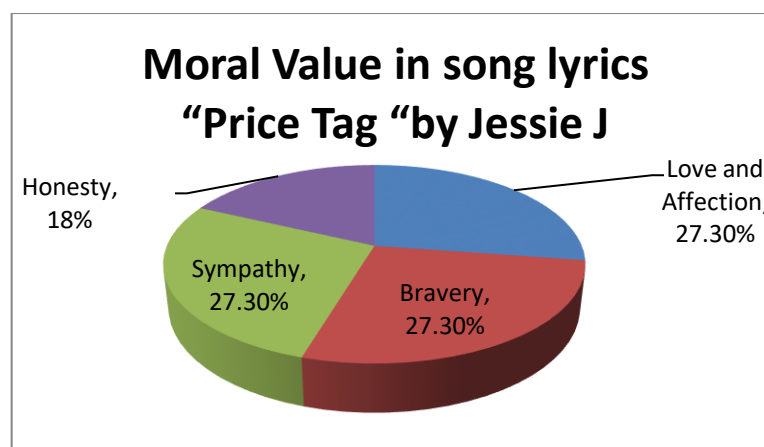


Diagram 1 The Percentage of Moral Value in song lyrics "Price Tag "by Jessie J

Based on the above findings, there are 4 different kinds of moral values according to syamau et al (2019), they are love and affection, Bravery, Sympathy and honest.

Love and affection

"We're paying with love tonight": This lyric suggests that instead of paying with money or focusing on financial transactions, people should invest in relationships, kindness, and love. By "paying with love," the song conveys the idea that love is the currency that truly matters in life — a much more valuable and enriching form of exchange than material wealth.

"We just wanna make the world dance, forget about the price tag": The desire to "make the world dance" represents a vision of a world where joy, unity, and emotional connection take precedence over money. By encouraging people to "forget about the price tag," the song advocates for a life where the pursuit of happiness, joy, and collective celebration are valued more than monetary pursuits.

"We do this for the love, so we fight and sacrifice every night": This line emphasizes that the motivation behind the artist's work (and by extension, the work of others who are similarly driven) is love. Love becomes the driving force that fuels their sacrifices and efforts. It stresses the idea that love is worth fighting for, and that it can propel individuals to go through struggles and make sacrifices in order to create something greater than just personal wealth or success.

The song repeatedly stresses that love and emotional connections are the true sources of value in life. The phrase "we're paying with love" symbolizes a shift away from valuing money, showing that real wealth is found in the relationships we build and the love we share with others. The line "forget about the price tag" serves as a reminder that material possessions or wealth shouldn't be the primary focus — love, human connection, and shared joy are what truly matter. The song paints a picture of a world where people are motivated by passion and love, not by the pursuit of money or status.

By saying, "We do this for the love," Jessie J suggests that love is not just a feeling but also a motivating force that can push people to work harder, make sacrifices, and dedicate themselves to something larger than themselves — like creating a better world. It shows that love can be a powerful catalyst for positive change, and that through love, people can overcome challenges and unite in a common purpose.

Bravery

"In 30 seconds, I'm leaving to Mars": This line symbolizes the courage to break free from the constraints of society and go after something completely different, even if it feels unconventional or risky. "Leaving to Mars" metaphorically represents breaking away from the familiar and comfortable, embarking on an adventurous path driven by love and passion rather than material success.

"We do this for the love, so we fight and sacrifice every night": This lyric highlights the bravery needed to fight for what's meaningful in life — in this case, love and unity. It reflects the idea of sacrificing for something bigger than oneself, even if it requires hard work, challenges, and overcoming obstacles. The "fight" here symbolizes the willingness to stand firm for values like love, passion, and happiness, despite external pressures.

"So we ain't gon' stumble and fall, never": This line speaks to the determination and bravery to continue pursuing one's goals, no matter how difficult the journey may be. It expresses a strong commitment to stay resilient and unwavering in the face of challenges, whether it's societal pressure or personal struggle.

Sympathy

"Why is everybody so obsessed?": This lyric questions society's obsession with wealth and status, highlighting the negative consequences of placing so much importance on material things. The use of "obsessed" emphasizes how this obsession can be emotionally consuming and harmful.

"We need to take it back in time when music made us all unite": This line calls for a return to simpler, more meaningful times when people were brought together by love, music, and shared experiences. It's a reminder that genuine human connection is more valuable than wealth and social status.

"Money can't buy us happiness": This lyric reinforces the idea that material wealth cannot fulfill emotional or spiritual needs. True happiness comes from empathy, love, and human connection, not from money.

Honest

"When the sale comes first and the truth comes second, just stop for a minute and smile": This lyric points out how, in many situations, financial transactions (the "sale") are prioritized over honesty (truth). It urges people to pause and reconsider their priorities, suggesting that we should stop and reflect on the importance of truth.

"Money can't buy us happiness": This reinforces the message that material wealth cannot replace the value of truth, love, and genuine happiness.

. The song is challenging this mindset, suggesting that true happiness and fulfillment come from living truthfully, not from accumulating wealth. The message is clear: honesty and the pursuit of genuine happiness should take precedence over wealth or material possessions.

4. CONCLUSION

This research demonstrates that the song "Price Tag" by Jessie J communicates significant moral values that challenge materialism and highlight the importance of love, bravery, sympathy, and honesty. By analyzing the lyrics, the study illustrates how the song encourages listeners to prioritize emotional well-being and human connection over financial gain and social status. The findings affirm the role of popular music as a potent medium for conveying moral messages, which can influence listeners' attitudes and behaviors. As such, this research contributes to the growing field of moral discourse analysis in song lyrics, offering a deeper understanding of how music can foster ethical reflection and positive change in society. Further studies could explore how the messages in "Price Tag" affect listeners' attitudes and behaviors, particularly in relation to consumerism, social values, and emotional well-being. Conducting surveys or interviews with diverse listener groups could reveal how the song's message resonates with different demographics

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