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The Study of Moral Value in Ava Max's Album: Heaven and Hell

M. Abu Rizal Baihaqi^(✉)¹, Ima Isnaini Taufiqur Rohmah², Ayu Fitriyaningsih³
^{1,2,3}English Education Study Program, IKIP PGRI Bojonegoro, Indonesia
aburizalbaihaqi@gmail.com, isnainiima@ikipgribojonegoro.ac.id,
ayu_fitriyaningsih@ikipgribojonegoro.ac.id

abstract— This research analyzes the moral values of singer Ava Max's "Heaven and Hell" album. The album consists of 15 songs that are studied in depth to identify moral messages conveyed through the lyrics. The research method used is descriptive qualitative, which analyzes the song lyrics' content (content analysis). The results showed several moral values in Ava Max's "Heaven and Hell" album, including self-control, love, confidence, courage, justice, and religiosity. The value of self-control is explored through songs that reveal the character's ability to manage emotions and desires in relationships. The value of love is conveyed through narratives about the dynamics of love and romance, while the value of self-confidence emphasizes the importance of honesty and openness between partners. The value of courage is reflected in songs that encouraging characters to face challenges and maintain their identity. The value of justice is voiced by emphasizing balance and fair reciprocity in relationships. Finally, the value of religiosity is illustrated through spiritual references and moral consequences of actions. Overall, this research provides an in-depth understanding of the moral messages Ava Max conveys to her audience through the album "Heaven and Hell." The findings will provide new insights, particularly in moral education and English language teaching.

Keywords— Analysis, Moral Value, Ava Max, Heaven and Hell Album

abstrak— Penelitian ini bertujuan untuk menganalisis nilai-nilai moral yang terkandung dalam album "Heaven and Hell" milik penyanyi Ava Max. Album ini terdiri dari 15 lagu yang diteliti secara mendalam untuk mengidentifikasi pesan-pesan moral yang disampaikan melalui lirik-liriknya. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan menganalisis isi (content analysis) dari lirik-lirik lagu tersebut. Hasil penelitian menunjukkan bahwa terdapat beberapa nilai moral yang terkandung dalam album "Heaven and Hell" karya Ava Max, meliputi: pengendalian diri, cinta, kepercayaan diri, keberanian, keadilan, dan religiusitas. Nilai pengendalian diri dieksplorasi melalui lagu-lagu yang mengungkapkan kemampuan tokoh dalam mengelola emosi dan hasrat dalam hubungan. Nilai cinta disampaikan melalui narasi tentang dinamika cinta dan romantisme, sementara nilai kepercayaan diri menekankan pentingnya kejujuran dan keterbukaan antar pasangan. Nilai keberanian tercermin dalam lagu-lagu yang mendorong tokoh untuk menghadapi tantangan dan mempertahankan identitas. Nilai keadilan disuarakan dengan menekankan keseimbangan dan timbal balik yang adil dalam hubungan. Terakhir, nilai religiusitas tergambar melalui referensi spiritual dan konsekuensi moral dari tindakan. Secara keseluruhan, penelitian ini

memberikan pemahaman yang mendalam tentang pesan-pesan moral yang disampaikan Ava Max kepada pendengarnya melalui album "Heaven and Hell". Temuan ini diharapkan dapat memberikan wawasan baru, khususnya dalam bidang pendidikan moral dan pengajaran bahasa Inggris.

Kata kunci – Analisis, Nilai Moral, Ava Max, Album Heaven and Hell

INTRODUCTION

Literature is one of the innovative and universal meanings in communicating human emotional, religious, or intellectual issues. In this period of globalization, it has both beneficial and harmful repercussions. Present good trends in science, technology, economics, education, and the arts. The improvement of high-quality art is advancing fast, and music or song is one of the fields of art that significantly influences society. In the opinion of Mario Klarer, literature involves all written forms of expression, although not every written text can be classified as literature in the strictest sense. Literature is written but not limited to spoken word (Klarer, 1998). Thus, individuals can contemplate the composition that garners greater recognition as literature, such as novels, poetry, and speeches.

Adiozh (2010) defines a poem or "Song" as a composition characterized by rhythmic and melodic elements designed to provide an enjoyable auditory experience, with the artist's vocal expression and musical arrangement significantly contributing to its impact. Hasan (2007) elaborates that songs serve as a form of communication where lyrics play a crucial role in conveying messages. The term "moral," according to the "Webster New World Dictionary of the American Language," refers to an individual's ability to discern between acceptable and unacceptable behavior, while in the "Kamus Besar Bahasa Indonesia," morality is defined as the process of evaluating actions as good or bad. Sternberg (1994:938) views morality as an interest in virtuous or appropriate conduct within interpersonal relationships. "Value" refers to judgments on righteousness, worth, fairness, and subjective preferences, contingent on individual assignments of significance (Benninga, 1991:131). Value encompasses what interests, seeks, pleases, and cherishes, representing what is favorable and meaningful (Bertens, 2000:139). Values categorize into existential (including human qualities and behaviors) and categorical (faithfulness, trustworthiness, respect, love, sensitivity, selflessness, humanity, intimacy, fairness) (Linda, 1997). Moral value, logically, evaluates principles, actions, and human characteristics as true or false, right or wrong, good or bad, assessing ethical nature and interpersonal justice (Stemberg, 1994:938). Understanding morality entails precise definitions of concepts like good and right, guiding ethical evaluations of individual or societal actions in literary works as directives or messages. From the explanation above, the delivery of moral values conveyed by the singer can be analyzed against human behavior. So it needs to be studied in every song in Ava Max's Heaven and hell album. Every writer has their message in their writing, especially in

song lyrics or even in one music album; there are moral values that must be learned, starting from romance and even one's personality. Moreover, this study delineates the ethical principles encapsulated in the song lyrics of Ava Max. To enhance the efficiency of this research, it focuses entirely on a single album. The tracks included in the album are H.E.A.V.E.N, Kings & Queens, Naked, Tattoo, OMG What's Happening, Call Me Tonight, Born to the Night, Torn, Take You to Hell, Who's Laughing Now, Belladonna, Rumours, So Am I, Salt, and Sweet but crazy. The author primarily emphasizes English-language literature as the central subject.

The author chose moral values to analyze the data. Moral values in this context are the standards that Ava Max wants to convey. This standard includes the morals contained in Ava Max's Heaven and Hell album. By conducting this research, the author hopes to collect information about the moral values contained in the songs of Ava Max's album.

RESEARCH METHOD

Research method this is a qualitative research methodology, which involves examining data without relying on statistical techniques. The research design this is qualitative research aims to investigate and comprehend the interpretations that individuals or groups assign to social or human circumstances. This study gathered data using methods of observation and documentation. Data is frequently gathered within the participant's surroundings, and analyzing the data progresses from precise details to more general patterns. The author analyzes the moral values in Ava Max's Heaven and Hell album by observing, listening, or documenting the relevant lyrics of the songs. Strategies prepared this is the writer listens to all the songs in the album at least four times before analyzing the lyrics, takes notes on the relevant lyrics and analyzes the lyrics to identify moral values and classifies the moral values found according to the types of moral values. The author obtained data by listening to the song and reading the lyrics and was able to obtain additional data by checking news articles or articles about the song on the web.

FINDING AND DISCUSSION

This chapter will describe the key findings regarding the educational value of the Heaven and Hell album by Ava Max. Nine pieces of data are collected as a dialogue, divided into two categories: the value of being and giving. The value of being includes brave (dare to apologize), confidence, tolerance, and proud, while the value of giving includes respect, love, cooperation, religion, and justice.

1. Self-Control

- a. S1 L7 - I'll explode like a dynamite if I can't decide, baby
The lyrics describe the confusion of deciding whether to stay in or leave a relationship. Despite still being in love, staying causes pain. This confusion leads to self-hatred.
- b. S6 L 5 - So I did everything to push you all away
These lyrics describe someone who distanced themselves due to poor emotional control, now regretting their actions and feeling lonely. They

yearn for lost companionship, a result of acting impulsively or out of negative emotions.

- c. S7 L9 - Don't let go, let me out of your sight
The lyrics explore the conflict between seeking excitement and exercising restraint, depicting the challenge of managing intense emotions and desires while maintaining self-control.
- d. S8 L8 - 'Cause I don't wanna deal with anything, I need a break
The lyrics portray the difficulty of maintaining self-control amidst emotional turmoil and external temptations, illustrating a yearning to manage impulses and achieve inner peace.
- e. S9 L13 - I can't get enough, can't take anymore
The lyrics illustrate the struggle with self-control and emotional challenges in a romantic relationship. This line conveys the conflicting emotions of deep attraction and overwhelm, highlighting the difficulty of balancing desire and personal boundaries. It emphasizes the importance of self-control in maintaining emotional well-being and managing the complexities of love.
- f. S12 L12 - But it's just out of my control, oh boy
The lyric highlights self-control by emphasizing the feeling of losing it in overwhelming situations. It reflects the challenge of managing emotions and impulses, underscoring the importance of recognizing one's limits. This line illustrates the moral value of self-control in handling difficult circumstances and relationships.
- g. S16 L12 - *With your plate, you just can't help*
The lyric reflects the struggle with self-control and impulse management. It underscores the challenge of regulating one's desires or actions, even when aware of the potential consequences.

2. Love

- a. S1 L10 - When angels tell me run, and monsters call it love,
The lyrics convey that the author perceives the love they experienced as dreadful, emphasizing that love isn't always beautiful, and that they remain affected by that particular episode.
- b. S2 L4 - You got me feeling
The lyrics mainly center on portraying the intense emotions and excitement that love entails, illustrating the profound emotional connection and significant impact of romantic relationships
- c. S5 L9 - Cause once I put this love on you, it never comes off
The lyric expresses a profound commitment and permanence in love. It implies a deep emotional attachment and a promise of enduring affection. Thus, it explores themes of deep emotional connection and the enduring nature of love in relationships.
- d. S6 L3 - But that's a lie, no, I can't look you in the eye
The lyrics reflect the moral value of love by conveying that while the author claims not to need love, they cannot deny their continued need

for it. This is evident when they look into their partner's eyes, revealing a truth that they cannot ignore.

- e. S9 L16 - You show me love and give me war

The lyrics can be interpreted as highlighting the complex and conflicting dynamics within a relationship. While they may not explicitly convey traditional moral values associated with love like kindness or loyalty, they depict the dual nature of love and its potential for both affection and conflict.

3. Confident

- a. S3 L8 - I'll show you how a real queen behaves, oh

The lyrics express the author's firm intention to show that women deserve rights and appreciation just as much as men do.

- b. S7 L36 - I'll glow in the dark, take you to the clouds

The lyrics can be interpreted as expressing a sense of confidence and empowerment. They suggest a belief in one's ability to shine brightly even in challenging or dark situations and to uplift someone to a joyful, elevated state. These lyrics convey strong self-assurance and a positive outlook, promoting themes of self-confidence and optimism.

- c. S10 L35 - I can be all the things you like

The lyrics suggest a self-assured willingness to adapt and meet the desires or expectations of another person, implying a sense of versatility and confidence in one's abilities to fulfill someone else's preferences. This can reflect a positive self-image and assertiveness in interpersonal relationships, where the speaker feels capable and willing to accommodate the needs and desires of their partner.

- d. S11 L 11 - Don't ya know that I'm stronger?

The lyrics show confidence by illustrating her belief in her resilience and capability to conquer obstacles, highlighting a fundamental aspect of self-assurance.

- e. S11 L21 - You'll never see me blue, never bleedin'

The lyrics imply a firm resolve to avoid displaying vulnerability or weakness and to stay composed in the face of challenges. This mindset demonstrates confidence in managing difficulties and maintaining a positive perspective, emphasizing themes of inner fortitude and resilience.

- f. S12 L5 - It's hard to forget me, just wait and you'll see

The lyrics suggest a belief in one's own memorable qualities and the impact they have on others. This statement implies a certainty that one's presence and influence will be lasting and significant, encouraging themes of self-confidence and assurance in one's abilities or personal worth.

- g. S13 L5 - So who's gonna love you, if it ain't me, baby?

The lyrics imply a strong belief in their irreplaceability and importance to the person they're speaking to. This suggests they recognize their own value and the unique role they hold in that person's life, embodying

confident moral values related to asserting their significance and acknowledging their influence on others.

- h. S13 L22 – I like the wild side, I'm not afraid
The lyrics demonstrating confidence and bravery. By boldly asserting fearlessness, they promote themes of self-assurance in personal choices and an openness to experiences that others might shy away from. These sentiments embody confident moral values focused on self-expression, courage, and embracing personal freedom.
- i. S14 L3 – Oh, but it's okay to be different
The lyrics contain a confident moral value by affirming that it's perfectly acceptable to be unique and not conform to societal norms. This statement encourages listeners to embrace their authentic selves without fear of judgment, self-acceptance, and empowerment.
- j. S15 L7 – When my lipstick pops, and I feel like Monroe
The lyrics likening oneself to Marilyn Monroe, an icon of beauty and confidence in popular culture, suggest a moment of personal empowerment and glamour. This reflects confidence in one's appearance and the ability to derive empowerment from it, promoting themes of embracing personal beauty and feeling assured in one's identity and presentation.

4. Brave

- a. S3 L9 – No damsel in distress, don't need to save me
The lyrics assert that the author does not require rescuing or assistance from others, presenting themselves as capable and strong-willed. This encouraging listener to embrace their own strength and resilience.
- b. S7 L21 – When the sun is beating, I beat it
The lyrics suggest a readiness to face challenges head-on and overcome obstacles, even when conditions are difficult. This statement reflects a mindset of perseverance and strength in adversity.
- c. S8 L21 – Face my fears, makin' friends with all my demons here.
The lyrics imply a readiness to face and accept personal fears and inner struggles, demonstrating courage in overcoming emotional challenges and obstacles. In this way, the lyrics embody a brave moral value focused on confronting fears and pursuing personal development and resilience.
- d. S13 L20 – I like the wild side, I'm not afraid
The lyrics convey a fearless embrace of adventurous and unconventional aspects of life. By affirming their lack of fear, the lyrics encourage themes of courage, openness to new experiences, and embracing one's boldness. This mindset inspires listeners to confidently engage with diverse aspects of life and to embrace challenges and opportunities without hesitation.

5. Trust

- a. S4 L16 – I wanna show you my deepest secrets

The lyrics express a desire to be vulnerable and open with someone, indicating a willingness to share personal and intimate aspects of oneself. This statement suggests a belief in the recipient's trustworthiness and a willingness to build a deeper connection based on mutual trust and understanding.

b. S14 L10 - So let me tell you 'bout my little secret

The lyrics suggest a willingness to confide in someone and share a personal secret, implying a level of trust in the listener's discretion and acceptance. By revealing a secret, the lyrics promote themes of honesty, and the importance of trusting relationships where individuals feel safe to disclose their innermost thoughts or feelings.

6. Religious

a. S1 L44 - God only knows

The lyrics of this song describe the author's uncertainty about whether someone is on the right path. While this is the author's belief, only God truly knows.

b. S10 L3 - But God forbid you leave me by myself

The lyrics explore a moral perspective influenced by religious themes, referencing Heaven and Hell. These elements suggest a belief in divine intervention or moral consequences for actions considered unethical, likely derived from religious teachings. In contrast, behaviors such as abandonment or betrayal are portrayed in line with religious doctrines, where moral transgressions result in punishment.

7. Respect

a. S3 L2 - We would pop champagne and raise a toast

The lyrics of this song explain the author's habit of giving respect to both women and men, thus ensuring equal status and treatment for all.

Tabel 1. Tabel Data

No	Moral Value	Result
1.	Self-Control	7 Data
2.	Love	5 Data
3.	Confident	10 Data
4.	Brave	4 Data
5.	Trust	2 Data
6.	Religious	2 Data
7.	Respect	1 Data

From the data obtained, it can be used for learning moral values for learning for everyone, especially for students in the classroom. because so far for classroom learning or assessment embedded in the curriculum, tasks tend to emphasize expansion, complexity, integrated skills, and multi-stage (Rohmah, 2019: 71). So that learning moral values also needs to be instilled for learning outside the curriculum

material. Teachers here must also facilitate students to make cooperative and collaborative learning cooperative and collaborative learning (Fitrianingsih, 2017; 4). Where students and teachers can discuss in effective learning.

CONCLUSION

After analyzing the data, the author's conclusion is as follows: In the album "Heaven & Hell" by Ava Max, seven moral values were identified, namely self-control, love, confidence, courage, trust, religious, and respect. The total number of moral values identified is 31, which consists of 7 data of self-control, 5 data of love, 10 data of confidence, 4 data of brave, 2 data of trust, 2 data of religious, and 1 data of respect. Among these values, self-confidence is the most frequently observed moral value, and moral values can also be used as a learning tool in the classroom.

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