

**AN ANALYSIS OF MORAL VALUE IN  
HEAVEN AND HELL ALBUM BY AVA MAX'S**

**SKRIPSI**



**Submitted as part of the prerequisites  
For Learning a Bachelor's Degree in Education**

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**ENGLISH EDUCATION STUDY PROGRAM  
FACULTY OF LANGUAGE AND ARTS EDUCATION  
IKIP PGRI BOJONEGORO  
2024**

**AN ANALYSIS OF MORAL VALUE IN HEAVEN AND HELL  
ALBUM BY AVA MAX'S**

**SKRIPSI**  
Presented to  
**IKIP PGRI BOJONEGORO**  
In partial fulfilment of requirements  
For the degree of sarjana in the English Education Department

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**ENGLISH EDUCATION STUDY PROGRAM  
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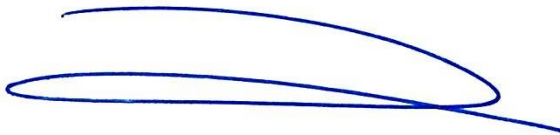
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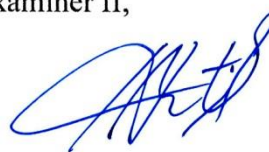
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## **MOTTO**

*“I am the trophy, I don't need a partner who is a trophy, in this imperfect world don't you try to find something perfect, nothing is perfect.”*

**“JUSTINUS LHAKSANA”**

*“Life is imperfect, don't seek perfection. “*

**“M ABU RIZAL BAIHAQI”**

## **DEDICATION**

By expressing gratitude to Allah for his abundance of grace and guidance so that researchers can present this thesis to my loved ones:

1. Allah SWT who has given me health, grace, guidance, sustenance everything I need. Allah SWT is the greatest director.
2. My beloved mother Murwati, thanks for the prayer, motivation, enthusiasm, love, compation and sacrifices you have given.
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5. My nephew Ganesh Tafara Jayantaka, thanks for make my mood better.
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9. Last but not least, I wanna thank me. I wanna thank me for believing in me. I wanna thank me for all doing this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting. I wanna thank me for just being me at all times.

## STATEMENT OF AUTHENTICITY

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In order to uphold academic integrity, sincerely and without any coercion from any party, I declare that the thesis is entitled :

**An Analysis of Moral Value in Heaven and Hell Album by Ava Max's**

This is my own original work and I have included all sources of information used clearly in the reference list based on the scientific code of ethics. I am aware that if a violation of scientific ethics is found regarding the authenticity of this work, **I am personally** willing to accept the consequences in accordance with applicable regulations and am ready to bear legal sanctions.

Bojonegoro, 9 July 2024  
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## ABSTRACT

Baihaqi, M. Abu Rizal. 2024. An Analysis of Moral Value in Heaven and Hell Album by Ava Max's Skripsi, English Education Department, Faculty of Language and Arts Education, IKIP PGRI Bojonegoro, Advisor (I) Dr. Ima Isnaini Taufiqur Rohmah, M.Pd., (II) Ayu Fitriarningsih, M.Pd.

**Keyword:** Analysis, Moral Value, Ava Max, Heaven and Hell Album

This research analysis the moral values of singer Ava Max's "Heaven and Hell" album. The album consists of 16 songs that are studied in depth to identify moral messages conveyed through the lyrics. The research method used is descriptive qualitative, which analysis 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.



## ABSTRAK

Baihaqi, M. Abu Rizal. 2024. Analysis of Moral Value in Heaven and Hell Album by Ava Max's. Skripsi, English Education Department, Faculty of Language and Arts Education, IKIP PGRI Bojonegoro, Advisor (I) Dr. Ima Isnaini Taufiqur Rohmah, M.Pd., (II) Ayu Fitriyaningsih, M.Pd.

**Kata Kunci:** Analisis, Nilai Moral, Ava Max, Album Heaven and Hell

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.

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May Allah grant all a favorable response. For further improvement, the researcher will gladly welcome suggestions and constructive criticism. Last, the researcher's decision to surrender everything to Allah may prove beneficial, particularly for researcher and us all.

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Bojonegoro, 9 July 2024  
The Researcher

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# CHAPTER I

## INTRODUCTION

### **A. Background of Research**

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.

Music and songs encompass more than only the auditory elements of tone and melody. They serve as a medium for singers to communicate various messages through the lyrics, sometimes overlooked by listeners. Music can symbolize both the negative and positive aspects of human emotions. Music is often regarded as a 'language of the emotions' (Cooke 1959). Furthermore, it can articulate their encounters, ideas, and sentiments. In addition, a song also entices the listener to go on a fresh realm or novel journey of life, provided they are attentive to the song's lyrics. Music is an integral component of literary works. Literary work refers to the artistic expression of ideas and emotions through written



language. Music and other literary works are highly advantageous due to their multitude of values, including moral, religious, educational, and sociological values. Literature serves as a medium for conveying meaning, including moral values imparted by the author. The singer endeavors to impart virtuous principles and cultivate ethical values among individuals through their songs and other literary creations.

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 res 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 My Head and My Heart, 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.

**B. Problem of the Research**

What are the moral values embedded in Ava Max's album, Heaven and Hell?

**C. Objectives of the Research**

The purpose of this research is to provide an understanding that this album provides moral messages to listeners delivered by Ava Max through the songs in the album Heaven and hell.

**D. Significance of the Research**

The Research's significance to this research can be categorized into two categories:

1. Theoretically

The researcher aim to enlighten readers about the educational value that comes from the Heaven and hell album by Ava Max's Moreover, it provides fresh insights, specifically in the realm of English education in cinema.

2. Practically

The researcher predicts that the study's findings result in the following final results:

- a) The researcher hopes that the findings of this study can serve as additional sources and references for teachers to enhance their teaching methods.
- b) The researcher hopes that this study can be used as a

reference or substitute source for writing theses on various study themes.

- c) To exemplify the pursuit of investigating moral and educational values in album music by Ava Max.

## **E. Definition of Key Terms**

### **1. Song**

Adiozh (2010) defines a *poem* as a "Song," that is composed and performed with a captivating cadence, providing an enjoyable auditory experience. Additionally, the artist's vocal color and melody contribute to the composition. The publication by Hasan in 2007, Songs can serve as a means of communication, with lyrics being one of the components used for this purpose.

### **2. Moral Value**

Moral value, in the context of logic, refers to the assessment of whether a principle, action, or human character is true or incorrect, right or wrong, and good or terrible. Moral value pertains to the evaluation of the rightness or wrongness of human conduct or personality. Morality is defined by Stenberg (1994:938) as an interest in what is virtuous or proper in the interactions between individuals. To comprehend morality, one must precisely define the concepts of good (or bad) and right (or wrong), as these terms might have multiple interpretations. The term "value" may imply that assessments of righteousness and immorality, high and low, fairness and unfairness, and even more subjective inclinations are

only as beneficial as the individuals who place value on them (Benninga: 1991: 131). Value is that which piques our interest, that which we seek, that which brings pleasure, that which is cherished; in summary, value is that which is favorable. Value carries a positive meaning (Bertens: 2000: 139). The values associated with giving encompass faithfulness, trustworthiness, respect, love, sensitivity, selflessness, humanity, intimacy, and fairness (Linda, 1997). Moral values can be employed as a guiding principle to assess the ethical nature of an individual's or society's actions in everyday life. The moral value in a literary work might be perceived as a command or message.