

## CHAPTER 3

### ANALYSIS

#### 3.1 Intrinsic Elements

In this chapter, the writer explores the structural analysis of the song *Where Is the Love* by examining three intrinsic elements. These elements include the theme, setting, and message of the song, which will be further examined to analyze the extrinsic elements related to the social issues portrayed in both the lyrics and the music video.

##### 3.1.1 Theme

*Where Is the Love* song shows several themes inside the lyrics and music video. From all the themes used, the writer finds out that throughout the music, racial discrimination theme dominates this music, in the lyrics and music video. The song addresses various social and political issues prevalent at the time and encourages listeners to reflect on the state of the world and the need for love and unity. The evidence which shows the racial discrimination theme throughout *Where Is the Love* song can be seen in the lyrics part below.

*“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)

The line talks about the destructive nature of discrimination and importance of embracing love and unity. The lyrics emphasize that if individuals limit their love and compassion only to their own race or group, it creates a space for discrimination to thrive. By discriminating against others based on factors such as race, ethnicity, or background, it perpetuates a cycle of hatred and animosity. Then, this cycle of discrimination and hate will lead to anger and frustration (getting “irate”) within individuals and society.

### **3.1.2 Setting**

The research analysis will delve into three specific aspects of the setting, as discussed in the preceding chapter. These aspects encompass the time, place, and social situation of the setting.

#### **3.1.2.1 Setting of Time**

*Where Is the Love* is a track by the American hip hop group known as the Black Eyed Peas. This song was released on May 12, 2003 (recorded on December 26, 2001–March 3, 2003), serving as the lead single from their third album titled *Elephunk*. Whereas the music video of *Where Is the Love* was released in 2009 on YouTube.

#### **3.1.2.2 Setting of Place**

The music video of *Where Is the Love* was shot in East Los Angeles and features the Black Eyed Peas and various other people, it features scenes showing diverse communities and people coming together. The video also incorporates shots of the

group performing against backdrops that include graffiti-covered walls and a desolate street. Overall, the video captures the urban atmosphere and emphasizes the universal message of unity and love transcending geographical boundaries.

### **3.1.2.3 Setting of Social Situation**

In an interview with The Telegraph in 2016, will.i.am alleges the inspiration for the original song came from the generalized anxiety following the September 11 attacks. Although initially intended as a vessel for post-9/11 fear, the song discusses many issues including terrorism, US government hypocrisy, racism, gang crime, pollution, war, and intolerance, with the call for love in the chorus as the element tying these together.

### **3.1.3 Message**

The song *Where Is the Love* by the Black Eyed Peas conveys a powerful and thought-provoking message. It addresses the state of the world and the need for love, unity, and understanding in the face of division, violence, and injustice. The lyrics raise questions about the prevalence of societal issues such as terrorism, war, racism, and inequality, and question why these problems persist. The song encourages listeners to reflect on the current state of society and the importance of taking action to promote love, peace, and empathy. It emphasizes the idea that love and understanding can bring about positive change and urges people to come together to create a better world.

## **3.2 Extrinsic Elements**

### **3.2.1 The Analysis of *Where is the Love* Lyrics**

From the writer perspective, the writer sees that *Where Is the Love* lyrics show the issues occurred in the United States in the late 2003 since this song was published at May 12<sup>th</sup> 2003. The writer observes that Black Eyed Peas try to depict the September 11<sup>th</sup> attack at stanza 1 and stanza 2. The attack which collapsed World Trade Center twin towers created stigma that a group of religion or people is associated with terrorism act (Mekouar, p.1 par.2, 2021). The writer only analyzes the lyric stanzas that contain signifier and signified.

#### **3.2.1.1 Stanza 1**

According to Pewresearch.com, after the 9/11 attack, about 91% of American got their information about the attack from television. In addition to that, majority of adults suffered from mental issues due to the horror of the terrorism news (Hartig, p.1 par.7, 2021). Moreover, the function of media to deliver news toward the public are used to affect the perspective of the public leading to chaos due to the terror of terrorism act. As a matter of fact, this situation, often, makes American people do not realize that the same acts of terrorism are still happening in the USA up until now. This is depicted by Black Eyed Peas in the first stanza of *Where Is the Love's* lyrics. "I think the whole world's addicted to the drama" is a signified from the mass media which always provides continuous news updates when a disaster occurs and the audience is ultimately

addicted to watching it like a drama. This ultimately traumatized the audience regarding the news, as previously explained.

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

### **3.2.1.2 Stanza 2**

The way Black Eyed Peas want to depict the fact that there is gang crime is by mentioning KKK and some notable gangs such as The Bloods and Crips. KKK, known well as Ku Klux Klan, is a racial group established in the late 1865 whose purpose was mostly affected by hate towards black people and white people who supported reconstruction act during the reconstruction era (SPLC., p.1 Par.8, 2021). Aside from KKK, the Bloods and Crips are Los Angeles street gangs which were established during the early 1960s. The members of these street gangs are black American people who disobey the authorities' policies by selling narcotics such as crack cocaine (Steed, p.1 par.1, 1988).

*Overseas, yeah, we tryna 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)*

KKK, the Bloods, and Crips are some instances of racial group existed in the USA since long time ago. These racial groups were established whose purposes are for the sake of each group's private interests. This is the way Black Eyed Peas want to

show towards its audience whether the United States, as the melting pot for every race, ethnicity, and religion from countries around the world, could maintain its harmony or not (Golden Beacon USA, p1. par.5, 2020).

### **3.2.1.3 Stanza 3**

Still related with the two stanzas above, the writer sees that the social issues which happen in the United States have occurred even before the September 11<sup>th</sup> attack happened. However, the mass media only shows the news which affects the way people think about something. For instance, mass media leads us to the perspective in which an individual is categorized by their races or ethnicity. This issue could be seen from the third stanza as follows:

*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)*

Still going on how people are constantly pushing others that are different from them away, the writer sees a message in the next lyric about how lack of understanding towards each other can cause the occurrence of racial discrimination and lack of understanding leading us away from unity.

The United States of America's government guarantees its people's freedom without any discrimination towards one's cultural or racial background. It is stated that prohibition is enforced on the act of discrimination based on one's birthplace and even ancestry (Civil Right Division, p.1 Par.1, 2000). However, the mentioned lyric below

is one of the methods of Black Eyed Peas in describing how egoistic people are in terms that despite of the fact that they come from different race, ethnicity, and cultures, they are still the unity of the United States.

#### **3.2.1.4 Stanza 9**

Not only that, *Where Is the Love* song mentioned something about the effect of war that is going on between countries in the world. War is an act caused by conflicts between countries' politics, during the war many casualties can be found as one of the effects of war (Frankel, p.1 par.1, 2022). Though it has some rules that are being made to protect those who are not directly involved, such as civilians, it will still bring havoc towards the surrounding environments.

*Nations droppin' bombs  
Chemical gases filling lungs of little ones  
With ongoing sufferin' as the youth die young (Stanza 9)*

With that in mind, one of the lines from *Where is The Love* song mentioned how nations are dropping bombs and how the youth are not getting chances to grow older because of the ongoing war. During the time when the song was released, United States is still going on a war in Afghanistan (Witte, p.1 par.1, 2010). The writer sees that this lyric as a signifier from the war that is resulting in many casualties including children.

### 3.2.1.5 Stanza 16

As what has previously mentioned, children are being hurt as one of the effects of war, but that is not the only thing that is affecting the younger generation. Because war has existed throughout the history, many movies and medias are showing the cruelty that is being brought by wars.

*Infecting the young minds faster than bacteria*  
*Kids wanna act like what they see in the cinema* (Stanza 16)

The lyric above mentioned how children are acting out because of things that they watched in movies. According to Levy, children's behavior can be affected by something that they observe. One of the things are violence and the tolerance for one's mind to endure visuals that are showing others in pain. By lowering the tolerance, children will have the chance to have lower empathy towards living being (Levy, p.1 par.4-5, 2017). The writer sees the lyric above as a signifier for how the media that are showing violence affects the younger generation resulting in a more violent behavior from them. By showing how the lyrics act as signifier for many social issues, the writer continues to dissect *Where Is the Love* song in its music video format to highlight messages about social issues in the USA.



### 3.2.2 The Analysis of *Where Is the Love* Music Video scene

#### 3.2.2.1 Scene One

In the first scene, the writer discusses how *Where Is the Love* music video questions USA (United States of America) Government regarding their purpose on keeping the freedom and the safety of their citizens by showing an "incomplete" miniature of The Statue of Liberty that is being shown (00:29-00:31). It is known that Black Eyed Peas, the author of the song, made *Where Is the Love* as a response towards 9/11 terrorist attack. The attack background is still blurry, but the fact that many US Citizens suffered damages from the event is a proof that in that day the government failed to protect its citizen (Eidell, p.1 Par.2, 2016). In the music video, miniature of the Statue of Liberty is made incomplete. Instead carrying the torch, it is being replaced by a "Question Mark" sticker (**Picture 3.1**). This is a very important property missing from the statue, because the Torch signifies how every generation of both French and American leader should always keep their people's freedoms and safeties in check (Hudson, 2020).



“Miniature of the Statue of Liberty whose torch has been replaced with a "Question Mark" sticker.”

### **Picture 3.1 & 3.2 (00:29 - 00:31)**

In correlation with the scene above, one of the lyrics in *Where Is the Love* song is written "People killin', people dyin" and "Children hurtin', hear them crying" (Line 18 & 19). The writer argues that those lyrics describe how United States Government violated their people's freedoms and failed to protect them in the 2000s. From series of major cases including September 11 Attacks, that took around 2753 lives (Kilgannon, 2021), and Warrantless Wiretapping, a form of privacy violation under the name of anti-terrorism program (NYCLU, 2007), it can be seen as a failure for a government to protect their citizen's safety and freedom. With that in mind, the statue of liberty is the signifier for the idea on how people should feel safe under the protection of the government. The first picture shows the miniature Statue of Liberty, which is taken with straight-on angle and long shot. The second image uses straight-on angle shooting technique and medium close-up shot to clarify the "Question Mark" which replaced the statue of Liberty's miniature torch.

#### **3.2.2.2 Scene Two**

In the next scene, the writer wants to point out how *Where Is the Love* music video delivers a message about how Black people are often seen as a group of criminals and degenerates rather than normal citizens just like others. The scene shows a Black person getting a "Question mark" tattoo on his right arm, which is taken with straight-on angle and long shot. The second picture uses straight-on angle shooting technique and close-up shot to highlight his "Question Mark" tattoo.



“Black person getting a “Question Mark” tattoo on his right arm.”

**Picture 3.3 & 3.4 (01:22 - 01:24)**

The tattoo itself serves the purpose of being a signifier for a question of whether Black people are viewed as equal as everyone or not. According to United States Census Bureau, only 12% from the total population are Black (2000), while being small in numbers, all citizen should have equal rights. Nowadays they are often seen as thugs affiliated in numerous gangs and criminals such as drug dealing. Another scene also shows a Black person dealing with another man in an alley, which is taken with straight-on angle and close-up shot. The second picture is taken with straight-on angle and long shot.



“Black person dealing with another man in an alley.”

**Picture 3.5 & 3.6 (00:50 – 00:52)**

This scene is a depiction of how the majority views Black people on crime activity as their nature. Though one of the strongest gangs in the Western America is organized by a group of Black people in that time (Howell & Moore, p.12 par.3, 2010), it does not mean that every Black people is affiliated in such activity. Since 2000, USA released a law prohibiting discrimination acts based on races, bloodlines, and birth place (Civil Right Division, p.1 par. 1, 2000). Even with this law being there to give punishment on any discrimination acts, the law enforcement has a different take on judging Black captives. According to Amnesty.org, 40% of death penalty are given to Black convicts, for comparison Black people only reached 12% from total population (2003). To amplify this, it is also stated that a death penalty has a higher chance to be given on a first-degree murder with white victim, than those with a black victim. If the Law is supposed to see and judge as objective as possible, then those prior data would not even exist in the first place.

Still discussing about how even the Law looked down upon Black people, this scene shows a Black man being captured by a White policeman, which is taken with straight-on angle and medium long shot. The second picture is taken with straight-on angle and long shot, which shows a black man being arrested by a white police officer in front of a police car.



“A Black man being captured by a White policeman.”

**Picture 3.7 & 3.8 (03:10 – 03:11)**

This scene depicts not only the society but also the law in that time is dominated by White people. Recent case in San Bernadino, California stated that five policemen are not enforcing the law with objectivity which is shown when they detained a Latina woman with force. It is believed that the police did that because they were agitated with the fact that the woman is using Spanish because she cannot speak in English (Nelson & Schwebke, p.1 par.1-3, 2022). With that recent event as an example, it is concluded that *Where Is the Love* music video is trying to present how Black people is often seen as criminal and not an equal citizen just like any others in the USA.

### **3.2.2.3 Scene Three**

The majority of USA Citizen are believers of Christianity (Newport, p.1 par. 1, 2016), with that in mind, the Holy Bible should be considered as the most common religion book as well. Based on that data, the writer wants to discuss how *Where Is the Love* has a message for all religion believers in the USA. First there is a lyric (Line 26) that says "Can you practice what you preach?", this is a question for all religion

believers that it is their right to believe in any religion, but it is also their obligation to implement the good acts in real world or in the society they lived in.

That message is also depicted in a scene where there is a Black person holding a Bible with the "Question mark" as a cover while shouting something inaudible (02:17 – 02:20). The writer sees this as an act of preaching and God-worshipping, and this particular action is a signifier for the prior question about what is the purpose of religion if almost none of the believers are implementing the good acts from their religion.

According to Christian Holy Bible, there is a proverb that says if someone hits your right cheek, then you should give your other cheek as well (Matthew 5:39). That proverb also exists in *Where Is the Love* lyrics, though it does not literally mean you should do nothing when someone did wrong towards you, the message itself is about how you should believe that God Himself will punish those with bad behavior. The first picture is taken with straight-on angle and medium long shot. The second image uses straight-on angle shooting technique and close-up shot to clarify the image of the bible with cover "Question Mark".



“A Black person holding a Bible with the "Question mark" as a cover while shouting something inaudible.”

**Picture 3.9 – 3.10 (02:17 - 02:20)**

The writer also sees this as a mean of peace, where people should not resort to violence by any means necessary because it will only add more to this already violent society. The message on implementing the good on any religion is also being emphasized on this scene (02:20). The combination of the scene that shows a zoomed-in bible with a question mark as a cover and those prior lyrics clearly shows how *Where Is the Love* song questions all religion believers in the USA despite of them regularly preaching about their religion, but almost none give actions based on what they preached.

**3.2.2.4 Scene Four**

Minority is a term to categorize a group with race or cultural background that has lesser quantity if compared to the largest group in a society. Minority itself does not always refer to numbers of individual in a group, such as the Apartheid case in South Africa. The population of white people in South Africa can be considered as minority if compared to Black native, but what happened is white people gained higher social position, thus making them a majority, because of the Land Acts politic (Britannica, 1998). In correlation with minority as a term, the writer wants to point out a message about how minority, mostly Black, Hispanic, and Latino, is seen as bad images for society in *Where Is the Love* music video (03:34 - 03:35)



“Will.i.am, one of the singers of the Black Eyed Peas stands in front of a Che Guevara mural that reads 'We are NOT A MINORITY!!'”

**Picture 3.11 – 3.12 (00:34 - 00:35)**

The picture above is a painting of Che Guevara, a leftist hero during Cuban Revolution. In correlation towards the topic, the writer sees the painting as a signifier for a minority and the willingness to fight against discrimination. This is because Che Guevara is a Hispanic, a minority race in America, who is also one of the leading figures in the Cuban Revolution (Sinclair, p.1, par. 1-5, 1998). According to United States Census Bureau, in the year of 2000, Black population reached to 12.3 percent of total population while Hispanic and Latino reached to 12.5 percent of total population (2000). In conclusion, Black and Hispanic can be considered as minority if compared to 75.1 percent of White population in the USA.

The scene shows a mural with "We are not a minority!" sentence drawn on a wall, it is a form of expression on how minority is still considered as US Citizen therefore they also have equal rights as their White counterparts. In addition to that one of the lyrics says "Negative images is the main criteria, Infecting the young minds faster than bacteria." (Line 67 - 68). It only strengthens the argument on how society, including the media itself, sees minority as a bad examples that is always associated in



gang or criminal activities. The first picture is taken with straight-on angle and long shot. The second picture uses straight-on angle shooting technique and medium long shot to show will.i.am's expression, a member of the Black Eyed Peas.

### **3.2.3 The Depiction of Social Issues**

The music video of *Where Is the Love*, which is 4 minutes and 12 seconds long, starts with a scene which depicts bunch of people running on the street while holding “Question Mark” poster. The writer found that throughout the music video, the main theme contained inside *Where is the Love* music video is about racial discrimination towards colored and Latin-American people living in the US. Based on the main theme of the music video, the writer interprets the “Question Mark” as a symbol which refers to the questionable justice in the United States.

#### **3.2.3.1 Emergence and Claims Making**

By analyzing both the intrinsic and extrinsic elements, the writer finds out that Black Eyed Peas’ *Where Is the Love* music video contains a message about racial discrimination that is gradually getting acknowledged by the people thus making it a social issue. The message itself is being shown by the repeatedly used “Question Mark” picture throughout the video. According to Merriam-Webster Dictionary, Question Mark is used in the end of a sentence to mark a question, but in this music video, the “Question Mark” serves the purpose of being a signifier, a means to deliver a specific meaning (Yakin & Totu, 2014). Applying Saussure’s Semiotic theory, the writer argues

that the “Question Mark” signifies a question that is being shown in the title of the song *Where is The Love*. Instead of the commonly known romantic meaning, the word “love” in this context means equal rights, including freedom, for every citizen of the United States. In relation to that, the music video shows numerous “Question Mark” scenes, the first one being a signifier for Claims Making as one of the Social Issues’ signs.



“People put up "Question Mark" posters and stickers all over the place”

**Picture 3.13 – 3.14 (00:15 & 00:36)**

Claims making is the act of persuading the general public and influential public figures to recognize a specific issue or situation as a social problem. Together, emergence and claims making in the music video for *Where Is the Love* work hand in hand to raise awareness, provoke thought, and inspire individuals to address the social issues presented. The video serves as a platform for highlighting these problems and making a powerful statement about the need for change and unity. Both pictures were taken with straight-on angle and medium long shot.

### 3.2.3.2 Legitimacy

As mentioned before, not only that elements of society have acknowledged the issue about racial discrimination, but also The United States' Government itself has taken their action by releasing a law to forbid discrimination acts based on one's racial or cultural background (Civil Right Division, 2000). A legitimate action taken by the government, such as the law about racial discrimination, regarding an issue is another sign of Social Issues. By the existence of the law prohibiting a particular set of actions, the society starts to hope for the law to be enforced as a form of solution towards the issue. In the music video for *Where Is the Love*, the concept of legitimacy is portrayed through various scenes that question the authenticity, fairness, and credibility of societal structures, institutions, and systems.



“A black man protested by sticking a "Question Mark" on a van and was arrested by police.”

**Picture 3. (02:47 & 03:07)**

For example, the scene of a black man who questions justice by putting a "Question Mark" sticker on a van is then arrested by a white police officer. He questioned fairness, equality and freedom in voicing opinions but instead was chased and arrested like a criminal. The concept of legitimacy in the *Where Is the Love* music

video is represented through scenes that highlight injustice, inequality, and the consequences of illegitimate actions. It aims to provoke reflection and encourage viewers to question the legitimacy of existing systems and work toward positive change. The first picture is taken with straight-on angle and long shot. The second picture uses straight-on angle shooting technique and medium shot to show a black man's expression who questioning where is the fairness and equity.

### **3.2.3.3 Renewed Claims Making**

When the law failed to give satisfying result, the society is forced to seek another form of solution. In reaction to this, members of society will act according to their viewpoints, which may involve critiquing the government and urging them to promptly address the matter, ultimately leading to potential resolutions for the issue. During this phase, there is likely to be a considerable level of tension between the groups advocating for social change and the entities that are the subject of their demands. Renewed claims making in the music video for *Where Is the Love* can be observed through various scenes that reinforce existing demands, grievances, and calls for social change. These scenes serve as a reminder of persistent issues and aim to keep the conversation alive.



“Appearance of "Question Mark" on television.”

**Picture 3. (01:41 & 01:52)**

One example of renewed claims making in the video is features news footage and imagery highlighting real-world events that reflect the themes addressed in the song's lyrics. These visuals serve as evidence or reminders of the ongoing social issues and struggles faced by communities worldwide. By presenting these images, the video aims to renew the urgency and relevance of the claims being made. Through scenes of protests, real-world imagery, and powerful lyrics, the music video for *Where Is the Love* engages in renewed claims making by reiterating demands for love, unity, justice, and social transformation. It seeks to maintain awareness, provoke thought, and inspire action toward addressing the issues addressed in the song. The first picture is taken with low angle and long shot. The second picture uses straight-on angle shooting technique and long shot.

### **3.2.3.4 Development of Alternative Strategies**

When the law failed to give satisfying result, the society is forced to seek another form of solution. The action done by society to solve an issue because of an unsatisfactory result by the government is called the Development of Alternative

Strategies, which is another sign of Social Issue. In the music video for *Where Is the Love*, the development of alternative strategies is subtly depicted through various scenes that propose different approaches to addressing social issues and promoting positive change.



“Children from various backgrounds gathered to walk with "Question Mark" posters.”

**Picture 3. (02:38)**

One of the key ways alternative strategies are portrayed is through scenes that emphasize unity and compassion. The video showcases people from diverse backgrounds coming together, supporting one another, and displaying acts of kindness. This suggests that building bridges and fostering empathy can be alternative strategies for combatting social issues rooted in division and hatred. The picture above, which is taken with straight-on angle and medium shot, shows children from different backgrounds walking holding "Question Mark" posters.