THE USE OF SONG TITLES IN SPOTIFY PLAYLIST TO EXPRESS THE AFFECTION

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ABSTRACT

Music is the variety of sounds and rhythms that are heard by many people every day. There are some ways to listen to the music. In the Internet and in the digital world, it is possible to listen to the music through a digital music streaming service, for example Spotify. To access Spotify, users need to create an account, be a member, and then subscribe every month. After that, users are able to play thousands of songs, create playlists, and listen to other Spotify users’ playlists. Users are also possible to listen to the music on some devices, such as smartphone, computer, and smart television. Most members use Spotify only as a music streaming service to listen to the music. In actual fact, Spotify offer users an opportunity to describe and share feeling through song titles and playlists. Users are able to take advantage of the song title in Spotify playlist as a creative medium to express their affection. Based on that background, the author explores and identifies the use of song titles in Spotify playlist to express the affection. To obtain the result of research, the method used is qualitative method. The corpus is the song titles in the playlist created by Spotify user. If the song titles in the playlist are sorted, it will become a sentence. Then the author identifies and analyzes the linguistic features that reflect the relationship between the use of the song titles in Spotify playlist and the attitude of Spotify user, for example to express the affection. The author also focuses on communication through Spotify playlist. To get the access to the Spotify playlist, the author creates an account and becomes one of the Spotify members. Better understanding of Spotify can offer strategies for users for insight into the way language is used in a wider society and in a digital world.

Keywords: Song title, feeling, language use, gender, Spotify

INTRODUCTION

Music is an art that could not be separated from today's society, everyday lives, and leisure activities. For a long time, listen to the music is a part of human behaviour (Schäfer, Sedlmeier, Städtler, & Huron, 2013). At present time, enthusiasm for music is increasing. Following this enthusiasm, there are many ways to listen to the music nowadays. In the digital era, the most popular way to listen to the music is through a music streaming service, for example Spotify.

Spotify is a music streaming service that offers a very best music experience tuned to users' personal tastes (Spotify Web site, 2017). To listen to the music on Spotify, users need to create an account then subscribe to Spotify Premium every month. Thereafter, users are able to listen to thousands of songs and search for playlists created by Spotify users.

Today Spotify streams in 61 countries worldwide (Cosseboom, 2017). Most users only use Spotify as a medium for listening to the music. In fact, however, users may also be able to use the song titles on Spotify playlists as a creative medium to express their affections to others.

Following that background, the author researches the use of song titles in Spotify playlist to express the affection. The author analyzes linguistic features in the sorted Spotify playlist. The author also focuses on communication through Spotify playlist.

METHOD

To obtain the result of the research, the author adopts qualitative method. The data is the song titles in the playlist created by a Spotify user. Then the author analyzes the linguistic features that show the relationship between the use of the song titles in the Spotify playlist with the purpose of the Spotify user, namely to express the affection. To gain access to Spotify, the author creates an account and becomes one of the Spotify users.
The song titles sorted in the playlist also relate to semantic memory and parsing. Tulving (1972) in *Psychology of Language* by David W. Caroll proposes that it is necessary to distinguish between two aspects of long-term memory, those are episodic memory and semantic memory. Episodic memory is related to something that is experienced personally, while semantic memory is related to the general things or facts. Semantic memory refers to one's knowledge of words, concepts, symbols, and objects. Semantic memory also relates to wide information such as motor skills (typing, swimming, and cycling), general knowledge (grammar and mathematics), spatial knowledge (house layout), and social skills (how to start and end a conversation). Meanwhile, in relation to parsing, sorting the entire song titles in the Spotify playlist is the first step to understanding a sentence.

Further, the use of the song titles in the Spotify playlist with the purpose to express the affection also relates to the communication model explained by Claude Shannon and Warren Weaver. Shannon and Weaver suggest the most influential communication concept between the sender and recipient. Senders may be able to play a major role, while recipients play a secondary role, sometimes even a passive role (Renkema, 2004).

**ANALYSIS**

**Sequence of the song titles in a playlist created by Hannah Woodley on Spotify**

![Figure 1. Playlist on Spotify created by Hannah Woodley.](image-url)
Figure 2. Hannah Woodley’s tweet on her Twitter account to express her feelings.

In April 2017, there was a woman named Hannah Woodley who declared on her Twitter account that she used a playlist on Spotify to express her feelings (McNamara, 2017). The following is an analysis of the sequence of song titles on a playlist titled created by Hannah Woodley on Spotify. This playlist consists of 22 songs.

1. i
2. Kinda Like
3. You
4. and
5. I Wanted to Tell You
6. You
7. FEEL.
8. The Same
9. and
10. -That Is Okay
11. But
12. I Thought
13. You Should Know
14. If
15. u
16. Don’t
17. Feel It
18. I Still...
19. Wannabe
20. Friends
21. I Am
22. Corny

The entire playlist, when being sorted from the top to the bottom (numbers 1 through 22) then assembled in sentences, will become: I kinda like u and I wanted to tell you. You feel the same and that is okay, but I thought you should know. If u do not feel it, I still wanna be friends. I am corny.

Following all the song titles in the playlist are sorted, the meaning of each song title is no longer stand-alone. The sequence of the song titles in the playlist has resulted in several sentences that are expression of affection. Most people know that the sentence I kinda like u and sentence If u do not feel it, I still want to be friends is generally used to express the affection or love. Thus, this sentence becomes part of the semantic memory.

On Spotify, each user is able to view and play the songs contained in the public playlist made by other Spotify users. Public playlist is a playlist that is set in public mode so anyone on Spotify has the ability to search, to view, and to listen to it. When Hannah Woodley used the public playlist that she created on Spotify to express her feelings, based on Shannon and Weaver's communication model,
here is the communication process that took place. Message sender is Hannah Woodley, Spotify user with dgglover account, while the contents of the message are 22 song titles in a playlist entitled LOL. The recipient of the message is all Spotify users, one of whom could be someone whom Hannah Woodley loves.

CONCLUSION

The study of affection and its relation with the language has been done through the analysis of the use of song titles in Spotify playlist. Not different than sadness, happiness, and anger, love is also an emotion that is perceived by the body and could be expressed through language. Expressing love through song titles in a Spotify playlist could be a statement of affection.

Emotions and feelings of love are expressed through language and in words, in which case the medium used is the song titles in Spotify playlist. This could be seen if other Spotify users sort all the song titles in the playlist. However, if other Spotify users do not sort all the song titles in the playlist, users will not realize that the playlist is made for expressing feelings in the form of words. As explained in the analysis section, users may be able to tell that the playlist titled LOL is a medium for expressing feelings after sorting all the song titles.

Therefore, it could be concluded that after all the song titles in playlist titled LOL on Spotify are sorted, the message conveyed becomes intact, which is the statement of love through the song titles. Spotify users who read Hannah’s message on Twitter, receive the entire message in Spotify playlist, and know Hannah Woodley (creator of playlist titled LOL on Spotify) are able to give various responses, for example to be remembered by the sentences used to express feelings of love and to know that the playlist is a form of affection of Hannah Woodley to someone. However, on the other hand, Spotify users who do not sort the entire song titles in the playlist and do not read Hannah's tweet, may have the difficulty in understanding the message. In some studies in the field of sociolinguistics, it is mentioned that women use tag questions more often than men. Hannah’s question through Spotify playlist is one of the examples.

REFERENCES:

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