CHAPTER I

INTRODUCTION

This paper aims to give a brief description of the topic that is discussed in this paper. This chapter also elaborates on the research background, problems, objectives, scope and limitation, significance, and definition of key terms.

1.1 Research Background

The phenomenon of singers using some specific types of accents during their performance is present in the song performance. According to Konert-Panek (2017) style-shifting or peculiar accents are chosen in music performances that frequently occur. Krudthong (2019) also states that when the singer performs, sometimes he does style-shifting with his accent. This phenomenon shows that rap music is a genre that undergoes the most profound changes in accent employment. Furthermore, the accent in the song especially rap songs can affect some singers to express their singing style in a unique pronunciation. Sometimes, it can be different from their mother tongue. In this case, the accent is distinct from their original accent.

This paper examines Cardi B's accent in her rap songs and the reasons for the accent employment among the songs that naturally become the research's object. It explains Cardi B's accent in her rap songs and the accent used by Cardi B within her music performance has some differences from Standard American English. Cardi B is an American rapper and one of America's most famous female rappers. She was born on October 11 1992 in Manhattan, Bronx, New York.

Nevertheless, the accent used by Cardi B in her musical performance has some distinctions from the original American English. Growing up in the Bronx with a Dominican father who only speaks to her in Spanish and a Trinidadian mother has resulted in broken American English. The circumstance that may occur during this phenomenon is that Cardi B represents different accents in her rap song, or it possibly represents the idiolect of Cardi B or maybe it happens for various reasons. This study aims to provide insight into the types of accent employment in rap songs and the reason the rapper used the accent. Considering those matters are important as they provide information for the public about the use of accents in rap songs became intense.

Due to the understanding that the type of accent is important to learn, Stæhr & Madsen (2017) claim that the rappers diverged their original accents or used specific accents while they sang. In detail, Stæhr and Madsen explain the Danish (singer from Denmark) rapper's accent shift. The rapper used a variety of accents from the accent origin which can be identified through the change of pronunciation style when performing. For example, paranoia was pronounced with a [p] instead of the standard Danish accent [ph] pronunciation. It is also pronounced with a tap [ɾ], which diverged from the standard pronunciation of the word without pronouncing the r sound from the word (pa:noia).

There are some reasons why rappers use accent shifts while performing. de Paor-Evans (2020) describes that the rappers from the rural location favored doing the accent shift, it has happened because they wanted

to create their accent style and determine their original characters. According to Liu et al., (2021), the other reason rapper changes their accent is to maintain popularity with catchy lyrics, and comfortable to use. The last reason is that having a unique accent makes it easy for the listener to identify the rapper's voice. Moreover, the rapper can make fake accents from their first language that are still adapted to their original accent or culture.

Based on these two types of research, it can be classified that only a few research talked about accent-shifting in rap songs. This paper tries to focus on the type of accent used that was invented for one specific rapper. This part is considered as the research gap. There is no detailed explanation of the rapper changing their accent while performing the song. The previous studies have talked about the accent shift in rap songs but have not explained one specific rapper. This paper aims to analyze the types of accents and the reasons for accent employment in American rapper Cardi B in her three rap songs.

1.2 Research Problems

The problems of this research or study are formulated as follows :

1. What types of accents that Cardi B use in her three rap songs?
2. What are the reasons for using the accent while singing her rap songs?

1.3 Research Objectives

The objectives of this study are:

1. To investigate the types of accents used by Cardi B in her three rap songs
2. To explain the reasons for using an accent while singing her rap songs.

1.4 Scope and Limitation

Particularly, this research investigated the accent of American rapper Cardi B in her three songs from her album *Invasion of Privacy*. This study selected the three songs (*I Like It, Bodak Yellow, and Money Bag*) since Cardi B takes many rapping parts even though the song features other singers. The research is limited by analyzing the specific type of accent used in three Cardi B songs and the reason Cardi B used her accent in her rap songs. This paper examines some words within the song that have a different way of pronunciation with a standard American accent (That has a contrasting style of pronunciation with a standard American accent) and also the reason for the accent used in three of Cardi B's rap songs.

1.5 Research Significance

Theoretically, this study is expected to develop the sociolinguistic insight of American accents, especially from the popular female American rapper Cardi B in her song. Practically, by knowing the different accents used in rap songs, this research provides references that can help the readers understand the types of accents used by the rapper. The reason for using an accent may assist the readers in comprehending the meaning of the rap song. The results of this study give information about the way Cardi B pronounces her American accent.

1.6 Definitions of Key Terms

a. **Accent:** Nordquist (2018) stated that Accent is a special way of pronouncing a language. It can describe our regionally or even socioeconomically because accents are not only a characteristic of

native speakers but also the characteristic of English users all over the world. In this paper accent is explained as the pronunciation changing, it happens when a rapper sings their song. In conclusion, the accent is a characteristic that distinguishes the way people speak in other areas.

b. **Cardi B:** According to Giants of Rap and Hip Hop magazine Kallen (2020) Cardi B is a talented rapper, billboard star, and singer-songwriter from America. She was born in Manhattan and raised in The Bronx, New York City, she is well known as an internet celebrity after several of her posts and videos became viral on social media. Cardi B used a different accent style from her mother tongue when performing.

c. **Rap music:** Rap music is included as part of the hip-hop genre. Rachmadhani (2021) claimed that hip-hop or rap music is a genre that uses language to express the musical form in which lyrics are spoken over rhythmic beats made by looping musical breaks on a turntable. In the world of rap music is described as a cultural thing. In this context, rap song is a genre of popular music with a strong rhythm or tempo in which the words are spoken, not sung that include several parts of culture.