

What Lies Beneath Baby Shark Song

by Sulis Triyono

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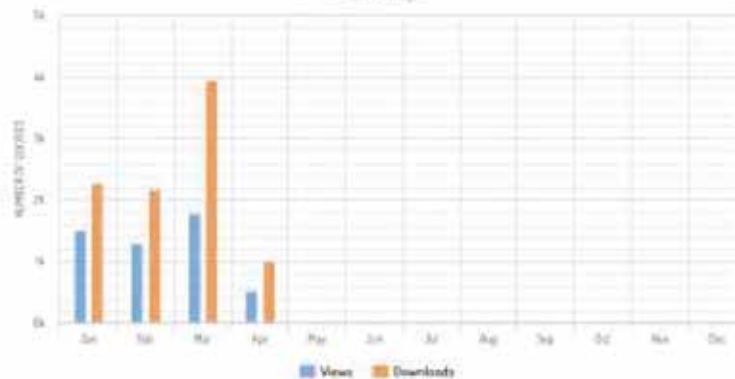
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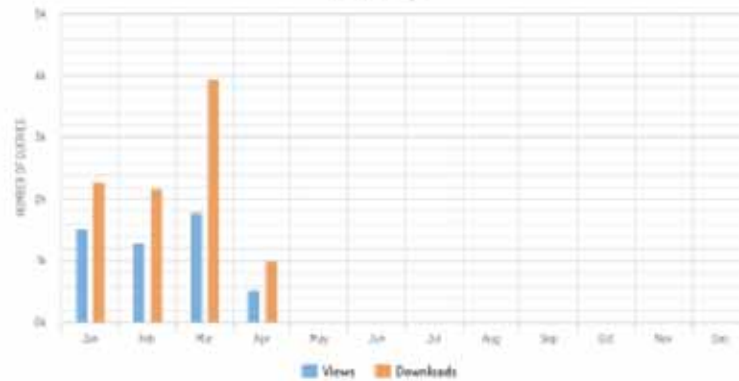
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What Lies Beneath Baby Shark Song?: A Critical Analysis On Korean Society

Muhammad Arif - Yogyakarta State University, Indonesia

Sulis Triyono - Yogyakarta State University, Indonesia

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Abstract

This study aims to analyze a phenomenal song entitled "Baby Shark" composed by the Pinkfong, a South Korean media startup. The song has become viral over children and adults alike. This research is undertaken to find out; the composer's attitudes, the social relation among the participants, and the context of the situation in the discourse. The object of the study is obtained from the whole lyrics. Then it is analyzed through Appraisals and Critical Discourse Analysis by connecting every single line to the intentional marketing and social context. Finally, the conclusion shows that "Baby Shark" is a song about local wisdom education in Korea. The composer implicitly admires the shark and uses it as metaphor of Korean people mindset. The composer intends to give his full support and persuades the listener about hard working culture in Korea

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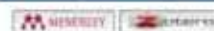
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What Lies Beneath Baby Shark Song?: A Critical Analysis On Korean Society

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ABSTRACT

This study aims to analyze a phenomenal song entitled "Baby Shark" composed by the Pinkfong, a South Korean media startup. The song has become viral over children and adults alike. This research is undertaken to find out: the composer's attitudes, the social relation among the participants, and the context of the situation in the discourse. The object of the study is obtained from the whole lyrics. Then it is analyzed through Appraisals and Critical Discourse Analysis by connecting every single line to the intentional marketing and social context. Finally, the conclusion shows that "Baby Shark" is a song about local wisdom education in Korea. The composer implicitly admires the shark and uses it as metaphor of Korean people mindset. The composer intends to give his full support and persuades the listener about hard working culture in Korea.

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1. Introduction

This children popular song was started off in 17 June 2016 on "Pinkfong Kids' Songs and Stories" YouTube channel. It has circulated rapidly and widely from one Internet user to another on YouTube last year. The successful sequence has turned the firm out as most known series towards more than 730 million views by the end of 2017. The startup firm said the set of videos now has 1 billion views. Likewise, the mobile app becomes the top 1 most downloaded mobile application in the family category in App Store and Google Play Store. Currently, it has surpassing 150 million downloads approximately and got first ranked in education category at 112 countries across the world.

Producing localized content such as this song was not an easy job. It is so rare to find children's song which contain positive message in it. Many of it may contain violence and terrible message such as Ladybug Picnic from Sesame Street. The song contained verses with counting number up to 12 and fire insurance for main character on song: the ladybug. The fire insurance refers to old nursery rhyme which told the event of ladybug's house got fire and their children will burn inside of it.

Other example of negative message showed up on famous children's song such as Three Blind Mice and Humpty Dumpty. On three blind mice song lyrics portray a wife of farmer which cut off mice's tail using a carving knife. Explicitly sound cruel and willfully causing pain or suffering to others, also feeling no concern

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about it. On humpty dumpty song lyrics depict him separated into small section which impossible to recover as former condition.

As stated in a report of The Archives of Pediatrics and Adolescent Medicine, 67% of well-liked songs accommodated assertive appointment to alcohol and drug usage. It means early children are accepting around 32 references to material about abusing for each hour. However, children may only receive the surface meaning of the song.

In other hand, to understand the social discourse, deep perspective is needed. This fast-bit song has a power to illustrate about specific animal and life progress of shark. Some of people may not know how the song actually talk about animal's natural habit, in this case; the shark. At same time, it also represented the shark family as a bunch of human who has relatives and relations.

Thus, in order to perceive the intended meaning of words on lyrics, the researcher applied critical discourse analysis on this song to determine the intentional marketing and the social context in Korean society. Both of these parameters are the limitation on my analysis of communication between people in particular. It is called appraisal by Martin & Rose (2007) which is a set of scheme to measure the amount of value on the existing situation. Appraisal also involves human behavior and their emotional statement toward it. Researcher is going to establish this method as marking to discover evidence according to both of parameters on this research analysis.

The previous studies of discourse analysis on song have been conducted by some researchers. For example, Abrahamsson (2011) was examining the gender equality and roles in pop lyrics from album of Lady Gaga. She concluded that her album seems linked to the Catholicism's penance sacrament about over-sexualized society and exposed her own expressions of sexuality. Also, it showed the statement of Gaga about emancipation's agenda. On this study, the researcher would be focusing on reveal the song composer's agenda as part of Korean society which has attitude to educate and embedded good manner on their song lyrics. Another research is done by Thompson (2002) who did analysis on instruments of a system of ideas and ideals, script and reciprocal composing to perform how the world of music is arranged in music education. This analysis expressed ideology distinction which supporting amount of reciprocal composition arranged between world music. It also discussed European music related to their local cultures, musical purposes, teaching theoretical concepts and the curriculum placements. What is new on this study is perceived languages as social relation. It supposes to function within social or cultural setting. Therefore, an issue of power is dangling into language and rated on the appraisal phase. The content possessed the authority that visualizes the concern about the statement producer. There is an intentional political exercise either it is accidentally or not. Prominent discourse would interpret the instruction which can support each others. It can compile in a real variant of community, as the domination would be on preceptor's hand.

Different analysis also used by Madichie (2011) that studied some papers who demand to reflect about hip-hop genre offering to the entrepreneurship and place marketing literature. Some of the researches reveal the discourse analysis related to gender, education, and marketing. The finding and the result of the studies show that there is a discursive situation between the text and the context. What makes this study distinct from previous research is the emphasizing on appraisal about children's song which is the other critical discourse analysis only focusing on adult song or diverse genre song. However, the recent studies also did not show or explain the compromising attitudes of the composer in writing the lyrics. This study is going to dealing with the intentional of marketing and promoting an education media startup and the context of Korean social community inside the song's lyrical text.

Hence, this study is established to investigate about; how the composer of the song compromises his attitudes against intentional of promoting the startup by examining the effect, judgment, and appreciation; how is the social relation among the users embodied in this discourse; how is the social context of the users by the discourse.

Concerning the occurrence of the discourse within a social context, this article aims to elaborate such internet phenomenon in social media community through perspective of the Pinkfong's Baby Shark song composer. The researcher tries to investigate composer attitudes toward producing local content, intention of marketing and promoting an education startup on children area. Later under the appraisal and critical discourse analysis, those lyrics song will examine to classify certain kinds of attitudes as follows; affects, judging, and appreciating.

1.1. Appraisal

In interpreting media discourse, the term of appraisal comes on first place on discourse analysis. In order to find out how language resources can be adopted to form opinions, appraisals analysis is needed in interpreting a discourse. In twenty first century, some experts Halliday & Matthiessen (2004), Martin & Rose (2007), Foley (2011) have paid attention to appraisal analysis. They have set up an extensive system, to figure out how certain feelings, attitudes, and stances can be delivered. The theory of appraisal itself is developed in the systemic functional linguistics (SFL) framework which is aimed to explain and describe how people evaluate other people and their own things. Particularly, it combines three of multi dimensions of interpersonal meanings included negotiating the attitudes, manipulating of graduation, and engagement's management.

Thompson (2004) argues that the central point of any text's meaning which analyzes interpersonal meanings has to be reckoned in as an appraisal. This theory explores three types of language phenomena; attitude, graduation, and engagement. Appraisal is concerned on evaluate kinds of attitudes which founded in a text, relevant feeling's strength, and where the prestige's specific course (Martin & Rose, 2007).

Limitation of research scope is analyzing on the composer attitudes towards the song lyrics. Appraisal theory observes attitudes negotiation by reason of interactive nature of discourse, whether written or spoken (Martin & Rose, 2007). In order identified attitudes, we need to evaluating things, judging the character of people, also their feelings toward something. An attitude refers to the user language resources, either a positive or negative evaluation of something or someone (Foley, 2011). So in this study, the researcher would be concerned on three kinds of attitudes evaluation aspects;

1.1.1 Affect

The emotional attitudes of speaker or writer towards the content of their message in any platform is called affect (Foley, 2011). It means affect focused on expression or emotional reactions which embedded in the discourse. Affect can be classified into two main factors (Martin & Rose, 2007). Firstly, it could be positive or negative because feeling of people could be either good or bad. Secondly, it can be expressed explicitly or even implicitly. Feelings could be expressed directly either by using words that mention specific emotions. Also it could be described through physical behavior. Both of these indicators could be identified through the description of extraordinary behavior or metaphor.

1.1.2 Judgment

How the speaker or writer evaluated people and their behavior is called Judgment (Foley, 2011). The target of this evaluation is to occurred human being's characters and behavior. According to Martin & Rose (2007), in same way of affect, judgment also has two options. The result could become positive or negative, and both of them should be appraise explicitly or implicitly. Unlikely as affect, it stressed on two different points. First point is the criticism which could be explained as personal judgments of admiration. The second one is the condemnation either be explained as moral judgments of praise.

1.1.3 Appreciation

The aspect of appreciation focuses on people's feelings and reaction towards other human beings and their behavior. Appreciation looks investigated into resources for composing the evaluations of something. As both of prior points Martin & Rose (2007), things could be appreciated positively or negatively. The appreciation objects could be something concrete or abstract. Motorcycle, furniture, radio, and four seasons, those ranges could be called as concrete objects. The opposite things such as an art form, relationships, life qualities, could become abstract objects.

1.2. Critical Discourse Analysis

In text producing process, first thing is considering the context and co-text. Texts may have distinct meaning depend on different contexts. The critical discourse analysis used by researcher to examine the relationship among them. Critical discourse is a discourse research analysis which mainly focusing on study about improper social strength, superiority, and imbalance are assigned, duplicated, and rejected in text, social talk or even

political context (Van Dijk, 1998). On the opposing research, the analysts carry out directly, thus take to comprehend, uncover, and primarily refuse social imbalance.

This kind of analysis is not merely an approach in the studies of discourse, but it can provide certain theorizing point of view, elucidation, and utilization through the diverse field. In this study, the researcher can observe a different perspective or even deeper understanding than other fields such as talks analysis, stories analysis, media analysis, pragmatics, stylistics, rhetoric, ethnography, sociolinguistics etc.

Furthermore, Fairclough (1989) had revealed three models of critical discourse analysis in three relevant process of analysis that attached to three connected measurement of discourse proposed. They are the object of analysis (including verbal, visual or verbal and visual texts), the processes by means of which the object is produced and received by human subjects (including writing, speaking, designing, reading, listening, viewing), and the socio-historical conditions governing these phases.

In addition, Van Dijk (1998) suggested in some requirements which should be fulfilled in conducting critical discourse analysis satisfactory. It means that research have to be fulfilling the needs and expectations; acceptable, though not outstanding or perfect. On the discourse research tradition, the critical discourse research has to be "detail" than other studies to fulfill the requirements. The critical necessitates self-reflection which has to escort the research steps endlessly: from selection of the target under study to the analysis methods preference, the sampling, the establishment of a theoretical framework design, to the results interpretation and potential reference for implementation following the study. As connected in teamwork, this phase can also establish as part of an official organization through joint reflective team sessions at certain spots of the related research project. In few cases, it has been beneficial to inquire outside experts to review on such reflection processes.

This kind of research mainly targets on social issues and political problems, rather than on recent paradigms and fashions. This research suffices critical analysis of social problems in multidisciplinary field. Rather than simply describe the structures of discourse, it attempt to clarify them in terms of properties of structure and social interaction. It also distinguishes on the discourse structure lanes establish, assure, approve, emulate, or defy the connections in between power and dominance in community.

The term of discourse analysis and critical discourse analysis, they are different in the process, perspective, focus, and result. Discourse analysis usually focuses on the text analysis in a simpler way than critical study. It also could not cover what critical study investigates because it deals with the social problem which varies and should be conducted by exploring all the aspects and fields which influence and take part on the text.

1.3. *Baby Shark Song*

Recently, the shark family's popularity has been completely dominated the digital market. Recently, the subscriptions of "Pinkfong Kids Songs and Stories" YouTube channel even has three times amount in Indonesia. Likewise, it increased across the Southeast Asia by 150%. It has been become the umpteenth global viral escalating of South Korea.

The hash tagged baby shark challenge has already become an internet viral phenomenon. It begin on early August 2017 but boosted after vine celebrity Amanda Cerny attended on Indonesia's Tonight Show and did the challenge, demonstrating the song's cover dance. After that, there is an uncontrolled excitement raking over the Indonesian kids on social media platform that inspired a swell of cover dances video. Even a bunch of police and famous artist families are participating on this dance cover challenge.

Behind the song is South Korean media startup, Smart Study which is a division of the education firm named Pinkfong. The song become viral after many cover come up from compatriot K-pop stars like Girls' Generation, Red Velvet and Blank Pink. They covered this popular song and dance frequently on TV and at their concerts. Recently, It is spreading like computer virus around Southeast Asia and goes on and on around the world (Ramirez, 2017). The biggest reason this song is so popular caused of the packaging. Besides, it has addictive vibes through repetitive lyrics which is fun and make easier to early children to follows. The song also has movement or dance which mimicking the animal gesture of shark. This Pinkfong song is produced in five languages including Korean, English, Chinese, Japanese, and Spanish, and it is served through his YouTube channel. It has exceeded 1 Billion on internal aggregate basis, based on the total number of channels for each language.

The song itself has huge marketing purposes, as it promotes #BabySharkChallenge. This marketing strategy surely grabs a big present from that strategy. According to the company's director of marketing communications, Jamie Oh said that, Pinkfong's digital content revenue more than 65% is descended from outer

part of Korea. The firm hopes its YouTube incomes from 2017 rise up 30% on this year thanks to the popularity of shark figures. 80% of the song which the 850 million views are sourced from international markets and it is still boosting day by day (Ramirez, 2017).

From an e-commerce angle, such market excitement can rocket a startup to uptown, on the same case as "Gangnam Style" changed the luxury district of Seoul into a famous tourism spot. The education firm has break through the giant wall of the Chinese market and prepare to access U.S. market place. The plans to take benefit of the recent tides by composing more local contents and initiating certain collaboration with talented content creators from other country (Ramirez, 2017). The startups strategy to got access in the Southeast Asia market, endorse the pop stars or famous people to promoting your dance cover.

Even with some much the Pinkfong's Baby Shark song achievements, it still has some weaknesses. According to data jointly published by the United Nations Population Fund and the Population Health and Welfare Association, the average birth rate per woman in Korea is 1.3, which is significantly lower than the world average of 2.5. The fact that the number of newborns is gradually decreasing is a negative effect for Smart Study (Park & Kim, 2017). In addition, the age of enjoying pink pong is also limited. The kid in the middle of the 4 up to 5 years of age is the target market.

BABY SHARK

Length: 2 minutes and 16 seconds

Baby shark, doo doodoodoodoodoo. (3 times)

Baby shark!

Mommy shark, doo doodoodoodoodoo. (3 times)

Mommy shark!

Daddy shark, doo doodoodoodoodoo. (3 times)

Daddy shark!

Grandma shark, doo doodoodoodoodoo. (3 times)

Grandma shark!

Grandpa shark, doo doodoodoodoodoo. (3 times)

Grandpa shark!

Let's go hunt, doo doodoodoodoodoo. (3 times)

Let's go hunt!

Run away, doo doodoodoodoodoo. (3 times)

Run away!

Safe at last, doo doodoodoodoodoo. (3 times)

Safe at last!

It's the end, doo doodoodoodoodoo. (3 times)

It's the end!

2. Methods

In examining the song, the researcher used the three relevant process of analysis that attached to three connected measurement of discourse proposed in Fairclough's model of critical discourse analysis. The researcher had done three analysis stages; the first action is the stage of analyzing text or description, next is the stage of analyzing process of meaning or interpretation, and the last is the stage of analyzing social context or explanation.

The analysis starts by analyzing the text of the Baby Shark song's lyrics based on kinds of attitudes. Then it observed the social connection within the entries realized in discourse, the fettle context realized by discourse, and the power connection in the discourse. In examining 'Baby Shark' lyric, the researcher used Martin and Rose theories on appraisals, along Fairclough, and Van Dijk. Their theories on discourse analysis and critical discourse analysis are sufficient to analyze the lyrics and formulate the findings. Besides, the researcher also tried to describe the situations and conditions when the song is viral on the world. Include some other sources to support them.

3. Results

The classification of attitudes of the song composer across the lyrics was strongly shaped by the social conditions and situations in South Korea. The national character and social community which the composer

grew up since early child imbedded on the song naturally without force or necessity involved on it. No matter how they made the song, they were aware that there will be allocation of koreanized in it. Term of koreanize Yu (2016) here has meaning; the act of people to blend something in, which involved authentic culture, creativity and lexical innovation of Korean speakers. Regarded this term is still not yet establish within the World English family, but researcher could not find any suitable word to match it.

Although no intentional of promoting on the actual lyric of the song, but Baby Shark has many ways to promote their song. One of their genius moves is to make famous people; entertainers, artists, actors, idol group, comedian, include children and teenagers, around the world to demonstrate and share it globally by using internet and social media platforms with hash tagged baby shark challenge.

Table 1. Attitudes classification (Martin & Rose, 2007)

Attitudes Classification	"Baby Shark" Song Lyrics
Positive Affects	"Baby shark", "Mommy shark", "Daddy shark", "Grandpa shark", "Grandma shark", "Safe at last", and "It's the end"
Negative Affects	"Let's go hunt" and "Run away"
Explicit Affects	"Let's go hunt", "Run away", "Safe at last", and "It's the end"
Implicit Affects	"Baby shark", "Mommy shark", "Daddy shark", "Grandpa shark", and "Grandma shark"
Personal Assumption	"Let's go hunt", "Run away", "Safe at last", and "It's the end"
Moral Assumption	"Baby shark", "Mommy shark", "Daddy shark", "Grandpa shark", and "Grandma shark"
Positive Appreciation	"Let's go hunt", "Run away", and "Safe at last"
Negative Appreciation	n/a

4. Discussion

As explained above, statements of SmartStudy marketing communications director, said that the song has huge marketing campaign through #BabySharkChallenge, and it is surely grapping a lot of award from that campaign. However, the researcher argued that Baby Shark song which was wrapped as a social media challenge has marketing and promoting purpose inside. In order to explain further about result of attitudes classification based on three classifications of Martin & Rose (2007). The researcher comes up with some explanation as follows.

4.1. Affect

The researcher realized affect in the text, how the composer expresses his feeling can be revealed in discourse. All feelings that show up in the lyrics mostly hold by positive affect. However, the rest of feelings are negative. The positive or neutral dominates the song because it is heading as children education song with total seven expressions. It indicates that the song composer wants to show good vibes and uses it as persuasion to be accepted easily. Finally, it can be drawn clearly to conclusion. This song is a happy song which has positive or neutral emotions.

Besides, the phrases or sentences can be direct or explicit expression. Those appraisals were determined by how the composer feels, the situation description, and both of points analyzing. Those are main key points. As the result of the analysis, it shows four direct expressions and five implicit expressions. Also it shared exactly two extraordinary behaviors such as *Let's go hunt* and *Run away* also five metaphors such as *Baby shark*, *Mommy shark*, *Daddy shark*, *Grandpa shark*, and *Grandma shark*. The conclusion is the composer tends to show his feeling about the situation implicitly rather than directly. There is a reason why the composer choose this way to present his song. This is an assumption about hidden fact of Korean character according to Confucianism influence. They like to compete since early childhood and shark is the metaphor of life struggle there.

4.2. Judgment

Unlike the affect, the judging session differ among the personal judgement and moral judgement. The personal judgement deals with part of admiring and criticizing. Then moral judgement deals with praising and condemning. The result of analysis, there is a significant difference in the use of both judgements. It is because the song deals with local wisdom education issue in pack with attractive packaging with colorful animation, great rhymes dance, and wonderful music.

As the interpretations of analysis, the composer of 'Baby Shark' mostly is admiring on moral ground. It is proven by eight admiring found in the text which five of that focusing on the shark. The researcher notices on expressions such *Baby shark, Mommy shark, Daddy shark, Grandpa shark, Grandma shark*, as main role in the song. It also mentions and repeat on majority of the whole song. Other personal judgment emerge such as *Let's go hunt, Run away, Safe at last*, also included as admiring to natural habit of the shark. The conclusion is the composer directly admiring about the shark by using the direct expressions to judge characters.

4.3. Appreciation

From the lyric analysis, the result shows that most of appreciations are positive or neutral. The further analysis indicates that, the composer figures out that life's competition in Korea as positive mindset. Through the expansion of social and economic background of recent community increased, as impact of international financial tendency on 1980s. Korean people had to progressively grown new habit on socio-economic community to sustain their life. These behaviors or mindsets represent on Baby Shark song lyrics. Expression such as "*Let's go hunt*" has to do with hard working behavior in Korean community. While "*Run away*" shows independent life progress has Korean people deals since early ages. The expression "*Safe at last*" told about who work hard can have good life until old ages.

5. What is beneath Preschoolers Education in Korean Community

Traditionally, Korean community has always supported education of children. It does not matter what parents' status, financial and proficiency backgrounds. Since past era in this country, parental upbringing had been emphasized. Korean people believed that providing a excellent base for their children forth coming education. It would ensure their physicality, emotional and mental health of the babies (Yoo, 1998; Park & Joo, 2001). Korean has intense Confucianism influence on their community. It stresses on the development of standard aspects which is considered necessary in a cohort-focused community's live such as manners, habits and morality. In Korean early childhood education, one of the most crucial elements is educating children in decent polite behaviors and moral principles.

Thenceforth Korean preschooler's education has become primary responsibility of whole family especially parents. The growth and progress of kindergarten and any early childhood education institution have been a current occasion overall. It started on the early twentieth century when foreign missionaries from western country set some institutions up for early children of Korean. In despite of this fact, kindergarten registry resided low until twenty years ago. In 1975, the kindergarten registration rate was 1.7%, arising to 18.9% in 1985, get low in 1995 as 26%, and arose again 29.5% in 2004 (Korean Ministry of Education, 2004). This persistent and straight improve in registration of young children education in Korea in the last twenty years. These percentages can be connected to several major transformations in Korean community.

Since middle of 1980s, liberal financial system has spread across nation, with both encouragement come from international and domestic tendencies. The international finance atmosphere became highly aggressive (Gills, 1996). This environment is causing Korea to construct more supple local major corporations and modernized them. The regions have been under uncommon geopolitical. This situation gave impacts in recent economic competitions. It is causing Korea to go through some structural amendments with direct supervision from government. It followed by the decreasing of intervention in industry little by little. Then, the framework of major-corporation was underlined more. At the end of 1980s and early 1990s, Korean ventures became more self-sufficient. They began to requiring cooperation and back up from government to defend their concerns in perception to progressively make way at the international markets.

From socio-economic background above generated Korean community to change rapidly on cultural depth, geography and technology. As the community lay more tension down on the power of corporation, financial level, the way a person or group lives and value principles were changed. Those aspects are outcome in a

cohesively prosperous consumer community. The side effect of financial and manufacture modernization has nuclear on family point of view. In Korea emerge a considerable amount of women started to work outdoors. It gave an increasing request for young children programs. Additionally, modernity has changed what community-centered essentially had. It turned into highly collectivist Korean society. Final result was an increasing of individualistic person in South Korea (Kim et al, 1994).

When the origin of social value has expanded, Korean community has started to be more concerned about a fainted sentiment of society. It has recognized as the 'tremendous ethical conjuncture' (Korean Ministry of Education, 1992). This delicacy is reflected by the missing senses of society that has been produced from family arrogances, inadequate parenting, and material possessions. The individualism specifically is counted as a staple factor which could endanger the continuity of the thoughts of society. It obliterated the available social norms and ethics. Thus, Korean community has begun to underline the recovered of morality and cooperative-life in early childhood education recently. It criticized about the low capability of parenting knowledge at home in particular.

Relating to those problems above, 1992s Curriculum of Korean National early childhood education, which part of the Education Ministry, focused on the significance development of major human attitudes, independence, and full commitment in children. The latest curriculum was composed as preventive move to encourage the society perception and alleviate family selfishness. By that means, the purpose of early childhood education programs to elevating moral behavior could be accomplished.

In the middle of 1990s, the Kim Young-Sam government' has spread an official doctrine related to globalization. It had been accepted in Korea as a management principle either as a mass movement motto. As the economic gate opening up for trading, notably large in amount of diversity of other cultures and their uniqueness has been presented to Korean community. These exposures of foreign influence have added a great diversity at community (Kim, 1999). It is something usual, that the global influence can be identified in the field of young children education too. For instance, according to the 1998s Curriculum of Korean National for early childhood education, it filled out with huge messages in the interest of becoming the future democratic citizen' candidate on global country (Korean Ministry of Education, 1998). It has told that young Korean children about necessary behavior to learn and accommodate cultural diversity, fit in to certain distinct point of views, and collaborate with new people. Therefore, latest reflection of early childhood education generated decent social changes. These decent perspectives would concentrate on children's comprehension to other people, their aptitude to solve ingeniously on certain social phenomenon as one of globalization habituation phases.

The researcher hypothesized that Baby Shark song's composer and its ability to manage the song as promoting instrument would be reflected on the actual lyric of the song. The researcher further hypothesized that the surface meaning on the lyrics indicates intense prime concern which lead to Korean ideological about educating early children. It is emphasized on how to make adequate preparation for a firm and stable base for future education. Ensuring early children on physical, emotion, and mental aspect have been covered. As mention above, Korean society has group-focused society (Lee, 2006). It stressed on aspects of politeness; morality, habits, and basic manners development. The song composer itself shows his influenced and national integrity on educating early children through shark metaphor on the song lyrics. The researcher further speculated that this was likely come up on the song lyrics consciously or unconsciously by the Baby Shark composer, and if this were the case, this critical discourse analysis need to be confirm furthermore by next research and analysis.

6. Conclusion

Based on the discussion above, the result shows that "Baby Shark" is a happy song which about local wisdom education in Korea. In this case, the song composer implicitly admires the shark and uses it as metaphor of Korean people mindsets. The composer intends to give his full support and persuades the listener about hard working culture in Korea as great thing. Basically, intention on lyric is involved some intention of promoting Korean habit and culture to give solid educational backgrounds which is collaborated within the local wisdom and all rated notable aspects for vivid life in a cohort-focused community.

The song is basically only kids' nursery rhymes that fulfilled his content with great choice of dance and play, energetic vibes, colorful animation, and fabulous children as performer. Beside it really amusing video, the strains of song is simply enjoyable, and easily understood or done by adult and even early children. Those mention aspects are the main foundation on the promotion has a big role and key of success from this music video. Either is going to be viral on social media or other internet big platform.

At last, the researcher confesses that this article requires to be reinforced by the existence of further research. Therefore the results can be employed as solid theories substantiation that has been explained before. The researcher prompts to expand the discussion in this article and carry the research out on more intensive and deeper research related to the discourse. This article only provides single perspective about this critical discourse analysis. So, the different perspective is needed. No matter is affirmative or against the researcher's statement.

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