

A SOCIOLINGUISTIC ANALYSIS OF CASUAL STYLE IN BTS'S SONG "DYNAMITE"

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ABSTRACT

This study aims to examine the use of casual language style in the English lyrics of "Dynamite" by BTS. This study examines the key characteristics of casual English style, specifically the absence of articles, subjects, and auxiliaries, and explores how these aspects influence the song's meaning, rhythm, and emotional tone. This study employs a qualitative descriptive method to analyze and describe the linguistic patterns present in the lyrics. The data were gathered through the transcription and analysis of the official English lyrics of the song. The results indicate a total of 14 instances, which include 4 instances of article absence, 6 instances of subject absence, and 4 instances of auxiliary absence. The omissions present in the song are not indicative of grammatical errors; rather, they are intentional stylistic choices that contribute to the spontaneity, rhythm, and expressiveness of the song. The findings show that the casual style employed in "Dynamite" contributes to a vibrant, conversational, and joyful tone, which effectively engages listeners and reinforces the song's cheerful theme.

Keywords: Casual Language Style, Song, BTS.

INTRODUCTION

Language serves as a fundamental medium of communication. . It is the mechanism by which we convey our ideas and thoughts to others (Nunan, 1992). There are thousands of different languages in the world. Every country has its own national language, as well as a range of local languages spoken and understood by its people in different locations; some languages are spoken by millions, while others are only spoken by a few thousand (Maulin & Sembodo, 2022). English's importance in the global world cannot be overstated, as it is the most widely spoken language (Ilyosovna, 2020). Language is an arbitrary sound sign system used by social groupings to collaborate, communicate, and identify themselves (Pattola et al., 2021). Understanding language as a means of communication involves an analysis of its role in social contexts, which is the primary concern of sociolinguistics.

Sociolinguistics examines how language is used in ordinary interactions and media, as well as the impact of societal norms, policies, and laws (Wardhaugh, 2015). Sociolinguistics is the study of the link between language and society (Hudson, 1996). They are interested in explaining why humans speak differently in different social circumstances, as well as recognizing language's social purposes and means of conveying social meaning. Observing language usage in various social circumstances reveals valuable insights into language, social interactions, and personal identity construction (Holmes, 2013).

In social interactions, speakers frequently modify their language based on context, purpose, and audience, which is reflected in their choice of language style. According to Missikova (2003), language style is characterized by the deliberate and purposeful choice of linguistic and additional factors, influenced by the topic, context, function, literary intent, and content of a statement. The style of language may vary between formal and informal based on the context in which it is used. Wardhaugh (2015) indicates that the level of formality is affected by various factors, including the type of occasion, social and age

differences among participants, the particular task at present (whether writing or speaking), and the emotional engagement of those involved.

Language comes in a variety of styles, including frozen, formal, consultative, casual, and intimate. Casual Style was selected as the focus of this investigation using theory of Joss (1967). Casual style refers to how friends and insiders speak (Apriyani & Asmawati, 2019). Casual style is a convenient and adaptable language setting that is frequently used in informal, everyday communication (Arini & Tustiawati, 2022). Casual English distinguishes itself by the absence of articles (e.g., a, an, the), subjects (e.g., I, you, we), and auxiliary verbs (e.g., am, is, do, have). These aspects are frequently neglected in casual speech and are also included in song lyrics, where they serve both stylistic and utilitarian functions. Rather than suggesting grammatical errors, these omissions are stylistic decisions that indicate internal monologue, emotional intensity, or rhythmic limitations (Debora, 2013). Such features can also be found in contemporary popular songs, where language is employed creatively to improve mood and relatability.

One example of a popular song that demonstrates the use of casual style is “Dynamite” by BTS. While primarily intended for entertainment, presents an intriguing linguistic phenomenon. The English lyrics of this song, performed by non-native speakers, display various features of a casual style, including the omission of specific grammatical elements, informal contractions, and spontaneous expressions that reflect natural speech patterns. This phenomenon, frequently regarded as a departure from conventional grammar, may be understood as a purposeful stylistic decision aimed at fostering a cheerful, conversational, and universally engaging environment. This study aims to address two main research questions: what types of casual style features are present in the lyrics of “Dynamite” by BTS, and how do these features contribute to the overall meaning, rhythm, and emotional tone of the song.

There is some research about language style. The first is authored by (Pangaribuan & Marpaung, 2024) and is titled “Sociolinguistics Analysis on Language Style in Niki Songs.” This research employed a qualitative descriptive method to examine the language styles present in Niki’s songs “Backburner” and “Anaheim,” utilizing Martin Joos’ theoretical framework. The findings indicated that “Backburner” employs 9 consultative styles (32%), 12 casual styles (43%), and 7 intimate styles (25%), whereas “Anaheim” utilizes 11 consultative styles (31.5%), 11 informal styles (31.5%), and 13 intimate styles (37.5%). The prevailing style in “Backburner” is informal, whereas in “Anaheim” it is more intimate. Both songs exhibit a casual language style that conveys Niki’s emotional and personal tone.

Another study that analyzes figurative language by (Putri et al., 2022) is titled “Language Style in Miracle From Heaven Movie.” This research employed a qualitative descriptive method based on the theories of Martin Joos (1976) and Holmes (2001) to investigate the types and factors influencing the language style utilized by the characters. The data were derived from the movie’s dialogues and analyzed using the interactive model developed by Miles, Huberman, and Saldana (2014). The results revealed the presence of five distinct language styles: frozen (1), formal (9), consultative (7), casual (3), and intimate (20). The language styles of the characters were found to be influenced by the participants, the setting, the function, and the topic.

The previous research and current research share similar emphasis on language style. However, the key distinction resides in the scope and object of the analysis. In their analysis, Pangaribuan and Marpaung (2024) explored various language styles present in Niki’s songs,

while Putri et al. (2022) investigated all five language styles in the film *Miracle From Heaven*. This study, however, focuses specifically on the casual style utilized in BTS's song "Dynamite." This research is inspired by previous findings and aims to examine the expression of casual style through the omission of articles, subjects, and auxiliaries, emphasizing its significance in developing a natural, expressive, and rhythmic lyrical flow.

The significance of this study is to enhance understanding of the creative adaptations of English grammar in global popular music. The findings aim to provide beneficial feedback to linguists, educators, and music enthusiasts regarding the effectiveness of casual English features in expressing mood, intimacy, and identity within song lyrics. Furthermore, the research emphasizes the strategic use of English by K-pop artists such as BTS to engage with global audiences, blending linguistic creativity with cultural representation.

RESEARCH METHOD

This study employed a qualitative descriptive research method to examine the topic. It is considered the most effective approach for this research. The method is suitable because there is no set number to count, and the data are analyzed using descriptions (Sudaryanto, 2015). Aspers & Corte (2019) state that qualitative research emphasizes the exploration of meanings, experiences, and social contexts to generate new insights, rather than relying on numerical data. The objective is to establish new distinctions or insights rather than to validate existing findings. The research analyzes the application of casual language in the English lyrics of "Dynamite" by BTS. To maintain linguistic continuity, only the English lyrics in the song are evaluated, with no Korean or mixed-language passages. Data collection and analysis procedures are as follows:

1. Identification: The lyrics are carefully studied and evaluated to find any English lines that exhibit grammatical omission.
2. Classification: Each identified omission is classified based on the informal style it represents: absence of article, absence of subject, and absence of auxiliary.
3. Interpretation: Each instance is then evaluated based on its grammatical form, stylistic purpose, and pragmatic effect within the framework of the song. Linguistic theories on casual or informal English provide supporting frameworks (Yule, 2010).

FINDINGS AND DISCUSSION

This sub-chapter presents an analysis of the casual language style shown in the lyrics of "Dynamite" by BTS. The analysis focuses on identifying three main characteristics of casual English style: the absence of an article, the absence of a subject, and the absence of an auxiliary. The characteristics of the song demonstrate an informal and conversational style. The frequency of each characteristic is presented in Table 1.

Table 1. The Frequency of Casual Language Style Characteristics

Characteristics	Frequency
Absence of Article	4
Absence of Subject	6
Absence of Auxiliary	4
Total	14

Based on Table 1, the absence of the subject is the most frequently occurring characteristic, with six instances. Meanwhile, the absence of an article and the absence of an auxiliary each occur four times. These findings indicate that the lyrics tend to employ an informal and conversational language style, creating a natural, rhythmic, and expressive

flow that supports the upbeat theme of the song.

Absence Of Article

Data 1

Cup of milk, let's rock and roll

The lyric demonstrates the absence of the article (a). The full version would be "I have a cup of milk, and let's rock and roll." The absence of "I" and "a" contributes to a more rapid rhythm and maintains a catchy sound, combining effectively with the song's upbeat tone.

Data 2

Sing-song when I'm walking home

This lyric illustrates the absence of an article. The complete version would be "I sing a song while walking home." Omitting "a" enhances the lyric's spontaneity and conversational quality.

Data 3

Ice tea, and a game of ping-pong

The lyric demonstrates the absence of an article. The complete expression would be "An iced tea and a game of ping-pong." The article "an" is omitted to preserve rhythm and balance in the lyric.

Data 4

Disco overload, I'm into that, I'm good to go

The lyric represents the absence of an article. The complete version is "A disco overload, I'm into that, I'm good to go." The absence of the letter "a" simplifies the rhythm and improves the musical flow.

Absence Of Subject

Data 5

Shoes on, get up in the morn'

The lyric above shows the absence of the subject, specifically the subject "I." The complete form should be "I put my shoes on and get up in the morning." This omission gives the lyric a more relaxed and rhythmic flow, making it sound natural and energetic.

Data 6

King Kong, kick the drum

This lyric illustrates an absence of a subject. The complete line is, "I feel like King Kong, and I kick the drum." The subject "I" is omitted because it is implied by the context, which contributes to the shortness and effectiveness of the lyric.

Data 7

Jump up to the top, LeBron

The lyric demonstrates the absence of a subject, where the full form would be "I jump up to the top, like LeBron." Omitting "I" creates a vibrant and straightforward expression that aligns with the dynamic tone.

Data 8

Ding-dong, call me on my phone

This line shows the absence of a subject, which should read, "You can call me on my phone." The subject that is not explicitly stated is understood within the context of the invitation or command, resulting in a more casual tone.

Data 9

So watch me bring the fire and set the night alight

This line indicates the absence of a subject. The complete form is, “You should watch me bring the fire and set the night alight.” The absence of “you” aligns with the imperative style, which is frequently employed for direct commands or encouragement statements.

Data 10

Bring a friend, join the crowd

The lyrics show an absence of a subject. The complete expression would be “(You should) bring a friend and join the crowd.” The subject “you” is implied rather than explicitly stated, as this is an imperative sentence.

Absence Of Auxiliary**Data 11**

Rolling on like a rolling stone

This line shows the absence of a auxiliary. The complete sentence is, “I’m rolling on like a rolling stone.” The exclusion creates a smoother flow and preserves the rhythmic quality of the line.

Data 12

Shining through the city with a little funk and soul

The lyrics illustrate the absence of auxiliary. The complete sentence is “I’m shining through the city with a little funk and soul.” The exclusion enhances the lyrical flow and contributes to a more harmonious sound.

Data 13

Word up, talk the talk, just move like we off the wall

This lyric absence the auxiliary ‘are.’ The correct form is “Just move like we are off the wall.” The omission creates a rhythmic quality that is characteristic of pop lyrics.

Data 14

Ladies and gentlemen, I got the medicine

The line reflects the absence of an auxiliary “have.” The complete expression would be “I’ve got the medicine.” The form “I got” without contraction appears more casual and spontaneous.

The analysis of the casual style in BTS’s song “Dynamite” demonstrates how the use of casual language enhances the song’s vibrant and natural tone. The lyrics display three main features of informal English style: the absence of an article, the absence of a subject, and the absence of an auxiliary. The absence of grammatical elements contributes to a more spontaneous and conversational tone in the lyrics, reflecting the relaxed and joyful energy of the song. BTS employs this style to create a sense of intimacy and familiarity with their audience, thereby enhancing the effectiveness of their message of positivity and enjoyment. The findings indicate that employing a casual style not only improves the song’s rhythm and flow but also enhances its emotional and communicative effectiveness.

CONCLUSION

The use of a casual style in songs creates a natural and expressive tone, creating a strong connection with listeners. BTS’s song “Dynamite” demonstrates the use of casual English through three primary characteristics: the absence of an article, the absence of a subject, and the absence of an auxiliary. A total of 14 instances were identified, including 4 instances of article absence, 6 instances of subject absence, and 4 instances of auxiliary

absence. The omissions present in the lyrics are not indicative of grammatical errors; rather, they are deliberate stylistic choices that contribute to a sense of spontaneity, rhythm, and engagement in the overall composition. The casual style employed in “Dynamite” contributes to the song’s cheerful atmosphere, strengthens its lively rhythm, and effectively communicates the positive and energetic message that BTS seeks to share with their global audience.

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