



# Analysis of audience reception towards Suicide Prevention in the lyrics of the song “1-800-273-8255” by Logic

Aditya Farhan<sup>1\*</sup>, Gibbran Prathisara<sup>2</sup>

<sup>1,2</sup> Communication Sciences, Ahmad Dahlan University, 55166, Yogyakarta, Indonesia

\*Corresponding author's email: [Aditya1800030499@webmail.uad.ac.id](mailto:Aditya1800030499@webmail.uad.ac.id), [gibbran.prathisara@comm.uad.ac.id](mailto:gibbran.prathisara@comm.uad.ac.id)

## ABSTRACT

### Keywords

Suicide Prevention  
Reception Analysis  
Song Lyrics

This research discusses the public's reception of the suicide prevention message in the lyrics of the song "1-800-273-8255" by an American rapper named Logic, the song has a title taken from the telephone number of the National Suicide Prevention Lifeline, and tells a story. about a person who contacted the National Suicide Prevention Lifeline and admitted that he was in despair about his life and planned to end his life. This research uses qualitative research methods, with an approach using Stuart Hall's reception analysis theory. This reception analysis theory views that audiences have the ability to choose the meaning of a text. The aim of this research is to find out how the public responds to the meaning of suicide prevention in the lyrics of the song "1-800-273-8255" by Logic. The results of the research show that the message containing the meaning of suicide prevention that is obtained from the song's lyrics is the same or in line with the message that the communicator or song composer is trying to convey.

## 1. Introduction

Music is a creative work in the form of a combination of sounds or voices that have pitch, rhythm and harmony. Music that is played into an integrated and continuous composition can have an influence on emotions. This is in accordance with what David Hesmondhalgh explained in his book “Why Music Matters”, that music is a form of culture that has a close relationship with emotions, feelings and moods. So it is not surprising that for hundreds of years much attention has been paid to the relationship between music and its influence on humans (Hesmondhalgh, 2013). Musical works also contain song lyrics. Song lyrics are a person's expression about something they have seen, heard or experienced. In expressing their experiences, poets or songwriters play with words and language to create attraction and uniqueness to their lyrics or poems. This language game can be in the form of vocal games, language styles, or deviations in the meaning of words and is strengthened by the use of adapted melodies and musical notation. with the lyrics of the song, so that listeners are increasingly carried away by what the author is thinking. (AWE, 2003)

This research aims to find out how the audience responds to the meaning of suicide prevention in song lyrics “1-800-273-8255” by Logic. The song entitled 1-800-273-8255 is a song by American rapper Sir Robert Bryson Hall II or better known as Logic. The title of the song is taken from a telephone number National Suicide Prevention Lifeline (NSPL). This song is aimed at people who are hopeless with their lives and think about ending their lives by committing suicide, that suicide is not the way out or the answer to all their problems. He wants these people to think that help is always there like National Suicide Prevention Lifeline (NSPL) whose telephone number is used as the title of the song. In an interview with Genius Logic, he said that this song tells the story of someone who contacted NSPL and said that he wanted to commit suicide, but after talking to NSPL the caller finally decided that he wanted to live and didn't want to die by suicide.

According to data attached by WHO (World Health Organisation), around 800,000 people commit suicide every year, which means there is 1 suicide victim every 40 seconds.

This research uses several previous studies as references in writing this journal, including, a journal with the title "Audience Reception Analysis of Song Lyrics Peradaban", written by Charis Hamdani in 2020, the results of this research were found to be 1. All communicants are in the dominant hegemonic reading position in interpreting the message they receive from the song's lyrics, secondly. in interpreting the condition of Indonesian civilization based on the song's lyrics, communicants are also still in the dominant hegemonic reading position, 3.5 out of 6 communicants were of the opinion that the lyrics of the song Peradaban included frontal song lyrics, but in a positive context, while other communicants were of the opinion that the meaning of the message in the song lyrics was not frontal, but more critical. The difference in research lies in the object studied, the previous journal examined the song Peradaban by the music group Feast while this research examines the song 1-800-273-8255 by Logic. and there is also a thesis with the title "Resepsi Pesan Dakwah Pada Lirik Lagu Wali Band" written by Jihadel Ummi Alda in 2023, the results of this research show that the da'wah message contained in the lyrics of Wali Band's songs can be well received by listeners. They also say that listening to these songs brings good benefits to their religious life. The difference in research lies in the subject studied, previous research examined reception audience towards the da'wah message contained in the lyrics of the Wali band's songs, while this research examines the audience's reception of Suicide Prevention.

In order not to expand the discussion, this research only focuses on the audience's reception of meaning suicide prevention which are in the lyrics of the song "1-800-273-8255" by Logic, using Reception Analysis. It is hoped that this research can contribute to further research, which is related to the audience's reception of the messages conveyed in song lyrics. It is also hoped that it can provide an overview for readers about reception analysis in translating the messages contained in a song lyric. Based on the description above, the writer is interested in knowing how the audience views meaning suicide prevention in the lyrics of the song "1-800-273-8255", by Logic.

## 2. Method

The research method used in this research is a type of qualitative research, according to Bogdan and Taylor (1975), in (Moleong, 2018) stating that qualitative research methods are research procedures that produce descriptive data in the form of written words from people and behavior that can be observed. Thus, qualitative research is interpretative research using various interpretations involving many methods. Apart from that, qualitative research is empirical in nature, where observations of the data are based on the expressions of the research subjects, as interpreted by the research subjects (Mulyana, 2013).

This research uses data collection techniques, namely as follows:

- a. conduct open interviews with the audience, to get answers to certain questions asked. An interview is a conversation carried out by two parties, including the interviewer as the person who asks questions and the interviewee as the person who provides answers (Moleong, 2018)
- b. Documentation study is a method of collecting qualitative data by analyzing documents created by the subject under study or documents created by other people about the subject, (Pahleviannur et al., 2022). Data collection techniques by conducting document studies, such as accessing journals and sites related to research.

The data analysis technique used in this research is Stuart Hall Reception Analysis, to analyze the audience's reception of the meaning of suicide prevention in the lyrics of the song "1-800-273-8255", by Logic. The data obtained from the research will then be analyzed using Stuart Hall's encoding and decoding theory. Based on reception analysis, Stuart Hall divides reception analysis

theory into three forms of meaning between the communicator as the sender of the message and the communicant as the recipient, these three forms of meaning include:

- a. Dominant Hegemonic Position, meaning is the position where the code conveyed by the communicator is accepted and generally interpreted by the communicant, and there is no difference in interpretation between the message conveyed and the message received.
- b. Negotiated Code or Position, meaning the message conveyed by the communicator is interpreted continuously by both parties. The code or message received by the audience is not interpreted or interpreted in general, but the audience uses their beliefs and beliefs in interpreting the message conveyed by the communicator.
- c. Oppositional Code or Position, is meaning that occurs when the audience interprets the message conveyed by the communicator differently.

### 3. Result and Discussion

The results of the research show that people who listened to the song "1-800- 273-8255" by Logic, are in the Dominant Hegemonic Position, which means that the message conveyed by the communicator as the sender of the message, is received and interpreted generally by the audience without any differences in interpretation. From the results obtained from the interviews with sources who listened to the song "1-800", it can be concluded that all the sources interviewed agreed that in the lyrics of the song there is a message of suicide prevention, where there are several verses in the lyrics of the song, which according to the sources can provide calm for people who are experiencing depression or despair. Apart from that, it also provides an understanding that everyone has experienced something similar so that they understand what the other person feel, so don't ever feel that you are the only one experiencing this, that is what then makes people able to accept themselves again and get through dark times.

#### 4.1. Presenting the Results

In interpreting the message contained in the lyrics of the song "1-800-273-8255" by logic, all informants There were four people interviewed, all of them had the same view regarding the meaning obtained from the lyrics of the song "1-800-273-8255" by Logic, that in the lyrics of the song there is the meaning of suicide preventing. So it can be concluded that all informants are in the Dominant Hegemonic Position, where the message conveyed by the communicator as the sender of the message is received and interpreted generally by the audience without any differences between one another.

**Informan 1** Understanding that several verses of the song's lyrics contain a message about suicide prevention, the song's lyrics can even provide calm for people who are experiencing depression or hopelessness, besides that it also gives the understanding that everyone has experienced something similar and does not feel that it is only themselves who experiencing difficult things in life. So that he can accept reality and be able to go through that darkness. And the lyrics also tell us that no matter how difficult the problem is, there will always be a way out or hope to stay alive. Informants also understand the meaning that mental health is very important, we don't know how serious a problem a person is experiencing, sometimes just listening to complaints or asking about how things are going, small things like that can help make the person feel better and he or she doesn't feel alone.

**Informant 2** The meaning of the song is very deep, where in the song the perception of the person who called the National Suicide Prevention Lifeline said that he had lost himself, that no one cared about him anymore, that he felt like he was alone. The informant also agreed that in the lyrics of the song there is a meaning of suicide preventing, where there is a verse from the song "1-800-273-8255" which tells that someone from the National Suicide Prevention Lifeline tries to convince him that he is not alone, there are still other people who care. with his life and suicide is not an option to solve the problem. After being convinced by the person from the National Suicide

Prevention Lifeline, the person who wanted to commit suicide was finally convinced so he decided that he didn't want to die.

**Informant 3** This means that the song is about mental health, where there are people who want to commit suicide because of serious problems in their lives. Informants also agreed that there is a meaning of suicide preventing in the lyrics of the song "1-800-273-8255" by Logic, where there is a verse that "I know where you been, where you are, where you goin'I know you're the reason I believe in life, What's the day without a little night?, I'm just tryna shed a little light, It can be hard, It can be so hard, But you gotta live right now, You got everything to give right now." As if telling him that he shouldn't commit suicide, because there are people who care about him, there are people who know where he is, and what he is doing. people from the National Suicide Prevention Lifeline, tried to convince him not to commit suicide.

**Informant 4** This means that the song tells the story of a person who has a mental disorder, with all the problems he is facing, he has given up on his life, where he feels alone, no one cares about him, whether he lives or dies, no one will care. The informant also agreed that the song "1-800-273-8255" by Logic has the meaning of suicide preventing contained in the song's lyrics. This is shown by the existence of several verses from the song lyrics which, if heard, can provide things that can soothe the souls of people who feel depressed or hopeless, there are also verses that try to convince that the person is not alone, regardless of no matter how big the problem is, there will definitely be a way out, and a day will come when everything can return to normal.

Table 1. The Audience's Position

Informant	The audience's position in interpreting the lyrics of the song "1-800-273-8255"		
	Dominant Hegemonic Position	Negotiated Code or Position	Oppositional Code or Position
1	✓		
2	✓		
3	✓		
4	✓		

#### 4.2. Create a Discussion

The song entitled "1-800-273-8255" by Logic was released on April 27 2017, was ranked third on the "Billboard Hot 100" chart and was nominated for a Grammy for Song Of The Year 2018, and received eleven other nominations, won two awards from the MTV (VMA) and iheartRadio Much Music Video Awards. This song tells the story of a person who wants to end his life, because of the problems he is experiencing, because he is still unsure about his decision, he contacts the NSPL (National Suicide Prevention Lifeline), and tells him that he wants to commit suicide, then an operator from NSPL tries to convince him not to kill himself. himself, because there were still people who cared about him, until finally the person who wanted to commit suicide was convinced and decided that he no longer wanted to end his life.

To find out the meaning in the lyrics of the song "1-800-273-8255" there is a process that needs to be taken, namely, the process of encoding and decoding the message conveyed by the communicator. The encoding process is an activity carried out by the source or communicator to translate ideas and thoughts into a form that can be accepted by the receiving party, (Morissan, 2013a). Whereas decoding is the activity of translating or interpreting messages into a form that has meaning for the person receiving it.(Morissan, 2013b). When we receive a message from another person, the first thing we do is process the message or decode the message we receive, based on thoughts, perceptions and experiences. In in-depth interviews conducted with four informants, there

were several parts in the lyrics of the song "1-800-273-8255" which were interpreted as having the meaning of suicide prevention, as follows:

**Pre- Chorus:** "I've been on the low, i been taking my time, i feel like I'm out of my mind, it feel like my life ain't mine".

In this verse, it tells the story of a person who is tired of his life, where he is at the lowest point in his life, and feels that his life is no longer important.

**Chorus:** "I don't wanna be alive, i don't wanna be alive, i just wanna die today, i just wanna die". He no longer wanted to live, he wanted to die, because he was tired of his life and all its problems, so he intended to end it by committing suicide.

**Verse 1:** "All this other things i'm talkin' 'bout, they think they know it. I've been praying for somebody to save me, no one's heroic, and my life don't even matter, I know it, I know it, I know I'm hurting deep down, but can't show it. I never had a place to call my own, I never had home, ain't nobody callin' my phone, where you've been.?, Where you at.?, what's on your mind.?, they say every life precious but nobody care about mine".

In this verse it can be translated that the communicator wants to tell a story, that the person who was calling NSPL, gave the message that he was hurting, and asked for help but no one cared about his life.

**Chorus:** "I want you to be alive, I want you to be alive, You don't gotta die today, You don't gotta die, I want you to be alive, I want you to be alive You don't gotta die, Now let me tell you why". In the second chorus, is the perspective of the NSPL (National Suicide Prevention Lifeline) operator, who tries to convince the person who wants to commit suicide, not to do it, by saying, I want you to live, you don't have to die. By trying to say it over and over again, the person who wants to commit suicide will give up their intention.

**Verse 2:** "I know where you been, where you are, where you goin' (yeah, yeah), I know you're the reason I believe in life, What's the day without a little night?, I'm just tryna shed a little light, It can be hard, It can be so hard, But you gotta live right now, You got everything to give right now".

In this verse, the songwriter or communicator wants to tell a story about how, the NSPL operator tried to divert the thoughts of the person who wanted to commit suicide, it can be translated that the operator wanted the person who wanted to commit suicide to think that, everything he experienced was not permanent, that all the problems he faces, fear, anxiety, hopelessness or whatever he feels, there will be a time when everything will be fine, and try to think about things that may be small but have a big impact on life, such as whether he still can eat, drink, breathe etc., try to be more grateful for these things.

**Chorus:** "I finally wanna be alive (finally wanna be alive), I finally wanna be alive (hey), I don't wanna die today, I don't wanna die". Finally, the person who wants to commit suicide is convinced not to commit suicide, that all the problems, or bad days he faces, everyone goes through, he just needs to be grateful for the positive things he has, just focus on that, that he still there is tomorrow to make everything better, that there are still people who care about him.

According to a study from the BMJ (British Medical Journal), the journal of the British Medical Association, reports that almost 10,000 more calls to the lifeline, the performance can also be tied to a 5.5% reduction in suicide rates among 10-19 year olds. The reduction came in three time frames, namely 34 days after the song was released in April 2017, the period after the August 2017 performance, and also in the 2018 period when Logic, Alessia Cara and Khalid performed at the Grammy Awards. A spokesperson for the lifeline confirmed that calls to the line increased by 50%



in the hours immediately after the VMA performance, and the positive messages conveyed on continuous broadcasts, have had a long-term impact.

#### 4. Conclusion

Based on the results and discussion of the research above, it can be concluded that the message the communicator wants to convey, in this case the communicator is Logic, a rapper and songwriter of the song "1-800-273-8255", the message conveyed can be received and translated by the audience properly and appropriately and there is no difference between the interpretation of the message conveyed by the communicator and that received by the listener or audience. In accordance with Stuart Hall's reception theory, the results of in-depth interviews with listeners of Logic's song "1-800-273-8255", all informants were in the Dominant Hegemonic Position, namely the position where the code conveyed by the communicator is accepted. and generally interpreted by the communicant, and there is no difference in interpretation between the message conveyed and the message received.

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