

Earth's Song for Human Race

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Environmental issue has become the centre of attention quite a long time ago. Organisations and other groups have put some effort to promote save-the-earth movement. As we can see the poster on the street showing how sea creatures are dying because their home is full of garbage. People who have concern on this issue protest and voice more people and government to take part in saving earth. The decision to reduce plastic waste in department store is the result of never-ending promotion to increase awareness on how severe earth's condition is.

Besides doing protest or making policy, raising people's awareness on environmental issue can be done through song. Several time ago, Lil Dicky launched his song entitled *Earth*. This song was released on 19 April 2019, several days before Earth Day which is commemorated every 22 April. Earth song was uploaded on Lil Dicky's official YouTube Channel and can be accessed through this link: https://youtu.be/pvuN_WvF1to. The issue of global warming is raised by mentioning that earth is home for every beings. Despite the sad truth that earth is in a severe condition, this song brings a happy feeling through its melody, funny lyrics, and the music video. Bringing the happy feeling about

environmental issue is a novel idea and this what makes *Earth* song is a unique media to promote go-green movement.

This uniqueness in presenting the global warming issue catches people's attention. The lyrics was arranged in such a way, so people are aware how beautiful our earth is. For example, Lil Dicky put the unique characteristic of some animals in a comedic way. The examples are: *Hi, I'm a baboon. I'm like a man, just less advanced and my anus is huge; I'm a kangaroo. I hop all day, up and down with you; and I'm a koala and I sleep all the time.* He also uses onomatopoeia: word that is associated with animal or thing' sound. The example of onomatopoeia he used is *I'm a cow (Moo!)*.

Although this serious matter is presented in comedic way, the message is visible. In the beginning of its official music video, Lil Dicky appeared with four children acting about throwing garbage properly to save the earth. They kicked the dustbin and Lil Dicky admonished them to clean it. Among those four children, only one who cleaned it. It implies that this issue is for everyone's concern; alas, not everyone is aware that they should take an action. Moreover, littering is one of the most common actions done that gives

"Earth"



Charity single by Lil Dicky

Released	April 19, 2019
Length	4:41
Label	Dirty Burd • Commission • BMG
Songwriter(s)	Benny Blanco • Lil Dicky • Jamil Chammas • Ammo • Cashmere Cat
Producer(s)	Benny Blanco • Cashmere Cat

Music video

"Earth" [🔗](#) on YouTube

the negative impact to earth. This scene wants to encourage people that to make a move, the simple deed such as throwing the garbage in proper place or being wise in producing waste can be done.

At the end of the music video, Lil Dicky even mentioned his intention in composing this song more clearly. He said that the profit earned from the streaming or any other source, will be donated to save the earth. He also narrated humans who don't believe in global warming are stupid. Zebra and baboon are shown to be worried that they will

die because earth is dying. If everyone doesn't take part in saving earth, it is possible that human and animals even plants will die. Thus, he asks everyone on this planet to worry about living beings on earth, so they can have a home to live.

Lil Dicky may not a celebrity who has a specific concern about environmental issues. However, as a well-known rapper, he indeed has a quality to move people with his works. He has made many successful projects. This can be the reason why he successfully asked many well-known figures taking part in his project. One of the celebrities whom he recruited is Leonardo DiCaprio starred in the movie *The Revenant* which is about climate change. Besides DiCaprio, Wiz Khalifa and Ariana Grande took part in singing a line in this song. Singers from other countries can also be recruited in joining this project. South Korean famous rapper Park Jae Sang, known as PSY, and Kris Wu are among the foreign singers having a line in this song. Lil Dicky also successfully recruited Backstreet Boys, an infamous boy band in 1990s.

Despite the uniqueness and beauty both in its lyric and official music video, there are some controversies against this song. Reviewers are somewhat triggered by the cheerful emotion presented in it. Unlike previous songs talking about environmental issue which brings dark atmosphere of the damage, *Earth* song tells how beautiful earth is. By showing its beauty, human is expected to make a move to preserve it. The song aimed to increase people's wariness toward the environmental affairs without crushing the listeners with the image of famine, deforestation, flood, or animal extinction due to climate change. The music video that was made using animation shows the quirk in depicting climate change. Furthermore, the line *we love the earth, it is our home* which is repeated many times



Source: Earth official music video

throughout the song has a chance to be the hymn.

Even though this song has a chance to be the hymn, some reviewers on YouTube said this song is too inane. Animation is used to make the music video. The characters, the animals and human, were depicted in a cute way; however, lyrics are not for all ages because it uses many curse words. Although it is common in American culture to use bad words, the lyrics are not in line with its decent purpose: charity to fund go-green movement. Regardless of the bad review made toward this song, the funny and foolish aspects catch listeners' attention. Lil Dicky successfully shows his comical yet plain-spoken personality as a comedian in this song.

Issues on environment are still the focus because we are struggling in preserving earth as the only possible place to live. Raising people's awareness toward environmental issues has become a global concern. Song, which is regarded as a powerful tool to change human's behaviour, was chosen by Lil Dicky to take part in environmental movement.

This strategy is proven to be effective for Lil Dicky can earn over \$800,000 and he donates that amount of money to Amazon Frontlines, the Carbon Cycle Institute, Shark Conservation Fund, and some other organisations.

Choosing song as a media to promote saving earth movement is a pensive decision knowing that song has been acknowledged to give impact towards human's behaviour. Other aspects supporting the success of this song is the time release. Lil Dicky made a smart move in releasing this song several days before commemorating Earth Day. Dicky's decision to include many singers gives more value for this song. Dicky's intention to take part in saving-the-earth action has made him composing *Earth* in such a way to gain people's attention to take part in saving the earth.

Earth is indeed suffering. However, pointing out how bad the damage is, for example by showing the picture of thin animal, the last picture of endangered species, or the figure of deforestation

is considered as a jump-into-a-bandwagon strategy. It doesn't mean that the strategy used before is not relevant anymore, but we need a fresh idea to move human's heart. Surely everyone has its own forte and responsibility. Leonardo DiCaprio, who is an actor, uses his ability to act in the movie talking about climate change. Government who holds the authority makes a rule not to use plastic bag, and singer makes use of his ability to compose a song about global warming. Lil Dicky also uses his ability to compose a song in comedic way to take part in this movement.

Hopefully by listening to this beautiful song, human understands more about how earth is begging to be saved. The beauty of earth and all creatures living on it is expected to move human's

heart, thus human as the agent of change starts to take a serious action to save the earth. This song also teaches us to be brave in using any means necessary to promote go-green movement. As this song uses merry atmosphere, unlike other songs, *Earth* song brings a fresh idea to catch people's attention. We don't need to make a great movement such as composing a song or becoming the parliament member or signing up as a member of an organisation to make earth a better place to live. As it is presented in the beginning Earth music video, by being wise in throwing the garbage and producing less waste, we have taken part in saving the ecosystem. We love the earth; it is our home./FA/

