

## CHAPTER I INTRODUCTION

### **A. Background of the Study**

In daily communication, people interact one with the others for the sake of understanding the message or ideas presented using language. “A language is a system of symbols through which people communicate,” (Kreidler, 1998: 19). People use language for many purposes. People tell the others what they know or think they know, express their feelings, ask questions, make request, protest, criticize, insult, apologize, promise, thank, say hello, and goodbye. The speakers encode their message and addressees decode them according to their understanding. Sometimes, people use body language to express their intention, while the listener just needs to understand the speaker expression. In attempting to express themselves, people do not only produce utterance containing grammatical structures and words but also they perform actions via those utterance (Yule, 2010: 47).

A form of communication can be provided in oral or written language. Such a language is as the presentation of song. Song can be spokenly delivered or writtenly presented from lyrics by lyrics. Oral communication is the process of conveying or receiving message with the use of spoken words. This mode of communication is highly used across the world because of rapid transmission of information and prompt reply. Oral communication can either be in the form of direct conversation between two or more persons like face to face communication, lectures, meetings, seminars, group discussion, conferences, etc. or indirect conversation. The form of communication in which a medium is used for interchange of information like telephonic conversation, video call, voice call, etc. the best thing about this mode of communication is that the parties to communication, sender or receiver, can notice nonverbal cues like the body language, facial expression, tone of voice and pitch, etc. this makes the communication between the parties more effective. However, this mode is backed with some limitation like the words

one spoken can never be taken back. The communication in which the message is transmitted in written or printed form is known as written communication. The various channels of written communication are letters, e-mail, journals, magazines, newspaper, text message, reports, song lyrics, etc.

Communication can be built if there is an understanding between speaker and the hearer. The main aim is to indicate something or some relations or even some ideas, and it can be shown or called as it is *meaning*. In this case, meaning is important and significant. If the hearer cannot comprehend the meanings of the speaker try to reveal, the meaning won't be delivered smoothly.

Meaning can be studied through scientific study of language called Linguistics. The branch of Linguistics which deals with meaning is called Semantics. In Semantics, meaning is divided into two parts, literal meaning and non-literal meaning. Literal means based on the actual words. Non-literal meaning is the other way around. The speaker means something different from his literal meaning of the words, he has another intention's which different from the meaning of words he said. The hearer may find it difficult to understand what the speaker wants to convey if the speaker speaks non-literally. There are a number of ways in expressing ideas which deviate from the semantic conventions, some of which are through the use of denotative and connotative meaning.

According to Kenney (1996: 60) the words has two main kinds of meaning, denotation and connotation. Denotation is the meaning of a word, which it is primarily, refers to the real word, the "dictionary definition". It is the type of meaning which may be described in terms of a set of semantic properties which serve to identify the particular concept associated with the word. Connotation is "the part of the meaning of a word and connotatively as an implicit meaning". For instance, if I say "*the sun rise in the morning*". You may defined the word *sun* (1) that I mean is something big where shining the world, rises from the east and sets in the west, but if I meet to my wife or my girl friend then I say "*She is my sun*" (2) These two sentences used the same

word, but they do not have the same meaning. The word *Sun* in the sentence “*she is my sun*” is meaningful. The word *sun* (2) here is connotative meaning (positive connotation) that she is like a sun, which people cannot live without the sun, same like people cannot live without our wife or our girl friend.

In daily life, many people listen a lot of song. Every song contains lyric which has certain connotative meaning from the composer in order to deliver it to the listener. The lyrics of song became a way of communicating. Sometimes in the communication process, people have their language choice to express what they want. People choose their words carefully according to whom they are talking to. Because of their language, people use different language. Lyrics in song are not only the arrangement of words into sentence, but also the interpretations of the composer’s intention to describe their feelings. There are some message delivered by the composer to the listener with specific content or situation in song lyrics. The lyrics of song always have a theme inside. Theme is any basic idea of the written text or an image created. It is the composer’s central or general idea reflecting on the public. Song’s lyrics can express feeling, soul, and performance. They can perform to the audiences or listener. Here, the composer as a creator of the song’s lyrics has power to show his or her work to everyone. Its condition makes exist the world.

The study of connotative meaning in the course of semantics had been previously done by many researches, such as: (1) Prayitna (2015) entitled “An Analysis of Connotative Meaning and Message in Linkin Park’s Song in A Thousand Suns Album”, (2) Armawansyah () entitled “An Analysis of Connotative Meaning In Selected Maher Zain’s Song Lyrics”, (3) Aslamiyah (2013) entitled “The Diction Analysis of Advertisements in C’ n S’ Cool ‘n Smart English Teen Magazines”.

This research is expected to enrich the development of Semantics study especially in connotative meaning. Dealing with this research, there are no found any researches related to analysis of expressive speech act in viewed from pragmatics perspective.

Based on the case above, the writer intends to study further about connotative meaning of expression found in Maroon 5 V album's lyrics. The writer decided to do a research related this topic entitled "**A SEMANTICS ANALYSIS OF LYRICS EXPRESSION IN MAROON 5 V ALBUM**".

### **B. Problem Statement**

Based on the statements mentioned in the background of the study, the writer formulates the problem as follows:

1. What are the connotative meanings of keywords as used by the composer of the Maroon 5 V album?
2. How are the main words analyzed componentially as expression of the composer in the lyrics of the Maroon 5 V album?

### **C. Objective of the Study**

Based on the problem statements above, the writer intends to:

1. To explain the connotative meaning of keywords as used by the composer of the Maroon 5 V album.
2. To describe the components of the main words as expressed by the composer in the lyrics of the Maroon 5 V album.

### **D. Benefit of the Study**

Every research should be useful by others; at least it will make a positive contribution for their surroundings. This research tries to contribute the following benefits:

1. Theoretical Benefit

The writer hopes that this research can give new input in semantic studies especially on the connotative meaning studies.

2. Practical Benefit

- a. For students, the result of this research can increase student understanding in connotative meaning.

- b. For another researcher, the writer can give some benefits as the next referent for further research, especially in the connotative meaning of main words used in song lyrics.
- c. For reader, this research contains the interpretation of composer's connotative meaning, so the reader can understand more of the composer's connotative meaning in writing the lyric.

#### **E. Research Paper Organization**

This research paper organization is classified into five chapters.

Chapter I is introduction which consists of background of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is literature review which consists of Underlying Theory that covers Notion of Semantics, Seven Types of Meaning, Semantics and Society, Diction, Componential Analysis. Literature Review also covers Previous Study.

Chapter III is research method which consists of Research Type, Research Object, Data and Data Source, Technique of Collecting Data, Data Validity, and Technique of Analyzing Data.

Chapter IV is data analysis and discussion which consists of Data Analysis, Discussion, and Research Finding.

Chapter V is conclusion and suggestion.