Connotative Meaning of Olivia Rodrigo's Selected Song Lyrics

THESIS

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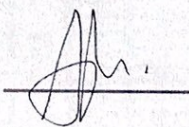dengan judul:

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Abstract

Syafitri. (2023). "Connotative Meaning of Olivia Rodrigo's Selected Song Lyrics"

This research was conducted to analyze the connotative meaning of Olivia Rodrigo's song lyrics. The objectives of this research are (1) to identify the connotative meaning of Olivia Rodrigo's song lyrics, (2) to identify the connotative types in Olivia Rodrigo's song lyrics. The results show that there are eighteen data containing connotative meanings: ten data with positive meanings and eight data with negative meanings. The dominant positive connotation is found in the song "Happier", while the most negative connotation is "Brutal". This research uses the theory of Abdul Chaer which states that connotative meaning can be divided into two kinds, namely positive connotative (the word snoring) and negative connotative (the word growling). The researcher used a qualitative approach in analyzing the data. The data of this research are the songs by Olivia Rodrigo in the album Sour. five songs were selected: "Brutal", "Deja vu", "Traitor", "Happier", and "Enough For You".

Key words: Semantic, connotative meaning, lyric.

Abstract

Syafitri. (2023). "Connotative Meaning of Olivia Rodrigo's Selected Song Lyrics"

Penelitian ini dilakukan untuk menganalisis makna konotatif pada lirik lagu Olivia Rodrigo. Tujuan dari penelitian ini adalah (1) untuk mengidentifikasi makna konotatif pada lirik lagu Olivia Rodrigo, (2) untuk mengidentifikasi jenis-jenis konotatif pada lirik lagu Olivia Rodrigo. Hasil penelitian menunjukkan bahwa terdapat delapan belas data yang mengandung makna konotatif: sepuluh data bermakna positif dan delapan data bermakna negatif. Makna konotasi positif yang dominan terdapat pada lagu "Happier", sedangkan makna konotasi negatif yang paling banyak adalah "Brutal". Penelitian ini menggunakan teori Abdul Chaer yang menyatakan bahwa makna konotatif dibedakan menjadi dua macam, yaitu konotatif positif dan konotatif negatif. Peneliti menggunakan pendekatan kualitatif dalam menganalisis data. Data penelitian ini adalah lagu-lagu dari Olivia Rodrigo dalam album Sour yang dipilih sebanyak lima lagu: "Brutal", "Deja vu", "Traitor", "Happier", dan "Enough For You".

Kata kunci: Semantik, makna konotatif, lirik lagu.

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In writing the final project, the researcher got a lot of help and support from various parties. Therefore, in the opportunity, the author would like to thank:

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Finally, the researcher realizes that there are still many imperfections in this thesis and the researcher hopes the criticism and suggestion from the readers to make this thesis be perfect. The researcher hopes this study will be useful to give positive contribution for everyone especially for other researcher who wants to study with this topic.

Padang,   of August 2023

Syafitri

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CHAPTER I

INTRODUCTION

A. Background of Research Problem

Language is the system of sound and word used by human for interaction each other. It is used to deliver messages, thoughts, concepts, ideas and feelings. A language is an analytic system of communication. Communication is basically a social process. Laswell (1948) states that communication is following 5w models questions who says what in which channel to whom in what effect. Based on the theory, the writer concludes that the action of communication is a language process from speaker to receiver through a channel either verbally or in writing.

There are several ways of expressing ideas that deviate from semantic conventions, some of which are through the use of denotative and connotative meanings. According to Kenney (1996: 60) words have two main types of meaning, denotation and connotation. Denotation is the meaning of a word, which mainly refers to the actual word, dictionary definition. It is a type of meaning that can be described in terms of a set of semantic properties that serve to identify a particular concept related to the word in question. For example cow indicates a type of animal, house indicates a type of building.

According to Barker (2001), connotation is part of the meaning of a word and he said that connotative as implicit. For example, if I say the sun rises in the morning "The term "sun" can be defined as something large that illuminates the world rising from the east and setting in the west. In the other

hand the word sun in "She is my sun" has a connotative meaning (positive connotation). The word "sun" in that sentence has meaning as a power, something that will always be there the next day. If that sentence is said by a man, then the sentence "She is My Sun" has meaning she means a lot to him or he can rely on her power.

In addition, Chaer (2007) states that connotative meaning can be divided into two kinds, namely positive connotative (purr word) and negative connotative (snarl word). Connotative meaning can also change from time to time, because connotative meaning is related to value of the sense of people, and the value of people are different. The word "dirty" in the sentence "And baby, you know my hands are dirty" doesn't mean dirty, bad/immoral. But "dirty" means conduct related to past mistakes and wrongdoings (negative connotation). Contrast with the positive one, there was an "aroma" coming from the kitchen. Kevin put his book down and went to investigate. The word "aroma" has a positive connotation. It means whatever is in the kitchen smells good. Therefore, one could assume Kevin smells someone's delicious cooking.

Connotation plays an important role in language such as in song. A meaningful literary work is a song. A song is a poem set for music intended to be sung. Songs are also short meanings given to music and words, written in one or more voices and played with musical instrument accompaniment. Jamalus (1988: 5) states that a song can be called a work of art when it is sung with musical means. In this way, it is a literary work because it is a song that combines words using creative words and beautiful melodies.

Good music needs good lyric in order that listeners can enjoy it. The lyrics of song can explain the meaning but it will be difficult to understand if we just recieve the basic ideaqs of song lyrics. People will be bored with the song if the do not understand the purpose (message) of the lyrics. The appeal and effect of the song to the listener depends on the lyrics. The message contained in the lyrics of the song can be conveyed depending on how the author inserts the word into the text (Bertoli & Bissaco, 2006: 1053). The message in the communication process is something that is delivered by the sender to the recipient. The message can be delivered in a face-to-face way or media of communication. To create a message into the concrete so it can be sent and received by the message recipient, a man with his mind creates many symbols of communication in the form of sound, mimic, gestures, spoken language, and the language of writing.

This issue has been the subject of various studies, the first of which being " Connotative and Denotative Meaning on The Lyric of Tina Arena 's Song" by Siti Zulachah (2008) the data from lyrics was taken from Tina Arena's selected songs entitled *I Want to Spend My Lifetime Loving You, Burn, I Want to Know What Love Is, Italian Love Song, Symphony of Life, That's the Way a Woman Feels, If I was a River, Im Gone, Take me Apart, Sorrento Moon,* and she found that her research dominant in positive connotative.

Second, "Denotative and Connotative Meaning in One Direction's Song Lyric: A Semantic Perspective" by Ariska Sari & Paramita Kusumawardhani (2003) entitled *Hey Angle, Long Way Down, and Drag me*

Down. The dominant of meaning on the three song lyrics by One Direction is connotative meaning. Then, "An Analysis of Connotative Meaning on Justin Bieber's Song Lyrics" by Ita Purnamasari (2018) entitled *What do You Mean, Sorry, The Feeling, Company and Purpose.* As previously stated, the first research examines the of connotative then categorized it into types.

The researcher was interested to analyze the Connotative Meaning of Olivia Rodrigo song so that people know what the implied meanings are conveyed by Olivia Rodrigo, so that listeners understand the meaning of the song, whether the meaning of the song leads to positive things or lead to negative things. The researcher chose connotative as the object of research because the researcher wanted fans of Olivia Rodrigo gain deeper understanding. The researcher chose this obejct because the researcher did not yet found this song as the object.

Connotations go beyond the literal meaning of words and delve into the emotional, cultural, and symbolic associations they evoke. By analyzing connotations in songs, so that the listener gain a deeper understanding of the artist's intended message or the multiple layers of meaning embedded within the lyrics. The selection the of song lyrics on Olivia Rodrigo's was because the researcher wanted the listener, especially fans of Olivia to know that many words could have connotative meanings. The researcher chose Olivia Rodrigo because she is one of the pop singers that have received many awards, is famous and has produced many top-ranking songs, and the lyrics of the song contained a lot of implied meanings.

B. Identification of Research Problem

This research used Chaer's (2007) theory as the main study in the research, which states that connotative meaning can be divided into two kind, namely positive connotative and negative connotative. There are a number of potential aspects that can be discussed in semantic. In fact, semantics has already been used to analyze several kinds of fiction and non-fiction works, such as poems, films, novels, and advertisements. There are various types of meanings; lexical meaning, grammatical meaning, denotative meaning, and connotative meaning.

C. Limitation of Research Problem

Olivia Rodrigo has a lot of songs, but in this study the researcher only chose a few songs to limit this study. Furthermore, the researcher also limits the lyrics that is being studied to five lyrics that the researcher chose in the Album "Sour" entitled: "Brutal", "Deja vu", "Traitor", "Happier", and "Enough for you". The researcher limited the song to only five lyrics because these five songs are the most common songs that are always listen on Youtube. The data focused on connotation word, phrase, and sentence. In conducting the research, there are many phenomena and theories in connotation. To limit the problem and avoid the complexity in connotative analysis, this research focused on the connotative analysis which uses the theory by Chaer (2007) that divided connotative into positive and negative.

D. Research Problem

Along with the background of the study described above the following research problem is formulated as follow "What are the connotative meaning of Olivia Rodrigo's selected song lyrics".

E. Reserach Questions

1. What are the connotative meaning of Olivia Rodrigo's selected song lyrics?

2. What are the types of connotative in the Olivia Rodrigo's selected song lyrics?

F. Purpose of The Research

Individuals can interpret and perceive connotations differently based on their personal experiences, cultural backgrounds, and emotional connections. The purpose of this research are:

1. To identify the connotative meaning of Olivia Rodrigo's selected song lyrics.

2. To identify the types of connotative in the Olivia Rodrigo's selected song lyrics.

G. Significance of The Research

There are two practical considerations for undertaking the research. This look at is enormous to behavior because of its theoretical and practical functions. Theoretically, the end result of this study is expected to be useful and give new information to the semantic study especially about the connotative meaning on lyrics of Olivia Rodrigo's song. Practically, the result of this study is predicted to provide contribution to the lecturers of Universitas Negeri Padang in teaching semantics, especially in teaching connotative

meaning on linguistics. Next, it is predicted to be a reference for the following resercher ininvesting her/his research.

H. Definition of Key Terms

   To avoid missunderstanding, some terms used in this study need to be defined:

Semantics : Semantis is all about the study of meaning and how words or symbols convey specific ideas or concepts.

Meaning   : Meaning is an explanation or description of what a word or concepts means.

Connotation : Connotation is the emotional and imaginative association surrounding a word.

Olivia Rodrigo : One of the most populer singer in America.