CHAPTER I

INTRODUCTION

A. Background of The Research

As social creatures, people need to interact with each other. When someone wants to interact with other people usually starts with communication. Communication is the process of sharing information. To be specific, Communication content includes acts that declare knowledge and experiences, give advice and commands, and ask questions. It can be said that communication cannot be separated from us as human being, due to these facts we realize that communication plays an important role in our life.

In communication with other people either in verbal or non verbal forms, the main instrument used must be a language. Language is a system of symbol that is meaningful and articulate sound which is arbitrary and conventional. In everyday life, it is used to express reaction to certain situations, to reveal the thoughts, share an idea, express the feeling, respond the phenomena, ask a question, criticize of someone, etc.These acts may take many forms, including gestures (nonverbal communication, sign language and body language), writing and speech.

In everyday people communicate with 10 to 1000 with other people in one way or the other may be oral or in written form. Both rely on the basic communication process, which consists of eight essential elements: source, receiver, message, channel, receiver, feedback, environment,

context, and interference. Oral and written communication is similar in their approach even their applications are very different. For instance, in oral communication is talking with other people face to face for the exchange of information and in written such as through printed form or a copyrighted work, like a poem, a painting, or lyrics in a song.

Works such as songs are very attached in individual life. A song can be found everywhere and anywhere, like on a radio, in a shopping center, in a restaurant or cafe, or even in public transportation. Everyone likes to listen to songs, when bored, happy, sad, or even some people have to listen to the song for a moment before going to bed. It is because every melody and words contains in a song can influence the feeling of every listener.

Every songwriter can use all kinds of expressions to send information to the listener whether implicitly or explicitly in a lyric. In addition, when the songwriter wants to express a girl, it can be use the word "flower" in order to cover or imply the word "girl", this is used to make the lyric more beautiful and pleasant to hear. Song lyrics are also used to express the feelings of the songwriter, criticize a person or group of people.

Therefore it is important to know the meaning of words. If we already know it, even though a songwriter uses various words, So that, the message can be convey in a song properly. However, sometimes the uses of various expressions usually makes listener difficult to understand the meaning itself, and if the listener cannot comprehend the meanings of the speaker try to reveal, the meaning won't be delivered smoothly. That is why there is a study

to understand the meaning in utterance.

Meaning can be studied through scientific, study of language called Linguistics. The branch of Linguistics which relates with meaning is called semantics. Semantics is considered as a study of meaning in language. It deals with the expression of linguistic objects such asword, phrases, and sentences. In Semantics, meaning is divided into two parts, literal meaning and non-literal meaning. Literal meaning is 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.

So that Leech (1981) divided seven types of meaning in semantics. There are denotative meaning (meaning by dictionary), connotative meaning (meaning by suggest of mind), social meaning (social context), affective or emotive meaning (convey about personal feeling), reflected meaning (multiple conceptual meaning), collocative meaning (association of words), and thematic meaning (message of meaning) (p. 9). However, this research will analyzing song lyrics containing the two types of meaning according to Leech are as follows; denotative and connotative meaning.

As underlined by Leech (1981), conceptual meaning also known denotative meaning is a central factor in linguistic communication, and it can be shown to be integral to the essential functioning of language (p. 12).

Therefore, connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. In other words Kreidler (2013) said denotative identifies the central aspect of word meaning, which everybody generally agrees about (p. 45). Nevertheless connotative refers to the personal aspect meaning, the emotional associations that the word arouses.

Connotative plays an important role in language such as in song. Indeed, these various kinds of connotative such as positive, neutral, and negative may be so powerful that they totally replace the denotative meaning. The positive connotations are used usually because the spekaer wants to convey a good message to listener in an encouraging way. Then use neutral connotations to change something so that listener can easily understand what the speaker meant and use negative connotations to convey something bad and hated.

Related to the description above, the writer chooses to analyze denotative and connotative meaning because the implied lyrics are interesting to learn and have different senses from the meaning. Many of words in the lyrics are not obvious about whom, where, when, the text is situated. Connotation analysis is purposed to understand the meanings of a song and know how to interpret it. By understanding the meaning of texts in sentences, there is no misconception on the interpretation. The song lyrics vary in terms of textual meanings, for the reason of that generally the listeners of the songs have different interpretations to understand the meaning of the songs.

The purpose of this study, which becomes the object, is the lyrics of David Guetta song in "Nothing But The Beat"Album. The writer is passionate about this song because the lyrics are very interesting and contained many of connotative word indeed. This research will be studied more deeply about meaning contained in every row of words arranged in it. So that can be explained the meaning of what the songwriter want to convey. Usually, the message from song lyrics is delivered either explicity or implicity through the words used in it. Choosing the words should consider some factors. If the songwriter would like to convey the message straightforwardly, generally they would use denotative word. Otehrwise, if they would like to imply the meaning or make the lyrics give particular reaction to the listenes, they would use connotative words. However, both dennotative and connotative words used in the lyrics give the listener particular feeling and alsolistener will be getting a lot information.

The writer shows some lyrics from David Guetta songs which contain connotative meaning below. This song entitled Titanium fromthe "Nothing But The Beat" album.

1) I'm criticized but all your **bullets** ricochet (Song 1 and Line 4)

2) I'm **bulletproof**, nothing to lose (Song 1 and Line 5)

3) I am **titanium** (Song 1 and Line 10)

The writer gives a clue for the first song was Song 1. And then, for about line in the stanza, the writer give a clue for the first line was Line 1. And then, for the next word continued for this clue. So, the reader not confused to read this

research. There are three examples of connotative meaning used in those lyrics in bold and italic formats namely bullets, bulletproof and titanium. *Bullet* denotes a small metal object that is fired from a gun. It connotes some hurt full words or deeds done by someone. Meanwhile, *bulletproof* denotes bullet resistant. It connotes someone who already immune the problems and shocks or painful words. And *titanium* denotes a silver-white metal used in making various strong light materials. It connotes someone who felt very strong. No matter how many problems, he will not fall or despair because he is like titanium.

On the whole, in this study the listener will be getting a lot of information, in additions knowledge of the science of language, the meaning of the words contains in songs, and also to reveal the message that the songwriter wants to convey. Then the writer entitled this research **"Connotative Meaning in David Guetta's Songs Lyrics"**.

B. Question and Scope of the Research

1. Question of The Research

From the explanation above, the problem is to know the denotative and connotative meaning also the message contained in the song lyrics. So, it can be mentioned in detail as the following questions:

a. What are the denotative and connotative meanings contains in David Guetta's song lyrics?

b. What are the kinds of main connotative words that arise in David Guetta's song lyrics?

c. What is the message contained in David Guetta's songs?

2. Scope of the Research

This Research focuses in analyzing denotative and connotative meaning in David Guetta's songs. There are six albums that have been created by David Guetta. However, in this research, the writer limits the subjects of the study only on "Nothing But The Beat" Album of his selected songs.

The analysis takes theory from Geoffrey Leech in *Semantics the Study of Meaning*. The theory about connotative and denotative is clear and easy to understand in this book.

C. Objective and Significance of the Research

1. Objective of the Research

The above problem formulation is the basis for achieving the objectives of this research as follows:

a. To describe the denotative and connotative meaning found in David Guetta's song lyrics.

b. To find the kinds of connotative meaning in David Guetta's song lyrics.

c. To interpret the message contained in David Guetta's song.

2. Significant of the research

By conducting this research, there are some benefits expected from this study, such as:

a. Theoretically, the result of this study is expected to be useful and give new information to the semantic study especially, about the connotative meaning on lyric of a song.

b. Practically, the result of this study would give contribution for the student of School of Foreign Language JIA Bekasi, especially at English Department. It is expected to be able to broaden the knowledge in understanding the denotative and connotative meanings of lyrics of songs. Also it is hoped to give contribution for readers who are interested in this study and it will be the alternative reference for the readers who are interested in researching this area.

D. Operational Definition

1. Semantics

Semantics is the technical term used to refer to the study of meaning and since meaning in a part of language, semantic is a part of linguistic.

2. Connotative

Connotative meaning as the communicative value an expression has by virtue of what refers to, over, and above its purely conceptual content.

3. Denotative

Denotative meaning is called conceptual or cognitive meaning which is widely assumed to be the central factor in linguistic communication,.

4. David Guetta

He is a French houseDJ and producer. David Guetta has released seven studio albums, eleven compilation albums, three extended plays, eighty-one singles (including seven as a featured artist), eleven promotional singles, and forty-two music videos. Guetta released his debut single "Nation Rap", a collaborations with French rapper Sidney, in 1990. His debut studio album, *Just a Little More Love*, was released in June 2002. It peaked at number six in France and was certified two times gold by the Syndicat National de l'Édition Phonographique (SNEP). In 2006, a mash-up of "Love Don't Let Me Go" and "Walking Away" by British electronic music band The Egg was released, entitled "Love Don't Let Me Go (Walking Away)". It performed well in Europe, peaking at number three in the United Kingdom and becoming a top forty hit in several other European countries. Guetta attained international success with his 2009 hit single "When Love Takes Over", which topped the charts in countries such as Belgium, Switzerland and the United Kingdom. It was followed by the single "Sexy Bitch", which topped the charts in eight different countries and gave Guetta his first top five hit on the *Billboard* Hot 100. Guetta released his fifth studio album, *Nothing but the Beat*, in August

2011. The album was a commercial success, topping the charts in France and numerous other countries. The album's first five singles—"Where Them Girls At", "Little Bad Girl", "Without You", "Titanium" and "Turn Me On"—all became top ten hits worldwide. The latter three singles also became top ten hits on the *Billboard* Hot 100.The follow-up singles "I Can Only Imagine", "She Wolf (Falling to Pieces)" and "Just One Last Time" also experienced commercial success.

E. Systematization of the Research

The composition of the contents in this research is formulated as follows:

Chapter I is Introduction. It contains the background of the research, the question and scope of the research, objective and significance of the research, the operational definition, and also the systematization of the research.

Chapter II is Theoretical Description. It contains the description of the research, the theory that supports the research, or a source to help doing this research.

Chapter III is Research Methodology. It contains the method of the research like time and place also the kind of doing the research, the procedure of the research, the technique of the data is collected and analyzed, the source of the primary and secondary data.

Chapter IV is Analysis Data. It is how the data description and the data

being analyzed as detail, also the interpretation of the research finding.

Chapter V is Conclusion and Suggestion. It relates to hypothesis discussion and the suggestion relates to significance of the research.