

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

God created humans as social beings and cannot be separated from each other. In a social relationship, humans have the desire to socialize with others. Everyone needs to communicate everything that exists in their mind. Communication is an event in which humans express their desire. Humans communicate directly and indirectly. In Direct communication, people talking to other people while for Indirect communication conducted through certain media such as using the telephone, letter, or anything. In daily communication, people interact with others for the sake of understanding the message or ideas presented using language.

Language is a system of sound symbols produced by human voices and used to communicate consisting of words that have their meanings. Without language, humans would be unable to express their feelings, thoughts, emotions, desires, and beliefs. Language is a tool and the mechanism that determines how people relate to the world, to each other, and, even to ourselves.

English is an example of an important language because English is an international language and has become the most important language for many people in the world. This language is most widely used in communication throughout the world. English is also used as a second language in many

countries. People use English not only for communication in work, education, environment, business, information technology, government, and daily activities but also use in Literature.

Literature is a form of creative and productive activity that produces a work that has a sense of aesthetic values as well as reflecting social reality. Literature is creative and imaginative writing that expresses thoughts, feelings, ideas or other special aspects of human experience. Literature is a mirror; a true reflection of our nature. In daily life, literary work can find in a poem, short story, novel, and drama. Another form of literary work might be music, song and lyric. Music, song, and lyric is simple and it has own characteristics.

Essentially, people mostly listen to music. Listening to music is one of the most pleasurable human experiences. Music is a media that can inspire, give hope or let people escape for a moment. Music has become a common part of human life. People used music throughout history to express their emotions.

Songs are musical works sung by human voices in different tones and patterns. The word 'song' has been around for a very long time. Songs are used for many purposes like to tell stories, express emotions, or convey a belief in faith. A song is a short piece of music, usually with words. The words of a song are called lyrics. Lyrics can include a series of verses, the longer sections of the song that tell the story, a refrain and a short phrase repeated at the end of every verse.

In a lyric, there must be a message that the writer wants to convey, such as giving a view of something that happened, a persuasive idea, influencing an idea, or a personal idea from the writer to people. A lyric has an explicit meaning and an implicit meaning. The lyricist sometimes chooses unusual words to make the lyrics more beautiful. Typically, people who read the text structure of a poem, prose, and novel will find difficulty in following the writer's mind and often get a misunderstanding of the actual contents of the sentence. However, many people do not understand what is said in a song. Need a deep understanding to analyze the meaning of the lyrics. It is important to understand the meaning of words, phrases, clauses, or sentences in writing. It can help to understand the message, information or knowledge contained.

Meaning can be studied through the scientific study of language called linguistics. Linguistics is the study of language in all its aspects including its structure, its diversity, how it changes and evolves, how people learn and make use of it to communicate, and how it is implicated in relations of power. The branch of Linguistics which deals with meaning is called Semantics. Semantics has been used by people to interpret the meaning of words, phrases, and sentences so people will be understanding the sentences more easily and better in diagnosing the language. Furthermore, semantics leads people to know more about language because it is the study of meaning that is used for understanding human expressions through language.

Furthermore, Leech divided meaning into different elements, they are conceptual meaning, thematic meaning and associative meaning (1985).

Conceptual meaning refers to the logical sense of the utterance and is recognizable as a basic component of grammatical competence. It was described as the cognitive or denotative meaning. Thematic meaning is communicated in the way in which the speaker or writer organizes the message. Associative meaning is the unstable meaning and has variants of individual experience. It means associative meaning was the related meaning of the experience of a person, in which experience one of them can be felt in the surrounding environment. The associative meaning was divided into five types of meaning: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning.

From the problems above, the writer is interested in having a study about associative meaning and chooses lyrics as the object to be researched. In general, denotative words are commonly used in a scientific paper, a report, in a newspaper or in formal writing. On the other hand, associative words are commonly used in literature, such as poetry, lyrics, poem, etc. Therefore, an analysis of associative meaning is suitably researched in lyrics.

The writer chooses Ardhito Pramono song lyrics because the lyrics have an implicit content. Ardhito Rifqi Pramono or famously known as “Ardhito Pramono” is one of the young and talented Indonesian pop-jazz musicians. Ardhito, who was born in Jakarta, is a connoisseur of jazz music and 40s songs. His first appearance on YouTube was doing Ella Fitzgerald's song "What are you doing New Year's Eve?". Despite that, he also writes and recorded his own music. The first song titled “The Bitterlove”, then followed



by “What Do You Feel About Me” – became one of the most-watched songs on YouTube. Before YouTube, he also uses other digital channels such as Soundcloud and Spotify. However, nowadays he focuses on many digital platforms such as YouTube and online music streaming platforms. The Bitterlove became famous in YouTube with the viewers 16,459,199 views and his first album “Ardhito Pramono” became the first album that has many listeners about 3,327 people.

His music and lyrics have accepted by many teenagers and youth. His music and lyrics have a strong influence for young people. Sometimes lyricist uses associative words to describe something that needs more additional taste in the lyrics. Some lyricists also pick out some of the “nonsensical” lyrics they have written and fit them together to create something more meaningful.

The writer chooses associative meaning because most of the people who conduct research use lexical meaning for the tool to analyze some object or topic of the research. The reason makes the writer interested in analyzing the meaning that is focused on associative meaning because the song lyrics gives different meaning based on the interpreter’s understanding. However, the associative meaning is different from other meanings in semantics. Yule proposed that associative meaning is different from conceptual meaning. Associative meaning is the word meaning that is related to other words. Associative meaning explained about the word, clause, or phrase containing the elements implied based on individual experience, which words, clauses or phrases may not be understood by the listeners or readers what the meaning.

The writer gives one sample of the above theory:

***My world is sad and lonely***

This is the lyric from Ardhito Pramono's song with the title "*What do you feel about me*". We know that "world" is earth and it does not make sense if world feel sad or lonely. In the lyric it mentions "my world", definitely we think that he has his own world. But the real meaning for "my world" is his life. So, the real meaning for the lyric is his life feel so lonely and sad after he never see or meet the girl that he loved. This lyric contains one type of associative meaning that is connotative meaning

For that reason, the writer interested in choosing the title "***ASSOCIATIVE MEANING FOUND IN ARDHITO PRAMONO SONG LYRICS***"

## **B. Questions and Scope of the Research**

### **1. Question of the Research**

Based on the background above, the question of the research are as follows:

- a. What types of associative meanings are found in Arhito Pramono song lyrics?
- b. What is the meaning of associative word, phrases and sentence that are found in Ardhito Pramono song lyrics?
- c. What types of associative meaning that mostly appears in a song lyrics?

## **2. Scope of the Research**

Based on the background of the research above, the writer would like to focus on finding the associative meaning found in Ardhito Pramono song lyrics. The theory is used: Geoffrey Leech (1985) and Geoffrey Finch (2003). The writer used Associative meaning (Connotative meaning, Social meaning, Affective meaning, Reflected meaning and Collocative meaning) to analyze the data. The writer tried to find the meaning, function and determine the category. Hopefully by classify and analyze the meaning in the song lyrics we can understand the type of associative meaning.

## **C. Objectives and Significance of the Research**

### **1. Objective of the Research**

According to some questions above, they must be some objectives of this research. The objectives are as follow:

- a. To find out what types of associative meaning that are found in Ardhito Pramono song lyrics.
- b. To analyze the associative meaning in song lyrics of Ardhito Pramono.
- c. To find out what type of associative meaning that mostly appears in song lyrics.

### **2. Significance of the Research**

Hopefully, the writing research can be useful not for the writer only, but also for the readers who read this research especially who has

relation with English in their activity. The significance of writing is described as follow:

a. Theoretically

This result of this study of semantic by the theory of Geoffrey Leech especially about associative meaning expected to be able to widen the knowledge of student about associative meaning and able to be applied in study and real life.

b. Practically

The writer hopes that the readers can understand about associative meaning that have been found in Ardhito Pramono song lyrics. Essentially, the writer hopes that this study can be useful for student and everyone who want to study about semantics.

#### **D. Operational Definition**

##### **1. Semantic**

Semantics is the field of linguistics concerned with the study of meaning in language (Yule, 2014, p.110). Linguistic semantics has been defined as the study of how language organizes and express meaning. The study of Semantics allows us to identify the meaning of words and phrases in their literal sense, and helps us to make meaning out of arbitrary sounds and phrases.



## **2. Associative Meaning**

Associative meaning is unstable of meaning and has variants of individual experience (Leech, 1981, p.19). The function of associative meaning is conveying the deeper meaning, personal feeling or attitude, social style and new sense of a word.

## **3. Song lyric**

Lyrics are words or sentences that express and describe something that happened in life and its combined with notation and finally becomes a song (S. D. Hendro, 2004, p.3)

## **E. Systematization of the Research**

To present this research is an edited composition. This paper is divided into five chapters as follow:

Chapter I: Introduction explains about background of the research, question and scope of research, objective and significance of the research, operational definition, and the systematization of the research.

Chapter II: Theoretical Description consists of explanation about Semantics, Meaning, Types of Associative Meaning (Connotative Meaning, Stylistic Meaning, Affective Meaning, Reflected Meaning, Collocative Meaning), Word Meaning, Sentence Meaning, Music, Lyrics and Relevance of the Research.

Chapter III: Methodology of the Research contains about method of the research, procedure of the research technique of data collection, technique of data analysis and sources of the Primary and Secondary Data

Chapter IV: Analysis Data presents data description, data analysis, and interpretation of research findings.

Chapter V: Conclusion and Suggestion give the summary of the data analysis and suggestion which relate to the research.

