CHAPTER I
INTRODUCTION

In this chapter, the researcher presents the research background, the research problems formulation, the research object, and the research signification, the research scope and limitation, and the key terms definition.

A. Background of the Study

A practical theory of translation is increasingly strategic in our present world, especially in the view of the fact that so many persons must increasingly be trained as translator, if the demand for adequate interlingual communication is to be satisfied, Nida (2006). The need is growing exponentially, as Nurhayati (2016) stated that each community has an identic language which is unique, creative, only used among their members, not only because of the explosion of information, particularly in areas of technology, but because rapid advances in transportation and communication are bringing people closer together. No longer can governments or businesses depend upon the happenstance of people being multilingual and being enticed into translation programs. The acute need for competent translators is being felt all over the world, as reflected by the rapid development of national and international associations of translator and accrediting agencies. Perhaps the most crucial element in all of this is the widespread recognition that better-quality translations are essential in a world where misunderstanding can be disastrous.

Language is a symbol system in the form of sound, arbitrary nature, used by speech society to work together, communicating, and self-identifying. Language is also used to create a meaningful communication among human being, (Nurhayati &Yuwartatik, 2016). As a system, language formed by rules or certain patterns, in the field of sound, word order and also sentence structure, (Chaer, 1988). Therefore, the linkage of language is very influential in the scope of society and English is a language that is widely absorbed into Indonesian (Bahasa).

Communication process among the society used a language that has something called meaning. Society itself is a unit based on bonds that have been organized and can be said to be stable, (Nurhayati & Munawiroh, 2019). Southworth & Daswani (1974) stated that "we do not speak unless we have something to say, and this something is meaning." It means that language is nothing but meaning converted into sound, even though signs (all types of sign; visual, auditory, gestural, olfactory, and so on) and symbols included in semiotics systems or other systems in communication. Communication can be built if there is an understanding between speaker and the hearer. The main point is to get something, relations or some ideas well indicated, and it can be shown or called as *meaning*.

The study of meaning in linguistics is called semantics. We need to use semantics to understand text or context. Semantics is the study of word meaning, phrase and sentence, (Yule, 2010). As Nurhayati (2015)

stated that word as a part of language has important role to develop their varieties. It means that word, phrase or sentence has meaning. There are two categories of meaning. The two categories consist of denotation (conceptual meaning) and connotation (associative meaning). Denotative or called as conceptual meaning is a central factor in linguistics. Denotative is the meaning type that is designed to describe the words or phrases by the dictionary, or easily we can say that the central aspect of word meaning which everybody commonly agrees about is identified by denotation. While the connotative or associative meaning is the personal aspect of meaning that is a word surrounded by the emotional and imaginative association. Basically, people have different association through the words or phrases. According to Kreidler (2002) connotative is the elicited emotional or affective association, and for all people who know, it does not need to be the same for them to use the word. Thus, connotative meaning is not a permanent meaning that is used by all people, but the meaning can be changed depends on the speaker or the situation.

Aside from semantic, there is semiotics that is the study concerning the process of sign that can be in any form of activity, conduct, or other processes that is sign-involved, including the meaning production. Sign is anything that can communicate a meaning, which is not the sign itself but to the sign interpreter. It can be intentional for meaning, such as a word uttered with a specific meaning, or unintentional, such as a symptom being

a sign of a particular medical condition. Those signs can communicate through any of the tenses, visual, auditory, tactile, olfactory or gustatory. The semiotic tradition explores the study of signs and symbols as a significant part of communication, includes the study of signs and sign processes, indication, designation, likeness, analogy, allegory, metonymy, metaphor, symbolism, signification and communication, (Caesar, 1999). The semantics and semiotics relationship might seem convenient: semantics is the study of the meaning and linguistic expressions reference, while semiotics is the general study of all kinds of signs and their aspects, (Føllesdal, 1997).

Talking about English, we already know that public awareness on the importance of English as the main means of communication in this global era has been increasing, (Nurhayati et al., 2018). English language in Indonesia has taken a special attention due to the fact that people's awareness on the importance of English as the main means of communication in the global era is getting increased, (Nurhayati et al., 2016). And in education area, we also know that it had been a foreign language lesson for Indonesian students, as stated by Nurhayati (2018) with the rapid development of educational technology and emphasis on listening, and oral skills in Indonesia, teaching for English majors in Indonesian universities and colleges has been expanding continuously since 1980. And it is also often found that English songs used in the classroom as a lesson material by the teacher. Especially semantics for

university students, finding for "deeper" meaning of a text (song lyrics) is a must for them in this subject. However, it does not rule out the possibility of errors done by the students in translating the lyrics, or even in absorbing the meaning in the lyrics of English song, because it is not easy to understand the messages of the text lyrics only from the conceptual meaning. Salwa & Liskinasih (2016) found that students are better in understanding a meaning of word, phrase or sentence with a song, because the students enjoy the learning process. Therefore, studying the denotative and connotative meanings in a song is one of the better ways to make language learners understand vocabulary, as parts of language.

The presence of music is increasingly important in modern society, because music is the part of art; it means that music is a delivery work reflection of art using the medium of sound. It can be through a voice of human, or sound that comes from musical instruments variety. Music has been a part of people's lives for centuries. Therefore, in music must be so many kinds of songs that have lyrics in it. There are a lot of lyrics that have so many different meaning that exist. So it is quiet necessary to do connotative analyzing in song lyrics, because every people have different emotion in connotation, like one individual has their own way to express the emotion of thing. It is different if we search the denotative meaning only that have already provided in the dictionary. It is important to know the differences of both denotative and connotative meaning. When we look up a word in a dictionary, what we get is one kind of meaning. It is called

denotative meaning (also known as objective, literal, intellectual, or cognitive meaning). According to Rababah (2015) denotative or conceptual meaning is the dictionary or direct meaning of a word. Denotative meaning is a term used in semantics as part of a classification of types of meaning. While connotative meaning stated by Pateda (2010) is the meaning from the entire words component that is augmented some basic values that is usually used.

The reason why the researcher wanted to analyze the denotative and connotative meaning of miserable content on the selected lyrics of the English songs is because these chosen songs have enough words or phrases that are difficult to be understood by translating the denotative meaning only, which is only let us to open the dictionary to search the meaning that sometimes or even often different from the real meaning (connotative) meant by the songwriter, and the important one is these chosen songs have that miserable context in each songs, what is meant by the researcher of miserable content is that they have different meaning of misery in each songs, although it all talked about misery of love, but these songs have their own different context of it. Therefore, the researcher was eager to know the "deep" meaning of miserable content that exist in those lyrics of the songs. These selected songs are written by Shawn Mendes, he is a singer from Canada and songwriter who had lots of songs that had been launched and written by him. From (wikipedia.org) Shawn Mendes rose to fame after posting song covers on the video-sharing

application *Vine* in 2013. He has released three studio albums, headlined three world tours, and received several awards.

The researcher was listening to the songs while reading the lyrics for so many times. But, decided to make it more clear by listening to the songs and reading the lyrics again twice for each songs. The researcher chose three songs to be denotatively and connotatively analyzed, there were "Stiches", "Air" and "Mercy". The first observation of each song was held on 7th May 2020, the researcher read the whole lyrics from each song and found some words and phrases that have miserable content and difficult to be understood in regular meaning in the dictionary such as *"hurt", "bleed", "ripping off", "tearing apart" "suffocating"* and etc. Those lyrics have to be connotatively analyzed. And for the next observation was held on 9th May 2020, the researcher both listened to those three songs and read the lyrics while the song was played. This second time observation done to ensure the researcher about the selected lyrics that are going to be analyzed, so the researcher listened to the songs and read the whole lyrics accompanied by the beat of the song.

To make this research more accurate, the researcher used 3 previous studies as reference to be compared. First thing that compared by the researcher is from the objectives of the study. Hajar (2011) focused on finding the relation between picture and the text of selected figures in describing the connotation meaning in a comic. It also represents the meaning of verbal and non-verbal signs in it. Alhaj (2018) aimed to

explore the use of translating in connotative words and secondary meanings in the selected surah of the Holy Quran. He analyzed the corpus of examples of the English translations that are various about the Holy Quran's meaning, analyzed the Arabic verses and compared them to three different translations of the Holy Quran. The third previous study written by Putra & Qodriani (2017) focused on finding out connotative meaning and to describe how connotative meaning denoted in the advertisement. The data and data source of this study were the text and pictures that appear in the whole of that Cigarette advertisement. While in this research, the researcher focuses on analyzing both denotative and connotative meaning of certain content that is miserable content exists in the selected lyrics of the English songs in the form of word or phrase.

The second thing being compared is from their research design. In this kind of comparative thing actually these previous studies have the same research design with the researchers'. They all used qualitative method in their study which is the non-statistical analysis. The researcher did not find any differences in this research design area of each study.

And for the third thing being compared is from the way all of the researchers collect their data. Basically all of the previous data with the researcher have the same way in collecting the data that is descriptive qualitative analysis, but they are different in the kind of discussion and result. Alhaj (2018) used purposive sampling in his study, so he sampled all of the three different English translations to the Arabic verses in the

Holy Quran. While the researcher used the same theory as Putra & Qodriani (2017) and Hajar (2011) that is term orders of signification by Roland Barthes theory, but for the two previous studies used the codes to analyze, there are five codes of semiotics; those are used by them to analyze the signs and to find out the connotative meaning of each data. And the researcher used the signification order that is denotation as the first order of signification, while connotation becomes the second order of signification.

The most striking difference in these four researches is from the object of the study. It has been explained before, that the researcher's study and those previous studies have different objects on their study. Hajar (2011) analyzed comic to be her object of the study, Putra and Hajar (2011) focused on the advertisement, Alhaj (2018) focused on the Quran, while the researcher focused on English song lyrics. They have totally different object from each other. Although, they almost have the same variable of main point but they also have different in the results and discussion. The idiosyncrasy of this study among those previous studies is the researcher expected to use English song lyrics to increase the knowledge of the reader about how do we know or analyze the denotative especially connotative meaning in a song lyrics that is not all of the people even non-native speaker know them in general, and this study tried to be more challenging by analyzing a certain content that is miserable content in the lyrics of the songs, moreover it can be a really fun analysis because

the reader can analyze another English song lyrics by listening them and feeling its rhythm or beats of the song while reading those lyrics.

In this research, the researcher is intended to analyze the connotative meaning of miserable content that exists in the selected lyrics of Shawn Mendes' songs. The researcher chose Shawn Mendes' songs to be discussed because in these chosen songs there are different miserable content that is interesting to be analyzed, and they are quiet difficult to be translated by checking the dictionary only. While this study could broaden the readers' understanding about the meaning that exists in the selected lyrics of Shawn Mendes' song, especially in the miserable content of each song lyrics, not only the denotative meaning, but deeper into connotative meaning that can be useful for teacher or lecturer and students in an English teaching and learning process. One of the aims of this study arranged by the researcher is hopefully useful to the related significance before. Therefore, the researcher tried to analyze and conducted this study to discuss more about the denotative meaning as a "bridge" to know the connotative meaning of miserable content that exist in the selected lyrics of English songs by the title **"Connotative of Linguistics Units Containing *Miserable* Content in Selected English Songs Lyrics Popularized by Shawn Mendes"**

B. Research Problems

According to the research background above, the researcher formulated three research problems as stated below:

1. What are the connotative of linguistics units found in words, phrases, containing miserable content that are found in the selected lyrics of Shawn Mendes' songs?

2. Why connotative of linguistics units found in words, phrases containing miserable content of selected lyrics of Shawn Mendes' songs?

C. Objectives of the Research

Based on the research problem above, the objective of the research conducted by the researcher is focused on the Connotative meaning of miserable content in Shawn Mendes' songs selected lyrics: "Stiches", "Air" and "Mercy", while the denotative meaning of those lyrics from the selected songs was also being analyzed as the "bridge" to know the connotative itself. The researcher tried to analyze what are they and why connotative of linguistics units containing miserable content are used or found on those selected songs.

D. Significance of the Research

The result of this research is expected to increase the knowledge of linguistics field especially in semiotics that is denotative and connotative meaning. Hopefully the result of this research will broaden the understanding of the reader of them, especially for students and lecturer in teaching and learning English linguistics, specifically in teaching denotative and connotative meaning on semiotics study. On the other hand,

this research is expected to be another reference for other researchers in analyzing connotative meanings related to their focused object or other kinds of different discussions. And of course this research could contribute new information about the meaning of miserable content that exists in the selected lyrics of Shawn Mendes' song, not only the denotative meaning, but deeper into connotative meaning.

E. Scope and Limitation of the Research

This research focuses on connotative meaning of miserable content in the selected lyrics of three selected English songs popularized by Shawn Mendes to be analyzed. The songs which are analyzed entitled "Stiches", "Air" and "Mercy". This research used Roland Barthes theory and the researcher restricts the analysis in some song lyrics that are selected of three songs by Shawn Mendes.

F. Definition of Key Terms

The definitions of key terms are as follows:

1. Meaning

   According to Bloomfield (1933) linguistic meaning acts as the situation which is uttered by the speaker and the response which it calls forth in the hearer.

2. Semiotics

   A sign process study concerning any form of activity, conduct, or any processes that is sign-involved, including the meaning production, (Caesar, 1999)

3. Connotative

The additional meaning concerning a word or phrase that has beyond its central meaning (denotative meaning) (Richards & Schmidt, 2010).

4. Denotative

The real word meaning that has the close relationship with the truth, (Nida, 1975)

5. Content words

Content words are words that possess semantic content and contribute to the meaning of the sentence in which they occur in linguistics field, (Ginzburg & Sankin, 1966)

6. Lyrics

According to Hornby (2000) a personal feeling and thoughts of a person could be expressed by lyrics, connected with singing and written form of lyric text for a lyric poem is the song words.

7. Miserable

According to Longman Dictionary miserable in adjective word that shows pitiable state of distress or unhappiness, for example because of feeling lonely, cold, or badly treated, etc.