

ABSTRACT

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Keywords: Associative Meaning, Religious Content, Song Lyric.

This research aims to analyze the kinds of associative meaning in the song lyrics of Harris J's Album "Salam" and what religious contents having the associative meaning in the lyrics song of Harris J's album "*salam*". The associative meaning analyzes by the writer to know how language could be understood by the language user. This research used associative meaning theory by Geoffrey Leech (1981) and religious contents by Thomson (2006). This research used qualitative descriptive method and technique of collecting data such as reading, making code, and arranging data and technique of analyzing data such as preparing and organizing data, reducing the data and representing the data. The Associative meaning is unstable of meaning and has variants of individual experience. This meaning divided into connotative meaning, social meaning, affective meaning, reflective meaning, and collocated meaning. The religious contents that are shown can be classified based on the function of religious words of the lyrics such as acts of praise, petition, thanks, confession, and exhortation. The results of this research shows that there are 52 kinds of associative meaning that consist of 5 data of connotative meaning, 12 data of social meaning, 21 data of affective meaning, 5 data of reflective meaning and nine data of collocated meaning. From the 52 data that included to kinds of associative meaning, there are 16 data show religious content that consists of 3 data of act of praise, 1 data of act of petition, 1 data of act of thanks, 8 data of act of confession and 3 data of act of exhortation.

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Kata Kunci: Makna Asosiatif, Konten Religius, Lirik Lagu

Penelitian ini menganalisis jenis-jenis makna asosiatif dan apa saja konten religious dalam makna asosiatif yang terdapat dalam lirik lagu album "salam" karya Harris J. Makna asosiatif yang dipelajari oleh penulis bertujuan untuk mengetahui bagaimana bahasa dipahami oleh pengguna bahasa. Penelitian ini menggunakan teori asosiatif dari Geoffrey Leech (1981) dan religious content dari Thomson (2006). Penelitian ini menggunakan metode deskriptif kualitatif dengan menggunakan teknik pengumpulan data seperti membaca, membuat kode, dan menyusun data serta teknik menganalisis data seperti menyiapkan dan mengatur data, mengurangi data dan merepresentasikan data. Makna asosiatif adalah makna yang tidak stabil dan memiliki varian pengalaman individu. Makna asosiatif terbagi ke dalam konotatif, makna sosial, makna afektif, makna reflektif, dan makna. Konten religius dapat diklasifikasikan berdasarkan fungsi kata-kata religius dari lirik seperti tindakan pujian, permohonan, terima kasih, pengakuan, dan desakan. Hasil dari penelitian ini adalah penulis menemukan 52 jenis makna asosiatif yang terdiri dari 5 data makna konotatif, 12 data makna sosial, 21 data makna afektif, 5 data makna reflektif dan 9 data makna kolokasi. Dari 52 data yang termasuk ke dalam jenis makna asosiatif, ada 16 data yang menunjukkan konten religius yang terdiri dari 3 data berupa tindakan pujian, 1 data berupa tindakan petisi, 1 data berupa tindakan terima kasih, 8 data berupa tindakan pengakuan dan 3 data berupa tindakan nasehat.

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