

CHAPTER I

INTRODUCTION

This chapter presents the background of the research, research question, research objective, significance of the research, definition of key terms and organization of writing.

1.1 Background of The Research

Language is a system of symbols through which people communicate (Kreidler, 2002: 19). Language as means of communication is the most important thing for human beings. Language can express ideas, knowledge, and feeling in written or spoken by people if they know what its meaning is.

The meaning in the language is contained in a sentence that aims to express the meaning of the true meaning. Meaning is also the problem of language but its relevance and relations with the human life side are very tight. Wardaugh (1997:158) states meaning is what words mean, or what they represent, or how they relate to the reality. It means people cannot translate a meaning arbitrary. On the contrary, they should regard the words and the situation around them. Leech (1997: 22) states meaning is divided into different elements, they are conceptual meaning, thematic meaning, and associative meaning.

Conceptual meaning refers to the logical sense of the utterance and is recognizable as a basic component of grammatical competence. It is described as the cognitive or that denotative meaning (Mwihaki, 2004: 130). Thematic meaning is what is communicated by the way in which speaker or writer organizes

the message, in terms of the order, focus and emphasis (Leech, 1997: 32). Associative meaning is unstable meaning and has variants of individual experience (Leech, 1997: 22). It means associative meaning is the related meaning of the experience of a person, in which experience one of them can be felt in the surrounding environment.

Associative meaning is divided into five types meaning: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. For the example, Taylor Swift as the song writer wants to express her feeling. The feeling is about heartbreak, but in the lyric she does not directly say she is broken heart, she uses “you made a really deep cut” (Bad Blood, S2: L3). It shows that she uses affective meaning to express her feeling. Not only about heartbreak, is about to deliver the experience in the real world to associates with the expression when someone heard or used it, she uses “crystal skies” (Blank Space, S5: L2). It shows that she uses connotative meaning to express the real world. There is also about to deliver the new sense of a word in the same expression, she uses “twenty stitches in a hospital room” (Out Of The Woods, S4: L3). It shows that she uses reflected meaning. In addition, is about the same words but different expression, she uses “good girl and other girl” (Style, S3: L2). It shows that she uses collocative meaning.

The writer chooses associative meaning because most of the people who conduct a 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 focus on associative meaning because the song lyrics gives different

meaning based on the interpreter's understanding. However, associative meaning is different from the other meaning, especially conceptual meaning and thematic meaning as the other type of meaning in semantics. Because conceptual meaning given the readers the true meaning or denotative meaning, which is different from the associative meaning, which is associative meaning is 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 reason why the writer chooses the song lyrics by Taylor Swift as the object of the study is because in addition to this album interesting to read, this album also contains many meaningful symbols that make the reader curious to know what the meaning of the symbol. In addition, the song lyrics by Taylor Swift *1989* album tells about someone's experience which is love, romance, and heartbreak. Therefore, the writer chooses the *1989*'s album by Taylor Swift because in the lyrics of the songs most stories of someone's experience which is continuous with the selected this study, which is associative meaning which is both about the collecting of meaning from someone's experience or feeling.

Taylor Swift was born in 1989. She is an American country pop singer-songwriter, musician, and actress. In 2014, Swift completely crossed over to pop with the release of her album, *1989*. *1989*'s album is the fifth studio album by American country singer-songwriter by Taylor Swift. It was released on October 27, 2014, by Big Machine Records. Written entirely by Swift as the follow – up to *1989* expands on the country-pop style of her previous work, and features lyrical

themes including love, romance, and heartbreak (Taylor Swift Biography). Lyric is an expression of direct personal feeling for signing an expression of strong emotion in an imaginative way, and the word of the song (Oxford, 2014: 264). It means song lyrics is the expression of the feeling and emotions of someone's experience.

Research about associative meaning has been done by some researchers before. The writer presents some studies related to the semantics analysis of associative meaning. They are: *Interpretation of The Associative Meaning in The Lyric of Maher Zain's Selected Song* by Kurniawan (2016). This research aimed to study associative meaning in The Lyric of Maher Zain's songs. This research determined the types and the use associative meaning that was gathered from The Lyric of Maher Zain's songs. The first research was about the semantics compare similarities and differences between both songs, the second was about analyzing the words used in both songs; *Associative Meaning In Guns N' Roses Use Your Illusion 2 Album* by Muhtadi (2014). This research referred to the study of associative meanings in the written text, song's lyrics. This research determined the types of associative meanings and how this types supported the themes in *Gun's N' Roses your 2 album*.

The last one is *Associative Meaning Found in BBC News Online Articles* by Nurdiana (2016). This research referred to the study of associative meaning in written text since comprehend the meaning of the text was more difficult than in speech. The researchers determined the types and functions of associative

meanings based on Leech's theory that was gathered from the BBC News Online Articles.

Those researchers have similarity on topic about associative meaning, but the difference is the object the research. This research has similarity with the first and second previous study that the object is song lyrics, but the difference is the songs genre and technique of collecting data and analysis. The song in this research takes romantic genre. The first previous study takes religious genre, while the second previous study takes rock genre. Moreover, this research has similarity with the last previous study that the statement of problem about types and functions of associative meaning, but the difference is the object that is news online articles.

1.2 Statement of Problem

In this research is an analysis of associative meaning in the song lyrics by Taylor Swift *1989* album. As mentioned in advance that, associative meaning refers to meaning in a text. It is concerned with the content. The writer wants to explain about associative meaning and then takes some of problem in this meaning. Therefore, the problem could be identified as follows.

1. What types of associative meaning are found in Taylor Swift's *1989* song lyrics?
2. What functions of associative meaning are found in Taylor Swift's *1989* song lyrics?

1.3 Objective of The Research

Generally, the purpose of the research is to explain and analyze the associative meaning in song lyrics Taylor Swift's album. The specific purposes are:

1. To analyze types of associative meaning occurred in Taylor Swift's *1989* song lyrics album.
2. To show functions of associative meaning found in Taylor Swift's *1989* song lyrics album.

1.4 Significance of The Research

There are two benefits that can be described theoretically and practically.

They are:

1. Theoretical Benefits

The writer hopes that the study is useful and given a contribution to semantics field and development of linguistics study.

2. Practical Benefits

There are two practical benefits. Firstly, the writer hopes that this study will help other people or other researchers as one reference for their research. Secondly, the study will be useful for the students who learn about the associative meaning and find difficulties in understanding the associative meaning.

1.5 Definition of Key Terms

1. Types of associative meaning based on the theory of Leech (1997: 22) there are five types, they are: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning.
2. Theory of associative meaning in Leech's book (1997: 22) gives the definition of the function of associative meaning. They are: conveying the deeper meaning, conveying the social style, conveying personal feeling or attitude, conveying the new sense of a word, and conveying the communication of a word.
3. *1989*'s album is the fifth studio album by American country singer-songwriter by Taylor Swift. Written entirely by Swift as the follow – up to *1989* expands on the country-pop style of her previous work, and features lyrical themes including love, romance, and heartbreak.



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