

CHAPTER 1

INTRODUCTION

This chapter describes the general outlines of the present study. It begins with background, research question, research significance, definition of key term, and the organization of writing.

1.1 Background

Language is human and non-instinctive method of communicating ideas, feelings, and desire by means of a system sounds and sound symbols Hornby (1972:473). Human-language is a system of vocal-auditory communication, interacting with the experiences of its users, employing conventional signs composed of arbitrary patterned sound units and assembled according to set rules. People use language to communicate and interact to each other. It is easier to convey information to another people in order to share knowledge. All features about language are studied in linguistics. Linguistics has four main branches of study: phonology, morphology, syntax, and semantics. In this thesis, study focuses on semantics. According to Palmer in Aminuddin (1988:15) semantics is 'to signify' or 'make sense'. He argue that technical term of semantics implies the study of meaning, semantics is part of linguistics. Like sounds and grammar, meaning components also occupy a certain level in the sound of language. The components of grammar (morphology, and syntax cover) occupy the second level, and the component of meaning is the last stage. From the explanation by Aminuddin, semantic is the technical term used to refer the study of meaning, and since meaning is part of language, semantic is part of linguistic. Based on explanation above, semantic is the study of meaning and talk about meaning.

Huford and Hasely (2007:1) argue that semantics is the study of meaning in language. Meaning is what words mean, or what they represent, or how they relate to the reality

(Wardhaugh, 1997:158). It means, people cannot expression their meaning arbitrary. In the contrary, they should regard the words, and situation around them. Discussing about meaning of words is not only the meaning of a word itself but rather its meaning is relation to the other words, and perhaps to whole sentence (Palmer, 1997:46). The important part in semantics is meaning. The word “meaning” is used to refer to such a different things as the idea or intention lying behind a piece of language, as in (1), the thing referred to by a piece of language (2), and the translations of words between language (3). (Riener 2010:02)

Meaning is divided into six different elements, they are: conceptual meaning, connotative meaning, stylistic meaning, reflection meaning, collocative meaning, and thematic meaning (Leech, 1985:22). Connotative meaning is the communicative value and expression has by virtue of what it refers to, over and above its purely content (Leech, 1985:40-41). It is different from conceptual meaning because when discussing about connotative meaning, actually people are talking about the real word which associates the expression when someone uses it in their writings. Clearly, Finch (1998:143) also states that connotative meaning is consistently exploited by written who wish to engage our emotions, stimulate pure imaginations, or enlist our prejudices.

In this research, One Ok Rock has been chosen song lyric as the object of study. One Ok Rock is a Japanese Band that was formed on 2005. The band name, One Ok Rock, came from "one o'clock," the time that the band used to practice on weekends. However, noticing that Japanese language made no distinction between r's and l's, they changed "o'clock" to "o'crock" (or "o'krock") which then was separated to become "ok rock". One Ok Rock already has eight albums, including: Zeitakabuto (2007), the beam of light (2008), Kanjo Effect (2008), Niche Syndrome (2010), Zankyō Reference (2011), Junsei x Boku (2013), 35xxxv (2015) and

Ambitions (2017) are two of the eight albums have go international with the overall change his lyrics into English. Two of the album is 35xxxv and Ambitions. Writers chose to analyze connotative meaning in Ambitions album. The writer takes One Ok Rock as source of data. This album was released in January 2017 and raised become popular album. One Ok Rock wrote their song lyrics by herself based on their own story.

There are some previous studies which have also investigated connotation aspects. First, was revealed by Abidara (2010) who analyzes “A Connotative meaning analysis on the word child in five lyrics of songs”. He uses connotative semiotics theory of Barthes. He focused on analyze explication if lyrics and connotative meaning of five song. His data from when the children cry by White lion, War child, by Cranberries, Sleeping child By Michael learn to Rock, Russian by Bob Dylan, leningrad by Billy Joe. Second, it is revealed by Rahmawati (2015) who analyzed “Connotative Meaning in Song lyrics in Christina Perri’s *Head or Hearth* Album. She also uses semantics theory to analysis in her study. She focused on dominant kind of connotative meaning find in Christina Perri songs in head of heart album. Third, it is revealed by Gagan (2015) who analyzed “The Connotative meaning in branded T-shirt sportswear advertisement slogan”. He uses Connotative meaning, focused on connotative meaning to analyze advertisement slogan. In this research, it has a considerable difference with the three previous studies, they are: the categorization of connotative meanings (positive, neutral and negative). Because in the previous three studies just write down any words that contain connotative meaning and what the meaning of connotative meaning.

1.2 Research question

The problem of research are kinds of connotative and meaning from the words song lyrics of One Ok Rock, that might be interpreted differently by different person. The writer divided the problem into two questions those are:

1. What kinds of connotative meaning are in One Ok Rock *Ambitions Album* song lyrics?
2. What are the meanings of connotative words or phrase in One Ok Rock *Ambitions Album* song lyrics?

1.3 Research Objective

The aims of this research based on the statement of problem are:

1. To describe kinds of connotative meaning found in One Ok Rock *Ambitions Album* song lyrics.
2. To find out meaning of connotative meaning found in One Ok Rock *Ambitions Album* song lyrics.

1.4 Research Significance

This research understanding the knowledge about connotative meaning and people know more about song lyrics, it is not only the words in song, and people enjoy hearing the music, but also there is explicit meaning in song lyrics. Theory practically, this study gives contribution for the student UIN Bandung, especially at English department. This research will be alternative reference for those who interested in connotative meaning in One Ok Rock *Ambitions Album* song lyrics.

The writers expect that the reader get more understanding about semantics, especially about connotative meaning. The writer also expects that the reader can understand about connotative meaning in song lyrics and hope this research is useful for students who want to conduct similar research on connotative.

1.5 Organization of Writing

This research is divided into five chapters. First chapter is introduction, explains the background of the research, research question, research objective, research significance, definition of key terms and organization of writing. Second chapter is theoretical foundation. This chapter discusses the theories underlying the study. This chapter discuss about semantics, meaning, connotative meaning as the grand theory, and about lyric as the research object. Third chapter is methodology. This chapter divides methodology into research design, sample of data, source of data, technique of collecting data, and technique of analyzing data. Fourth chapter is the analysis of collected data of the connotative meaning in One Ok Rock *Ambitions Album* song lyrics. And the last chapter is conclusions and suggestion. This last chapter presents the conclusions which include the summary of the research. It also presents the suggestion for further research.