

## ABSTRACT

**MEGA MAWAR. 1155030138.** Positive and Negative Connotative Meaning in Barack Obama's Inaugural Address and Farewell Address. Undergraduate Thesis, English Department, Faculty of Adab and Humanities, Sunan Gunung Djati State Islamic University Bandung. Advisors: 1. Dedi Sulaeman, S.S., M. Hum 2. Pepen Priyawan, S.S., M. Hum.

**Key words: Positive, Negative, Connotative, Inaugural, Farewell, Address.**

This research focuses on analyzing Barack Obama's inaugural address and farewell address. This speech impacted to the audience. How most of the audience gave standing applause in between his speech is why this speech was chosen to be analyzed. Therefore, this research used connotative meaning by Leech theory as a grand theory and J.N. Hook theory as a supporting theory. There are three kinds of connotative meaning, such as positive, negative and neutral connotation. However, this research only focuses on two kinds, such as positive and negative connotative meaning. The objectives of this study are to reveal and explain the use of positive and negative connotative meaning. Qualitative method is applied to analyze positive and negative connotative meaning in Barack Obama's inaugural address and farewell address. The data were taken from Barack Obama's inaugural address and farewell address. The result of this research is many connotative meaning in Barack Obama's inaugural address and farewell address. Positive connotative meaning is dominant kind, such as 17 words or phrase is found as positive connotative meaning. Then, there are 15 words or phrase as negative connotative meaning.

UNIVERSITAS ISLAM NEGERI  
SUNAN GUNUNG DJATI  
BANDUNG