

## CHAPTER I

### INTRODUCTION

This chapter explains about the background why researcher conducts this research. The following part presents some research questions as the statement of problems. As the answers of the research questions, the researcher presents the research objectives of the research. Then, there are research significance, frame of thinking, and problem statements. In the end of this chapter, the researcher adds previous studies.

#### 1.1. Background of Research

The researcher finds significant points to analyze connotative meaning in speech because still limited discussion about connotative meaning in speech. Most of students choose literary work as the object of their research such as, novel, movie and lyric of songs, whereas speech also has connotative meaning that must understand by the audiences. Speech is a mass communication using spoken language by a person as a speaker to a large number of people as audiences. The language of a speech may be different from the language used in daily conversation. In order to be well transferred to the public, a speech usually employs a great number of vocabularies in it.

There are many types of speech can be seen from the goals. There are to inform, instruct, entertain or persuade. Harold Barret (1973: 4) argues that speech is seeing in two different perspectives as a social act and as a process of communication; the major concern of a speech is to convey some message to the reader or audience. Social act is an action carried out on the basis of being influenced or influencing other people. Then, process of communication is how the speaker delivers the message to the audiences, so that it can create an equation of meaning between the speaker and the audience.

Thus, speech must give good effect for the audiences especially the speech of President to his citizen. The examples of speech are an inaugural address and farewell address. An inaugural address is a speech to mark the beginning of a leader's office term. While a farewell address is a speech to mark the end of a leader's office term. The most common example of this speech is the inaugural address or the farewell address of a president of a nation or state. During the inaugural or farewell ceremony, the president delivers a speech to inform his or her intentions as a leader and to inform as long as his to be a leader.

The most remarkable inaugural and farewell address are those delivered by the presidents of the United States, Barack Hussein Obama. Barack Hussein Obama is the 44<sup>th</sup> President of the United States of America. Barack Obama was firstly elected on November 4, 2008, and sworn on January 20, 2009. Barack Obama is the first Afro-American President. Afro-American is derived from the words African and American. The term is used to describe an American of African descent. Barack Obama has delivered two inaugural addresses for his two president inductions in 2009 and 2013. Then, Barack Obama has delivered the farewell address for his extraction in 2017. It attracts people's attention worldwide. People give comments about his inaugural and farewell address on social media, youtube, newspaper, and any other media. It is interesting to be analyzed. Thus, the researcher chose inaugural address and farewell address of Barack Obama as the object of this research.

A President is the number one people in a nation. Their speech will greatly attract everyone's attention in a nation. So, it must have the good communicative value. To make the speech is good the speaker must use the nice words and usually has connotative meaning. Logically, the speech that has connotative meaning is uneasy to understand because there is implicit meaning. Implicit meaning is a suggested meaning even though it is not directly expressed.

In the other hand, the speech of Barack Obama is quite long and Barack Obama as the speaker will not repeat what he says in his speech. Besides that,

another problem which probably emerges from the speech is the use of low frequency words. Low frequency words are those words which are used rarely in daily conversation. Those words must affect the audience's understanding of the speech. The audiences will feel hard to understand since those words are not familiar for them. The audiences can misunderstandings because of those low frequency words. Then, the message of the speech is not well transferred.

This research aimed to analyze what the positive and negative connotative meaning in Barack Obama's speeches. As a leader, communication is important. The words chosen or used during a speech must be considered carefully. It is important because everything a leader says is under microscope and can affect the audience or public. Thus, the meaning of a speech must be delivered clearly. One of the knowledge of meaning is semantics, as Yule said that semantics is branch of linguistics which concerns with meaning in words, phrases, and sentences (Yule, 2010: 127).

Meaning is divided into seven different elements they are: conceptual meaning, connotative meaning, stylistic meaning, reflection meaning, collocative meaning, and thematic meaning (Leech, 1981: 9). Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual meaning (Leech, 1981:12). Communicative value is a value of good communication and is able to make the listeners or the audiences understand well what it refers to, so that the message can be well received, also easy to respond. Conceptual meaning is similar with denotative meaning. It is literal meaning or dictionary definition of the words. Connotative meaning is more complicated than denotative meaning because connotative meaning is not able in dictionary like denotative meaning.

Moreover, Riemer (2010: 37) argues that connotation is very important aspect of meaning because connotation has to do with secondary factors such as its emotional force, its level of formality, its character as a euphemism, etc. First, Emotional force is a strong feeling deriving from one's circumstances, mood, or

relationships with others. Emotional force can be used by a speaker to influence the emotional feelings of the audiences. If the speaker uses connotation words so the audiences can get emotional feelings of the speaker. With using connotation words, audience or public can get emotional feeling of meaning of a word. If the connotation is positive so the audiences can get positive effects. Then, the message of the speech will be conveyed well. Otherwise, if the connotation is negative then the audiences can get negative effects.

Second, level of formality is the level in determining which words are not formal, less formal and more formal. The audiences can determine the level of formality of a speech by looking at the word connotation. Third is character as a euphemism. Euphemism is an indirect word or phrase that people often use to refer to something embarrassing or unpleasant, sometimes to make it seem more acceptable than it really is, for example the word “pass away” is a euphemism for “die”. Another example is the words brat and child, toilet and rest room, doctor and quack.

J.N Hook in Widarso (1989: 71) connotative meaning can be divided into two kinds, namely positive connotative (pure word) and negative connotative (snarl word). According to oxford *Pure is morally good: without evil thoughts or actions* (Hornby, 2010: 1190). Pure word means that the word is good so the word has the positive connotative meaning. Besides, according to oxford *snarl is an act of speaking in an angry or bad-tempered way; the sound you make when you angry, in pain, etc.* (Hornby, 2010: 1408). Thus, Snarl word means that the bad word that said when speaking and to show that being angry. For example the words *shanty and cottage, cancer and lingering illness, legal murder and mercy killing, kick the bucket and pass away, skinny and svelte*. The words *Shanty* and *Cottage* have the same denotative meaning but different connotative meaning. In the oxford *Shanty is a small house* also *Cottage is a small house*. But, the connotative meaning is different. *Shanty* has negative connotative meaning and *Cottage* has positive connotative meaning. *Shanty* is a small house in a village where usually the poor people live and built of wood or cardboard also associated

with dirty and poor. While *Cottage* means a small house in a country which the building is small but clean and good for example *cottage hospital*. *Cottage hospital* means a small hospital in a country area.

Based on explanation above convince that connotative meaning plays in important role in speech. Therefore, the researcher is interested in conducting research about “***Positive and Negative Connotative Meaning in Barack Obama’s Inaugural Address and Farewell Address.***” This research aimed to analyze only focuses on positive and negative connotative meaning based on Leech’s theory as a grand theory and Hook’s theory also other theory as supporting theories.

## **1.2. Statement of Problem**

Based on the background above, the problem research is to analyze the positive and negative connotative meaning in Barack Obama’s inaugural address and farewell address. The problems are formulated as follows:

1.2.1. What are the positive connotative meanings in Barack Obama’s Inaugural Address and Farewell Address?

1.2.2. What are the negative connotative meanings in Barack Obama’s Inaugural Address and Farewell Address?

## **1.3. Objective of Research**

Based on statement of the problems above, this research is aimed to identify and describe:

1.3.1. The positive connotative meaning in Barack Obama’s Speeches of Inaugural Address and Farewell Address.

1.3.2. The negative connotative meaning in Barack Obama’s Speeches of Inaugural Address and Farewell Address.

## **1.4. Significance of Research**

The researcher expects this research contributes positively. The results of the research are expected to give contribution to the theoretical and practical uses of language.

### **1.4.1. Theoretical Significance**

Firstly, as a means of applying the researcher's knowledge, this research is able to make the knowledge last long. This research understanding the knowledge about connotative meaning and people know more about speech, it is not only the words, phrases or sentences in song that people hearing from the speech, but also there are explicit meanings in speech. The research also findings are expected to enrich the comprehension and understanding of semantics learning, especially about connotative meaning in the speech. Then, hopefully the findings can enrich the specific knowledge concerning connotative meaning in speech. Theoretically the result of this research is expected to be able to answer the research objectives clearly. It can provide valid information about connotative meaning in the speech. It is also expected to be additional references for those who are majoring in linguistics and going to conduct a research in connotative meaning.

### **1.4.2. Practical Significance**

Practically, the result of this research is expected to be useful and beneficial for the students of English Department and readers in general.

#### **1. The students of English Department**

This research can be used as another reference for the students of English Study Program especially students of English Literature who want to conduct research on semantics, particularly based on the theory of connotative meaning or more specific about positive connotative meaning only, negative connotative meaning only, or both of it.

## 2. Other Researcher

This research hopefully can help other researcher who wants to analysis connotative meaning especially analysis positive and negative connotative meaning in speech.

## 3. Other Readers

Hopefully, by reading the result of this research, they are able to employ connotative meaning properly in their public speaking. They can practice the findings of this research.

## 1.5. Previous Studies

The research of connotative meaning has been done by a number of scholars, as follows:

1. First research read is *Connotative and Denotative Meanings on The Lyrics of Tina Arena's Songs*. This writing is written by Siti Zulaichah in 2008. The institution is State Islamic University of Malang. The first previous study uses semantic theory in connotative and denotative meaning. In the many theories of connotative and denotative, Zulaichah chose theory connotative and denotative meaning by George Yule. This research is conducted to investigate what are denotative and connotative are implied in Tina Arena's Songs. The object of this research taken from three albums and selected ten songs to be analyzed. Then, the data is categorized which one positive and negative connotative meaning. Also analyzing the message of the singer wants to convey to the hearer.

The similarity is the studies discuss connotative meaning. Then, the distinction is Zulaichah analyzed the denotative and connotative meaning. Meanwhile, in this research, the researcher chose connotative meaning only to be analyzed. Then, the researcher chose different object such as speech while Zulaichah chose lyrics of song as the object. The researcher

uses theory of Leech as a grand theory while Zulaichah uses the theory of George Yule.

2. The second previous study is *A Study on Lexical Meaning on the Lyrics of System of a Down's Song*. This writing is written by Muhammad Farhan Apetatu in 2008. The institution is State Islamic University of Malang. The second previous study uses semantic theory. This research investigated in lexical meaning especially in connotative and denotative meaning implied in *System of a Down's* lyrics. The data are taken from lyrics written by *System of a Down* in internet and magazine published by MTV. Then, this research found the positive and negative connotative meaning in the lyrics of *System of a Down's* song.

The similarity of both studies is same discuss the positive and negative connotative meaning. The distinction is the object of research. Apetatu's research uses lyrics of song as the object of his research. Meanwhile, the researcher uses speeches as the object.

3. The third previous study is *An Analysis of Connotative Meaning in Selected Maher Zain's Song Lyrics*. This writing is written by Armawansyah in 2016. The institution is State Islamic University of Syarif Hidayatullah Jakarta. The Third previous study uses semantic theory and focuses on analyzing connotative meaning in Maher Zain's song lyrics and also to find the message that delivered by Maher Zain. As the title of the study that the data are taken from selected song lyrics of Maher Zain such as, *Forgive Me, Hold My Hand, Thank You Allah, Palestine Will Be Free* and *Little Girl*. In this research is found 3 kinds of connotative meaning such as positive connotative meaning, neutral connotative meaning and negative connotative meaning.

The Similarity from my research is discussed the connotative meaning such as positive connotative meaning and negative connotative meaning. The distinction is Armawansyah uses lyrics of song as the object of his



research. Meanwhile, in this research uses the speeches as the object. Armawansyah also discuss three kind of connotative meaning such as positive, negative, and neutral connotative meaning while the researcher only discuss two kind of connotative meaning such as positive and negative connotative meaning.

4. The fourth previous study is *An Analysis on Connotative Meaning and Message in Linkin Park's Songs in A Thousand Suns Album*. The writing is written by Nadia Aprilia Prayitna in 2015. The institution is University of Brawijaya. The fourth previous study uses semantic theory by Leech theory. The data are taken from all of songs in *A Thousand Suns* album of Linkin Park. This research is to identify the connotative meaning contained in the song lyrics, figuring out the messages of the songs, and correlating the contribution of the connotations to the message of the songs. In this research, connotative meaning found is carried within words, phrases, and also sentences. The messages conveyed in the songs are mostly motivating and persuasive.

The similarity of this writing and this research is discussed the connotative meaning. Prayitna uses theory of connotative meaning by Leech. In this research also uses theory of connotative meaning by Leech as a grand theory. The distinction is Prayitna uses lyrics of song as the object of her research. Meanwhile, in this research uses the speeches as the object.

5. The fifth previous study is *The Idioms with Denotative and Connotative Meaning in Cartoon Movie Symphony in Slang*. This writing is written by Ahmad Rusydi in 2017. The fifth previous study focuses on types of idiom, there are: Phrasal Verb, Informal Expression, Partial Idiom and Denotative also Connotative Meaning. This research is to know the types of idiom (Phrasal Verb, Informal Expression, and Partial Idiom) and denotative also connotative meaning in *Symphony in Slang* movie by Rich

Hogan. This research uses theory of idiom by Spears' theory and theory of denotative also connotative meaning by Chaer theory.

The similarity of this writing and this research is discussed connotative meaning. The distinction is Rusydi uses cartoon movie as the object of his research. Meanwhile, in this research uses the speeches as the object. Rusydi also discusses the idioms. Rusydi uses the theory of connotative and denotative meaning by Chaer while the researcher uses theory of connotative meaning by Leech.

6. The sixth previous study is *Analisis Makna Konotatif dalam Teks Novel Cinta Suci Zahrana Karya Habiburahman El Shirazy*. The writing is written by Abdul Farid in 2017. The sixth previous study uses Bahasa of the research. This research describes and analysis connotative meaning in the novel *Cinta Suci Zahrana* karya Habiburahman El Shirazy.

The similarity of this writing and this research is discussed the connotative meaning. The distinction is Farid uses a novel as the object of his research. Meanwhile, this research uses the speeches as the object. This previous study uses Bahasa while in this research uses English.

7. The seventh previous study is *Analysis of Connotative Meaning in "Ronggeng Dukuh Paruk" Novel of Javanese and English Versions*. The writing is written by Refa Yuli Aresti in 2013. The institution is University of Muhammadiyah Purwokerto. The seventh previous study focused on analyzing the connotative meaning in "*Ronggeng Dukuh Paruk*" novel of Javanese and English versions by Ahmad Tohari. The data are taken from novel "*Ronggeng Dukuh Paruk*" that written by Ahmad Tohari. This research used semantic theory of connotative meaning by J.N Hook theory. This research is analyzing the positive connotative meaning, negative connotative meaning and neutral connotative meaning.

The similarity of this writing and this research is discussed the positive and negative connotative meaning. Both studies also use the theory of connotative meaning by J.N Hook theory. The distinction is Aresti uses novel as the object of her research. Meanwhile, in this research uses the speeches as the object. Aresti also discusses the neutral connotative meaning while this research only discusses the positive and negative connotative meaning.

8. The eighth previous study is *A Connotation in Comic "Uncle in North of the Yukon": A Barthes' Semiotics Analysis*. The writing is written by Elvira Sinta Hajar in 2011. In this research, Hajar is used the qualitative descriptive analysis as the method of the research in analyzing the connotative meaning. In her analysis, she found out the final result that shows the relation between pictures and the text of selected figures in describing the connotation. In addition, it also represents the meaning of verbal and non-verbal signs on comic, so that, the reader could understand what the narrator meant. In analyzing the data, how the words and picture are combine in comics.

The similarity of this writing and this research is discussed the connotation. The distinction is Hajar used the theory connotation semiotic while this research uses the theory connotation semantic. So the result of Hajar's research will different with this research.

9. The ninth previous study is *A Connotative Meaning Analysis on the Word Child in Five Lyrics of Song*. The writing is written Mahmud Abidarda in 2010. Abidarda's research discussed about connotative meaning of word child in five lyrics of songs. The data research are taken from five lyrics of the songs resealed in the year between 1980's to early 1990's, which was the time when the cold war still happening. To analyze connotative meaning of word child, the writer used the connotative semiotics theory of Roland Barthes. From these lyrics his found the different connotative

meaning of word child from each lyric. The word child in the lyrics *when the children cry* is used by white lion to connote “*the new way to govern*”. Michael learn to Rock group band used the word child in the lyric *Sleeping Child* to connote “innocent and pureness”. Cranberries group band used the word child in his lyric *War Child* to connote “Tool and Slave of the Government”. Billy Joe uses the word child in his lyric *Leningrad* to connote “the sacrifice and victim”. Bob Dylan used the word child in his lyrics *Russian* to connote “weakness”.

The similarity of this writing and this research is discussed analyzing the connotative meaning. The distinction is the object of Abidarda’s research is lyrics of song while the object of this research is speech. Abidarda’s research used semiotic connotative theory by Roland Barthes while this research uses semantic connotative theory by Leech.

10. The tenth previous study is *A Study on Connotative Meaning of Language Used in Scorpion’s Song*. The writing is written by Roni Kuswanto in 2002. Kuswanto’s research is aimed to show the interpretation of the connotations found in the song lyrics, the messages of the songs, and the contribution of the connotations to the messages in Linkin Park’s song lyrics *A Thousand Suns* by using Leech’s Theory (1990). In the conclusions, Kuswanto found more connotative meaning than denotative meaning, namely: Being, Cosmic, Energy, Substantiated, Terrestrial, Object, Living, Animate and Human in Scorpion’s Songs and he state that the message conveyed in the songs are mostly motivating and persuasive.

The similarity of this writing and this research is discussed about connotative meaning using Leech’s Theory. The distinction is the object. Kuswanto’s research uses songs as the object while the researcher uses speech as the object of this research.

11. The eleventh previous study is *A Stylistic Analysis of Barack Obama’s Second Inaugural Address*. The writing is written by Ahmad Munir in

2014. The institution is Yogyakarta State University. This research uses descriptive qualitative method. This eleventh previous study are to reveal and explain the use of figurative language in Barack Obama second inaugural address and to identify the lexical and syntactic structures of the sentences in which the figurative language is used in Barack Obama's second inaugural address.

The similarity of this writing and this research is the object. This writing uses second inaugural address by Barack Obama. Meanwhile, this research uses not only second inaugural address by Barack Obama but also the first inaugural and farewell address. The theory is different. This writing uses stylistic theory and discuss about figurative language and structure. Then, this research uses connotative theory. It discusses the positive and negative connotative meaning.

12. The twelfth previous study is *Connotative Meaning in Economic Article of The Jakarta Post*. This writing is written by Nur Rachmawati in 2018. This research analyzes the connotative meaning in economic articles of *The Jakarta Post*. The method of this research is qualitative to analyze the data. The theory of this research is Geoffrey Leech to describe the connotative meaning and the supporting theory by I.A. Richards to describing the feeling.

The similarity is the theory by Geoffrey Leech about connotative meaning. The supporting theory is different. Nur Rachmawati uses I.A Richards as a supporting theory but the researcher uses J.N Hook theory as a supporting theory.

13. The thirteenth previous study is E-Journal. This title is *Conceptual and Connotative Meanings of Black and White Colours: Examples from Jordanian Arabic*. This paper is written by Khalid Rabab'ah and Emad Al-Saidat. This paper aims at investigating the conceptual and the connotative meaning of the black and white colours as used in the Jordanian society in

order to find out the role played by culture in shaping in the meaning of lexical item. The result shows that all the participants of the study interpret the target expressions according to their connotative meanings rather than lexical ones. The major finding of the study is white colour suggests positive meaning whereas black colour suggests negative meaning.

The similarity between this paper and this research is the topic. The topic is about connotative meaning including positive and negative. The distinction is the object and also the theory.

14. The fourteenth previous study is undergraduate thesis "*The Analysis of Denotative and Connotative Meaning found in Creed's Song*" This writing is written by Miss Salvane Dorsae in 2017. The institution is State Islamic University Sunang Gunung Djati Bandung. This writing focuses on analysis denotative and connotative meaning found in Creed's lyrics songs. The data is taken from three albums, such as *My own Prison*, *Weathered* and *Full Circle Album*. In three albums, there are twenty six songs. This writing uses descriptive qualitative method. Then, the result from this writing found fifteen negative connotations and twenty positive connotations.

The similarity between this previous study and the researcher is same discussing about connotative meaning including positive and negative connotations. The distinction is the object of the research. The researcher chooses speech as the object while the object of this previous study is song lyrics.

15. The last previous study is undergraduate thesis. The title is *Connotative Meaning in Song Lyrics in Christina Perri's "Head or Heart" Album*. The writing is written by Dedeh Rahmawati Sudirman in 2015. The institution is State Islamic University Sunan Gunung Djati Bandung. This writing focuses on analysis connotative meaning in *Head or Heart* album of Christina Perri using J.N. Hook theory (1975), Leech Theory (1985), and

the supporting theory by Finch (1998). This previous study used a descriptive qualitative method. Then, the data is taken from album Chirtina Perri “Head or Heart”. This album consists of 12 songs. The result of this previous study is found 30 words or phrases as connotative meaning. It includes namely 16 words as negative connotative meaning, 12 words as positive connotative meaning and 2 words as neutral connotative meaning.

The similarity between this previous study and the researcher is the theory is used. But, the researcher does not use the supporting theory by Finch. The object of both researches is different. The researcher uses speech as the object while this previous study uses song lyrics.

#### **1.6. Definition of Key Terms**

The following definition is used to avoid misunderstanding at the terms used in this paper:

##### **1. Connotative Meaning**

Leech stated that connotative meaning is the communication value and expression has by virtue of what refers to, over and above purely conceptual content. Leech also said that connotative meaning is a part of associative meaning that has open-ended meaning. It can be said the open-ended meaning in connotative that from experience, prejudices and cultural, those change over time. It is not far from the reference that is the conceptual content. The connotative meaning does not only talks about the open-ended, but it talks about the communication value and expression also. It means connotative meaning indicates from the value of communication and how the expression (1981: 40). J.N Hook in Widarso said that there are two kind of connotative meaning such as positive connotative meaning (purr word) and negative connotative meaning (snarl word) (1989: 69).

## 2. Positive and Negative Connotative Meaning

Positive is pleasant connotation while negative dealing with negative evaluation of the phenomenon as a whole and neutral does not rise the pleasant give a negative effect (Gowers, 1987). It is along with Chaer stated that if a word uses something as a good symbol so it will be positive connotation. If word uses something as a bad symbol it will be negative connotation, and if word does not give good or bad symbol, it will be neutral (2009: 68).

## 3. Inaugural Address

According to Kennon and Boller (2004: 5) the inauguration process is the ritual ceremony during which the executive power is peacefully transferred from president to president. The inauguration is a cyclical, regularly scheduled event held every fourth year and is based on the outcome of a democratic election. The regularity of the presidential inauguration offers a sense of stability, continuity, and permanence to a political system that peacefully permits turnover in officeholders and change in policy agendas. Bell (2008: 200) says that the inaugural address is a genre of its own. It reflects and represents the things that the president finds important and if he expresses his ideas successfully, his address will go down in history as one that will stand up through the ages. The inaugural address is a part of a long tradition of inaugural addresses. For this reason the president cannot decide entirely by himself how he wants to compose the address or what he wants to talk about. The genre of inaugural addresses is the most strictly defined when compared to other genres used by presidents.

## 4. Farewell Address

*Farewell* is the act of saying goodbye to somebody (Hornby, 2010: 535). Meanwhile, *address* is a formal speech that is made in front of an audience: *a televised presidential address* (Hornby, 2010: 17). Thus, Farewell address is the formal speech to say goodbye to the public. The



president acts the formal speech to the public as audience to say goodbye because his position as president has finished.

#### 5. Barack Obama

Barack Hussein Obama is the 44<sup>th</sup> President of the United States of America. Barack Obama was firstly elected on November 4, 2008, and sworn on January 20, 2009. Barack Obama is the first Afro-American President. Afro-American is derived from the words African and American. The term is used to describe an American of African descent. Barack Obama has delivered two inaugural addresses for his two president inductions in 2009 and 2013. Then, Barack Obama has delivered the farewell address for his extraction in 2017.

