CHAPTER I

INTRODUCTION

This chapter presents five points including background of research, statements of problem, the objectives of the research, the significances of the research, and the definition of the key terms

1.1 Background

Language is a communication tool for all living things, especially humans. Human life is inseparable from language because language and humans are bound together. Language has an important role in human life that is inseparable from human activities as long as humans are still classified as cultured and sociable creatures. According to Aminnudin (2011:28) it is said that language has a role namely, (1) forming experiences with respect to responses to the outside world symbolically, (2) become a tool that accompanies and shapes the thought process, (3) a role in processing ideas, and (4) a tool to convey ideas through communication activities. The important role of language for human life is to interact with each other, convey ideas, and know the meanings contained inside and outside language symbolically. Then language can be interpreted as a communication tool that can be used by a person or group of people in conveying ideas, ideas or intentions and feelings to others with the aim of achieving an interwoven communication between the speaker and the speech partner.

In language also has the usual understanding limits given, as stated by Kridalaksana (1982: 17), that language is an arbitrary symbol system used by the community to work together, interact, and identify themselves. Some interesting things in the above statement are, (1) language is a system, (2) As a system, language is arbitrary, and (3) as an arbitrary system, language can be used to interact, both with others and yourself.

As a system, the language of components arranged hierarchically. The components include components: phonology, morphology, syntax, semantics

(Amminudin, 2011:28). of course as a linguistic student, researchers choose semantics as one of the main topics in the discussion to analyze meaning.

Semantics is the study of linguistics about meaning. based on an explanation from Chaer (2009: 2), semantics are derived from the Greek *Sema* (noun meaning "sign" or "symbol"), while the verb is *Semaino* which means "mark" and "symbolize". Then from the statement that semantics is the study of linguistics about signs and symbols. The sign or symbol referred to here is a linguistic sign, based on the explanation from Ferdinand de saussure there are 2 components which consist of (1) Components that interpret, which are tangible forms of language sounds and (2) components that are interpreted or meanings of the first component that was. both of these components are signs and symbols included in the language, while those marked or symbolized are something that is outside the language commonly called as a *referen* or thing that is designated. For example in the lyrics of Architects – Royal beggars, "*like a **bird** in the cage, try to fly away*" it means that reflect about the feelings of the songwriter like bird want to be free. The example including the reflective meaning which is part of the associative meaning.

For the example above is an example of associative meaning. Associative meaning is the meaning of a word that has to do with the existence of the word's relationship with circumstances outside the language (Chaer, 2009: 72). This associative meaning is actually the same as the symbols used by the language community to express other concepts Such as Jasmine symbolizes purity, Red symbolizes courage, and Forest symbolizes peace, it depends on the view of the people themselves in seeing the object because According to Chaer, this associative meaning is related to moral values and worldviews that apply in a language society which means also dealing with the value of language sense (Chaer, 2009:73). Then the associative meaning discusses a symbol or symbol that has a moral value with the language used by the community.

The researcher found three previous paper which studied Associative meaning. The first one is Nining Dwi Darwati "Analysis of Associative Meaning in the lyrics of Muhammad Tulus Rusydi song on the album Tulus, Gajah, Monokrom". Her research discussed about categorization and analysis of Assosiative meaning in the songs. She used Theory of Leech and descriptive qualitative method to analyze her data. Her work was published by Muhammadiyah University Purwokerto. She found many types of associative meanings including 50 connotative meanings, 5 stylistic meanings, 9 affective meanings, 28 collocative meanings, 18 reflective meanings.

Secondly, Ryeski Geomitha (2018) her study is called "The Associative Meaning in Religious Song Lyrics Album "Salam" by Harris J". In her research, the data taken from song album "Salam" by Harris J. it discuss about categorization and analysis of associative meanings and the content of religious. She used theory of Leech (1981) for the definition of associative meaning and the religious content theory by Thomson was used in this research. For the research method she used qualitative descriptive method to analyze her data. Her work was published by State Islamic University Sunan Gunung Djati Bandung. She found fifty two kinds of Associative includes five data of connotative meaning, twelve data of social meaning, twenty one data of affective meaning, five data of reflective meaning, and nine data of collocated meaning. From fifty two data of associative meaning, there are sixteen data show the religious content that consists of three data of act of praise, one data of act of petition, one data of act of thanks, eight data of act of confession, and three data of act of exhortation.

Thirdly, Ahmad Najib Mutawally (2016) his study is called "Associative Meaning on Adele's "21" Album". In his research, the data taken from lyrics song album "21" by Adele. it discuss about categorization and analysis of associative meanings and its function. He used theory of Leech (1985) for the definition of associative meaning in this research. For the research method he used qualitative descriptive method to analyze his data. His work was published by State Islamic University Sunan Gunung Djati Bandung. he found twenty five of kinds of Associative

includes six data of connotative meaning, no data of social meaning, nine data of affective meaning, six data of reflective meaning, and four data of collocated meaning. Meanwhile, there are also twenty five data shows the function of associative meaning, in which nine data is considered as conveying feeling or attitude, six data conveying a new sense of a word, another six data associating the expression in the real world, four data conveying the communication of a word, and no data found as conveying the social or stylistic style.

1.2 Statement of Problem

Based on the above background exposure, then the problem arose in this research. Here are the questions to answer the problem:

1. What types of associative meaning of the lyrics in the Holy Hell album?

2. What the functions of use associative meanings of the lyrics in the "Holy Hell" album?

1.3 Purpose of research

Based on the above problems, then there is the purpose of research. The purpose of this research is as follows:

1. To find out what types of associative meaning used in Holy Hell album

2. To find out function of the use associative meanings of the lyrics in the Holy Hell Album

1.4 Significance of the study

The results of the research are expected to give contribution to the theoretical and practical uses of language:

First, theoretically, the research findings are expected to enrich the comprehension and understanding of semantics learning, especially about connotative meaning in song lyrics

Secondly, practically the research findings will be useful for:

    a.   English Lecturers

This study is expected to contribute to the teaching of semantics, especially on connotative meaning in the song lyrics. Lecturers can use the findings of this study as an additional resource in Semantics subject.

    b.   The students of English Literature

This research can be used as another reference for the students of English Study Program who want to conduct research on Semantics, particularly based on the theory of metonymy in meaning song lyrics.

    c.   Other readers

This research hopefully gives a preview of connotative meaning in the context in the lyrics song.

    d.   Other Researcher

This research hopefully can help other researcher who wants to analysis connotative meaning in song lyrics.

1.5 Definition of Key Terms

Key terms are taken from the word in the title of research. These key terms provide to make the reader of the research easier to comprehend about the problem of the research. Not only to make the reader easier to comprehend are the research, but also the key terms provided to avoid misunderstanding to comprehend the research. To prevent misinterpretation the terms that applied in this research, the researcher has the explanation on the terms that require to be explained are:

Semantics: Linguistics that study signs and symbols (Chaer, 2009: 2)

Associative Meaning: The meaning of a word has to do with the word's relationship to circumstances outside the language (Chaer, 2009:72)

1.6 Organization of writing

These are five chapters include in this research to make this paper perfectly. Chapter 1 consists the discussion background of the research, statement of the problem, purpose of research, significance of the study, definition of key terms, and organization of writing.

Secondly, chapter II consists the theoretical foundation of associative meaning which is explained the theory that is used for the research and supporting theory of the research to get a precise result.

Thirdly, chapter III consists of the research method which use in this reserach. It explains the main aspects of the research that is research design, data, source data, technique of collecting data, technique of analysis data.

Fourthly, Chapter IV consists of the explanation the analysis which included categorized of associative meaning in lyrics album "Holy Hell" by Architects, and the function of associative meaning.

Fifthly, Chapter V consists of the conclution of the research which can answer the question of the research. Then the chapter is completed with suggestion for the next research.