

CHAPTER I

INTRODUCTION

The first chapter of this research presents an introduction that displays the general discussion which consists of background research as the main description of the research that talks about the connotative meaning in Stevie Wonder's selected songs, statement of problems as the outcome of the research background, research objectives, research significances as the theoretical and practical description of the research, the conceptual framework describes the aspects and variables to be studied, previous studies as a reference which contains a study of past results report that relevant to the research topic, and definition of key terms that helps to understand the important topic of this research.

1.1 Background of Research

Semantics is the study of meaning in linguistics. Understanding text or context requires the use of semantics. Semantics is a discipline of linguistics that investigates the meaning of words. According to Palmer (1976:1), semantics is a subset of linguistics, and semantics is the scientific study of language. The technical word for the study of meaning is semantics. It is also stated by Kambartel (1979: 195), in his book, that semantics posits that language consists of structures that display the meaning when coupled with things in the world of human experience.

Meaning can be split into six distinct components, which are referred to as conceptual meaning, connotative meaning, social meaning, reflective meaning, collocative meaning, and thematic meaning (Leech, 1981:22). The focus of this study is the application of connotative meaning and its explanation. The connotative

meaning of a word is the communication value and expression that it has because of what it refers to, in addition to the content meaning that it possesses (Leech, 1981:40-41).

In general, different words or phrases will imply different associations with different people. According to Kreidler (2002), connotative refers to the emotive or emotional connections that a word evokes, which obviously do not have to be the same for everyone who knows and uses the term. Thus, connotative meaning is not a fixed meaning that everyone uses; rather, the meaning might change depending on the speaker or the context. Mangewa (2012), argues that connotative meaning is dependent on the link between meaning and language.

Meaning is defined as what the speaker interprets or means. In the utterance of the word and phrase, meaning is constantly intertwined. According to the Oxford Dictionary, meaning is the agreement by users on the link between languages and the world so that it may be understood. It may be inferred that meaning is the consequence of the link between languages and the world; meaning is determined because user agreement and realization of meaning can be utilized to communicate information that is mutually understood.

The researcher chooses lyrics from Stevie Wonder in this research because the lyrics contain a lot of connotative meanings, particularly songs from Stevie Wonder's album 'Songs in The Key of Life'. The album is named Album of the Year at the 19th Grammy Awards as it is Stevie Wonder's best-selling and critically praised album. According to Rolling Stones, one of the United States' popular magazines that focus on music and popular culture, the album is listed as one of the

must-have albums made by Stevie Wonder. Another newspaper site called The Guardian wrote an article about the album saying “It is an exceptional double album, but despite its length, it maintains a high level of quality throughout the entire thing, which propels it to the top rank.”

Stevie Wonder is an American musician and former child prodigy who rose to prominence as one of the twentieth century's most inventive musical figures with hits such as "Isn't She Lovely" and "Sir Duke". The lyrics in the song contain a lot of motivational and beautiful messages. Those lyrics are often used by people as slogans and posted on social media as they can lift someone's mood. This is also such a great opportunity to analyze the connotative words used by Stevie Wonder in his songs, especially for people that are not English native speakers so his fans and the general listeners will truly understand the meaning and the message that he delivered through his songs.

Employing songs as a medium is essential and intriguing. The researcher uses songs to explain the connotative meaning to the next writer, and the second approach is for the next writer who wants to do another research analysis about songs. They can research more, such as examining the song's style, theme, or value. Song, as a literary work, is represented as the outcome of human creation, and it may be full of quality, either the beauty or values of life, in addition to offering amusement. Through literature, people may learn about the values of life, traditions, beliefs, and ways of life of others or societies. Music, as a literary work, and humans have an unbreakable link; nevertheless, a song may also be used to explore life issues.

1.2 Statement of Problem

Based on the research background before it is clear that there are a few problems that must be solved in Stevie Wonder's selected songs. Mainly there are a lot of meanings in the lyrics that haven't been delivered clearly. This research will focus on discussing connotative meaning and messages contained in Stevie Wonder's selected songs. Therefore, there are a few decided goals of this study based on the research questions mentioned below:

1. What type of connotative meanings are implied in Stevie Wonder's selected songs?
2. What are the meanings of the connotative words contained in Stevie Wonder's selected songs?

1.3 Research Objective

The study's aims are to discover and evaluate connotative meanings and their types used in Stevie Wonder's selected songs, as well as to determine what are the meanings of each word that can be found. After determining the research questions, based on the stated problem above the main objectives of this research are:

1. To find out types of connotative meanings implied in Stevie Wonder's selected songs.
2. To identify the connotative meaning used in Stevie Wonder's selected songs.

1.4 Research Significance

In this study, there are two types of relevance: theoretical and practical relevance. The theoretical significance of this study anticipated that the findings of

this study will theoretically contribute new ideas to the process of elaborating insight into the semantic field, particularly in the area of connotative meaning, which is the focus of the writer's title "Connotative Meaning in Stevie Wonder Selected Songs".

The practical significance of this study has the potential to expand knowledge about semantics specifically connotative meaning. The research is relevant in the sense that it provides some information regarding the connotative meaning and its application in media for individuals who are interested in the study of semantics. Moreover, the researcher can obtain valuable expertise in the analysis of other issues. This study is likely to be beneficial as an alternative for readers to comprehend connotative meanings and the types in literary works.

This research implemented Leech (1974) semantics theory, which classified meaning into seven types: conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. This research is intended to provide readers with a better grasp of the connotative meaning of Stevie Wonder's selected songs. This study can be used as an alternative reference for other readers who want to learn more about meanings and understand how to apply connotative meanings in context. Furthermore, the findings of this study may help the reader comprehend how to understand meanings effectively in real life.

1.5 Conceptual Framework

The purpose of this study is for the researcher to gain an understanding of the different sorts of connotative meanings that are used in Stevie Wonder's songs, as

well as the meanings of the connotative meaning that are used in the song lyrics. In the context of this research, the first step in the analysis process is for the researcher to get an understanding of the overall meaning of each Stevie Wonder song that wants to be analyzed. As soon as the researchers had a complete understanding of the songs, the next step is to begin searching for several plausible theories that could serve as the foundation for an analysis of the lyrics in Stevie Wonder's songs.

In the topic of semantic analysis, the researcher uses Leech's theory, which is a theory that analyzes meanings in general. This research particularly studies connotative meanings in a song. The explanation of this theory then includes a number of different connotative meanings of the terms involved. Researchers are able to get a much better grasp on the connotative meaning of Stevie Wonder's songs because of this theory, which enables them to examine more deeply the meaning of each word contained in the song.

There are a number of different theories that are associated with connotative meaning, and it is these ideas that assist the researcher in analyzing the data that serves as the source for this research. As is common knowledge, various qualities, goals, and interpretations of the text are associated with each individual author. One piece of writing can have several interpretations, all of which are dependent on the reader's perspective as well as the setting in which the work is being read. Certain types of literature, such as songs, need more information in order for the reader to fully understand the song's key ideas. In this instance, the reader is tasked with determining the song's connotative meaning and determining how it relates to the facts presented.

In order for the to understand the connotative meanings in the songs, the first thing that should be done in this research is to examine how much connotative meaning is contained in Stevie Wonder's songs. After finding out all the connotative meanings contained in Stevie Wonder's songs the researcher will begin to apply Leech's theory about connotative meanings to the research problem. By this, the readers will understand the value more intensively and accordingly.

1.6 Previous Study

The study of semantics and meaning is not a brand-new field; rather, it is one of the most widely studied topics in the field of linguistics. Prior to selecting the subject and object of this research and deciding on a title. Multiple investigations have been carried out by researchers in order to investigate a selection of earlier studies.

The first thesis that was used as inspiration was written by Maula (2021) entitled *The connotative meaning of coronavirus impact expressions in Tempo English magazine*. The researcher used qualitative methodology for their research, gathering data from the English version of an Indonesian magazine known as Tempo. The research used the grand theory developed by Leech, in addition to the supporting theory developed by Hook in Widarso, in view of the outcomes of elaborating on the articles the researcher discovered 27 connotative meanings of terms relating to the impact of coronaviruses, with 15 of them having a positive connotation and 12 having a negative connotation.

The second thesis was written by Dahlianawati (2019) entitled *Connotative meaning in the social articles of The Jakarta Globe January Edition 2019*. In this

particular piece of study, a descriptive qualitative approach was chosen as the preferred method. Geoffrey Leech (1981) and J.N. Hook's (1976) ideas are the primary sources cited for major theories about the process of data analysis. The source of data was taken from an Indonesian article known as The Jakarta Globe from January 2019 edition. According to the findings of the research, there are 44 different types of data with connotative meanings, including positive connotations (19 data), negative connotations (15 data), and neutral connotations (10 data).

The third thesis was written by Nursaidah (2019) with the title *Connotative meaning in album "4" song lyrics by Beyonce Giselle Knowles*. The researchers applied the Hook (1898) and Leech (1985) theories in order to concentrate on the connotative meaning that was contained in the album '4' song lyrics written by Beyonce Giselle Knowles. The researcher concludes with a total of 55 connotative meanings, with 38 having a good connotation and 17 having a negative one. In addition to that, there are 42 words and 13 phrases contained in it.

The fourth thesis was from Junita (2020) entitled *Connotative and Denotative In E-News: Discourse Analysis Of Covid-19 Outbreak*. The purpose of the research is to elaborate on semantics, both connotative and denotative, that are used in the E-News about the covid-19 outbreak, and to classify which theme and rheme of the textual function of discourse analysis are employed in the E-News about the covid-19 outbreak. By using the studies of Leech (1974) and Larson in Ahmed (2002), the researcher was able to determine the connotative meaning of the article.

This research contains various different and identical points to the four kinds of research that were discussed previously. A similar point of this research to the

four studies is the research used the theory of Geoffrey Leech as the main theory. Another similarity is this research and the other previous studies discussed connotative meaning as the main topic.

The difference between this research to the four studies is this research only discussed connotative meaning meanwhile the fourth study also discussed denotative meaning. The second difference in this study is the object of the research. The first, second, and fourth studies used articles as their object of research meanwhile this study used literature work.

1.7 Definition Of Key Terms

To avoid misunderstandings about the terminologies used in this article, the following definition is used:

1. Connotative Meaning

Leech defined connotative meaning as the communicative value that phrase has because of what it refers to, in addition to solely intellectual content. Leech also stated that connotative meaning is a component of associative meaning with open-ended meaning. It is possible to say that the openended meaning in connotative comes from experience, preconceptions, and cultural differences that evolve through time. The intellectual substance is not far from the reference. The connotative meaning discusses not only the open-ended, but also the communication value and expressiveness. It signifies that connotative meaning derives from the importance of communication and how the word is used (1981: 40). According to J.N Hook in Widarso, there are two types of connotative

meanings: positive connotative meaning (purr word) and negative connotative meaning (snarl word) (1989: 69).

2. Positive and Negative Connotative Meaning

Positive has a pleasant meaning, whereas negative has a bad appraisal of the experience as a whole, and neutral does not raise the pleasurable (Gowers, 1987). That is consistent with Chaer's assertion that if a term employs anything as a positive symbol, it will have a positive meaning. If a term employs anything as a negative symbol, it has a negative connotation, and if a word does not offer a good or bad symbol, it has a neutral meaning (2009: 68).

3. Song

Every song has its message. The appeal and effectiveness of the song to the listener is dependent on the lyrics. The message contained in a song lyric can be delivered depending on how the writer put the words in the lyrics (Bertoli-Dutra and Bissaco, 2006: 1053)

4. Lyrics

According to Dallin (1994), Lyrics are written as a form of interaction between the writer and the listeners. Most of the times, they carry a message (whatever that might be) with the purpose of motivating the listeners, at least, to think about it. Such a purpose and form of interaction are embedded in the cultural context of these people, according to their musical preferences, time, etc.