

**AN ANALYSIS OF CONOTATIVE IN ENGLISH
SONG LYRICS OF TAYLOR SWIFT IN “RED
ALBUM”**

A Thesis Proposal

**Submitted in Partial Fulfillment of the Requirement
for the Bachelor Degree**

By:

**ANISAH SEPTIYANI
NPM.1611040352**

Study Program : English Education



**FACULTY OF TARBIYAH AND TEACHER TRAINING
RADEN INTAN STATE ISLAMIC
UNIVERSITY LAMPUNG
2021/2022**

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**FACULTY OF TARBIYAH AND TEACHER TRAINING
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ABSTRACT

This research discussed about connotative meanings in famous song lyrics by Taylor Swift entitled “Red, Everything Has Changed, and All Too Well”. The objective of this research was to describe the connotative meaning presented by Taylor Swift in her song lyrics and then, find out the real meaning. This research was focused on analyzing the connotative meaning found in “Red, Everything Has Changed, and All Too Well” by Taylor Swift, such as the dominant and the real meaning of the connotative meaning. This research had answered several problems including the dominant and the real meaning of connotative meaning in “Red, Everything Has Changed, and All Too Well” songs by Taylor Swift.

Descriptive qualitative method was used in this research. The process of data analysis needed a detailed description based on the characteristics of the connotative meaning. The theory was used as the basis for data analysis was Wardaugh’s theory, which about the explanation of connotative meaning. The data were collected through a transcribe process then continued to observed and identified the data based on the Wardaugh’s theory, collected the data, and then, found the real meaning of connotative meaning.

The result of this research showed that 21 sentences used connotative meanings in all song lyrics of “Red, Everything Has Changed, and All Too Well” songs by Swift. The dominant song that contained connotative meaning was *Red* which had 9 sentences that used connotative meanings, then, the second one was *Everything Has Changed* which had 7 sentences that used connotative meaning. Lastly, *All Too Well* had 5 sentences that contained connotative meanings. There are 9 of the data above belonged to positive connotation and 12 to negative connotation.

Keywords: Connotative Meaning, Rolland Wardaugh, Song Lyrics, Taylor Swift.

DECLARATION

I am a student with the following identity:

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Hereby, I state this thesis entitled “An Analysis of Connotative in English Song Lyrics of Taylor Swift in “Red Album” is completely my own work, I am fully aware that I have quoted some statements and theories from various sources and they are properly acknowledged in the text.

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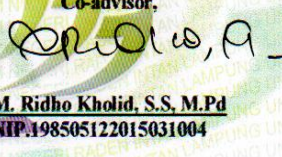
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MOTTO

﴿وَمَنْ جَاهَدَ فَإِنَّمَا يُجَاهِدُ لِنَفْسِهِ إِنَّ اللَّهَ لَغَنِيٌّ عَنِ الْعَالَمِينَ ﴿٦﴾﴾

“And if any strive (with might and main), they do so for their own souls: For Allah is free of all needs from all creations”

(QS Al – Ankabut 6)¹

¹ Abdullah Yusuf ‘Ali, *The Holy Qur’an Arabic Text With English Translation*, New Johar Offset Printers, India, 2006, P.1219.

DEDICATION

This thesis was dedicated to everyone who cares and loves me. I would like to dedicate this thesis to:

1. The Greatest Allah Subhanahu Wata'ala, Alhamdulillah' alakullihalwanni'mah
2. My beloved parents, Mr. Syamsi Rais and Mrs. Emi Hayati who always pray, support and guide me to be success in my study and in my life, I love you forever.
3. My beloved siblings, Ahmad Mursal and Agung Febrian who always motivate me to success.
4. My beloved friends, Selviana and Deni Irawan.
5. My beloved almamater, UIN Raden Intan Lampung which has contributed a lot to my development. Thank a billion, there is no word but pray may Allah multiply rewards for all your kindness.

CURRICULUM VITAE

The researcher's name is Anisah Septiyani, she was born in Belitang, on September 14th 1998, she is the second child of Mr. Syamsi Rais and Mrs. Emi Hayati.

The researcher started her study at the Kindergarten Pertiwi Gumawang and graduated in 2005. After finishing her study at Kindergarten school, the researcher continued her study at the Elementari School of SDN 4 Gumawang Belitang and graduated in 2010. In 2013 the researcher graduated from Junior High School of SMP N 1 Belitang and continued her study at SMA Negeri 1 Belitang and graduated in 2016. Then she continued her study at the English Education Study Program of Tarbiyah and Teacher Training UIN Raden Intan Lampung.

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First of all, praise to Allah, the most merciful, the most beneficent, for His blessing and mercy given to me during my study and in completing this final project. Then, the best wishes and salutations be upon to the great messenger prophet Muhammad S.A.W, his family and followers.

This thesis entitled “An Analysis of Connotative in English Song Lyrics of Taylor Swift in “Red Album” is submitted as a compulsory fulfillment of the requirements for S1 degree of English Study Program at Tarbiyah and Teacher Training Faculty, State Islamic University (UIN) Raden Intan Lampung. When finishing this thesis, the researcher has obtained so much help, assistance, aid, support and many valuable things from various sides. Therefore, the researcher would sincerely thank:

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Finally, the researcher is fully aware that there are still a lot of weaknesses in this undergraduate thesis. For this, the researcher truthfully expects criticizes and suggestion from the reader to enhance the quality of the thesis.

Bandar Lampung, 7 November 2022
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CHAPTER I

INTRODUCTION

A. Background of the Problem

As an international language, English plays an important role for this modern area. English capability becomes one of the requirements that needed for a job. In education world, English is used in other subjects too, especially in public schools for international-standard.¹ Many things around are also using English; warning in the public areas, food and clothes products, electronic and technology appliances are using English.

But as we know, English words have a variety of meaning which depends on the context they refer to. This is what makes people think that English is so hard to learn and they become uninterested in English. English learners sometimes are difficult to express what exactly they mean into English properly.² Another problem can also happen when the words in English are using connotative meaning which the meaning of the words used are different from what is expressed in denotative meaning. Udofot submits that "denotative meaning is the ordinary dictionary everyday meaning of a word or expression". He further stated that "in denotative usage, words refer to thing and point to factual variable situation."³

Therefore, in order to know the real meaning of connotative meaning, we need to see the words from broaden view. According to Levinson in Muhassin, Meaning can only be understood by looking at a linguistic marker that has a "pointing" in a given discourse context. One obvious way to signify that texts and

¹ Liando & Lumetu, *Student's Personal Initiative towards Their Speaking Performance*, International Education Studies: Vol. 10 No. 8, 2017, p.21. <https://doi.org/10.5539/ies.v10n8p21>

² Geoffrey Leech, *Semantics 2nd edition*, (Harmondsworth: Penguin, 1981), p.2.

³ Udofot, *English Semantics*, (Ugo Nigeria: Scholar Press (Nig) Ltd, 1999), p.21.

contexts of a situation are mutually related is through the phenomenon of deixis. Substantially, deixis concerns how language is encoded or grammatical features of the context of utterance in the speech event, and with the ways in the interpretation of utterances depends on the analysis of that context of utterance.⁴

According to Geoffrey Leech in his 'Semantic- A Study of meaning 1974, Connotative meaning is the communicative value of an expression over and above its purely conceptual content.⁵ It is something that goes beyond were referent of a word and hints at its attributes in the real world. It is something more than the dictionary meaning.⁶

Based on the definitions above, we know that there is a significant difference between denotative and Connotative meaning. Gigir and Inda said Connotative meaning can tell us implicit meaning that hidden in words, sentence, or phrase.⁷ Yule also said that “different people might have different associations or connotations attached to a word like needle. They might associate it with “pain,” or “illness,” or “blood,” or “drugs,” or “thread,” or “knitting,” or “hard to find” (especially in a haystack), and these associations may differ from one person to the next. These types of associations are not treated as part of the word’s conceptual meaning”.⁸ It can be construed that conotative meaning is an implicit meaning of words and it based on the context.

⁴ Mohammad Muhassin, *et al*, “Personal Deictic Expression in the Quran a Pragmatic Study on the English Interpretation of Surah Al-Baqarah”, *English Education: Jurnal Tadris Bahasa Inggris pISSN 2086-6003 | eISSN 2580-1449 Vol. 13 (1), 2020 104-121*, Available online at <https://ejournal.radenintan.ac.id/index.php/ENGEDU>

⁵ Geoffrey Leech, *Semantics*, p.5.

⁶ A.S. Hornby, *Oxford Avanced Learner's Dictionary of Current English*, (New York: Oxford university Press, 2000), p.31.

⁷ Gigir & Inda, *Connotative Expressions in Manado Malay*. Manado

⁸ George Yule, *The Study of Language: An Introduction*, (New York: Cambridge University Press, 1985), p.112.

Connotative meaning generally can be found in literary work, one of them is song. Nowadays, songs have become an ordinary thing to be heard both at home and in public places. A song is a collection of lyrics made from words that have a tone, song lyrics are usually made through inspiration or experience of someone whether sad or happy. In Oxford learners's Pocket Dictionary, "song is short piece of music with word that you sing".⁹ According to Jamalus opines , music is a work art in the form of sound that reveal thought or felling from author through the main elements of music.¹⁰ To make a song sound beautiful, the author usually makes the song lyrics by using implicit and explicit meanings. Sometimes we as listeners have different views about the meaning conveyed by the author.

Based on the definitions above we know that songs express something from the speaker or writer's thought, feeling, experience or knowledge that can give us motivation, knowledge, inspiration or description of what is happen in human life. For example: The early bird gets the worm. The denotative meaning of that sentence is the early bird (animal that can fly) is get the worm (animal which looks like a snake in smaller size), the denotative meaning tell us a story about 2 kinds of animal. But when we look the connotative meaning of that sentence, it tells us this: Whoever arrives first has the best chance of success; some opportunities are only available to the first competitors.¹¹ This is more than just a story about the animal bird and worm. This gives us motivation to do something earlier, before it is taken by the other.

Semantics is one the subfields of linguistics which help us to understand the meaning of words in English.¹² "Semantics is the

⁹ A.S. Hornby, *Oxford Avanced Learner's Dictionary of Current English*, p. 423.

¹⁰ Jamalus opines jamalus. *Pengajaran Musik melalui Pengalaman* , (Jakarta: Departemen Pendidikan dan Kebudayaan, 1988), P. 1

¹¹ F.R. Palmer, *Semantics 2nd Ed*, (Cambridge: CU Press, 1981), p.20.

¹² J. Katz, *Semantic Theory* (Harper International Edition), (New York: Harper & Row Publisher, 1972), p.40.

study of meaning; how words and sentences are related to the (real or imaginary) objects they refer to and the situation they describe.¹³ Taylor Swifts known as the singer and the writer of the song and liked to write many implicit meanings in her writing or lyrics. This makes the researcher interested in finding out the connotative meaning which was hidden in those lyrics.

In the other hand, there are so many students that have not familiar yet to connotative meaning. Furthermore, song lyrics which contain connotative words in English is difficult to be understood by students of English as foreign language. Hence, this research was conducted to make the students more familiar to connotative words and understand it.

There are some previous research of this research. Firstly, a research from Kofi Agyekum entitled “Proverbs in Akan highlife lyrics: A case study of Alex Konadu’s lyrics”. This research aimed to examine the use of proverbs in Ghanaian folksongs. It highlights the pragmatic aspect, didactic and communicative functions of proverbs. The data of the research is based on Akan proverbs extracted from four popular songs by the late Alex Konadu, a renowned highlife musician. The research is discussed under the theoretical framework of linguistic politeness, which reflects the use of tactful and practical language to obviate crisis. The result of the research showed that Ghanaian highlife lyrics serve as a storage device for the documentation of some of Ghanaian’s proverbs. The proverbs in the songs were categorised under four major themes, namely, death, family, disobedience and opportunism; the family theme also encompassed aspects of death. It also show that proverbs in highlife lyrics help listeners to know the cultural beliefs, perception, and philosophy, worldview, oral traditions and social structures of the Akan.¹⁴

¹³ Cipollone & Keiser, *Language Files*, 7th Ed, (Ohio: Ohio State University Press, 1998), p.55.

¹⁴ Kofi Agyekum, *Proverbs in Akan highlife lyrics: A case study of Alex Konadus’ lyrics*, *Journal of Pragmatic* 174 (2021) 1-13, www.elsevier.com/locate/pragma

Secondly, a research from Karlina, Oktariza, and Magria in a linguistic journal entitled “The Analysis of Proverb Meaning in *Tenggelamnya Kapal Van Der Wijck* Film: a Metaphorical Approaches”. This thesis analyzes about proverbs meaning in *Tenggelamnya Kapal Van Der Wijck* film. The research has several aim such as, describe the proverbs meaning that belong to traditional and cognitive metaphor, describe the function of the proverbs, and explain the religion and culture values of proverbs used in the film. It used descriptive qualitative research. The result of the research show that proverbs as the heritage of the culture gives contribution significantly to development of language as part of Minangkabau culture community.¹⁵

Lastly, the reseach by Atalo, Manafe, and Haan entitled “A Preliminary Investigation to Abui Language Proverbs: Types, Meaning, and Functions”. This research aimed to idetify the types of proverbs found in Abui language, to discover meaning conveyed by the proverbs, and to investigate the function served by the proverbs. It employed qualitative case study. The finding of it led to three conclusions. First, there were thirty proverbs found in Abui language which consisted of twelve aphorism (40%), eleven idioms (36,67%) and seven parables (23,33%). Second, the majority of the proverbs (80%) conveyed proverbial while only six proverbs (20%) expressed idiomatic meaning. Lastly, regarding function, twelve proverbs (40%) in Abui language served as advices, nine of them showed the notion of sarcasm (30%), five proverbs gave warnings (16,67%) and the rest functioned as expressions (13,33%).¹⁶

Based on the previous researches above, the difference of this research and previous were; this reseach used semantic approaches meanwhile the previous use pragmatic approaches. It

¹⁵ Kiki Karlina, Dodi Oktariza, and Vera Magria, *Tenggelamnya Kapal Van Der Wijck*, Journal Linguistic Culture Vol.2 No.2, 2017. <http://ojs.umbungo.ac.id/index.php/krinox/index>

¹⁶ Mikael Atalo, Rabeka Manafe, and John Haan, A Preliminary Investigation to Abui Language Proverbs: Types, Meaning, and Functions, *Ajes International Journal*. [Http://www.ejurnal.undana.ac.id/AJES](http://www.ejurnal.undana.ac.id/AJES)

also focused on connotative meaning of the song lyrics in Taylor Swift in Red album. Therefore, the research entitled “*An Analysis of Conotative Meaning in English Song Lyrics of Taylor Swift in “Red Album”*” was coming up.

B. Identification of the Problem

Based on the elaboration above, it can be identified that the problem was the students still do not understand about the conotative meaning in English. The students are not familiar yet with conotative meaning of song lyrics in English. The students need some references to learn about conotative meaning. The students also still difficult to find the connotative meaning of song lyrics, even more, they still did not know the real meaning of connotative meaning, they still took it literally.

C. Limitation of the Problem

In order to make the research manageable, the researcher limited the focus of the research. It focused on connotative meaning of song lyrics of Taylor Swift, especially in three songs of Red album. They were; Red, Everything Has Changed, and All Too Well. Then, found the real meaning of connotative which were being used in those songs.

D. Formulation of the Problem

Based on the background, the researcher attempted to raise the research question, they are:

1. What are types of connotative meanings in the song lyrics of Taylor Swift’s Red album?
2. What was the real meaning of connotative meaning in song lyrics of Taylor Swift in Red album?

E. The Objective of the Research

To describe connotative meaning (words) in song lyrics which used by Taylor Swift in her Red album. Especially, Red lyrics, Everything Has Changed lyrics, and All Too Well lyrics. Then, described the real meaning of conotative meaning which had been

used by her in those songs and classified them into kinds of connotative meaning.

F. Significance of the Research

The result of this research was expected to give contribution theoretically and practically.

Theoretically, the findings of this study are hoped to give contribution or additional source about semantics especially connotative meaning in song lyrics.

Practically, the result of this research was expected to be useful for students of English and Literature Department in Raden Intan State Islamic University of Lampung as a literary reference which assists them to understand and appreciate works of linguistics, especially in connotative meaning.

G. Scope of the Research

This research focused on analyzing the sentences in the song lyrics of Taylor Swift in her Red album which had connotative meaning by using Wardhaugh's theory. Then, classified the connotative words which had been found by J.N Hook theory.

CHAPTER II

REVIEW OF RELATED LITERATURE

A. Previous Findings

In this chapter, the researcher presents three previous studies that were relevant with this research. The first was Muhajir with his thesis “An Analysis of “Angngaru Ceremony” of Gowa Society, South Sulawesi (Semantic Approach)”. He used descriptive qualitative method to analyze the thesis. After he researched and observed the script of Aru, he find several conclusions, they are; 1) the script of Aru contained five types of meaning according to Geoffrey Leech’s theory, they were Connotative, Social, Affective, Reflected, and Thematic Meaning. 2) The use or the role of Aru was script in the past and present had much changed. In the past, Aru is utter by servants and soldiers to the king as a respect and it was also believe to decrease the war and kingdom. Last, Aru was used as the ceremonial tradition to respect the honorable guests in certain events.¹

The second study came from Abidarda with his title “A Connotative Meaning Analysis on the Word Child in Five Lyrics of Song”. This research discussed about connotative meaning of word child in five lyrics of songs. The data were taken from five lyrics of the songs released 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 semiotic theory of Roland Barthes. From these lyrics, he found different connotative meaning of word child from each lyric. The word child in the lyrics when the children cry was used by white lion to connote “the new way to govern”. Michael Learns To Rock group band used the word child in the lyric Sleeping Child which had been used to connote “innocent and Pureness”. Cranberries group band

¹ Ibnu Munzir Muhajir, *An Analysis of “Angngaru” of Gowa Society*, (2015). South Sulawesi (Semantic Approach).

used the word child in his lyric War Child to connote “Tool and Slave of the Government”. Billy Joe used 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”. In this study the authors analyze only the word child in five lyrics by using Roland Barthes theory.²

The third study came from Armawansyah with his title “An analysis of connotative meanings in selected Maher Zayn’s songs lyric”. He used qualitative method to analyze the corpus to describe about connotative meaning on the Maher Zain song lyrics: Forgive Me, Hold My Hand, Thank You Allah, Palestine will Be Free and My Little Girl. Then, he found that denotative meaning lied on almost every song’s lyric of Maher Zain, but the connotative meaning only lied fourteen words in the five song’s lyrics of Maher Zain, which was the main data of this study. There were three kinds of connotative meaning found there; six positive connotation, four neutral connotation, and four negative connotation. Thus, the most connotative meaning were used in the data were positive connotation. Positive connotation made the meaning of the words more encouraging to the listener.³

Based on the explanation above, it can be inferred that connotative and denotative meaning can be found in every kinds of literary work, especially in song lyrics. Literary work has been created by author to convey their message to the world and also connotative meaning can be used to analyze the real meaning in literary work by using different theories. Therefore, the listener or reader can understand, about the message and the real meaning. From three previous study, this research had similarity and difference from those researchers. The similarity of these research was study about connotative

² Mahmud Abidarda, *A Connotative Meaning Analysis on The World Child in Five Lyrics of songs*, (2010). Letters and Humanities Faculty State Islamic University Syarif Hidayatullah Jakarta.

³ Armawansyah, *An Analysis of Connotative in Selected Maher Zayn’s Song Lyrics*, (2016). Letters and Humanities Faculty State Islamic University Syarif Hidayatullah Jakarta.

in the literary work especially song lyrics. The differences between three previous study with this research were this research analyzed the Taylor Swift's lyrics by using connotative meaning by Wardhaugh which means different theory and different subject of the research. The researcher focused on analyzing 3 lyrics (Red, Everything Has Changed, and All Too Well).

B. Conceptual Framework

1. Semantics

There are many definitions of semantics. It comes from linguists. Every linguist has their own concept and principal about semantics itself. According to Crystal in Baddulu semantics is a major branch of linguistics devoted to the study of meaning in language. Crystal states that this term is also used in philosophy and logic, but not with the same range of meaning or emphasis as in linguistics.⁴ On the other hand, logical or pure semantics is the study of the meaning of expressions in terms of logical system of analysis, or calculi, and thus more skin to formal logic or mathematics than linguistics.

The linguists who have critical contribution to semantics are Saeed, Lyons, Palmer, Kempson, Yule, and so on. One of them, Lyons states that semantics is generally is defined as the study of meanings.⁵ As underlined by Saeed, semantics is the study of meaning of word and sentences.⁶ Yule says that semantics is branch of linguistics which concerns with meaning in words, phrases, and sentences.⁷ Moreover, Palmer states that semantics is the technical term used to refer to the study

⁴ Abdul Muis Baddulu, *Introduction to Linguistics*, (Makassar: Badan Penerbit Universitas Negeri Makassar, 2009), p.71.

⁵ John Lyons, *Semantics Vol.1*, (New York: Cambridge University Press, 1979). p.71.

⁶ J.L. Saeed, *The Study of Language, Third Edition*, (London: Blackwell Publishing, 2009). p.65.

⁷ George Yule, *The Study of Language, Fourth Edition*. (New York: Cambridge University Press, 2010). P.51.

of meaning.⁸ In other words, semantic is the study of meaning in word, phrases, and sentences to understand the text. Based on that perception about semantic related to internal meaning focuses on the meaning of the text.

In linguistics, semantics is the subfield that is devoted to the study of meaning, as borne on the syntactic levels of words, phrases, sentences, and even larger units of discourse (referred to as texts). As with any empirical science, semantics involves the interplay of concrete data with theoretical concepts. Traditionally, Semantics has included the study of connotative sense and denotative reference, truth conditions, argument structure, thematic roles, discourse analysis, and the linkage of all of these to syntax. The decomposition perspective towards meaning holds that the meaning of words can be analyzed by defining meaning atoms or primitives, which establish a language of thought. An area of study is the meaning of compound; another is the study of relations between different linguistic expressions (homonymy, synonymy, antonym, polysemy, hyponymy etc).

2. Types of Meaning

A word is the smallest unit of spoken language which has meaning and can stand alone, it is a written representation of one or more sounds which can be spoken to represent an idea, object, action, etc. in order to be understood by the people, a word must have a meaning.

Most words have more than one meaning, it is the characteristic of words that a single word may have several meaning, words may play an enormous part in our life. Words are used to express something and also conveys feelings about we are describing. Words are used not in isolation but related to human situation. It is

⁸ F.R. Palmer, *Semantics: A New Outline*, (New York: Cambridge University Press, 1976), p.13.

through our experience with them in human situation that they take on meaning.

If people talk about words, people cannot avoid talking about the study of meaning (semantics). The meaning of word is often complex, having such component as a picture, an idea, a quality, a relationship and personal feelings and association. Lyons in Palmer suggested that people should draw a distinction between sentence meaning and utterance meaning, the sentence meaning being directly predictable from the grammatical and lexical features of the sentence, while utterance meaning includes all the various types of meaning.⁹ Lyons states that, utterance meaning is the part of meaning of a sentence that is directly related to grammatical and lexical features, but is obtained either from associated prosodic and paralinguistic features or from the content, linguistic and non-linguistic.¹⁰ Geoffrey Leech in his 'Semantic- A Study of meaning' breaks down meaning of denotative and connotative as follows:¹¹

a. Denotative Meaning

Denotative meaning is sometimes called conceptual meaning or cognitive meaning, it is widely assumed to be the central factor in linguistic communication. Larson noted that denotative meaning is also called as primary meaning, that is the meaning suggested by the word when it used alone. It is the first meaning or usage which a word will suggest to most people when the word is said in isolation. It is the meaning learned early in life and likely to have reference to a physical situation.¹²

⁹ F.R. Palmer, *Semantics: A New Outline.*, p.40-41.

¹⁰ John Lyons, *Semantics*, Vol.1., p.50.

¹¹ Geoffrey Leech, *Semantics 2nd edition*, (Harmondsworth: Penguin, 1981), p.77.

¹² Mildred L. Larson, *Meaning-Based Translation*, (New York: University Press of America, 1984), p.80.

The denotation of word is its agreed-upon sense—what it refers to, stands for, or designates, a part from the feeling it may call up, and this again is able for a good deal on the context the words that appears in. It is said that the aim of denotative meaning is to provide, for any given interpretation of a sentence, a configuration of abstract symbols, in which shows exactly what we need to know if we are to distinguish that meaning from all other possible sentence meaning in the language.

Leech says that Conceptual meaning is also called as logical or cognitive meaning.¹³ It is the basic propositional meaning which corresponds to the primary dictionary definition. Such a meaning is stylistically neutral and objective as opposed to other kinds of associative meanings. Conceptual Meanings is the essential or core meaning while other six types are the peripheral. It is peripheral in as sense that it is non-essential. They are stylistically marked and subjective kind of meanings. Leech gives primacy to conceptual meaning because it has sophisticated organization based on the principle of contractiveness and structure.

E.g.

/P/ can be described as- voiceless + bilabial + plosive.

Similarly

Boy = + human + male-adult.

The structure of ‘Boy’ = + Human + Male-Adult

Or “Boy” =Human – Male/Female-adult in a rough way.

¹³ Geoffrey Leech, *Semantics 2nd edition*, p.79.

Conceptual meaning deals with the core meaning of expression. It is the denotative or literal meaning. It is essential for the functioning of language. For example, a part of the conceptual meaning of 'Needle' may be "thin", "sharp" or "instrument".

Yule said that denotative or conceptual meaning cover basic, essential components of meaning which are conveyed by literal usage of word. Some basic components of a word like needle might include 'thin, sharp, steel, instrument' these component of a word be a part of the referential meaning of needle. However, it has an association or connotative meaning to this word which lead us to think of 'painful'.¹⁴ It is widely assumed to be the central factor in linguistics communication. Another example is the word "cat, its denotative meaning (how the dictionary define "cat") is: a carnivorous mammal, domesticated as a rat catcher or pet."but in connotative meaning, it depends, if we like cat, the word "cat" may suggest graceful motion, affectionate playful less, and noble reserved and admirable self sufficiency. The meaning of word is primarily what it refers to real world, its denotation: this is often the kinds of definition that is given in dictionary.

Raeske states that denotation has reference only to what is conventionally understood by word. The denotative meanings of a word is thus void of any emotional or subjective overtones, when examining any word: a critic should differentiate between its denotative and its connotative meanings.¹⁵

The aim of conceptual meaning is to provide an appropriate semantic representation to a sentence or statement. A sentence is made of abstract symbols.

¹⁴ George Yule, *The Study of Language*. Fourth Edition, p.92.

¹⁵ Christopel Russel Raeske, *How to Analysis Poetry*, (New York: Monarch Press, 1986), p.31.

Conceptual meaning helps us to distinguish one meaning from the meaning of other sentences. Thus, conceptual meaning is an essential part of language. A language essentially depends on conceptual meaning for communication. The conceptual meaning is the base for all the other types of meaning.

b. Connotative Meaning

According to Leech connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content.¹⁶ It will be clear if people are talking about connotation, we are in fact talking about the “real word experience”. It is something that goes beyond mere referent of a word and hints at its attributes in the real world. It is something more than the dictionary meaning. Someone associates with an expression when someone uses and hears it. The fact that if people compare connotative meaning with denotative meaning is that connotations are relatively unstable; that is they vary considerably they have seen, according to culture, historical period, and the experience of the individual. Although all the speaker of particular language speaks the language exactly the same conceptual framework, actually each of them has individual perception of words. Connotative meaning is indeterminated and opened in the same way as our knowledge and belief about the universe are opened-ended. Connotations play a major role in the language of literature, of politics, of advertising, and a greeting card.

Wardhaugh states that connotative meaning uses words to add further complications to any theorizing about meanings, particularly their uses in metaphoric and poetic language. Any understanding of connotation, metaphor and poetic language must be

¹⁶ Geoffrey Leech, *Semantics 2nd edition*, p.40-41.

based on an understanding of what may be called the "normal use of language."¹⁷ Connotation is more complicated than denotation, the other important thing whenever people are talking about connotations is that the involvement of affective and emotive in their mind. Connotation meaning can also happen in a sentence: usually people can know the real meaning of the sentence by looking at the context. Connotative meaning is more difficult than denotative meaning, for example: "please give him envelope, to make his business easier". The "envelope" has connotative meaning and it means money or to bribe. In that sentence the word envelope is not real meaning but has another meaning and sometimes has relation with characters and sense of thing, so meaning is defined by environment.

Raeske also describes that connotation is one of the various implication or association that a word carries. A poet uses the connotation of word to his own purpose and advantages.¹⁸ It means that poets want to give good ideas to the reader. Connotative meaning is the communicative value an expression which is had by virtue of what it refers to, over and above its purely conceptual content and its meaning can embrace, the putative properties of the referent due to the view point adopted by an individual or a group of people or a whole society. In confirmation of the feeling that connotative is somehow incidental to language rather than essential part of it, people may notice that connotative meaning is not specific to language, but it is shared by other communicative system, such as visual art and music. It will be clear that talking about connotation, in fact talking about

¹⁷ Roland Wardaugh, *Introduction to Linguistics*, (New York: University of Toronto, 1977), p.159.

¹⁸ Christopel Russel Raeske, *How to Analysis Poetry.*, p.29.

the 'real world' experience one associates with an expression when uses or hears it.

Goddard states that connotative is shifting and idiom syntatic association, which a word may have for some speakers but not other (as opposed to the fixed and generally accepted meaning of word).¹⁹ According to Keraf in Nugroho, connotation can be called emotive meaning or evaluative meaning. Connotative meaning is kind of meaning whose response has emotional values and plays an important role in language of song. The collection of felling association which is brought together in word acquired from the setting, is called connotation. Connotative is relatively unstable, then vary considerably as people have seen, according to culture, historical period and the individual experience.

From the statement above, it can be concluded that connotative meaning is more complex than denotative menaing because connotative meaning has wide range of possible interpretation of meaning. Hook stated that connotative word sometimes has an emotional meaning so the involment of affection and emotions in the mind is very important when we are talking about connotative. Hook divided connotative meaning into two kinds, namely positive connotative (purr word) and negative connotative (snarl word). Beside the positive and negative connotative meaning, there is neutral that is most of them is jargon language.²⁰ Here are the example of positive and negative connotative meaning :

¹⁹ Cliff Godard, *Semantic Analyses*, (New York: Oxford University Press, 1998), p.21.

²⁰ Widarso Wishnubroto. *Bahasa Inggris; Dialek, Ragam, Jargon, Slang, Blends Clipped Words*. (Yogyakarta: Kanisius, 1989) p. 69

Table 2.1
Example of positive, negative and neutral connotation

| Positive Connotation | Neutral | Negative Connotation |
|---------------------------------|----------------|---------------------------------|
| Cottage | | Shanty/Shack |
| Pass Away | Die | Kick the Bucket |
| Vintage | | Old-Fashion |

3. Definition of Lyrics

Lyrics are words that make up a song usually consisting of verses and choruses. The writer of lyrics is a lyricist. The words to an extended musical composition such as an opera are, however, usually known as a "libretto" and their writer, as a "librettist". The meaning of lyrics can either be explicit or implicit. Some lyrics are abstract, almost unintelligible, and, in such cases, their explication emphasizes form, articulation, meter, and symmetry of expression. Rappers can also create lyrics with a variation of rhyming words or words that create and tell a story or song.

In Cambridge Dictionary Third Edition, lyric is a short poem which expresses the personal thoughts and feelings of the person who wrote it.²¹ In other words, Lyric can also interpreted as written words created specifically for music or for which music is specifically created. Lyric are often used as an intermediary to convey the contents of thoughts and feelings, song lyrics are made with various language styles.²² Although a lyric poem may depict an out war action, it generally focuses on inward reaction, insight, or responses. Meanwhile, Hornby defines lyricis expressing thewriter's feelings.²³ It

²¹E . Walter, *Cambridge Advanced Learner's Dictionary Third edition*, (New york: Cambridge University Press, 2008), p.346.

²²K. Munagal, S. Babu, R. Soland. *Conversion of limited-entry decision tables to optimal computer programs I: Minimum average processing time. Journal of the ACM*, 13(3): 1996 339-358

²³S. Hornby, *Oxford Advanced Learners' Dictionary of Current English Fifth Edition*, (New York: Oxford University Press, 1995), p.703

means, Lyric is made to express deep emotion of the writer. The other definition lyrics are the written words in a song. Lyrics can be written during composition of a song or after the accompanying music is composed. From the definitions of lyric above, the researcher can explain that a lyric is designed to be sung by the human voice and heard with music.

4. Definition of the Song

Everyone enjoys song whether we realize or not, songs have become part of our life. Some people think that song can be source of business. Songs appear almost every day in our life whether it is accidentally or in purpose. Song lyrics are an expression of someone about something that has been seen, heard or experienced. In expressing his experience, the poet or creator of songs do play on words and language to create attraction and distinctiveness of the lyrics or poems. Song is a composition for voice performed by singing or along side musical instruments. According to Hornby song is a piece of music with words that is sung.²⁴ It means the song is a part of the music containing the words sung.

In Cambridge Dictionary Third edition, “song is a usually short piece of music with words which are sung”.²⁵ In other word songs are part of music that is usually short text with the words sung . Meanwhile in Oxford Learner’s Pocket Dictionary, “it is explained that song is a piece of music with words that is sung or music for the voicing singing”.²⁶ It means the song is part of the music with the words sung or made a song from the singing voice. From Wikipedia, a song is an artistic form of

²⁴ S. Hornby, *Oxford Advanced Learners’ Dictionary of Current English Fifth Edition.*, p.1133

²⁵ E . Walter, *Cambridge Advanced Learner’s Dictionary Third edition.*, p.446.

²⁶ S. Hornby, *Oxford Advanced Learners’ Dictionary of Current English Fifth Edition.*, p.907.

expression based on sound, generally considered a single (and often standalone) work of music with distinct and fixed pitches, pattern, and form.²⁷ It means song is a work of art form of expression based on sound. Generally considered as a single (and often independent) musical work with a distinct, fixed pattern and form. The word of song are typically of a poetic, rhyming nature, although they may be religious verses or free prose.

Song can be divided into three types: *Art Songs*, *Folk Songs*, and *Popular Songs*. *Art songs* are songs created for performance, or for the purposes of a European upper class, usually with piano accompaniment, although they can also have other types of accompaniment such as an orchestra. Now Art songs are not only performed in the orchestra but also performed by instrumental artist solo or group *Folk songs* are songs of often-anonymous origin that are transmitted orally. They are frequently a major aspect of national or cultural identity. Art songs often approach the status of folk songs when people forget who the author was. Folk songs are also frequently transmitted non-orally (that is, as sheet music), especially in the modern era. Folk songs exist in almost every culture. Indonesia has many folk songs such as *Gundul-Gundul Pacul* from Central Java, *Cingcakeuling* from West Java, *Yamko Rambe Yamko* from Papua, etc.

Popular songs may be called pop songs for short, although pop songs or pop music may instead be considered a more commercially popular genre of popular music as a whole. There are many popular songs from many popular singers in every country right now, for example in Indonesia, we have *Separuh aku* from *Noah*. Or Lebanon has *Maher Zain* with *freedom, the chosen one* or *hold my hand*. From the explanation above, the researcher can explain that song and music are in one

²⁷ <https://en.m.wikipedia.org/wiki/Song>

unity, they cannot separated each other. Song is form of any poem and being set music. Usually, song refers to a poem in regular material that can be sung.

CHAPTER V

CONCLUSIONS AND SUGGESTION

A. Conclusions

After the researcher had done the research, the researcher concluded that Taylor Swift's song lyrics used connotative meaning. There were 21 sentences which had connotative meaning in the three song lyrics; *Red*, *Everything Has Changed*, and *All Too Well*. The song that had dominant connotative meaning was *Red* because it had 9 sentences from its song lyrics which contained connotative meaning. Then, the second one was *Everything Has Changed* because it had 7 sentences from its song lyrics which contained connotative meaning. Lastly, *All Too Well* had 5 sentences that contained connotative meanings. From the 21 data (sentences) above 9 belonged to positive connotative and 12 belonged to negative connotative. Therefore, there are only two kinds of connotative words in this research, they are ; positive and negative connotation.

The researcher also concluded that the writer of the song such as Taylor Swift used connotative meaning to make her songs more expressive and beautiful. That could be seen in Swift's song entitled *Red* whereas she used color to describe feelings. The example were; *dark grey* for *misery* and *red* for *pain* (because red is identical with the color of blood). Thus, the writer needs to use connotative meaning because it can make their work more artistic.

B. Suggestions

After showing some conclusions of the thesis, the writer also make several suggestions for the readers of this thesis, they are:

1. The researcher suggests to the readers especially for teacher or lecturer to explain more about meaning especially connotative meaning.

2. The researcher suggests to the readers especially for student to study deeply about meaning, of course in connotative meaning because it has meaning beyond the dictionary.
3. In general, the researcher suggests to learn about connotative meaning in order to know the meaning of literary works especially international literature.
4. The researcher suggests the readers of this thesis who will do the same research to learn deeply about connotative meaning in the song lyrics, and make better than this thesis.

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APPENDIX 1

RED LYRICS

Loving him is like driving a new Maserati down a dead-end street
Faster than the wind, passionate as sin, ending so suddenly
Loving him is like trying to change your mind
Once you're already flying through the free fall
Like the colors in autumn, so bright, just before they lose it all

Losing him was blue like I'd never known
Missing him was dark gray, all alone
Forgetting him was like tryin' know somebody you never met
But loving him was red

Loving him was red

Touching him was like realizing all you ever wanted
Was right there in front of you
Memorizing him was as easy as knowing all the words
To your old favorite song

Fighting with him was like trying to solve a crossword
And realizing there's no right answer
Regretting him was like wishing you never found out
That love could be that strong

Losing him was blue like I'd never known
Missing him was dark gray, all alone
Forgetting him was like tryin' know somebody you never met
But loving him was red
Oh, red
Burning red

Remembering him comes in flashbacks and echoes
Tell myself, "It's time now, gotta let go"
But moving on from him is impossible

When I still see it all in my head
In burning red

Loving him was red

Oh, losing him was blue like I'd never known

Missing him was dark gray, all alone

Forgetting him was like tryin' to know

Somebody you never met

'Cause loving him was red

Yeah, yeah, red

We're burning red

And that's why he's spinning 'round in my head

Comes back to me, burning red

Yeah, yeah

His love was like driving a new Maserati down a dead-end street

APPENDIX 2

EVERYTHING HAS CHANGED LYRICS

All I knew
This morning when I woke
Is I know something now
Know something now I didn't before
And all I've seen
Since eighteen hours ago
Is green eyes and freckles and your smile
In the back of my mind making me feel like

I just wanna know you better, know you better, know you better now
I just wanna know you better, know you better, know you better now
I just wanna know you better, know you better, know you better now
I just wanna know you, know you, know you

'Cause all I know is we said, "Hello"
And your eyes look like comin' home
All I know is a simple name
And everything has changed
All I know is you held the door
You'll be mine and I'll be yours
All I know since yesterday
Is everything has changed

And all my walls
Stood tall painted blue
But I'll take 'em down, take 'em down
And open up the door for you
And all I feel
In my stomach is butterflies
The beautiful kind, makin' up for lost time
Takin' flight, makin' me feel like

I just wanna know you better, know you better, know you better now
I just wanna know you better, know you better, know you better now

I just wanna know you better, know you better, know you better now
I just wanna know you, know you, know you

'Cause all I know is we said, "Hello"
And your eyes look like comin' home
All I know is a simple name
Everything has changed
All I know is you held the door
And you'll be mine and I'll be yours
All I know since yesterday
Is everything has changed

Come back and tell me why
I'm feelin' like I've missed you all this time
And meet me there tonight
And let me know that it's not all in my mind

I just wanna know you better, know you better, know you better now
I just wanna know you, know you, know you

All I know is we said, "Hello"
Your eyes look like comin' home
All I know is a simple name
And everything has changed
All I know is you held the door
You'll be mine and I'll be yours
All I know since yesterday
Is everything has changed

All I know is we said, "Hello"
So dust off your highest hopes
All I know is pouring rain
And everything has changed
All I know is a new found grace
All my days, I'll know your face
All I know since yesterday
Is everything has changed

APPENDIX 3

ALL TOO WELL LYRICS

I walked through the door with you
The air was cold
But something about it felt like home somehow
And I left my scarf there at your sister's house
And you've still got it in your drawer even now

Oh, your sweet disposition
And my wide-eyed gaze
We're singing in the car, getting lost upstate
Autumn leaves falling down like pieces into place
And I can picture it after all these days

And I know it's long gone and that magic's not here no more
And I might be okay but I'm not fine at all

'Cause there we are again on that little town street
You almost ran the red 'cause you were lookin' over at me
Wind in my hair, I was there
I remember it all too well

Photo album on the counter
Your cheeks were turning red
You used to be a little kid with glasses in a twin-sized bed
And your mother's telling stories 'bout you on the tee-ball team
You told me 'bout your past thinking your future was me

And I know it's long gone and there was nothing else I could do
And I forget about you long enough to forget why I needed to

'Cause there we are again in the middle of the night
We're dancing 'round the kitchen in the refrigerator light
Down the stairs, I was there
I remember it all too well, yeah

And maybe we got lost in translation
Maybe I asked for too much
But maybe this thing was a masterpiece 'til you tore it all up
Running scared, I was there
I remember it all too well

And you call me up again just to break me like a promise
So casually cruel in the name of being honest
I'm a crumpled up piece of paper lying here
'Cause I remember it all, all, all
Too well

Time won't fly, it's like I'm paralyzed by it
I'd like to be my old self again
But I'm still trying to find it
After plaid shirt days and nights when you made me your own
Now you mail back my things and I walk home alone
But you keep my old scarf from that very first week
'Cause it reminds you of innocence
And it smells like me
You can't get rid of it
'Cause you remember it all too well, yeah

'Cause there we are again when I loved you so
Back before you lost the one real thing you've ever known
It was rare, I was there, I remember it all too well

Wind in my hair, you were there, you remember it all
Down the stairs, you were there, you remember it all
It was rare, I was there, I remember it all too well

AN ANALYSIS OF CONOTATIVE IN ENGLISH SONG LYRICS OF TAYLOR SWIFT IN “RED ALBUM”

by Anisah Septiyani

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AN ANALYSIS OF CONOTATIVE IN ENGLISH SONG LYRICS OF TAYLOR SWIFT IN "RED ALBUM"

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