

CHAPTER I INTRODUCTION

A. Background of The Study

Different people define love in different ways. This can be seen in how concepts, ideas, and images of love are created and shared through literary and non-literary media, publishing, and social networks (Lukšík & Guillaume, 2018). Love is a feeling of strong or constant affection for a person (Love Definition & Meaning | Britannica Dictionary, 2023). Because of love, a person's life becomes very happy and colorful. Once you have felt love, you will decide to make a commitment.

Then, according to Robert Sternberg (1986), "love has three components of interpersonal relationships: passion, commitment, and intimacy". Sternberg listed three elements that make up love (Taneja & Goyal, 2020). Intimacy, defined as "feelings of closeness, connectedness, and bondedness in loving relationships," is the first element (Taneja & Goyal, 2020). Passion was described as the "romantic and physical components of a relationship" and is the second element (Taneja & Goyal, 2020). Sternberg defines the third element, commitment as "the decision that one loves a particular person in the short term and to maintain that love as one's commitment" in the long term (Taneja & Goyal, 2020). Commitment is an important element in developing and maintaining faith in a romantic relationship, as well as influencing a person to evaluate their relationship as something positive, in a spirit of happiness, and more competitive (Taneja & Goyal, 2020).

To build a commitment in love communication is needed. This communication can be a verbal message or a written message (Merriam Webster, 2023). Moreover, communication requires something called language. Then, according to Aristotle, language is a system of communication that consists of a set of sounds and written symbols that are used by the people of a particular country or region for talking or writing (Tierney, 2002). Language is a means of communication that acts as a link between one person and another in carrying out daily activities (Gee et al., 2022). Language itself has a role to connect people through its use to convey ideas (Gee et al., 2022). As a means to communicate, language is conveyed in two ways, namely directly and indirectly (Gee et al., 2022). Direct language delivery is done by speaking, while other language delivery can be done through songs (Gee et al., 2022). Language delivery in both activities is called the verbal language delivery process (Gee et al., 2022). Then, the indirect or non-verbal delivery process is realized in a form such as symbols, signs, gestures, and so on (Gee et al., 2022).

When experiencing what is called love, someone usually creates beautiful sentences for his or her partner. These beautiful sentences can be poems or songs. A song is a short musical composition of words and music (Merriam Webster, 2023). A song has lyrics as one of its components. Sometimes, a songwriter writes a lyric that represents his personal feelings. So, the lyrics of a song contain implicit and explicit meaning.

In this study, researchers chose Charlie Puth's songs, because Charlie has won several categories in the music world and he is also often included in several award nominations (An Amazon Company, 2023). One of the awards he won was the Song of the Year category at the Hollywood Film Award in 2015 (An Amazon Company, 2023). Then in the following year he won several awards and entered into several nominations (An Amazon Company, 2023). Charlie has also achieved platinum certification from the RIAA (Recording Industry Association of America) which can only be achieved by a handful of songs (McIntyre, 2019). Not only that, based on the television program hosted by Jammy Fallon, we can see how Charlie creates music using the items around him and in the television program he uses a mug and a spoon (Charlie Puth Creates an Original Beat on the Spot With a Mug and a Spoon | The Tonight Show, 2022) . In addition, Charlie Puth created songs inspired by his life (Arthur, 2022).

Therefore, to find out the meaning and the writer feeling of a song, we need a tool that can detect the meaning of the song's lyrics. Thus, analyzing this data requires tools related to linguistics. The study of language is called linguistics, according to Sapir (1921). Linguistics is divided into microlinguistics, including phonetics, phonology, morphology, syntax, semantics, and pragmatics, and macrolinguistics, including sociolinguistics, psycholinguistics, neurolinguistics, anthropology, and computational (Muslimah, O. A. & Devita, 2023). Semantics is one of the studies in linguistics that study meaning (Asriati & Asmayanti, 2020). Semantics is also one of the language's internal elements (Gee et al., 2022). According to Hurford (2007:1), semantics is the study of meaning in language.

Then, scientifically, semantics aims to analyze language, which means a meaning is contained in the language (Gee et al., 2022). According to Riemer (2010:3), "meaning is the essence of language. Meaning, we might say, is the purpose of language; having language without meaning is like having wheels without air." So in this case, the importance of knowing the meaning of a word cannot be denied (Gee et al., 2022). Moreover, in using language, the meaning is very important to know, whatever the purpose is (Gee et al., 2022). Semantics is a discipline of linguistics that offers the discussion on meaning (Gee et al., 2022). Thus, the "meaning" of a language is what gives it its fundamental significance (Gee et al., 2022). Then, one of the studies that discusses meaning in semantic studies is called denotative and connotative meaning. Denotative meaning is the actual meaning of the word with the dictionary as the source. While connotative meaning is the implied meaning in a sentence. In addition, to find out the writer's feelings in a song lyric, semantics has a branch of science called affective meaning.

In analyzing the meaning and the song writer's feelings that contained in some of the lyrics on Charlie Puth's "Charlie" album, it takes context for the meaning to be found. Therefore, this study uses a semantics approach called the study of meaning. Apart from that, researchers also use this approach because it is related to Geoffrey Leech and J.R. Martin and P. R. R. White. Meaning can be defined as an utterance form accurately if it relates to something of which one has natural knowledge.

Using the theory of J.R. Martin, the researchers will find out that in making a song, a writer puts in his personal experience. Besides, having found the writer's feelings, we can understand more and more the meaning of the author. Then, when we experience the same thing as the songwriter, we can follow the steps he took to get out of trouble.

B. Problem Formulation

1. What is denotative meaning in the song lyrics of Charlie Puth's album with the love topic?
2. What is the affective meaning of lyrics of Charlie Puth's song?

C. Objective of The Study

1. To find denotative meaning that contain in the Charlie Puth's songs.
2. To find the affective meaning in the lyrics of Charlie Puth's song.

D. Review of Related Studies

The existence of this research is certainly inseparable from the existence of previous studies. Therefore, the researcher provides an explanation regarding the contents of the research from previous researchers, namely:

First, previous research on Analysis Metaphors Lyric Song In Petal For Armor By Hayley Williams, 2023, which was conducted by Febrian, Gilang discussed a song lyric usually contains a meaning in it, which meaning the writer wants to convey. Sometimes the meaning contains life or emotional experiences experienced by the author so that listeners can understand what the composer wants

to convey through the lyrics which aims to analysis the use of conceptual metaphors in the songs on the album *Petals for Armor* by Hayley Williams by focusing on discussing the meaning that is in each song. This research used a qualitative analysis. Method to analyze the primary data for this research comes from the album *Petals for Armor*, a music album released in 2020 and Popularized by Hayley Williams and the secondary data will provide some perspective and provide the supposition needed for making the most Accurate conclusions from this research using the theory proposed by Lakoff & Johnson (2003). This research found that based on the journal, the author found 21 conceptual metaphors in the song lyrics of the *Petals for Armor* album. The analysis results show that the album contains various types of conceptual metaphors used to describe and express the author's experience, aiming to be understood by listeners through the use of metaphors in each song's lyrics.

Second, previous research on *Conceptual Metaphors in Selected Song Lyrics of Les Misérables Original Broadway Soundtrack, 2021*, which was conducted by Lazar, Paskalina Dwi Intan Bui and Bram, Barli discussed in musical dramas, good songs support musical performances. When writing lyrics, many songwriters use figurative language to make the songs they write more alive and meaningful which aims to discover the conceptual metaphors in *Les Misérables* original Broadway soundtrack's selected song lyrics and find the meanings of metaphors found in song lyrics of *Les Misérables* original Broadway soundtrack. This research used a qualitative approach. Method to analyze the data were collected from 10 selected songs of *Les Misérables'* original soundtrack using the

theory proposed by Lakoff & Johnson (2003). This research found that in this research, the author found 14 structural metaphors, 5 orientation metaphors, and 6 ontological metaphors in the song lyrics.

Third, previous research on *An Analysis Structural Metaphor in Imagine Dragon's Selected Songs, 2022*, which was conducted by Fatwansyah, Bamagin, Ayomi, Putu Nur and Pratiwi, Desak Putu Eka discussed language is one of the most important parts of our life that is used every day. This is because language supports human communication. Communication is important because it reduces the level of ambiguity in social interaction which aims to explore the use of Structural Metaphors in selected songs by rock band Imagine Dragon and their meanings. This research used a qualitative method. Method to analyze the data using the theory proposed by Lakoff to identify structural metaphor and also using the theory by Leeches for the meaning. This research found that after analyzing the data, it was found that for each song such as *Believer*, *Bad Liar*, and *Enemy*, some lyrics contain structural metaphors based on the metaphor theory, but there are only five types of meaning out of seven types of meaning by Leech. The meanings found are Conceptual, Connotative, Collocative, Affective, and Thematic meanings.

Fourth, previous research on *The Analysis of Metaphor in Westlife's song lyrics, 2018*, which was conducted by Ndraha, Lies Dian Marsa discussed metaphors are usually used by Westlife in their lyrics to express what they mean in order to transfer the message they want to send to the listeners in expressing their feeling. But most of people who is interested to listen and sing the Westlife's song lyrics do not understand the metaphor that exist in Westlife's song lyrics. which

aims to find the use of metaphors in Westlife song lyrics. This research used qualitative research. Method to analyze 19 data using the theory proposed by Goatly's book. This research found that 19 of metaphor used in the Westlife's song lyrics. And each metaphors were found in the lyric of Westlife Songs Try to tell us about human social life which contained about love, sadness, happiness, spirit and others. In line with conclusion, the researcher suggests that readers could develops their knowledge of metaphors. This result hopefully would help English teacher to use metaphor in teaching process, and use the metaphor in the classroom can be an effective way of expanding students' vocabulary.

Fifth, previous research on Metaphor Analysis in "Death By A Thousand Cuts" and "False God" Song Lyrics by Taylor Swift, 2023, which was conducted by Muslimah, Olivia Apriliani and Devita, Afni Apriliyanti discussed metaphors are often used in songwriting to implicitly convey meaning. Taylor Swift, who has always been known for her incredible lyrics, is no exception which aims to reveal the meaning of the lyrics of the two songs with metaphors. This research used descriptive qualitative with a metaphorical approach according to Ullman and Leech. Method to analyze 24 data using the theory proposed by Ullman (2009:203) and Leech (1981). This research found that two songs have the same number of metaphors. The song "Death by Thousand Cuts" has 6 metaphors out of 16 lines of lyrics, and the song "False God" has 6 metaphors out of 15 lines of lyrics. Then the metaphor with the highest number according to the data analysis is the type of metaphor from concrete to abstract with a total of 5. From the results of the analysis of the two songs, it proves that the role of metaphor in a song can help listeners

understand meaning and feelings in depth. By using concrete to abstract metaphors, Taylor Swift tries to tell a clear story to listeners through her songs.

Sixth, previous research on *The Analysis Of Denotative And Connotative Meaning In Ariana Grande's Song Lyrics: A Semantic Study*, 2020, Vol. 03, and No. 02 which was conducted by Pratiwi, Desy Riana, Indrayani, Lia Maulia, and Soemantri, Ypsi Soeria. discussed the meaning in language is indeed diverse in types, one branch of linguistics that studies meaning is semantic science. Semantic is referred to as the study of meaning. This research used a qualitative descriptive method. The method to analyze the data used the main theory from Geoffrey Leech about semantics. This research found that there are more connotative meanings compared to denotative meanings in Ariana Grande song lyrics, this study found three connotative meanings and two denotative meanings. The number of connotative meanings and denotative meanings is not too much different, but connotative meanings are more numerous because this song contains many meanings that are not actual. From several previous studies that have been discussed, there are similarities and differences with the research being conducted.

The difference between this research and previous research is that in this research, the researcher examined denotative meaning and affective meaning in song lyrics because there have been many studies that use metaphor analysis in analyzing song lyrics. In addition, the researcher chose Charlie Puth's "CHARLIE" album which consists of 12 songs to be analyzed.

E. Research Methodology

This research uses a descriptive qualitative method that focuses on the denotation meaning and affective meaning contained in Charlie Puth's song albums. This qualitative research was chosen because the data analyzed is in the form of written text, namely song lyrics. In conducting qualitative research, researchers are required to reflect on themselves, according to Burnar (1995). Then, according to Ali and Yusof, qualitative research is any research that does not involve statistical procedures and focuses on emphasizing the observation of phenomena and examining the essence of the meaning of a phenomenon. In addition, Basri (2014) formulates that qualitative research focuses on the process and meaning of the results.

1. Data and Source of Data

The object of this research are songs on Charlie Puth's new album, namely "CHARLIE." Then, the researcher will analyze what denotative and affective meaning are contained in the song lyrics. According to the Big Indonesian Dictionary (KBBI) data is defined as a collection of facts or information obtained by making observations, measurements, or research, which is usually in the form of numbers, text, or images that can be processed and analyzed in order to gain further understanding or knowledge. For data on song lyrics, researchers took data about words and phrases containing the denotative and affective meaning of the songs contained in Charlie Puth's album of songs.

2. Data Collecting Technique

In conducting research, data collection is very necessary. According to Ridwan (2010: 51), data collection strategies are approaches or procedures that researchers might utilize to gather data (Aulia et al., 2023).

Therefore, in this research, the steps taken to collect data include:

1. To collect information related to research through journals, articles, dictionaries, and book.
2. To find song lyrics, the researcher open the link : <https://genius.com/>.
3. To search and collect lyrics for several songs via the Genius Web.
4. To analyze the data found using the theory by Geoffrey Leech and J.R. Martin and P. R. R. White.

3. Data Analyzing Technique

Data analysis techniques are techniques that explain the amount of results from a process or method Obtained, in this case the aim is to process or analyze data in accordance with the provisions (Arif, 2019:66). In data analysis, the researcher uses the concept of Geoffrey Leech and J.R. Martin and P. R. R. White. According to Geoffrey Leech, logical meaning is prioritized in conceptual meaning. 'denotative' or 'cognitive' meaning is another name for it. In this study, it is considered that conceptual meaning refers to the meaning that is published in the dictionary, even though various language users may have distinct conceptual meanings. Then, according to

Martin & R White (2005), affective meaning is the feeling experienced by the writer that is contained in a sentence, phrase or word, whether it is a positive or negative feeling.

F. Presentation

This research consists of four chapters. Chapter 1 contains the background of the study, problem formulation, objectives of the study, review of related studies, research methodology, and presentation. Chapter 2 contains theoretical approaches and theoretical framework. Chapter 3 contains data analysis. Chapter 4 contains conclusions and suggestion.