

CHAPTER I

INTRODUCTION

The researcher discusses the information of the study. This chapter consist of Research Context, the Research Focuses, the Research Objectives, the significance of the study, the Scope and Limitation and Definition of the Key Terms.

A. Research Context

The song lyrics that were created contain lines of words that are well arranged in an interesting diction and rhyme. Song lyrics are also a persons expression from his inner nature about something he sees, hears or experiences. Song lyrics are a work that uses written language which is usually in the form of a series of words with beautiful diction. That is, song lyrics are the same as poetry when viewed on paper. This connotative meaning is not the actual meaning. Connotative meaning is difficult to interpret because this meaning depends on the context of the sentence intended by the writer or speaker¹.

Connotative meaning is a meaning related to the feelings of the author². So lyrics are the same as poetry but are presented with songs that belong to the imaginative literary genre. Song lyrics are literary works that are often found today. Musicians, especially song lyricists, express feelings through written song lyrics. In writing the lyrics of this song, the songwriters express many kinds of feelings. Connotative meaning is not directly related to the explicit intent or subject matter; rather, it surpasses

¹Andin Primadani Putri, Syifa Fauziah Azhaar, and Aveny Septi Astriani, 'Analysis of Connotative Meanings in the Songs on the Konspirasi Alam Semesta Album By Fiersa Besari', *Journal of Language and Literature*, 10.2 (2022), 181–95 <<https://doi.org/10.35760/jll.2022.v10i2.7461>>.

² Ibid.

the literal definition. Connotations are present in various forms like movies, novels, and occasionally within song lyrics.³

Talking about song lyrics, you will definitely talk about music too. Music is one of the entertainment that is very popular with the community. Music is always there on art stages, concerts, TV, shopping centers, at home too, in offices at rest time, music always accompanies every human activity. Likewise with the development of recording technology and sophisticated tools that can cause everyone to enjoy music easily. One band in English that has caught the attention of music lovers is Ed Sheeran's song "Devide" album. Every song lyric contained in a song always makes the audience curious about the song, namely about the choice of words used in the song as if it were a certain code. One of them is a song called "Perfect". The use of words that are always used by musicians in a song, of course, uses word choice or diction so it is necessary to analyze the song to find its meaning. Diction is original and of course contains meaning, so that the lyrics of the song sound melodious, have character and have high artistic power.

Diction is the ability to distinguish precisely the nuances of meaning of the idea to be conveyed, and also the ability to find the form that fits the situation and the sense of value belongs to the listening community⁴. Choice of words or diction includes understanding which words must be used to achieve an idea, how to form word

³Kadek Mei Harsetiani, 'The Connotative Meaning of Expression Found in Adele " s Song Lyrics 21 " Japanese Edition " Album', 21 (2022), 16–20.

⁴Syafi' Junadi and Mariana, 'PENGUNAAN DIKSI DALAM NOVEL "PERGI" KARYA TERE LIYE', *Jurnal Tarbiyatuna*, 1 (2020), 42 <<https://doi.org/https://doi.org/10.30739/tarbiyatuna.v1i01.1007>>.

groupings-the right words or using expressions, with the meaning that is best used in a situation⁵.

That diction is the ability to accurately distinguish the nuances of meaning from the ideas or ideas to be conveyed, as well as the ability to find a form that fits the situation, the sense of value that belongs to the audience⁶.

According Keraf, a denotative diction denotes to a particular referent, concept, or idea of a most basic referent to a word. While connotative diction is a type of word in which the stimulus and response contain emotional values⁷. According to Atmazaki, in an effort to choose words, poets make use of the possible meanings that exist in a word. In this case, there are two kinds of meaning which are used quite dominantly: denotation and connotation⁸. In addition, the choice of words (diction) and rhymes in a poem (song lyrics) can determine the beauty of a poem or song lyrics. However, it should be understood that the use of poetry or song lyrics is only limited to the use of connotative meaning. Therefore research on connotative meanings in the five song of "Devide" album song by Ed Sheeran. Ed Sheeran's "Devide" album is a band that is well known to music connoisseurs or fans for their work which is distinctive and rich in the use of diction and rhyme, thus attracting the hearts of its fans.

This research aims to explain connotative meaning contained in the five song lyrics in Ed Sheeran songs Devide album. Because, not all listeners understand the meaning the songs in the song. The author hopes that this research can provide

⁵ Ibid., Junadi and Mariana.

⁶ Moh Syamsul and Lana Saadatul Abadiah, 'DALAM ALBUM PERDANA ANDMESH KAMALENG Prodi Tadris Bahasa Indonesia IAI Darussalam Blokagung Banyuwangi A . Pendahuluan Dalam Kehidupan Manusia , Bahasa Sangatlah Penting Baik Dari Komunikasi Antar Individu Dan Antar Kelompok Yang Satu Dengan Yang Lain . I', 2.1 (2021), 41-58 <<https://doi.org/https://doi.org/10.30739/tarbiyatuna.v2i01.974>>.

⁷ G. keraf. (2010). p 28-29

⁸ Atmazaki (1993:35). Analisis sajak, Teori, Metodologi, dan Praktek: Bandung : Angkasa

information and knowledge to readers about the connotative meaning contained therein song lyrics from the album *Divide* sung by Ed Sheeran a part from that, I hope this research can be useful understand the connotative meaning and understand the meaning of a word. Ed Sheeran is a new British singer, who is producing a new album in March 2017. She is a successful singer in England because she has many popular songs. Apart from that, it also won song of the year at the BMI London Awards. Besides that as a singer, he is also a songwriter. He has become a songwriter not only for her own songs but also for other famous singers like Justin Bieber and One Direction. Nowadays, people often listen to Ed Sheeran's songs because of he has published a new album "Devide" consisting of 16 songs. Share the album has earned numerous accolades including being the top 50 album of the year in 2017 at Rolling stone. Moreover, many people like the songs on the *Divide* album, that's evident by the number of albums it has sold. According to the official chart data, the album *Divide* became the best-selling entertainment product of 2017 in the United Kingdom.⁹

The selection of the song *Devide* by Ed Sheeran as the research object was based on various considerations. First, the songs created and sung by Ed Sheeran, especially for the album "*Devide*", have their own characteristics and are rich in the use of connotative meanings, so they have received quite a large response from music lovers throughout the world. Second, this research is used as an alternative for selecting sources for learning English language and literature. Third, research on Ed Sheeran's song lyrics for the album "*Devide*" has never been carried out to the best of the researcher knowledge. The following are five songs that researchers will examine, including the titles: *Perfect*, *Shape of you*, *Castle on the hill*, *Eraser*, and finally *Dive*.

⁹ Hazat Sailal Ilmi, "DEIXIS ANALYSIS ON THE SONG LYRICS OF ED SHEERAN "DEVIDE" ALBUM" (Dissertation, UIN Maulana Malik Ibrahim. Malang, 2018), 4-5

This study of connotative meaning in the five lyrics of the song by Ed Sheeran on the “Devide album” is meant to look deeper into the content of the song's lyrics, especially in an effort to enrich vocabulary in the library of literature so that it is not solely enjoyed as entertainment. Based on the description above, the researcher took the title "An Analysis Connotative Meaning on the song Lyrics of “Devide” Album By Ed Sheeran.

B. Research Focus

Another term of research problem is called research focus. Research focus or research problem are the educational issues, controversies, or concerns that guide the need for conducting a study. While in Pedoman Penulisan Karya Ilmiah states that the focus of research is a complete and detailed statement of the scope of the problem under investigation, based on problem identification and limitations.¹⁰

1. What types of connotative meaning are found in the five song lyrics on the “Devide” by Ed Sheeran?
2. What are the meaning of connotative words found in the five song lyrics on the “Devide” album by Ed Sheeran?

C. Research Objectives

Research objective is statement of intent that specifies goals that the investigator plans to achieve in a research.¹¹ Based on the research focus above, the researcher conducted this research with the aim of :

¹⁰ Tim Penyusun Pedoman Karya Ilmiah, Pedoman Penulisan Karya Ilmiah. (Pamekasan: IAIN Madura Press, 2020), p.16

¹¹ John W. Creswell, Educational Research, Planning, Conducting, And Evaluating Qualitative And Quantitative, (Boston; Pearson Education, 2012), 3.

1. To aims to identify the types of connotative meaning in the five song lyrics on the “Devide” by Ed Sheeran album.
2. To describe the meaning of connotative words found in the five song lyrics on the “Devide” album by Ed Sheeran.

D. Significant of the Study

As mentioned before on the background the researcher conduct this research with great significant both theoretical and practical on analyze connotative meaning in the song lyrics.

1. Theoretical Significant

This lesson is used to develop knowledge and add new information from the theory of connotative meaning in song lyrics. On the other hand, the author hopes that the results of his research can give a message to readers or listeners of the song. Related to how the connotative meanings in the song lyrics, so that people know the connotative meaning contained in the song lyrics.

2. Practical Significant

a. For English Teacher

This study can helps the teacher when educate the student about types of connotative meanings.

b. For the Students

Students know more about the types and all theories of connotative meaning types so that students avoid mistakes in understanding connotative meaning and types of connotative meaning when listening to English songs.

c. For the Researcher

The result of this research could become a reference for future researcher and also make the researcher more understand what is types of connotative meanings, and all related theory.

E. Definition of Key Terms

Creswell stated that to begin your search of the literature, narrow your topic to a few key terms using one or two words or short phrases¹² In order to avoid misunderstanding of the issues discussed, the following are operational definitions.

1. Semantics

Semantics is the study of reference, meaning, or truth. The term can be used to refer to subfields of several distinct disciplines, including philosophy, linguistics and computer science.

2. Connotative meaning

connotative meaning can be divided into two types, namely positive connotative and negative connotative meaning, there is neutral connotative.

3. Song lyrics

Song lyrics are language exposure in the form of the arrangement of words in a song.

F. Previous Studies

In previous studies that have been conducted by previous researchers are as follows.

¹² John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, 4th ed (Boston: Pearson, 2012),82.

The researcher found some relevant previous studies for this research. The first study by Risma Rahmawati and Ida Zuraida Supri (2022) entitled “Connotative Meaning in The “Four” Album by One Direction.” It aims to identify the words containing connotative meaning based on the context and to analyze the type of connotative meanings. The theory of connotative meaning and types of connotative meaning is based on the theory proposed by Leech (1974). The results of this research show that there are 49 connotative words found in the “Four” album by One Direction. The words containing connotative meanings are categorized into 3 types of connotative meanings. The theory that use in this study is based by Chaer (1994) which divided connotative into three types: positive, negative, and neutral. All three types of connotative meanings found are as the following distribution: 22 (45%) data for negative connotative meanings, 19 (39%) data for positive connotative meanings, and 8 (16%) data for neutral connotative meanings. In conclusion, the dominant types of connotative words found in the “Four” album by One Direction have negative connotative meanings.

The second study is by Satriani (2022) entitled “An Analysis Connotative Meaning In Adele’s Song Lyrics” the author used Michael Alley theory, and found three different types of connotative meaning: positive connotation, neutral connotation, and negative connotation. From the lyrics of the song. The author of this study found forty-six data points that contain connotative meaning. including eight positive connotation with the percentage 17.3%, 11 neutral connotations with the percentage 24%, and 27 negative connotations with the percentage 58.6%. Common type of Connotative Meaning that found in 5 Adele’s Song Lyrics is negative connotation. Negative connotations mostly used in song lyrics to replace the actual meaning to replace the true meaning that aims to convey something bad, because in the song's lyrics

it tells about Adele's life, which is full of misery. The song lyrics also make it more interesting to understand it. The message the author intended to express was discovered by the researcher through this research. The series of words written in the lyrics of the song describe the situation and feelings that are being experienced.

And the last, this research focuses on analyzing connotative meaning in Maher Zain's song lyrics and also to find the message that delivered by Maher Zain. In the connotative meaning analysis research produced by the researcher by Armansyah. The reason for choosing a song lyrics as the main sources of data because the connotative meaning is common in the song lyrics. The song lyrics chosen as the main sources of data are Forgive Me, Hold My Hand, Thank You Allah, Palestine Will Be Free and My Little Girl. The method of this research is qualitative descriptive method to analyze the data. Within the lyrics, it is found 3 kinds of connotative meaning such as positive connotation, neutral connotation and negative connotation. From the lyrics of the song, it is found six positive connotations, four neutral connotations, and four negative connotations. In Forgive Me and Thank You Allah, Maher Zain convince the relations between human to Allah such as to keep from lust and the sense of thanking to Allah swt.

From previous research, researchers can compare and contrast their similarities and also differences. The similarities between this research and previous research. The study above focuses on diction analysis based on meaning. The difference between the present previous research and research regarding research objects and theories used. In this research, the researcher discusses diction analysis based on meaning and rhyme based on its position in the stanza focus on "Lyrics of Ed Sheeran's songs on the Divide album". Meanwhile, previous research conducted by researchers Moh Syamsul Ma'arif and Lana Saadatul Abaidah focused on "diction and language style". The second

research was researched by Armansyah analyze the song lyrics from Maher Zain in album “Forgive me and Thank You Allah”. This research will find out the connotative meaning and explain about connotative meaning that exists in the lyrics. And also, this research is not only giving explanation about connotative meaning but also explain the message of each connotative meaning.

G. Review of Related Literature

In this study, the authors only focused on the meaning or choice of words in the lyrics of Ed Sheeran's album "Divide". Some of the literature related to this topic is as follows.

1. Semantics

Semantic is the study of meaning and is the center of communication in language¹³. In language, understanding the meaning of each word is the most important thing for everyone. Apart from avoiding ambiguity, if we don't know the meaning from each of these words, it will not be possible to understand the meaning of an expression, to learn this is called semantics.

Semantics is a science about the meaning of a word, phrase and sentence which is part of the structure of language¹⁴. Another definition which says that semantics is the main branch of linguistics devoted to the study of meaning in language¹⁵.

Semantics is the study of sentence meaning and word meaning.¹⁶To understand

¹³Desy Riana Pratiwi, Lia Maulia Indrayani, and Ypsi Soeria Soemantri, ‘The Analysis of Denotative and Connotative Meaning in Ariana Grande’s Song Lyrics: A Semantic Study’, *ELS Journal on Interdisciplinary Studies in Humanities*, 3.2 (2020), 231–35 <<https://doi.org/10.34050/els-jish.v3i2.9994>>.

¹⁴ George, Yule. *The Study of Language*. Cambridge University Press, 2005. Print

¹⁵Crystal, David. *A dictionary of linguistics and phonetics*. Vol. 428

¹⁶ Patrick Griffiths. *An Introduction to English Semantics and Pragmatics*. Vol.6

meaning, one must understand meaning in communication, because the communication is not dealing with words alone also supported by a series of words that contain a purpose.

This is in line with Keraf's words, because in communicating we do not only deal with "words", but with a series of words that support the message, understanding all of these things in all contexts is part of the overall effort to understand meaning in communication.¹⁷ Examples of semantics with multiple meanings according to researchers:

a. Where did you purchase these tools?

Purchase can be referred to as use, buy, release, modify, and take.

b. Calling someone an angel doesn't mean they inhabit heaven. Semantics make us believe that they have a beautiful character.

2. Words and Meanings

a. Word

The meaning of words in everyday life cannot be separated from where they like, because words are a part of language that has origins or meanings. Words are a means of channeling ideas that will be conveyed to others¹⁸. Words have a very important role for a broadcaster (songwriter) because words are the main tool for conveying feelings and thoughts for an announcer (songwriter). An announcer (songwriter) must have a certain vocabulary and can master it well. Because mastery of vocabulary by a broadcaster (songwriter) determines the good

¹⁷ Keraf.25

¹⁸ Keraf, Gorys. *Diksi dan Gaya Bahasa*, Jakarta : Gramedia . 21

and bad of a work. This is in line with the opinion of which states whether a poem (song lyrics) is good or not depends on the skill of the writer in using words¹⁹.

In choosing words besides choosing based on the meaning to be conveyed and the level of feeling and inner mood, it is also motivated by socio-cultural factors²⁰. In addition, the intensity of the announcer's (songwriter's) feelings, emotional levels, love, hate, longing and so on determine the choice of words, for example in the form of writing song lyrics. Ideas that come out of a songwriter usually come from hurt feelings, breakups, hate, longing and so on.

b. Meaning

The study of meaning is called semantics. States that semantics is a field of study in linguistics that studies meaning or meaning in language²¹. Meanings that cover various fields and contexts its use. Furthermore, meaning according to Chaer is the concept that each word or lexeme has.²² Meanwhile Keraf states that meaning is an aspect that causes a reaction in the mind of the listener or reader because of the form earlier²³. The meaning of a word, even though it does not change synchronically but due to various factors in life, can become general in nature. The meaning of the word only becomes clear when it is used in a sentence.

a) Types of Meaning

According to Leech, meanings are logical or conceptual, associative, and thematic meanings. Those categorized as associative

¹⁹ Pradopo, Rachmat Djoko. Pengkajian Puisi. Yogyakarta: Gadjah Mada University Press. 52

²⁰ Waluyo, Herman J. Teori dan Apresiasi Puisi. Jakarta : Erlangga. 73

²¹ Chaer 2013, hlm2

²² Ibid.p.287

²³ G.Keraf. Diksi dan Gaya Bahasa, Jakarta : Gramedia. 25

meanings include connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning²⁴.

a. Conceptual meaning

Conceptual meaning, which is more familiar called denotative (meaning dictionary) or cognitive meaning because this meaning point to a logic based on empirical factual knowledge or denotative content. Example:

“The house is 250 square meters. “

There are shows a house that has a size of 250 square meters according to the denotation or true meaning. Due to the correct size and area of the house.

“Wembley Stadium crowd's two-hundred-and-forty-thou' “

Here it's stated that the denotative meaning of this meaning indicates that the audience at wembley stadium was two hundred and forty two.

b. Connotative meaning

Connotative meaning is the communicative value of an expression has by what it refers to. Leech's connotative meaning was concerned with the real-world experiences associated with the linguistics expression one uses or hears. Connotative meaning is unstable since various values depend on culture, history, and life experience individual by individual. Connotative meanings describes the communicative value

²⁴Geoffrey Leech (1981:12). Semantics The Study of Meaning.P.9-11

an expression has by virtue of what it refers to, over and above its purely conceptual content.²⁵

For example, the connotative meaning of the word “dog” may have meaning “fun”, “scary”, or “smelled (stinky)”. Depending on the point of view that interprets it or the person’s feelings.

Connotation is a signifier that indicates how a signifier and a signified link to an ambiguous, indirect, or inexplicit meaning. It may also be regarded as the meaning component of one or more texts depending on the speaker's and listener's feelings.²⁶Connotative meanings describes the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content.²⁷

c. Social meaning

The language used led to the social realm. The component in language tells about the social situation from its speaker or authors. Social meaning is affected by dialect, time, province, status, modality, and singularity.

For example : the word home can have many use also like domicile (official), residence (formal) abode(poetic), home (ordinary use).

d. Affective meaning

²⁵Hilda Nur Alfiani and Moh Ilhami Hakim, ‘A CONNOTATIVE MEANING ANALYSIS ON OLIVIA RODRIGO ’ S SONG LYRICS IN SOUR ALBUM A . Introduction’, *Dialektika Program Studi Pendidikan Bahasa Inggris*, 11.2 (2024), 140–48.

²⁶Fitrie Amaelia, ‘An Analysis of Denotative and Conotative Meaning on Weird Genius Song’s Lathi Lyrics: A Semantic Perspective’, *English Teaching, Literature and Linguistics (Eternal) Conference*, 2.Vol.2 No.1 (2022): PROCEEDING OF ENGLISH TEACHING, LITERATURE AND LINGUISTICS(ETERNAL) CONFERENCE (2022), 165 <<http://conference.upgris.ac.id//index.php/etll/index>>.

²⁷Alfiani and Hakim.

Affective meaning has strict relation to social meaning. Leech stated that affective meaning associated with a language could show the speaker's feelings, which is also expressed by gesture to a listener or its content. Affective meaning needs a concern to some factors such as voice's tone, face's expressions, and posture to break down the message code that the speaker wants to convey.

For example : Jane is an angel of a girl and the man is a fox

e. Reflected meaning

Reflective meaning defined by Leech is the meaning which has double conceptual meaning, when one sense that is attached to a one word's meaning may bring into another sense of meaning. In addition, words can give the power of suggestion that helped by association's control.

For example : The word "gay" was frequently used in the time of William Wordsworth but the word now is used for "*homo sexuality*", the term was originally used to mean "carefree", "happy", or "bright and showy".

f. Collocative meaning

Collocative meaning appears in words that have associations since meaning tends to exist in their surroundings.

For example, in phrases "to wander" and "to stroll." In the case of a cow, the correct usage from those phrases is "to wander" since a cow can wander, however, not stroll.

g. Thematic Meaning

Thematic meaning is about alternative grammatical construction, for instance, active and passive voice. In the case of thematic meaning, the emphasis of elements' replacem.

For example :

1. Mr. Smith donated he first prize
2. The first prize was donated by Mrs. Smith

The first sentence "*who gave away the prize*" is more important, but in second sentence "*what did Mrs. Smith gave is important*", thus the change the meaning also.

c. Types of connotative

According to Charles Butar-butur Connotative meaning is a positive, negative or neutral sense value. In various educational books, connotative meaning is also mentioned as an additional meaning in each word.²⁸

According to J. N. Hook(in Widarso) connotative meaning can be divided into three types which are positive, neutral and negative connotative meanings:²⁹

1) Positive Connotative Meaning

²⁸ Charles Butar-butur. Semantik. Oktober 2021.Umsupress. p.128

²⁹ Ibid.Alfiani and Hakim.

Positive connotative is a words that conjure a favorable emotional response.³⁰Positive connotation refers to the positive or favorable associations that are connected to a particular word, beyond its basic definition. For example, consider the words "home" and "house." While both words refer to a place where people live, "home" has a positive connotation because it is often associated with warmth, comfort, love, and security. On the other hand, "house" is a neutral term and does not carry the same emotional weight. Words with positive connotations are often used to evoke positive emotions and create a favorable impression in the listener or reader. Advertisers and writers often choose words with positive connotations to make their products or ideas more appealing to the audience. A word whose connotation indicates or refers to positive emotions and associations. Positive or pleasant connotative meaning is also honorific, words that people feel good.³¹

For example, "*the aroma of my money*" produces a positive association because the word "*aroma*" implies that the smell is pleasing and inviting.

2) Neutral Connotative Meaning

A word whose connotation is neither positive nor negative.³²Neutral connotative meaning refers to the lack of emotional or cultural associations that a word carries beyond its literal definition or denotation. When a word has a neutral connotation, it does not evoke strong

³⁰Ellen Gladys and others, 'CONNOTATIVE MEANING FOUND IN TAYLOR SWIFT ' S SELECTED SONGS', *The Journal of Research Development Global Science*, 3.1 (2022), 1–11 <<http://www.nusantara.ac.id/globalscience/index.php/jurnal/article/view/48>>.

³¹Cruse, D. Alan. (2000). *Meaning in Language_ An Introduction to Semantics and Pragmatics*. Oxford University Press, USA)

³²I Made Mei Jayana, 'The Connotative Meanings In " The Internship " Movie " s Dialogue : A Semantics Study', 6.1 (2022), 9–15 <<https://doi.org/https://doi.org/10.24843/UJoSSH.2022.v06.i01.p03>>.

positive or negative feelings. Instead, it is used in a straightforward and objective manner, without implying any judgment or emotion.

For example, the word "book" has a neutral connotation. It simply refers to a physical or digital publication with pages that contain written or printed material. There are no strong positive or negative emotions associated with the word itself.

Neutral words are essential in communication as they help convey information without introducing bias or emotional influence. Writers and speakers often use neutral language when they want to present facts objectively and avoid swaying the audience's emotions in any particular direction.

3) Negative Connotative Meaning

A word whose connotation indicates or refers to negative emotions and that provokes a denotative emotional response.³³ Negative connotative meaning refers to the unfavorable or negative associations that a word carries, beyond its literal definition or denotation. Words with negative connotations often evoke feelings of displeasure, fear, or unease. These associations can be cultural, emotional, or personal, and they can significantly impact how a word is perceived in context.

For example, the word "stubborn" has a negative connotation. It implies resistance to change or cooperation and is often used to describe someone who is difficult to work with or unwilling to compromise.

³³Jayana.

Besides the positive and negative connotations, there is a neutral connotation. It is usually found in jargon language.³⁴In similar, Riebs & Reeves argue that connotative has several types that impact the readers' think to the word. First, positive (favorable) connotation is the words that make people feel good. Second, negative (unfavorable) connotation is words that provoke a negative emotional response of the reader/listener. Last, neutral connotation is words that cause no emotional reaction at all.³⁵

It is relevant to Chaer, he states that connotative meaning is the meaning that has a sense, whether it is positive or negative, and sometimes it can be neutral.³⁶Michael Alley states that there are two types of connotative meaning: negative connotation and positive connotation. Positive connotative (purr word) refers to a word that has a smooth feel to it, making someone feel at ease or having a positive meaning.³⁷

Meanwhile, negative connotative (snarl word) is a six-word that causes dread, sadness, disappointment, and other negative emotions, as well as negative feelings or feelings that have a bad meaning. Other from the positive and negative connotative meanings, there is a neutral meaning which is jargon language for the most part.

For example, the word snake it is means "a reptile with a very long body". Then, the snake can have the meaning of someone who cannot be

³⁴Daumi Rahmatika Zuhdah and Shinta Nuriya Alfain, 'An Analysis of Denotation and Connotation in Chairil Anwar's Poem', *E-Journal of Linguistics*, 14.1 (2020), 103 <<https://doi.org/10.24843/e-jl.2020.v14.i01.p11>>.

³⁵Dewi Putri Pakpahan, Christian Neni Purba, and Ridwin Purba, 'An Analysis of Connotative Meaning on Westlife Song Lyrics Based on Semantics', *American Journal of Humanities and Social Sciences Research*, 10, 2020, 34–44 <www.ajhssr.com>.

³⁶ Ibid. Chaer. p.65

³⁷ Michael Alley, *The Craft of Scientific Writing*. (New York: Springer Science + Business Media, 2018) p.77

trusted. It means, the connotative meaning of this snake refers to the negative connotation (Unfavorable).

Here are the examples of positive and negative connotative meaning :

Table 1

Example of positive, negative, and neutral connotative

| Positive connotation | Neutral | Negative connotation |
|----------------------|------------------|----------------------|
| Darling | | satan |
| Baby | Nine to Five Job | sting |
| Angel | mystery | |