

CHAPTER III

DISCUSSION OF RESEARCH FOCUS

In this chapter, the researcher will make a clear explanation and the phenomenon happened on Ed Sheeran song. that related with this research which is Semantics analysis of connotative meanings in the five song lyrics based on data gained through documentation have mentioned on previous chapter. For the first research as the researcher mentioned in chapter 1 “What is the meaning of diction contained in the five song on the “Devide” by Ed Sheeran album based on connotative meaning, What type of connotative meaning in the five song on the “Devide” album by Ed Sheeran”.

A. Identify types of connotative meaning in the five song lyrics on the “Devide” by Ed Sheeran:

The researcher used a qualitative approach with a content analysis type of research. The main source used is the song "Ed Sheran Album" to find out the data needed. While secondary sources are journals, articles, books, and theses related to this research to complement primary data. In collecting data, researchers used observation and documentation. unitizing, coding and reducing, and narrating were used to analyze the data. The researcher conducted a study with the title "An analysis connotative meaning on the song lyrics of "Devide" album by Ed Sheeran.

According to J. N. Hook (in Widarso) from journal connotative meaning can be divided into three types which are positive, neutral and negative connotative meanings.¹ Furthermore this relevant from this book namely Michael alley², According chaer books and others theory in my this relevant.³ In the five song lyrics from the Ed Sheeran Divide album, there are connotative meanings contained in them in the form of words, song lyrics, stories and the songwriter's heart and are used to analyze the types of positive connotative meanings found in the five song lyrics. by Ed Sheeran album "Divide"

1. Table of Positive, Negative, Neutral and coding at the time:

Based on the results of data findings found by researchers as follows:

Here, after I color coded the song lyrics above. Below I present a data table connotative meaning in the five song lyrics with data analysis steps that I used in the theory book and journal in my literature. The following is a list type of connotative meaning in five song lyrics that I found:

¹Mayhusna Ino Tanyasari, Siti Nur Aini, and Laily Nur Affini, 'Connotative Meaning Found In Selected Ben Pedary ' S Poem and Its Contribution To Poetry Teaching', 4.4 (2018), 43–54 <<https://prosiding.iainponorogo.ac.id/index.php/celtall/article/view/524>>.

² Alley, Michael. Third Edition, *Craft Of* <<https://doi.org/DOI 10.1007/978-1-4757-2482-0>>.

³Chaer. *ibid.* p 292

NO	NAME SONG	LYRICS	TIME	Positive	Neutral	Negative	Coding	Connotative Meaning
1.	PERFECT	Darling, just	0.28	✓			Blue	“Darling” here means is affectionate call to a lover or someone you admire.
		Dive right in and follow my lead	0.29		✓		blue	“Dive” here means is the singer’s expression to this partner to understand.
		Baby, I'm dancing in the dark	1.20	✓			Blue	“BABY” here means darling or a call of affection for the lover.
		Now I know I have met an angel in person	4.09	✓			Blue	“A beautiful girl” An angel is always described as the most perfect and the most beautiful creature..

2.	SHAPE OF YOU	We push and pull like a magnet	1.00			✓	Red	Here is means a couple who love it other. “attraction to women”
		We talk for hours and hours about the sweet and the sour	1.48	✓		✓	Red	“Happy and sad story in their lives (happy and sad)”In this section, Ed Sheeran reveals how he exchanges happy and sad stories with the people he likes about his life
3.	CASTLE ON THE HILL	And tasted the sweet perfume of the mountain grass I rolled down	0.40			✓	Purple	The meaning of “taste” here is smell and “sweet” here is fragrance

4.	ERASER	Learned to sing inside the Lord's house	0.15	✓ .			Green	<p><i>“Lord’s house”</i> is connotated as a “Church”. Lord is another name to call God. So “Lord’s house” is the house of God.</p>
		And everyday that Satan tempts me,	0.31			✓	Green	<p>There is a feeling of judging in this context. Ed Sheeran judges all bad deeds that incite him is from the satan`.</p>
		Without a nine-to-five job	0.48		✓		Green	<p>“nine-to-five job” it means the regular work and normal time for everyone is nine in the morning to five in the afternoon.</p>

		Show me the locked doors , I find another use for the key	0.53	.	✓		Green	“locked doors” here have a meaning of a dead end when there’s no idea for a musician.
		Higher Another one to take the sting away	1.13			✓	Green	It means refers to the pain that ed Sheeran has been going trough.
5.	DIVE	You're a mystery	1.20		✓		Yellow	It means Ed Sheeran confusion in understanding the woman he likes

B. Described of Types Connotative Meaning in The Five Song Lyrics On “Devide” Album By Ed Sheeran.

This section describes data on the types of connotative meaning contained in five Ed Sheeran songs descriptively. Discussion for each song is provided individually. These are grouped by type connotative meaning, namely positive, negative and neutral connotative meaning. It is categorized into types based on theory in chapter 2. Chaer, Michael alley from books and J.N Hook in Widarso in Hilda Nur Alfiani and Moh. Ilhami Hakim from journal. Chaer states that connotative meaning can be divided into two kinds, namely positive connotative (purr word) and negative connotative (snarl word). Besides the positive and negative connotative meaning, there is neutral that is most of them is jargon language.⁴Michael 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.⁵

According to Leech, connotative meaning is the value and expression that is communicated has based on what it sees, over and purely conceptual content.⁶This is also in line with Keraf’s opinion There are many explanations about diction, as Keraf diction is as follows: the

⁴ Chaer. Abdul.2012. Linguistik Umum. Yogyakarta: Rineka Cipta. P. 292

⁵ Michael Alley, *The Craft of Scientific Writing*. (New York: Springer Science + Business Media, 2018) p.77-78

⁶ Geoffrey Leech. *Semantic the study of meaning*. (New York: Penguin Book, 1981) p.12

choice of words or diction includes the understanding of which words are used to convey an idea, how to form a grouping of the right words or use appropriate expressions, and which style which is best used in a situation.⁷ Here also provide a narrative about types of connotative meaning with theory from data analysis books.⁸

1. Perfect (Blue)

The lyrics of this song examined a deep and romantic love story. Specifically, this The song describes Ed Sheeran's very deep love story with his girlfriend who is now his wife. From the table, it can be seen that there are five words, phrases or sentences contains connotative meanings, namely "darling", "dive", "baby", and "angel". Data is classified into positive and neutral connotative meaning. In the blue data there are two types of connotative meaning. First, there are three words, phrases or sentences that are included in the 2 positive connotative meaning. Then, 1 is classified as having a neutral connotation meaning.

1) Darling

a. Positive connotative meaning

The first positive connotative meaning data is the word "*Darling*". Darling can also be used a nickname for

⁷ Keraf, Gorys. 2010. Diksi dan Gaya Bahasa, Jakarta : Gramedia.24

⁸ Klaus Krippendorff, Content Analysis: An Introduction to Its Methodology (California, Sage Publication, 2004), 83

female or male partners, both in the dating and marriage stages, to add romantic atmosphere. There you can also see in the lyrics that Ed Sheeran says "*Darling just dive right in and follow my lead*". He said to his woman by making a slightly seductive call to get him to do what he wanted. Positive connotative is a word that conjure a favorable emotional response.⁹

Here the reason for the positive connotative meaning is because in the lyrics of the song Ed Sheeran says "*darling, just dive right in and follow my lead*". This is a romantic call to a lover so that a lover is happy and happy with the call

2) Dive

a. Neutral connotative meaning

"*Dive*". Here the author conveys his expression through the song that he wants to be understood by his partner. He also hopes that his partner will give affection and love to Ed Sheeran, because she is a woman who means a lot to the singer. Apart from that, Ed Sheeran hopes that he and his woman will understand each other. Because she is the woman that Ed Sheeran likes, she is a sweet woman.

The word "*dive*" here has a neutral meaning because Ed Sheeran stated in the lyrics of his song that it is "darling just dive

⁹ Alfiani and Hakim.

right in following my lead" because it does not create positive or negative feelings. A word whose connotation is neither positive nor negative.¹⁰

3) Baby

a. Positive connotative

Ed Sheeran's feeling and expression of love are said to be directed to his lover. In this case, the word "**Baby**" does not refer to the word baby, but to the meaning of a couple's baby. In these lyrics, Ed Sheeran describes himself dancing with his girlfriend. Using his favourite song. The same as the word darling. The word baby doesn't just refer to the actual baby but it depends on the context.

The reason it has a positive meaning is because the word baby here is a term of endearment because Ed Sheeran is dancing with his girlfriend. This can be proven in the lyrics, namely "darling, I dance in the dark with you in my arms.

¹⁰ I 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>>.

a. Positive connotative

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.¹¹

Here, Ed Sheeran describe like Angel. “*An angel*” for connotatively is always described as the most beautiful creature. Here, Ed Sheeran describes his lover in something perfectly perfect, like angel. In this context, Ed Sheeran is giving the judgemental of Angel toward his lover.

For this reason the word “**an angel**” is explained that writer Ed Sheeran describes his woman as beautiful angel and someone who completes his life.

2. Shape of You

1) We push and pull like a magnet

a. Negative connotative meaning

A word whose connotation indicates or refers to negative emotions and that provokes a denotative emotional response.¹²The meaning of the word of connotative meaning “*magnet*” here is the attraction between Ed Sheeran and someone he likes. Ed Sheeran is attracted to and likes the

¹¹ Michael Alley, *The Craft of Scientific Writing*. (New York: Springer Science + Business Media, 2018) p.77

¹² Jayana.

woman's body shape. The lyrical expression show Ed Sheeran and the woman stealing glances at each other and attracting each other's attention. According to the next lyrics, Ed Sheeran says he likes or loves the woman's body shape.

Here the reason why it has a negative connotation is because Ed Sheeran likes the body shape of the woman he meets at the bar, not his face or heart.

2) sweet and the sour

a. Positive connotative meaning

In this section, Ed Sheeran describes his relationship with a woman he met at a bar. There are many things they tell each other about the good things in their lives. *"Sweet"*.

The reason this section is said to have a positive connotative meaning is because Ed Sheeran expressed his happiness with the woman he met at the bar.

b. Negative connotative meaning

A word of connotative *"sour"* in this part Ed Sheeran says in the lyrics of his song about how his relationship was with the woman he met at the bar. Here the connotative meaning of the bad things that are happening in their lives is Ed Sheeran and the woman they met at the bar.

For this part the reason is that the word "*Sour*" refers to bad things that happen in their lives.

3. Castel On The Hill

1) Tasted / Sweet

a. Negative connotative meaning

1. Tasted

This song tells about memories when Ed Sheeran was a child with his older brother and friends. "*taste*" in this context positive connotative meaning here is the aroma that reminds Ed Sheeran of his childhood. Ed Sheeran misses his hometown and friends. One of them is by tasting hand-rolled cigarettes taught by his older brother and his friends.

b. Negative connotative meaning

2. Sweet

"*Sweet*", in this context the connotative is Ed Sheeran's memory of the sweet aroma of handmade cigarettes he tried from his older brother.

The reason this section a word "*taste*" has a negative connotative meaning is because Ed Sheeran expressed his memories of his childhood. And a word of "*sweet*" negative connotative meaning this reason because

because it reminds Ed Sheeran of memories with his older brother who made cigarettes by rolling them himself.

4. Eraser

1) Lord's House

a. Positive connotative meaning

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.¹³

Defines "*Lord*" as God or nobility, which have similar meanings. In this sense, the term "church" refers to the "*house* of God." Usually, people visit churches to honor the Almighty or worship. Singing spiritual songs is one way. When Ed Sheeran joined the church choir and started praying, he taught himself how to sing.

For reason in this part because the word lord house is the house of God which means a place of prayer which is where Ed Sheeran learned to sing in the church.

¹³ Michael Alley, *The Craft of Scientific Writing*. (New York: Springer Science + Business Media, 2018) p.77

2) Satan

a. Negative connotative meaning

Furthermore, the word "*satan*" does not have the literal meaning of "devils", but its connotation refers to bad or negative behavior. Bad deeds are always associated with the devil's nature, because the devil's nature is everything that is bad.

Therefore, this part has a negative connotative meaning because it refers to the bad behavior of Ed Sheeran who always drinks whiskey which is mentioned in the lyrics.

3) Nine-to-five job

a. Neutral connotative

Ed Sheeran became a singer and songwriter, where this job is uncertain. He did not have a regular job that others cherished, working from 9 am to 5 pm. The connotative meanings "*nine-to-five job*" is a variation word refers to "steady job". The job that people generally dream of is a regular job, usually from 9 am to 5 pm. If there are people who do not work regularly during these hours, they are usually immediately stereotyped as people who do not have a steady job. People will look one eye to people who do not have steady jobs. In this section the reason is because Ed

Sheeran only discusses how people start and leave when they work

4) Locked doors

a. Neutral connotative meaning

"locked doors" here means a dead end when there are no ideas for a musician. he was confused about how to create a song to make it popular. Besides that, Ed Sheeran is also confused. because of his popularity, he lost the opportunity to pursue education like other people in general. Here, Ed Sheeran also expressed that he wanted to make his father proud with the success he had achieved, not his suffering. The reason for this part is because the singer is confused about creating a song, and what to do to make the song popular

5) Sting

a. Negative connotative meaning

The sting here means the pain experienced by Ed Sheeran. He also said that the popularity he gained was able to change the views of the people around him. For example, how people look at him, some are suddenly proud and some are jealous. How the income and money earned can also change the behavior of the people around him towards him.

Ed Sheeran also revealed that someone who played an important role in his career success was his father. This section contains a negative connotative meaning because Ed Sheeran was injured, how people view him, some are suddenly proud and some are jealous. A word whose connotation indicates or refers to negative emotions and that provokes a denotative emotional response.¹⁴

5. Dive

1) Mystery

a. Neutral connotative meaning

The meaning of this song tells of Ed Sheeran's confusion regarding the wishy-washy attitude of the woman he has a crush on. How could it not be, the woman said she loved Ed Sheeran, but when she was chased, the woman refused.

This section includes a neutral connotation, the reason is that Ed Sheeran feels sad because he is confused by the woman he likes, who sometimes loves and sometimes rejects him. A word whose connotation is neither positive nor negative.¹⁵

¹⁴ Jayana.

¹⁵ I 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>>.

