

An Analysis of Connotative Meaning in Born To Die Album by Lana Del Rey

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Submission date: 19-Aug-2024 10:17AM (UTC+0700)

Submission ID: 2434161621

File name: JDAN_VOL_2_SEPT_2024_Hal._298-304.docx (57.07K)

Word count: 2510

Character count: 13501



An Analysis of Connotative Meaning in *Born To Die* Album by Lana Del Rey

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Abstract: This research aimed to determine the types of connotative meaning found in Lana Del Rey's *Born to Die* album, and the reasons of connotative meaning found in positive and negative by using Feng et al theory. This research used descriptive qualitative design. The data for this research was collected by using three steps, there were downloading, listening, transcribing, and identifying by the songs. The data analysis for this research used triangulation method, namely data condensation, data display, drawing and verifying conclusion. The result of this research was found that there are 65 connotative meaning found in lyrics of 12 songs on *Born to Die* album by Lana Del Rey. Furthermore, from 65 connotative meaning consisted of 33 positive connotative meaning and 32 negative connotative meaning. Moreover, from 37 lexicon types of connotative meaning consisted of 17 positive lexicon and 20 negative lexicon. Finally, from 28 lexicon types of connotative meaning consisted of 16 positive predicate and 12 negative predicate types.

Keywords: *Born to Die* Album, Connotative Meaning, Lana Del Rey

1. INTRODUCTION

English has an important role in this modern era. Ever since English is a lingua franca, it is used mostly by English for native speakers and non-native speakers as a medium of communication for businesses or organizations. In the global word the importance of using English cannot be ignore because English is the main language the most commonly used language everywhere (Ilyosovna, 2020). English is the quickest developing dialect in today's cutting edge world and tops the status of a commercial dialect by interfacing East and West as well as North and South of the nation.

Linguistic is the science of language that includes sounds, words and grammatical rules (Naibaho, 2021). Words in a language are finite, but sentences are not. The creative nature of human language that distinguishes it from animal language is that it is a response to stimuli. The rules of language, called grammar, are learned by learning the language. According to Naibaho (2021) these rules include phonology, sound, morphology, word structure, syntax, combining words into sentences, semantics, the ways in which sounds and meanings are connected, and words or a mental dictionary.

According to Leech's book Semantics, it is worth re-examination: "Connotative meaning of the idea is that the communicative value of an expression depends not only on the

subject but also on its talk" (Leech 1981). The meaning overlaps with some aspects of the theoretical method compared to the meaning of the theory which is somewhat ambiguous as it varies according to the culture, the past and the experience of each person (Yunira, 2019). Because it depends on the knowledge and beliefs of the speaker, it may include real or imaginary situations that the speaker has taken as reference.

In addition, Parera (2004:99) stated that connotative are evocative and affect feelings, emotions, attitudes, evaluations and needs. This connotation can be positive or negative. Furthermore, connotations are very important in communication because they help convey more than just factual information and allow for richer and more complex expressions. Understanding the meanings of words can improve our ability to communicate more effectively and understand the hidden messages of language. One of the sources of hidden messages that can be found is song.

Songs are one of the literary works that often have connotative meanings. Singing in public and at home has become common today. Music is a collection of words and music. Whether they are happy or sad, the lyrics of the songs are mostly inspired by personal experiences. According to Hornby A song is a song with words that are sung (Hornby, 2021). According to the explanation above, songs convey the thoughts, feelings, experiences or knowledge of the speaker or writer and can be a source of inspiration, knowledge, motivation or a description of what is happening in a person's life.

Based on the above explanation, the researcher was interested to conduct a research about connotative a theoretical research, there are always listeners who have difficulty interpreting the speaker's speech in relation to the context. Therefore, the researcher investigated the connotative meaning contained in the lyrics of the song. The researcher chose the lyrics of "Lana Del Rey" album for the research because there were many teenagers and adults in this era who loved Lana Del Rey's songs, as evidenced by the fact that her song has been lead amount of 24,303,570,401 streams on Spotify (Kwordb, 2024).

2. LITERATURE REVIEW

a. Understanding for Linguistics

Linguistic is the science of language that includes sounds, words and grammatical rules (Naibaho 2021). Words in a language are finite, but sentences are not. The creative nature of human language that distinguishes it from animal language is that it is a response to stimuli. The rules of language, called grammar, are learned by learning the language. These rules include phonology, sound, morphology, word structure, analysis, combining words into

sentences, phonemes, the ways in which sounds and meanings connect, and vocabulary. word or mental dictionary.

Based on the explanation above, linguistics is the study of language, encompassing sounds, words, and grammar rules. It distinguishes human language from animal ones, which are responses to stimuli. The rules include phonology, morphology, syntax, semantics, and lexicon.

b. The Concept of Semantics

Semantics is the examining the meaning of the word, and the meaning of the sentence taken from the contexts of use, is descriptive (Naibaho, 2021). It is an attempt to describe and understand the kind of knowledge that people acquire about the meaning of their language and how people understand language.

Naibaho (2021) also states that semantics and pragmatics are the two main areas of linguistic research on meaning. Pragmatics is concerned with the meaning of speakers rather than the actual meaning of their sentences. However, it is not clear where the line should be drawn. A lot of information in natural languages can be considered as a guide to the literal meaning and the way speakers express their meaning.

Based on the above explanation, semantics is a branch of linguistics that studies the meaning of language. The main focus of semantics is how words, phrases, sentences and texts create and convey meaning. Semantics deals with the interpretation of the meanings of words and their change in different contexts.

c. Connotative Meaning

According to Leech (1981) connotative meaning is the communicative value of a story is based on what it says, not on its theoretical content. It is clear that when people talk about denotation, we are really talking about "real word experience". It goes beyond the mere reference of the word and points to its real-world characteristics. It's more than just a dictionary. People use it, hear it, and associate it with a story.

According to Feng et al (2011), there are two types of connotations which are the connotative lexicon and the connotative predicate. In this section, the connotative lexicon and connotative predicates can be defined more formally and compared to words.

1) Connotation Lexicon

This lexicon connotation words with positive and negative connotation, as defined below.

- a) **Words with positive connotations:** In this process, words with positive connotations can be defined as words that describe physical objects or abstract concepts that people like, value, or care about. For example, the words "free", "life" and "health" are words with good meanings. Some of these words can express the subject directly or indirectly, such as "joy", "happiness". However, there are many words with good meanings that are goals, such as "life", "health", "wealth" and "science".
- b) **Words with negative connotations:** Negative connotation words can be defined as words that describe physical objects or abstract concepts that people ignore or avoid. As usual, some of these words are subjective (e.g., "concern", "insult"), while others are more specific (e.g., "mixed", "arthritis", "crying").

2) Connotative Predicate

This predicate connotation words with positive and negative connotation, as defined below.

- a) **Positive connotative predicates:** In this article, it is possible to identify connotative predicate points to exemplify a good price in a arguments. For example, "appreciate" and "save" are useful adjectives that await words with a positive meaning in the Subject argument: A person appreciates a good thing and saves something that is valued.
- b) **Negatively connotative predicate:** In this article, negative predicate perceptions can be defined as an expected sign of negative language responsibility in certain arguments. For example, ideas such as "condemn" and "judge" appear negative in a theme argument.

3. METHOD

This research used descriptive qualitative design. Descriptive research, as defined by Atmowardoyo (2018), is the type of study used to accurately describe occurrences that have already occurred. The data analyzed by using qualitative method and present descriptively. In addition, Creswell and Poth (2017) state qualitative research is the process of collecting and analyzing data which is no numerical, such as language. In this research, the researcher used *Born to Die* Album by Lana Del Rey as primary data and used some journals, article, thesis as secondary data in this research.

There are some stages that can be conducted by the researcher to collect the data of this research such as Downloading, Listening, Transcribing, and Identifying 12 songs in *Born to Die* Album by Lana Del Rey. Furthermore, there some steps for analyzing the data namely, data reduction, data display, and drawing and verifying the conclusion from 12 songs in *Born to Die* Album by Lana Del Rey.

4. FINDING AND DISCUSSION

a. Finding

The following table below showed the connotation meanings found on *Born to Die* album Lana Del Rey as the data.

Table 1. Types of Connotative Meaning

No	Song	Types of Connotation		Types of Connotation (Feng et al, 2011)			
		P	N	Lexicon		Predicate	
				P	N	P	N
1.	Radio	5	4	2	4	3	-
2.	Born to Die	2	4	1	3	1	1
3.	Off to the Races	2	6	1	5	1	1
4.	Blue Jeans	3	3	3	2	-	1
5.	Video Games	4	1	2	-	2	1
6.	Diet Mountain Dew	2	3	-	2	2	1
7.	National Anthem	4	1	3	-	1	1
8.	Dark Paradise	2	2	1	1	1	1
9.	Carmen	2	2	1	1	1	1
10.	Million Dollar Man	2	1	2	-	-	1
11.	Summertime Sadness	4	2	1	1	3	1
12.	This is What Make Us Girl	1	3	-	1	1	2
Total		33	32	17	20	16	12
		65		37		28	

From table above, the researcher found that there were 65 connotative meaning found in lyrics of 12 songs on *Born to Die* album by Lana Del Rey. Furthermore, from 65 connotative meaning consisted of 33 positive connotative meaning and 32 negative connotative meaning. Finally, there are 51% positive connotative meaning and 49% negative meaning found.

Moreover, there are 37 lexicon types of connotative meaning in lyrics of 12 songs on *Born to Die* album by Lana Del Rey. Furthermore, from 37 lexicon types of connotative meaning consisted of 17 positive lexicon types of connotative meaning and 20 negative lexicon types of connotative meaning. Finally, there are 46% positive lexicon types of connotative meaning and 54% negative lexicon types of connotative meaning.

In addition, there are there are 28 predicate types of connotative meaning in lyrics of 12 songs on *Born to Die* album by Lana Del Rey. Furthermore, from 28 lexicon types of connotative meaning consisted of 16 positive predicate types of connotative meaning and 12 negative predicate types of connotative meaning. Finally, there are 57% positive predicate types of connotative meaning and 43% negative predicate types of connotative meaning.

b. Discussion

The researcher found the result of data analysis and compared the result with the previous results of the research. First, Armawansyah (2016), The result showed that there were six positive connotation, four neutral connotation, and four negative connotation. The message was conveyed in these songs due to the positive connotation used to spread the inspiration to the audience. Meanwhile, in this research the theory Feng et al (2011) was used of connotative meaning for analyzing the data. Moreover, the researcher only focuses on positive connotative and negative connotative meaning. This songs usually has a negative connotation due to *Born to Die* album by Lana Del Rey tells more about toxicity relationship of love.

Second, Purnamasari (2018), The results of the research mentioned that there were sixteen connotative meaning consisted of six words of equality/egalitarianism in the American values, four words of material/acquisitiveness in the American values, one word of time and control in the American values, three words in the change of American values, and one word in the self-help concept of American values. Meanwhile, the theory of Feng et al (2011) about connotative meaning was used in this research. The researcher did not only investigate the positive and negative connotations of the *Born to Die* album by Lana Del Rey. The researcher also investigate the types of lexicon connotation meaning of the and types of predicate connotation meaning.

5. CONCLUSION AND SUGGESTION

Based on the findings in the chapter IV, it can be concluded that positif connotative meaning was dominant in the positive and negative connotative meaning. Moreover, the researcher also found that the lexicon negative connotation meaning was dominant in the lexicon type of connotative meaning. On the other side, the positive predicate connotation was

dominant in the type of predicate connotative meaning. Furthermore, the researcher believes that this research can serve as a reference in the study of linguistics, particularly with regard to semantics and connotative meaning.

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