

CHAPTER I

INTRODUCTION

In this chapter, the writer presents the contents of introduction, those are; background of the study, statement of research problems, objectives of the study, significances of the study, and scope and limitation.

1.1 Background of the Study

One of the most important key in learning language is the competence to understand the meaning of language that people are going to learn. It is very crucial, since without understanding the meaning of a certain language, people cannot communicate their ideas in a well form. Meaning is the idea or the concept that can be transferred from the mind of the speaker to the mind of the hearer by embodying them in the form of one language or another that both of them understand to it.

Ogden and Richard (in Crystal, 1987) listed that there are sixteen different meaning of the words 'mean/meaning'. Here are some of them: (1) John *means* to write. The word 'means' in sentence (1) means intends. (2) A green lights *means* go. Similar to sentence (1), the word 'means' also means intends. (3) Health *means* everything. The word 'means' in sentence (3) means that the object that is being described has a certain importance. (4) His look was full of *meaning*. The word 'meaning' in sentence (4) means special import. (5) What is the *meaning* of life? The

word ‘meaning’ in sentence (5) described the point or the purpose of thing that being talked about. (6) What does capitalist *mean* to you? The word ‘mean’ in sentence (6) means the action of conveying something or information. (7) What does cornea *mean*? The word ‘mean’ in the last sentence means the action of referring the thing that being discussed about to the world.

Referring to the seven examples above, Crystal (1987) stated that the last usage of word ‘mean/meaning’ is the closest to the focus of semantics. Semantics is the study of the way in which words and sentences convey meaning in everyday situations of speech and writing. Crystal (2008) argued that semantic is one of linguistic branches that studies and explores about meaning and it is considered to be the major branch of linguistics devoted to the study of meaning in language.

In daily communication, people might find a new term that they do not understand. They usually consult the meaning of that new term to dictionary. Riemer (2010) states that dictionary gives more definition than what people get in everyday speech. Dictionary involves the translation of the difficult word into easier words. Apart from the dictionary meaning, words also acquire considerable associative meanings from the social and cultural context in which they are used. In daily communication, the hearer has to be careful in catching the idea. For, sometimes the speaker involves the usage of associative meaning in a language that he/she uses.

Associative meaning serves the meanings which are not listed in the dictionary. Associative meaning has connection to the relationship of word with the condition beyond the language. For examples, the word “white” associates with the

word of “holy,” the other way, the word “black” associates with the word “darkness, sadness, and badness”, (Leech, 1974).

Associative meaning appears in everyday situations of speech and writing, such as, magazine, newspaper, literary work, speech, lyrics, etc. In a similar way, this study investigates associative meanings in Justin Bieber’s sadness song lyrics. Sadness song is the song that represents the singer feelings and indicates that the singer is sad or in a sorrow. To understand the meaning, people need to know how words or sentences convey the meaning. The idea is that when people read the lyrics; people try to know how word are put together to convey the meaning to be understood. This study is very attracting since the language of lyrics is similar to the language of poetry. It is shortened and people need an extra quality to get a well understanding about its intended meaning.

Justin Bieber’s sadness song lyrics are selected by the writer for several reasons. Firstly, Justin Bieber is a multi-talented pop-R&B singer and a self taught musician. His first album, *My World*, was certified platinum within three months of its release and be the first debut album ever to have seven songs charts on the Billboard Top 100. Then, another album, entitled, *My World 2.0*, debuted at 1 on the charts and has gone on to sell more than five million copies over the world and still counting. This debut made Justin became the youngest male solo artist to top the Billboard chart since Stevie Wonder in 1963 (Bieber, 2010).

Secondly, referring to the fact that Justin Bieber is a multi talented pop-R&B singer, leads the writer to a paradoxical question. How a pop-R&B singer sings songs

using sadness theme. A sadness song theme is hardly sung by a pop-R&B singer. The writer has a huge curiosity to analyze deeper on how the associative meaning are represented in Justin Bieber's sadness song lyrics.

This study is very interesting to be conducted. For, there are a lot of words, phrases, clauses, and or sentences on Justin Bieber's sadness song lyrics, which has unstable meaning. Here, the writer provides an example of associative lexical that found in the verse of Justin Bieber's sadness song lyrics.

*"She don't like the **lights***

She don't, she don't, she don't

*She don't like the **lights***

She don't, she don't, she don't"

The example above is taken from the verse of *She Don't Like the Lights* lyrics. The bold word, "light" is the example of associative lexical. This word is categorized into connotative meaning. The word "light" does not mean electromagnetic radiation that is visible and responsible for the sense of sight. It connotes to other things which might vary from person to person, from social group to social group or from age to age.

In reality, people might associate the word light with sun which is bright and connotes a new hope in a new day. The word "light" here has something value and other sense which means "happiness or being famous." Connotative meaning is used to communicate the experience in the real world to associate with the expression when someone heard it or used it. In this case, the girl that being talking about is do

not love Justin Bieber's occupation at all. She does not want to be as famous as Justin Bieber.

Based on the background above, the writer investigates the types of associative meaning and the most often appears in Justin Bieber's sadness song lyrics. From the explanation above, the writer is interested in analyzing *A Study of Associative Meaning in Justin Bieber's Sadness Song Lyrics*. It is chosen because the listener might have a different interpretation about the associative meaning found in Justin Bieber's sadness song lyrics. This study tries to give a clearer insight about the associative meaning that lies on Justin Bieber's sadness song lyrics.

In line with this study, there have been a number of valuable studies of associative meaning (Handhini, 2003; Yusuf, 2010). Those two studies study about associative meaning in the different subject of the study. However, none of these studies provide the associative meaning in Justin Bieber's sadness song lyrics. Therefore, this study is very important to be conducted.

1.2 Statement of Research Problems

Based on the background of the study, the writer formulates the statement of the research problems as follow:

1. What are the types of associative meaning found in Justin Biebers' sadness song lyrics?
2. What is the frequently appeared type of associative meaning in Justin Biebers' sadness song lyrics?

1.3 Objectives of the Study

Based on the statements of the research problem above, the following objectives of the study are arranged as follow:

1. To explain the types of associative meaning found in Justin Bieber's sadness song lyrics.
2. To describe the frequently appeared type of associative meaning in Justin Bieber's sadness song lyrics.

1.4 Significances of the Study

This study describes associative meaning which found in Justin Bieber's sadness song lyrics. Hopefully, this study can give two contributions: theoretically and practically. Theoretically, the writer hopes that the result of this study will enrich the available collection of semantics study specifically those which concern on the types of meaning. This study is also aimed to give some adding information and new knowledge for the students of English Study Program, who are interested to analyze the types of meaning.

Practically, for the entire listener of Justin Bieber songs, especially for all the fans of Justin Bieber, the writer hopes that this study will help them to understand the real meaning of Justin Bieber's sadness song lyrics. Besides, the awareness of the existence of the types of associative meaning is very important in the correct use of words. It is very useful to be applied in writing and translation. The knowledge about

associative meaning affects the communication. Whether the writer/speaker means to be formal/informal, polite or rude, directly determines the choice of words.

1.5 Scope and Limitation

Based on the theory that is applied in analyzing the text, the scope of this study is the theory of associative meaning proposed by Leech. Associative meaning itself is divided into five types, those are; connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning. Moreover, this study is limited on the data found in Justin Bieber's sadness song lyrics which is taken from the four albums of Justin Bieber. Those are; *Under the Mistletoe*, *Believe*, *My World* and *My World 2.0*. The data might be in the form of words, phrases, and or sentences that exist in Justin Bieber's sadness song lyrics. So that, the discussion of the study is focused on the associative meaning found in the data.