

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter covers the discussion of general theory of semiotics, general concept of Roland Barthes' terms orders of signification that are denotative and connotative meaning and the definition of context and song lyrics in literature and also the preview of the previous studies.

A. Definition of Semiotics

Beyond the most basic definition as "the study of signs", there is considerable variation among leading semioticians as to what semiotics involves. As Chandler (2002) cited from Eco (1976) that one of the broadest definitions is that of Umberto Eco, who states that "semiotics is concerned with everything that can be taken as a sign". The study is involved by semiotics, not only as "sign" of what we refer to call or say in daily speech, but as anything which "stands for" something else. In the sense of semiotic, the form of words, images, sounds, gestures and objects are taken by the signs. Modern semioticians study the signs not in isolation but as part of "sign-systems" of semiotics (such as a genre or medium or). They study how to make meanings and how to represent the reality.

Knowledge to study human life's sign is called Semiotics. It is acquiescent as the method of the study in the Association for Semiotics Studies' first conference in 1974. A sign is something which means something else for someone. On the side of etymology, the Greek word

“*semeion*” was taken to make the word of “Semiotics” itself which has a “sign” meaning. A sign thereat means a thing referring other thing. And on the side of terminology, semiotics is the culture, object-scale, event, as a sign study, said Umberto Eco. Everything that can be taken or used as a sign is concerned with semiotics.

According to Chandler, semiotics has two founders; they are Ferdinand de Saussure and Charles Sanders Pierce (pronounced “purse”). Different method and place were developed by them and they did not know each other. Ferdinand de Saussure is from Europe and he has linguistics background. Charles Sanders Pierce is from United States of America and Philosophy is his background. (Tinarbuko, 2008).

Semiotics has two study classifications based on those two semiotics founders’ background. Then, they will focus on aspects that are structural as the classification of de Saussure and pragmatist (subject or human role) as Pierce’s classification.

To get the sign descriptive study explanation, semiotics itself firstly should be explained the sign definition. So the basic comparison developed by de Saussure and Pierce are helped to work, but the researcher will focus on the concept of Ferdinand de Saussure which is developed by Roland Barthes (denotation and connotation).

Ferdinand de Saussure stated that sign is like Janus head character, it consists of signifier/*signifiant* and signified/*signifié*. An abstract form or an expression is defined as signifier and meaning or concept defined as

signified. Signifier is something like material aspect of a sign (sounds, images) and meaning or conceptual aspect that is pointed by a material aspect that is called signified, but the description of those may be sensed in cognitive. Signifier creates material aspect of language and then signified creates meaning aspect of language, (Al Fayyadl, 2005).

The table below describes the illustration above.

signifier/ <i>signifiant</i>	sign
signified/ <i>signifié</i>	

Table 1 Sign Model of Saussure

De Saussure stated that the relation of the sign (signifier + signified = sign) as structural-relation that is describing a sign as the entity between a material aspect (signifier) and a conceptual or mental (signified). And these two things cannot be separated. For example, the word “perfume” could be a sign; it has signifier (the word itself) and signified (the composition of the water that can give good smells). The entity of the word and the water composition makes the perfume to be a sign (something that is a product that could give good smells when it is sprayed)

To scheme the example above, it may be described as follows;

Signifier /Perfume	Sign /Perfume product
Signified /the water composition that can give good smells to the body when it is sprayed	

Table 2 the sign meaning elements from Saussure

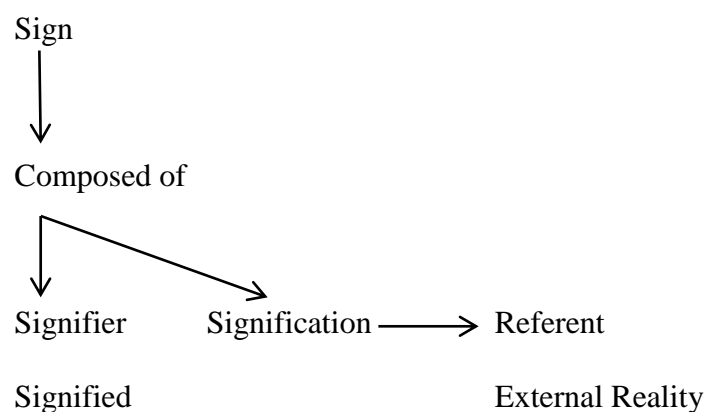
In other hand, every sign could not be stated away from the contextual role of a sign (reference) in the reality. However, the context could give meaning as what it is expressed (Al Fayyad, 2005). For example, a rose flower has two different meanings when it is in the garden (just a plan) and it is picked and sent to a special person (a love symbol). It means that the sign meaning of a rose flower should be based on the contextual role as sign users' social convention because the sign meaning is arbitrary, the meaning of a sign could sometime be changed.

De Saussure said that a sign consists *signifier/signifiant* and *signified/signifie*, and they are being an entity as paper sides like structural aspects and also the sign relation to its context, the users of the sign (society) as reference. Here is the scheme to draw the example above;

Signifier A rose flower	Signified When it is in a garden, it is called a plant
Sign A love symbol when it is given to a special person	

Table 3 Saussure's model of sign

De Saussure on Course in General Linguistics said that semiology or semiotics is the role of the sign study that is being a society part. The relation between the components of sign (signifier and signified) are learned in semiotics, and also the relation between the components of sign to the users of the sign (society) as reference (Piliang, 2003).



(Source McQuail, 2000)

In the following discussion about a sign from Saussure above, there are actually three principles of the sign concept by de Saussure. The first is

structural relation, the second is entity and then the sign users' conventions as reference become the last principles..

The first principle is the relation that is structured; a sign consists of signifier as the aspect of material and the meaning conceptual aspect which is pointed by signifier as signified. The second principle is entity. A sign consists of signifier, aspect of material (sounds, word, images) and signified, aspect of conceptual (meaning, idea); this entity is like paper sides. And then the last principle is the sign users' contextual role (convention). The signifier and signified structural relation depends on what is called convention, the social agreement.

In other hand, the sign development study, semiotics, is used and developed by Roland Barthes to criticize the cultural phenomena in French, he used and developed it as the method of the study. However, he still applied the Saussure's concept (signifier/*signifiant* and signified/*signifié*) or the tradition of Europe to his concept, even though he criticized the concept of Saussure to be dynamic then.

B. Roland Barthes Theory of Semiotics

Roland Barthes is a literary critic and social theorist from French who extended Saussurean semiology to all the contemporary mass media fields, especially culture that is popular. This research focuses on Barthes' signification system due to the media being figured out, that is the song lyrics. In the first instance, Barthes has developed a staggered system that

is creating multilevel meaning which is called as the signification order that consists of denotation and connotation.

In semiotics, the relationship between the *signifier* and *signified* relation are described by denotation and connotation terms, and an analytic distinction is made between two types of signifieds, a denotative signified and a connotative signified. Meaning includes both denotative and connotative, (Chandler, 2002).

Outside its literal meaning (denotation), almost every sign in this case-text or image has its connotation (figurative language). It is different at the signified level. In semiotics, the dichotomy is used in describing the sign (signifier) and its concept (signified) relationship. Denotation is treated as “definitional”, “literal”, “obvious”, or “common sense” meaning of a sign, while the connotation refers to additional cultural meanings found from the image or text.

A signifier and a signified are contained in the first order of signification or denotation, meanwhile connotation is the second order of signification that uses denotative signs as its signifier and relates it to additional signified. This makes the denotation as the basic and primary meaning of the sign.

At the first, the connotative semiotic was spread by Louis Hjelmslev that refers basically to Saussure’s thought. While Saussure stands on langue in spreading his theory, Hjelmslev presses on the connotation importance that stands on parole. The semiotic theory of

Saussure and Hjelmslev's sign concept are used by Roland Barthes as a place where he stands in spreading semiotic theory which is known as connotation semiotic. To describe his theory, Barthes takes an example of "a rose". Used to denote *passion*, the rose becomes signifier and the passion becomes signified. The correlation of both produce have three dimension, those are; 1) *signifier* refers to language concept about flower, 2) *significant/signified* refers to acoustic picture of mentality, that is flower as a reflection of love, 3) *sign* gives a meaning of two correlation between concepts of that mental reflection, that is flower and love that means through the interpretation "he loves me", (Barthes, 1991).

The second order semiological system (like in word "rose" above) is built based on the first-order semiological system. The schema of how it works will be shown below:

<p>I. 1. Signifier</p> <p><i>Flower</i></p> <p>(E1)</p>	<p>II. 2. Signified</p> <p><i>A plant grown for the beauty of its flower.</i></p> <p>(C)</p>
<p>II. 1. Signifier</p> <p>(E2=E1+C1)</p> <p><i>Language concept of flower</i></p>	<p>II. 2. Signified</p> <p>(C2)</p> <p><i>Passion/reflection of love</i></p>
<p>III. Sign</p>	

<i>He loves me</i>

E= Expression

C= Content

Table 4 Barthes' terms order of signification

This is the case which Hjelmslev calls connotative semiotic; the plane of denotation at the first system and the second system (wider than the first) is the plane of connotation. We shall say therefore that a connoted system is a system whose plane expression is constituted by itself, by signifying the system; the common cases of connotation will of course consist of complex systems of which language in the first system, (Barthes (1986) as cited in Abidarda (2010)).

If we see the scheme above, we will find that the schema consist of two systems. Denotation is the first order-system. It comprises signifier, signified and uniting the former to the later (signification) process, or in other words, the denotation system is a linguistic sign, the denotative meaning is what the dictionary attempts to prove, for example the word “flower” above in Oxford advanced learners’ dictionary of current English means a plant grown for the beauty of its flower. Then the relation between the signifier and signified of the first order system produce language concept about flower. In other term, denotation is stated as what an image actually shows and is immediately apparent, rather than the assumption on individual reader may make about it.

In the connotation or second order-system, it again comprises signifier, signified and uniting the former to the latter (signification) process, and it is the inventory of these three elements which one should undertake in the first place for each system. The connotation signifiers, which is called connotators, are made up of signs (signifiers and signified united) of the denoted system. It is the language concept of *flower*. Naturally, several denoted system can be grouped together to form a single connotator provided the latter that has a single signified of connotation; in other words, the units of the connoted system do not necessarily have the same size as those of the denoted system; large fragments of the denoted discourse can constitute a single unit of connoted system, this is the case for instance, with the tone of the text, which is made up of numerous words, but which nevertheless refers to a single signified.

Whatever the manner in which it “caps” the denoted messages, connotation doesn’t exhaust it; there always remains “something denoted” (otherwise the discourse would be possible) and the connotators are always in the last analysis discontinuous and scattered sign, naturalized by the denoted language which carries them (Barthes (1986) as cited in Abidarda (2010)).

Barthes also stated that for the signified of the connotation, its character is at once general, global and diffuse; it is if you like an ideology fragment; the sum of the message in the example above; *flower* refers, for instance, to signified “*reflection of love*”. These signified have a very

close communication with culture, knowledge, history, and it is through them, the environmental world invades the system. We might say that the ideology is the form (in Hjelmslev's word sense) of the connotation signified, while rhetoric is the connotators form.

C. Theory of Denotative and Connotative Meaning

Directive is the denotation's meaning, that is the special meaning in a sign and the main point can be called as a signified representation. Then, if we look at an object such as a Barbie doll, the denotative meaning of the Barbie is "this is a doll whose length is 11 and its size is 5-3-4. This doll had been created for the first time in 1959. Meanwhile, to explore the connotative meaning, we should correlate the Barbie with the culture that existed in its cover – the meaning in the doll. That meaning will also be correlated with the American culture, the clue that will be reflected and etc. (Berger, 2000)

D. Connotative Semiotic of Roland Barthes

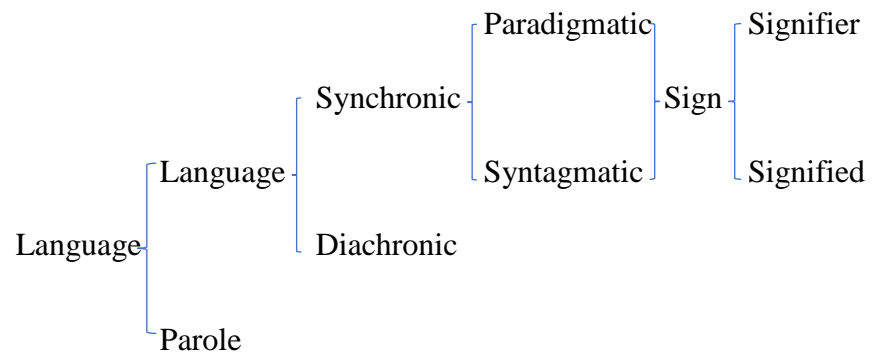
In the daily activity of people, they always show many sign which comes from their dialogue or conversation, the gesture, the appearance and so on. However people also often don't realize the sign meaning itself that is signified by things surround them. Therefore, it is necessary knowing the reveal of the sign as well as how to interpret the sign.

The decisional, literal, obvious or sign common sense meanings are describing what denotation is. In the case of linguistics sign, the denotative

meaning is what the dictionary attempts to prove, for example the word “chair” in Oxford advanced learners’ dictionary of current English means, separate movable seat for one person. In other term, denotation stated as what is showed by an image and is immediately apparent, rather than the assumption on individual reader may define about it.

The Greek word which means being sign is deriving what connotation is. Connotation is the sign meaning which is arrived through the reader’s experiences of culture that they bring to it. According to Chandler, the term connotation is used refers to sign’s social cultural and personal association such as emotional and ideological (Chandler, 2002). For example the connotation of the word “chair” is position. A chair connotes position of functionary.

Roland Barthes’ semiotic is actually come from linguistic that developed by Ferdinand de Saussure. In Saussure linguistic tradition, the concepts are dichotomy such as langue/parole, signifier/signified, and syntagmatic/paradigmatic. Began from language, then it is distinguished into two categories by him; langue and parole. After that, langue is differentiated according to the point of view of synchronic and diachronic. Langue phenomena, then, is distinguished again into two relational central; syntagmatic and paradigmatic. Synchronic linguistic are dealing with sign that has double sides which comprising signifiers and signified. The entire schema can be seen below (Sobur, 2006);



Due to the schema above, it is obvious that in the level of language, Saussure gives more attention to the aspect of language that is the language unit which is learned for its words, phrase, than to the bigger unit like discourse. The semiotic of Saussure's known as structural semiotic. Saussure sees the parole as an object that is impossible to be systematically analyzed. Discourse considered as an untouchable object and that is beyond the semiotic and linguistic coup. Due to those facts, then the alternative semiotic developed by Roland Barthes that based on parole, the speaking act, that is called as discourse.

E. Context

Context refers to some objects or entities which surround a *focal event*, those entities are linguistics, semiotics sociology and anthropology, and so on. These disciplines are typically a communicative event of some kind. Context is "The event that is surrounded by a frame and provides resources for its suitable interpretation", (Goodwin & Duranti, 1992).

Fromkin (2003) explained that the contextual knowledge is the knowledge of who is speaking, who is listening, what objects are being

discussed, and general facts about the world we live in. Context cannot be meant simply as the place or where and when the speaker states, but also including the identity of the speaker, identity of the listener, also the objects being discussed based on the fact in the world where we live in. Based on Oxford Dictionary, context means a circumstance that form the event's setting, statement, or idea, and in terms of which context can be absolutely understood. From the same references, something written or spoken in the past that immediately precede and follow a word or passage and clarify its meaning also defining what is meant by context.

Based on the statements above, we can underline that the word “context” not only talk about event or where is an event happened, but also including kinds of speaker, addressee, statement, ideas, and written or spoken.

According to Yule (2010), there are two kinds of context that are different. First is described as linguistic context, also known as co-text and one the others is known as physical context. The word co-text is the other words' set used in the same phrase or sentence. The co-text that surrounded has a strong effect on what we think the word possibly means. For example, there is a word “bank” that has some meaning. First meaning, bank is a place for saving money such as BCA, BNI, BRI, etc. and the other meaning of the bank is the edge of the river. To understand it, we need to understand the kind of context that called as co-text. The second is the context that called as physical context. Our understanding of

how much what we read and hear is tied to this processing of the physical context aspects, particularly the time and place, in which we confront the linguistic expressions. Basically, physical context is refers to when and where the events happened, such as explained by George Yule, context is particularly refers to the time and place.

F. Content

In English grammar and semantics, a *content word* is a word that conveys information in a text or speech act. It is also known as a *lexical word*, *lexical morpheme*, *substantive category*, and can be contrasted with the terms *function word* or *grammatical word*. Content words—which include nouns, lexical verbs, adjectives, and adverbs—belong to *open classes* of words: that is, classes of words to which new members are readily added, (Nordquist, 2019)

G. Song lyrics

A set of short musical work to a poetic text, with equal importance given to the music and to the words is what The Americana encyclopedia (1998) defined about what song is. It may be written for one or several voices and generally performed with the accompaniment of instrument. While the written words created specifically for music or for which music is specifically created, are called lyrics. Lyrics are words set that make up a song. Lyrics can be learned from an academic perspective. For example, some lyrics can be considered as a social commentary form. Lyrics can

also be analyzed with respect to the unity sense (or lack of unity) with music. Here there are some other definitions of lyrics:

- a. According to *Thefreedictionary.com*, lyrics are the verse compositions that have a melody to make up a song. Deep personal emotion or observations are expressed by the lyric itself.
- b. While based on Merriam Webster, a melody for a lyric poem or ballad is defining what is meant by a song.

H. Shawn Mendes

Shawn Peter Raul Mendes (born August 8, 1998) is a singer and songwriter from Canada. He became famous in 2013, when some song cover version from some artist like Justin Bieber were posted by him on the video sharing app *Vine*. In 2014, he signed a contract of recording with Island Records. The first single was released by him, "Life of the Party". The song reached at number 1 on the real-time *Billboard* Twitter Trending 140 chart. Mendes also released a four-track EP, *The Shawn Mendes EP*. It ranked at number 5 on the *Billboard* charts. Mendes has now had two world tours for his albums *Handwritten* and *Illuminate* and is very commonly known all over the world. He went on his third world tour for his new self-titled album *Shawn Mendes*. The tour started March 7, 2019 and finished in December 21, 2019. He is also a very talented photographer as he had photographed a photo of Josiah Van Dien, which

was released on Tuesday 26th February 2019; he most likely had taken the photo for fun, (Wikipedia.org).

I. Review of Previous Studies

Previous study discussed about the research that was done by other researcher related to the topic of this research. By added previous study, the researcher can learn much about all the aspects of the related study to other studies. Whether comparing them, or making them as the researcher's reference to conduct the study.

The first previous study conducted by Hajar (2011), this study identifying the connotation in a comic using Roland Barthes' codes theory to analyze the combination of words-pictures in the comic selected by her. She used qualitative research method and analyzed them by looking for the dominant signs of the panels using Barthes' codes theory, the selected codes used by her to analyze were hermeneutic and symbolic code. The combination of words-pictures is word-specific, picture-specific, duo-specifics, proportion, inter independent, parallel and montage. By using those word-pictures and codes, she tried to determine what connotative meaning that is found behind those combinations. After analyzing the sign to find out the connotative meaning in that comic, the researcher concluded that the combination of words-pictures in the comic was an aesthetic thing to be analyzed and they do really have connotative meaning inside, by combining them using those codes theory, the reader could

understand the real meaning of words-pictures which confusing to be understood sometimes.

Alhaj (2018) focused on analyzing the connotative words and secondary meaning in the selected surah of the Holy Quran. He analyzed the corpus of examples of the English translations that are various about the Holy Quran's meaning, analyzed the Arabic verses and compared them to three different translations of the Holy Quran. He used the analytical descriptive qualitative method, which aimed at identifying the problems of translating polysemy and connotation as two areas of difficulty in translating the Holy Quran. This study found that how the three translations reflect and maintain the polysymous and connotative aspects of the Quranic lexemes. It has also, investigated the extent to which the three translators have considered the contexts of the original Quranic ayahs and to what degree they have preserved the connotative meanings in their translations.

The third study written by Putra & Qodriani (2017) focused on finding out connotative and denotative meaning and to describe how connotative meaning denoted in the advertisement. He used qualitative research method and tried to describe and determine which one the advertisement's tagline and expression using Barthes' theory, and analyzed the meaning that provided in the selected advertisements that are denotation and connotation behind the two branded beverages' slogan. The researcher found that the denotation in those advertisements was to show

some interesting poses and creative slogans that can provide a positive impression for anyone who sees it. His research tend to show how important the role of images and slogans could compete and to get the attention of new consumers, whereas the connotation meaning was that each picture and slogan appeared on the advertisement has a special meaning to introduce new products or old products that reappeared with different innovations, and it was also has the intention to drop the opponent's role in competing to win the sales rate of each product.