

SEMANTIC STUDY: THE USE OF CONNOTATIVE MEANING IN PERMISSION TO DANCE BY BTS

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ABSTRACT

This study aims to discuss the use of connotative meanings contained in song lyrics, which is an expression of one's feelings expressed through songs. Researchers chose a song popularized by a boy group from South Korea, namely BTS with a song entitled Permission to Dance. In this study, researchers focused on three types of connotative meanings, namely positive, negative and neutral connotatives (J.N. Hook in Widarso, 1989). The method used in this research is qualitative method, by analyzing the corpus to explain the connotative meaning in the lyrics of Permission to Dance. Data collection is done by observing the song lyrics to find the connotative meaning contained in the song lyrics. Based on the results of this study, the analysis shows that there are three types of connotative meanings in the lyrics of Permission to Dance. The researcher found one positive connotative meaning, two negative meanings and four neutral connotative meanings.

Keywords: Semantic, Connotative Meaning, Lyrics song

1. INTRODUCTION

Semantics is a branch of linguistics that studies the meaning of words and sentences. It is important for understanding how language is used to communicate ideas and concepts. Semantics can be divided into two main types: conceptual semantics and associative semantics. Conceptual semantics is the study of the literal meaning of words, while associative semantics is the study of the connotations or associations that words have. Semantics is important for a number of reasons. First, it can help us to understand how language is used in different contexts. For example, the word "bank" can refer to the side of a river, a financial institution, or a group of people who work together. The meaning of the word will depend on the context in which it is used. Second, semantics can help us to understand how language is used to persuade or manipulate. For example,

advertisers often use words with positive connotations to make their products seem more attractive. Third, semantics is important for studying the human mind. The way that we understand the meaning of words is closely linked to our thought processes and our ability to conceptualize the world. In conclusion, semantics is a complex and fascinating field of study. It is important for understanding how language is used to communicate ideas and concepts, and it can also help us to understand the human mind.

Here are some additional points that you may want to include in your paraphrased text:

- Semantics is closely related to pragmatics, which is the study of how context affects the meaning of language
- Semantics is also related to lexicography, which is the study of how words are defined and used
- Semantics is a rapidly growing field of study, and there are many new and exciting research areas in this field.

Leech (1991) identified seven types of meaning that can be found in text: denotative, connotative, stylistic, affective, reflective, collocative, and thematic. This research focuses on the analysis of connotative meaning in the BTS song "Permission to Dance." Connotative meaning is the additional associations or feelings that a word can have for a person, beyond its literal meaning. The song "Permission to Dance" contains a number of words with strong connotative meanings. For example, the word "dance" can evoke feelings of joy, freedom, and expression. The word "night" can evoke feelings of mystery, excitement, and possibility. And the word "break the rules" can evoke feelings of rebellion, liberation, and empowerment. The connotative meanings of these words contribute to the overall message of the song, which is about the importance of finding joy and freedom in life, even when faced with challenges. The song encourages listeners to let loose, have fun, and break the rules, all without needing permission from anyone else. The analysis of connotative meaning in "Permission to Dance" provides insights into the way that language can be used to evoke emotions and create meaning. It also shows how the connotative meanings of words can vary from person to person, depending on their individual experiences and associations.

In addition, connotative meaning the communicative value that expression has beneath what it refers to, above its pure conceptual content. Therefore, the use of connotative meaning can make dialogue or conversation more colorful and deep because the meaning of a word or phrase is not just a literal meaning. However, its meaning can be expanded. In addition, by using it, we can avoid offending the person we are talking to directly. On the other hand, the use of connotative meanings can also be wrong in the opinion of speakers and speakers because the meaning of the value expression is less than intended. Most of the studies on connotative meanings focus on song lyrics and short stories, such as Desy (2020) by title "ariana grande song lyrics" as a research object. Her research aims to analyze the denotative meaning and connotative meaning contained in the song lyrics. The song chosen for this research data is Ariana Grande's song entitled "God is a woman". The result of this analysis is that there are more connotative meanings than denotative meanings in Ariana Grande's song lyrics, this study found three connotative meanings and two denotative meanings. And Arsiska (2003) whose research title is "denotative and connotative meanings in one song lyrics direction: a semantic perspective ". In her research aims to analyze some words that contain connotative and denotative meanings in three lyrics of one direction songs namely "Hey Angel", "Long Way Down", and "Drag me Down", based on Withers and Keami (2003) as an activity in the semantic class. And this study found that (1) Some song lyrics contain connotative and denotative meanings that refer to certain objects, (2) connotative meaning is more dominant than denotative meaning. However, this study focuses on analyzing and describing the use of connotative meanings in the lyrics of the song permission to dance by bts. The lyrics of bts songs are taken as data to support this research.

The theory of Geoffrey Leech (1981) and J. N. Hook (in Widarso 1989) state that in addition to denotative meaning, words sometimes have an emotional tone or often referred to as connotative meaning. Another important thing whenever we talk about connotation is that affective and emotional involvement in our minds. In addition, J. N. Hook (in Widarso 1989: 71). In this research, the author will use the theories of Geoffrey Leech (1981) and J. N. Hook (in Widarso 1989) to analyze the connotative meaning in

the lyrics of the song by boy group BTS with the song entitled Permission to Dance. States that connotative meaning can be divided into two types, namely positive connotative (purr word) and negative connotative (snarl word). In addition to positive connotative and negative connotative meanings, there are neutral ones which most of them are jargon language.

This study describes and analyzes the use of connotative meaning in the lyrics of the song "Permission to Dance" and also provides an understanding of the meaning conveyed in the song. Song is an effective medium to convey something message. Songs can capture and evoke feelings like patterns hope, desire, excitement and even madness. Song is one a series of tones combined with a harmonious rhythm and complemented by poetry that forms a beautiful harmonization. Songs are often used as a tool to convey a message to others. The message conveyed through song lyrics or poetry is an example of verbal and non-verbal communication. Song is a verbal communication when viewed from the side of the lyrics. Lyrics usually contain the message that the communicator wants to convey to the communicant. Finally, this research can be used as a reference for readers. This research can also help those who want to know more about connotative meaning, especially its nature and usage in lyrics. This research is still far from being perfect, therefore the writer needs criticism and suggestions for improving this research.

2. METHODS

This study uses a qualitative method, by analyzing the corpus to describe the connotative meaning in the lyrics of BTS *Permission to Dance*. The analysis includes a breakdown which contains an overall explanation of the lyrics in detail. From the analysis the writer tries to conclude the connotative meaning of each lyric. In this study data was collected using library techniques where written sources were used to obtain data. Data be obtained with qualitative approach because the data is in the form of song lyrics with several steps: a. Researchers collect data by downloading songs and their lyrics. b. The researchers listens to the song to find the connotative meaning of the lyrics of the song. c. The writer takes words that use the connotative meaning of the lyrics of

the song. d. The collected data has been analyzed, explained and ended with a theory of connotations.

Data were analyzed using a qualitative descriptive method. Analyzing phenomena and analyzing the use of words, including finding the connotative meaning contained in the lyrics. The lyrics were observed and the words read were then analyzed using relevant concepts and theoretical frameworks. Then the data is registered first and analyzed. The data has been analyzed by understanding the lyrics that contain connotative meaning in the lyrics of the song.

3. RESULTS AND DISCUSSION

In this section the researcher describe the connotative analysis in the lyrics of the song "Permission to Dance". Therefore after collecting data, the next step is data analysis. This means that by reading and observing the collected data, the researcher completes the analysis process. "Permission to Dance" is an energetic song released to invite the public to continue to be optimistic in the midst of a pandemic that has hit the world. "Permission to Dance" was released to wish everyone happiness. Not limited by age, occupation, race, and physical condition. Here are the piece of lyrics "Permission to Dance":

It's the thought of being young

When your heart's just like a drum

Beating louder with no way to guard it (Jeon Jungkook!)

When it all seems like it's wrong

Just sing along to Elton John

And to that feeling

We're just getting started (Kim Namjoon!)

When the nights get colder

And the rhythms got you falling behind (Park Jimin!)

Just dream about that moment

When you look yourself right

In the eye eye eye

Then you say

I wanna dance

The music's got me going

Ain't nothing that can stop

How we move yeah (BTS!)

Let's break our plans

And live just like we're golden

And roll in like we're dancing fools (Kim Seokjin! Say

We don't need to worry

'Cause when we fall we know how to land

Don't need to talk the talk

Just walk the walk tonight (BTS! ARMY-wa!)

Song Lyrics	Connotative Meaning	Kind of connotative
When your heart's just like a drum	The meaning of this lyric is to evoke a youthful enthusiasm that burns like a drum being beaten.	Neutral connotative
And live just like we're golden	The meaning of these lyrics is high and invites us to feel that our life is valuable, like gold!	Positive connotative
Don't need to worry 'Cause when we fall we know how to land	This lyric tries to convince the public that everything will be fine even though the road is not always smooth.	Neutral connotative
We don't need permission to dance	The meaning of this lyric is that we can't let problems or other people stop us from being happy.	Negative connotative

And roll in like we're dancing fools	Generate a sense of enthusiasm without caring about what other people say.	Negative connotative
When the nights get colder // And the rhythms got you falling behind// Just dream about that moment	When the nights get colder// And the rhythms got you falling behind// Just dream about that moment. When everything feels lonely or it can be interpreted by the spirit that begins to decline, we can again remember how to feel the spirit of youth.	Neutral connotative
Just keep the right vibe !	This means that when you feel tired, both physically and mentally, you also have to take care of yourself not to stop fighting to get through the day.	Neutral connotative

Us to be enthusiastic and not have to worry about life, just enjoy it as you go along. Therefore, this song was released to invite everyone to be happy. Not limited by age, occupation, race, and physical condition. Permission to Dance is an energetic song that was released to invite the public to continue to be enthusiastic in facing the pandemic situation that is currently sweeping the world. The song is filled with meaning and hope for a better life. Even though the song is easy to hear, this song has quite a deep meaning both from the MV snippet and in terms of the lyrics of the song.

4. CONCLUSION

Based on research problems and research findings on data description and data analysis, the conclusions can be seen as follows. The researcher concludes There are three kinds of connotative meanings found there; one positive connotation, four neutral connotations, and two negative connotations. So, The connotative that is most widely used in the data is the neutral connotation. From the analysis on this, the writer finds that the lyrics "Just keep the right vibe!" explained that in the middle we feel tired, both physically and mentally, but we also have to take care of ourselves so we don't stop fighting to get through our day. The researcher uses a qualitative method whose analysis includes a breakdown which contains an overall explanation of the lyrics in detail.

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