CHAPTER I
INTRODUCTION

This chapter presents the background of the research, statement of the research, research objectives, significance of the research, definition of key terms and organization of writing.

1.1. Background of the Research

Language is the most important thing that will communicate people and their ideas to other people, and language will be more understood by people if they know what the meaning is. Semantics will guide the people to understand more about language, because semantics is the study of meaning that is used for understanding human expression through language. According to Reimer (2010: 2), Semantics is one of the richest and most fascinating parts of linguistics. Semantics is also at the centre of the study of the human mind - thought processes, cognition, conceptualization - all these are intricately bound up with the way in which we classify and convey our experience of the world through language (Leech, 1983: ix).

Semantics has many types of meaning, one of them is associative meaning which concern on expression that has to do with individual mental understandings of the speaker. Associative meaning is also unstable of meaning and has variants of individual experience. According to Mwihaki (2004: 127), associative meaning describes a composite of six modes of language usage, which draw on certain
mental connections. Such connections are based on the contiguities of real-world experience rather than the linguistic context.

However, associative meaning is different from the other meaning especially conceptual meaning as the other type of meaning in semantics. We contrast them all with conceptual meaning, because conceptual meaning seems to require the postulation of intricate mental structures which are specific to language and to the human species (Leech, 1983: 18). According to Leech (1983: 19), associative meaning is divided into five types of meaning. They are: connotative meaning, social meaning, affective meaning, reflected meaning and connotative meaning.

From those types of meaning, each meaning have their own function in associative meaning. According to Leech (1983: 23), affective meaning is what is communicated of the feelings and the attitudes of the speakers/writer. It is a kind of language which reflects the personal feelings of the speaker or writer including his attitude to the listener or his attitude to something that is uttered (Leech, 1983: 15). Based on the theory from Leech, the researcher concludes that the function of affective meaning is to communicate the feeling or the attitude of the speaker or the writer.

The researcher is interested in associative meaning because most of people who conduct a research use lexical or grammatical meaning for the tool to analyze some object or topic of the research. In this case, the study will focus on lyrics of Adele’s song, because people who enjoy the music or the song usually do not
know what the meaning of the song is. People just enjoy the music as a pleasure, but actually there must be an implicit meaning in every song lyrics.

Adele was born in north London, England, on May 5, 1988. A huge fan of Etta James and Ella Fitzgerald as a child, Adele was a music fiend beginning at the age of 3. She attended the BRIT School, a free school for the performing arts. Her first two albums, 19 and 21, earned her critical success and a level of commercial viability on par with the Beatles and Bob Marley.

Adele’s 21 Album is the second album of Adele, the first album is 19 Album. This album realised on 24 January 2011 in most of Europe and on 22 February 2011 in North America. The album consists of 15 songs, and the album shares the folk and montown soul of influences of her 2008 debut album 19, but was further inspired by the American country and Southern blues music to which she had been exposed during her 2008-09 North American tour An Evening with Adele. Adele Biography. (2015, October 5) Retrieved from http://www.biography.com/people/adele-20694679#personal-life

Research about associative meaning has been done by some researchers before. To make sure that this research is original, the researcher wants to present some research related to the semantics analysis of associative meaning. They are:

a. Associative Meaning Found In The Central Media News by Hidayati (2010). Theresearch aimed at studying associative meaning in written text. The researcher determined the types and the use of associative meaning that was gathered from The Central Media News from
February until June 2010. Furthermore, it was focused on Dawah News of the article since there are many associative meanings found.

b. A Study On The Associative Meanings Of The Jakarta Post Weekender Magazine by Yusuf (2010). The research aimed to study associative meanings in written texts since sometimes comprehend the meaning of the text is more difficult or more ambiguity than in speech. The researcher determined the types and functions of associative meanings based on Leech’s theory that was gathered from the Jakarta Post Weekender magazine which published from October until November 2009. Furthermore, it was focused on the Profile section of the magazine since there are many associative meanings are found.

c. The Associative meaning of Love in Both Wali’s “Cari Jodoh” and Fabrizio Vaneillos’s “No I Can Do” Songs by Wahyudi (2014). This research aimed to study associative meaning in Wali’s song and Fabrizio’s song. The first study was about the semantics similarities and differences between both songs the second was about analyzing the words used in both songs.

Based on these previous studies, the researcher is interested in the same topic but use different object. To limit the research, the researcher will take one album of Adele, in which consists of fifteen song lyrics.
1.2. Problems of the Research

Based on the background above the researcher identifies the following problems:

1. What kinds of associative meaning used on *Adele’s Song Lyrics*?
2. What are the function of associative meaning on *Adele’s Song Lyrics*?

1.3. Objective of the Research

Based on the problems of the study above, the objectives of the study are formulated as follows:

1. To describe what kinds of associative meaning used on *Adele’s Song Lyrics*.
2. To show the function of associative meaning used on *Adele’s Song Lyrics*.

1.4. Significance of the Research

This research is hoped to be useful theoretically as well as practically. They are:

1. Theoretical Benefits

   The researcher hopes that the study is useful and give a contribution for semantics field and the development of linguistics study.
2. Practical Benefits

There are two practical benefits. First, the researcher hopes that this study will help other people or other researchers as one reference for their research. Second, the study will be useful for the students who learn about associative meaning and for the students or the researchers who find difficulties in understanding the associative meaning.

1.5. Definition of Key Terms

1. Associative meaning describes a composite of six modes of language usage, which draw on certain mental connections. Such connections are based on the contiguities of real-world experience rather than the linguistic context (Mwihaki, 2004: 127)

2. Adele is one of world singer in this century, she has an album, one of them is “21 Album” and it album consist of 15 songs lyrics.

1.6. Organization of Writing

In order to make the researcher and the readers understand the whole contents of this graduating paper, the paper is divided into five chapters, as follows:

1. Chapter I: Introduction

This chapter presents the background of the study, problems of the study, objective of the study, significance of the study, definition of key terms and organization of writing.
2. Chapter II: Theoretical Background

This chapter presents the theoretical foundation which support the background of the research above, it will discuss what the associative meaning is and also discuss about kinds of associative meaning.

3. Chapter III: Research Methodology

This chapter presents the method of the research, a qualitative method will be discussed in this chapter because the researcher will use that method for analyzing the data. This chapter also consists of research methodology, the source of the data, sample of data, technique of collecting data and technique of analyzing data.

4. Chapter IV: Discussion

This chapter presents the analyzing data which is collected in previous chapter. This chapter will use associative meaning to analyze the data.

5. Chapter V: Conclusion

This chapter presents the conclusion of the research, this chapter also presents critics and suggestion for the researcher and also for the next researcher will do the same research.