

## ABSTRACT

**Anisa Sahira Fajriani.** 1145030021. *The Associative Meaning Found in Song Lyrics Taylor Swift “1989” Album.* Undergraduate Thesis, English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisor: 1. Dr. Dadan Rusmana, M.Ag.; 2. Ice Sariyati, S.S., M.Pd.

**Keywords:** *Semantic, Meaning, Associative Meaning.*

Associative meaning gives different meaning based on the interpreter's understanding and in Taylor Swift's song lyrics, there have been found meanings. Therefore, this research focuses on two issues: 1. What types of associative meaning are found in Taylor Swift's "1989" song lyrics? 2. What functions of associative meaning are found in Taylor Swift's "1989" song lyrics? The research uses the theory of Leech (1997) about types and functions of associative meaning. The method used in this research is descriptive qualitative method. The data of this research found are 22 data. The analysis of data shows that the types of associative meaning found are connotative meaning (eight data), affective meaning (ten data), reflected meaning (three data), and collocative meaning (one data). Meanwhile, the functions of associative meaning found are conveying the deeper meaning (eight data), conveying the personal feeling or attitude (three data), conveying the new sense of a word (three data), and conveying the communication of a word (one data). Based on the finding of the analysis data, the result of this research can be concluded that in song lyrics Taylor Swift's "1989" album, there is mostly found the affective meaning that expresses the personal feeling or attitude of the song writer and the function is conveying to the personal feeling or attitude.