

## **CHAPTER I INTRODUCTION**

This chapter is divided into some sub-chapters. Here, it will be explained about the background of the study, statement of the problem, research objective, research significance, and previous studies.

### **1.1 Background of the Research**

As social beings, humans need each other. They cannot be separated from language, they need language to interact one with another and get along in society. For this reason, humans need to communicate to convey messages, exchange ideas, knowledge, and feelings or persuade other people. Communication is two or more people, some act as speakers, those who deliver information, and also as listeners, those who receive information. Communication is the process by which individuals go through the same system of symbols, signs, or behaviors.

In another sense, communication is the process of giving, receiving, or exchanging information, ideas, opinions, and expressing feelings or emotions from the speaker to the listener vice versa to make each other understand the message. Communication will occur naturally when the participant uses the appropriate language according to the condition and situation, both in oral or written discourse. Several factors influenced the form of language expressed. The factors are who is speaking and who is the interlocutor, what is the point of the conversation, what is the topic and when, where, and the condition.

In communicating, there is a transfer of information that occurs between the parties related to the communication. Therefore, it is necessary to have a harmony of thought between the communicating parties so that the information to be conveyed can be conveyed correctly without any misunderstanding. Because everyone must have their opinion or thoughts about something, and it can happen because of several factors. The factors that influence the thinking of each person usually come from the person's background, it can be from the environment where he lives, or even from the habits and beliefs of that person.

Apart from these factors, misunderstandings in communication may occur due to differences in thinking of the information received. This is usually triggered by errors in understanding the sentences or words conveyed by the interlocutor when communicating. Therefore, it is better when communicating using language or delivery that can be understood by the target information. Differences in tone of language and intonation can also make the interlocutor in communication have an opinion that is not following what we want. These opinions or thoughts are called connotations. There are positive connotations and negative connotations that are usually encountered which also appear in many parties, it depends on what the interlocutor thinks or the target information about the information they receive.

In this study, the research about the positive connotative meaning is reflected by the army running cadences of The United States Navy SEALs. Therefore this research shares some findings by the researcher with readers related to the results of research that will be conducted. In this research, the researcher would explain a little about the positive connotative meaning found in cadences, or it can be said that this research is more to examine the problem of positive connotative meaning that also can be known through the sense of hearing. That is what might be able to slightly differentiate this research from previous research. So that in the future this research can provide at least a new perspective about-face the problem of life.

This research examines the positive connotative meaning which is contained in running cadences by The United States Navy SEALs. And this research takes the object from other points of view which may rarely be taken by many people so at least make this research a little different from some previous research. From the entire data found, each of these positive meanings reflects good qualities which implicitly describe the nature of the Navy SEALs through their cadence. And the use of positive meaning is made to make people feel good, treat them more pleasantly and try not to offend someone's feelings.

In other words, the cadence of the United States Navy SEALs contains values of goods that are not very visible because they are hidden behind the non-explicit language. From the positive connotations that exist, it illustrates that many positive qualities can be taken from soldiers, beyond the scope of the soldiers who usually seem scary.

And on this occasion and also in this study, the research to discuss and analyze a Positive Connotation in Army Running Cadences of The United States Navy SEALs from a semantic point of view with using the theory put forward by Leech (1981) who studied the meaning in a very broad way and breaks it down into seven types logical or conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collective meaning, and thematic meaning. Of these logical or conceptual meaning was the same as designative meaning. Leech's connotative meaning was different from connotation. Except conceptual meaning and thematic meaning the other five are called associative meaning.

This research is leading to some perspective of some people especially the citizens, regarding the persona of the army that tends to be scared of even creepy. Especially when it is seen when the soldiers are on a mission, which is even done to maintain the safety and comfort of all citizens. And this research is expected to be able to at least slightly change the perspective of the citizens so that they can see that the army is not only impersonally a scary and frightening human but they also go along with the personality of a positive connotation, especially that positive connotation those reflected in their cadences.

The topic of this study has previously been observed by some researchers. Among the research, in researcher opinions, there was some good previous study that can be triggered for the researcher to be more effort in this research. Many studies have also discussed a connotative meaning, or discuss it in more detail from any institution. To support and help the readers find a little information about the positive connotative meaning, the researcher found a journal entitled *The Use of Connotation Meaning Derived From Darwis Tere Liye's Quotes*, and written by Rizka Zulhaini and Muhammad Natsir.

The conclusion of his research is the positive connotative meaning belongs to the dominant type in Darwis Tere Liye's quotes on Facebook. And the use of positive or connotative meaning is the dominant type because they treat them more pleasantly and try not to offend someone's feelings and this is the intention of Darwis Tere Liye as the author.

Another example research there is a journal with the title is Denotative and Connotative Meaning in One Direction's Songs Lyric: A Semantic Perspective, and written by Ariska Sari and Paramita Kusumawardhani. The conclusion of his research is semantic is the study of meaning in language. The semantic has several types, there are denotative and connotative meanings, denotative meaning is a real meaning based on a dictionary. It is mean interprets directly a word, phrase, or sentence based on a dictionary.

Meanwhile, connotative meaning is getting meaning from a word, phrase, or sentence according to suggests, or what we associate the word with, that goes beyond its formal definitions. The dominant meaning between denotative and connotative meaning on the three-song lyrics by One Direction is connotative. The reader can see the example of them and understand the differences of denotative and connotative meaning, so the reader knows the true meaning of the song's lyric by One Direction.

And one more example of research that is also founded by the researcher is one research that is unique in the researcher's opinion because that research takes another point of view and that is written by Gill Philip, with the title is Connotative Meaning in English and Italian Colour-Word Metaphors. The further hypothesis is that because the colors chosen in conventional linguistic expressions are not selected actively by the speaker, but rather predetermined by the habitual patterns of the language, these language habits subsequently affect the speaker's, and the language community's, perception of the color.

## **1.2 Statement of Problem**

Cadence contains values of goodness that are not very visible because they are hidden behind non-explicit language so that they are suitable for research by looking for their meaning through positive connotations. Hence, this research focuses to discuss and analyze a Positive Connotation in the Army Running Cadences of The United States Navy SEALs from a semantic point of view.

While positive connotation is a positive thought or assumption that arises from other people about something, which in this case is the running cadence of the United States Navy SEALs. Connotations are divided into three, namely positive connotations, negative connotations, and neutral connotations. And in this study, the researcher focused this research on the positive connotations embedded in running cadence from the United States Navy SEALs. Because the cadence Navy SEALs contains values of goodness that are not too visible because it is hidden behind non-explicit language, so it is suitable to be investigated by looking for its meaning through positive connotations.

And from that problem, the researcher concludes that some questions will be the main focuses of this research, they are:

1. What are the positive characteristic resulted from connotative meaning of the words in The United States Navy SEALs running cadences?
2. How do these words and phrases give positive meaning to their lines and further the cadences as a whole to the overall cadences?

## **1.3 Research Purpose**

Based on the formulation of the problem above, the intentions of this research are:

1. To identify the words and phrases of The United States Navy SEALs Running Cadences that contain positive characteristic.
2. To analyze how these words and phrases give positive meaning to their lines and further the cadences as a whole.

#### 1.4 Research Significance

Theoretically, this research would be useful for the readers to enrich their knowledge and to know more about positive connotations, especially for future students who have an interest in this kind of analysis.

Practically, this research could give more information and knowledge about the semantic study. On the other hand, this study could use for another researcher who is interested and wants to research the other object. For the students who read this research, hopefully, this research can help the student who wants to identify the use of connotative meaning in all conversation. This research also can help those who read this to understand the semantic approach.

#### 1.5 Definition of Key Terms

In order to clarify the key terms used in this study, some definitions are put forward:

*Cadence* is the traditional call-and-response work song sung by military personnel while running or marching. Cadence is rhythmic, but not all rhythm is cadence. Cadence is defined as the beat, time, or measure of rhythmical motion or activity. It has been used in the military since the Revolutionary War, as they needed to ready their muskets and fire together.

*Characteristic* is a quality or feature that is typical of someone or something. characteristic suggests the indication of a quality that is peculiar to, and helps identify, something or someone.

*Connotation* is differences in tone of language and intonation can also make the interlocutor in communication have an opinion that is not following what we want. There are positive connotations and negative connotations that are usually encountered which also appear in many parties, it depends on what the interlocutor thinks or the target information about the information they receive.

*Navy SEALs*: The United States Navy SEALs, word of "SEAL" here stands for Sea, Air, and Land. This means the United States Navy SEALs are special forces of the United States Navy that are prepared to carry out non-conventional combat operations, domestic defense, direct attack, counter-terrorism, and other special

operations. Those who are trained and expected to survive are also victorious in battles at sea, in the air, and on land.

***Positive connotation*** is a positive thought or assumption that arises from other people about something, positive in a connotative sense is also honor or a word that people feel comfortable with. People often use this form of speech to try and have the same thing more positively and pleasantly, this is called a euphemism. And most importantly not to offend someone.

