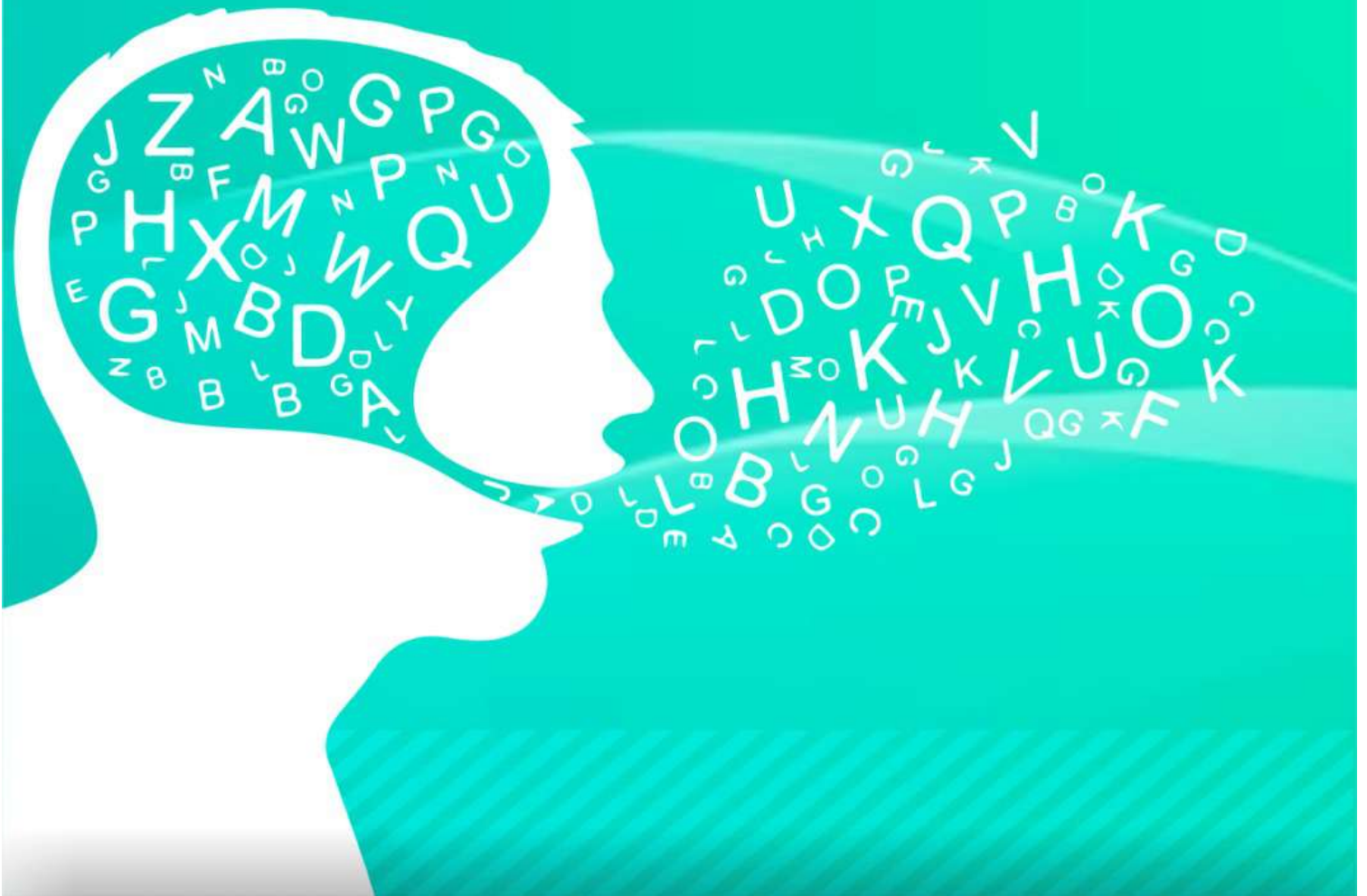




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## Lexical Cohesion Used In Donald Trump's Campaign Speech

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**Abstract-** The title of this research is "Lexical Cohesion Used in Donald Trump's Campaign Speeches". Lexical cohesion is one of the most important tools for bringing text together. Lexical cohesion is grouped into five types. Due to the large number of types, research on lexical cohesion needs to be carried out and the problems to be studied are: the types and uses of the most common types found in Donald Trump's campaign speeches. The theory used is the theory of lexical cohesion types taken from Cohesion in English by Halliday and Hassan (1976). This study uses four of Donald Trump's speeches as data sources. Data collection is carried out in the form of library research, which searches for and downloads data sources and then reads the relevant data included in it. All data is grouped into the appropriate type group. The data that has been collected is analyzed descriptively and frequency. The results of the study show that five types of lexical cohesion are found in Donald Trump's campaign speeches. The five types of lexical cohesion found are repetition, synonym, superordinate, general words, and collocation. The mostly type of lexical cohesion found is repetition.

**Keywords:** Lexical Cohesion, Speech, Cohesion, Donald Trump, Type

### I. INTRODUCTION

Speech is the need to convey one's opinion to others through a message. According to Brown and Yule (1983: 15), "Spoken language is less organized than written language. The spoken language contains less dense information but for easier understanding through spoken language than in writing". This explanation shows that voice is distinct from written language and is one of the spoken languages. Speech is also an activity between one speaker and many audiences. Several people, including presidents, instructors, leaders, and students, give speeches to present their current thoughts. Their aim is to be able to communicate some information, either to reject something or to support an existing assertion.

Coherence is important in any text. Coherence is a condition where all the parts or ideas match each other to form a complete sentence, the parts will be well connected and all will go in the same direction. Sentences may make no sense or be difficult to follow if they lack coherence. A paragraph is considered coherent, for instance, if the reader can smoothly transition from one sentence to the next and view the paragraph as a cohesive unit rather

than as a series of separate sentences.

A sentence that is well-organized and has cohesion is the product of the speech and is a type of syntactic organization. Cohesion has some important types. Cohesion can take two different forms. The first is lexical cohesion, followed by grammatical cohesion. In grammatical cohesion it refers to the structural content that means that a language has a structure and the language structure is used to create chronological or good relations of meaning in discourse. The second one is lexical cohesion that means that there are language contents in discourse that must be chosen correctly as an essential piece to develop meaningful discourse.

There are different kinds of lexical coherence, according to Halliday and Hasan (1976). They are what they are: collocation and repetition. Repetition is a sort of lexical cohesion that refers to the repetition of a lexical item. The types of repetition include repetition of the same term, synonymy or nearly-synonymy, superordinate words, and general words. The second sort of lexical coherence is collocation, which is recognized as a crucial component in establishing cohesion in texts that are related. These lexical type classifications will clarify the many lexical types used in Donald Trump's

campaign speech patterns.

There are some researches in lexical cohesion. The first research was qualitative research conducted by Nurdiana on Veronica Roth's Novel "Divergent". The research analyzed the types of reiteration and their function in the novel using Rankema's theory and Hassan and Halliday's theory. The study's findings demonstrate that various types of repetition can be found in patterns. Repetition has 15 data in each chapter. Synonyms have 2 data in the first, second, and fifth chapters. Hyponyms has 5 data in the first, second, third, and fifth chapters. Antonym has 7 data in the first, second, and fifth chapters. Metonym has 1 datum in the fourth chapter. So, the repetition is most dominant than others and the function of reiteration in Veronica Roth's novel "Divergent" is to stress, connect, inform, declare, persuade, describe, express, explain, to show the speaker's situation (Nurdiana, 2014).

The second research was qualitative research conducted by Fadhli on sports news text in the Jakarta post. The research explains the analysis of cohesion devices that are dominant. The outcome reveals that the reference, which has a percentage of 65,71%, is the most common grammatical cohesion method used in the text. Whereas repetition has a ratio of 16,57% in lexical coherence, making it the major factor (Fadhli, 2015).

The third research was qualitative research conducted by Ulya on the short story, "Five Forty-Eight. The research analyzed kinds of lexical cohesion and the application of the lexical cohesions in creating coherence of the text using Halliday and Hasan theory combined with Brian Partridge theory. The result shows that all types of lexical cohesion are found in the text. They are repetition, synonymy, antonymy, meronymy, hyponymy, and collocation. Repetition occurs in the exact words and with more information. The next lexical cohesion that occurs in the text is synonym. Then antonymy is also found in the text. The collocation cohesion" that appears in the text demonstrates the relationship between parts, individuals who belong to the same broad category, and

objects that are situated close to one another in pairs. The lexical cohesions aid in the text's coherence. (Ulya, 2017).

The use of lexical cohesion in speech is interesting to discuss because of some reasons. Donald Trump is a public figure in his country, and this speech's contents explain the unity in each sentence and paragraph delivered in the speech, and no one has researched the speech regarding the use of lexical cohesion. The president's speech is so influential for his country. As explained above, this research focuses on the form of text in speech from various perspectives, including those examining speech from a linguistic point of view, especially in terms of lexical cohesion. This is the point about how an utterance can relate to another from one sentence to another, and how the speech text has one entity from one sentence to another.

In the discussion of this study, two problems with lexical cohesiveness are formulated. The first one asks, "What kinds of lexical cohesion were found in Donald Trump's campaign speech?" The second question is: what kinds of lexical cohesion does Donald Trump's campaign speech mostly use? The aim of this study is to discover the types of lexical cohesion that were most commonly used in Donald Trump's campaign address as well as the most common types of type of lexical cohesion that was employed in it.

## II. METHODS

This research used mixed methods. The data used some technique in determining the data source, collecting data, and analyzing the data. The data was taken from transcripts of Donald Trump's campaign speeches. The online websites [www.rev.com](http://www.rev.com), [www.washingtonpost.com](http://www.washingtonpost.com), and [www.politico.com](http://www.politico.com) served as the data sources. The transcript can be found on this page. The data was collected from Donald Trump's campaign speeches. In collecting the data, several steps were carried out, as follows. The first step was searching online for the transcript of Donald Trump's speech. The second step was to download the transcript. The third step was to read each paragraph in the text of the transcript. The fourth step was finding several types of lexical cohesion

groups. Data analysis was carried out after data collection. The categories of lexical coherence were categorized by the data analysis using the theory presented by Halliday and Hasan in their 1976 book, *Cohesion in English*. The most diversified type of lexical cohesiveness was then determined.

### III. RESULT AND DISCUSSION

This chapter will analyze and show the results of the lexical cohesion analysis of the types of speeches in Donald Trump's campaign speeches. This chapter is analyzed based on Halliday and Hasan's 1976 concept in their book, *"Cohesion in English"*. This essay examines several forms of lexical coherence and will only discuss the issue of lexical cohesion. Reiteration and collocation are two types of lexical cohesiveness that were examined in this study. Four categories can be used to further categorize repetition: general words, superordinate words, repetition, and synonyms. Based on the explanation below, the data for the narrative is presented.

#### A. Reiteration

Using a common phrase to refer back to a lexical item at the other end of the scale and repeating lexical items at one end of the scale are both considered to be examples of repetition, as was suggested in the chapter before this one. When using reiteration, there will be word repetition in each sentence if the two events have the same meaning. The explanation of the various types of repetition, synonyms, superordinate, general words, and collocation will be examined in the following analysis.

##### 1. Repetition

The first type is known as repetition, which involves rewriting the same word multiple times in the same sentence. It happens when a word at the beginning of a sentence is repeated in another sentence, and it can also happen when words in a sentence repeat themselves. There were 910 repetitions found in the speech of Donald Trump. Most of the data found in the data

source uses repetition, can be seen in the examples that follow.

1. Every graduate in this field could have gone to virtually any top-ranked university that you wanted. You chose to devote your life to the defense of **America**. You came to west point because you know the truth; **America** is the greatest country in human history, and the United States Military is the greatest force for peace and justice the world has ever known (Trump, 2020).
2. It is our founding and our Constitution. It is a firm foundation upon which all progress is achieved. That's why our **country** is so strong, even despite terrible things that happen over the generations. Here this evening is a number of heroes who risk their own lives to uphold these values and keep our communities and our **country** safe (Trump, 2020).
3. They have just been an incredible group. And we are going to do this in a very democratic way, frankly. We're going to take names and suggestion. We're going to have communities and we're going to pick the greatest **people** that this country has ever known. The most respected **people**. The **people** that helped us the most. And the **people** that we can look up into the future (Trump, 2020).
4. America is founded upon the rule of **law**. It is the foundation of our prosperity, our freedom, and our very way of life. But where there is no **law**, there is no opportunity. Where there is no justice, there is no liberty. Where there is no safety, there is no future (Trump, 2020).
5. They were true, though **American** patriots. That is what our country needs, especially in these times, and that is what you are. Each of you begins your career in the Army at a crucial moment in **American** history. We are restoring the fundamental principles that the job of the **American** soldier is not rebuild foreign nations, but defend and defend strongly our nation from foreign

enemies (Trump, 2020).

In example 1, the data are taken from Donald Trump's 2020 speech. This speech states that President Donald J. Trump commended the cadets for their hard work. The repetition found in the example above is the word **America**. The word **America** appears twice and is identified as a repetition. Trump emphasized that the United States of America is the greatest nation in human history and that the American military is the most powerful force for justice and peace the world has ever known. America is mentioned quite than once to stress how fitting it is in this situation.

In example 2, the data are taken from Donald Trump's 2020 speech. This speech states that President Donald J. Trump discussed the candidacy, and Barrett's confirmation was controversial. The repetition found in the example above is the word **country**. The word **country** appears twice and is identified as a repetition. Trump emphasized that the **country** is strong even when bad things happen, and many heroes risk their lives to protect our **country**. The repetition of the word **country** is to emphasize in an appropriate context.

In example 3, the data are taken from Donald Trump's 2020 speech. This speech states that President Donald J. Trump discussed the candidacy, and Barrett's confirmation was controversial. The repetition found in the example above is the word **people**. The word **people** appear four times and is identified as repetition. Trump emphasized that the great **people**, the most respected **people**, and the **people** who can see the future will be a democratically elected group. The word **people** appear together in every sentence. The repetition of the word **people** is to emphasize in an appropriate context.

In example 4, The information was obtained from Donald Trump's speech in 2020. According to this address, President Trump declared that US forces had assassinated General Qasem Soleimani, the head of Iran's Quds Force. The repetition found in the example above is the word **law**.

The word **law** appears twice and is identified as repetition. Trump underlined that the rule of law is the foundation of America. The word **law** appears simultaneously in every sentence. The repetition of the word **law** is to emphasize it in an appropriate context.

In example 5, the data are taken from Donald Trump's 2020 speech. This speech states that President Trump commends cadets for their hard work and success. The repetition found in the example above is the word **American**. The word **American** appears twice and is identified as repetition. Trump emphasized the fundamental idea that the job of American soldiers is to forcefully defend our nation from external adversaries, not to rebuild distant countries. That way, there is repetition in every sentence. The repetition of the word **American** is to emphasize its appropriateness in this context.

There are occasional repetitions of words in speeches, and the reason given above explains why this happens. The use of the repetition was found and analyzed in order to understand the meaning and there is no doubt on this topic. The table of word repetitions and frequency of word repetitions is provided below to help clarify the aforementioned explanation.

**Table 3.1 Repetition Found in the Speech of Donald Trump**

Example	Word Repeated
1	America (noun)
2	Country (noun)
3	People (noun)
4	Law (noun)
5	American (noun)

## 2. Synonym

The next type is a synonym. When two words or phrases are comparable and have the same or a similar meaning, they are said to be synonyms. There were 20 synonyms found in the speech of Donald Trump. Most of the data found in the data source use repetition can be seen in the examples that follow.

1. Our **brave** astronauts planted the American flag on the moon, and America will be the first nation to land

on mars. All Americans living today are the heirs of this magnificent legacy. We are the descendants of the most **daring** and courageous people ever to walk on the face of the earth (Trump, 2020).

2. If a city or a state refuse to take the actions that are necessary to **defend** the life and property of their residents, then I will deploy the United States military and quickly solve the problem for them. I am also taking swift and decisive action to **protect** our great capital, Washington, D.C. (Trump, 2020).
3. America is founded upon the rule of law. It is the foundation of our prosperity, our **freedom**, and our very way of life. But where there is no law, there is no opportunity. Where there is no justice, there is no **liberty**. Where there is no safety, there is no future (Trump, 2020).
4. He will not have died in vain. But we cannot allow the righteous cries and **peaceful** protesters to be drowned out by an angry mob. The biggest victims of the rioting are **peace-loving** citizens in our poorest communities, and as their President, I will fight to keep them safe (Trump, 2020).
5. Just recently, Soleimani led the brutal repression of protestors in Iran, where more than a thousand innocent civilians were tortured and killed by their own **government**. We took action last night to stop a war. We did not take action to start a war. I have deep respect for the Iranian people. They are a remarkable people, with an incredible heritage and unlimited potential. We do not seek **regime** change. (Trump, 2020).

In example 1, Trump stated that Americans are the descendants of the bravest people who have ever walked the Earth. Here, Trump mentions the word brave over and over again, but with different words and different pronunciations. Trump mentions the words **brave** and **daring**. Trump used terms with similar meanings to

make strong statements.

In example 2, Trump promises to act swiftly and forcefully to defend Washington, D.C., and its residents. Here is the word protect in the second sentence and the first sentence, Trump mentions defending. Between the words **defend** and **protect** both have the same meaning and meaning to protect. Since they mean the same, these two words fall into the category of synonyms.

In example 3, Trump stated that the law is essential to America's prosperity, freedom, and security. The word freedom is found here, the word **freedom** is repeated twice by Trump but uses a different spelling, namely **liberty**. Trump uses words that have similar meanings to strengthen his statement, even though the spelling and pronunciation are different.

In example 4, another example of synonyms is found in Donald Trump's speech. In this section, Trump talks about keeping citizens **peaceful** and **peace-loving** without rioting. Trump mentions the words **peaceful** and **peace-loving** in the first and second sentences, which show findings of the synonym type because they have similar meanings. The words **peaceful** and **peace-loving** are words that have different forms but have the same meaning. The existence of this word equation in a sentence can vary the vocabulary so that the sentence looks easier to understand.

Another example of synonym found throughout Donald Trump's speech in the example 5. Trump talk about acted to put an end to a war, Trump mentioned **regime** and **government**. Regime in politics is French which means form of government. Between regime and government are synonym because they have similar meaning.

There are several words that have the same meaning that occur in Donald Trump's campaign speech, and the explanation above has explained about synonyms. The use of the synonym was found and analyzed in order to understand the meaning and there is no doubt on this topic. In order to better understand the explanation given above, the table of words with similar meanings and the frequency with which they occur in speech are provided below.



**Table 3.2 Synonym Found in the Speech of Donald Trump**

Example	Synonym
1	Brave = daring
2	Defend = protect
3	Freedom = liberty
4	Peaceful = peace-loving
5	Regime = government

### 3. Superordinate

The next type is superordinate. The term superordinate refers to something belonging to the upper class and can be used to describe a type of something. There were 14 superordinate clauses found in the speech of Donald Trump, and most of the data found in the data source uses superordinate, as demonstrated by the examples below.

1. Then, Iran went on a terror spree, funded by the money from the deal, and created hell in **Yemen, Syria, Lebanon, Afghanistan, and Iraq**. The missiles fired last night at us and our allies were paid for with the funds made available by the last administration. The regime also greatly tightened the reins on their own **country**, even recently killing 1,500 people at the many protests that are taking place all throughout Iran (Trump, 2020).
2. Let us look at the situation right here in **Milwaukee**, a city run by Democrats for decade after decade. Last year, killings in this **city** increased by 69 percent, plus another 634 victims of non-fatal shootings (Trump, 2016).
3. In a week of active and ambitious diplomacy here at the **United Nations**, America renewed our friendships. We advanced our values greatly and made clear to everyone that the **United States** will always defend our citizens to promote prosperity (Trump, 2019).
4. Jesse an I have a life full of relationships, not only with our children, but with siblings, friends,

and fearless babysitters, one of whom is with us today. I am particularly grateful to my **parents**, Mike and Linda Coney. I spent the bulk of – I have spent the bulk of my adulthood as my Midwesterner, but I grew up in their New Orleans home. And as my brother and sisters can also attest, **Mom and Dad's** generosity extends not only to us, but to more people than any of us could count. They are an inspiration. (Trump, 2020).

5. With respect to **remedies**, we are now doing unbelievably well, and are in deep testing on **vaccines, treatments, and therapeutics**. I want to send our thanks to the scientists and researchers around the country and even around the world who are at the fore front of our historic effort to rapidly develop and deliver life-saving treatments and, ultimately, a vaccine (Trump, 2020)

In Example 1, superordinate was a term used to show a word as a more general class words from a specific item. in the sentence, found a word indicated as superordinate. Here, Trump mentioned a **country** that was superordinate to **Yemen, Syria, Lebanon, Afghanistan, and Iraq**. The words Yemen, Syria, Lebanon, Afghanistan, and Iraq was subordinate from country because Yemen, Syria, Lebanon, Afghanistan, and Iraq are a country.

In example 2, the word **city** refers back to the previous phrase **Milwaukee**, which shows the superordinate type. Because as we know that **Milwaukee** is the name of a **city** in the United States that is located in the northern part. This city is the most populated in the U.S.

In example 3, the word **United Nations** was superior to the **United States**, and the United States was subordinate to or hyponyms with the United Nations. The United Nations was a global organization that promoted international cooperation. The United Nations organization included the United States as a member.

The researcher found a word indicated as superordinate in example 4. Here, Trump mentioned **parents**, which were superordinate

to **Mom and Dad**. Mom and Dad were hyponyms or subordinate to their parents. Parents are the caregivers of a child, consisting of Mom and Dad. Parents explained things in more general terms than that.

Another example of superiority is found in example 5. Trump stated that scientists and researchers are leading efforts to develop life-saving treatments and vaccines. Here, Trump mentions several **vaccine treatments, treatments, and therapies** that have been run. So, vaccines, treatments, and therapy are part of **remedies**.

Based on the analysis above, it can be seen that several words are included in the superordinate in Donald Trump's campaign speech. The use of the superordinate was found and analyzed in order to understand the meaning and there is no doubt or deviation on this topic. Below will be presented a table of words that include the word superordinate to clarify the discussion above.

**Table 3.3 Superordinate Found in the Speech of Donald Trump**

Example	Superordinate	Subordinate
1	Country	Yemen, Syria, Lebanon, Afghanistan, and Iraq
2	City	Milwaukee
3	Day	Saturday
4	Parents	Mom and Dad
5	Remedies	Vaccines, treatments, and therapeutics

#### 4. General words

A general word is one that can refer to a variety of distinct things or ideas and is frequently used to create cohesion. The word general refers to an item with a specific classification, and this action is used instead of referring to something that

has already been mentioned. Words like "object," "place," "person," "animal," and "idea" are some examples of general words. There were 15 general words found in the speech of Donald Trump. Most of the data found in the data source uses general words, as can be seen in the examples below:

1. Today, it is my honor to nominate one of our nation's most brilliant and gifted legal minds to the Supreme Court. She is a **woman** of unparalleled achievement, towering intellect, sterling credentials, and unyielding loyalty to the Constitution: Judge **Amy Coney Barrett** (Trump, 2020).
2. Soleimani has been perpetrating acts of terror to destabilize the **Middle East** for the last 20 years. What the United States did yesterday should have been done long ago. A lot of lives would have been saved. Just recently, Soleimani led the brutal repression of protestors in **Iran**, where more than a thousand innocent civilians were tortured and killed by their own government. (Trump, 2020).
3. The American people will always support the courageous men and women of law enforcement. And nobody embodies that better than **David**. Thank you very much. Please. And David is looking down right now, and he is so proud of you and he loves you so much. And thank you for being here. He's a great **man**. (Trump, 2020).
4. **Martin Luther King, President Ronald Reagan, Christa McAuliffe, and Antonin Scalia**. So those are just a few of the **people** we'll be naming, and things are subject to change, but once we make that decision, those great names are going to be up there and they're never coming down (Trump, 2020).
5. Marjorie Stoneman Douglas High School in Parkland, Florida. Santa Fe High School in Texas. Oxford High School in Michigan. The list goes on and on. And the list grows when it includes mass shootings at **places** like **movie theaters, houses of worship,**

and, as we saw just 10 days ago, **at grocery store** in Buffalo, New York (Trump, 2022).

General words repeat the other item, which has a more general meaning than the item before, or explain from specific to general meaning. A general word found in Example 1. Judge Amy Coney Barrett, according to Trump, is a woman of unmatched accomplishment and dedication to the Constitution. The word **woman** here means very general, and she explains in more detail in the next sentence, which states that the word woman here means **Judge Amy Coney Barrett**.

In example 2, Trump mentions the words **Middle East** and **Iran**. In the first sentence, Soleimani is alleged to have committed terrorist acts for the past 20 years in an effort to destabilize the Middle East. And in the second clause, it states that Soleimani was in charge of Iran's harsh crackdown on protestors. The word middle east here means very general, and he explains in more detail in the next sentence, which states that Iran is part of the Middle East.

In example 3, Trump stated that David exemplifies the American people's support for law enforcement and is proud and compassionate. Trump mentions the word **David** in the first sentence and the word **Man** in the next sentence. The word man is a general word that refers to David. with the conclusion that David is a great man.

In example 4, Trump states that the big names to be mentioned but that can be changed are **Martin Luther King, President Ronald Reagan, Christa McAuliffe, and Antonin Scalia** in this sentence. Trump's next sentence mentions the word **people**. What is meant by the word person is the name mentioned in the previous sentence. So, people are the general word for Martin Luther King, President Ronald Reagan, Christa McAuliffe, and Antonin Scalia.

In example 5, there is the word **places**, which is a general word, as well as the words **movie theaters, houses of**

**worship, and grocery store** in this sentence. The word places it is explained by the fact that in the sentence, use the word such as movie theaters, houses of worship, and grocery stores as the subordinate word of places. As a result, the word choices in a sentence might contribute to its coherence and connection to other sentences in the text.

Based on the analysis above, the use of words that include general words by Donald Trump's campaign speech is found by looking for one that can refer to a number of distinct things or ideas and is frequently used. The use of general words found and analyzed in order to understand the meaning of the topic and there is no doubt or deviation on this topic. Below is a table of words that include general words to clarify the discussion above.

**Table 3.4 General words Found in the Speech of Donald Trump**

Example	Specific Term	General word
1	Amy Coney Barrett	Woman
2	Iran	Middle East
3	David	Man
4	Martin Luther King, President Ronald Reagan, Christa McAuliffe, and Antonin Scalia	People
5	Movie theaters, houses of worship, and grocery store	Places

### B. Collocation

The last type is collocation, a group or combination of words made when two words are appeared together and can be studied in linguistics to help improve fluency and writing style and to convey the correct message. 10 collocations were discovered in Donald Trump's speech. Most of the data found in the data source uses collocation, as seen in the following examples:

1. That is why I am taking immediate presidential action to stop the violence

and restore security and safety in America. I am mobilizing all available federal resource civilian and military to stop the rioting and looting, to end the destruction and arson, and to protect the rights of **law-abiding** Americans, including your second Amendment rights (Trump, 2020).

2. Finally tonight, we will salute the greatness and loyalty and valor of the **men and women** who have defended our independence for 244 years. We will honor the amazing men and women of the United States Military (Trump, 2020).
3. You became **brothers and sisters** pledging allegiance to the same timeless principles, joined together in a common mission to protect our country, to defend our people, and to carry on the traditions of freedom, equality, and liberty that so many gave their lives to secure. (Trump, 2020).
4. You are slandering the young men who raised the flag at Iwo Jima, and those who perished fighting for freedom in the **Civil War**. You slander them. You are dishonoring their great legacy and their memory by insisting that they fought for racism and they fought for oppression (Trump, 2020).
5. There's a lot we don't know yet, but there's a lot we do know. There are parents who will never see their **child** again, never have them jump in bed and cuddle with them. **Parents** who will never be the same (Trump, 2022).

In example 1, the collocation item is **law-abiding**, which has a fixed combination of the words law and abiding. The words have connected meanings, which are called collocations. This means that collocation contributions appear between two words whose meanings are related.

**Men and women** is a collocation item in the text that has a fixed combination

of the words **men** and **women**. Those words have a connected meaning, which is called collocation. It meant that the collocation's contributions appeared between two words, indicating that they were related.

An example of collocation in example 3 are brothers and sisters. The words **brothers and sisters** mean close friends who have vowed to remain friends for life. The words have connected meanings, which are called collocations. This means that collocation contributions appear between two words whose meanings are related.

In example 4, the researcher found a word indicated as collocation. Collocations are groups of words with related meanings. It indicates a collocation contribution, which indicates a connection between two words. Here, Trump uttered **civil war**, in which civil and war always stand together. Conflict between opposing groups of citizens in the same country is known as a civil war.

In example 5 also shows the relation between a pair of words. It is between the word **parents** and the word **child**. The words have connected meanings which are called collocations. That means a collocation contribution appears between two words meaning they are connected to each other. It can be explained simply there is a word parents there must be a child.

Based on the analysis above, several words that include the word collocation can be found in Donald Trump's campaign speech. The use of words that include collocations is found by looking for combinations of words that appear together to have meanings that can be understood. The use of collocation was found and analyzed in order to understand the meaning of the topic, and there is no doubt or deviation on this topic. Below is a table of words that include collocations to clarify the discussion above.

**Table 3.5 Collocation Found in the Speech of Donald Trump**

No	Collocation
1	Law – abiding
2	Men – women

3	Brothers - sisters
4	Civil – war
5	Parents – child

### C. The mostly types of Lexical Cohesion in Donald Trump’s Campaign speeches

To identify the lexical cohesion type. To ascertain the most frequently utilized sort of lexical cohesiveness in Donald Trump's campaign speeches, each piece of data must be gathered and classified into various categories. The total findings in this study are 969 data points using 9 Donald Trump campaign speeches. The findings on other types are 910 repetitions, 20 synonyms, 14 superordinate, 15 general words, and 10 collocations. The table below is used to categorize all of the data.

**Table 3.6: Types of Lexical Cohesion and their Frequencies**

No	Types of lexical cohesion	TOTAL
1	Repetition	910
2	Synonym	20
3	Superordinate	14
4	General words	15
5	Collocation	10
	Total	969

All information on the sorts of lexical cohesiveness used in Donald Trump's speeches during his campaign total 969 data. Each type contains all lexical cohesion kinds. The mostly used type of lexical cohesion is repetition. It was found that there were 910 findings on repetition in this study. Repetition is repetition, which means it is used a lot in a text, including campaign speeches. The existence of repetition in a text has an important role because it puts pressure on an appropriate context. So many words were found that were repeated in Donald Trump's campaign speech.

The second type found is synonyms. Synonyms are a type of word that is often found in a text. There is a total of 20 data points from synonym discoveries. This type is common because it can vary the

vocabulary in each sentence with words that have different forms but have the same or similar meanings. Synonyms can help divert the use of words in certain places so that the words used vary and the sentences built by the words are not boring. Synonymous words can help enliven one's use of language as well as in speech.

The third type of lexical cohesion found is superordinate. Total 14 data from superordinate findings Superordinate words can be found by searching for a position at a higher level than the others. The superordinate is an item that is used to call a category of something and to describe general items as specific. Using the superordinate makes it easier to say something general.

The next type of lexical cohesion found is in common words. A total of 15 data findings were used in Donald Trump's campaign speeches. General words used to refer to a variety of different concepts or things are known as general words, and they are often used to build cohesion. There are many general words found in the text, but not all of them can be classified as general words.

The last type that is often found is collocation, with a total of 10 data coming out of speech. collocation data is the least found in speech because collocation is difficult to define. It can be several words categorized in one group, but it is difficult to determine what makes it a category. Here, Trump uses several collocations in his speech. By using collocations, Trump can make the words he uses relate to other people. Using collocations helps the speaker make words relate and cohesive.

### IV. CONCLUSION

Conclusions should answer the objectives of the research. Tells how your work advances the field from the present state of knowledge. Without clear Conclusions, reviewers and readers will find it difficult to judge the work.

This study's analysis of Donald Trump's campaign speech revealed that it exhibits a variety of lexical coherence. Repetition is the use of words that are repeated or mentioned in

the previous sentence. Synonyms are words that have the same meaning. Superordinate is a word that means the upper class as a whole. General words are a group of common words that can be easily understood by the reader, and collocations are the kinds of words that were found depending on their tendency to appear together in the text.

The repetition of a word that are used are the repetition of the word America, country, people, law, American. Synonyms that are found the word that have very closely meaning are brave as a synonym for daring, defend as a synonym for protect, freedom as a synonym from liberty, regime as a synonym from government. Superordinate relation that are found are country as a superordinate and Yemen, Syria, Lebanon, Afghanistan, and Iraq as a subordinate. The word city as a superordinate and Milwaukee as a subordinate. Day as a superordinate and Saturday as a subordinate. Parents as a superordinate and the words Mom and Dad as a subordinate. The word Remedies as a superordinate and vaccines, treatments, and therapeutics as a subordinate. General relations that are found are woman (general word) and Amy Coney Barrett (specific term), Middle East (general word) and Iran (specific term), Man (general word) and David (specific term), people (general word) and Martin Luther King, President Ronald Reagan, Christa McAuliffe, and Antonin Scalia (specific term), places (general word) and Movie theaters, houses of worship, and grocery store (specific term). The last type is collocation, law-abiding, men-women, brothers-sisters, civil-war and parents-child.

This research is looking for the type that is mostly used in speech texts. The mostly used type of lexical cohesion in campaign speeches by finding repetition data 910 data, synonyms 20 data, superordinate 14 data, general words 15 data, and collocation 10 data. So, the mostly used type in Donald Trump's speeches is repetition.

In addition, Trump often uses repetition to strengthen his discussion. Repetition is a type often found in thesis

abstracts and campaign speeches like this one. Repetition also helps the readers to be able to understand the text better. Moreover, lexical cohesion is a crucial part that builds a text especially speech.

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## **The Analysis of Semantic Meaning Found on Emma Watson's Speech**

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**Abstract-** The purpose of this research was to identify the types of semantic meaning contained in the speech delivered by Emma Watson to the United Nation on gender equality. The types of meaning used in this research were taken from Leech's theory, concerning seven types of meaning in semantics, namely conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning and thematic meaning. The data in this research were in the form of phrases, clauses, and sentences contained in the speech delivered by Emma Watson which was obtained by the method of collecting data through observation. Using the observation method, the results showed that there were conceptual meanings, connotative meanings, social meanings, affective meanings, reflective meanings and thematic meanings in the speech delivered by Emma Watson to the United Nation. Where the connotative meaning was the dominant meaning found in the speech (26.25%). The speech contained Emma Watson's opinion on gender equality and feminism in the world community. This research was aimed at avoiding any misperceptions in responding to the speech delivered by Emma Watson.

**Keywords:** semantics, meaning, Leech's theory, speech

### **I. INTRODUCTION**

As a human, language is one of the most important human needs. With language, human can communicate with each other or express their feelings to their world. According to Wibowo (2001:3), language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts. Almost similar to the opinion Wibowo, Walija (1996:4), disclose the definition language of communication is the most complete and effective way to convey ideas, messages, intentions, feelings and opinions to others. With the language we can express our feeling through communication such as small talk, deep talk, conversation, or speech. Since language is universal and fundamental to all human interaction, the knowledge attained in linguistics has many practical applications. Our knowledge about language is simply called linguistic knowledge. Lim (1975:3) defines that linguistics is the scientific study of language. Linguistics has also the

framework or theoretical methods that could be categorized as the scientific method; in this case scientific method for human and social studies. Language analysis is done systematically within the framework of some general theory of language structure. Linguistics which consists of four branches. Semantic is one of linguistic branches. Semantic is the area of linguistics that analyzes the meaning of words, phrases and sentences in language (Swarniti, 2021). The study of semantic includes the study of how meaning is constructed, interpreted, clarified, obscured, illustrate, simplified negotiated, contradicted and paraphrased, That's why this study is very important to learn because every written and spoken text needs a meaning to deliver. Meaning is an idea or concept that can be transferred from the mind of the speaker in the mind of the hearer by embodying them in form of one language or another (G..Leech, 1974).

Related to the human communication system, we should note that there are three systems of human communication. The three systems are in the form of speech, writing, and gesture (Lede & Swarniti, 2020). For most people, speech is the basic system of communication. Stern (1994:119—121) argues

that it is hardly imaginable that a language could be taught without some underlying conceptions of the general nature of language. One of the example is meaning. Without understand the meaning clearly, can make the conversation ambiguous, and misperception (Pratama & Swarniti, 2021). That's why meaning is an important aspect in a language because the meaning can give an understanding of the matters talked on that spot. If we know the meaning, the communication can happen smoothly and understand one another are built in automatically (Swarniti, 2022).

Nowadays, freedom of speech has become the right of every human being. And freedom of speech can be conveyed in various social media platforms. For example on Youtube. On Youtube we can find various speeches about various issues that are symbols of freedom of speech in humans. The speech on Youtube contains user's opinion and feelings, started from The President, Celebrities, and famous influencer around the world. Its easy use makes Youtube become a popular platform for expressing opinions.

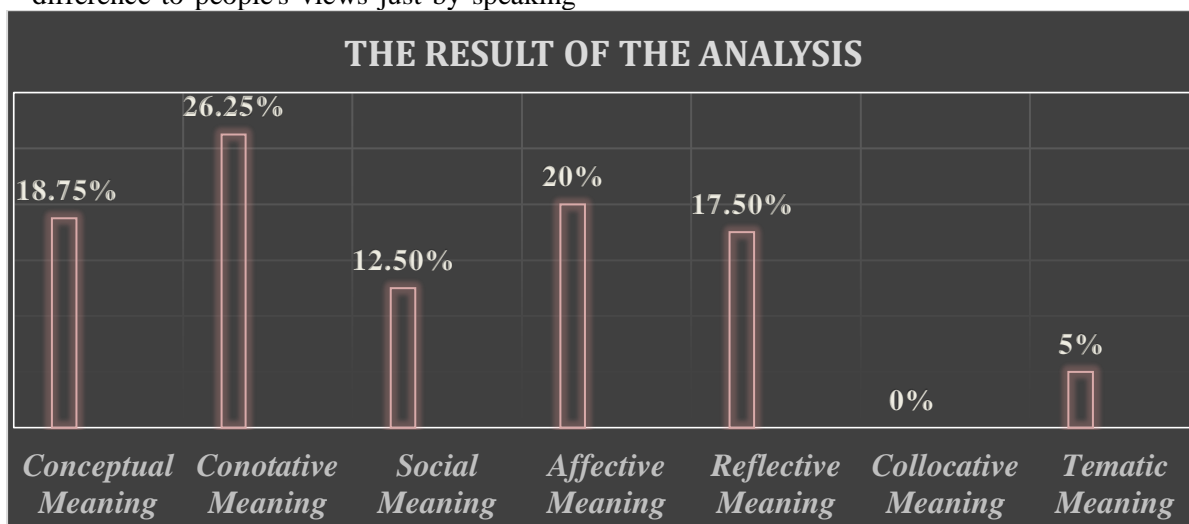
Based on the explanation above, this research needed to conduct. The purpose of conducting this research was to identify Leech's seven types of Meaning that found on Celebrities Speech on Youtube. The Celebrities themselves can make a big difference to people's views just by speaking

globally via Youtube. So it is very important not to misinterpret the speeches delivered by these celebrities. With Leech's seven types of Meaning, we can understand the meaning of the speaker clearly.

## II. METHODS

In Youtube account of United Nation, there are many videos on a wide range of global topics including current news, peace and security, social and economic development, human rights, climate action and more that delivered by several influencer. One of their post is A Speech From Famous Harry Potter Cast , Emma Watson. The speech were about Emma's personal feelings concerning gender based equality around the world. The speech were data source in this research. The data in this research were phrases, clauses and sentences found in Emma Watson's Speech on United Nation's youtube account. This research is refer to Leech's seven types of meaning in Semantics. This research was using mixed method, that is qualitative research that supported by quantitative. The method used in this research was interpretive qualitative. Data collection method used in this research was observation method. The data were analyzed by interpret the speech that delivered by the celebrities.

## III. RESULT AND DISCUSSION





Based on the analysis of Emma Watson's Speech in a famous youtube account, United Nation, the data found were conceptual meaning, connotative meaning, social meaning, affected meaning, reflected meaning, and thematic meaning. The result of the analysis in percentage was described in the following chart.

The chart above shows 6 types of meanings found in Emma Watson's speech. They are conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, and thematic meaning. There is one type of meaning that is not found in the speech, namely collocative meaning. This can be seen from the number of percentages on collocative meaning. While the most common meaning found is Connotative Meaning. The highest percentage of meaning is connotative meaning of 26.25%. The lowest percentage of meanings found are thematic meanings. It is only by 5%.

### CONCEPTUAL MEANING

Conceptual meaning is also called denotative or cognitive meaning. Conceptual meaning "is widely assumed to be the central factor in linguistic communication. In semantics, conceptual meaning is the literal or core sense of a word. There is nothing read into the term, no subtext; it's just the straightforward, literal, dictionary definition of the word. Leech considers conceptual meaning as primary, because it is comparable in organization and structure to the syntactic and phonological levels of language.

In Emma Watson's speech about gender equality posted on the United Station Youtube account, several data were found that belonged to conceptual meaning. The analysis is as follows:

- 1) *But also so that their sons have permission to be vulnerable and human too.*

In addition to the data above, it can be examined that the languages in the data are

types of meaning which are categorized as conceptual meanings. In data (1), But also so that their sons have permission to be vulnerable and human too..There is 1 key word to know the conceptual meaning. It's a human word. Conceptual meaning Humans (*Homo sapiens*) are the most abundant and widespread species of primate, characterized by bipedalism and large, complex brains. Human is the language used for other mentions of people / person. Can be used to say plural or singular words.

### CONNOTATIVE MEANING

Connotative meaning is the communicative value of an expression over and above its purely conceptual content. It is something that goes beyond the mere referent of a word and hints at its attributes in the real world. In this context, the relationship between conceptual and connotative meaning can easily be compared to the one between the language (conceptual) and the "real world" (connotative). For this reason, connotative meaning can be seen as an open-ended and unstable category in comparison to conceptual meaning. (Leech 1981, 12).Speaking of connotations, Leech is actually talking about one's real-world experience associative with expressions when one uses or hears them; therefore, the boundary between conceptual meaning corresponds to a nebulous but important boundary between language and the real world.

Based on the analysis, the most common meaning found in the data source is connotative meaning. The analysis is described in the following description.

- 1) *I want men to take up this mantle, so that their daughters, sisters, and mothers can be free from prejudice.*
- 2) *We don't often talk about men being imprisoned by gender stereotypes*

Based on the data above, it can be analyzed that these expressions have connotative meanings. The connotative of the first data (1) is the word this mantle (mantle). The word mantle itself literally is a word that

is associated with things that cover or conceal. Based on the speaker's experience, the word mantle conveyed has the meaning as something that covers or conceals the men from the point of view of feminism. So that their thinking can be more open in responding to feminism.

In the second data (2), there are keywords that are indicated to have connotative meanings. Conceptual meaning of the word Imprisonedhold someone in a prison or jail. Based on the sentence, the connotation of the word Imprisoned is that the speaker feels that many are being imprisoned by gender stereotypes. Where imprisoned refers to things that they should be able to convey but cannot pass because they are a man.

#### SOCIAL MEANING

Social meaning is that which a piece of language conveys about the social circumstances of its use (Leech, 1981: 14). The meaning conveyed by the piece of language about the social context of its use. The decoding of a text is dependent on our knowledge of stylistics and other variations of language. We recognize some words or pronunciation as being dialectical, telling us something about the regional or social origin of the speaker. Depending on the situation the social meaning can also include what is called the illocutionary force of an utterance, which can then be interpreted as a request, a threat and others as stated by Leech (1981,15)

The data source found some data on social meaning. The data are analyzed and discussed in the following description.

- 1) *We want to try and galvanize as many men and boys as possible to be advocates for change.*

In the data above, an analysis of social meaning is found. In data (1), We want to try and galvanize as many men and boys as possible to be advocates for change. Here the word advocates has a social meaning, which means publicly supports or

recommends a particular cause or policy. Based on the use of the word advocates, it can be seen that speakers at least know and even understand about the rules or matters relating to feminism that deserve support.

#### AFFECTIVE MEANING

Affective meaning relates to the speaker's point of view about something being discussed. The function of affective meaning in language is to express personal feelings or attitudes to listeners (Dance, 2020). Leech stated that it is a type of language that reflects the speaker's personal feelings including his attitude towards something he is talking about (G. Leech, 1981). It refers to emotive association or effects of words evoked in the reader, listener. It is what is conveyed about the personal feelings or attitude towards the listener.

Based on the analysis, found some data on affective meaning. The explanation of the analysis is described as follows:

- 1) *And this seemed uncomplicated to me*
- 2) *When I was eight. I was confused being called "bossy".*

Referring to the data above, it can be analyzed that the expressions above have an affective meaning/feeling of the speaker. In the affective meaning of data (1), the word uncomplicated means something simple and not complex. Here the speaker tries to convey that the speaker understands the situation he is facing.

Meanwhile, the second keyword (2) is contained in the confused sentence. Confused means unable to think clearly. From this data, it can be seen how the speaker feels confused when his friends call the speaker bossy. The speaker expresses his feelings with the word confused which is indicated as an affective meaning.

#### REFLECTIVE MEANING

In a case of Reflective meaning, it can be explained as the one appearing in situations of multiple conceptual meanings, when one sense of a word influences our response to

another sense, as stated by Leech (1981,16). In semantics, reflected meaning is a phenomenon whereby a single word or phrase is associated with more than one sense or meaning. It is the product of people's recognition and imagination. At the lexical level of language, Reflected meaning Appears when a word has more than one conceptual meaning or multiple conceptual meaning. In such cases while responding to one sense of the word we partially respond to another sense of the word too

Based on the analysis, found some reflective meaning data. The explanation of the analysis is described as follows:

- 1) *And the more I've spoken about feminism, the more I have realized that fighting for women's rights has too often become synonymous with man hating.*

Referring to the data above, it can be analyzed that there is reflective meaning in data one (1), the word fighting is a keyword that refers to reflective meaning. Fighting here has two (2) conceptual meanings, namely part in a violent struggle involving the exchange of physical blows or the use of weapons or campaign determinedly for or against something, especially to put right what one considers unfair or unjust. Here the speaker as a feminist tries to fight for women's rights and tries to make gender equality between women and men

#### THEMATIC MEANING

The final of meaning is the thematic meaning. Thematic meaning is mainly a matter of selection between alternative grammatical construction. The thematic type of meaning provides an answer to the question: "What is communicated by the way the author formed and organized the message?" can be considered as a part of sentence semantics (Leech 1981,19). Thematic refers to what is communicated by the way in which speaker or a writer organizes the message in terms of ordering focus and emphasis. The ways we order our

message also convey what is important and what not.

Based on the results of the analysis found some thematic meaning data. Data belonging to thematic meanings are described in the following sentences:

- 1) *How can we affect change in the world when only half of it is invited? Or feel welcomed to participate in a conversation?*

Referring to the data above, it can be analyzed that these expressions have thematic meanings. In data (1) the two phrases above, invited and participate have the same meaning as an invitation. In a sense, the speaker wants to invite men to have a positive view of what the speaker says about feminist.

#### IV. CONCLUSION

Based on the discussion above, it can be concluded that six types of meaning in semantics were found in Emma Watson's Speech on United Nation's Youtube account. They were conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, and thematic meaning. The most type of meaning found was connotative meaning (26,25%). Then, the lowest percentage of analysis found was thematic meaning (5%). There were one type of meaning in semantics that cannot be found in the data source. It were collocative meaning.

From the most type of meaning found, it can be said that Emma Watson prefer to use connotative meaning to express or deliver her opinions in public speech. Emma express her opinion on an issue implicitly. Opinions expressed in the public speech were directly explained. This was done to avoid offence from certain parties regarding the words used in expressing opinions. To avoid things that were not desirable, connotative meaning is the best choice when we need to deliver a public speech. to avoid misperception during the speech.

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## The Sign Found in The Movie “Mr Harrigan’s Phone”

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**Abstract-** The title of this research is “The Sign Found in The Movie Mr Harrigan’s Phone”. This research has difference with the other previous. Previous research was analyzing kind and function. This research analyzes types and meaning by Peirce and Barthes. Previous research used action, adventure, and fantasy movie genres. This reseach used horror and drama genres. The purpose of this research are observe and provide information to readers about the types and inform the meanings contained in the movie "Mr. Harrigan's Phone". Therefore this research can inform the reader's about sign systems contained in the movie “Mr. Harrigan's Phone” and this research can be expected a reference for readers as to learn the sign. This research used qualitative method by Creswell to analyze the data. This research has 2 problems. The first is type used Peirce's theory. Peirce has three types of signs namely icon, index, and symbol. The results of the identification in the Mr Harrigan's Phone movie get 5 icons, 5 indexes and 5 symbols. The second is the meaning. This study used Barthes' theory to identifying meaning. Barthes has 3 system namely denotation, connotation, and myth.

**Keywords:** Meaning, Semiotic, Sign, Type

### I. INTRODUCTION

Communication is a form of interaction divided into two parts, namely verbal and nonverbal. According to Wahyu and Ridho verbal communication is the process of delivering information from one party to another. This communication is conducted verbally. The communication is only conducted by both parties. Nonverbal is conveys messages through gestures, certain characteristics such as smiling, face expression (Kurniadi & Mahaputra, 2021). Verbal communication used by spoken and written words while nonverbal communication used by gestures, face expressions, eye contact, etc (Harisnawati et al., 2022). According to Khan non-verbal communication is an intermediary when the human body sends and performs signals in verbal communication. Nonverbal communication is very important in

understanding verbal communication. The example is the person moves eyes when they talking. Nonverbal communication is indicates that the person lacks confidence in a communication (Khan, 2022). In the explanation above, it can be concluded that communication is not only in the form of speaking or verbally. However communication also requires an intermediary as a support for communication. Therefore communication can be obvious. In nonverbal communication a things to support verbal communication is called sign.

Sign is things that represent social conventions (Nurmiati and Shinta,2020). Social conventions is unwritten rules. In the long time, this regulation will become common and passively agreed upon by the community. According to Rayhaniah sign used in daily life. Humans communicate used signs such as media, symbols, images, gestures, etc (Rayhaniah, 2020). Sign is a whole resulting from the

association of the signifier with the signified (Saussure 1983: 67). Sign must have a signifier and an signified. The signifier will not meaningless without a signified (Saussure 1983: 101). The explanation above explains the importance of studying the sign in life. In semantics, the study of sign is called semiotics. Semiotics is the study of sign, which purpose to determine how words are found and translated into sign meanings (Mirah, et al, 2022).

Semiotics focused on how peoples perceive about signs and symbols. Semiotics accepts any sign system of any sub, such as images, gestures, musical sounds, objects and complex associations that contain ritual conventions, rituals of public entertainment, where if not a language system at least a signification system (Barthes 1967 : 9). Semiotics is a formal doctrine in sign which related to logic. According to peirce semiotics is a scientific discipline. Semiotics are also analytical method to examine the sign that consist of an object and the form is to find out the meaning of the object (Peirce, 1931). There are three types of sign, namely icon, index and symbol (Peirce 1994: 2.304).

Similar to previous, this research also examined sign in movie. The difference between this research and previous research is the second theory. This research is not only focused on the type in the movie "Mr. Harrigan's Phone" used Peirce's theory. However this research is also focused on determine the meaning in the movie "Mr. Harrigan's Phone" used Barthes theory.

In addition, another thing that distinguishes this study from previous research is a genre. Previous research mostly used action and fantasy genres. The data in this research was taken from the horror genre in movie "Mr. Harrigan's Phone". This research wants to analyze the signs contained in the movie. This movie is an adaptation of Stephen King's novel. The synopsis is told about unique friendship between a boy and a rich old man. The story started when Mr Harrigan's meet with the boy. He like the boy because him confident and smart. Mr Harrigan's has some plan to hired the boy as a book reader to him in his house every day. In the last scene has an interesting message

conveyed by Mr. Harrigan. He tells, one day the internet was an opportunity for various criminal acts and fake news.

## II. METHODS

This research used a qualitative method. According to Creswell qualitative has a different approach from quantitative research. Qualitative research is research that relies on text and image data. Qualitative research used certain protocols in recording data, analyzing information through several analytical steps and mentioning approaches for documenting the accuracy or validity of the data collected (Creswell, 2014). In conducting a research method is one of the important aspects in the research method because as a guide for observing the object being observed. There are three points carried out in the research method to examine an object, namely data source, data collection, and data analysis.

The data source in this research used movie entitled "Mr. Harrigan's Phone". The movie tells the story about unique friendship between a boy and a rich old man. The story started when Mr Harrigan's meet with the boy. He like the boy because him confident and smart. Mr Harrigan's has some plan to hired the boy as a book reader to him in his house every day. In the last scene has an interesting message conveyed by Mr. Harrigan. He tell, one day the internet was an opportunity for various criminal acts and fake news. In after Mr. Harrigan passed away many strange events that appears mysteriously.

The data collection was carried out by collecting signs from each scene in the movie. There was three steps data collection in this research. The first step in data collection was watched movies on Netflix. Data collection was carried out by watched movies repeatedly to find the types and meanings. Second step was recorded the data, the data was taken by screenshots picture on the movie. Third step was clasification data, every scene in the

movie was clarified based on the type of the sign. The data analysis in this research was analyze sign phenomenon found in the movie "Mr. Harrigan's Phone". This research was grouping the data based on type and analyze signs based on meanings used the theory. This research was include all screenshots of the image then analyze and interpret the sign phenomenon was obtained in the movie.

### III. RESULT AND DISCUSSION

#### 3.1 Icon and Its Meaning Found in Mr. Harrigan's Phone

Icon is important sign. Icon is a real representation of an object that has a resemblance to the original. Icon is copy a type of sign that defines that a sign can resemble its object. The example are family photo, picture car in the brosure, et cetra. Icon can definition the object although does not exist the object. The Icon data found in Mr. Harrigan's Phone are presented below.

##### Data 1

Picture 1. A Family Picture (01:50)



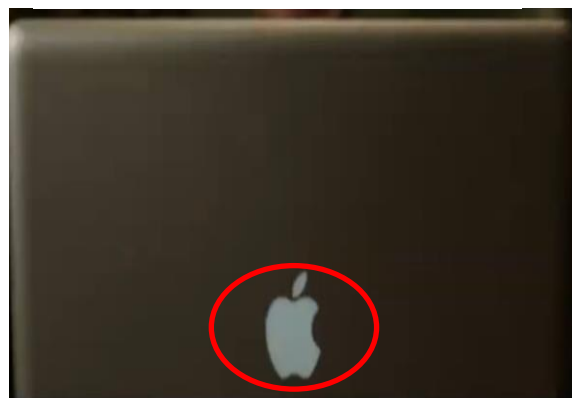
The scene show Craig's lay on the bad. Craig's cry because he is missing his mom, he cry while remember the moment with his mom. He could not believe his mom passed away because she looks fine before dead. The type in the scene is icon. The icon in the movie is family photo. Icon is the type of sign that similar to the object or resemblance to the original. The picture indicate such as the original because the

picture show same such as the family in the movie Mr Harrigan's Phone.

The first system meaning of data one is denotation. The denotation in the data one is family picture. The denotation of family picture show a family that consist a child, father, and his mother. The denotation is a system of meaning that explains the actual meaning. The second system is connotation. The connotation is the meaning of a sign that has a different meaning from the object. The connotation in the picture is that it looks like a happy family. The photo show a harmonious family. The photo is a last memory with his mother. Photos is a happy moment felt his. After his mother died, the photo just a happy memory that he felt.

##### Data 2

Picture 2. A Picture of Apple (11:21)



The scene show craig who is working on applying to college. Craig's finally accepted the college he wanted. He was happy and sad because he had to leave his father. in the first semester he got a mess, each mess filled by two students. The type in the scene is icon. The icon in this photo is the apple logo on the back of laptop. Icon is the type of sign that similar to the object or resemblance to the original. The picture indicate such as the original because the picture show same such as the apple in the movie Mr Harrigan's Phone.

The denotation of the icon is a bitten

apple. In the denotation of the image is a picture of a bitten apple. The denotation is the system of meaning that explains the actual meaning. The connotation of the bitten apple image is an electronic brand. The connotation is the meaning of a sign that has a different meaning from the object. The brand is a brand that is often seen on electronic goods such as cellphones, laptops and others. The image of a bitten apple was created by Steve Jobs in 1976 in California.

#### Data 3

Picture 3. A Picture of Rubbish bin (11:46)



The scene show Craig's and his friends arrived at high school. This is Craig's first day of high school. His friend explained to him what was in high school. he also explains the rules and habits that are carried out by high school children in general. His friend told him what rooms were in the school. He showed me the classrooms, the student lockers and finally the school cafeteria.

The first meaning system is denotation. The denotation on the icon is a trash can. The denotation is a system of meaning that explains the true meaning. The second meaning system is connotation. The connotation is the meaning of a sign that has a different meaning from the object. The connotation of the rubbish bin can image icon is an order to dispose of rubbish in its rubbish bin. The meaning of disposing of rubbish in rubbish bin is an invitation to clean up the school together. The meaning

of the sign is invited students to throwing rubbish in its rubbish bin and to keep their school clean.

#### Data 4

Picture 3. A Picture of People (11:46)



The scene show Craig can finally smile again. He returned to his activities as before. He plays with his friends. He met a girl he likes. Afterward he saw the announcement of the dance party to be held at the school. He asked the girl he liked to dance with him at the party. The icon in the movie is picture boys and girls dance together. Icon is the type of sign that similar to the object or resemblance to the original. The picture indicated such as the original because the picture show same such as person crossing the street.

The first meaning system is denotation. The denotation is a picture of a man and a woman dancing together with a white tree as a background. The denotation is a system of meaning that explains the true meaning which has no other meaning than its object. The second system of meaning is the connotation. The connotation is the meaning of a sign that has a different meaning from the object. The connotation of the icon is an announcement that a school event will be held. The picture show, a man and a woman are seen dancing together. The picture shows that there will be a dance event. The event can be attended by all male and female students. The image of a white tree means a tree filled with snow which describes the party being held in



winter.

#### Data 5

Picture 4. A Picture of Animals 15:46)



The scene show Craig's grieving. He was sad because the person who had bullied him died. He felt that the person died because of him. Before the man died he hit Craig's during a school party. The person misunderstood and assumed it was Craig's who reported him to the headmaster. After that incident Craig's phoned Mr Harrigan's who had died because he didn't know where else to tell his story. He called but no one answered. The type of this scene is icon. The icon in the movie is picture animals in the white board. Icon is the type of sign that similar to the object or resemblance to the original. The picture indicate such as the original because the picture show same such as kind of animals.

The first meaning system is denotation. The denotation is a picture of the organism in the whiteboard such a grass, grasshopper, fox and et cetra. The denotation is a system of meaning that explains the true meaning which has no other meaning than its object. The second system of meaning is the connotation. The connotation is the meaning of a sign that has a different meaning from the object. The connotation of the icon is biology lesson about food chains. The whiteboard seen a picture of a organism. The description explains the food chain that occurs in organism. The food chain begins with the grass that the grasshopper eats and so on

until it returns to being a mushroom or grass.

#### Indexs and Its Meaning Found in Mr. Harrigan's Phone

Index is the second type made by Peirce. Index is the sign has a cause and effect. This sign has relation with their object. The example are a smoke indicated a fire, puddle indicated a rain. The index data found in Mr. Harrigan's Phone are presented below.

#### Data 6

Picture 6. Lighting Thunder (08:05)



The scene shows that Craig is lying in a bad place. He is sad because Mr. Harrigan died, suddenly someone called at night. Just as he was about to look at his cell phone screen, he was surprised to see the number Mr Harrigan had called. At Mr Harrigan's funeral he put his cell phone in the chest with Mr Harrigan's. The in-scene type is index. The index in the scene is lightning which indicates the mystery of the ringing cell phone. The scene shows a causal relationship. In the type of sign that was coined by Peirce about the meaning of the index is a sign that has a causal relationship, where this relationship shows how an event can occur and what results from that event. At this index the cause is when the cell phone rings and the effect is lightning that strikes very hard.

The first meaning system is denotation. The denotation in the index is the thunder of lightning. Denotation is a system of meaning that explains the true meaning of an object. The second meaning system is connotation. Connotation is the meaning that is conveyed excessively or other meaning besides

denotation. The connotation of the index is that it will rain. The thunder continued to attack non-stop. The third system of meaning is myth. Myth is the meaning that is conveyed based on ideology or culture in society. The myth of this sign is that lightning strikes when a deceased person suddenly calls. In that scene, Mr. Harrigan's died and was buried with his cell phone.

#### Data 7

Picture 7. Craig's and His Father (26:16)



The scene show Craig's in the kitchen. He tells his dad that Mr. Harrigan's sent him a message. His father told him that perhaps the one who had brought his cell phone was his assistant. Afterward Craig's informed his father that Mr Harrigan's cell phone had been buried with him. He informed that the message was not once but many times with the same writing. The type in that scene is index. The scene shows a causal relationship. In the type of sign that was coined by Peirce about the definition of an index is a sign that has a causal relationship, where this relationship shows how an event can occur and what results from that event. The index on the scene is when he looks at his cellphone screen and then he is shocked. The cause is a message on his cellphone and the effect is that he was surprised when he saw the message on his cellphone.

The first meaning system is denotation. The denotation in the index is a man showing a short message to his father. The denotation is a system of meaning that

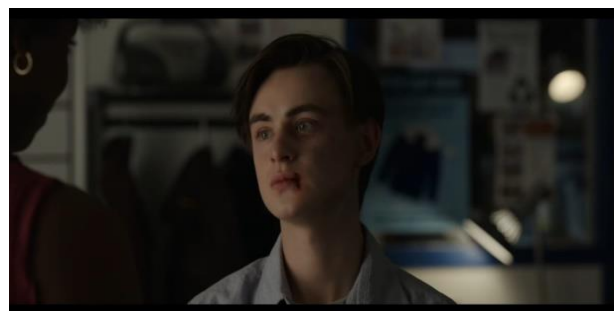
explains the true meaning of an object. The second sign system is connotation. The connotation is the meaning conveyed excessively or other meaning than the denotation.

The connotation of the meaning of the scene is a teenager showing the contents of an SMS to his father who is cooking in the kitchen. The teenager told his father that the deceased had sent him a text message. The

third system of meaning is myth. The myth is a meaning based on the ideology and culture of society. The myth in this scene is that a teenager gets a message from someone who has died. In the scene, the deceased person sends a text message to the boy. The same person's cellphone was buried with him. In ideology, people who have died cannot carry out activities as they were when they were alive.

#### Data 8

Picture 8. Craig's bloody (59:26)



The scene show, Craig's friend hit him. His friend Craig's thought had reported him to the headmaster. His friend then beats him until Craig's unconscious. His friend saw him unconscious and took him inside the class. His friend reported the incident to his teacher and his teacher rushed to Craig's and treated his wound. The type of this scene is index. The scene shows a causal relationship. In the type of sign that was made by Peirce about the

definition of an index is a sign that has a causal relationship, where this relationship shows how an event can occur and what results from that event. The index on the scene is the blood that is on the boy's face. The cause is his friend who hit him and the effect is the child's face is injured.

The first meaning system is denotation. The denotation is a system of meaning that explains the true meaning of an object. The denotation in the index is a teenager who has an injury to his face. The second sign system is connotation. The connotation is the meaning conveyed excessively or other meaning than the denotation. The connotation of the meaning of the scene is a teenager who was injured because his friend hit him. The person who bullied him. The person misunderstood the teenager. He thought it was the teenager who told the school that he was selling drugs. The person didn't want to hear the teenager's words and he immediately beat the teenager unconscious.

#### Data 9

Picture 9. A Bubble (01:06:52)



The scene show Craig's and his friends did not accept that Miss Hart, who was her teacher, died because she was hit, while the perpetrator was only given a sentence in the rehabilitation room. Afterward he decided to ask for help from Mr Harrigan's who had died by calling him. He felt Mr. Harrigan's voice could hear him and help him. He narrates the incident that happened and asks Mr. Harrigan's to kill the

culprit. In the end he felt guilty for calling Mr Harrigan's and ordering him to kill the culprit. A few days later the perpetrator died when he was taking a shower with a mouth full of soap. The type of this scene is index. The scene shows a causal relationship. In the type of sign that was made by Peirce about the definition of an index is a sign that has a causal relationship, where this relationship shows how an event can occur and what results from that event. The index on the scene of a man's mouth foaming. The cause is the soap that is in the man's mouth and the effect is that the man is poisoned until foam comes out of his mouth.

The first meaning system is denotation. The denotation is a system of meaning that explains the true meaning of an object. The denotation in the index is a man whose mouth is filled with foam. The second sign system is connotation. The connotation is the meaning conveyed excessively or other meaning than the denotation. The connotation of the meaning of the scene is a man who died in the toilet with a mouth filled with foam. The man allegedly died from eating soap. The third system of meaning is myth. The myth is a meaning based on the ideology and culture of society. The myth in the scene is a man who was killed by a ghost. In ideology, dead people cannot carry out activities as they were while they were alive and they cannot kill someone.

#### Data 10

Picture 10. A Smoke (01:06:40)



The scene shows two cars crossing the same road. The first car was a man's car and the second car was Mrs Hart and her lover's car. The man was driving a car while drunk. When the man wanted to drink alcohol suddenly the bottle cap fell off. The man then took the bottle cap while driving the car. The car got off balance and right in front of it was Mrs Hart and her boyfriend. The man hit Mrs. Hart and her lover. The three of them were taken to the hospital and Mrs. Hart's life could not be saved. The type of this scene is index. The scene shows a causal relationship. In the type of sign that was made by Peirce about the definition of an index is a sign that has a causal relationship, where this relationship shows how an event can occur and what results from that event. The index on the scene is the smoke coming out of the car. The cause is a collision between cars and the effect is smoke coming out of the car.

The first meaning system is denotation. The denotation is a system of meaning that explains the true meaning of an object. The denotation in the index is the smoke coming out of the car. The second sign system is connotation. The connotation is the meaning conveyed excessively or other meaning than the denotation. The connotation of the meaning of the scene is an accident that causes the engine to break down and emit smoke. The cars collided with each other causing the cars to bounce off each other. The collision resulted in damage to the engine which eventually caused smoke to form in the car's engine.

Symbols and Its Meaning Found in Mr. Harrigan's Phone

Symbols is sign based on convention. Convention is a rule that has been mutually agreement. Symbols can be understood when someone knows about the meaning of the sign. As an example of the symbol of the colors in a red light. The red color indicates the vehicle must stop, the yellow color indicates the vehicle must be careful and the

green color indicates the vehicle is allowed to go.

### Data 11

Picture 11. A Salib



The scene shows Craig and his father going to church together. They pray guided by the priest. Then Mr. Harrigan came in while everyone was praying. Craig was then chosen by the pastor to come forward to recite the prayer. The type in that scene is symbolic. The symbol is a sign that has been mutually agreed upon. The symbol in the scene is a plus sign on the building. Based on the mutual agreement, the symbol implies a symbol of a religion, namely Christianity.

The first meaning system is denotation. The denotation of the symbol is the plus symbol above the building. Denotation is a system of meaning that explains the true meaning of an object. The second meaning system is connotation. Connotation is the meaning that is conveyed excessively or other meaning besides denotation. The connotation of the symbol is a symbol of one of the religions in the world. The plus symbol is a symbol of the cross where this symbol is often found in places of worship for Christians which are called churches. The symbol means a reminder of death or resurrection for Christians.

### Data 12

Picture 12. America Flag

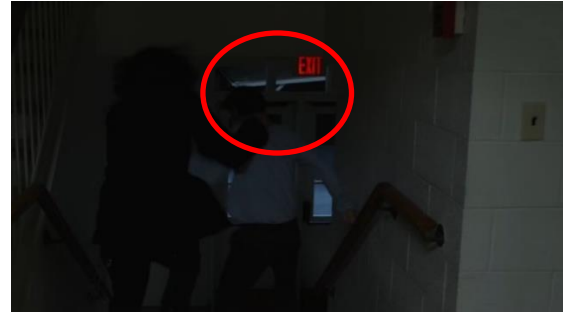


The scene show Craig's in the cafeteria. He and his friends took a break while chatting on the phone. They have different gangs on each type of cellphone. Craig's, who had just bought an Iphone brand cell phone, was in the Iphone users section and his friends were in the Android cell phone group. The type in the scene is a symbol. The symbol is a sign that has been mutually agreed upon. The symbol in the scene is the American flag. Based on the mutual agreement, the symbol is a sign of a country, namely the United States.

The first meaning system is denotation. The denotation in the symbol is the american flag. Denotation is a system of meaning that explains the true meaning of an object. The second meaning system is connotation. The connotation is the meaning conveyed excessively or other meaning than the denotation. The connotation of the symbol is independence for American citizens. The connotation of this symbol is independence for American citizens. The flag is a sign that America is free from colonialism and reinforces the country's identity. The thirteen stripes on the flag represent the colonies at the time of America's independence. The fifty stars on the flag represent the states within the United States of America.

### Data 13

Picture 13. Bluetooth logo



The scene show Craig's was waiting for his friend in the toilet, when he was waiting suddenly pulled out. The person who pulled him out was the one who always bullied him at school. The person pulled at him annoyed with him. The person thought that it was he who had reported to the teacher about yesterday's incident. Afterward he hit Craig's until he fell to the ground. The type of the scene is a symbol. The symbol is a sign that has been mutually agreed upon and based on convention. The symbol of the scene is the word "exit". The sign means that the exit is there, even though the sign is different in shape, based on mutual agreement, the symbol means an exit sign.

The first meaning system is denotation. The denotation in the symbol is the word "exit". Denotation is a system of meaning that explains the true meaning of an object. The second meaning system is connotation. The connotation is the meaning conveyed excessively or other meaning than the denotation. The connotation of the symbol is the exit sign being there. the god of healing or the god of health where the symbol of the snake means the cure for all poisons and the staff is the staff of the god Asclepius. The god Asclepius was a god who was called in ancient times as a healing god who was able to heal many people. So the WHO designated the image of a snake and a stick as a symbol of world medical personnel.

### Data 14

Picture 14. Parking logo (01:12:40)



The scene show Craig go to the cell phone counter. Craig goes to the cell phone counter to change phone that his father gave him as a Christmas present. Craig sold the cellphone out of fear. He was afraid because the cellphone was connected to Mr Harrigan's phone. Mr Harrigan's phone always answered his phone even though it was buried with him. The type of the scene is a symbol. The symbol in this photo is an image of the letter P in blue on the sign. In the type of sign that was coined by Peirce about the definition of a symbol is a sign that is conventional. The scene shows things that are conventional. Conventional is an activity or something that has been conventional. In the picture you can see the P symbol with a blue sign. Officially the symbol means parking area. Parking area means that the place is specifically designated for car or motorcycle parking.

The first meaning system is denotation. The denotation in a symbol is picture letter P. Denotation is a system of meaning that explains the true meaning of an object. The second meaning system is connotation. The connotation is the meaning conveyed excessively or other meaning than the denotation. The connotation of the symbol is a free parking area. The area is a place that may be used as a parking space for motorcycles or cars. Vehicle users can freely park their vehicles when there is a free parking symbol.

#### Data 15

Picture 15. Medical Logo



The scene show Craig is heading to Mr. Harrigan's house. Afterwards he rang Mr Harrigan's doorbell, because no one opened the door he finally decided to go inside. He was surprised to see Mr Harrigan's not breathing. He finally panicked and tried to call his father. His father tried to calm him down and immediately called an ambulance. The ambulance and police came to Mr Harrigan's house to take him to the hospital. The type of the scene is symbol. The symbol is a sign that has been conventional. The symbol in this scene is the symbol of a snake on an ambulance. This symbol is a symbol that has been mutually agreed upon and has been designated as a symbol for medical personnel.

The first meaning system is denotation. The denotation in the symbol is the image of a snake on an ambulance. Denotation is a system of meaning that explains the true meaning of an object. The second meaning system is connotation. The connotation is the meaning conveyed excessively or other meaning than the denotation. The connotation of the symbol is the god of healing or the god of health where the symbol of the snake means the cure for all poisons and the staff is the staff of the god Asclepius. The god Asclepius was a god who was called in ancient times as a healing god who was able to heal many people. So the WHO designated the image of a snake and a stick as a symbol of world medical personnel. The apple symbol has been agreed as a symbol for the cellphone brand original from California, America.

#### IV. CONCLUSION

Based on the results presented in chapter 3, it can be concluded that signs can be found in a movie. Signs can not only be found in an advertisement or in a novel, but signs can also be found in a film. As an example, this study uses movies as a data source. This study found several types of signs such as index icons and symbols.

The results of research on these types of signs each have examples. This study found 5 icons, 5 indexes and 5 symbols. Examples of icons found in this study are family pictures, pictures of apples, pictures of rubbish bin, pictures of people, and pictures of animals. Examples of indexes found in this research are lighting of thunder, massage notification, a bloody, a bubble, and a smoke. Examples of symbols found in this study are a cross, American flag, exit logo, parking logo, and medical logo. These 15 types represent the duration of the film Mr Harrigan's Phone, which is 01.46.15 hours.

This research also finds meaning in each data. The meaning of these signs can be proven by using the theory of meaning made by Barthes. Each sign has a denotative meaning that can convey the sign clearly. Signs also have connotative meanings that are able to provide another definition or emotional definition that is conveyed in the film for each sign. This research also finds some meanings of myths which are based on the ideology of society and often develop in society. The meaning of this myth provides a deep element of denotation and connotation meaning so that this meaning can represent the ideology of society that has been developing for a long time. Such an example of an acquired myth is a message sent by Mr Harrigan's. This message is considered a myth whose truth is difficult to accept in society. This message was sent by Mr Harrigan's, where in the scene he is pronounced dead and his cell phone is buried with him. Based on the ideology of society, it is impossible for people who have died to

carry out activities as living people do because their souls have been separated from their bodies. The use of meaning in each scene is able to assist the reader in interpreting each sign contained in the film. This meaning is also important in providing information that can later provide new knowledge to readers so that later they are able to interpret a sign properly.

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## Slang Variations in “Black Eyed Peas” Songs

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**Abstract** -This article explores the use of sociolinguistic slang in the lyrics of Black Eyed Peas songs. The study employs qualitative research methods to analyze the language variations and unconventional vocabulary present in the music text. By observing and recording the lyrics of several Black Eyed Peas songs, the researcher examines how slang contributes to the appeal and relatability of the group's music. Sociolinguistic slang is seen as a form of informal language that develops within specific social groups, often serving as a means of social identification and solidarity. The study reveals that the Black Eyed Peas incorporate slang to establish a contemporary and informal flavor in their songs, facilitating a connection with their audience. The findings contribute to our understanding of how slang can shape the cultural and linguistic aspects of music, highlighting its role in expressing identity and fostering social connections.

**Keywords:** Sociolinguistic Perspective, Slang Language, Black Eyed Peas Songs

### I. INTRODUCTION

A fascinating and complex component of human communication is language. Language has been essential to our ability to interact with one another, share information and ideas, and create complex communities since the beginning of human history. Language development doesn't cease when people reach school age, nor, for that matter, adolescence or maturity ; language development continues throughout our lives (Gleason, J. B., & Ratner, N. B. 2022) . The power of language to express meaning through the use of abstract symbols is one of its most amazing features. This is true of all languages, spoken or written, and it enables us to express sophisticated ideas and concepts as well as talk about things that are not actually there. Because language is abstract, we may represent complicated feelings, experiences, and viewpoints through the use of words, metaphors, and other literary devices. This is why language is such a powerful instrument for creativity and expression. Language and control discusses questions which are the concern of linguistics, sociolinguistics, sociology and political theory (Fowler, R., Hodge, B., Kress, G., & Trew, T. 2018). Grammar,

syntax, and semantic norms help to guarantee that communication is straightforward and clear because language is also quite structured. These conventions may differ from language to language, but they are necessary for good communication and enable us to express our thoughts and ideas in a clear and concise manner. Beyond its function in communication, language also has a significant impact on how we think and see the world.

The investigation of language use in various circumstances as well as its structure, meaning, and scientific research are all covered by linguistics. Linguistics is thus descriptive rather than prescriptive : its primary goal is to describe languages as they are actually spoken, indicating what they are like and how they are used, rather than prescribe how they ought to be spoken (McGregor, W. B. 2015). The study of language's phonetics (sounds), phonology (sound systems), morphology (word creation), syntax (sentence structure), semantics (meaning), and pragmatics (language use in context) is included in the large area of linguistics. Linguists explore how language is learned, processed, and used by people and communities as well as



how it evolves and changes over time using a variety of techniques and ideas. They also look at the historical, social, and cultural influences on language use and variance in various contexts and cultures. Linguistics is an interdisciplinary field that incorporates ideas from computer science, philosophy, anthropology, sociology, psychology, and other related fields.

Sociolinguistics is the study of the way language serves and is shaped by the social nature of human beings. Sociolinguistics is a little bit of absolutely everything you already know about language (Meyerhoff, M. 2018). Sociolinguistics is the study of the relationship between language and society. It is an interdisciplinary field that combines aspects of linguistics, sociology, anthropology, psychology, and other disciplines to examine how language is used in different social contexts and how it reflects and reinforces social norms, attitudes, and values. Sociolinguists study various aspects of language use, including the social and cultural factors that shape language variation and change, the ways in which language reflects and reinforces social identities and power dynamics, and the role of language in communication and social interaction.

Language variation is a central concept in sociolinguistics, which studies how language use varies across different social contexts, groups, and individuals. This variation can take many forms, including differences in pronunciation, grammar, vocabulary, and discourse patterns. Language variation refers to the way in which language use differs from one social group to another, or from one geographic location to another. (Holmes, J. 2013). Sociolinguists are interested in understanding how social factors such as age, gender, ethnicity, social class, and regional identity shape language variation and use. For example, they may study how people from different geographic regions use different dialects or accents, or how

people of different social classes use language differently. One important aspect of language variation is the idea of a standard dialect, which is often seen as the correct or prestigious form of a language.

Language variety refers to the different forms that language can take in different social contexts, regions, and communities. As most people recognize, language varies from place to place, with speakers in different locales exhibiting phonological, lexical, syntactic, morphological, and pragmatic variation (Leeman, J., & Serafini, E. J. 2016). There are several parts or dimensions of language variety that sociolinguists study, including: First, Phonological variation is governed by a network of interacting preferences that include the surrounding linguistic context (Tamminga, M. 2016). This refers to differences in pronunciation or accent. Second, Morphological variation refers to the way in which the units of meaning that make up words (morphemes) are pronounced or combined differently across dialects or other social or regional groupings (Walt Wolfram, 2016). This refers to differences in the way words are formed, such as adding suffixes or changing the spelling of a word to reflect tense or plurality. Third, Syntactic variation is the study of the ways in which speakers use different structures to convey the same meaning, or use the same structure to convey different meanings, across different social, regional, and situational contexts (Penelope Eckert, 2013). Different dialects or varieties of a language may have different syntactic rules, such as the placement of adjectives or the use of double negatives. Fourth, Lexical variation is the study of how the vocabulary of a language varies across different regions, social groups, and historical periods. It encompasses both the differences in vocabulary choice that serve to distinguish one dialect from another, as well as the words and expressions that are shared across dialects but have different



meanings or connotations (Walt Wolfram, 2016). This refers to differences in vocabulary, including slang, jargon, or regionalisms. Different dialects or varieties of a language may have different words for the same concept, or different meanings for the same word. Fifth, Discourse variation is the study of how speakers use language to construct and interpret meaning in different communicative contexts.

Language variations from the user's point of view : First, Idiolect is a form of language that is typically used by an individual. These varieties are all personal characteristics in the pattern of choice of vocabulary or idioms, grammar, and pronunciation. Second, Dialect is a variation of language from a group of speakers whose number is relatively, who are in one place, region or certain area (Chaer and Agustina, 2014). Third, chronolect is a variety of languages based on differences (order) of time. Fourth, Sociolect or social dialect is a variety of languages related to the status, class, and social class of the speakers (Chaer and Agustina, 2014). Fifth, Acrolect is a language realization that is seen as more prestigious or higher than other varieties. Sixth, Basilek is a language variation that is considered less prestigious or considered inferior. Seventh, Slang is a social variation that is only used by certain groups of people that are unknown to other groups (Chaer and Agustian, 2014). Eighth, Vulgar is a social variation used by those who are less educated, or from among those who are not educated and cannot be known by people outside that group. Ninth, colloquial is a social variation used by speakers in everyday conversations. Tenth, according to (Chaer and Agustina 2014) jargón is a social variation that is used in a limited way by certain social groups. Eleventh, Argot is a social variation that is used in a limited way in certain professions and is confidential. Argot's specificity lies in its vocabulary. Twelfth, Ken is a particular social variety whose tone is "pitiful" made to whiny, full

of affectation. This variation is usually used by beggars.

Slang is a type of informal language that is often used in everyday conversations, particularly among younger generations. It can be defined as a set of words or phrases that deviate from standard language, often incorporating new words or changing the meanings of existing words. Slang is a type of language that consists of words and phrases that are used in informal and often subcultural contexts. Slang is characterized by its novelty, informality, and often taboo or controversial nature, and is frequently associated with youth culture and nonstandard varieties of English (Tony Thorne, 2014). The origins of slang can be traced back to the early 16th century, when it was used by criminals and other marginalized groups as a way to communicate secretly. Slang was also used by soldiers, sailors and other groups who needed to communicate in a way that was not understood by outsiders. Over time, slang has evolved and become more widely used in everyday language. Slang is often used to express group identity and social status. It can also be used to express humor, irony or sarcasm. Slang words and phrases can spread quickly through social media and other forms of digital communication, making them a key part of contemporary language use. Slang is not typically used in formal settings, such as business or academic environments, as it is considered inappropriate or unprofessional. However, it is widely used in popular culture, including music, movies, and TV shows. One of the most interesting aspects of slang is that it is constantly evolving, with new words and phrases emerging and existing ones falling out of use. This reflects the dynamic nature of language and the way in which it is shaped by social and cultural factors.

The Song of Songs posed two interrelated problems for the Fathers of the early church, both of which were articulated and addressed in Origen's voluminous



third-century commentary. The first problem arises from what the Song leaves unstated; the second from what it actually says (Astell, A. W. 2018). A song is a musical composition typically consisting of lyrics (words) and melody (tune), often accompanied by harmony and rhythm. It is typically created for the purpose of entertainment or expression of emotion, and can be performed by a soloist or a group of musicians. Songs can take many forms and genres, including pop, rock, country, hip hop, jazz, blues, and classical music, among others. The lyrics of a song can be in any language, and may convey a range of emotions and themes such as love, heartbreak, politics, social commentary, and spirituality. Songs can be composed and performed using a variety of instruments, including guitar, piano, drums, bass, and brass and wind instruments, among others. In addition, with the advancements in technology, songs can also be created using digital tools and software. Songs can have a powerful impact on individuals and society as a whole, often serving as a reflection of the cultural and societal values of the time in which they were created.

The songs from "Black Eyed Peas" are included in the pop genre. The Black Eyed Peas were remembered as the musical artists they most often listened to in and around the year 2006 (Griffith, J. 2017). A pop song is a genre of popular music characterized by its focus on catchy melodies, simple structures, and easily relatable lyrics. Pop songs often feature a combination of acoustic and electronic instruments, and are typically produced to achieve a clear, polished sound that is intended to appeal to a broad audience. The Black Eyed Peas are an American musical group known for their mix of hip hop, pop, and electronic dance music. The group consists of members will.i.am, apl.de.ap, Taboo, and Fergie (who left the group in 2017). The Black Eyed Peas have also been known for their use of technology in their music and performances.

They have incorporated futuristic themes and visuals into their music videos, and their live performances have featured innovative stage setups and interactive technology. Slang variations are often used to add personality, humor, and authenticity to lyrics, and the Black Eyed Peas have used this technique in many of their songs.

The Black Eyed Peas have a huge following and their songs are well liked. The Black Eyed Peas are renowned for incorporating technology into their music and live performances. Their live shows incorporate cutting-edge stage design and interactive technology, and their music videos integrate future-proof themes and graphics. The Black Eyed Peas' use of slang in their music became an important aspect of their popularity, helping to make them relatable and appealing to a wide range of listeners.

## II. METHOD

The research that has been done is qualitative data. Qualitative research methods are a robust tool for chaplaincy research questions. Similar to much of chaplaincy clinical care, qualitative research generally works with written texts, often transcriptions of individual interviews or focus group conversations and seeks to understand the meaning of experience in a study sample (Grossoehme, D. H. 2014). The data source used in this study is the music text of several Black Eyed Peas pop songs. The data source used is in the form of language variations or a few words from the lyrics of the song expressing slang language variations. The data collection technique used in this study uses observation techniques, namely by observing and recording. Observation is a systematic method for collecting data by directly observing and documenting behavior, actions, and social interactions in real life. This allows researchers to understand natural contexts, uncover patterns, and gain insight into the meanings associated with



actions and events (Marshall and Rossman 2016). This observation method is embodied in a technique for obtaining data, the author makes observations by viewing and listening to several songs from Black Eyed Peas. Furthermore, data collection was carried out using the technique of recording parts of song lyrics which contained variations of slang found in several Black Eyed Peas songs. Descriptive data obtained from the findings of observations that have been made. Data is collected from the words sung in the lyrics of the song. The theory used in this research is language variation. Variety of language is a variation of language according to different uses according to the topic being discussed, according to the relationship between the speaker, the person he is talking to, the person being talked about, and according to the medium of the speaker. The method of presenting the results of the data analysis used is informal, where the presentation has used ordinary words or descriptions.

**III. RESULT AND DISCUSSION**

Sociolinguistic slang refers to the use of informal language or unconventional vocabulary within a specific social group or community. It is a type of slang that develops and is understood within a particular sociocultural context, often serving as a form of social identification and solidarity among its speakers. Sociolinguistic slang is shaped by various factors, including age, ethnicity, region, subculture, and shared experiences. It evolves as a way for individuals to express their identity, establish social connections, and differentiate themselves from other groups. It can include unique vocabulary, phrases, or even modifications of standard language. Slang does not have a precise and definite definition, because in slang there are always words new words are created. That is why slang seems relaxed among young people, and the meaning of slang can only be understood by the speaker and the

other person. Slang plays a significant role in the lyrics of Black Eyed Peas songs, as it adds a contemporary and informal flavor to their music. The use of slang helps to connect with their audience and create a sense of relatability.

Based on the results of the analysis, slang words were found in several songs by Black Eyed Peas. The findings are explained in the following description.

No	Title	Slang Words	Meanings
1	Boom Boom Pow	Gotta	"Gotta" is a contraction of "got to" or "have to." It is a colloquial expression used to indicate a necessity or obligation. In the song, it conveys a sense of urgency or determination.
		Wanna	"Wanna" is an abbreviation of "want to" which means "want" or want a which means "want one"
		Boom Pow	This phrase is a repetition of the onomatopoeic words "boom" and "pow," emphasizing the energetic and powerful nature of the music and lyrics.
		Yo	"Yo" is a funny misspelling, the actual pronunciation of which comes

			from the word "you". Used on people who want to show others				settings, particularly in spoken conversations or informal writing like text messages or social media posts.
		Y'all	"Y'all" means "You" or "All of You". The word "Y'all" comes from "you all" which is the form of the pronunciation for the second person plural.			Humps	In this song, "humps" is a slang term used to refer to a person's attractive physical features, particularly their curves or assets. It is a metaphorical expression for the appealing aspects of an individual's body.
2	Imma Be	Imma	"Imma" is a contraction of "I'm going to" or "I'm going to be." It is a colloquial and informal way of expressing future actions or intentions.			I'ma	"I'ma" is a colloquial contraction of "I'm going to" or "I'm going to be." It is a slang term commonly used in informal speech and written communication, particularly in casual conversations or social media posts. "I'ma" is often used as a shorthand way of expressing intentions or future actions.
		Rockin'	"Rockin'" is an informal term meaning something that is exciting, impressive, or enjoyable. In this context, it refers to the energetic and engaging nature of the beats in the song.			Junk	The lyrics
3	My Humps	Whatcha	"Whatcha" is a colloquial and informal contraction of the phrase "What are you" or "What do you." It is commonly used in casual speech and informal				

			include the phrase "all that junk inside your trunk," which uses "junk" as a slang term for a person's intimate or private body parts. It is a playful and euphemistic way of referring to those areas. n			dab	the song, they are encouraging the listeners to perform the dab dance move as a part of their dance routine. It's a way of engaging the audience and getting them to participate in the energetic atmosphere of the song.
4	Rock That Body	Groovy	"groovy" refers to having a cool, enjoyable, or rhythmic quality. It's used to describe the atmosphere or vibe o, song, suggesting that it's upbeat, lively, and engaging. "Groovy" is often associated with music and dance, particularly genres like funk, disco, and soul that have a catchy rhythm and make you want to move.			Swag	"swag" is used to refer to a sense of style, confidence, and coolness. It is often associated with being fashionable, charismatic, and having a unique sense of personal flair. When the Black Eyed Peas mention "do it with some swag" in the song, they are encouraging the listeners to carry themselves with confidence and style while dancing.
		Ignite	"ignite" is used metaphorically to mean to start or intensify something, particularly in reference to the energy and excitement of the party or dance floor.				
		Hit the	"hit the dab" in				

Slang words are commonly used in songs to add personality, cultural relevance, and a sense of informality. In the context of pop music, artists often incorporate slang terms to connect with their audience and create a specific atmosphere. The meanings of these slang words can vary depending on the context and the song lyrics. In the song "Boom Boom Pow," terms like "gotta" and



"wanna" are used as contractions to express necessity or desire. "Boom" and "pow" are onomatopoeic words that emphasize the energetic nature of the music. Similarly, in "Imma Be," "Imma" is a contraction meaning "I'm going to," while "rockin'" denotes excitement and enjoyment. "My Humps" includes slang terms like "whatcha," "humps," and "I'ma." "Whatcha" is a contraction of "what are you" and is used in informal speech. "Humps" is a metaphorical term for attractive physical features, and "I'ma" is a contraction of "I'm going to." In "Rock That Body," "groovy" describes a cool and rhythmic quality, "ignite" refers to intensifying energy, "hit the dab" encourages the audience to perform a dance move, and "swag" signifies style and confidence. These slang words in pop songs reflect the contemporary language and cultural references of their time, creating a connection between the artist and the listeners while adding an element of familiarity and fun to the music.

#### IV. CONCLUSION

In conclusion, language and its variations, including slang, play crucial roles in human communication and society.

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## **A Semiotics Analysis Found on Music Video of You Belong with Me by Taylor Swift**

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**Abstract:** This research entitles “A Semiotics Analysis Found on Music Vidio of You Belong with Me”.The aim of this research was to investigate and analyze the verbal and visual signs and the meaning itself in the music video of “You Belong with Me” by Taylor Swift. The type of this research was qualitative research. In collecting data, the writer used the method of observation and documentation by classifying videos into pictures in the form of sequences.The results of this study indicate that the semiotic signs contained in this music video are in the form of visual displays contained in body language in the music video which tells about a male friend that Swift likes who actually has a lover, and verbal signs contained in the music video is a paper that contains writing that is used to communicate. Based on the result of the analysis,it can be concluded as there are two classifications,namely: verbal sign and visual sign. In verbal sign, it was found eight data. In visual sign, it was found seven data. The concept of music video of You Belong With Me describe someone who is in love with someone where that person has been with a lover who doesn't appreciate it at all. In the data found, verbal and visual sign explained about caring, disappointment, jealousy, and express feelings.

**Keywords:** semantics, semiotics, verbal sign, visual sign

### **INTRODUCTION**

According Wibowo (in usar,2013), language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts. Through language one can communicate with others, both to convey desires, feelings, opinions, ideas, experiences, and knowledge. Language has a close relationship in the process of communication. There is no single communication event that does not involve language. With language also someone can obtain information, increase knowledge, and so forth. The better one's mastery of a language, the better the level of ability to communicate both orally and in writing. There are also those who explain that the meaning of language is an ability possessed by humans to communicate with each other by using signs or symbols, for example words and body movements (M.Prawiro,

2018).

Semantics is the study of meaning used to understand human expression through language (Mwihaki, 2004). The use of semantics will be very helpful in parsing problems related to the understanding of a word or the connotation of that word. According to Tarigan, semantics is the study of meaning which examines the symbols or signs that express meaning, the relationship of one meaning to another, and its influence on humans and society. The term "semantics" was first used by a French philologist named Michel Breal in 1883. The word semantics was later agreed upon as a term used in the field of linguistics as the study of linguistic signs with the things they signify. So, it can also be said that what is semantics is the study of symbols or signs such as words that express meanings and relationships and their influence on speakers or users (humans) (Thabroni, 2021).

Semantics is the science of the meaning contained in a language,



code/symbol, or other representation. According to one of the Russian semantic figures, Lotman said that there is a relationship between semantics and semiotics. Semantics studies symbols while semiotics studies signs. Signs range from speech, body language and symbols to paintings, music and Morse code.

Semiotics is the study of signs and symbols, in particular as they communicate things spoken and unspoken (Nordquist, 2020). According to Barthes, signs had both a signifier, being the physical form of the sign as we perceive it through our senses and the signified, or meaning that is interpreted (UKEssays, 2018). Semiotics, the study of sign systems, is predestined to make essential contributions to the study of ideologies (Mouton, 2006). Semiotics is one of the studies that has even become a tradition in communication theory. The semiotic tradition consists of a set of theories about how signs represent things, ideas, circumstances, situations, feelings and conditions beyond the signs themselves (Fai, 2021).

In semiotics, a sign is anything that communicates a meaning that is not the sign itself to the interpreter of the sign (Wikipedia, 2023). A sign is any motion, gesture, image, sound, pattern, or event that conveys meaning (Nordquist, 2019). The study of signs It was defined by one of its founders, the Swiss linguist Ferdinand de Saussure, his work in linguistics supplied the concepts and methods that semioticians applied to sign-systems other than language (Britannica, 2023). One such basic semiotic concept is Saussure's distinction between the two inseparable components of a sign: the signifier, which in language is a set of speech sounds or marks on a page, and the signified, which is the concept or idea behind the sign (Britannica, 2023).

Visual signs are images that are used to convey messages. Visual signs can convey multiple meanings that can be understood and interpreted by different

cultures or peoples, as long as the same visual language code is used (Harrison, 2003). While Verbal sign It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else in text form (in Swarniti, 2023).

The music video that writer choose as data source was "You Belong with me" by Taylor Swift. "You Belong With Me" is a country pop song by American singer-songwriter Taylor Swift. The song was written by Swift and Liz Rose and produced by Nathan Chapman with Swift's help. The single was released on April 18, 2009 under the Big Machine Records label as the third single from Swift's second studio album, *Fearless* (2008). The aim of this research was to investigate and analyze the verbal and visual signs and the meaning itself in the music video of "You Belong with Me" by Taylor Swift.

## RESEARCH METODOLOGY

This research entitles "A Semiotics Analysis Found on Music Vidio of You Belong with Me. The type of this research was qualitative research. In addition, Sugiyono (in Swarniti, 2023), claimed that "the researcher in qualitative research is as human instrument; his function is to determine the research focus, to determine the informant as source of data, to collect data, to assess quality of data, to analyze data, to interpret data and to conclude of the findings".

In collecting data, the writer used the method of observation and documentation by classifying videos into pictures in the form of sequences. The results of this study indicate that the semiotic signs contained in this music video are in the form of visual displays contained in body language in the music video which tells about a male friend that Swift likes who actually has a lover, and verbal signs contained in the music video is a paper that contains writing that is used to communicate. Furthermore, after





performing the whole flows of data collecting and data analyzing, the writer was able to draw a conclusion about this research. In this process, the writer found explanation by gathering information to verify the data found on verbal and visual signs and the meaning itself in the music video of You Belong with me by Taylor Swift.


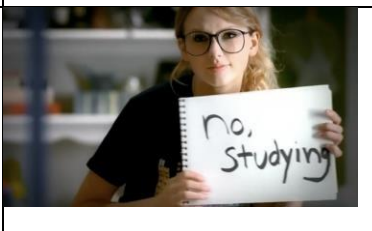

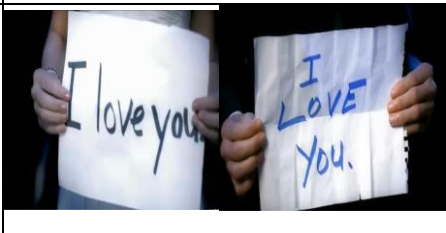
## RESULTS AND DISCUSSION

Based on the analysis from data source, here were the results of the research. There are two classifications, namely: verbal sign and visual sign. In verbal sign, it was found eight data. In visual sign, it was found seven data. The explanations of the analysis of each data were discussed in the following description.

### The Analysis of Verbal Sign in The Music Video of You Belong With Me Taylor Swift

**Tabel 1. Verbal Sign in The Music Video of You Belong With Me by Taylor Swift**

No	Signifier	Signified
1.		It shows concern for someone
2.		it shows boredom with the dramatic and tired of the problems they have with someone in their life.
3.		It represents a feeling or expression of remorse
4.		It shows the feeling when loving someone

5.		It shows curiosity to someone whether she will be going somewhere that night
6.		It refers to someone who cannot participate in doing some things
7.		It shows that you wish someone was there at that time
8.		It shows that someone has loving feelings between each other

Based on the data above, it was indicated as verbal sign. In the first data, it shows concern for someone. "You Ok?" This is usually a question asked by other people who have noticed something about your behavior and who care about you. This question is asked to ensure that the respondent is in a healthy physical, mental, or emotional state.

In the second data, There is a man arguing with his girlfriend over the phone. Then his female friend asked him, they communicated by holding up papers on which sentences were written to each other through their bedroom window. The man holding a piece of paper with the sentences "Tired of Drama". It means that whoever is saying it does not want to listen to people complaining about how much their life sucks, or people overreacting and getting their feelings hurt over nothing.

Based on third data above, Swift

(protagonist) holding a piece of paper with the word "Sorry". This word is used when you don't know how to handle a serious or dramatic situation. This word "Sorry" is used as a polite way to show your sympathy to someone because of a loss, problem, or trouble the person has had, and to ask for an apology for doing something that might have annoyed the person.

In the fourth data, It shows the feeling when loving someone. Swift (protagonist) held up a piece of paper that said "I love You", It depicts Swift falling in love with a male friend. In the video, Swift asks Till, they communicate by holding up paper with sentences written on each other, after that Swift holds up paper that says "I love you", but at that time Till had closed her bedroom curtains. It's basically about someone who is in love (with someone) where that person already has a girlfriend

but doesn't value her at all and she knows him better than her lover.

Based on fifth data, In the image, Till who is the man in the picture asks Swift (protagonist) if she's going to the prom that night. The phrase "you going tonight?" it was a question that showed his curiosity about Swift's presence at the party.




From the sixth data, the image contains a swift (protagonist) holding a piece of paper containing the sentence "No Studying". That sentence is an answer to Till's previous question asking about Swift's presence at the prom that night, and this sentence explains that Swift could not

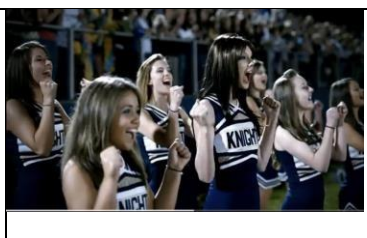
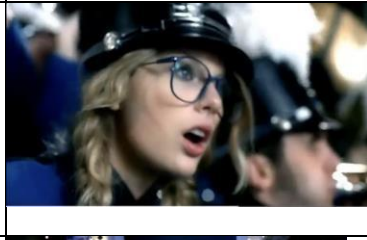

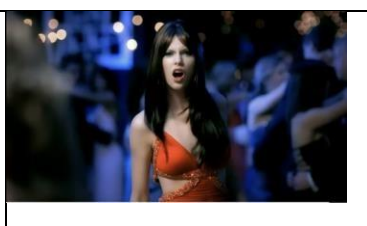
attend the prom that night on the grounds that she was studying.

In the seventh data, in the picture there are Till and Swift (protagonist) taking out a piece of paper containing the sentence "I Love You", this shows that they have feelings of love for one another. The music video depicts Swift in love with a man who is her childhood friend, but Swift does not dare to express her feelings. While the man only considers Swift as a friend, at that time swift had the courage to express his feelings, unexpectedly at that time Till also expressed his feelings to swift that he loved her.

### The Analysis of Visual Sign in The Music Video of You Belong With Me by Taylor Swift

**Tabel 2. Visual Sign in The Music Video of You Belong With Me by TaylorSwift**

No.	Signifier	Signified
1.		It shows empathy for someone
2.		It shows someone who tries to be different for the sake of the one she loves
3		It shows sadness or jealousy towards someone's words or actions

4.		This shows the people who give spirit to the troops who are competing
5.		It shows that unexpected events are happening
6		It shows the change of a person who is much different from before.
7		It indicates that something unexpected has happened.

From the data above, it was classified as visual sign. Visual signs are images that are used to convey messages. visual signs can convey multiple meanings that can be understood and interpreted by different cultures or peoples, as long as the same visual language code is used.

In the first data, the picture shows that the person has empathy for someone, empathy which is the ability to recognize and understand other people's feelings or difficulties. This empathy is shown towards the state of her friend who argued with his girlfriend over the phone, with this simple action that swift (protagonist) makes the person feel that he is important and there is someone who cares about him.

The second data, it shows someone who tries to be different for the sake of the one she loves. This describes Swift (protagonist) who is in love with the man, but the man already has a lover and in this

section tells the difference in appearance between the girl who likes the man and the girl who is liked by the man. Swift (protagonist) who sings and dances in front of a mirror, changing different clothes several times trying to appear different to get the man's attention but the man still doesn't know it, but swift never stopped giving her attention.

Based on the third data, In this part, Swift (the protagonist) is seen sitting on a park bench reading a book, then Till comes to Swift and they talk. Then, Swift (antagonist) came in a red open car and Till got into the car. Swift, the antagonist kissed Till and looked with hatred at the protagonist and left him. The picture shows sadness or jealousy towards someone's actions. This sadness or jealousy is caused by seeing the one he loves with someone else. It tells of a woman who loves a man, and she knows him better than

her lover, who understands him better, but the man has never seen or felt the feelings that the woman has.

In the fourth data, the picture above is cheerleader. This shows the people who give spirit to the troops who are competing. The cheerleaders are in charge of leading the chants to encourage and motivate the troops who are competing by performing several actions and dances, a combination of dynamic gymnastic movements and acrobatics.

The fifth data, it shows that unexpected events are happening. In this part, after scoring the winning touchdown, Till walks over to his girlfriend and sees her flirting with a teammate, resulting in an argument which leads to their breakup. This incident caused Swift, the protagonist to look in amazement at the fight that occurred between Till and the antagonist.

In the sixth data, the picture it shows the change of a person who is much different from before. This is because the way the protagonist swift dresses is much different, who previously wore glasses, wore t-shirts and appeared simple. When Swift came to the party, she looked very beautiful without glasses, wearing a white dress and a different hairstyle. Much more beautiful than before, even those who were there were shocked and surprised by her appearance. People never see that what is seen is only the flaws not the beauty from within. In the end swift expresses her feelings to Till and vice versa, then they become lovers who love each other.

Based on the seventh data, the picture shows that something unexpected has happened. This is because the facial expressions shown reflect that she saw something surprising. In this part, the antagonist is seen with her facial expression like the picture above, because Till, who is her previous boyfriend, has ignored him and prefers the protagonist. This shows that a person who is always there for you will walk away from you when he feels that his presence is never

appreciated.

## CONCLUSION

Based on the result of the analysis, it can be concluded as there are two classifications, namely: verbal sign and visual sign. In verbal sign, it was found eight data. In visual sign, it was found seven data. The concept of music video of You Belong With Me describes someone who is in love with someone where that person has been with a lover who doesn't appreciate it at all. In the data found, verbal and visual sign explained about caring, disappointment, jealousy, and express feelings.

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