CHAPTER 2
THEORITICAL FRAMEWORK

This chapter discusses several theories that complement this research as stated in the previous section. This chapter involves several explaination such as representation theory, lyrics song theory, meaning theory. Besides that, there is also an explanation of the semiotic theory that I use as a research method to represent the meaning of sadness in the lyrics of *"Someone You Loved"*.

2.1. Representation

Representation is a concept used in social meaning through available marking systems such as dialogue, writing, music, video, film. In short, representation is the production of meaning through language. Stuart Hall's representation theory shows a process in which meaning is produced using language and exchanged between group members within a culture. Representations connect concepts in our minds by using language that allows us to interpret objects, people, events that are real (real), and the imaginary world of objects, people, objects, and events that are not real (fictional) (Hall, 2003).

According to Parmentier (in Ludlow, 2001:39) that the notion of representation is defined as an activity or relationship which in one case represents another thing that arrives at a certain level, for a certain purpose and secondly by the subject or interpretation of the mind. Representation replaces or about a replacement of an object, interpretation of the mind about a knowledge obtained from an object that can be obtained from the experience of the existence of a representation. Parmentier in Hartley (2010:265) Representation means using language to express language to express something meaningfully, or to represent to other people. representations can be in the form of words, images, bars, sequences, stories and so on that represent ideas, emotions, facts and so on. representation depends on pre-existing and culturally understood signs and images, in the learning of various languages and significations or reciprocal textual systems. This is through the function of the sign representing what we know and learn about reality. Winarni (2009:10) the concept of representation is

used to describe the expression of the relationship between advertising texts (media) and reality. Representation is the process by which members of a culture use language to produce meaning. language in this is defined more broadly, namely as any system that uses signs. Signs here can be verbal or non-verbal.

Representation works through the system. This system consists of two important components, namely the concept of ideas and the concept of language. The two are interrelated, the concept of something that is known in the mind can be understood in its meaning, but cannot be conveyed without language. Then it becomes more difficult when you can't express it in a language that other people understand. The second is a systematic study of the relationship between symbols and meaning.

According to Hall (2003). "Members of the same culture must share concepts, images, and ideas which enable them to think and feel about the world in roughly similar ways. The must share, broadly speaking, the same 'cultural' codes' in this sense, thinking and feeling are themselves 'system of representation". Thinking and feeling according to Stuart Hall is also a representation system, as a representation system, thinking and feeling also functions to interpret something, therefore to be able to do this it is necessary to have the same background understanding of concepts, images and ideas (cultural code). Understanding of something can be very different in other groups. Basically, each society has its own way of interpreting things. Community groups who have different understandings in interpreting cultural codes will not be able to understand the meanings produced by these other community groups.

The concept of representation itself is subject to change and always has a new meaning. Meanings change as a result, and meanings change accordingly, every time a process of meaning negotiation takes place. So representation is not a static activity or process, but a dynamic process that develops according to the intelligence and needs of the symbol user, namely humans themselves are constantly moving and changing. The main understanding of representation theory is the use of idea and language to convey something meaningful to others.

Based on Stuart Hall's article, "thing don't mean: we construct meaning, using representational systems-concepts and signs." Concepts (in mind) and signs (language) are important parts used in the process of producing meaning. Representation theory has 3 processes for producing meaning, as follows :

1). Reality**.**

In written language, reality can mean documents, interview transcripts, etc. For example on television, behavior, makeup, movements, clothes, even language.

2). Representation.

Representation is a technically defined element. In this context, written language can be in the form of words, phrases, graphics, sentences, photos, and descriptions. On TV, i.e. camera, music, lights, etc. Elements will be passed to the input representation code, including the object type. The forms of description include characters, narratives, dialogues, and attitudes.

3). Ideology**.**

All elements are organized in a coherent and ideological code, for example individualism, socialism, materialism, liberalism, patriarchy, race, and etc.

According to Jones & Knuth (1991) that the notion of representation is a model or substitute form of a problem situation or aspect of a problem situation that is used that functions in finding a solution which is, for example, a problem that can be represented in the form of objects, images, symbols, and words.

There are three representation approaches explaining the representation of meaning through language working, as follows:

1). Reflection Approach.

This approach explains if language has a function as a mirror that reflects the true meaning. as I mean in this research, the reflection approach defines the true meaning of the someone you loved lyrics song, both explicit and implicit.

2). Intentional Approach.

This approach explains that language is used to express the personal meaning of a song writer, painter, etc. In this case, the writer plays an important role in determining meaning through language. Words refer to what the author wants to say. However, this must always refer to the rules, codes, and agreements that exist in a cultural group. like Lewis Capaldi did, pouring his heart into the lyrics of the song someone you loved which describes his sadness over the loss of someone he loves.

3). Constructionist Approach.

This approach uses language systems or other systems to represent our concepts. This means that this approach aims to interpret a language, not construct meaning using a representation system. This approach explains that interpreting a language or writing through the construction of our own understanding concepts. the concept of our own understanding must be translated into language in general so that it is connected with concepts and ideas verbally and non-verbally (signs, symbols, etc.).

2.2. Song Lyrics

Lyrics are an arrangement of notes/word sequences, lyrics are not as easy as writing an essay, but can be taken from various inspirations. Inspiration itself can be obtained from everyday life experiences. Song lyrics have their own characteristics compared to poetry because the pouring of ideas through song lyrics is strengthened by the strains of melodic music and types of rhythms that are synchronized with the song lyrics. Song lyrics are formed from communication or conditions between the creator or songwriter and the listener in

the sense of the community who enjoys the song as a written discourse because it is conveyed by written media.

In a broad sense, lyrics are someone's expression of what they see, hear, or experience. In expressing his experience, the poet or songwriter plays word and language games to create interest and uniqueness in the lyrics or poetry. This language play can be in the form of vocal play, language style or word meaning deviation, and is reinforced by the use of melodies and musical notations that match the lyrics of the song, making the listeners more attracted to what the author conveys.

Definition of lyrics Song can be considered as poetry and vice versa. Jan Van Luxemburg (1989) also said that the definition of poetry texts includes not only literary genres but also proverbs, advertising messages, political slogans, pop songs and prayers. If the definition of song lyrics is considered the same as poetry, then it must be known what is meant by poetry. Poetry according to Rachmat Djoko Pradopo (1990) is an important recording and interpretation of human experience and composed in a memorable form. Meanwhile, according to Herman J. Waluyo (1987) poetry is a form of literary work that expresses the thoughts and feelings of the poet imaginatively and is composed by concentrating all the power of language on its physical structure and inner structure. The lyrics themselves have been present and practiced since ancient times. The first real connection between lyrics and music can be found in ancient Greece where the term lyric means a song sung to the accompaniment of a harp. Elements of poetry or song lyrics that have a relationship with elements of music will form a song which is a form of mass communication, on the same side the song is also a medium for delivering messages by communicators to communicants, messages have various forms such as spoken or written. Song lyrics have the form of messages in the form of written words and sentences that can be used to create an atmosphere and a certain imagination for the listeners so that they can also create various meanings.

2.2.1. Song Lyrics as Communication

Communication comes from the English *"Communication"* and from the Latin *"communicatio"* which comes from the word *"communis"* which means *"to build togetherness and harmony between 2 (two) or more people"*. According to Shannon & Weaver, communication is a form of human interaction that influences each other, intentionally or unintentionally. Not limited to forms of communication using verbal language, but also in terms of facial expressions, painting, art, and technology. The communication system can be socialized directly / face to face or through other media (written, oral, and visual). communication system using linguistic symbols, such as verbal (words) and non-verbal symbol systems as described according to Karfried Knapp.

As a media of communication, songs convey information through lyrics. Musicians act as communicators, lyrics as communication channels The author conveys information. The message is an expression of anxiety, anger, love, or criticism expressed by the author as the recipient of the message to the listener. When a song is written and played, thoughts, ideas, and opinions are exchanged between the writer and the listener. The author expresses his thoughts in tone and lyrics so that listeners can catch the information contained in it. In the exchange of ideas, thoughts and opinions, the communication process takes place through musical notation in the form of tones and lyrics in the form of text in a song.

2.2.2. Song Lyrics as Message

The meaning of the message quoted in the introductory book on "Communication Science written by Hafied (2004: 14)" is a series of signs/symbols created by a person for a specific purpose with the hope that the delivery of the sign/symbol will succeed in causing something. Messages are basically abstract, to make them concrete so that they can be sent and received by the communicant, humans with their minds create a number of communication symbols in the form of sound, expressions, gestures, spoken language, and written language (Cangara, 2006 : 23). Messages can occur if through the communication process between the communicator and the communicant

(Tasmara, 1987: 7). So, the message is something that is used as a signal in communicating activities, because with a message, one's communication relationship with others will go well to achieve the desired goal.

According to A.W. Widjaja and M. Arisyk Wahab (1987: 61), there are three forms of messages, namely as follows:

a. **Informative**, namely to provide information on facts and data and then the communicant draws his own conclusions and decisions, in certain situations informative messages are certainly more successful than persuasive.

b. **Persuasive**, which contains persuasion, which raises human understanding and awareness that what we convey will give a changed attitude. But it changed of its own accord. So changes like this do not feel forced but are accepted with openness from the recipient.

c. **Coercive**, namely conveying a message that is coercive by using sanctions. A well-known form of delivery is essentially agitation with an emphasis that creates inner pressure and fear among the public. Coercive form of orders, instructions for the delivery of a target. "We Will Not Go Down (Song for Gaza)" song by michael hearts, He was born in Syria and raisedin Europe (Switzerland and Austria) and the United States. In January2009, he composed and released a song in support of the Palestiniancivilian victims of the Israeli war in Gaza. The song is a message to the world that the Palestinian state is strong in dealing with international problems, the song is also intended as a message to Israel that Palestine will never give up and be afraid of their oppression and colonialism. In that case, the message means a series of signs created by someone as a connecting medium in the hope that a series of signs or symbols will convey or give rise to certain meanings to other people who want to be invited to communicate. From that point of view, song lyrics cannot be separated from the social atmosphere that surrounds them.

2.2.3 Song Lyrics as Symbol

Terminologically, the meaning of symbols is a means or media to create and convey messages, compose an epistemological system and concerns the issue of beliefs held (Sujono S, 2001: 187). Understanding symbols can not be separated from human memory indirectly that humans will definitely know what is called a symbol. Not only that, usually a symbol is defined as a symbol that is used as a sender of messages or beliefs that have been embraced and also has a certain meaning.

In the language of communication, symbols are often termed as a emblem. A symbol is something that used to designate something else, based on the agreement of a group of people. Symbols include words (verbal messages), nonverbal behavior, and objects whose meanings are mutually agreed upon. Symbol is one category of sign (sign). Song lyrics are symbols or symbols created by the creator through words as a symbol of communication. Understanding the meaning contained in the lyrics of the song by interpreting the sign it creates, if symbols are an element of communication, then like communication, symbols do not appear in a vacuum, but in a particular context or situation. In the delivery process, symbols can be done through song lyrics, song lyrics are one of the effective media to convey a person's message, intent and purpose. Through the symbols seen in the lyrics of the song with words that contain deviations, figure of speech or presuppositions. Etymologically, the meaning of symbol comes from the Greek term, namely Symboion from Syimballo which means to draw conclusions, which means impression.

2.3. The Meaning

Meaning (thought or reference) is the relationship between the symbol (symbol) and the reference or referent. The relationship between symbols and references is indirect, while the relationship between symbols and references and references is direct. Ferdinand de Saussure (In Abdul Chaer, 1994:286) opine that meaning is a concept that is owned by a linguistic sign. According to Ullman (1972) if someone thinks about the meaning of someone's words as well as the

reference or vice versa, meaning will be born. So the meaning is a combination of meaning and words.

The meaning can be different from the original word are not always the same, the meaning of the difference is that something that happens have an explicit and implicit meaning. Meaning is the relationship between the sound symbol and its reference. Meaning is a form of response to the stimulus obtained by the actor in communication in accordance with the associations and learning outcomes they have. Human speech contains complete meaning. The integrity of the meaning is a combination of four aspects, namely understanding (sense), feeling (feeling), tone (tone), and mandate (intention). Understanding that aspect in all contexts is part of trying to understand meaning in communication.

This limitation of meaning is the same as thought, reference is the relationship between symbols and references or referents or concepts. Linguistically, meaning is understood as what is interpreted or intended by us.

2.3.1. The Meaning Type

Meaning has types and types based on several criteria and also points of view :

a. Denotative

Denotative is meaning that does not use certain thoughts and feelings. Denotative is more directed to objectivity, that means it is not influenced by personal interests and definitely what it is. According to Chaer (2009: 65-66) denotative is (often also called denotational meaning, conceptual meaning, or cognitive because it is seen from another angle) is basically the same as referential meaning because this denotative meaning is usually given an explanation as a meaning that is in accordance with the results of observations. by sight, smell, hearing, feeling, or other experience. Similarly, Djajasudarma (1999: 9) also explains that denotative is a meaning that shows a relationship between the concept and the world of reality. This denotative meaning has the actual meaning or according to what is seen, does not contain a hidden

meaning. Simply put, denotative is an objective meaning without the frills of a certain and pure feeling.

b. Connotative

Aminuddin (2001:88) opine that the notion of connotative meaning is the meaning of a word that has been added to its basic meaning. Connotative meaning is also known as additional meaning. Connotative meaning arises as a result of the association of the language user's feelings towards the word heard or read. Zgusta (in Aminuddin, 2001:112) argues that connotative meaning is the meaning of all components in a word plus some basic values. So briefly, from the explanation of experts that connotative is the meaning that have add from its basic meaning.

c. Lexical

The lexical meaning is the meaning of the word contained in the lexical (dictionary), The meaning of a word based on this dictionary can be called a word that has a lexical meaning. The lexical meaning is general or straightforward, meaning the meaning of the word is not influenced by other forms. (Chaer, 2013: 59) also explains that lexical is a real picture of a concept as symbolized by the word. A word that have a lexical meaning is clear that even without context it have a direct referent or meaning.

d. Gramatical

Djajasudarma (Pateda, 1993) further explains grammatical meaning which is a comparison to lexical meaning, meaning that involves intra-language relationships, or meaning that arises as a result of the functioning of a word in a sentence. Grammatical meaning is present as a result of grammatical processes such as affixation, reduplication, and composition. The grammatical meaning depends on the context in which it is bring.

2.3.2. Meaning Change Factor

Changes in meaning can be caused by two general factors, namely linguistic factors and non-linguistic factors. Linguistic factors are factors related to the language itself that result in changes in meaning, for example the process of affixing affixes and combining compositions. Non-linguistic factors are non-linguistic factors or factors outside of language that result in changes in meaning.

1). The development of science and technology.

The concept of meaning contained has changed as a result of new views, or new theories in a field of science or as a result of technological developments. For example, the change in the meaning of words in literature from the meaning of writing to the meaning of imaginative works is one example of the development of the scientific field.

2). Socio-cultural development.

The form of the word remains the same but the concept of the meaning it contains changes. For example, the word bachelor used to mean someone who is smart or intellectual, now the word bachelor means a person who has graduated from college, even though he probably graduated only with a mediocre achievement index, and the ability is no further than someone who has not graduated.

3). Association difference.

Where the new meaning that appears is related to other things or events related to the word. For example, the word envelope which comes from the field of administration or correspondence, the original meaning is the cover of the letter. Envelopes are usually included with letters but can also be other objects, such as money. In the sentence "Just give me an envelope" then things will definitely be okay, the word "envelope" here means money because the envelope in question does not contain letters or does not contain anything, but contains bribes.

4). Term development.

One of the efforts in developing or forming new terms is to use existing Indonesian vocabulary to give new meanings, either by narrowing the meaning of the word, expanding it, or giving it a new meaning. For example, the word plank, which originally meant a thin piece of wood, has now been adopted as a term for the meaning of a house.

5). Field of use.

Each field of life or activity has its own vocabulary which is only known and used with a certain meaning in that field. Words that become vocabulary in certain fields in everyday life can be used in other fields or become general vocabulary. For example, the word major, which comes from the field of traffic with the meaning of direction, is now also used in education with the meaning of the field of science.

6). Sense feedback exchange.

In the use of language, there are many cases of exchange of responses between the senses with one another. For example, a spicy word that should be responded to by the tongue's sense of taste, is changed to be responded to by the auditory sense as it appears in the utterance that the words are very spicy.

7). Response difference

Each lexical element or word actually synchronic has a fixed meaning. However, because of the view of life and the size in the norms of life in society, many words that have a low taste value are less pleasant and have a high taste value. Words whose value declines to low are commonly called pejoratives, while those whose values increase to high values are called ameliorative. Today's word "Bini" is considered pejorative, while the word "Istri" is considered ameliorative, the word "Laki" is considered pejorative in contrast to "Suami" which is considered ameliorative.

2.3.3. Type of Meaning Change

The factors or causes for the change in meaning may already be seen, there are subtle changes, widespread changes, narrow or specific changes, subtle changes, rough changes, and changes which is total. (Chaer:2013:140).

1). Expand.

According to (Chaer: 2013:140) states that expanding is a symptom that occurs in a word or lexeme which at first only has a "meaning", but then due to various factors it has other meanings. As the word birth is usually associated with biological processes, the release of the baby from the mother's womb. This has arisen word order: it gives birth to words; a nation has been born; the first goal was born. Seen here the relationship of meaning related to the process, even though the word birth has expanded. (Pateda: 2010: 187).

2). Narrow.

What is meant by narrowing change is a symptom that occurs in a word which initially has a fairly broad meaning, then turns into a limited meaning only. The word expert originally meant "people belonging to one group or family" as in the phrase heir which means "people belonging to one family life". Now the word expert has narrowed its meaning because it only means 'people who are good at one branch of knowledge or intelligence as seen in the phrases historian, powder expert, and so on.

3). Total change.

What is meant by total change is a complete change in the meaning of a word and its original meaning. Indeed, it is possible that the current meaning still has something to do with the original meaning, but this connection seems to have gone a long way. For example, the word lecture originally meant a sign of "talking" or "talkative" but now it means "speech or description" of something that is conveyed in front of many people. (Compare the meaning of the word lecture found in the Poerwadarminta dictionary with that found in the Language Center Dictionary).

4). Rarefaction.

Symptoms of the display of words or forms that are considered to have a more subtle meaning, or are more polite than those to be replaced. (Pateda:2010:190) explains an example, the word order of the shop assistant is smoothed using the word salesperson, the waiter on the plane is smoothed by using the word flight attendant, the waiter at home is smoothed by using the word housekeeper instead of babu or jongos.

5). Rudeness.

Rudeness (dysphemia) is an attempt to replace words that have a smooth or ordinary meaning with words that have a rough meaning. These attempts or symptoms of rudeness are usually made by people in unfriendly situations or to show irritation. An example of the word "menjebloskan" that is used to replace the word memasukan like the word in the sentence The police "menjebloskan" him in a cell. However, there are also many words that actually have a harsh value but are deliberately used to be more giving but without feeling rude. As in the sentence Finally, our badminton team managed to "menggondol" the Thomas Cup trophy home or also said "mencuri" a gold medal from swimming, when in fact stealing is a crime that can be punished with imprisonment. (Chaer:2013:144-145).

2.4. Sadness

Al-Kindi in his work entitled Al-Hilâh li Daf 'al-Ahzân (the art of dispelling sadness), he attempts to analyze several mental illnesses, including sadness (al-huzn). According to him, sadness is a mental illness caused by the loss of what is loved and the loss of what is desired. Emotion is the body's reaction to a certain situation. The nature and intensity of emotions are usually closely related to human cognitive (thinking) activity as a result of perception of the situation. sadness is a verb from sad, sad is one part of emotional. The term sadness is used to designate one of the most characteristic and basic sensations or emotions that humans usually feel, consisting of a state of mind with a high negative content in which the person suffering from it feels sad, wants to cry constantly and feels sad.

Sadness is a state of mind that is momentary or or sporadic according to the type of situation experienced.

Sadness is usually expressed through gestures or non-verbal acts, such as facial movements in which the face shows a more gloomy expression, clearly lacking in energy. Crying is also one of the most characteristic elements of sadness because it appears as an almost immediate reaction to situations of loss, pain, or dissatisfaction. Another way a person expresses his sadness is aversion, which is a lack of initiative to face the reality that makes them sad, lack of appetite, worry, suffering, stress, etc.

There are many reasons why a person experiences grief, in 1969 a psychiatrist named *Elizabeth Kübler-Ross* wrote in her book *"On Death and Dying"* as quoted from Healthline. In the book he explains that grief can be divided into five stages or stages of grief.

1). Denial.

Often when people respond to painful feelings by pretending they're okay or nothing happened, that's rejection. This phase of resisting emotions gives you time to gradually absorb the sadness and start processing it. Denial is a common defense mechanism. However, if you continue to deny it will make life difficult.

2). Anger.

The effects of persistent rejection and hiding feelings can trigger anger. This anger can be directed at other people, such as the deceased, ex, boss, and even inanimate objects. However, as the anger subsides, the mind will begin to think more rationally about what happened and feel emotions that have been hidden for a long time.

3). Bargaining.

During grief, it is not uncommon for a person to look for ways to gain control or want to feel that they can influence the outcome of an event. At the

bargaining stage, there will often be "what if, how, or if" thoughts. Bargaining is a line of defense against the emotion of sadness, which helps you delay sadness, confusion, or heartache.

4). Depression.

At this point, depression is not a sign of a mental health condition. Rather, it is a natural and appropriate response to grief. During the depressive stage, Awareness of the root of the problem at hand may lead to deep despair.

5). Acceptance.

Acceptance is not necessarily a happy stage of sadness, it does not mean having passed the stage of sadness but making sure someone has understood the situation experienced.

2.5. Semiotic

Semiotics is one of the seven traditions in communication theory expressed by Robert T. Craig. As a communication theory, the semiotic theory of communication views communication as a process based on a sign system including language and all things related to nonverbal codes to share meaning that crosses the gap between subjective points of view. This is because we can never know directly what the subjective thoughts or feelings of others are, so all communication is carried out based on the use of signs.

From the point of view of semiotic theory, various communication problems that often occur are the result of misunderstandings or differences in giving meaning which are influenced by the nature of semiotic codes and how to use these signs.

As a communication theory, semiotic theory can be used to virtually analyze various things that are part of the field of communication which includes interactions, media, organizations, health contexts, popular culture or pop culture, and so on.

The word semiotics is derived from English, namely *semiotics*. Another name for semiotics is *semiology*. Both have the same meaning, namely as the science of signs. Both semiotics and semiology come from the Greek, namely *semeion*, which means sign. Terminologically, semiotics can be defined as a science that studies a wide range of objects, events of all cultures as signs (Sobur, 2001). That explanation makes it clear that semiotics theory provides a framework for understanding how humans use signs to make meaning of the world around them. Semiotics is the study of the meaning of decisions. It includes the study of signs and processes of indication, name, similarity, analogy, metaphor, symbolism, meaning and communication. Semiotics is closely related to the field of linguistics which is mainly concerned with the structure and meaning of language, semiotics also deals with non-linguistic sign systems. Thus, semiotics in principle is a discipline that studies anything that can be used to express a lie. If something can't be used to tell lies, it can't be used to tell the truth (Hoed 2011).

According to the great father of semiotics *Saussure*, semiotik or semiose is the general science of signs, the science that examines the life of signs in society. For Saussure, perceptions and views of reality are constructed by words and other signs used in social contexts. Signs shape human perception, more than just reflecting the existing reality. Semiotics can be analyzed diachronically and synchronously. Diachronic analysis is an analysis of historical language changes, namely language in the dimensions of time, its development and changes. During synchronous analysis, speech analysis is at a certain point in time.

This analysis is also referred to as a structuralism approach which only recognizes the structure of language and ignores the context of time, changes, and history. Basically, semiotics is the study of the meaning of signs, including the existence of myths and metaphors related to the sign. The basic concepts of semiotics coined by Ferdinand de Saussure include signs, codes, and meanings.

1). Sign.

According to Saussure, this sign is divided into three components, namely:

a).The signs, include material aspects in the form of sound, letters, images, motion, and shapes.

b).The signifier, includes the material aspects of language, namely what is said or heard; and what is written or read.

c).The signified, includes mental aspects of language, namely mental images, thoughts, and concepts.

These three components must have a complete existence. If one of the components is not present, then the sign cannot be discussed or even imagined in the human mind. So, the signified is a concept that will be presented by the signifier. The relationship between the signified and the signifier must be related to each other in order to produce meaning for the sign.

In addition to these three signs, there are also signs in the form of images, such as icons, indexes, and symbols.

a). Icon, a sign similar to the object it represents. The existence of an icon is usually similar to something that is intended. For example, a picture of a toilet in a building or a gas station means that there is a toilet.

b). Index, a sign that has cause and effect with what it represents. For example, on a cardboard package sticker there is an image of broken glass, it means that if the package is slammed, it will break as well as the glass. Another example is at a train station, there is a sign in the form of footprints which means that is the boundary where the point stands on the station platform.

c). Symbol, a sign that is based on a convention, regulation, or agreement by mutual agreement. The existence of this symbol can only be understood meaning if the person really understands the existing mutual agreement. For example, the pink heart sign is interpreted as love, which everyone subconsciously agrees on the symbol and meaning of it.

2). Code.

Code is a way of combining signs that are socially agreed upon, to enable the message to be conveyed to certain people. According to Barthes, the code in semiotics has five kinds.

a). Hermeneutic Code.

That is the code in the form of offering various questions, riddles, responses, enigma (mysterious sayings), suspension of answers, which will eventually lead to definite answers. This code deals with puzzles that arise in a discourse. For example questions like :

"Who are they?"

"Why didn't you come?"

"What about our goal?"

The answers to these questions will delay one answer with another.

b). Semantic Code.

Namely a code that contains a connotation (taste value) at the marker level. The connotations or sense values contained in this code are for example in the form of masculinity, femininity, nationality, and others.

- Symbolic Code, namely a code related to psychoanalysis until there is a conflict between two elements.

- Narasi Code (Proairetik), Namely the code that contains the story, sequence, and narration. Every work of fiction must have this code.

- Code of Culture (Cultural), Namely codes that are anonymous, subconscious, myth, history, moral, and legend.

3). Meaning,

When discussing meaning, there are two kinds, namely denotative meaning and connotative meaning. The denotative meaning is the actual meaning,

including the things indicated by the words or the explicit relationship between the sign and the existing reference. For example, if there is an image of a human, it means that the meaning is related to humans as living beings. Then the connotative meaning is the meaning that is not true, including feelings, emotions, cultural values, to the point of view of a group. For example: the image of a smiling face can be interpreted into two meanings, namely a happiness or an expression of contempt. According to *Roland Barthes*, to understand the connotative meaning contained in semiotics, there are two concepts, namely myth and metaphor.

2.5.1. Semiotic by Roland Barthes

Barthes is also included in the ranks of major figures in the world of semiotics. According to him, semiotics is a science that is used to interpret a sign, in which language is also an arrangement of signs that have a certain message from society. Signs here can also be in the form of songs, dialogues, musical notes, logos, images, facial expressions, to gestures. In other words, the set of semiotic meanings (signs, meanings, denotatums and interpretants) can be applied to all areas of life as long as certain prerequisites are met, namely that there is meaning given, there is meaning and there is interpretation (Cristomy and Untung Yuwono, 2004:79).

Roland Barthes adheres to the semiotic flow of structuralism communication, the work approach of structuralism pays attention to compiling meaning. Structuralism is an approach that specifically pays attention to the structure of literary or artistic works. Phenomena of literature and aesthetics as a sign system (Budiman 2003). Barthes sparked a sign analysis model of significance into two stages or usually referred to as two orders of signification. Then, divide it back into denotation and connotation.

In the significance of the first stage, in the form of the relationship between the signifier and the signifier in the real form alias denotation, which is the original meaning that is understood by most people.

In the second stage of significance, there is a connotation that describes the relationship when the sign is mixed with feelings or emotions. Although the meanings of denotation and connotation have differences, people often do not realize these differences, so they need semiotic analysis to investigate them.

According to Roland Barthes, semiotics has several core concepts, namely signification, denotation and connotation, and metalanguage or myth (Yan and Ming, 2014).

1). Signification.

Signification can be understood as a process in the form of action, which binds the signifier and the signified , and which produces a sign. In the process, the two parts of a sign depend on each other in the sense that the signified is expressed through the signifier, and the signifier is expressed by the signified. The signifier which is what is seen, heard or written. For example, the word "cat". When we integrate the signifier "cat" with the signified "four-legged animal that meows", then the sign language "cat" appears. This process is known as significationor a signification system.

2). Denotation and Connotaion

In semiotics, denotation and connotation are two terms that describe the relationship between signifier and signified . In addition, denotation and connotation also illustrate an analytical distinction made between two types of signified namely denotative signified and connotative signified (Chandler, 2008). Denotation and connotation are always described in terms of level of representation or level of meaning. In his book entitled Elements of Semiology (1964), Roland Barthes distinguishes denotation and connotation by referring to Louis Hjelmslev's opinion by using the term orders of signification.

Denotation is the first order of signification . At this level there is a sign consisting of a signifier and a signified. In a sense, denotation is what we think of as a literal, fixed, and has a dictionary meaning of a word that is

ideally universally agreed upon. Meanwhile, connotation is the second order of signification which contains an associative change in the meaning of the word. According to Barthes, this only applies at the theoretical level. On a practical level, limiting meaning to a denotativewill be very difficult because the sign always leaves a trace of meaning from the previous context.

3). Metalanguage or Myth.

At the end of his book entitled Mythologies, Roland Barthes combines several case examples into a single theory which is formulated through his writing entitled Myth Today . Barthes tries to conceptualize myth as a communication system, therefore a message cannot possibly be an object, concept, or idea, but a form of signification . He also analyzes the myth process clearly by presenting specific examples.

Based on the definition formulated by Ferdinand de Saussure, Barthes argues that signification can be divided into denotation and connotation. What is meant by denotation is the level of descriptive and literal meaning shared by most members of a culture. Meanwhile, what is meant by connotation is the meaning given by signifiers that are connected to a wider culture such as beliefs, attitudes, frameworks and ideologies of social formation.

According to Barthes, myth is a signification in the level of connotation. If a sign is adopted repeatedly in the syntagmatic dimension then the adoption part will look more suitable than other applications in the paradigmatic . Then the connotation of the sign becomes naturalized and normalized. The naturalization of myth is a cultural construct.

Myth has a function to reveal and provide a justification for dominant and valid values in a certain period. myth has the task of providing scientific justification for the will of history, and of making possibility seem eternal. There is a 3-dimensional pattern in myth, namely the signifier, the signified, and the sign.

Myth is a second-order semiological system . A sign in the first system becomes a signifier in the second system. According to Barthes, the sign is the first system, or language, as an object language, and myth as a metalanguage . Signification   myth erases the history or narrative of the sign and fills the empty space with a new meaning.
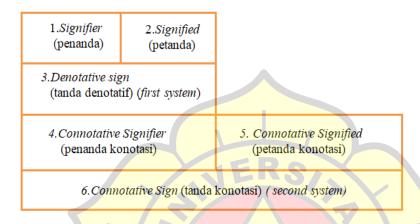

Figure 2. 1 Roland Barthes sign maps.

Barthes's description of the sign as a correlation between signifier and signified comes directly from the Swiss linguist Ferdinand de Saussure. Roland Barthes states that semiology is the goal of taking various sign systems such as substance and boundaries, pictures, various kinds of gestures, various musical sounds, and various objects, which are united in a system of significance.

A semiological analysis specifically examines how some parts of the text (words, pictures, movies, magazine advertisements, songs, etc.) are used to form meaning. Text can be created by a producer for a single person or a general audience. The text can also be formed jointly by the participants but in many cases the meaning will vary greatly for the participants. Therefore, semiotics can be a method to shape and analyze how communication works. As a result, semiotic theory is useful as a tool for researching or investigating various misunderstandings in intercultural communication Hurwitz (2009).

According to Barthes, semiological analysis involves two activities, namely dissection and articulation.

1). Dissection involves the search for elements that, when associated with one another, suggest definite meanings. Analysts generally look for several paradigms such as classes, groups of selected elements. The units or elements in the group share a number of characteristics. Two units of the same paradigm must resemble each other so that the differences that separate them are minimal.

2). Articulation includes determining the combination rules. This is an articulation activity. The analyst takes objects, decomposes them, and rearranges them. Analysts make things appear visible.

2.6. Previous Related Study

This research cannot be separated from previous research, it aims as a reference and guide in conducting relevant research. Previous research that the authors managed to find are as follows:

1. First Previous Related Study.

Representation of surrealism in the video clip of the song Man Upon The Hill by Stars and Rabbit (2021) By Nur Dwimas Setiawan, Sri Wahyuningsih.

The music video for Man Upon The Hill karya Stars and Rabbit can steal attention because it is able to present unique and interesting visuals. The purpose of this study was to determine the representation of the meaning of surealisme in the video clip Man Upon The Hill by Stars and Rabbit. This research uses descriptive qualitative research methods. Data collection using the method of observation, indepth interviews and documentation. Informant were selected using purposive sampling technique. The technique of checking the validaty of the research data used the source triangulation technique. The result of this research is the relationship between humans and nature, representation of several scenes: first, symbols such as the pentagram have the meaning of a dimension of life. Second, the third eye chakra is highest

consiousness. Third, the arrangement of roots to form a gate represents a gate to a different dimension. Fourth, the tree root guitar represents how nature communicates, the melody that sounds from nature. Fifth, the arrangement of floating stones in a circle is the cycle of life. Sixth, black skin is a representation of the balance of the life cycle . Seventh, women with horses represent warriors, children represent purity.

2. Second Previous Related Study.

REPRESENTATION OF THE SONG "ANSWER: LOVE MYSELF" (Discourse Analysis on Answer: Love Myself Produced by Beyond The Scene) 2019 by Ata Nuryati

The title of this research was "Representation of Song Lyrics 'Answer: Love Myself' (Discourse Analysis on Answer: Love Myself Produced by BTS). The lyrics of this song conveys a message to anyone who listen this song about loving themselves. The essence of the song's lyrics is to recognize yourself and love yourself. The purpose of this study is to find out how the text is represented. It also to find out the meaning of the message that contained in the song lyrics Answer: Love Myself. This research used a qualitative research method using Norman Fairclough's analytic theory. This research refers to discourse analysis that discusses texts which include vocabulary, semantics, sentence structure. The result of the research shows that in the lyrics of the song "Answer: Love Myself" by BTS which lasts 4 minutes and 11 seconds has meaning in each verse. The meaning is easily understood by listeners, both Korean and non-Korean, even though it has been translated into Indonesian the lyrics is still easy to understand. The lyrics of this song convey to listeners to love and respect themselves. Selflove is one way to find one's identity. This reminds and explains selfunderstanding and emotional maturity.

3. Third Previous Related Study.

(Miss) Representation: An Analysis of the Music, Videos and Lyrics of Janelle Monae as an Expression of Femininity, Feminism, and Female Rage (2019) by Amy Dworsky.

Women in music videos have long been portrayed as sexual objects. With movements such as #MeToo and #TimesUp, artists are challenging the the construction of femininity and feminism. Some artists are using their artistic expressions to challenge the sexualization of women in music videos and are giving voice to the rage they experience in a misogynist culture that endorses a misogynist president. The shift in societal norms, taking into account the politically charged atmosphere, has created a new wave of feminism through popular music and popular culture. Through semiotic analysis, discourse analysis, and narrative analysis, this thesis aims to understand how one such artist, Janelle Monae, explores and engages with the ideas of femininity, feminism, and female rage through her music videos and lyrics from her critically-acclaimed 2018 album Dirty Computer