

## **A CONNOTATIVE MEANING ANALYSIS ON OLIVIA RODRIGO'S SONG LYRICS IN SOUR ALBUM**

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### **Abstract**

This research is entitled “A Connotative Meaning Analysis on Olivia Rodrigo’s Song in SOUR Album”. The aims of the research are to identify the connotative meaning in the song lyrics, to classify the types of connotative and to analyze the connotative meaning in Sour album song lyrics by Olivia Rodrigo. This research uses descriptive method. In collecting data, the writer focused on identifying the words and phrases that contain connotative meaning and classify them based on theory of J. N. Hook (in Widarso 1989) which divides the connotative meaning into positive connotative, negative

connotative, and neutral connotative. Then the writer uses theory of Geoffrey Leech (1981) to analyze the connotative meaning in Sour album song lyrics by Olivia Rodrigo. The findings of this research showed that there are positive connotative, neutral connotative and negative connotative in the song lyrics and there are fifty-two data which contain connotative meaning; thirty data of negative, twelve data of neutral, and ten data of positive. It can be determined that negative connotative meaning predominates in this album. According to the writer's research, negative connotative meanings in this album are found in more than half of the existing data.

**Keywords:** *Connotative, Types of Connotative, Song Lyrics by Olivia Rodrigo*

## **A. Introduction**

Language is a powerful tool for human interaction and building relationships. Linguistics, a branch of linguistics, studies the meaning of words and sentences, with different types of meanings being classified into Conceptual Meaning, Connotative Meaning, Social Meaning, Affective Meaning, Reflective Meaning, Collocative Meaning, and Thematic Meaning.

The writer focuses on connotative meaning research, as it is a common material in daily life, especially for those who enjoy literary works, songs, and movies. Songs consist of both music and lyrics, which are written as a form of interaction between writer and listener. These messages are embedded in cultural contexts, such as musical tastes and time of day.

Olivia Rodrigo, an American singer-actress, achieved her career with her album "SOUR," which included 11 songs. The writer chose this album as a

research object because she was interested in analyzing connotative meanings and examining the meaning contained in a song. After paying more attention, the writer discovered many connotative meanings in the song lyrics, but most of them were difficult to find due to the lack of caution.

One of the main reasons the writer chose this album was the connotative meaning contained in each song, as well as the fact that Olivia Rodrigo composed all of the songs in SOUR album herself.

The writer's research explores the types of connotative meaning according to J. N. Hook's theory, which is superior to other studies that focus only on the connotative meaning itself. This research is expected to enrich the development of Semantics study, especially in connotative meaning, and there are no existing studies related to the analysis of expressive speech act from a pragmatics perspective.

Based on these phenomena, the writer intends to study further about connotative meaning of expression found in Olivia Rodrigo's SOUR album's lyrics.

## **B. Literature Review**

Connotative meanings describes the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content (Leech, 1974: 40-41). In other words, connotative meanings is not the actual meaning, beyond the original meaning or conceptual meaning. According to J. N. Hook (in Widarso 1989: 71) connotative meaning can be divided into three types which are positive, neutral and negative connotative meanings.

### 1. Positive Connotative Meaning

Positive connotation refers to the positive or favorable associations that are connected to a particular word, beyond its basic definition.

For example, consider the words "home" and "house." While both words refer to a place where people live, "home" has a positive connotation because it is often associated with warmth, comfort, love, and security. On the other hand, "house" is a neutral term and does not carry the same emotional weight.

Words with positive connotations are often used to evoke positive emotions and create a favorable impression in the listener or reader. Advertisers and writers often choose words with positive connotations to make their products or ideas more appealing to the audience.

### 2. Neutral Connotative Meaning

Neutral connotative meaning refers to the lack of emotional or cultural associations that a word carries beyond its literal definition or denotation. When a word has a neutral connotation, it does not evoke strong positive or negative feelings. Instead, it is used in a straightforward and objective manner, without implying any judgment or emotion.

For example, the word "book" has a neutral connotation. It simply refers to a physical or digital publication with pages that contain written or printed material. There are no strong positive or negative emotions associated with the word itself.

Neutral words are essential in communication as they help convey information without introducing bias or emotional influence. Writers and speakers often use neutral language when they want to present facts objectively and

avoid swaying the audience's emotions in any particular direction.

### 3. Negative Connotative Meaning

Negative connotative meaning refers to the unfavorable or negative associations that a word carries, beyond its literal definition or denotation. Words with negative connotations often evoke feelings of displeasure, fear, or unease. These associations can be cultural, emotional, or personal, and they can significantly impact how a word is perceived in context.

For example, the word "stubborn" has a negative connotation. It implies resistance to change or cooperation and is often used to describe someone who is difficult to work with or unwilling to compromise.

Words with negative connotations can shape the tone and emotional impact of communication. Writers and speakers must be mindful of the words they choose, as using language with negative connotations can influence how the audience perceives the message being conveyed.

## C. Method of Investigation

The writers apply descriptive qualitative method. The sources of the data is the lyrics in Olivia Rodrigo's song in Sour album which are taken from [oliviarodrigo.html](http://oliviarodrigo.html) (Accessed on April 28<sup>th</sup> 2023 at 9.30 p.m). To collect the data, the writers implement *Miles and Hubberman* method in which the writers only role as the analyst.

To analyze the data, the writers implement these steps: identifying words, phrase or sentences that contains connotative meaning, classifying data that contains connotative meaning, identifying connotative meaning that contained in the song lyrics

using Oxford Dictionary, Concluding message contains in the song lyrics based on context after knowing the connotative meaning of the song lyrics, displaying the result in descriptive form based on each category, drawing the conclusion from the analysis which aims to clarify research.

#### **D. Findings and Discussion**

There are total of 52 data contained connotative meaning; 30 data of negative connotative meanings, 12 data of neutral connoative meanings and 10 data of negative connotative meanings.

##### **1. Negative Connotative Meaning**

Negative connotative meaning refers to the unfavorable or negative associations that a word carries, beyond its literal definition or denotation. There are total of 30 words, phrases or sentences which are identified as negative connotative meaning. There are 4 words, phrases or sentences on *brutal*, 4 words, phrases or sentences on *Traitor*, 1 sentence on *Drivers License*, 3 words, phrases or sentences on *1 Step Forward, 3 Steps Back*, 1 sentence on *Deja Vu*, 3 words, phrases or sentences on *Good 4 You*, 2 words, phrases or sentences on *Enough for You*, 4 words, phrases or sentences on *Happier*, 1 phrase on *Jealousy, Jealousy*, 5 words, phrases or sentences on *Favorite Crime*, and 2 words, phrases or sentences on *Hope Ur Ok*.

##### **2. Neutral Connotative Meaning**

Neutral connotative meaning refers to the lack of emotional or cultural associations that a word carries beyond its literal definition or denotation. There are total of 12 words, phrases or sentences which are identified as neutral connotative meaning. There are 2 words, phrases

or sentences on *Traitor*, 1 word on *Drivers License*, 2 words, phrases or sentences on *1 Step Forward, 3 Steps Back*, 1 phrase on *Good 4 You*, 1 phrase on *Enough for You*, 1 word, phrase or sentence on *Happier*, 1 phrase on *Jealousy, Jealousy*, and 3 words, phrases or sentences on *Favorite Crime*.

### 3. Positive Connotative Meaning

Positive connotation refers to the positive or favorable associations that are connected to a particular word, beyond its basic definition. There are total of 10 words, phrases or sentences which are identified as negative connotative meaning. There are 1 phrase on *brutal*, 1 sentence on *Traitor*, 1 sentence on *1 Step Forward, 3 Steps Back*, 2 words, phrases or sentences on *Good 4 You*, 3 words, phrases or sentences on *Happier*, 1 phrase on *Favorite Crime*, and 1 word, phrase or sentence on *Hope Ur Ok*.

## E. Conclusion

The research classifies connotative meanings in Olivia Rodrigo's songs on the album "SOUR" into positive, negative, and neutral types. Five songs contain all three types, while six others cover only two or one type. The analysis shows that there are fifty-two data containing connotative meanings, with thirty negative data, twelve neutral data, and ten positive data. Negative connotative meanings predominate in this album, with over half of the existing data containing negative meanings. This research addresses the second research question of the study, which focuses on the negative connotative meanings in the album. The study concludes that the lyrics of Olivia Rodrigo's songs do not cover all three

types of connotative meanings, but all of the songs have connotative meaning in each song.

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