

**CONNOTATIVE MEANINGS IN ALESSIA CARA'S SELECTED SONGS**

**(SEMANTICS APPROACH)**

**THESIS**

**Submitted in Partial Fulfillment of the Requirements**

**for the Degree of *Sarjana Humaniora***



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*Wassalamu'alaikum wa rahmatullahi wa barakaatuh*

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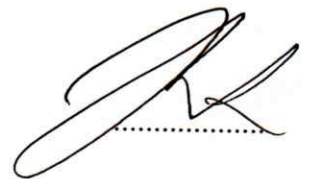
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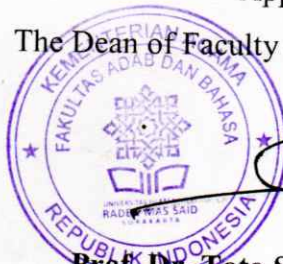
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## **DEDICATION**

This thesis is dedicated to:

1. Myself
2. My beloved parents
3. My beloved family
4. English Letters 2019
5. English Letters Department
6. My Almamater UIN Raden Mas Said Surakarta

## MOTTO

فَادْكُرُونِي أَذْكُرْكُمْ وَاشْكُرُوا لِي وَلَا تَكْفُرُونِ

(Q.S Al-Baqarah: 152)

وَنَحْنُ أَقْرَبُ إِلَيْهِ مِنْ حَبْلِ الْوَرِيدِ

(Q.S Qaf: 16)

“The future belongs to those who believe in the beauty of their dreams”

(Eleanor Roosevelt)

Keep dreaming, keep going, growing, and trust your god you'll make it, you're  
halfway there.

## PRONOUNCEMENT

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I hereby sincerely state that the thesis entitled Connotative Meanings in Alessia Cara's Selected Songs (*Semantics Approach*) is my own original work. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due references are made.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repealing my thesis and academic degree.

Surakarta, June 7, 2023

Stated by,



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The researcher realizes that this thesis is still far from being perfect. The researcher hopes that this thesis is useful for the researcher in particular and the readers in general.

Surakarta, June 7, 2023

The Researcher,



Nia Maesaroh

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## ABSTRACT

Nia Maesaroh. 2023. Connotative Meanings in Alessia Cara's Selected Song Lyrics. Thesis. English Letters Study Program, Cultures and Languages Faculty.

Advisor : Dr. M. Zainal Muttaqien, S.S., M.Hum.

Keywords : Connotative Meanings, Song Lyrics, Alessia Cara, *Know-It-All* album, *The Pains of Growing* album.

Music has been part of daily human life. The current issue related to music which most people discuss nowadays, is about mental health. The songwriter makes explicit and implicit meaning in the song's lyrics to deliver the messages or influence the listener, and the music video also represents its meaning. To get the point or context in the song, we need to know the meaning that can be found by using semantics. Some studies have discussed music, song lyrics, and music videos. However, there are just some studies that discuss songs related to mental health, self-awareness, and self-acceptance. The research focuses on Alessia Cara's songs. This research aims to find out the types of connotation in the song lyrics, reveal the connotative function and meaning behind the selected song lyrics of Alessia Cara's, and find out the semiotic meaning in the music videos.

The theories used in this research are the theory of Semantics by Leech. To find out the types of connotative meaning, the researcher used Rieb and Reeve's Theory. Marshall Urban's theory to find out the connotative function and meaning in the song lyrics and find semiotics meaning based on theory by Roland Barthes.

This research uses qualitative research and descriptive method. The data used in this research are connotative words, phrases, and sentences in the song lyrics of Alessia Cara's selected songs which have music videos in the album *Know-It-All* and *The Pains of Growing*, collected by the document analysis method. The total number of songs that have been analyzed is eight. Those songs are generally about self-acceptance and are most related to teenagers.

The result of this research was the researcher found that there are three types of connotative functions based on Marshall Urban Theory. Data analysis results discover 73 data analyzed in this research, with five invalid data. The total of fixed data is 71, of which 44 detailed data are classified as Conceptual Connotation, 25 as Emotional Connotation, and two as Intuitive Connotation. The researcher also found the three types of connotative used in Rieb and Reeve's theory: positive, negative, and neutral. The semiotic meaning in the music videos mostly shows Alessia Cara's singing, but some music videos also show how the music videos represent the messages in the song lyrics. Cara creates enjoyable music and wants the listener and viewer to get the messages she delivers through her songs.

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Music has been a part of our daily life. It is made for the beauty of the sound produced by musical instruments and can stimulate the mind. It is the joy of hearing, the emotional reaction, the performance, the creativity, and many more. There are many things in music for everyone who listens and gives attention to it. The music is perfect with the lyrics. Lyrics make the music enjoyable and can also be the medium to deliver a message inside it. People can be close to one another because they have similar tastes in the genre of music. To make a song enjoyable, the songwriter made explicit and implicit meaning in the song's lyrics to deliver the messages or influence the listener.

Today music is not only created without purpose. People nowadays are paying more attention to mental health, including musicians. Music nowadays does not only about the beauty of sound from the instrument, but they also puts much effort to deliver the message inside it. They create songs and speak out about self-love, remind that everyone is valuable through their songs.

In order to get the message or context in a song, it is essential to know the meaning. Three disciplines are concerned with the systematic study of meaning: psychology, philosophy, and linguistics. In this research, the focus of the study is in the Linguistics discipline.

In Linguistics, meaning can be studied through Semantics. Lyons (1977) states that semantics is known as the study of meaning. Hurford & Heasley (1983) defines semantics as the study of meaning in language. Kreidler (1998) also defines semantics as the systematic study of meaning, and linguistics semantics is the study of how languages organize and express meanings. Semantics concerns the study of meaning as communicated through language.

Leech (1974) states that meaning is an idea or concept that can be transferred from the speaker's mind into the hearer's mind by embodying them in the form of one language or another. Meaning in Linguistics is the use of language for communication; meaning is what the 'sender' of the message expresses or tries to express to the 'receiver.' Regarding the study of meaning,

In addition, Leech (1981) states that connotative meaning is subjective. Due to this reason, the degree of connotative value will be different for every person from the point of view of one to another in perceiving something, and their individual experience of language is different. Connotative includes not only physical characteristics but also psychological and social properties. For example, in the sentence "there is a rainbow after the rain," the literal meaning is that there will be a rainbow after the rain. However, the connotative meaning has more. It means something better is coming on our way.

This research analyzes the connotative and referential meanings of song lyrics, expressions of emotion, and ideas usually expressed in song lyrics. This research also contains the visual signs or semiotics delivered by the Music Video to classify the connotative meaning. Saussure (1916) stated that semiology aims to take in any system of signs, whatever their substances and limits; images, gestures, musical sounds, objects, and the complex associations of all these form the content of ritual, convention, or public entertainment.

Semiotics studies what "signs" mean, that is, how we can make one thing stand for another (a "signifier" stands for a "signified")—for example, the sign of color. In many cultures, black symbolizes sophistication and formality, but it also represents death, and evil.

Some scholars have done the study of songs, especially in the analysis of the connotative meaning. There are relevant previous studies to this research: "An Analysis of Connotative Meaning in Selected Maher Zain's Songs Lyrics" by Armawansyah (2016). it has analyzed the connotative meaning of the song that deliver the messages which describe his feeling, which also contains social values. "An Analysis of Connotative Meaning of Justin Bieber's song lyrics," by Ita Purnamasari (2018) in the journal PIONEE, analyzed the connotative meaning of Justin Bieber's song lyrics and American values to determine positive and negative sense. Then, "Redefining Ideal Beauty Through Its Representation In Scars to Your Beautiful." by Ida Rosida and Dini Yulia Saputri in Journal LITERA

(2019). This analyzes the broader definition and understanding of beauty as it is represented in *Scars to Your Beautiful* by Alessia Cara.

The similarities between the previous and present studies are about analyzing connotative meaning in the song lyrics using a semantics approach. In the present study, the researcher examined the connotative meaning through the song lyrics and enclosed the music videos as semiology to deliver the messages inside the lyrics by visualization of Alessia Cara's selected songs in the album *Know-It-All* and *The Pains of Growing*.

Alessia Caracciolo, that known as Alessia Cara, is a Canadian singer-songwriter born on July 11, 1996. Cara's debut album in 2015, *Know-It-All*, peaked at number 8 on the Canadian Albums Chart and 9 on the Billboard 200. The album's third single, "Scars to Your Beautiful," peaked at number 8 on the Billboard Hot 100 in 2016. Cara won Best New Artist in 2018 and received nominations for four Grammy Awards. She was nominated for Song of the Year and Record of the Year in 2019. Her second studio album, *The Pains of Growing* (2018), saw moderate commercial success with the singles "Growing Pains" and "Trust My Lonely." The album won the Juno Award for Album of the Year and Juno Award for Pop Album of the Year, and she went on to win the Juno Award for Songwriter of the Year.



The research entitled "Connotative Meanings In Alessia Cara's Selected Songs" needs to be done because Cara's songs are great, she is a young female singer, but her songs are inspirational and meaningful. She always has her way of creating music and delivering empowering messages through song lyrics and music videos. For example, her recent popular song in TikTok entitled Scars to Your Beautiful. The most famous part is in the chorus:

*“There's a hope that's waiting for you in the dark*

*You should know you're beautiful just the way you are*

*And you don't have to change a thing,*

*the world could change its heart*

*No scars to your beautiful, we're stars and we're beautiful”*

The meaning of these lyrics has such a powerful message, which promotes a message of self-acceptance that challenges the beauty standards we see every day. In an interview in 2016, Cara explained the meaning behind the track, that basically, the song is about body image directed at women, but men can relate to it as well. This song's lyrics also contain connotations.

In the first sentence, *there's a hope that's waiting for you in the dark*, which has a connotative meaning, which tells that everybody has extraordinary things, but it is buried because they are too afraid to show

their true self. They are afraid of people's perception, so she continues the lyric called it waiting for you in the dark. The meaning also comes from the visualization in her music video, which shows herself alone wearing black outfits, focusing her look on the camera, acting like she is talking to the viewer, and also some people with their various appearances referred to as "You" in the song lyrics.

## **B. Limitation of the study**

Based on the background, the researcher focuses on the Connotative meaning in Alessia Cara's selected song lyrics which has the music video. Alessia Cara's songs have influenced and inspired many people worldwide, it also tells about her experience that teenagers and young adults relate to or being experienced. Cara has a unique way of delivering the messages in her songs; between the beautiful lyrics she wrote, and the beautiful music to enjoy, her live performance also impressed everyone. She prioritizes making meaningful lyrics behind her songs rather than creating a song the listener enjoys, but there is no meaningful message.

The data focus on the connotation of words, phrases, and sentences in Alessia Cara's songs. Meanwhile, which does not contain connotation is not included. The data source is the song lyrics, which have the music video. The data source is from the song lyrics in the *Know-It-All* and *The Pains of Growing* albums. *Know-It-All* album has ten songs, of which four

songs have Music Videos. *The Pains of Growing* album consists of 15 songs with four songs with Music Videos.

The total songs to be analyzed are eight songs. Those are 1) *Here*, 2) *Wild Things*, 3) *Scars to Your Beautiful*, 4) *Seventeen*, 5) *Growing Pains*, 6) *Trust My Lonely*, 7) *Not Today*, 8) *Out of Love*. In this research, the researcher does not use semiotics as the field of study but semantic as the adjective, which means observe, whether the music videos represent the lyrics or not.

### **C. Formula of the Problem**

The formulation of the study is following:

1. What types of connotative function that are found in Alessia Cara's selected songs and their meaning of it?
2. What types of connotative that found in Alessia Cara' Selected Songs?
3. What are the semiotic meanings found in Alessia Cara's music videos?

### **D. The objective of the research**

Concerning the problem, this study attempts to reach the following objectives:

1. To find out the types of connotative function behind Alessia Cara's selected song and reveal the meanings of them.
2. To find out the types of connotative in Alessia Cara's selected song.
3. To find out the semiotic meanings in Alessia Cara's selected music videos.

## **E. Benefits of The Study**

The benefit of the study is divided into two kinds: theoretical benefit and practical benefit. The research is expected to give development for linguistic knowledge on the semantics and semiotics study, they are:

### **1. Theoretical Benefit**

This study is expected to give some linguistic knowledge on Semantics and Semiotics study for the students, especially the students of English letters. This research will help understand semantics and connotative meaning in selected songs. The particular semantics focus is on connotative analysis and semiotics in the music video of selected songs.

### **2. Practical Benefit**

This research intends to develop the researcher's understanding of semantics and semiotics, particularly in applying connotative in song lyrics.

For the reader, this research explains the additional information for those interested in the meaning inside the selected songs and for the comparison research to the relevant research that uses some or different approach.

## **F. Definition of the Key Terms**

In order to make the title more straightforward and accurate, the researcher gives some key terms about the research: semantics, meaning, connotation, song lyrics, semiotics, and music video. The brief definition can be seen below:

## 1. Semantics

Semantics is the study of meaning, Lyons (1977). According to Geoffrey Leech (1981), semantics is a branch of linguistics that studies the meaning of words in languages. Hurford & Heasley (1983) defines semantics as the study of meaning communicated through language.

## 2. Meaning

Meaning is the concept, definition, or explanation of something. Cambridge Dictionary explains meaning as what it expresses or represents. According to Keim-Campbell, Joseph; O'Rourke, Michael & Shier, David (2002). "Meaning is everywhere — in our thoughts, in our words, in our actions, in the world."

## 3. Connotation

Leach (1981) defined connotative as the communicative value an expression has for what it refers to beyond its purely conceptual content, which was about the real-world experience one associate with the verbal expression one uses or hears.

## 4. Song Lyrics

Song is musical works, piece of music with words, combine melody and vocals. Lyrics are a form of interaction written between the writer and the listeners.

## 5. Semiotics

Semiotics is the study of signs. Eco (1976) concerned semiotics with everything that can use as a sign. Semiotics involves studying what refer to as 'signs' in everyday speech and anything which 'stands for' something else. Signs are words, images, sounds, gestures, and objects in a semiotic sense.

## 6. Music Videos

A music video is a short film integrating a song and imagery produced for promotional or artistic purposes. The music video plays a crucial role in the lyrics of the song and the images of the videos, and it also can contribute to the result of meaning that wants to be delivered.

## CHAPTER II

### LITERATURE REVIEW

#### A. Theoretical Background

##### 1. Semantics

Semantics is one branch of linguistics that studies meaning. Leech (1974) states that semantics is also central to studying the human mind—thought processes, cognition, and conceptualization are all inextricably linked with how we classify and convey world experiences through language. Semantic research involves thinking about how each word has meaning and how there are occasions when words relate to something inferred.

Semantics discusses meaning as it implies by language or what words mean Simatupang, E. C., & Supri, I. Z. (2020). According to Fromkin (2001), people do not need to know whether a sentence is true or false to understand its meaning. In other words, an ungrammatically structured sentence still has its meaning. John Lyons (1968) discussed semantics as an empirical science, which, as far as possible, avoids commitment concerning such philosophical and psychological disputes as the distinction between ‘body’ and ‘mind’ and the status of ‘concepts.’

Kreidler (2002) states that semantics is the systematic study of meaning, and linguistic semantics is the study of how language organizes and expresses meaning. Hurford and Heasley (2007:1) say that semantics

is the study of meaning in language. In other words, semantics is the study of meanings in words, phrases, and sentences to understand the text.

The term semantics is broadly used to refer to the study of meaning. It was also central to the study of communication. Though the ‘meaning’ or the information one wants to communicate can be conveyed through gestures, pictures, and signals. The language was the primary communication tool for human beings. Semantics, as a branch of linguistics, that mainly concerned with how the ‘meaning’ was conveyed by the linguistics system consisting of different unit structures like sentences, phrases, words, and morphemes.

Semantics is the study of meaning, which relates language to the various aspects of non-linguistic reality. It also attracted various disciplines, such as philosophy, anthropology, psychology, and communication theory. Semantics, in the broad sense of the term, can be considered to study all that was communication by language. However, some scholars would like to restrict semantics to the study of logical or conceptual meaning, i.e., only those aspects of meaning which are logically acceptable, leaving out deviation and abnormalities.

In his book *Semantics*, Geoffrey Leech breaks down “meaning” in the broadest sense into seven different types giving primary importance to logical or conceptual meaning. The six other types are Connotative meaning, Social meaning, Affective meaning, Reflected meaning,



Collocative meaning, and Thematic meaning. These seven types of meaning are compared with the three types of lexical meaning. This research will focus on the connotative meaning in Alessia Cara's selected songs.

## **2. Connotative Meaning**

Leech (1981) explains connotative meaning refers to an expression's communicative value based on what it refers to and is purely conceptual content. In other words, connotative meaning is the relationship between feeling and expression, which refers to the personal aspect. The theory of Marshal Urban (1939: 136-140) uses the notions of understanding and interpretation of expressions to distinguish three functions of meaning or types of expression: 1) representative or symbolic expression, 2) emotive expression, and 3) indicative expression.

### **1.) Conceptual Connotation**

Urban (1939) suggests that conceptual Connotation is the abstraction that most words imply. Conceptual Connotation or conceptual meaning is the literal meaning of the word indicating the idea or concept to which it refers. For example, A cougar in the dictionary is a big cat. In contexts about people and not concerning wildlife, the term has other meanings. It can be defined as a middle-aged woman seeking a romantic relationship with a younger man.

## 2.) Emotional Connotation

Urban (1939; 139-140), states that emotional Connotation is an indirect reference 'to the feeling or emotion with which the word is bound up as an expression.' He also said that this Connotation is not referred to a particular emotion but rather to an accumulated intention, sentiment, or mood. Because of this accumulated intention, the reference may be called a form of connotation. For example, blue is a color, but it is also a word used to describe a feeling of sadness, as in: "She's feeling blue."

## 3.) Intuitive Connotation

Words are not only extrinsically expressive in that they express a reference to an object external to the word. The means of intuitive representation of plurality and repetition and, finally, in many cases, becomes the form of representation or expression of the fundamental intuitions, space, time, force, and other. In short, we find in this phenomenon one of the main points at which the representative, as distinguished from the merely indicative, function of language appears. For example in the sentence you are the apple of my eyes, that usually used to express the person of whom one is extremely fond, favorite, loving; most favourite person; someone most cherished.

In addition, Riebs & Reeves (2005) argue that connotative has several types that impact the readers' thinking of the word:

1. The positive (favorable) connotation is the words that make people feel good.
2. Negative (unfavorable) connotation is words that provoke a negative emotional response in the reader/listener.
3. Neutral connotation is words that cause no emotional reaction at all.

### **3. Semiotics**

Saussure (1916) stated semiology aims to take in any system of signs whatever their substances and limits; images, gestures, musical sounds, object and the complex associations of all these which form the content of ritual, convention or public entertainment. Therefore, according Barthes (1968), semiology aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects. These signs constitute a system of significance.

Sobur (2009: 69) defines semiotics as the phenomenon of social, society, and culture as signs. Semiotics studies the system, rules, and conventions of the signs. Hoed (2008: 47) adds that semiotics studies sign in human life. It means that everything that exists in life sees as a sign that we have to give meaning. Eco (1976, p. 7) states that Semiotics involves studying what we refer to as 'signs' in everyday speech and anything which 'stands for' something else. Signs are words, images, sounds, gestures, and objects in a semiotic sense.

Hurwitz (2009) mentions that a semiological analysis explains explicitly how some parts of the text (words, pictures, movies, magazine ads, songs.) are used to form a meaning. The text can be formed jointly by the participants, but in many cases, the meaning will be varied for the participants. Therefore, semiotics can be a method to establish and analyze how communication works. As a result, the semiotic theory is helpful as a tool for researching or investigating misconceptions in intercultural communication.

Semiotics focuses on the form of words, images, sounds, gestures, and objects. It involves anything that stands for something else. There are terms called denotation and connotation to describe the relationship between a signifier and its signified, as well as myth as a mode of signification. Roland Barthes continues the thought by emphasizing the interaction between the text with its users' personal and cultural experiences and the interaction between convention in the text and the conventions experienced and expected by its users.

#### **4. Music Video**

Dyzak (2010) stated that Video clip or Music Video is made to promote and increase music album sales. The Music Video is a short film with a compact plot containing images that compile into a part. Video clip becomes the instrument that promote a music. Even the video clip is more popular than the music or song itself.

Music videos use a wide range of styles of film making techniques, including animation, live action filming, documentaries, and non-narrative approaches such as abstract film. Some music videos blend different styles, such as animation and live action. Many music videos interpret images and scenes from the song's lyrics, while others take a more thematic approach. Other music videos may be without a set concept, being merely a filmed version of the song's live performance.

As mentioned in the background, people nowadays are aware of mental health issue, specifically about self-acceptance. The songs from the album *Know-It-All* and *The Pains of Growing* are significant to this research. One of Alessia Cara's songs, *Scars to your beautiful*, attracted everyone because of her live performance, song lyrics, and music video. That song is about self-acceptance and breaking the bias of beauty standards. The researcher wanted to research more meanings in Alessia Cara's songs, especially the connotation meanings behind the lyrics and how the music video signaled them.

##### **5. Alessia Cara *Know-It All* and *The Pains of Growing***

Alessia Cara started her career at a very young age, and she was 13 when she began uploading covers of songs on YouTube. She released her debut studio album *Know-It-All* in 2015 with the first single, "Here" which told about someone who dislikes parties. Three songs in this album boasted hits: *Here*, *Wild Things*, and *Scars To Your Beautiful*, eventually making Alessia Cara win the award for best new artist in 2015. Songs in

Know-It-All album contains 10 songs and received generally positive reviews from music critics.

In the second album, *The Pains of Growing*, Cara's outlined the struggles of growing up as an outcast stuck between dreams and harsh reality, setting the tone for her sophomore album that comes with even more raw emotions and introspection. This album has 15 track list. The album touches on themes such as anxiety, heartbreak, and loneliness, as of Cara's experiences.

## **B. Previous Studies**

The researcher found some relevant previous studies for this research. The first study by Risma Rahmawati and Ida Zuraida Supri (2022) entitled "Connotative Meaning in The "Four" Album by One Direction." It aims to identify the words containing connotative meaning based on the context and to analyze the type of connotative meanings. The theory of connotative meaning and types of connotative meaning is based on the theory proposed by Leech (1974). The results of this research show that there are 49 connotative words found in the "Four" album by One Direction. The words containing connotative meanings are categorized into 3 types of connotative meanings. The theory that use in this study is based by Chaer (1994) which devided connotative into three types: positive, negative, and neutral. All three types of connotative meanings found are as the following distribution: 22 (45%) data for negative connotative meanings, 19 (39%) data for positive connotative meanings,

and 8 (16%) data for neutral connotative meanings. In conclusion, the dominant types of connotative words found in the “Four” album by One Direction have negative connotative meanings.

The second study is by Satriani (2022) entitled “An Analysis Connotative Meaning In Adele’s Song Lyrics” the author used Michael Halley theory, and found three different types of connotative meaning: positive connotation, neutral connotation, and negative connotation. From the lyrics of the song. The author of this study found forty-six data points that contain connotative meaning, including eight positive connotation with the percentage 17.3%, 11 neutral connotations with the percentage 24%, and 27 negative connotations with the percentage 58.6%. Common type of Connotative Meaning that found in 5 Adele’s Song Lyrics is negative connotation. Negative connotations mostly used in song lyrics to replace the actual meaning to replace the true meaning that aims to convey something bad, because in the song's lyrics it tells about Adele’s life, which is full of misery. The song lyrics also make it more interesting to understand it. The message the author intended to express was discovered by the researcher through this research. The series of words written in the lyrics of the song describe the situation and feelings that are being experienced.

The third study is by Raihan Assiddiqy (2021) study entitled “Connotative meaning of Bon Jovi’s Selected Song Lyrics”. The research discussed the connotative meanings and messages that are contained

within Bon Jovi's song lyrics, used the theory of Abdul Chaer. In Bon Jovi's song lyric, the author found two types of connotative meanings they are positive and negative connotative meaning, with six positive connotative and eight negative connotative meanings were found. The author also found the messages contained in the connotative meaning are namely you don't have to be afraid to be different, you are free to choose, hide your pain away, do not get overly attached to someone, failures are part of relationship, find a better future, do not let your desire control you, be careful of dangerous people.

The fourth study by Wahyu Kusumaningrum (2020) entitled "Connotative meanings in Ed Sheeran's Song Lyrics." This research analyzed the song lyrics from Multiply and Divide albums by Ed Sheeran, and uses connotation theory by Gill Philip and Song Lyric Structure theory by Terry Cox. The researcher of this study has found 135 data, which contained 74 data that shown of connotation, and classified into Stylistic Connotation. The 54 data are classified into Expressive Connotation, and there are 3 data are classified into Associative Connotation. It indicates that the common Connotation that has been seen in the song lyrics of Ed Sheeran's song in Multiply and Divide album is Stylistic Connotation. Stylistic Connotation is frequently used by Ed Sheeran in his songs in Multiply and Divide album in order to be accepted by the listeners who are mostly teenagers.



The last study by is by Dimas Anugrah Satya (2018) entitled “A Semiotic Analysis in Music Video of Naughty Boy’s *La la la*”. He was analyzed the semiotics and the signs meaning in the song that deliver the messages, which also contains social values. Dimas concludes that The semiotic signs in this music video are visual and verbal. He found five sequence potrays in the song, which included the semiotics signs, and conclude the denotative and connotative meaning. The denotation meaning reflected in the music video of Naughty boy's La La La is about the boy who comes out from his home to mine hill accompanied by a dog, gym guard, and policeman. The connotation meaning realized in the music video of Naughty Boy's La La La is about the boy's attempt to reach mine hill and teach the ideology he had to the oppressed people.

All the previous studies are related to the present study. The similarity between previous and present studies is about analyzing meaning through semantics to find the connotative meaning and message the song lyrics deliver. However, the difference between the previous study is the theory and approach used in the research.

The different of this research with previous studies above is the type of connotation and the use of connotation theory. The present study use the theory of Connotative by Marshall Urban which has three types of connotative function to reveal semantics in the Alessia Cara selected song lyrics. This research conducting the dominant results of the connotation from the songs lyrics and music videos.

## CHAPTER III

### RESEARCH METHOD

#### A. Research Design

In constructing this study, the researcher uses descriptive qualitative methods. It means the researcher can collect and analyze the data, then procure a conclusion. Ray Rist (1977), in a book *“Introduction to Qualitative Research Methods”*, a qualitative methodology is more than a data collection technique that presents ideas for conducting qualitative research itself. This means that when using qualitative methods, human thoughts and ideas are part of a methodology combined with many theories and collected data. Additionally, qualitative research is always theory-driven, so the researcher can take responsibility for the results and the process itself.

Catherine Marshall & Gretchen Rossman (2011). “Designing qualitative research” introduces the procedures for designing a qualitative study and a qualitative proposal. The topics covered are comprehensive. They include building a conceptual framework around a study; the logic and assumptions of the overall design and methods; methods of data collection and procedures for managing, recording, and analyzing qualitative data; and the resources needed for a study.

Descriptive research is used because the researcher explains and describes the lyrics of Alessia Cara’s songs in *Know-It-All* and *The Pains of Growing* album, which contain connotations also music video as the

semiotics. The researcher presents the data taken from Alessia Cara's song lyrics containing connotative meaning using theory by Marshall Urban and semiotics by Roland Barthes into sequence description.

Surakhmad (1994:139) states that the descriptive method is a kind of research method that searches, collects, classifies, analyzes, interprets, and concludes. Conversely, Moleong (2012:6) said that qualitative research is research to comprehend phenomena of what happens on the research subject holistically and by the description in words and language form, in a specific natural context, and using several scientific methods. Qualitative research methods use data sources in the form of written text or spoken words, as well as their nature and behavior.

This research uses a qualitative method because it uses data sources in the form of written text, the song lyrics from Alessia Cara's albums entitled *Know-It-All* and *The Pains of Growing*. Conversely, Moleong (2001: 2) said that qualitative research does not include any calculation or numeration because the data are produced as words.

Based on those statements, qualitative research analyzes descriptive data collected in the form of the situation of the natural object. Where descriptive data is taken from the selected music videos and lyrics, by using qualitative research, the researcher will get valid data to answer the problem formulation in this research.

## **B. Data and Data Source**

The Oxford Learner's Dictionary (2021) defines data are facts or information, especially when examined and used to find out things or to make decisions. Data can be identified as material of research and cannot be identified as subject of research. Creswell (2014) states that the data that emerge from a qualitative research are descriptive. He also explained that the data are reported in words (primarily the participants words) or pictures rather than number. This research use the data in the form quoted song lyrics and screen captures (text and picture) that contains connotation based on Marshall Urban's (1939) theory.

Creswell (2012) defines data sources for qualitative research as coming from various sources, including documentation, interviews, observations, audiovisual recordings, and physical artifacts. In this research, researchers used documentation and audiovisual. This study uses the official music video from Alessia Cara on her official channel, and then the lyrics are taken from Spotify. In this case, this research focuses on video-based contexts associated with written texts.

## **C. Research Instruments**

Creswell (2014) states that the researcher is a key instrument in qualitative research to collect data themselves by examining documents, observing behavior, or interviewing participants. In conducting this research, the main instrument is the researcher or human instrument, and the supporting instrument is a PC to watch the music videos and

documenting the screen capture of the scene which content the lyrics to support this research.

#### **D. Data Collection Techniques**

This section presents the data collection techniques employed in this study and the individual instruments used to gather the data. Creswell (2012) already mentioned three data collection approach in qualitative research. The data collection approach used by the researcher is document analysis and audiovisual materials analysis. Data from this research came from analyzing the lyrics and music videos.

The steps for collecting the data in this research consist of the following:

1. Selecting Alessia Cara's songs in which the lyrics Music Video represents the song's meaning and the messages that the singer wants to deliver to the listener.
2. Sorting the data by the time of song release or uploaded on YouTube.
3. Playing the Music Videos on their official YouTube channel. The researcher plays the music video from YouTube, screenshots the scene indicating connotation, and synchronizes with the lyrics on Spotify.
4. Selecting words, phrases, or sentences that contain connotations into three types of connotations: conceptual, emotional, and intuitive, based on Marshall Urban theory.

5. Listening, reading, and writing the lyrics of those songs. The researcher re-plays to listen and writes the songs from Alessia Cara much time on Spotify. The writer ensures that the time when the object plays is the same.
6. Writing down the data after finding the word and connotative scenes,
7. Classifying the collected data in the form of a picture through the coding as seen below:

**1/TF/T/Time/Tittle/Data**

1 : Refers to the number of data

TF : Refers to the types of connotative function based on Marshall Urban's theory. The types of connotation based on Marshall Urban are divided into three types: Conceptual Connotative will be coded as CC, Emotional Connot as EC, and Intuitive Connotative as IC.

T : Refers to types of connotative that found based the theory that divided into three: positive, negative and neutral.

Time : Refers to the lyrics and scene that show the connotative

Tittle : Refers to the tittle of song

Data : Refers to the data

8. Making the componential table based on the data collection in the coding activity. This componential table is made to looking the

most dominant data according to the Spradley method. The componential table is shown the number of data that was found from the music videos.

9. Connecting and conclude the most dominant data in the componential table to the cultural theme.
10. Concluding data as results for this research.

The example of data collection can be seen below:

1. *Seventeen* (released on 16 December 2016)

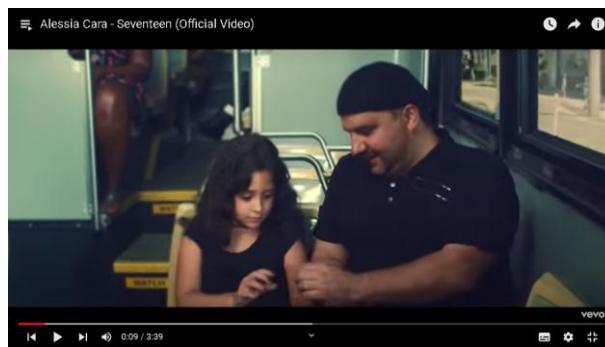


Figure 1 Alessia Cara Seventeen

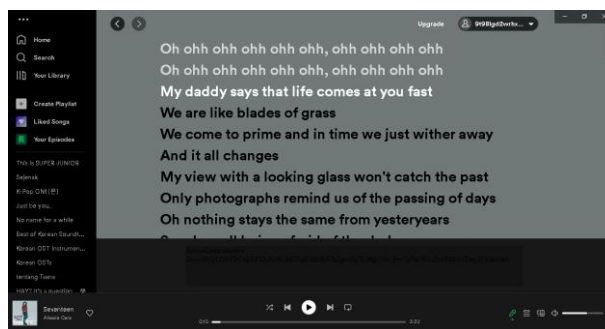


Figure 2 Alessia Cara Seventeen song lyrics on spotify

0:09-0:11/My daddy says that life comes at you fast.

## **E. Data Validation Techniques**

Data validation is one component of qualitative research. Creswell & Miller (2000) states that validity is one of the strengths of qualitative research and is based on determining whether the findings are accurate from the standpoint of the researcher, the participant, or the readers of an account. This is the final result of searching the data and analyzing the objects. When analyzing data about objects, a validation process is required to ensure the data are accurate and consistent with the theory used. The primary purpose of data validation is to check whether the data is valid. The data must rely on valid truths proven by experts.

This research uses data validation and asks for an expert's help to validate the data finding and analysis. The researcher asked the help of a lecturer in the English Letters department of the Islamic University of Surakarta, who is specifically for studies related to English literary work, Mr. Vilya Lakstian Cakra Mulya, S.Hum., M.Hum., as the validator. The validator checks the validity of data findings by reading the theory and data findings the researcher has found. The criteria of the validator are someone who is an expert in Linguistics and understands semantic scope. This process takes 7 days. The result of the validation becomes the reference for the next chapter.



## F. Data Analysis Techniques

The technique of data analysis did by processing the result analysis music videos, text, and pictures review. Spradley (1980) states that data analysis comprises a detailed sequential process that begins with an overview of the cultural domain categories of meaning that often contain subcategories. By this means, the data analysis technique is a process where the researcher reads and understands the theory and the object to find the data and solve the problem statements.

According to Spradley (1980), there are four deep stages of data analysis in qualitative research are; Domain, Taxonomy, Component, and Cultural Theme.

### 1. Domain Analysis

Domain Analysis acquired to find general and comprehensive social issues and social problems of the situation of the research object. The researcher collects and reads the data from all the selected song lyrics by Alessia Cara order to get the domain data based on the problem statements.

**Table 3:1** Domain Table

No.	Visual Data & Textual Data	Type of Connotative Function	
		Data	Non Data

## 2. Taxonomy Analysis

Taxonomy Analysis is the continuation of Domain Analysis. The researcher only analyzed the types of connotation that are seen in the song lyrics of Alessia Cara's selected song in order to answer the problem statements.

**Table 3:2** Taxonomy Table

Alessia Cara's Selected Songs	Function of Connotative	Types of Connotative
Here		
Wild Things		
Scars To Your Beautiful		
Seventeen		
Growing Pains		
Trust My Lonely		
Not Today		
Out of Love		

### 3. Component Analysis

Component Analysis organizes the differences in Domain Analysis or gaps in contrast in the Domain Analysis. These data are searched by reading and listening to the source of the data; then, the researcher classifies it into the form of documentation. The researcher makes data analysis tables to make them easily understood by readers, and the table is called a componential table.

**Table 3:3** Componential Table

Song Title	Conceptual Connotation			Emotional Connotation			Intuitive Connotation			Total
	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral	
Here										
Wild Things										
Scars to your beautiful										
Seventeen										
Growing Pains										
Trust My Lonely										
Not Today										
Out of Love										
Total										

The table shows the countable data from the taxonomy category. This table is needed to show the differences of data, so the researcher can analyze the data based on the theory used.

#### 4. Cultural Theme Analysis

Cultural theme analysis aims to find the “line” or “red thread” that integrates across an existing domain. The researcher will find dominant types of connotation found in *Know-It-All* and *The Pains of Growing* album and its construction in the meaning of the lyrics. The researcher will describe and interpret the data to have the conclusion of the dominant data of connotation in this thesis.

## CHAPTER IV

### RESEARCH FINDINGS AND DISCUSSION

This chapter analyzes the data findings and discussions based on the theoretical framework stated in Chapter II. The researcher will show the findings discussed based on the types of connotations that appear in Alessia Cara's selected songs.

#### A. Research Findings

In this thesis, the researcher analyzes the types of connotative function and explains the messages of connotative meaning, types of connotation, also the semiotic meaning in the music videos in Alessia Cara's selected songs: *Here*, *Wild Things*, *Scars To Your Beautiful*, *Seventeen*, *Growing Pains*, *Trust My Lonely*, *Not Today*, and *Out of Love*.

The researcher found the connotative meaning and kind of connotative meaning; the kinds of connotative meaning in Alessia Cara's songs are Conceptual Connotation, Emotional Connotation, and Intuitive Connotation. The researcher found 71 pieces of data that detailed 44 conceptual, 25 emotional, and two intuitive connotations in Alessia Cara's song lyrics. Then, the researcher finds a general message in Alessia Cara's songs that contains connotative meaning. The general message is about self-acceptance, knowing our worth, and how life goes. Therefore, the next step is data analysis after collecting the data. It means reading and observing the data that has been collected, and the researcher does the

analysis process. The researcher also added the type of semiotics found in the music videos. In order to see the total summary of findings, the researcher shows the componential table before the findings.

The researcher categorized the data that found in *Know-It-All* and *The Pains of Growing* album using theory Connotation by Marshall Urban and Semiotics by Roland Barthes. The data findings can be seen bellow:

**Table 4.1: Types of Connotative in Alessia Cara Selected Songs**

Song Title	Conceptual Connotation			Emotional Connotation			Intuitive Connotation			Total
	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral	
Here	2	1	X	X	X	X	X	1	X	4
Wild Things	5	7	X	2	1	1	X	X	X	16
Scars to your beautiful	2	2	1	8	7	1	X	X	1	22
Seventeen	1	2	X	X	X	X	X	X	X	3
Growing Pains	3	5	2	1	X	X	X	X	X	11
Trust My Lonely	2	3	X	2	X	X	X	X	X	7
Not Today	1	X	2	X	1	X	X	X	X	4
Out of Love	X	1	X	X	3	X	X	X	X	4
Total	44			25			2			71

The total data that can be seen in the componential table is the final result after the researcher re-reading the theory, categorizing and re-checking the true and false data, also by the validation..

## a. Types of Connotative Function and Meaning of the song lyrics

This research used the semantics approach because the aim is to know the meaning, represented using semantics context and background knowledge inside the song lyrics focused on Connotative. The interested to do analyze the types of connotative function and the meaning inside, it also contains the types of connotation and semiotics meaning in the music videos.

### 1. Conceptual Connotation

Conceptual Connotation or conceptual meaning is the literal meaning of the word indicating the idea or concept to which it refers. The researcher found 44 data that categorized as Conceptual Connotation. The following are some data of conceptual connotation contained in the lyrics of Alessia Cara's song:

1) 2/CC/N/0:27-0:30/*Here/to kick it*

*Truly, I ain't got no bussiness here*

*But since my friends are here, I just came **to kick it***

From the lyrics above, the phrase "to kick it" is a conceptual connotation because the literal meaning of the phrase "to kick it" in the dictionary has the meaning of hitting someone or something with the foot (Cambridge dictionary). It indicates the idea or concept as refers to the theory. The phrase "I just came to kick it" in this song's lyrics has the connotative meaning that she (the singer) is coming to the party just because her friends come

and ask her to join, not because she wants to join and enjoy the party.

From the explanation above, the song lyric is included conceptual connotation because Alessia Cara tries to tell the listener or the viewer that not everyone likes to come to the party. Some people just come to the party because their friends invite them, and some just come for the formality, not to enjoy the party.

2) 9/CC/N/0:34-0:36/*Wild Things*/bias

*We make our own rules*

*Our own room, no **bias** here*

The word "bias" in this lyric is categorized as conceptual connotation because indicating the ideas, as the theory by Marshal Urban. In the dictionary, "bias" means supporting or opposing a particular person or thing unfairly because of allowing personal opinions to influence our judgment. However, "bias" in this lyric means that we (referring to the singer and her friends) do not have to obey anybody else's games or instructions to fit in.

In the dictionary, "bias" means supporting or opposing a particular person or thing unfairly because of allowing personal opinions to influence our judgment. However, "bias" in this lyric means that we (referring to the singer and her friends) do not have



to obey anybody else's games or instructions to fit in. The meaning can be concluded as was seen in the complete lyrics

“we make our own rules. Our own room, no bias here”

From the explanation above, Alessia Cara tried to convey that we can be joyful by finding people who accept and have some similar interest in creating our space—a room or space where we can feel free, safe, and comfortable, also when we can be ourselves, living the life how we wanted to live it, regardless of other peoples' opinions. Moreover, it just means we respect ourselves.

3) 27/CC/N/0:35-0:36/ *Scars to your beautiful/blind*

*Oh, she don't see, the light that's shining*

*Deeper than the eyes can find it*

*Maybe we have made her **blind***

The word "blind" in this song lyric can be categorized as conceptual connotation, which indicates the concept. In the dictionary, "blind" means unable to see through the eyes, but this song's lyrics do not mean it.

The meaning of "blind" in this song lyrics does not mean unable to see by eyes, “blind” here means that people who think that she/he is not good enough, could not realize that everyone is unique and beautiful in their way. Social standards make a person

feel inadequate and lacking, even though we know that no one is perfect, but social standards significantly affect a person's self-confidence.

In *Scars to Your Beautiful*, Alessia Cara conveyed that everyone has their own uniqueness and specialties, but most people do not realize it because of the social standard, especially in the aspect of beauty standards. Beauty standards made people want to change themselves to be accepted in society, doing everything to change their appearance, always feeling unworthy, and often choosing to hide themselves.

4) 32/CC/P/0:57-1:01/ *Scars to your beautiful/its heart*

*You should know you're beautiful just the way you are*

*And you don't have to change a thing*

*The world could change **its heart***

*No scars to your beautiful*

The phrase “its heart” in the lyric does not mean to indicate the organ or emotion. The word “its heart” in the song lyric can be categorized as a conceptual connotation. The phrase “its heart” in data number 37 categorized as conceptual connotation. The meaning “its heart” from the lyrics shows the meaning of the way of thinking, and everyone’s point of view changes at any time. As

time passes, our knowledge and experience increase wider, and our engagement with various kinds of people will affect our perspective and judgment of things in this world.

From the explanation above, Alessia Cara conveyed that we do not need to do many things to change ourselves to get validation from others. Why should we bother changing ourselves for others? Recognition from others will not make us satisfied or fulfilled. It comes from ourselves first. We need to embrace ourselves; then, we can accept and love ourselves; we know that we are worth it, necessary, and have power.

When everyone realizes this, their perspective will change, and no more beauty standards will exist. When this song became famous worldwide, many people loved it and got inspired. People in the beauty industry started to begin the campaign and promote their products that suit everyone; many people listened and shared the video of Alessia's performance, edited their video using Scars to Your Beautiful song, and started to dare to show themselves. It shows that the song by Alessia Cara has had a good influence on everyone.

5) 44/CC/Neu/0:11-0:17/*Seventeen*/blades of grass

*My daddy says that life comes at you fast*

*We are like **blades of grass***

*We come to prime and in time we just wither away*

The phrase "blade of grass" in the song lyrics indicates the concept, it can be categorized as conceptual connotation. The phrase "blades of grass" in data number 44 does not mean a thin and flat blade of grass, it is a conceptual connotation, which means the phase of human life. We do not live forever in this world, life feels so short, likened to grass that grows so fast and looks fresh, but as time goes by, eventually, the grass will change color and wither too. That is also what happens to humans, born as infants, then toddlers, childhood, adolescence, and ending up with adulthood which has three steps young adulthood, middle adulthood, and late adulthood.

Alessia Cara in *Seventeen* tried to convey how life goes by fast, by nostalgic of her parents used to tell her and wishing that she could stop growing. Because she realized that when she grew up, it was not funny and was not like she expected. As a kid, almost everyone wished they could grow up so fast, but now they want to stop time; that is weird how things change when we get older.

6) 53/CC/P/0:40-0:43/*Growing Pains/the sun*

*So I just hold my breath*

*don't know why I can't see **the sun***

*when young should be fun*

“The sun” in the lyrics can be categorized as conceptual connotation. “The sun” here does not mean the center of our solar system that we can see with our eyes.

“The sun” in the lyric does not mean the center of our solar system that we can see with our eyes. The sun in these lyrics means power, positivity, happiness, something in life that can make us excited every day by living it. In *Growing Pains*, Alessia Cara describes her own experience of feelings of confusion and isolation as she tries to find peace of mind in her rapid-fire transition from a teenager to a young adult.

This song is relatable to people in their 20s that filled with mental health issues and challenges. Many people in their 20s are going through significant life changes and transitions, such as finishing school, starting a new job, moving to a new city, and navigating new relationships. These changes can be stressful and overwhelming, triggering sadness, anxiety, and depression.

She described it as “don’t know why I can see the sun.” she continued with, “When young should be fun,” which indicates that

people argue that 20s are your bright years, blossom season, or spring of age. Meanwhile, most people in their 20s struggle with mental issues and have many life pressures.

7) 58/CC/N/0:24-0:27/*Trust My Lonely*/doll

*Do you crave control?*

*I've been your **doll**, that you poke for fun too long*

*So you should go*

The word "doll" in the lyrics above can be categorized as conceptual connotation, that indicate the concept in the song lyrics. The word "doll" in data number 58 does not mean a child's toy. However, "doll" in this lyric shows the thought of someone attractive and pleasant with no feelings and dumb. Alessia tells the listener that she was in an unhealthy relationship; when there is no dealing between two people, only one person has the power in the relationship. Someone makes all the decisions, tells the other what to do, what to wear, or whom to spend time with, and makes fun of the other. She realized this; she was loathed and no longer wanted to stay in the relationship and decided to end it.

Alessia tries to convey to the listener her current situation after breaking up with her toxic boyfriend and shows that she is thrilled. She feels free and enjoys her life, so the song is titled

Trust My Lonely, indicating that she has strong self-confidence and is happy enough by herself.

8) 65/CC/P/0:27-0:23/Not Today/PhD

*One day I won't need a **PhD***

*To sit me down and tell me what it all means*

The word “PhD” in this lyric can be categorized as conceptual connotation, which indicate the concept that not refer to the literal meaning in the dictionary. The word “PhD” in the data number 65 does not mean refer to the academician, “PhD” here indicates clever man, a person whom she admires, her boyfriend. Man often discuss and talk about things related to the economy, politics, and others with their friends when they gather. Different from women, who tend to talk about small things that happen around them. When it comes to a relationship, men tend to have calm and patient personalities. In the face of problems, men with this trait will be willing to listen to explanations and find a logical solution.

Alessia described the situation when she broke up with her boyfriend, who was meant for her. That is why she feels gloomy, but trying to tell everyone that she will be okay, everything takes time. Alessia shared her experience and told the people that it is okay not to feel okay. In a relationship, our mind, body, and core

adjust to being intimately connected to someone. When that someone leaves, the brain has to readjust. The pain can be relentless, but eventually, everything will return to normal, and the hurt will diminish. Getting through a breakup is as much a physical process as an emotional one. That is why the title of this song is Not Today.

## 2. Emotional Connotation

According to Urban (1939; 139-140) Emotional Connotation is an indirect reference ‘to the feeling or emotion with which the word is bound up as an expression.’ He also said that this Connotation is not referred to a particular emotion but rather to an accumulated intention, sentiment, or mood. Because of this accumulated intention, the reference may be called a form of connotation. The researcher found 25 data that categorized as Emotional Connotation.

Some example of emotional connotation from the finding are:

9) 5/EC/N/0:26-0:27/*Wild Things*/social graces

*Find table spaces, say your **social graces***

The phrase “social graces” in the lyrics can be categorized as emotional connotation because it indicates the accumulated intention. It does not mean the ability to fit into polite society and behave appropriately and with etiquette, as quoted from wiktionary. Meanwhile, “social graces” in this lyric are defined as showing the



side as we follow the rules in a particular environment and behave nicely to fake people who want to be respected by others and feel superior.

This song describes a general situation when some people think they are superior, have power, and significantly influence a group or environment. Those people tend to intimidate others. Alessia tried to convey the message that we do not need to be afraid of them; let us show them the treats they want but not follow their rules. We can just gather with people that can make us feel comfortable and free, where we can be ourselves, doing things and enjoying the moments we share.

10) 28/EC/N/0:37-0:41/ *Scars to your beautiful/to cover up*

*her pain*

*So, she tries **to cover up her pain***

*And cut her woes away*

The phrase “to cover up her pain” in the lyric can be categorized as emotional connotation, which accumulated intention to the appearance. The phrase “to cover up her pain” in data number 28 does not mean a feeling of physical suffering caused by injury or illness. It is defined as someone who tried to hide her shortcoming appearance, something that made her feel insecurity, although we know that everyone has their strengths and weakness.

Nevertheless, because there is a beauty standard, indirectly, some people feel insecure and think that everyone must be perfect so they can be accepted.

In this song, Alessia described the situation that we often find in our daily life, how everyone suffering and struggling because they want to be accepted, and get normal stare from everyone they meet, although they look different from others. Alessia emphasize that everyone has their uniques, and told listener to embrace themselves. The semiotic found in this scene is denotative.

11) 56/EC/P/0:11-0:14/*Trust My Lonely*/writing your name  
on my heart  
*It's time I let you go*  
*I made the mistake go **writing your name on my heart***  
*'Cause you colours showed*

The phrase “writing your name on my heart” in this song lyric defines emotional connotation, which indicate the intention. It has the meaning that she is loving his boyfriend too much, love like a fool, until she realized that he is bad and such a toxic person, that is why she called it as mistake. Alessia shared her story when she cut the relationship with her toxic boyfriend, and becomes better of by herself.

### 3. Intuitive Connotation

Words are not only extrinsically expressive in that they express a reference to an object external to the word. The means of intuitive representation of plurality and repetition and, finally, in many cases, becomes the form of representation or expression of the fundamental intuitions, space, time, force, and other. In short, we find in this phenomenon one of the main points at which the representative, as distinguished from the merely indicative, function of language appears. In this finding, the reseracher only found two intuitive connotation:

12) 4/IC/N/0:48-0:51/*Here/* clouds of marijuana

*Somewhere in the corner under **clouds of marijuana***

*With this boy who's hollering, I can hardly hear*

The phrase “clouds of marijuana” in this lyric can be categorized as intuitive connotation as a form to representation the space. The phrase “clouds of marijuana” in the lyric does not mean to indicate garden. It has the meaning of a smoking place in the corner of the room, which can be form of representation the space.

13) 42/IC/P/2:33-2:34/ Scars to your beautiful/mirror

*So to all the girls that's hurting*

*Let me be your **mirror***

*Help you see a little bit clearer*

The word “mirror” in the lyric can be categorized as intuitive connotation, it does not mean a piece of glass with a shiny, metal-covered back that reflects light, producing an image of whatever is in front of it. The word “mirror” categorized as an intuitive connotation.

Alessia Cara wants to tell everyone that they are perfect in their way, that everyone is unique has power, worth it, and enough to embrace themselves without comparing or trying to be anyone else. Alessia conveyed the message to support everyone that was struggling and suffering with the standard that existed in society, especially the beauty standard. Pushing ourselves to fill other people's expectations, opinions, and judgments is exhausting. We are just humans; we do not need to be perfect until we hurt ourselves.

**b. Types of Connotation that found in Alessia Cara’s selected songs**

Based on the theory by Riebs & Reeves (2005), connotative has several types that impact the readers’ thinking of the word. The types of connotations are divided into three types: positive, which are words that make people/listeners feel good; negative, words that provoke a negative emotional response to the reader/listener; and neutral words that cause no emotional reaction.

The researcher categorized the types of connotations based on the meaning of the song lyrics. It is divided into three categories: Positive,

Negative, and Neutral. The researcher found 71 data which categorized in 29 data for type positive connotation, 34 data for negative connotation, and 8 data for neutral connotation.

Example data for types of connotative:

1. In the song *Here*. The phrase “under clouds of marijuana” in the lyrics is categorized as a negative connotation indicating an uncomfortable place where people in the party are smoke and drink.
2. In the song *Wild Things*, the word “social graces” in the lyrics is categorized as having a positive connotation. This means that showing good behavior is a primary way of living in society.
3. In the song *Scars To Your Beautiful*, the word “light” in lyrics *Oh, she don't see, the light that shining*, categorized positive connotation that indicate the meaning of uniqueness and magnificence.
4. In the song *Seventeen*, the phrase “blades of grass” in the lyrics is categorized as having a neutral connotation because it does not cause a negative or positive reaction.
5. In the song *Growing Pains*, the word “sun” in the lyrics *Don't know why I can't see the sun* categorized as positive connotation because the sun in the lyrics indicates the meaning of happiness and satisfaction.

6. In the song *Trust My Lonely*, the phrase “writing your name on my heart” is categorized as having a positive connotation because that phrase means love, indicating a happy feeling. Someone in love always looks happy.
7. In the song *Not Today*, the word “number” in the lyrics *You did a number on my health*, is categorized as a negative connotation because Cara tells about her toxic boyfriend that had a bad influence on her.
8. In the song *Not Today*, the word “blip” in the lyrics *One day I’ll swear the pain will be a blip* categorized as a neutral connotation, because it does not cause any positive or negative emotion or reaction.
9. In the song *Out of Love*, the word “lonely” in the song lyrics categorized as a negative connotation because it is an adjective that describes a bad feeling of having no one to talk to, or that one has no friends

**c. Semiotic meanings that found in Alessia Cara’s *Know-It-All* and *The Pains of Growing* album**

Semiotics is the study of signs. Eco (1976) concerned semiotics with everything that can use as a sign. Semiotics involves studying what refer to as ‘signs’ in everyday speech and anything which ‘stands for’ something else. Signs are words, images, sounds, gestures, and objects in a semiotic sense. In this research, the semiotics used as

adjectives, which the gestures, images, and objects notated in his scripts share a semiotic importance equal to the spoken text.

The example for data finding in this research are:

1. *But since my friends are here*

*I just came to kick it*



The semiotic meaning in the music video of *Here* in this scene does not represent the lyric, the singer does not doing something that indicates the literal or dictionary meaning of "to kick it." The singer just came to the party room and stood without doing anything.

2. *Somewhere in the corner under clouds of marijuana*

*With this boy who's hollering, I can hardly hear*



The semiotic meaning in the music video *Here*, in this scene, represents the meaning that Alessia describes in her song lyrics. Alessia tells the actual place she called it under cloud of marijuana where she was in the music video.

3. *We make our own rules*

*Our own room, no bias here*



The semiotic meaning in the music video of *Wild Things* in this scene represents the lyrics, which are referred to as “we” which shows Alessia getting along with her friends, even though they are different, in their physical appearance, color, and style.

4. *Bow your head, they're pious here*





The semiotic meaning in the music video of *Wild Things* in this scene represented the lyrics. Alessia shows the gesture of bowing her head when the lyrics appear, the music video show it with the fast transition.

5. *Oh, she don't see, the light that's shining*

*Deeper than the eyes can find it*

*Maybe we have made her blind*

*So, she tries to cover up her pain*



The semiotic meaning in the music video of *Scars To Your Beautiful* that found in this scene shows Alessia singing as she is talking about others, she tell the viewer that many people does not realize their unique which represent with the phrase “the light that shining”.

6. *So to all the girls that's hurting*

*Let me be your mirror*

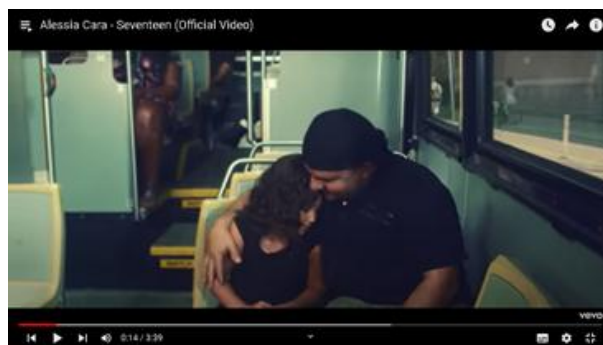
*Help you see a little bit clearer*



The semiotic meaning in the music video *Scars To Your Beautiful* that found in this scene does not represent the lyrics. However, it just shows a girl in the middle of the road and focuses look on the camera when Cara sang the part “let me be your mirror, help you see a little bit clearer.”

7. *My daddy says that life comes at you fast*

*We are like blades of grass*



The semiotic meaning in the music video of *Seventeen* in this scene represents the lyrics because it shows a father and daughter sitting together on the bus and having a conversation, as the lyrics said.

8. *Make my way through the motions*

*I try to ignore it*



The semiotic meaning in the music video of *Growing Pains* in this scene does not represent the lyric because it just shows Alessia lying without any motion and seems like she is on her daydreaming while she is feeling empty.

9. *Growing pains they're keeping me up at night*



The semiotic meaning in the music video of *Growing Pains* in this scene represents the lyric. It shows the dark place with Alessia with the scared gesture, indicating that she faces a hard sleep at night because of overthinking.

10. *Do you crave control?*

*I've been your doll, that you poke for fun too long*

*So you should go*



The semiotic meaning in the music video of *Trust My Lonely* in this scene does not represent the lyrics, because it does not show “doll” it just shows Alessia Cara singing.

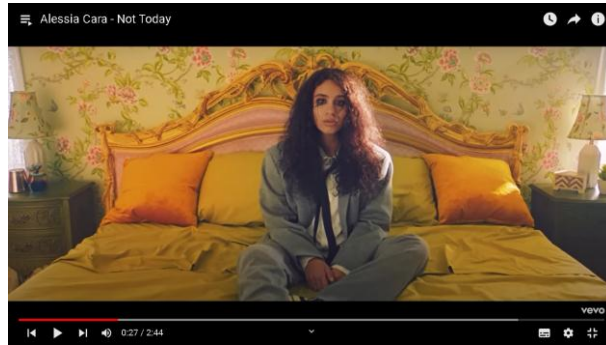
11. *I'm a-okay, I'm good as gold*



The semiotic meaning in the music video of *Trust My Lonely* in this scene represents the lyrics because it shows Alessia Cara as the object that says she is okay. The background color also has a meaning. The color gold brings about positive feelings of achievement. It can boost confidence.

10. *One day I won't need a PhD*

*To sit me down and tell me what it all means*



The semiotic meaning in the music video of *Not Today* represents the lyrics. Showing Alessia Cara is sitting on her bed with a messy appearance to show her sadness and frustration.

11. *One day I'll swear the pain will be a blip*

*I'll have the hardest time recalling it*



The semiotic meaning in the music video of *Not Today* represents the lyrics, in which “blip” is illustrated by the telephone.

12. *I won't tell you I'm lonely*



The semiotic meaning in the music video of *Out of Love* represents the lyrics, showing somebody alone with her face that seems she wants to cry, but she tries to hide it with her smile.

13. *I can't float in an ocean*

*That's already been drained*



The semiotic meaning in the music video of *Out of Love* in this scene does not represent the lyrics. It just show a woman with the blanks stare.

## **B. Discussion**

Music nowadays is not just about the beauty of sounds from the instrument and vocals. It is always perfect with the lyrics. Many singers and songwriters today make music with the purpose, especially about the issue of mental health. One of the singers and songwriters raised a theme related to mental health, especially those experienced during adolescence is Alessia Cara.

Alessia Cara created her songs based on her experience to tell the listener that others also experience the awkward phase in the chapter of life. Everyone is struggling, and it is normal to experience love, heartbreak, depressed and overthinking. Her songs include themes and meanings that people can instantly relate to, and that is hard to find when new artists continue to pop out of nowhere. Her music and voice are so passionate and eloquent, leading her to new places and new stages.

The data shows that dominant types of connotative function that found in Alessia Cara's selected song from the album *Know-It-All* and *The Pains of Growing* is Conceptual Connotation. Alessia Cara puts many words and phrases with conceptual connotations because the songs in *Know-It-All* and *The Pains of Growing* album are about her story and relate to teenagers and young adults. Nowadays, people prefer to listen to songs that relate to their experience or things that currently happens with them.

The lyrics of Alessia Cara's songs are easy to understand; it can be seen by how popular it was; people who are not experts in English or linguistics can understand and make viral of it. Alessia has a way of influencing and changing people's perspectives through her works. However, only some know deeply about the lyrics, and they used to listen and interpret, in general, the main message of the songs.

The researcher found 71 data from eight songs. The songs from Alessia Cara have more denotation but also have connotations. So, the researcher did repetition and filter to find the connotation many times. The researcher found 44 Conceptual Connotation, 25 Emotional Connotation, and 2 Intuitive Connotation. The most dominant data found in *Scars to Your Beautiful*. Which is the famous one of Alessia Cara songs, that influential many industries and break the bias of beauty standard.

Based on data from these songs, the cultural theme is about self-acceptance, suggesting the listener or viewer embrace, be confident, and know their worth. The songs also tell about how life goes on, with many things changing, including our point of view to see the world. Our perspective changes anytime as we age and after getting the lesson by experience and engaging with various people. The connotation type mostly found is a negative connotation because the songs told her personal experience when she was growing up. She faces difficulties and experiences things that she never expected before.



Alessia Cara wants to convey the message of her song based on her personal experience. The type of music that she created is pop, R&B, alternative R&B, indie pop, and soul singing. She raises the phenomena that occur in society. Since the lyrics is such an important part of the song, she wants to convey a song that was easier for people to receive the message, it also supporting by the music videos.

The cultural theme of this thesis is how the meaning of connotation is formed based on the type of connotation. The connotation that often appears is conceptual connotation, which indicates the ideas or concepts that refer to the lyric. Alessia Cara gives a simple but meaningful impression in the song lyrics. She made a beautiful song that intended to make the listeners interested.

Alessia Cara always prioritizes the message of the songs she writes and sings. She often started her song with her opinion at the beginning of her songs with music videos. All the songs she wrote were about the experiences that happened to her. Alessia Cara uses more expressive words to convey his feelings and emotions so that listeners can understand what Alessia Cara wants to convey without being too difficult to understand the words in the song lyrics and the music video.

## CHAPTER V

### CONCLUSION AND SUGGESTION

After searching and explaining the types of connotations in Alessia Cara Selected Songs and their relation to the music videos, the researcher goes to a conclusion. This chapter provides conclusions and suggestions related to what the researcher has analyzed and discussed in Chapter IV.

#### A. Conclusion

Based on the analysis of Connotative Meanings in Alessia Cara's Selected Songs, the researcher has drawn the conclusion that there are three types of connotations seen in the song lyrics of Alessia Cara on *Know-It-All* and *The Pains of Growing* albums. There are: Conceptual Connotation, Emotional Connotation, and Intuitive Connotation.

The researcher found 71 data with detailed: 44 data of Conceptual Connotation, 25 data classified into Emotional Connotation, and 2 data are classified into Intuitive Connotation. It indicates that the common Connotation that has been seen in the song lyrics of Alessia Cara's song in *Know-It-All* and *The Pains of Growing* albums is Conceptual Connotation. Conceptual Connotation is frequently used by Alessia Cara in her songs in *Know-It-All* and *The Pains of Growing* albums album in order to be accepted by the listeners who are mostly teenagers.

The researcher reveal the meaning of lyrics based on the theory that used in the research, take serious attention and comprehend Alessia Cara's

song which has music videos, narration, and her explanation in the official website, using the dictionary to make sure the meaning of words that indicate the connotative meaning, reading some analysis on the internet, also do interview to some people who learn and understand about semantics.

In this research, from the eight songs of Alessia Cara's in *Know-It-All* and *The Pains of Growing* album, the researcher found the dominant types of semiotics are indicate denotative.

## **B. Suggestion**

In the end of this thesis, the researcher finally can give some suggestion:

1. It is essential to know the meaning behind the word and consider the word to which it belongs, especially in connotative meaning. We can know the messages that delivered by the singer. Furthermore, the researcher hopes this thesis will contribute knowledge to the readers, especially the students of English Literature of Adab and Humanities Faculty, about Connotative Meaning. The researcher hopes that juniors of English Literature will continue this research with other subjects, and this thesis will help them with the theory. The researcher realizes this thesis could be better; this thesis has many mistakes. Therefore, the researcher expects the reader to give criticism and suggestions to improve this thesis.

2. For the next researcher

This research can be used as a conception and reference in researching connotative meaning. The results of this thesis can help further researchers who want to study or analyze the types of meanings, especially the connotative meanings in song lyrics related to the types of Connotation using the theory of Marshall Urban. By reading the results of this study, the researcher hopes that further researchers can develop their knowledge of connotative meanings, types of meanings, Alessia Cara, song lyrics, and music videos. Besides, the researcher hopes that the next researcher can provide a new perspective on the lyrics' connotative meaning regarding the theme the singer often brings. The next researcher can take any analytical procedures from this study to get an overview and conduct other analyses related to the Connotative meaning.

3. For the Songwriter

The results of this thesis can be used as a reference regarding connotative meanings. The researcher expects songwriter to think more about each word chosen in songwriting so that it is easily understood by listeners

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## Appendices

### APPENDICES

Appendix 1 : Validator Sheet

#### VALIDATION SHEET

The thesis data titled "CONNOTATIVE MEANINGS IN ALESSIA CARA'S SELECTED SONGS (SEMANTICS APPROACH)" had been checked and validate by Vilya Lakstian Catra Mulia, S.Hum.,M.Hum. in :

Day : Tuesday

Date : May 23<sup>th</sup>, 2023



Surakarta, May 23<sup>th</sup>, 2023

Validator







Vilya Lakstian Catra Mulia, S.Hum.,  
M.Hum.




APPENDICES


No	Picture	Textual Data	CC			EC			IC			Meaning	Context/Argument	T/F
			P	N	Nt	P	N	Nt	P	N	Nt			
1		I'm sorry if I seem <b>uninterested</b> (1/EC/N/0:15-0:18/Here)					✓					Feel uncomfortable	The phrase “if I seem uninterested” in this song lyric can be defined connotatively as a feeling when she can not enjoy the atmosphere. Urban (1939) states that the emotional connotation is when the word indirectly refers to the feeling or emotion in which the word is bound up as an expression. The semiotic meaning found in this part shows the actual situation when the singer looks so quiet and sings without expression. Also, the motion is frozen.	F
2		But since my friends are here, I just came <b>to kick it</b> (2/CC/N/0:27-0:30/Here)		✓								Just come for formality , respect her friend	“I just came to kick it” is categorized as conceptual connotation because the literal meaning of the word “kick” indicates the idea or concept to which it refers, as Urban (1939) exemplified in theory. The phrase “I just came to kick it” in this song’s lyrics has the connotative meaning that “she is coming to enjoy the party for the formality, because her friends come, not because she wants to enjoy the party.” The semiotic	T








																meaning found in this scene is connotation because the singer just stands and does nothing, not as she says in the lyrics.	
3		<p>Not in this room with people who don't even care about <b>my well being</b>  (3/CC/P/0:35-0:38/<i>Here</i>)</p>	✓										Existence	<p>The lyrics "Not in this room with people who don't even care about my well-being" indicates conceptual connotation because indicating the concept as it refers to theory. The phrase "my well-being" in the lyrics does not only mean being comfortable, healthy, or happy. However, it indicates its existence. The lyrics describe that people at the party do not notice the singer's existence. The semiotics in this part is denotation because it shows the situation when the singer is just standing and walking through the people at the party.</p>	T		
4		<p>Somewhere in <b>the corner under clouds of marijuana</b>  (4/IC/N/0:48-0:51/<i>Here</i>)</p>									✓		Smoking room	<p>The phrase "the corner under clouds of marijuana" is an Intuitive connotation, as mentioned in theory, because "the corner under clouds of marijuana" represents the meaning of a smoking place in the corner of the room, which can be a form of representation of the space. The semiotic meaning found in this scene</p>	T		



															shiw the singer is singing in the corner of the smoking room.	
5		<p><b>Find table spaces</b> (5/CC/P/0:24-0:25/<i>Wild Things</i>)</p>	✓											Comfortable place to gather with friends	<p>The lyrics “find table spaces” show conceptual connotation; it indicates a place where people can gather with their group. Alessia, in this song, tells the listener to find their comfort. The semiotic meaning found in this scene does not show any table or specific place, just an outdoor space where the singer gathers with her friends.</p>	T
6		<p><b>Say your social graces</b> (6/EC/P/0:26-0:27/<i>Wild Things</i>)</p>	✓											Polite manner in certain environment	<p>The phrase “social graces” is categorized as an emotional connotation because it shows the accumulated intention. Social grace can be interpreted as adapting to a society with courtesy, good behavior, and etiquette. However, in this lyric, the meaning is to show the side as we follow the rules and behave nicely to fake people. it The semiotic meaning that found in this scene does not show the actual lyrics works, just the singer focus on the camera as if she is talking to everyone.</p>	T




7		<p>Bow your head, they're <b>pious</b> here (7/CC/P/0:28-0:29/<i>Wild Things</i>)</p>	✓											<p>People who are known to have power in a particular environment</p>	<p>The lyrics “Bow your head, they’re pious here” are categorized as conceptual connotation because “pious” in the lyrics does not mean to indicate a person who strongly believes in religion but indicates people who have power in the background scene as described in the lyrics. The semiotic meanings that found in this scene is denotative because Alessia practices the action as mentioned in the lyrics.</p>	T
8		<p>but you and I, we're <b>pioneers</b> (8/CC/P/0:30-0:31/<i>Wild Things</i>)</p>	✓										<p>Dare to try new things, be different</p>	<p>The phrase “we’re pioneers” can be categorized as a conceptual connotation because it refers to intention. The meaning of “we’re pioneers” here is not a person who begins and develops a particular area of knowledge or culture. However, indicate people who bravely try something new. The semiotics in this scene is denotative, which shows the singer and her friends walking together.</p>	T	
9		<p>We make our own rules Our own room, no <b>bias</b> here.</p>	✓										<p>Negative judgement</p>	<p>“Our own room, no bias here” can be categorized as conceptual connotation; this sentence has the meaning of free space without the action of supporting or opposing a particular person</p>	T	

		(9/CC/N/0:34-0:36/ <i>Wild Things</i> )										or thing unfairly; it can be defined as Do not worry, we have our own space which you can feel free, safe and comfortable. The semiotic meaning found in these lyrics are denotative because they show the singer and her friends, who differ from each other, walking together and moving to the scene when they gather in an outdoor space.	
10		So gather all the <b>rebels</b> now (10/CC/N/0:41-0:43/ <i>Wild Things</i> )		✓							People who get annoyed and can not stand anymore with nonsense rules	The lyrics “So gather all the rebels now” can be categorized as conceptual connotation because the word “rebels” indicates the concept in this song, rather than defined as the people who do not like rules or authority, and shows by behaving differently from most people in society, the lyrics have the meaning that “to everyone who wants to feel the freedom, let us be together.” The semiotic meaning found in this scene is denotative, which shows the action mentioned in the lyrics.	T



11		<p>We'll rebel rouse and sing aloud (11/CC/N/0:4 4-0:45/<i>Wild Things</i>)</p>	✓										Free to do anything	<p>“We’ll rebel rouse and sing aloud” can be categorized as conceptual connotation because it can be defined as “of course, we will enjoy this moment,” doing what they want and making a crowd. The semiotic meaning found in this scene is denotative because it shows their place (it can be the house of one of them), and they start doing anything they want.</p>	T
12		<p>So aye, we brought our drum and this is how we dance (12/CC/P/0:5 8-1:02/<i>Wild Things</i>)</p>	✓									Things that make them happy and free	<p>The phrase “we brought our drum, and this is how we dance” can be categorized as a conceptual connotation because it indicates the concept. “we brought our drum, and this is how we dance” in this lyrics has the concept of doing things they enjoy. The semiotic meaning found in this scene does not show a thing called a drum, and there is no action called dance; they just enjoy doing things they want.</p>	T	
13		<p>No mistakin’, we make our breaks if you don’t like our 808s</p>	✓									Happines s	<p>The lyrics “We make our own breaks if you do not like our 808s” can be categorized as conceptual connotation, which indicates the concept. The lyrics can be defined as “We created our own way to enjoy the</p>	T	




		(13/CC/P/1:03-1:06/ <i>Wild Things</i> )											moment, make fun and happy as we can.” The semiotic meaning found in this part is where the music video shows random things that the singer and her friends do, it also seems refreshing, and they look so happy.	
14		Then leave us alone, cause we don't need your <b>policies</b> (14/EC/N/1:07-1:11/ <i>Wild Things</i> )			✓						Agreement	The lyrics “Then leave us alone, cause we don't need your policies” can be categorized as emotional connotation because they accumulated the intention, which can be defined as “just ignore us if you do not like things we do because we do not need your (external people who are not included in the group) rules.” The semiotic meaning found is denotation because the music videos show the interaction as they are enjoying being funny for being themselves.	T	
15		We have <b>no apologies</b> , for being... (15/CC/N/1:12-1:15/ <i>Wild Things</i> )	✓								Permission	The lyrics “We have no apologies” can be categorized as conceptual connotation, indicating a concept which can be defined as “We do not need to feel guilty to anyone for what we did.” The semiotic meaning found is connotative because they show the scene when they	T	

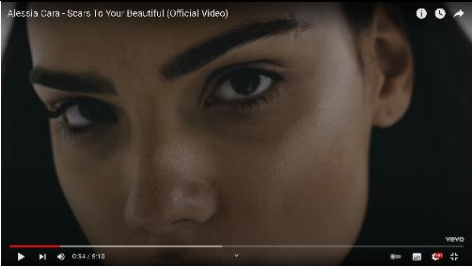

													are using masks to cover their face, indicating that they are feeling not confident.	
16		<p>Find me where the <b>wild things</b> are (16/EC/Neu/1:16-1:17/<i>Wild Things</i>)</p>					✓					Unexpected things	<p>The phrase "find me where the wild things are" can be categorized as a conceptual connotation. It indicates the meaning that could be crazy things for others. Alessia Cara delivered at the beginning of the music video that the wildest things liberate our true self's wildest desires and come from the most profound thoughts. The semiotics in this music video is the denotation, where the object is Alessia Cara with her friends doing the same things, anything they want.</p>	T
17		<p>I lose my balance on these <b>eggshells</b> (17/CC/N/1:36-1:38/<i>Wild Things</i>)</p>		✓								Can not stand anymore living in people expectations	<p>The lyrics "I lose my balance on these eggshells" can be categorized as conceptual connotation, "I lose my balance on these eggshells" can be related to the idiom walk/be on eggshells which means to be very careful not to offend or upset someone. So, the lyrics indicate that she is exhausted from it. The semiotics in this scene is connotative, where Alessia Cara is singing in the high chair at the seashore.</p>	T

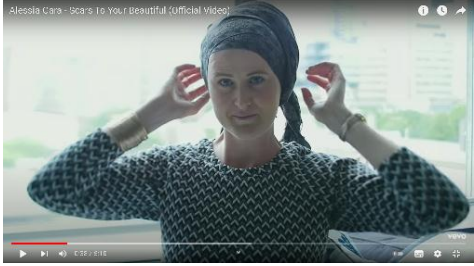
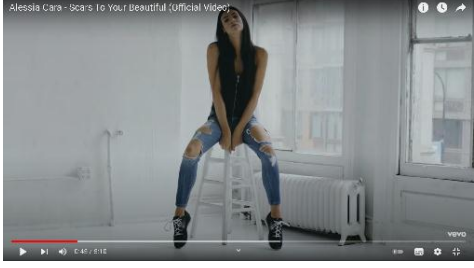
18		<p>You tell me to tread, I'd rather be a <b>wild</b> one instead (18/EC/N/1:39-1:42/<i>Wild Things</i>)</p>				✓						Being different and free	<p>The lyrics “You tell me to tread, I'd rather be a wild one instead” can be categorized as emotional connotation, which can be defined as the condition where Alessia feels tired of constantly thinking about what people say or do. So, instead of being told to watch what she says or what she is doing, she prefers to just follow her heart. The semiotics in this scene is denotative, because it show Alessia Cara and friends just gather and look comfortable.</p>	T
19		<p>Don't wanna hang around the in <b>crowd</b> (19/CC/N/1:44-1:46/<i>Wild Things</i>)</p>		✓								Socialize with people who are not in the same frequency	<p>The lyrics “Don't wanna hang around the in crowd” can be categorized as conceptual connotation, meaning that Alessia Cara does not want to socialize or hang out with crowd people, whose not in the same frequency as her. The semiotic meaning found in this scene is denotative, which shows Alessia's decision.</p>	T
20		<p>The <b>cool</b> kids aren't cool to me (20/CC/N/1:47-1:49/<i>Wild Things</i>)</p>		✓								People who claimed cool by others	<p>The lyrics “The cool kids aren't cool to me” can be categorized as conceptual connotation, which indicates the intention. It defines that she is respectful, appreciates, accepts herself, and realizes she does not need</p>	T



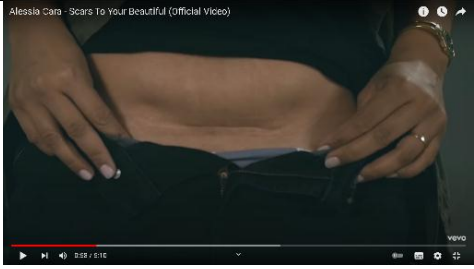




															validation from others; her happiness is not dependent on others. The semiotics in this scene is denotative, where Alessia shows herself, her expression which indicates that she is proud of herself.	
21		<p>Find your great, don't ya hide your <b>face</b></p> <p>And let it shine, shine, shine, shine (21/EC/N/2:37-2:40/<i>Wild Things</i>)</p>				✓								Feeling shy	The lyrics "Find your great, don't ya hide your face" can be categorized as emotional connotation, which indicates the meaning of "find your strength, passion or something that we good at and be confident, don't be afraid or shy, feel free and be confident". The semiotic meaning found in this scene is connotative because it show someone who make up the fire from the match.	T
22		<p>She just wants to be <b>beautiful</b></p> <p>She goes, unnoticed she knows, no limits (22/CC/P/0:01-0:04/<i>Scars to your beautiful</i>)</p>	✓											To be recognition	The phrase "she just wants to be beautiful" in this song lyric can be defined as an Conceptual connotation that indicates that "everyone wants to be acknowledged, get the same right, and treat well as others." The semiotic meaning found in this music video is denotative, which shows Alessia Cara as the representative of the word "beautiful," but beautiful in	T

													these lyrics does not only refer to the woman.	
23		She craves, attention she <b>praises</b> , an image (23/EC/N/0:11-0:13/ <i>Scars to your beautiful</i> )				✓						An effort to change herself, define her standard.	The lyrics “she praise, an image” can be defined as a person who admires or makes someone her standard; she wants to be that person, so she tries to be that person. The semiotic meaning found are denotative because Alessia’s expression seems like she is talking about someone else.	T
24		She <b>prays</b> to be sculpted by the sculptor (24/EC/P/0:15-0:17/ <i>Scars to your beautiful</i> )				✓						Hoping to re-born as she and people expectations.	The lyrics “She prays to be sculpted by the sculptor” can be categorized as having emotional connotation, which indicates the meaning that “Someone is hoping to be re-created because they think they are not pretty and perfect, they are tired of social pressure which made the beauty standard.” The semiotics indicate denotative, showing Alessia Cara is talking about someone else.	T
25		Oh, she don’t see, the <b>light</b> that shining (25/EC/P/0:27-0:31/ <i>Scars to your beautiful</i> )				✓						Power, its own strengths and uniqueness.	The lyrics “She don’t see, the light that shining” can be categorized as an emotional connotation, which means that person did not realize, did not see her “light” or can be defined as inner beauty that comes from herself. She did not realize that	T

															everyone has their unique inner beauty. The semiotic meaning found are denotative.	
26		<p><b>Deeper</b> than the eyes can find it (26/EC/P/0:32-34/ <i>Scars to your beautiful</i>)</p>			✓									Great things inside but can not be seen by eyes	The lyrics can be categorized as an emotional connotation; the phrase “deeper than the eyes can find it” Tells the listener, and viewer, that “the beauty can not only be seen by the eyes” We need to feel and realize it. We can not judge everyone only by appearance, and beauty is not only about appearance but also manner and heart. The semiotic meaning found are denotative, which shows eyes with a sharp gaze.	<b>T</b>
27		<p>Maybe we have made her <b>blind</b> (27/CC/N /0:35-0:36/ <i>Scars to your beautiful</i>)</p>		✓										Unrealiz e	The lyrics “maybe we have made her blind” can be categorized as conceptual connotation, which can be defined as “the standard of beauty that exists in our daily life or society can make someone not realize that everyone is unique and beautiful.” The semiotic meaning found are connotative.	<b>T</b>

28		<p>So, she tries to <b>cover up</b> <b>her pain</b></p> <p>And cut her woes away</p> <p>(28/EC/N/0:37-0:41/ <i>Scars to your beautiful</i>)</p>				✓						Hide her insecurities	<p>The phrase “cover up her pain” can be categorized as an emotional connotation, which defines someone who tried to hide her shortcoming, although we know that everyone has their strengths &amp; weakness. However, because there is a beauty standard, indirectly, some people feel insecure and think that everyone must be perfect so they can be accepted. The semiotic meaning found in these lyrics is denotative, referring to the woman who covers up her head as something that makes her insecure.</p>	T
29		<p>'Cause <b>covergirls</b> don't cry</p> <p>After their face is made</p> <p>(29/CC/Neu/0:42-0:46/ <i>Scars to your beautiful</i>)</p>			✓							People who works in entertainment or creative industry	<p>The lyrics “Cause covergirls don't cry, after their face is made” can be categorized as conceptual connotation, meaning that people who used to put on makeup and work creative industry or entertainment look perfect and never show their sadness. They pretend everything is fine. The semiotic meaning found in this scene is denotative, which represent by a model.</p>	T

30		<p>But there's a hope that's waiting for you in <b>the dark</b> (30/EC/P/0:48-0:52/ <i>Scars to your beautiful</i>)</p>				✓								Bottom of heart	<p>The lyrics “But there’s a hope that’s waiting for you in the dark” can be categorized as emotional connotation, defined as inside our heart, there is something that we want; we want to be genuine. However, we do not see it; we are influenced by the standard in our society, represented by the word “in the dark.” The semiotics in this scene is denotative, showing the fat woman wearing the black dress and her fake smile.</p>	T
31		<p>You should know <b>you're beautiful</b> just the way you are (31/EC/Neu/0:53-0:56/ <i>Scars to your beautiful</i>)</p>					✓							Strength, greatness	<p>The lyrics "You should know you're beautiful just the way you are" can be categorized as emotional connotation, which is defined as "you should realize that you are unique, ordinary authentic &amp; beautiful" This lyric is not only for women but for everyone without focus to the gender. The semiotics in this scene is connotative.</p>	T
32		<p>And you don't have to change a thing The world could change <b>its heart</b></p>	✓											Perceptio n, point of view	<p>The lyrics “You don’t have to change a thing” can be categorized as conceptual connotation, which defines that “you must not do anything to manipulate yourself, or force yourself because you want to be accepted. As goes time,</p>	T

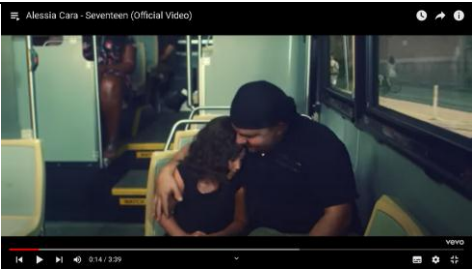
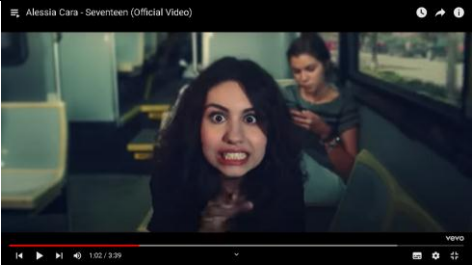
		(32/CC/P/0:5 7-1:01/ <i>Scars to your beautiful</i> )										everyone will realize, and someday or now, there is nothing beauty or societal standard for everyone in the world.” The semiotic meaning found in this scene is connotative, which shows the insecurity of the appearance.	
33		No scars to your beautiful (33/EC/N/1:0 2-1:04/ <i>Scars to your beautiful</i> )				✓					Defect	“No Scars to your beautiful” can be defined as “there is no defect or flaw in yourself. You are already beautiful just the way you are” This can be categorized as Emotional connotative. The semiotic meaning found in this scene is denotative because “beautiful” show a woman.	T
34		We're stars and we're beautiful (34/CC/P/1:0 5-1:07/ <i>Scars to your beautiful</i> )	✓								Greatnes s, amazing	The phrase “we’re stars” can be defined as we exist in this world, noticeable and precious matter. It is conceptual connotative because it is an indirect reference to abstract universal. The semiotics is denotative because it shows Alessia Cara, who states, “We’re stars, and we’re beautiful.”	T

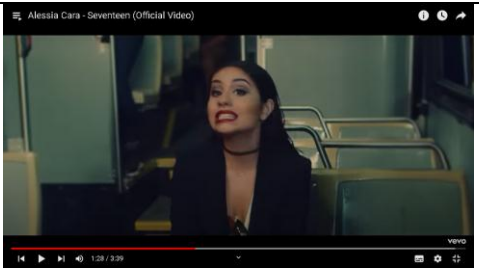

35		<p>She has dreams to be an envy, so she's <b>starving</b> (35/EC/N/1:50-1:54/ <i>Scars to your beautiful</i>)</p>				✓						Ambition to be more than she was	The lyrics "She has dreams to be an envy, so she's starving" can be categorized as emotional connotation, which is defined as "ambition or effort to change herself" In the lyrics, we can describe it as someone's effort to less her weight, so she does a diet. The semiotic meaning found in this scene is denotative.	T
36		<p>She says, <b>beauty is pain</b> (36/EC/N /1.58-1:59/ <i>Scars to your beautiful</i>)</p>				✓						Hurtful, hard and exhausted.	The phrase “beauty is pain” can be categorized as an emotional connotation, which defines that it is hard and hurtful to fill the expectation of beauty standards in society. The semiotic meaning found in this scene is connotative because Alessia shows the expression as she talks to us.	T
37		<p>What's a little bit of <b>hunger?</b> (37/EC/N /2:02-2:03/<i>Scars to your beautiful</i>)</p>				✓						Feel dissatisfied	The phrase “what’s a little bit hunger?” can be categorized as having an emotional connotation, which defines how difficult to fill the standard and not to be ourselves or to be another person.” The semiotic meaning found in this scene is connotative, which shows the hand of a person who does not feel safe.	T



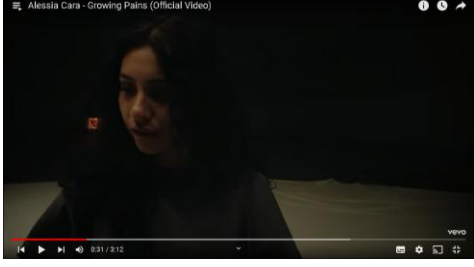
38		<p>I could go a little while longer (38/CC/P /2:04-2:05/ Scars to your beautiful)</p>	✓										Wants to prove that she can, would not give up to fill the society standards	The lyrics “I could go a little longer” can be categorized as conceptual connotation, which is defined as a “dodge or refuses to give up for being another person. She believes that she can endure it. This is conceptual connotative because “a little while longer” is an indirect reference to abstract universals. The semiotics in this scene is denotative because it shows the woman covering her head to hide his imperfect looks.	T
39		<p>She don't see her perfect (39/EC/P /2:20-2:22/ Scars to your beautiful)</p>			✓								Greatness, value	The lyrics “she don’t see her perfect” can be categorized as emotional connotation, meaning that “she does not recognize herself well, her value and how worth she is. She does not realize that she is unique. She has power in herself.” The semiotic meaning found in this scene is connotative.	T
40		<p>Or that beauty goes deeper than the surface (41/CC/N/2:25-2:27/ Scars to your beautiful)</p>	✓										Close, but unseen	The lyrics “Or that beauty goes deeper than the surface” can be categorized as conceptual connotation, defined as “the beauty is around us, it is not just something that the eyes can see. It might be something that we do not realize because we are too focused on filling the standardization. The semiotic	T







													meaning found in this scene is denotative, which shows a woman smiling purely.	
41		<p>So to all the girls that's <b>hurting</b>  (41/EC/N/2:30-2:32/ <i>Scars to your beautiful</i>)</p>				✓						Burdened	<p>The lyrics "So to all the girls that's hurting" can be categorized as emotional connotation, which is defined as for everyone who feels depressed, tired, or gets obsessed with beauty standards. The semiotics in this scene is connotative because it show a girl laughing, but it is not the expression of happiness.</p>	T
42		<p>Let me be your <b>mirror</b>  Help you see a little bit clearer  (42/IC/P/2:33-2:34/ <i>Scars to your beautiful</i>)</p>						✓				Advisor	<p>The lyrics “Let me be your mirror” can be categorized as an intuitive connotation, defined as “let me be your advisor, to tell you how you are, I will make you realize that you are enough.” The semiotic meaning found are connotative because they show a woman walks in outdoors.</p>	T
43		<p>The light that <b>shines</b> within  (43/EC/P/2:38-2:39/ <i>Scars to your beautiful</i>)</p>				✓						Greatness	<p>The lyrics “the light that shines within” can be categorized as an emotional connotation, which is defined as “you have your own unique characteristics, your beauty standard s yours, you are just perfect with the way you are, realize it” the semiotic meaning found is connotative</p>	T

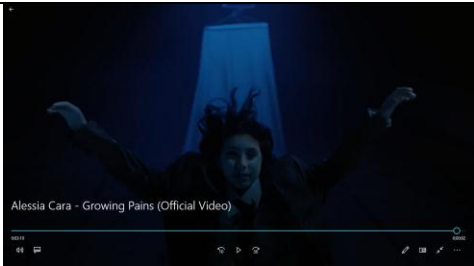

																	because it shows a woman who looks focus into the camera.		
44		<p>We are like <b>blades of grass</b></p> <p>We come to prime and in time we just wither away (44/CC/Neu/0:11-0:17/<i>Seventeen</i>)</p>			✓												Growing fast	<p>The lyrics “We are like blades of grass, we come to prime, and in time we just wither away” can be categorized as conceptual connotation, which has the meaning of the human life phase, We are not living last long life in this world, living in this world is so short. The semiotic meaning found in this scene is denotative because it shows Alessia Cara's interaction with her dad, which tells her and describes that life is short.</p>	T
45		<p>Now I wish I could <b>freeze</b> the time at seventeen (45/CC/Neu/1:00-1:03/<i>Seventeen</i>)</p>			✓												Pause	<p>The lyrics “Now I wish I could freeze the time at seventeen” can be categorized as conceptual connotation, which can be defined as “If I can pause the time, I just want to stay in seventeen, the age where everybody got so excited because it is the phase when a teenager has begun to be allowed to do many things that previously forbidden before seventeen.” The semiotic meaning found in this scene is connotative, which shows Alessia singing with a grumpy expression.</p>	T

46		<p>Always keep your closest friends they can't slip away</p> <p>They keep you <b>grounded</b></p> <p>(46/CC/P/1:26-1:31/<i>Seventeen</i>)</p>	✓											Down to earth	<p>The lyrics "Always keep your closest friends they can't slip away. They keep you grounded" can be categorized as conceptual connotation, which is defined as "We need to stay connected and have good relationships with our close friends because their existing could keep us to be a humble people, good friends would influence our life in all aspect." The semiotic meaning found in this scene is connotative.</p>	T
47		<p>Make <b>my way</b> through the motions</p> <p>I try to ignore it</p> <p>(47/CC/P/1:10-0:15/<i>Growing Pains</i>)</p>	✓										Effort	<p>The phrase "Make my way through the motions, I try to ignore it" can be categorized as conceptual connotation, which can be meaning as "We take many things on our way to achieve our dreams, and sometimes we feel something is missing; we feel we are missing something. However, we ignore all of that because our focus is on the goals to be achieved." The semiotic meaning found in this scene is connotative, showing Alessia lying down and singing without expression.</p>	T	

48		<p>But <b>home's</b> looking farther the closer I get (48/CC/P/0:16-0:19/<i>Growing Pains</i>)</p>	✓								Comfortable space	<p>The phrase “but home’s looking farther the closer I get” can be categorized as a conceptual connotation, which the meaning is the closer we are to the destination, we feel further away from the familiar things and comfortable for us. Alessia describes it as home. The semiotic meaning found in this scene is connotative because it does not show “home physically”</p>	T
49		<p>Don't know why I can't see <b>the end</b> Is it over yet? (49/CC/N/0:20-0:23/<i>Growing Pains</i>)</p>	✓								Destination	<p>The phrase “Don't know why I can't see the end, is it over yet?” can be categorized as a conceptual connotation, which has the meaning when she realizes that there is something that must be left behind in order to achieve the goal. Moreover, it made her miss it; she is tired, questioning when it will end. The semiotic meaning found in this scene is denotative; it shows Alessia waking up with her confused expression.</p>	T
50		<p><b>A short leash and short fuse</b> don't match</p>		✓							Appreciation	<p>The phrase “A short leash and short fuse don't match” can be categorized as a conceptual connotation. It can be defined as “when we have achieved our dreams, people think we are</p>	T




		They tell me it ain't that bad (50/CC/Neu/0:30-0:34/ <i>Growing Pains</i> )											cool, and they support us in many ways.” The semiotic meaning found in this scene is denotative.	
51		Now, don't you <b>overreact</b> So I just hold my breath (51/CC/N/0:35-0:37/ <i>Growing Pains</i> )	✓									Be too much	The lyrics "Now, don't you overreact, So I just hold my breath" can be categorized as conceptual connotation, which is the meaning is when we get it (our dreams and ambitions), it will be increasingly difficult to express something that we feel is missing from within because we do not want to be labeled as someone who does not know how to be grateful. The semiotic meaning found in this scene is denotative.	T
52		Don't know why I can't see <b>the sun</b> (52/CC/P/0:40-0:43/ <i>Growing Pains</i> )	✓									Happiness and satisfied	The phrase "Don't know why I can't see the sun "can be categorized as a conceptual connotation when the meaning of sun was not the literal meaning used in this lyric. It can be defined as "It is strange to feel empty after achieving the success you have always dreamed of, then it all ends up being held back." The semiotic meaning found are connotative.	T

53		<p><b>Growing pains</b> they're keeping me up at night (53/CC/N/1:07-1:10/<i>Growing Pains</i>)</p>		✓									Growing up, became older	<p>The phrase “Growing pains they’re keeping me up at night” can be categorized as conceptual connotation, it is defined that the context “growing pains” here is not the same as it is defined in the dictionary, but growing pains here is related to things that happen mentally, which is familiarly known by the term a quarter life crisis, when somebody aged 20-25 years experiences this, difficulty sleeping, anxiety disorders, and overthinking. The semiotic meaning found in this scene is connotative.</p>	T
54		<p>not much to do used monsters as an excuse to lie awake Now <b>the monsters</b> are the ones that I have to face (54/CC/N/2:52-2:58/<i>Growing Pains</i>)</p>		✓								Fear that caused by too much thinking	<p>The phrase “Now the monsters are the ones that I have to face” can be categorized as a conceptual connotation. The meaning of “monster” here is different from the monster that has been mentioned before. She used to make the story about monsters as the reason to stay awake at night when she was a child because it was fun, especially when there were friends who stayed awake with her. However, when she grew up, the concept of monsters turned into scary things that we</p>	T	




													used to call overthinking, making it hard to sleep at night. The semiotic meaning found are connotative, showing light in the dark to indicate a person who could not sleep at night.	
55	 <p>Alessia Cara - Growing Pains (Official Video)</p>	No <b>band-aids</b> for the growing pains (55/CC/Neu/3:09-3:11/ <i>Growing Pains</i> )			✓							Guarantee	The phrase "no band-aids for the growing pains" can be categorized as conceptual connotation, which is defined as the realization of feeling emptiness we feel when everyone grows, even if they have been successful people; there is no cure for this feeling. This scene's semiotics is connotative, showing that Alessia is drowning in emptiness.	T
56	 <p>Alessia Cara - Trust My Lonely (Official Video)</p>	I made a mistake of <b>writing your name on my heart</b> (56/EC/P/0:11-0:14/ <i>Trust My Lonely</i> )			✓							Love	The phrase "I made a mistake of writing your name on my heart" can be categorized as an emotional connotation, which can indicate the intention. It can be defined as "I made a mistake for loving you that much, for loving you sincerely." The semiotic meaning found are connotative.	T

57		<p>I've been your <b>doll</b>, that you poke for fun too long (57/CC/N/0:24-0:27/<i>Trust My Lonely</i>)</p>		✓								A creation that has no feelings	The lyrics “I’ve been your doll, that you poke for fun too long” can be categorized as conceptual connotation; it can be defined as “You do not treat me as human, which has feeling, you are just want to have fun with me, you do not care about my feeling, and it is too long, I cannot hold it anymore.” The semiotic meaning found are denotative.	T
58		<p>You did a <b>number</b> on my health (58/CC/N/0:38-0:40/<i>Trust My Lonely</i>)</p>		✓								Bad influence	The lyrics “You did a number on my health” can be categorized as conceptual connotation, defined as a bad influence on health. In the lyrics of Trust My Lonely, Alessia Cara tells about her toxic boyfriend who became her ex. She feels free and better when she breaks up. The semiotic meaning found in this scene are connotative, showing Alessia acting likes she talks to the viewers.	T
59		<p>My <b>world</b> is brighter by itself (60/EC/P/0:41-0:43/<i>Trust My Lonely</i>)</p>			✓							Life	The phrase “My world is brighter by itself” can be categorized as an emotional connotation, meaning “As goes time, everything gets better, I enjoying my life. I get myself back, and I am better, become happier”. The semiotic meaning found in these lyrics is	T



																		denotative, which shows Alessia is happy by dancing, and the background looks free and bright.	
60		You and I were <b>swayin'</b> on the ropes (60/CC/N/0:47-0:49/ <i>Trust My Lonely</i> )	✓														Uncertain relationship	The lyrics “You and I were swayin’ on the ropes” can be categorized as conceptual connotation, and “swayin’ on the ropes can be defined as an “uncertain relationship.” The semiotic meaning found are connotative.	T
61		I found <b>my footing</b> my own (61/CC/P/0:51-0:52/ <i>Trust My Lonely</i> )	✓														Decide decision	The lyrics “I found my footing my own” can be categorized as conceptual connotation, which can be defined as “I have my own decision for my life, choose my choice, and I will determine my life” the semiotic meaning found is denotative.	T
62		I’m a-okay, I’m good as <b>gold</b> (62/CC/P/0:54-0:55/ <i>Trust My Lonely</i> )	✓														Great and precious	The lyrics “I’m a-okay, I’m good as gold” can be categorized as conceptual connotation, which can be defined as a self-affirmation the meaning that “I am fine, I am worth and precious.” The semiotic meaning found are connotative.	T

63		<p>Someday I won't be afraid of <b>my head</b>  (63/EC/N/0:09-0:12/<i>Not Today</i>)</p>					✓						Mind	<p>The lyrics "Someday I won't be afraid of my head" can be categorized as an emotional connotation, which means that "someday I would not be afraid of my mind, I will be braver and clear the negative thoughts." The semiotic meaning found is denotative, it shows Alessia Cara's entire face with her faded mascara, indicated she is cried.</p>	T
64		<p>One day I won't need a <b>PhD</b>  To sit me down and tell me what it all means  (65/CC/P/0:27-0:23/<i>Not Today</i>)</p>	✓										Clever man	<p>"PhD" here indicates clever man, a person whom she admires, her boyfriend. Man often discuss and talk about things related to the economy, politics, and others with their friends when they gather. Different from women, who tend to talk about small things that happen around them. When it comes to a relationship, men tend to have calm and patient personalities. In the face of problems, men with this trait will be willing to listen to explanations and find a logical solution.</p>	T

65		<p>One day I'll swear the pain will be a <b>blip</b> I'll have the hardest time recalling it (65/CC/Neu/1:09-1:16/<i>Not Today</i>)</p>			✓							Gone in a flash	<p>The lyrics "One day I'll swear the pain will be a blip. I'll have the hardest time recalling it" can be categorized as conceptual connotation, which can be defined as "the sadness that I feel today will go, but it takes time, I am struggling with it." The semiotic meaning found is denotative, which shows the telephone to indicate the word blip.</p>	T
66		<p>I'll be <b>acquainted</b> with my jollities (66/CC/Neu/1:57-2:00/<i>Not Today</i>)</p>			✓							Finding out	<p>The lyrics "I'll be acquainted with my jollities" can be categorized as conceptual connotation, meaning, "I will find things that can make me happy." The semiotic meaning found in this scene is denotative.</p>	T
67		<p>I won't tell you I'm <b>lonely</b> 'Cause it may be selfish (68/CC/N/0:10-0:20/<i>Out of love</i>)</p>			✓							Dishonest	<p>The lyrics "I won't tell you I'm lonely" can be categorized as conceptual connotation, which is defined as "I would not tell you honestly about my feeling, because I would not to be selfish." The concept is in a relationship, where trust is one of the important thing between them. The semiotic meaning found is denotative</p>	T

68		<p>Oh, when did you <b>fall out of love</b> with me? (68/CC/N/1:12-1:23/<i>Out of Love</i>)</p>		✓								Cheat	<p>The lyrics “Oh, when did you fall out of love with me?” has the meaning of disappointed expression from the singer, because she found out that her boyfriend did a bad things that hurt her heart and make her dissappointed, because he cheated om her. The semiotics in this scene is denotative.</p>	F
69		<p>I can't float in an ocean That's already <b>been drained</b> (69/EC/N/1:27-1:36/<i>Out of love</i>)</p>				✓						Impossible	<p>The lyrics “I can't float in an ocean. That's already been drained” can be categorized as emotional connotation, which defined that she feels so dissappointed, until she can not cry anymore. The semiotic meaning found is connotative.</p>	T
70		<p>I know my tears will <b>fail</b> in vain (70/EC/N/1:45-1:49/<i>Out of Love</i>)</p>				✓						Useless	<p>The lyrics “I know my tears will fail in vain” can be categorized as emotional connotation, which defined that “it is useless to cry, I know I do not need to do it”. The semiotic meaning found is denotative.</p>	T
71		<p>Why your change in heart has <b>wandered</b></p>				✓						Cruel	<p>The lyrics “Why your change in heart has wandered” can be categorized as emotional connotation, which has the meaning that “I could not believe of what you did, I did</p>	T

		(71/EC/N/2:4 7-2:52/ <i>Out of Love</i> )															not expected that you are that bad.” The semiotic meaning found is denotative, Alessia Cara with her dissapointed expression.	
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