

INTRODUCTION

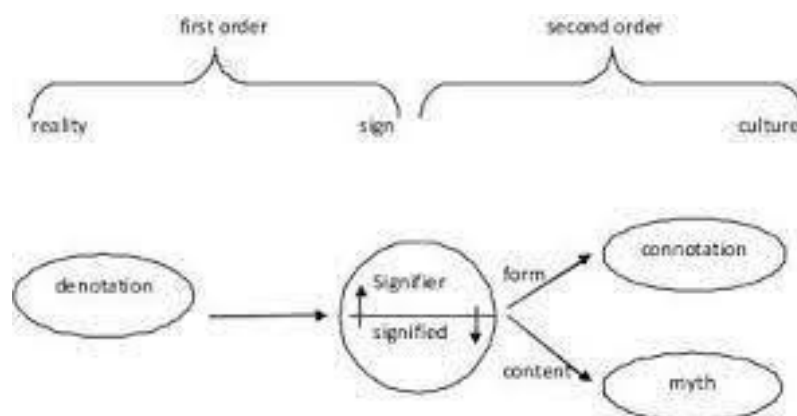
In human life, language has an important role not only in conveying information but to channeling opinions and means of expressing human feelings or ideas. Humans master language because it is basic and has become a major part of life. According to Siminto (2013) that language is a sign that is attached to human life because there are many aspects that include language. Prasojo R, (2012) argued that in the language element there is a style of language that can be known from the personality and character of the author who uses language. It can also be meant that language style can be expressed from thoughts that are channeled through the soul and personality by using the typical language used by an author or writer (Arifin et al., 2019).

Language is easy to find in life, one of which is found in literature. Literature is an art form that is born from the expression of one's thoughts and feelings through beautiful language, deep ideas and messages which are the creations of the author (Faoziah, 2018). There are many beautiful and varied literary works that have been created, one of the most in demand in life is song.

Songs are one of the easiest literary works to find because they are found in dramas, commercials, videos, and films. Song lyrics are the main key which is composed of rhymes or a collection of figurative words that are a description of the feelings, thoughts and opinions of a creator (Bryantoro, 2020). The songwriter must create in accordance with imaginative words so that the meaning in the lyrics of the song can be correctly implied for the listener or reader because in fact

every song that is sung or heard with the singer's beautiful voice also has a goal to convey a deep message in an easy to understand language.

In this study, a discussion of the topic is semiotic analysis was carried out in one of the song lyrics. It is known that semiotic (“*semeion*” = Greek language) is the science to study signs, the formation of a meaning to the function of signs attached in semiotics. Roland Barthes is one of the many originators of the theory of semiotics. As a philosopher, Barthes is also known as the successor of the thought of the first originator of semiotics is Ferdinand De Saussure. Argued of Solihin and Azhari (2018) explained that in the concept of Barthes, in addition to connotation which is a sign to find out additional meanings, apart from that, denotative signs are a complement to both. Barthes put forward an idea called "order of signification". This idea is applied to the meaning of denotation and connotation which is part of the significance of Barthes' theory.



Picture 1. (Two Order of Signification by Barthes)

Source: Media Text Analysis, Discourse Analysis, Semiotic Analysis, and Framing Analysis (2012)

The schema developed by Barthes describes important concepts regarding the first and second stages. In the first stage there are reality, signs, denotation, signifier, and signified. While the second stage consists of culture, form, content, connotation and myth. Each concept contains its own meaning such as reality means the situation is real, the sign which is a representation of criteria such as name, function, purpose, and role. A signifier is a meaningful concept that is written or read. Signified is the concept of thoughts and feelings on the aspects of language. Signifier and signified are two important concepts in the first stage of significance. From the description of significance above, Barthes argues that the signification is a meaningful denotation according to reality and the most accurate of signs. Meanwhile, connotation is the term used for the second stage of significance. Connotation implies when there is a sign whose meaning is related to emotional abilities or feelings and there are values from the culture. In the second stage of significance, there is the word form which in translation from the Greek term means idea or eidos. There is also content which means the level of content or ideas. Meanwhile, culture means attitudes, beliefs and values. Then, myth (Muthos: in Greek) is also known as something that means superstition or fantasy. In Barthes' two-stage scheme of signification regarding a reality, there are signs that have two inseparable sides, such as the signifier and signified. Certain, these signs also have patterns, traces, and contain certain ideas or forms. And, the form also certainly has a level of content or ideas (content) that can be found in a way of conceptualizing or understanding something (myth). Thus, denotation is what the sign describes on an object. While the connotation to describe the object. The denotative sign consists of a signifier and a signified. At the same time, a

denotative sign is also a connotative sign. So in Barthes' concept of thought, connotative signs not only have additional meanings but also contain both parts of denotative signs that underlie their existence. This is Barthes' idea which is very meaningful to continue Saussure's semiology which means signs at the denotative level (Koli and Sadono, 2018).

There are several previous studies regarding the analysis of song lyrics that have become the object of reference which according to the researcher would be relevant to this research. Research that has been previously researched by Aritonang and Doho (2019) entitled *"Analisis Semiotika Roland Barthes Terhadap Lirik Lagu Band Noah "Puisi Adinda"*. The selection of Roland Barthes' theory and qualitative methods are the choices to be used in this research. The results that have been found by researchers regarding the journey of a couple's love story that is poured from the heart of the man or the main character. The title of the word "Adinda's Poetry" represents the figure of a woman who is loved by the man. The couple in this song expects a relationship that is alive with loyalty, from accepting each other, facing problems together, and being the one who gives happiness, it becomes a message for every couple.

Another study from Fauzan and Sakinah (2020) entitled *"The Denotative And Connotative Meaning In Sheila On 7 Song Lyrics "Favorite Film"* this study still used Barthes' theory with qualitative methods. After further study of the meaning of denotation and connotation, the researchers found the conclusion that commitment is believed to be the key to success in a relationship. The main character struggles to express his feelings for the person he loves, not just to be

something that is hidden in his heart. The word "Favorite Movie" which is used as the title by the creator illustrates that the presence of film will become a medium that is loved by the younger generation because there will be stories of each couple's journey that can be used as positive lessons to strengthen relationships.

From the description of previous studies, there are almost significant similarities from analyzing song lyrics, applying semiotic theory to qualitative methods used. However, the difference lies in the results of the analysis of song lyrics which refer to every word or phrase and clause that is used as a sign to produce denotative and connotative meanings according to Barthes' theory. Meanwhile, in the current research, the researcher analyzes song lyrics using the same theory and method, except that the data analysis does not have similarities with previous studies. Therefore, the researcher focuses on the ability to analyze influential signs so it can produce denotative and connotative meanings contained in the lyrics of the speechless song popularized by Naomi Scott according to the application of Barthes' semiotic theory.

In 2019, one of the musical films produced by Walt Disney Pictures was Aladdin. The film has received a lot of attention from the public to become the highest-grossing film at the same time. In the film Aladdin there is a song that is one of the soundtracks the song speechless which was released on May 23, 2019, created by the three greatest musicians, they are Alan Menken, Justin Paul, and Benj Pasek. The speechless song which contains ten stanzas and has a duration of 3 minutes, 27 seconds has been successfully sung by Naomi Scott, a 26-year-old actress, musician, and singer who also plays Jasmine in the film Aladdin.

Meaning the struggle of a woman who will rise again to avenge the unfair situation of the rules that have imprisoned her life for centuries. After listening and reading the lyrics of the speechless song, the researcher decided to make the speechless song the object of research. The song lyrics studied have signs that must be interpreted so that they can present the implied meaning of the speechless song. Some people who hear this song may not understand the meaning of the lyrics related to the life experience of the female figure in the song.

Based on the description above, there is a problem what is the meaning of denotation and connotation contained in speechless song lyrics with semiotic analysis studies. So from this problem the researcher aims to study further the lyrics of the speechless song popularized by Naomi Scott to find out every word or phrase and clause that shows signs to describe a meaning so that the messages related to the speechless song can be conveyed and understood by the audience listener. Therefore, significant signs affect every word, phrase, and clause in the lyrics so that they can interpret the meaning of denotation and connotation by referring to Barthes' theory.

METHOD

This research used the qualitative method with the selection of speechless song lyrics from the musical film Aladdin as the data object to be studied. Creswell (2016, p.1-4) argued about "qualitative research is a research method that follows the flow of procedures by referring to various opinions by following a structured method starting from collecting, processing, analyzing and then interpreting data".