INTRODUCTION

Literature is a creative platform for the people to communicate their beliefs and messages to the masses. According to Wellek (in Sakinah & Aufa, 2019), literature is an art that are created using the creative use of words as the main basis of the media, and it can be applied to written media such as books and novels and spoken media such as songs and screenplays. Language is simple to discover in life, one of which is found in literature. Literature is an art frame that is born from the expression of one's considerations and feelings through wonderful language, profound thoughts and messages which are the creation of the author (in Faoziah, 2018). However, words are not the only profound messages of literatures, artistic works have range of different dictions and can be more artful than a conventional language. The use of the artistic languages is what distinguished literature as a work of art than the use of daily language. Language itself is related with semiotics, which is a study field that investigate the meaning of signs. The use of language within the signs were related with semiotics study in order to find the messages and the meaning of the signs. Therefore, semiotic is used in order to determine the meaning of signs. Semiotics itself is defined as a study of signs, to which Barthes (in Kusumadewi et al., 2020), further explain that semiotics can be used to determine the meaning, whether it is denotation or connotation of a sign. Rusmana (in Sakinah & Aufa, 2019) stated that semiotics is used in order for the humans to find understanding and belief in how people used signs to communicate with the masses.

Semiotics has become a part of our daily lives, where every sign and type of communication with other people have various meanings within them. The inclusion of signs in many kinds of media has become part of the linguistic

generalization of sign. Tinaburko (in Pramudita et al., 2017) define the two different aspects of signs, the signifier and the signified. Signifier are the physical characteristics that contributed to the meanings of a sign, whereas signified are the way of how the meaning of a signs expressed to the masses. These two aspects create a relation between each other that results into the meaning of sign.
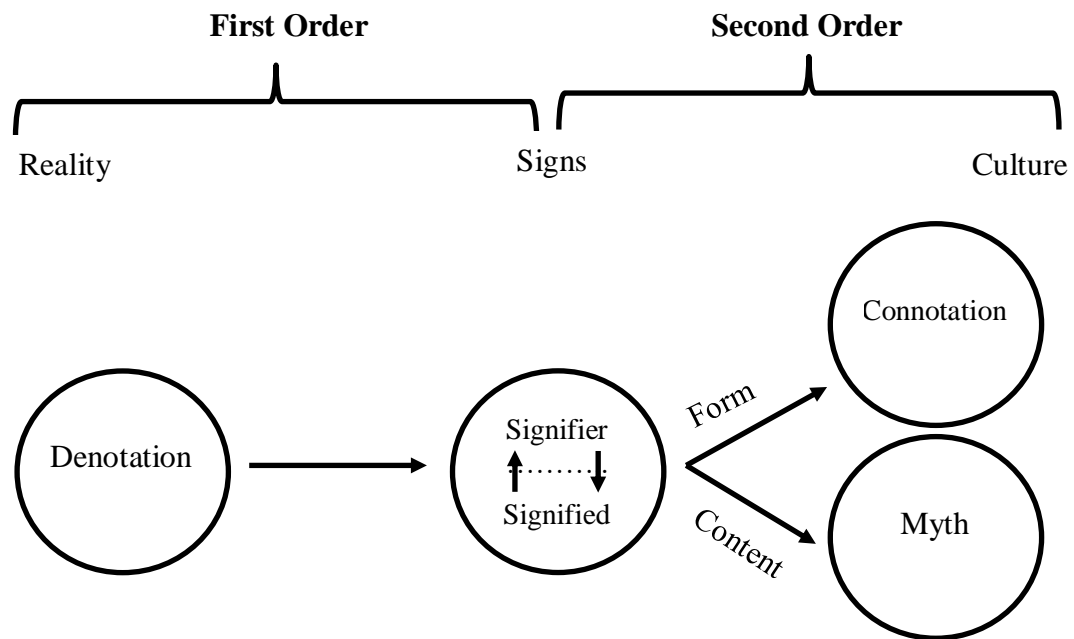
Also, semiotic analysis aims to uncover the hidden meaning of a sign, either verbally or visually. Signs can be language specialist sign or non-linguist sign, and they can produce the meaning through the way how it references with the signs. Barthes categorize the meanings of a sign into denotation and connotation. Denotation is the meaning within a word that correlates with the actual definition of the word that is used, whereas connotation are the implicit meanings that does not have any relation with the original definition of the word (Amaelia, 2022). Ida (in Isnaniah & Agustina, 2020) further states that a sign function as both to create and to deliver the meanings to the masses, which in itself categorizes in abstract form that coincides with the process of communicating the messages in any type of media.

One type of the media that has meanings that can be construed using semiotics were songs or music, which is defined by Parker (in Doni & Timu, 2018) as a tool to deliver someone's thoughts and feelings through the use of musical elements to be dissected by the masses. Music itself can be interpreted as a communication media through the creative use of audio, in which parts of the music contained messages that can be found within the music itself or within the song lyrics. According to Moon (in Pratiwi et al., 2020), song lyrics are used by the lyricists as a tool to express the beliefs and emotions to its listeners through the

combination of different language types. Lyricists see music as something that symbolizes their individual characteristics as the reflection of themselves. Ade and Okuyene (in Jafar et al., 2021) argue that lyrics can be considered as a series of short poetries that were sung in musical form. Therefore, lyrics have similar functions with the poetry as each verse of the lyrics contain messages and meanings that lyricist wanted to convey. Lyrics itself is often relates with tunes, which are the combination of symbolic languages that contained expression or statement that the producer wanted to convey. Tunes itself can be found in various media such as commercials and television shows, and like lyrics, often contain meanings within its verses (Bryantoro, 2020).

In an endeavor to uncover the meaning contained in verses of melodies, semiotics can be used to determine the meanings of a signs. Chandler (in Kusumadewi et al., 2020) expressed that sign itself can be related with the characteristics of signs, which are languages, words, color and motions. There are numerous major semiotic experts that studied the meaning of a signs, and one of them is from Barthes. Through a semiotic message, the author intends to express all types of objects around or the effects of the surrounding social context. It was obviously visible in the song. "Woman" which is released by Kesha, where in that song lyrics there is a meaning that women can be independent and they are able to be dominant as well and pay their own bills without relying on men.

In this study, one of the song lyrics was used to discuss the issue of semiotic analysis. It is known that semiotic is the science to study signs (denotation, connotation, and myth).

First Order   Second Order

Reality   Signs   Culture

Picture 1. (Two Order of Signification by Barthes)

Source: Media Text Analysis, Discourse Analysis, Semiotic Analysis

and Framing Analysis in Koli & Sadono (2018)

Barthes (in Koli & Sadono, 2018) defines the two orders of signification, as shown in the graphic above. The first order consists of reality, signs, denotation, signifier and signified. The second order consists of culture, shape substance, connotation and myth. The overall result of signifier and signified would produce sign under two forms, verbal signs such as discourse and talks and visual signs such as the use of pictures and imageries. Both of these forms of sign contain signifier and signified within them. In addition to both signifier and signified, the order also defines denotation and connotation, to which Barthes (in Isnaniah & Tiya Agustina, 2020) describes denotation as an explicit relation between the signifier and the meanings within the everyday life occurrences. These meanings are often literal and construe with the usual meaning of the sign itself, which constraint under the

dictionary definitions. Connotation is a contrast to the denotation, which are hidden and indirect meanings that were interpreted through background context, such as culture, perception and someone's attitude.

There are many studies that discusses the analysis of song lyrics, which the researcher uses to acquire knowledge for this research. The first research is done by Fauzan and Sakinah in 2020. This research is conducted in order to find the denotation meanings, connotation meanings and the myth within Sheila on 7's song, *Film Favorit*. The researcher used Barthes' theory with a qualitative method. The results of the research shows that the song lyrics featured the meaning of love, and how someone must commit to protect others to keep their relationship. In addition, the song itself reflects the modern society by presenting the daily routines and the romance of the people that lived during the millennium generation.

Another research is a study done by Wati, Ikmaliani, and Mustolehudin, which was conducted in 2022. The research is done to determine the denotation and connotation meanings that were contained in the Arabic song, *Kun Fayakun*. This research uses Barthes's theory with descriptive qualitative methods. The study results into determining the overall meaning of *Kun Fayakun* song as the embodiment of how we, as the servant of gods must plead and pray to the gods to avoid the punishment and suffering for not following the god's belief. This is shown in the song itself, in which a servant that does not believe the gods would get punished and humiliated by the power of the gods.

According to the descriptions of past studies, there are striking parallels between evaluating song lyrics and applying semiotic theory to qualitative

methodologies. The distinction, according to Barthes' theory, resides in the results of song lyrics analysis, which refer to every word, phrase, and clause that is utilized as a sign to produce denotative and connotative meanings. Meanwhile, in the current study, the researcher employs the same theory and method to analyze song lyrics. Except for the data analysis, there are no parallels to earlier studies. As a result, the researcher concentrates on the ability to identify influential signs in order to derive denotative and connotative meanings from the lyrics of the three songs chosen.

From the above descriptions, the research question for this study is what are the meanings of self-confidence that were contained in the lyrics of the three selected songs using semiotic theory. This study uses Barthes' semiotic theory to determine the meaning of self-confidence based on the denotation and connotation meanings within the song lyrics. The purpose of the study is to describe and find out the meaning of self-confidence that were contained within the three selected song lyrics. The Barthes' semiotic theory is used as the theory itself focused on the meanings within the signs, such as the denotation and connotation that was contained in the signs. This theory is used in order to describe the meaning of self-confidence found within the song lyrics based from its denotation and connotation meanings that were contained in the song lyrics.

METHOD

In this analysis, the researcher utilizes a qualitative descriptive method. The method utilizes by collecting data and analyzing an object and then described. According to Creswell (2018) qualitative approach is a research method that is