

EXPLORING ASSOCIATIVE MEANINGS: AN ANALYSIS OF LORDE'S TWO ALBUM

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ABSTRACT

This research is analyzing associative meanings in the lyric of Lorde's selected songs. The aim of this study was to find out the types and the functions of associative meanings in the lyric of Lorde's selected songs. This research used a descriptive qualitative approach and a major theory of associative meaning from Leech's (1974) theory. In this research, the gathered the data by collecting, marking, and describing words, phrases, and sentences in the song's lyrics from two albums that contained associative meaning such as connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning. The result of this research showed that there were twenty-two data of associative meanings as well as their functions in ten songs' lyrics of Lorde. There were ten data of connotative meaning, twelve data of social meanings. The most dominant meaning used in the lyric of Lorde's songs was social meaning in which the lyrics used informal language such as idioms, slang, and colloquial.

Keywords: associative meaning; types of associative meaning; types of meaning

INTRODUCTION

Nowadays, the semantics used by the community to interpret the meaning of words, phrases, and sentences so that people can understand sentences more easily and better in diagnosing language. Furthermore, semantics leads people to understand more about language because it is learning of meaning that is used for understanding human expressions through language.

Semantics has many aspects of meaning, and one of them is the associative meaning which concerns expression related to the individual's mental understandings of the speaker. Leech (1974) argues that associative meaning has variants and unstable meanings from one's experiences. Leech (1974) states that meaning can be divided into seven types, namely: conceptual meaning, connotative

meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.

Essentially, people mostly listen to music as a way to bring them relaxation, refreshing, and entertainment. Haupth (2016) states that music is a medium that can inspire, give hope, create dreams, or let people escape for a moment. Wahyu (2017) argues that a song is a piece of music that is meant to be sung by the human voice in a variety of different tones and patterns and uses sound and silence in various forms which often include part of the repetition. The words that are written in a song are called lyrics consisting of verses and chorus.

Normally, people reading the text structure from a poem, prose, and novel will find difficulty in following the' minds and often get misunderstand the real content of the sentence.

Moreover, this happens in a song when create a song's lyrics. Under this circumstance, they will prefer to use the words that contain several meanings.

Therefore, the wrong messages which listeners get from the song cause to increase the confusion among them in determining the actual meaning of the sentence due to the exceeded literal meaning that the writer intends to convey in the songs. Lorde's songs were chosen for this research because she often used unique words in her song lyrics that had ambiguous meanings.

After all, the song used informal language such as idioms, colloquial, and slang. Thus, she made listeners often get confused with the real meaning of the song.

Based on the background above, there were two problems to be investigated, namely what kinds of associative meaning are found in Lorde's song lyrics? And how is the associative meaning expressed in Lorde's song lyrics?

METHOD

In this study, twenty data were taken from Lorde's two albums, namely *Pure Heroine* and *Melodrama*. The used Lorde's song lyrics as the source of the data because of two reasons. First, Lorde is known for narrative songs about her personal experiences, which made the interested to know more about the meaning of the song lyrics expressed by Lorde. The second reason was that Lorde's song lyrics contain phrases and ambiguous words that are related to associative meaning. This source of data provided and supported the semantics meaning in this research.

The data of this study were carefully collected and analyzed to draw meaningful conclusions will take from Lorde's selected songs of two albums. The collected the song lyrics from two albums by Lorde. Then, they marked each word in every line of the songs from two albums. Finally, she analyzed the words, phrases, or sentences that contained associative meanings such as connotative meaning and social meaning in the song. The classified words, phrases, or sentences that contained associative meaning in Lorde's selected songs based on Leech's theory of associative meanings (1974). Then, they

analyzed words, phrases, or sentences that contained associative meaning in Lorde's selected songs. After that, the attempted to describe and explain the findings. Finally, they drew conclusions based on the findings and analysis.

The data presented with several terms and conditions. It was formulated with a procedure to comprehend the semantics, and then it was classified into the types of associative meaning expression. The data in this study was presented using Lorde's selected songs from two albums. It was a method of presenting data analysis by using the song lyrics collected from two albums by Lorde. The data was presented descriptively, according to the theory explaining them in sentences. Then, they analyzed the words, phrases, or sentences that contained associative meanings in the songs. For example:

I'm waiting for it, that green light, I want it

The writer analyzed this data to identify patterns and drew insightful conclusions. The lyrics *I'm waiting for it, that green light, I want it* from Lorde's song convey a sense of anticipation, desire, and a yearning for change or progress.

DISCUSSION

First, the explained the data with reference to five types of associative meanings; they are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning. Second, this explained the functions of associative meanings in two song's albums of Lorde associative meaning in Lorde's song lyrics by following the five types of meaning.

Data 1

But in our darkest hours, I stumbled on a secret power

In the phrase *But in our darkest hours, I stumbled on a secret power*, the connotative meaning can be interpreted as follows: Darkest hours connote a period of extreme difficulty, despair, or adversity. Stumbled suggests a sudden or unexpected discovery, implying that the speaker found something accidentally or without prior knowledge. Secret power carries connotations of hidden strength, ability that the

speaker discovered. It implies a sense of empowerment or a newfound capability.

The phrase *But in our darkest hours, I stumbled on a secret power* carries a sense of discovery and resilience in difficult times. This is associative meanings of the phrase. Inner strength and resilience, the phrase suggests that during times of darkness or adversity, the speaker discovered a hidden or previously unknown inner strength or capability. It implies that they found a source of power or resilience within themselves that helped them overcome challenges.

Data 2

The waves come after midnight

In a more literal sense, this lyric may simply refer to the timing of when waves occur, typically after midnight. However, when considering connotations, it can suggest a sense of mystery or anticipation associated with the nighttime. It might conjure up imagery of peaceful or calming moments when the world is quiet and dark, with the waves serving as a soothing or meditative presence.

The lyric *The waves come after midnight* can make people feel different things depending on how they see it. It might mean waves happen late at night, but it could also bring up feelings of mystery or calm when it's dark and quiet. On the other hand, it could feel spooky or uncertain, like in stories where strange things happen at night. How you feel about it depends on the song's mood and story.

Data 3

Bet you rue the day you kissed a writer in the dark

The phrase *Bet you rue the day you kissed a writer in the dark* has connotative meanings that can be inferred from its usage and context. Explain the associative meanings of this phrase. Regret and consequences of rue the day suggest a sense of regret or remorse. It implies that the person being addressed will come to regret or feel sorrow for the action of kissing a writer in the dark.

Perspective by mentioning kissed a writer, the phrase emphasizes the fact that the subject of the

action is a writer. This could imply that the writer has the ability to use their skills and creativity to express or immortalize the experience, potentially through writing or storytelling. It suggests that the writer may have a unique way of capturing and reflecting upon events.

The associative meaning of the phrase suggests a mix of regret, consequences, the perspective of a writer, and an element of mystery. It conveys a sense of caution or warning to the person addressed, implying that their actions may have lasting effects or implications, especially when involving someone with the ability to capture and reflect upon experiences through their writing. It is more appropriate in the meaning even though it has different form as cat person in the target language.

Data 4

Furthermore, great chow

The choice of words here indicates that the comment is made in an informal context. In the phrase *great chow!*, the choice of the word *chow* indicates that the comment is made in an informal context.

The word *chow* is a colloquial term for food or a meal. It is often used in informal or casual settings, such as when expressing enjoyment or satisfaction with a particular dish or meal. Its usage suggests a relaxed and informal tone, typically used among friends, family, or in casual social situations.

By using the word *chow* in the comment *great chow!*, the speaker is expressing their positive opinion about the food in a casual and informal manner. It adds a touch of informality and familiarity to the statement, creating a more relaxed and friendly atmosphere in the conversation.

Data 5

The moon we love like a brother

The line *The moon we love like a brother* from Lorde's song *Team* has a few different social meanings. One interpretation is that it refers to the moon as a symbol of hope and unity. The moon is something that everyone on Earth can see, regardless of their nationality,

race, or social status. It is a reminder that we are all connected, and that we are all in this together.

Another interpretation is that the line is a commentary on the way that the media often portrays young people. The moon is often depicted as a beautiful and mysterious object, but it can also be a source of fear and anxiety. In the same way, young people are often portrayed as either perfect and innocent, or as dangerous and destructive. Lorde's line suggests that we should see young people for who they really are: complex and flawed individuals, just like everyone else. Finally, the line could also be seen as a metaphor for the natural world.

The moon is a reminder of our connection to nature, and of the importance of protecting it. In a world that is increasingly dominated by technology and artificiality, the moon is a reminder of the beauty and wonder of the natural world.

Ultimately, the social meaning of the line *The moon we love like a brother* is up to the individual listener to decide. However, it is a powerful line that can be interpreted in many different ways.

Data 6

We count our dollars on the train to the party

The phrase *We count our dollars on the train to the party* has a few possible associative social meanings. It can be seen as a commentary on the financial constraints of working-class people. The phrase suggests that people who are not wealthy have to carefully budget their money, even for something as fun as a party. They may have to count their dollars on the train to make sure they have enough to cover the cost of admission, food, and drinks. It can also be seen as a metaphor for the social pressures of fitting in.

People may feel the need to spend money on expensive clothes, drinks, and food in order to be accepted at a party. They may count their dollars on the train to make sure they have enough to keep up with the Joneses. Finally, the phrase can be seen as a reminder of the importance of community. Even though people

may be counting their dollars, they are still going to the party together. They are sharing in the experience and supporting each other financially.

Ultimately, the associative social meaning of the phrase *We count our dollars on the train to the party* depends on the individual's interpretation. However, it is clear that the phrase speaks to the financial realities of many people, as well as the social pressures of fitting in.

CONCLUSION

Kind of associative meaning found in Lorde's song are social meaning and connotative meaning, social meaning was found in 15 data and connotative meaning was found in 15 data. The connotative meaning in Melodrama can be interpreted as a journey through the different stages of a breakup, the emotions that come with it, and the process of healing and self-growth.

The associative meaning is expressed in Lorde's song lyrics by Lorde's song discusses associative and social meaning in their lyrics. The album is structured like a concept album, taking listeners on a narrative arc from the initial euphoria of love through the heartache and longing to the eventual acceptance and self-assuredness.

Lastly, social meaning in Lorde's song can be interpreted as a social commentary on the experiences, emotions, and challenges faced by young adults in contemporary society. It explores themes of youth, party culture, isolation, gender, authenticity, and personal growth, inviting listeners to reflect on their own lives and the world around them.

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