CHAPTER II

LITERATURE REVIEW

In this chapter, the researcher presents the literature review that is taken into consideration in this title. Theory is fundamental to conducting research. Researchers want to provide a way to make it easier for readers to understand. so that researchers divide each section related to this thesis topic.

A. Semantic

We have to find it clearer and deeper to ensure that we have the same meaning and the right (goleman, daniel; boyatzis, Richard; Mckee, 2016). The meaning of one of the most ambiguous and most controversial terms in language theory. Semantics is a subfield devoted to the study of meaning as well as the study of how people try to interpret the meaning of expressions, sounds, context and so on. It is often used in ordinary language to show problems of understanding that lead to the choice of words or connotations (Prapanca, 2015). Traditionally, Semantics has included the study of connotative meaning and denotative reference and so on. Therefore, denotative and connotative are two ways in which a meaning can be suggested as a literal meaning or other related meaning of a word. In addition, we can also use semiotics to help us find solutions to these problems. However, in this case, we will analyse some of the words that are included in denotative and connotative in seven poems of William Blake's *Song of innocence* using Semantic rules.

B. Connotative

The connotation is defined as a word which means something else, an additional meaning or the value of the meaning contained in a word. It describes the interactions that occur when a sign fulfils the feelings or emotions of its users and their cultural values. Connotation is the second order meaning that can be given to symbols by referring to cultural values which are therefore at the second level (Saifuddin, 2018).

There are three types of connotative meaning (Cruse, 1997) mention in linguistics literature, they are presented as follow.

1. Positive

    Positive or pleasant of connotative meaning is also honorific, or words that people feel good (Cruse:1997). People often use a form of speech called euphemism to try and buy the same thing in more positive or pleasant way. And do not to offend someone's feeling. For instance: instead of saying "you're tired", you say "we're downsizing". Positive means creates confident in someone, laudable, hopeful, show beneficial progress, good thinking, always sure and not in doubt.

2. Negative

    Negative of connotative meaning is often pejorative, word that provoke a denotative emotional response (Cruse: 1997). This type is reversible to positive one. Negative means lacking of helpfulness, optimism. It shows disadvantages of something, disagreement,

expressing, containing, refusal or denial, unpleasant, gloomy and pessimistic. It shows a contradiction, bad thinking, and doubt about showing something.

3. Neutral

Neutral of connotative meaning is word that cause no emotional react.

Connotation refers to the broad set of positive and negative associations carried by most words (Elnaili, 2013). We can see the sample below :

WORD	CONNOTATIVE
Home	Security, Love, Comfort, and Family
Fly	Becoming better or greater than others

Table 2.1 connotative Meaning

The word "*Home*" in the connotative means security, love, comfort, and family.

The word "*Fly*" includes neutral connotation. Human being has no wings so they cannot fly like a bird. So, this word connotes "becoming better or greater than others".

This means that connotations are considered as a way of describing the meaning of words and the cultural background contained therein. It represents different social nuances, cultural implications, and emotional meanings associated with the sign (word) (Elnaili, 2013).

C. Denotative

The denotative meaning is the objective first order meaning that can be assigned to a symbol. Namely, by connecting directly between the symbols and the reality or phenomena that are designated (Saifuddin, 2018). Denotation is generally defined as a literal meaning or a word that has only one particular meaning. Sometimes, denotation does not relate to society, culture, ideology and other aspects and does not even contain other meanings or values. In other words, denotation is the basic meaning of a visual sign. This is the first level of meaning (Isfandiyary, 2013). We can see the sample below :

Word	Denotative
Home	Where a person lives, House, Building
Rose	Flower

Table 2.2 Denotative Meaning

The word *"house"* in a denotative meaning, there is no other meaning except where a person lives, house, building.

Another example is the word *"rose"*. The denotative meaning of roses is a plant in the flower category that has thorns on the stem and petals and is usually red, white, pink, and so on.

Denotative meaning is also known as conceptual meaning which is related to the core meaning of an expression or literal meaning. The meaning of this word can be found directly through a dictionary and a direct meaning that makes us automatically understand the meaning of the word.

D. Concept of Connotative and Denotative

The word has two basic meanings, namely denotation and connotation. In English, these words can mostly be used denotatively and connotatively. Denotation has a specific meaning whereas connotation is an idea that can be associated with a word, a word can be suggested to one or more meanings. In general, a word can be used connotatively or denotatively, it can be positive or negative depending on the contextual situation, meaning that the use of the word can be in the form of meanings, impressions, experiences, feelings, etc. are good or bad, for example politicians and advertisers may prefer the word. -words with positive connotations because they express their message in an interesting way while it can also have negative connotations with other meanings. In literature, connotations pave the way for creativity by using figures of speech such as metaphors, similes, symbolism, personification etc. (Rao & Science, 2017).

Connotation and denotation are not separate, they both exist together. There are several ways to identify whether the word belongs to the connotation or denotation. To analyse whether the word falls into the connotative or denotative category, we have to look for a specific signal that can be checked through two orders of meaning. In the first place, the background of the sign can be identified. This sequence is a denotative sequence by interpreting the signs literally. After finding the literal meaning, then enter the second order meaning, namely the connotative meaning. In this second order of meaning, it takes cultural, environmental, and other contexts

(Saifuddin, 2018). Based on the discussion of the paper, we can use the steps above to solve the problems and difficulties of finding denotative and connotative meanings.

E. Griffiths Theory

This research will use Griffiths theory in analysing denotative and connotative meanings of words in poetry. There are three stages of interpretation, the first stage uses literal meaning to analyse denotative meaning, and connotative meaning is analysed using the second and third stage of interpretation, namely explicature and implicature (Griffiths, 2006). In theory, literal meaning is based on the meaning of words in a particular language without consideration of other contexts, whereas explicature is a meaning that relates to textual information from expressions, then implies trying to find the implied meaning in a particular context. In conclusion, this study will analyze the denotation and connotation of words in poetry using Griffith's theory which is different from other studies.

F. Previous Study

This research was conducted by examining several related studies related to the meaning of connotations and denotations, especially those written by several students. Many studies discuss denotative and connotative meanings. However, these studies mostly investigate and discuss denotative and connotative meanings in songs, films and prose with some differences and similarities. There are three theses that use a qualitative approach in their analysis, but the content of their discussion is different.

For the first is Dila Annisa Rahmawati (2020), Analysis on Figurative Language on Taylor Swift's Lover. Department of English Language Education, Faculty of Tarbiyah. State Islamic Institute of (IAIN) Kediri. In her thesis discusses Figurative Language on the song Taylor Swift's on album Lover. Figurative Language can also be interpreted as a Connotative meaning because it discusses the implicit meaning of the song. In her thesis Dila used the theory of Kennedy. In her theory, Kennedy found 11 types of Figurative Language.

The second is Prayitna (2015) in his thesis took Leech's theory to examine the connotative meanings and messages in songs. He found that connotations contain words, phrases and sentences to send messages in a motivating and persuasive way.

The last is Muslimin (2017) in her thesis. This thesis examines the denotation and connotation in the cartoon film Masha and The Bear together with semiotic analysis using Roland Barthes' theory related to semiotics. His discussion shows that the connotative and denotative meanings in films have several functions.

From the previous research above, the researcher decided to carry out a research on the analysis of connotative and denotative meanings in William Blake poem. Researchers used Griffiths theory to analyse the connotative and denotative meaning of poem.