

DENOTATIVE AND CONNOTATIVE MEANING ON BTS SONG

THESIS



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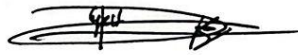
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ABSTRACT

Khoirunisa', Janetta Riska (2025). *Denotative And Connotative Meaning On BTS Song*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Dr. Endratno Pilih Swasono, S.Pd., M.Pd (II) Dr. Mohammad Kurjum, M.Ag

This study aims to analyze the denotative and connotative meanings in BTS song lyrics, specifically in the songs "Dynamite," "Butter," and "Permission to Dance," which were released during the COVID-19 pandemic. These three songs were chosen because they have global appeal and use English lyrics, making them more accessible to listeners across cultures. This study is motivated by the linguistic phenomena in K-pop songs, which not only provide entertainment but are also rich in moral messages, motivation, and universal values.

The method used in this study is qualitative descriptive with a semantic approach. Data were collected from the official lyrics of BTS songs and analyzed using Kreidler's theory of meaning and Barthes' semiotics. The analysis focuses on the differences between literal (denotative) meaning and emotional or symbolic (connotative) meaning, as well as the use of figurative language such as metaphors, similes, and personification that enrich the meaning in the lyrics.

The study's results indicate that BTS song lyrics contain layered meanings. Denotatively, the lyrics describe everyday activities or simple invitations to dance and have fun. However, connotatively, the lyrics convey profound messages about self-confidence, freedom, hope, and the spirit of togetherness amid global crises. BTS successfully conveys positive messages to its fans through simple yet emotionally powerful language.

Thus, this study not only contributes to linguistic research, particularly in the field of semantics but also demonstrates how language in popular music can build

Keywords: denotative meaning, connotative meaning, song lyric, BTS, k-pop, communication

ABSTRAK

Khoirunisa', Janetta Riska. 2025. *Denotative And Connotative Meaning On BTS Song*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Dr. Endratno Pili Swasono, S.Pd., M.Pd (II) Dr. Mohammad Kurjum, M.Ag

Penelitian ini bertujuan untuk menganalisis makna denotatif dan konotatif dalam lirik lagu BTS, khususnya pada lagu “Dynamite”, “Butter”, dan “Permission to Dance” yang dirilis dalam masa pandemi COVID-19. Ketiga lagu ini dipilih karena memiliki daya tarik global dan menggunakan lirik berbahasa Inggris, yang menjadikannya lebih mudah diakses oleh pendengar lintas budaya. Penelitian ini dilatarbelakangi oleh fenomena bahasa dalam lagu-lagu K-pop yang tidak hanya menawarkan hiburan, tetapi juga sarat dengan pesan moral, motivasi, dan nilai-nilai universal.

Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan pendekatan semantik. Data dikumpulkan dari lirik resmi lagu BTS dan dianalisis menggunakan teori makna dari Kreidler dan semiotika dari Barthes. Fokus analisis tertuju pada perbedaan makna literal (denotatif) dan makna yang bersifat emosional atau simbolis (konotatif) serta penggunaan bahasa kiasan seperti metafora, simile, dan personifikasi yang memperkaya makna dalam lirik.

Hasil penelitian menunjukkan bahwa lirik lagu BTS mengandung makna yang berlapis. Secara denotatif, lirik menggambarkan aktivitas sehari-hari atau ajakan sederhana untuk menari dan bergembira. Namun secara konotatif, lirik tersebut menyampaikan pesan-pesan mendalam tentang kepercayaan diri, kebebasan, harapan, serta semangat kebersamaan di tengah krisis global. BTS berhasil menyampaikan pesan positif kepada penggemarnya melalui bahasa yang sederhana namun kuat secara emosional.

Dengan demikian, penelitian ini tidak hanya memberikan kontribusi terhadap kajian linguistik, khususnya dalam ranah semantik, tetapi juga memperlihatkan bagaimana bahasa dalam musik populer mampu membangun

Kata Kunci: makna denotatif, makna konotatif, lirik lagu, BTS, k-pop, komunikasi

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