CHAPTER I
INTRODUCTION

1.1 Background

Togal is an oral tradition that exists among the Makeang people in North Maluku province. This tradition combines several elements, namely music, dance, poetry and rhyme. Some of the poems and poems performed when the togal dance begins are personal (each person's experience) and some are in accordance with current developments, so that every word or sentence spoken is interesting if accompanied by accompanying music played. So it's interesting in every sentence.

Togal is the culture and identity of the Makeang people in South Halmahera, North Maluku. Traditional dances of the local Makeang community on certain occasions. The word togal means interesting. This understanding is based on the invention of the violin instrument (fiyol) which is played by pulling or swiping. Meanwhile, another meaning of the name Togal is a combination of the word 'toga' which means juba and 'gala' which means big party. They also use the shawl as a symbol of women's strength in carrying out their daily duties. The performance of the togal song began with traditional music combined with this event which is the early history of the invention of musical instruments used to accompany the togal song. In the performance, male dancers wear attributes in the form of long-sleeved white shirts,

black trousers and black skullcaps. This attribute also has its own meaning, black cloth referring to ancestors. Purity is related to customs and religion which are the strength of the identity of the Makeang people, while white shows sincerity and glory of the spirit of command. Dance participants form two parallel lines of men and women to enter the performance area. The movements in this dance are in accordance withperintah. referring to ancestors. Purity is related to customs and religion which are the strength of the identity of the Makeang people, while white shows sincerity and glory of the spirit of command. The dance participants formed two parallel lines of men and the unity of movement and expression of the Togal song included four different movements, including respect movements, mutual cooperation movements, parallel movements and reciprocal movements. Meanwhile, the musical instruments that accompany the Togal song are tifa, violin (fiyol) and conductor. This service is social in nature and aims to strengthen friendship between human beings.

In this study I use semantic theory where this theory is part of the branch of linguistics that studies about the types of meaning, the formation of division and the change of meaning.

Togal had developed before Indonesia was in the colonial era. Togal is a regional song or identity of the "makeang people" or makeang tribe. Etymologically, the word togal itself, Toga' which means robe; The clothes of the judges or graduates, while the word

'gala' means a big party. Togal is known by the term or makeang language "Fiyol". Musical instruments in toga songs include fiyol, gambus, atipa, flute and traditional pakian. The term fiyol in the Makian tribe is "Do'oma dokuka" which means 'little child'. The togal song is also a symbol of "makeang" and is performed when welcoming holidays or local community events. This dance shows the pride of the community. The Makeang community calls the togal dance a folk party. Based on these things, this study will examine the symbolic meaning contained in the togal dance.

The following is one example of a part of the togal lyrics;

Sang surya pun tak menampakkan wajahnya
(the sun doesn't even show its face)

This sentence has a denotational meaning because the sentence mentions an object, namely the sun, which is one of the planets on earth which is hot and is really needed by humans. The sun is there when the weather is good, but when the weather is bad, such as rain, etc., the sun is not visible. .

This sentence has a connotative meaning because apart from being explained, the sun is one of the hot planets on Earth, but in this concept the sentence has another meaning which states that someone is not present or does not show their face in front of him.

Looking at the background above, researchers need to conduct research with the title 'Symbolic Meaning in Togal Lyrics.' The reason the

author chose this title is because there is not much information about the Togal tradition, especially for children. teenagers and adults. The author also found that there are still many people who do not know and understand the meaning of the poems or poems conveyed in the togal song. Therefore, the author wants to provide advice on how to better provide an overview and preserve the culture itself. We need to know this in every implementation of this tradition which has a meaning and every movement and language used when music is sung contains meaning. We know that there are poems and poems that have a certain meaning, so it is necessary for us as the next generation to learn the traditions that exist in the surrounding environment.

1.2 Statement of the Problems

From the above background, the problem can be formulated as follows:

1. What is the denotative meaning of togal lyrics?
2. What is the connotative meaning of togal lyrics?

1.3 Objectives of the Research

From the background and formulation of the problem above, the purpose of this study is: to describe the symbolic meaning contained in the lyrics of the Togal song as well as the denotative and connotative meaning in the lyrics of the Togal song.

1.4 Scope of the Research

Based on the problems that have been explained earlier, this research is limited to the denotative meaning and connotative meaning of the lyrics of the togal song as well as the form of rhymes and poems in the lyrics of the togal, this tradition at the time of this tradition was carried out in Mateketen Village, Makeang Island.

1.5 Significance of the Study.

1.5.1 Practical significance

The results of this research are expected to provide the following benefits: This researcher is expected to provide new insights and knowledge about traditional folk arts and increase appreciation, especially the togal dance so that the existence of this art can also be widely known. as an effort to preserve and develop local culture.

1.5.2 Theoretical significance

This research has the benefit of increasing the knowledge of the community and academics that we see from the perspective of the community as an input for the Makeang community to continue to strengthen the togal dance as a Makeang tradition and increase knowledge in understanding the meaning of denotation and connotation in the Togal tradition. It is hoped that the results of this research can broaden students' horizons for research related to culture and tradition in an area and be able to understand the values and symbolic meanings contained in culture.

1.6 Literature Review

In the observational literature section of this researcher includes a number of studies that are relevant to the past with the research topic taken by the researcher this is useful as material research and is also useful to see the differences and similarities between the study titles.

The first study to be made a literature study in this study is a thesis completed in 2019, entitled Moral Message in the Lyrics of the song Beyond the Scene (Bts) (Roland R. Barthes Semiotic Analysis Study in the Album Love Yourself: Air Eye). The research conducted by Dinda uses a qualitative method with a critical paradigm. This study uses the analytical content of Roland Barthes instruments. The focus of this study is to get facts and data about all the lyrics of the song in the BTS album Love Yourself: Tear. The study concluded that there are signs and markers about moral messages. Moral messages are divided into three aspects, namely moral messages regarding problems related to the surrounding environment, moral messages in material that come from one's own habits and moral messages that come from religious aspects.

Then studied further is the complete thesis 2017 by Ramadhan, a thesis entitled Semiotic Analysis of the Meaning of Song Lyrics "It's Okay If It's Ugly, What's Important to Be Arrogant" by Chandra Liow. The research conducted by Jordhy uses a qualitative descriptive study method with a critical paradigm. This study uses semiotics of instrumental analysis from Roland Barthes. The focus of this study To know the meaning contained in

the lyrics of the song cover, the meaning of the denotation, the connotative meaning, and the research I also tried this To know the myths What is formed. In addition, as an effort to see songs related to reality. In this research, the researcher uses the theory of Social Reality Construction. The Studyconcluded that it turned out to be the song "It's OK If You're Ugly. The important thing is that Arrogant, popularized by Chandra Liow, motivates listeners who are less confident or separate from expectations of themselves or not confident in themselves. Dare to show his work to others because he is afraid of being humiliated. by others who watch his work. These songs give the listener the Spirit for a face problem that is capable of existing, and no one is easily angered or just silent. Everyone has one weakness, but we need to understand that everyone has strengths, no matter how bad or bad the weaknesses, someone must have the ability to develop them and have talents that they can be proud of. Don't be ashamed because show your work to others. It doesn't matter if we produce something that is considered bad, what matters is our courage to show the results of our work to many people.

The next literature review in this research is a thesis completed in 2020 by Sari, Communication Science with the title Semiotic Analysis of the Meaning of the Message Lyrics of the songs "Pilu Turns Blue Rehat" and "Eldest" by Kunto Aji. The research conducted by Pita uses a qualitative method using lyrics of analytical instruments in accordance with Ferdinand De Saussure's theory. The focus of this study is to find out how

the meaning and message of the lyrics of the three songs made by the object of study, namely the songs Pilu Membiru, Rehat, and Sulung were popularized by Kunto Aji. This study concluded that the third song from Kunto Aji has a meaning for listeners to be motivated to always not give up easily and move on to positive thinking. This third song is also carried in the same way, which is to embed the lyrics of meaning in a way that repeatedly makes the listener think more consciously.

Then studied further is a review Reference from the study This is a thesis completed in 2019 by Nurindahsari entitled Semiotic Analysis of the Meaning of Motivation in the Lyrics of the song "Zona Nyaman" by Fourtwnty by Larasati Nurindahsari. This study was conducted by Larasati. This method uses a qualitative method with a qualitative descriptive approach. This study uses Ferdinand de semiotic analysis technique as Saussure's instrument. The focus of the study is to express the motivation of the message What will be conveyed to the listener through the lyrics of the song. So, the study It concludes that the meaning contained in the song is a motivational message, a form or move the listener to be more daring to get out of his comfort zone, To use, feel more of a good life.

The next study is also the end of the review This is a thesis completed in 2020 by Amalia, a student of the Islamic Communication and Broadcasting study program, State Islamic Institute (IAIN) Salatiga. This Title Thesis Message Da'wah and Social Criticism in Song Lyrics (Semiotic Analysis of Roland Barthes in Song Lyrics "Haluan" Baravoice)

The research conducted by Amalia uses a qualitative study method with a qualitative descriptive approach. This study uses the analysis of semiotic study instruments from Roland Barthes, with the process of collecting data through observation and documentation. The focus of the study It is the explanation and explanation of the sermon message and also the criticism contained in the lyrics of the song Bow baravoice.

Furthermore, the study is relevant to this study is a study conducted by Hanifah in the FON Journal Volume 4 No. 1 of 2014 entitled Analysis of Connotative Meaning and Changes in Meaning in the Main News of the People's Newspaper for the period October 2013 to January 2014. The results of this study show the connotative meaning and flavor value contained in the news of lettersutama kaar People's Mind for the period of October 2013 to January 2014 there are 109 words from 103 news whose main connotative meaning and taste value are available. The value of feelings contained in newsletters is more and more Lots, which contain positive value compared to negative value of feeling. In this study, Ifah also described the change in meaning in the news of this letter and the result was as many as 125 words from 119 headlines and the average change in generalization. The equivalence with this study is that you both explain the connotative meaning and flavor value contained in the object study. However, there is also a difference, namely the object of study, the object of Ifah Hanifah's study is the news, while in this study the object of study is poetry. Prasetyaningsih in a thesis entitled "Determination of the

Meaning of Representation in the film "Kahaani" (Semiotic Analysis of the Roland Barthes Model)" in 2016. This study uses Barthes' theory and descriptive methods as his research methods. The results of the existing research are the meaning, denotation and connotation in the film. This means that the denotation of determination is shown in the dialogue between the players. It means the connotation of determination which is depicted through facial expressions, pressure sounds and gaze eyes.

Muslimin thesis with the title "Denotative and Connotative Meanings in Masha and the Bear Cartoon Film (Semiotic Analysis)" in 2017. This study uses Barthes' theory to analyze meaning, denotation, and connotation. In addition, this study also uses the theory of Mos'ab Abu Thoha to analyze the connotation of type. The method used in this study is a qualitative descriptive method. In this study, it was concluded that there are a number of type connotations including attitude meaning, associative meaning, affective meaning, and figurative meaning and some of the large type meanings were found to be figurative meanings.

Puji Artini in a journal thesis titled "The Power of Angela Merkel's Markers as Chancellor of the Karika by Heiko Sakurai on Website www.sakurai-cartoon.de" in 2012. The researcher uses Saussure's semiotic theory 5 as the main theory. The method used in this study is descriptive analysis. The results of the study were found to be 19 nonverbal signs and 11 verbal signs. In addition, there is also the legitimacy of power and power experts. 4. Anderson Daniel Sudarto,

Jhony Senduk, and Max Rembang in a scientific journal with the title "Semiotic Analysis of the Country Film Acah This is Funny" in 2015. The theory used is that of Barthes. The method used in this study is content analysis. The results obtained in this study which means the denotation in this study is a description of the portrait life of children stranded in Indonesia. The connotation of meaning seen in this film is the struggle related to applied education. There are several myths seen in this film, namely about education is important. In short, there is a myth in this film that theories and applications for moral and spiritual education still need to be built. The theory used is that of Barthes. The method used in this study is content analysis. The results obtained in this study which means the denotation in this study is a description of the portrait life of children stranded in Indonesia. The connotation of meaning seen in this film is the struggle related to applied education. There are several myths seen in this film, namely about education is important. In short, there is a myth in this film that theories and applications for moral and spiritual education still need to be built.

The next research by Tudjuka (2019) which examines the meaning of denotation and connotation in customary expressions in the context of traditional marriage of the Pamona tribe. This study also aims to describe the meaning of denotation and connotation in traditional expressions in the context of traditional marriage of the Pamona tribe. This type of research is qualitative. The methods used in this study aremetode deskriptif

kualitatif. The data collection technique in this study begins with the observation and interview stages. The method used in the observation stage is the listening method using the technique of listening and recording freely. At the interview stage, the researcher used face-to-face techniques, recording techniques and recording techniques. The results of this study found that every expression in traditional marriage was only spoken by the traditional council of the Pamona tribe. There are thirty expressions in the traditional wedding of the Pamona tribe. Traditional expressions with denotative meanings are found in four stages in traditional wedding processions. Traditional expressions with connotative meanings are found in five stages in the traditional wedding procession.

The next research by, Hikma Tansilo 2021) this research is about the analysis of the meaning of denotation and the connotation of the lyrics of the song "elephant" by Muhammad Tulus. This study uses a qualitative descriptive method with the research subject, namely the lyrics of the Gajah song by Muhammad Tulus in the Gajah album. As for the technique, the data collection used is a technique of observation and direct listening to Muhammad Tulus songs through YouTube. The data that has been collected will be immediately entered into the table that has been created. The results of the study show that the connotation meaning in the lyrics of the Gajah song by Muhammad Tulus is more dominant than the meaning of denotation. This is because in a work, song lyrics always prioritize the beauty of the lyrics and the meaning contained in them. This

research aims to describe the meaning of denotation and connotation contained in lyrics. song "Gajah" by Muhammad Tulus.

The next research, by Trifunny Jaizah (2019), this research is about, the meaning of denotations and connotations of Japanese proverbs formed from the word neko. This study analyzes the meaning of the denotation and connotation of Japan proverbs formed from the word 'neko'. This study aims to describe the meaning and classify Japan proverbs formed from the word 'neko' based on the content contained in the proverb. This research uses data obtained from proverb dictionaries and Japan websites. Data is collected using libraries, namely by using written sources as data. Then the analysis of the meaning of the denotation and the connotation meaning of Japan proverbs that contain the word 'neko' and are classified based on the content of meaning according to Morikuni Honami's theory. The results of the analysis are presented informally, namely using words that are easy to understand. Based on the data analysis, it can be concluded that from all the data collected, there are 22 proverbs formed from the word 'neko'. Japan proverbs formed from the word 'neko' have 4 types of classifications based on the content of their meaning.

The next research by Tandiayu (2019) is about the Spirit of Nationalism in Poetry (Analysis of the Content of Poems entitled Ibu Indonesia). The research method used is a qualitative research method with analysis of the content of semantic and pragmatic elements.

Semantic analysis examines the verses and lines of poetry from elements of language style (figurative) and imagery, while pragmatic analysis examines poetry from the elements of communication in poetry, diction, isotopes, and themes. The results of this study show that the elements of the spirit of nationalism are quite obvious if they are related to the style of language and images that describe Indonesia culture with beautiful words. From pragmatic studies, the poet clearly states in this poem that Indonesia's culture is better than culture other countries. This poet also considers Indonesia people who abandon their original culture as people who have visual impairments, diction with negative charges. This research aims to find elements of the spirit of nationalism in the poetry of Ibu Indonesia.

The next research by, qoyyimah this research is about the meaning of denotative and connotative in the discourse of internet quota advertising. This type of research uses qualitative research in the form of data types described in the form of internet quota advertising words. The design in this study uses qualitative descriptive by depicting, describing, explaining semantic studies based on the denotative and connotative meanings contained in the discourse of internet quota advertising. Data collection is carried out first, data collection in the form of photos from internet quota ads and screenshots of internet quota ads in internet quota applications, Instagram, internet ads and Twitter. Second, select and sort the data that needs to be classified into denotative and connotative

meanings in internet quota ads. Third, this identification step is carried out by classifying internet quota advertising data by determining denotative and connotative meanings. Fourth, understanding the data in this step, the researcher tries to find out the meaning of internet quota advertising. The results of the study showed that there were denotative and connotative meanings in the form of words/writings in internet quota advertisements in Vanvin cells in Kebonagung Village, Abbiyu cells in Gatak Pabelan, on Jalan Colomadu, myIM3, myXL, myTelkomsel, Bima+, and Twitter applications. Then this research aims to analyze the denotative and connotative meanings in the discourse of internet quota advertising Agustina (2017) Reseaech It aims to describe the denotative meaning and connotative meaning of the student's way of thinking about the news. Research in qualitative research. The object of this research I is the news results of grade VII students. The data research was a student of SMPN VII 1 Ngrampal Sragen. The collection of engineering data in this study uses library, roll, and note techniques. The data analysis for this study is in an equation. The results of this study are the first, in bouquets many tudents are found to contain denotative meanings. It means a denotative that is often used for everyday language and is easy to understand. Second, in the student bouquet, it was also found that it was said to contain a connotative meaning. This means that the connotative way is divided into several, namely 10 high connotations, because they are said to contain high sense value, 2) friendly connotations, worthy of being

spoken or expressed to the interlocutor; 3) dangerous connotations, the word is often forbidden to be spoken in certain situations; 4) inappropriate connotation, saying that it should not be pronounced and has an inappropriate value; 5) bad connotation, the word is not you in the ear, 6) the connotation of 1 is rude, saying that it has a rough value to say; 7) hard connotation, as a hyperbole meaning that has; 8) downward connotation, the word has a meaning down from the previous signification; and 9) the connotation upwards, the word has the meaning of the previous signification.

This is a study that examines the meaning of the images contained in the Kṛṣṇa text. The study of meaning includes denotations, connotations, and myths. This type of research is a qualitative research with a descriptive method to explain the phenomena contained in the image. The subject of the study is the image contained in the Kṛṣṇa text and the object of this study is the problem under examination. Roland Barthes' theory is used to describe and explain the phenomena contained in data. The primary data of this study is the image and the secondary data is the Kṛṣṇa manuscript. The methods applied in this study are critical observation and recording. Results of this studyadalah (1) judging from their function, these images can make it easier to understand the message conveyed by the author of the book regarding Kṛṣṇa consciousness. (2) the study of images that have meaning in denotations and connotations, which mostly contain beliefs that are believed to be true until now, in other

words, normality in a culture is the result of connotation, if the connotation becomes fixed will give rise to myths, the stability of myths will form ideologies. (3) The current phenomenon, myths are not just myths but have developed into something that is worshipped and believed to be able to convey inner and external happiness which is often called a cult.

Further research by, Pulungan (2018) Analysis of song lyrics as an appreciation activity. Because the ultimate goal of understanding a literary work is to be able to appreciate it. Literature is a creation or creation created from an artist through memorable language through human thoughts, feelings, and experiences expressed in extraordinary spontaneous emotions. The elements that build a literary work are structure, texture, and context. And through appreciation we can find the meaning contained in a literary work. In this study, the author analyzes the lyrics of the mandailing regional song "Marudan Marlasniari in Semantic Review. The problem and purpose of this study is to find out how the lyrics of the folk song that embodies Marudan Marlasniari and what kind of meaning is contained in the lyrics of the song. The method used in this study is a descriptive method. The data analysis technique is the lyric text of Mandailing Marudan Marlasniari. The results of the analysis of the lyrics of the Mandailing song can be obtained from the types of meanings contained in the lyrics of the song are associative meaning, lexical meaning, idomatic meaning, denotative meaning and homogeneous meaning.

Further research by, Subet this research on the Denotative and Connotative Meaning in Slang Prostitutes. The negative perception of the public towards the community of prostitutes everywhere in the world makes the study of the world of prostitution somewhat limited. for example the study of the slang used between them. This is because the world of prostitution is considered taboo and immoral. Every word spoken has a connotative meaning and requires a deep understanding to decipher the meaning of this slangTherefore, this study was conducted to analyze the meaning of this slang. Data analysis uses a semantic method with an analysis focus on the meaning of denotation and connotation only. This analysis can explain the connotative meaning in this slang more clearly. A total of 16 data were obtained through recordings of informal conversations with two prostitutes, but their names and identities were kept secret to ensure their privacy. The study found that the slang used was intended to facilitate communication between prostitutes and their customers. The study also found that the use of implicit speech in this domain can still be understood after the meaning of the denotation is analyzed to determine the connotative meaning. It was also found that this slang and implicit speech are still hidden behind its explicit meaning because this slang is considered vulgar and rude when spoken in public. Overall this study can provide more scientific details about this slut class slang than just making general assumptions.

1.7 Basic Theory

Speaking of semantics, there is always an image that is the trigger theory. Semantic words in Indonesian Language come from Greece, namely sema noun meaning "sign" or symbol". The verb is " semaino " which means " to mark or symbolize ". Semantics is part of the branch of linguistics that studies the meaning of knowledge which includes the types of language, the division, the formation and change of meaning. Chomsky in Sudaryat (2009:5) said, "Semantics is one of the components of grammar. In addition to component syntax and phonology, semantic studies can also be used for engineering analysis, differentiators of characteristics or distinctive features. The ability to interpret the meaning of a word or sentence is not easy, one must be able to understand the meaning as well as the purpose of the written text. This ability will be realized if you understand the theory of meaning that a language user has is adequate and adequate. Semantic studies also investigate the level of understanding of a person in order to obtain that he understands the meaning in the text and can deduce the true meaning that exists in the text, either in the form of words or sentences. This research explores many types of meanings that will be revealed, especially in the form of analysis that will be researched and understood by humans. Kambartel in Pateda (2010:7) states, "Semantics is a language composed of visible structures that mean if they are connected to objects to experience humans". Meaning is the relationship that exists between the elements of

Language itself, especially in semantic words. Sudaryat (2009:3) stated, "Semantic words are used for field linguistic studies the relationship between signs or symbols with things that are marked and named meaning or meaning". If the previous language user has gained some experience, then naturally becomes the direction to something referenced. Palmer in Djajasudarma (2009:7) says, "Meaning is something that is related to intralingual". It means that it is a connecting language in the outside world according to the user's agreement so that it can be understood. Meaning has three levels of existence, namely meaning being the content of a form of language, meaning being the content of a language, and meaning being filling in communication that is able to produce certain information.

1.7.1 Denotative

Denotation is one of the important concepts in the study of Language. In linguistics, denotation refers to the literal meaning or actual meaning of a word or expression. Draft It is the opposite of connotation, which refers to the characteristics of an emotional, figurative meaning or related to the association of personal possibilities that a person has with the word. In this article we will discuss more about denotation and the importance of understanding this draft in verbal communication. In everyday use, denotation means generally accepted by the public for a word. For example, if We say " book " the denotation of the word is A which consists of objects of paper bound together, usually used for

reading or writing. Denotation This applies to most people using it in Indonesian. However, it is important to remember that denotations can vary depending on the context and culture. For example, the word "book" in different contexts can refer to guides, comic books, or even electronic books. It is therefore important for us to consider the context when using words in everyday communication. Understanding denotations is also important in choosing the right words in a variety of situations. For example, in teaching or writing scientifically, the use of words with clear and specific connotations is very necessary to ensure that the message conveyed can be clearly understood to readers or listeners. In this case, understanding the denotation of words used in scientific or technic. al fields is key to avoiding ambiguity or misunderstanding.

In addition, understanding denotation also allows helping you in understanding more complex texts such as poetry or literary works. In literary works, writers often use words with different denotations to create certain effects, such as wordplay or metaphors. In this case, understanding the denotation helps Us to dig more meanings from the literary work. In the world of translation, understanding Denotation is also very important. A translator must be able to describe the correct denotation of the original words to in the target language without losing the existing meaning or nuance. This requires a deep understanding of the culture and context in which these words are used.

In conclusion, a denotation is the literal meaning or real meaning of a word or expression. Understanding denotations is important in verbal communication, choosing the right words, and understanding complex texts. In different contexts, denotations can vary therefore it is important to consider the context and cultural moments of using words in everyday communication. Understanding denotation is also important in the fields of scholarship, translation, and understanding of literary works. With a deep understanding of denotation, we can improve the effectiveness of our communication and understand more meaning in the words used. In conclusion, a denotation is the literal meaning or real meaning of a word or expression. Understanding denotations is important in verbal communication, choosing the right words, and understanding complex texts. In different contexts, denotations can vary therefore it is important to consider the context and cultural moments of using words in everyday communication. Understanding denotation is also important in the fields of scholarship, translation, and understanding of literary works. With a deep understanding of denotation, we can improve the effectiveness of our communication and understand more meaning in the words used.

1.7.2 connotative

Barthes used the word connotation as a term to indicate the importance of the second stage. The word "connotation" itself comes from the Latin, "connotative" which means "to be a sign" and refers to a cultural meaning that is separate from words or other forms of communication.
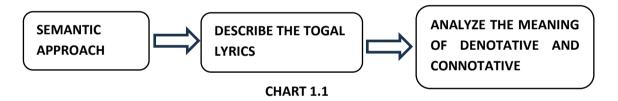
Connotative meaning is a combination of denotative meaning with all the images, memories, and feelings that arise when our senses come into contact with a sign. After that, the interaction will occur when the marker meets the reader's feelings or emotions along with their cultural values. For example, if we say the word "Vespa", the meaning of the denotation of the Great Dictionary of Indonesian Language (KBBI) is scooter (scooter), which is a two-wheeled motor vehicle. However, connotatively the word "Vespa" will be interpreted as something that makes you happy. It reminds you of a trip to a place with someone involved in the memory of the word "Vespa". Connotative meaning is a subjective meaning, it is the result of interpretation when a sign meets the reader's feelings and cultural values, so in this case the Denotative and Connotative Meaning of Sheila's Song Lyrics in the 7 "Favorite Movies" studied by the instrument is the researcher. The culture most associated with the discussion is Indonesia culture. Based on the definition of denotation that has been explained earlier, the second level of understanding is Connotation.

Barthes explained that connotation is synonymous with the operation of ideology called myth and serves to express and justify the dominant values that prevail in a certain period. This connotation refers to the meaning attached to a word. Due to the history of its use, it can be interpreted differently by each individual. If the denotation of a word is considered as an objective word, then the connotation of a word is considered to be a subjective or emotional meaning. In addition, the

denotative meaning is almost understandable to many people, so the connotative meaning can only be understood by those who are less numerous.

1.8 Conceptual Framework

A framework of thought is a conceptual model of how a theory works in relation to various factors that have been identified as important issues. This study studies the meaning contained in the lyrics of the Togal song and the researcher uses Roland Barthes' semiotic analysis for readers to be able to understand the signs of poetry and rhymes in the lyrics of the song as well as analyze the meaning of the symbols as well as the denotations and connotations contained in the lyrics of the Togal.

| SEMANTIC APPROACH | → | DESCRIBE THE TOGAL LYRICS | ⇒ | ANALYZE THE MEANING OF DENOTATIVE AND CONNOTATIVE |

CHART 1.1

1.9 Methods and Techniques Research methods

1.9.1 Research methods

This study uses a qualitative descriptive method because in this study there is no calculation of numbers but only data analysis or observation. This type of research aims to describe the object being studied, namely the symbolic meaning that belongs to the realm of semiotics.

1.9.1.1 Descriptive methods

The descriptive method is a method used to describe or analyze the results of research but cannot be used to draw broad conclusions based on the above opinions. Descriptive research is research that describes a specific picture of research data based on the nature of the research. and social events that occur in society. This descriptive research process must be sequential from the beginning to the end, so that good research results are obtained. Descriptive research is research that is used to see the description or result of an event, behavioral situation, subject or phenomenon in society. This research seeks to answer the question of what, when, who, and how it relates to the problem being studied. Descriptive research efforts collect information to answer research questions by paying attention to aspects obtained from a large amount of research data so that they are able to describe a condition, event or phenomenon specifically and sequentially. Raco stated that the qualitative research method is an approach or search to explore and understand the central phenomenon that treats participants as subjects and not objects, meaning that this research provides the widest opportunity for participants to express their thoughts and opinions without any other parties being involved. Restrictions. which is common in Raco's quantitative research (2018, p, 7).

1.9.2 Data Collection Methods and Techniques

1.9.2.1 Library Methods

The library method is a method that is carried out by studying and collecting data from libraries related to the devices they have, both in the form of books and information from the internet.

1.9.2.2 Field Method

Data collection techniques are methods used by researchers to collect data related to research. The data collection techniques that are considered appropriate and in accordance with the type of data needed in this study are as follows;

a. Recording Technique

The recording technique is a data collection technique using a recording application, namely a screen recorder.

b. Listening Technique

The listening technique requires this study to listen directly to the audio recording repeatedly and pay attention to every word spoken by the singer, paying more attention to the use of language.

c. Technical Note

The recording technique is to record several forms that are relevant to the study of the use of written language.

1.9.3 Data Analaysis Technique

This technique is the most important or main stage in an assessment, therefore in analyzing research data it is emphasized on how hermeneutics works, namely discussing the interpretation of the meaning of the research, of course the research can take analytical steps that will be discussed. as well as those related to the elements that make up the text itself. The analysis steps in question are;

1. Play the video recording repeatedly and pay attention or listen to every word spoken by the singer and record the video using a screen recorder.

2) Listen to every word you hear from the video recording.

3) Take note of the lyrics you listen to togal song.

4) Interpret the meaning of the togal song lyrics.

5) Clarify the meaning contained in the lyrics of the whole song and then explain it in the form of an explanation.