

CHAPTER 1

INTRODUCTION

1.1 Background

Communication is an essential need for humans as social beings. As we interact with each other, we share information. For an example, a kid telling their mother what happened at school today, a teacher teaching in the class, and many more. Thanks to the advancement of technology, it's now convenient for us to share the news with people miles away.

The information spreads way faster, and thousands of people may know the news at the same time. Unfortunately, there's a problem when we get those waves of information. That rapid flow of information makes people tend to forget the contents if a brand new topic comes out. Then, how did we make sure to remember the content for a long time? The answer is that we just have to write it down. Now, if that's the case, we can preserve the information and make others read what we write, but that just makes the purpose of communication will be wasted. Not to mention that if that wall of text didn't leave an impression, we wouldn't even bother to read and remember it. So humanity takes a different approach to finding a way for information to spread quickly, leave an impression, and be remembered. The answer is to write a song and turn it into music.

Music is a powerful way of communicating; you can share emotions, the meaning of something, one's story, and their journey. It also can unite lots of

people, and they can break the language barrier. According to A. A. Hill (1958: 9), language is the primary and most highly elaborated form of human symbolic activity, and with the barriers broken by music, it can be said that music is a perfect way to communicate and spread information. Even with a simple hum, many will recognize the song.

Everyone has their own story. Some people may have an interesting life that deserves to be told and made into a song. Some others find it more intriguing to write a song about a fictional story. This collection of songs tells about a wild imagination, strange journeys, fantasy places, and exaggerated events, and we find it entertaining because it's beyond reality. Music right now blends well into our everyday lives. In advertisements, campaigns, and while we are playing games, we hear music. If you play a game, the music is one of the best elements it can offer. One of the games that implemented the element of music very well is the Guilty Gear series. Throughout their franchise, their music has always been a pleasing gift for the players. It is even said that they are selling songs that come with the game.

In their fourth franchise, Guilty Gear: -STRIVE-, every character has their own song that describes their story and journey. So people who are new to the game can understand the story without bothering to read pages of text telling what happened three franchises before. The lyrics, like any other song, can have a different meaning than what is written. According to Brinton (2000), words have literal or referential meanings (denotation) but also evoke feelings, attitudes, or opinions (connotation). Thus in this research titled "THE STUDY OF

CONNOTATIVE MEANING IN THE GUILTY GEAR -STRIVE- ORIGINAL SOUNDTRACK ALBUM" the writer will dissect the lyrics in the soundtrack to find the connotative meaning.

1.2 Limitation of The Problem

This research will be more focused on the lyrics that contain the connotative meaning and comparing it briefly with the denotative meaning. The source of the research is the Original Soundtrack of Guilty Gear -STRIVE- both volumes of Necessary Discrepancy and the latest single, The Circle, that was released on April 6, 2023.

1.3 Research Question

The research questions that the writer has are:

1. What are the words that contain connotative meaning in the Guilty Gear -STRIVE- album?
2. How is the emotion delivered in the words that contain connotative meaning in Guilty Gear -STRIVE- album?
3. Can the connotative meaning help the listeners to understand more about the character's lore in in Guilty Gear -STRIVE-?

1.4 Objective of The Research

The objectives of the research that the writer wish to get an answer for are:

1. Describing the words that contain connotative meaning in Guilty Gear -STRIVE- Album.

2. Explaining the emotion words used in Guilty Gear -STRIVE-.
3. Describing the connotative meaning is necessary for listeners to understand the character's lore in in Guilty Gear -STRIVE-.

