



The Denotation and Connotation in The Songs Entitled “Exile”, “Illicit Affair” U, and “Cardigan” by Taylor Swift

Mashuri¹

mashuri@pertiwi.ac.id

*English Literature Department, Faculty of Tourism and Language,
Universitas Pertiwi*

Arif Hidayat

arif.hidayat@pertiwi.ac.id

*English Literature Department, Faculty of Tourism and Language,
Universitas Pertiwi*

Nadhilah Fauziah

190350019@pertiwi.ac.id

*English Literature Department, Faculty of Tourism and Language,
Universitas Pertiwi*

Mashuri, Hidayat, A., and Fauziah, N. (2024). The Denotation and connotation in the songs entitled “Exile”, “Illicit affair” u, And “Cardigan” by Taylor Swift. *Journal of English Language and literature*, 9(1), 79-88. doi: 10.37110/jell.v9i1.209

Received: 10-01-2023

Accepted: 15-01-2024

Published:02-03-2024

Abstract: This research discussed about the denotation and connotation in selected songs of Taylor Swift album entitled Folklore. By doing this research, this research is aimed to find, describe, and explain the meaning of denotation, connotation, and myth on the lyrics of the songs entitled “Exile”, “Illicit Affair”, “Cardigan” in the album Folklore by Taylor Swift, and To describe, and explain how the denotation, connotation, and myth affect the contextual meaning of the songs entitled “Exile”, “Illicit Affair”, “Cardigan” in the album Folklore by Taylor Swift. The researcher applied descriptive qualitative methodology by using the semiotic theory of Ferdinand de Saussure and structuralism by Claude Levi Strauss. The data source of this study is Taylor Swift selected songs. Those songs are “Exile”, “Illicit Affair”, and “Cardigan”. The result of this research shows that there are implicit meaning in the lyrics of the songs. (1) There are the denotation meaning in selected songs. (2) There are the connotative meaning in the selected songs. (3) There are the myth showed in the selected songs. Taylor Swift connected the songs in this album one to another.

Keywords: *Semiotics, Structuralism, Lyrics, Taylor Swift*

INTRODUCTION

Language is one of the symbols that symbolize something. Language symbolizes a feeling, concept, idea or thought that is conveyed in the form of sound. Muhammad (2011:48). It can be said that language is a means of communication and also a means of communication with people. In other words, language is like music. To understand a symphony, it is not necessary to look at the individual performances of each musician, but

the perfection of the musical body as a whole. To understand language, we must look at it synchronously; as a relationship between sounds and meanings.

The song is one of the most massive media hits of recent times. A song is a variety of rhyming sounds (Moeliono (Peny.), 203:624). A song has some elements like instrument, lyrics, rhyme, melody. Lyric has two definitions, as (1) a literary work containing a

¹ Corresponding author

personal feeling about something, (2) a composition of songs (Moeliono (Peny.) 2003: 678). When creating a song, the songwriter or poet must be an expert in word processing. According to Moeliono (Peny), the Researcher concluded that the song is one of the literary works, which is a combination of artistic and artistic language, the language is short and also has a rhyming sound, which is composed with imaginative words, there is also a melody and a singer. Also, musicians often use song to spread the message they want to convey. Especially through the lyrics

The lyrics of the song express someone's heart or feeling that was heard, seen or even happened. To express an emotion, a singer or songwriter does text processing to create interesting words and also creates a feature from the words of the song. A song is formed by the interaction between a songwriter and a community of song lovers. The lyrics of the song have their own characteristics, compared to the poem, the melody and rhyme adapted to the lyrics of the song strengthen the song creation process.

Lyrics can be included in literary works such as poetry. This can be proven by similar elements in the words of a poem and a song, such as rhythm and verse. Essentially, lyrics and poetry have a similar quality in both structure and meaning that created a relationship between the audience and the writer.

The close interaction between the audience and the writer resulted in extraordinary phrasing of the lyrics or verses of the poem. The word is an important element in literary works. Choice of words is a skill that poets must master in order to express the thoughts and values that are appropriate for the situation they wanted to express, because each word has its own meaning. Some people cannot express their feelings in words or even verbally. Often they listen to a song that connects with a feeling or experience that has already happened. Singing helps some people talk about their feelings.

Speaking of singers when it comes to songwriting, Taylor Swift is one of the most talented singers out there. In addition to her international achievements, Taylor Swift received the Songwriter-Artist of the Decade Award from the Nashville Songwriters Association International.

Songs written by Taylor Swift become popular topics on social media. The words evoke the love of the audience. Taylor Swift seems to know what her audience is like. The unspoken words that Taylor Swift spoke to her audience that she couldn't say.

For example, two years ago, at the height of the COVID-19 pandemic, on July 24, 2020, Taylor Swift released an album called "Folklore." The album contains 15 songs. According to CNN Indonesia on July 26, this album sold 1.3 million copies in 24 hours without advertising or media promotion. The recording didn't stop there. "Folklore" reached 80.6 million streams on Spotify and 35.47 million streams on Apple Music, and was the most streamed music album within 24 hours of its release. The album "Folklore" was also nominated for Album of the Year at the 2021 Grammy Awards.

Folklore is an album produced by musicians who collaborated with Taylor Swift. Public albums have a song list like a chapter in a book, with each song linked. Writing lyrics makes it easier for singers to express their emotions and feelings. The letters vary according to the meaning of the text. Of course, every listener interprets the song differently. To understand the meaning of words, everything, including the system of signs and meaning, must be studied structurally.

Ferdinand de Saussure's semiotic method and Claude Levi Strauss' structural method were used in this study. Semiotics is the study of signs. There are many indicators for images. Basically, a sign can be divided into two parts: a visual sign and a verbal sign. Language signs are associated with words and phrases that convey meaning, (Daniel Chandler; Semiotics the Basics, Second Edition)

The sign must be marked and marked. The sign is the same. For example, if the word 'on' is placed on a computer button (eg 'Press to turn on the computer'), it has a different meaning or symbol. Many symbols can be interpreted to mean that the "value" of a symbol depends on its relationship to other symbols. Symbols are not strictly based on contextual usage. Saussure in Chandler (2017)

Analyzed symbols in puzzle games. The value of each piece depends on its position on the board. This means that the meaning

represented by the descriptor depends on the relationship between the two parts of the symbol. The "value" of a symbol is determined by its relationship to other symbols in the entire system.

Furthermore, according to constructivists, the basic constructs that govern human behavior are universal and apply to all cultures and eras. They believe that these creations are not mere creations of culture or history, but of the human mind and spirit. For example, the structure of language is believed to be universal and all languages have a set of basic characteristics determined by the human mind (Darlong, 2023).

However, this fact has been the subject of extensive scientific research. According to Levi-Strauss, all human nature has an underlying framework, and all cultural institutions are based on this framework. Therefore, structuralists seek to understand the true nature of man. The best way to understand human nature is to find all the characteristics that all people share despite living in diverse societies.

Therefore, although this study analyzes symbols and constructions as a means to understand the true meaning of words, the researcher will only discuss the meanings, traditions and myths contained in the words of the songs in the album 『Folk』. The reasons for choosing to analyze reference, sign and myth using the semiotic theory of Ferdinand de Saussure and the construction of Claude Levi Strauss are as follows. First, music is an art, a means of communication that is always heard. Second, in everyday life, people are responsible for conveying the ideas and thoughts of people's conversations.

Denotations are used to say exactly what you want. Connotations are used to indirectly convey what is in mind. Mythology cannot be separated from human life because it is popular culture that forms the basis of myth-making. Stories are units of words and symbols that must be spoken in order to survive. Thus the researcher observes that myths are transmitted, told and disseminated in society at all times. Otherwise, it will disappear and not survive for 10 years. The life limit of a language is 10 years.

If the language survives that time, it will last more than 10 years. Third, the album was released in July 2020. According to Rolling Stones magazine, the album "Folklore" is the biggest album of the year, selling more than 2.3 million copies. The author aims to analyze three songs from the book Folklore: Exile, Illicit Affair and Cardigan. The reason why this study chose to analyze these three songs is because of the controversy surrounding the songs since the release of the album. People wonder what her music really means.

In this study, the researcher will focus on analyzing the lyrics of the three "Taylor Swift" songs from the "Folklore" album. The research method used the semiotic approach of Ferdinand de Saussers and the structural approach of Claude Levi Strauss. The researchers limited their research to the lyrics of three songs: "Exile", "Illicit Affairs" and "Cardigan".

This study is important because it explains how to use the semiotic theory of Ferdinand De Saussure and the structural theory of Claude Levi Strauss. However, the purpose of this study is to test the role of music as a communicator to the audience by analyzing the meaning of symbolism, symbol and myth contained in the lyrics. Thus, it can increase the creativity of composition and increase the benefit to society. Finally, it will help future researchers to improve their understanding and analysis of literary works through semiotic and structural approaches. This research has two theoretical and practical contributions:

1. Procedure

In particular, through the words of the "Folklore" album, knowledge about the language in the context of the language, including signs, symbols, myths, etc., will be shared with the reader.

2. Work

It will be used as reference material for students studying English literature, future studies, and will enable students to understand the aspects of semiotic and structural analysis and their application to media studies, language communication and mass communication.

The researcher found there are some similarity research, which have closely topic but different theory and object. In this part of literature review, the researcher wants to show

the differences between the previous research and the research that is going to be researched.

a. The Radhin Sagbara Myth in Levi-Strauss's Structuralism Study

The first study uses the different object but the approach is the same. The study written by Dewi Angelina (2018) Jember University. Structuralism approach by Levi-Strauss is used as an analytical model to interpret the myth of Radhij Sahgara. Angelina (2018) analyze the study by using two steps. The first step, to find my theme-in myth. The second, there are some figures who have an important role in the life of the community at the time, and it influenced some Madurese beliefs today. The result of this analysis is to show the myth as one of tool that is used to understand the social culture study telling in the literature.

b. Strucuture Of Myth in Kelong Basing (Requim From Kajang)

The second study that has similarity research but different object founded In the thesis entitled Strucuture Of Myth in Kelong Basing (Requim From Kajang) written by Zukifilkarni Bakri (2018) from Makassar University.

This research discussed about structural of myth in kelong basing as requiem from Kajang. This research aimed to analyze the meaning of myth in kelong basing (requiem from Kajang) based on method by Levi-Strauss. The result of research are myth of kelong basing content of ceritheme variation is look at by: (1) the wish of the spirits, (2) advice. From that ceritheme can make in the linguistic Levi-Strauss, example binary oposition in three songs KBH, KBP and KBAR which related each other.

c. Exploring The Signfied and Signifier in Song trough A Saussurean Semiotic Lens

The third study entitled Exploring The Signfied and Signifier in Song trough A Saussurean Semiotic Lens (2023). This study written by Sandy Muhammad Ramdani and R. Myrna Nura. This study use qualitative methodology and a semiotic approach by Ferdinand de Saussure to analyze each lyrics in order for considering a signified and signifier. The researcher found that love is an activity that produces feeling that gained other emotional activities, such as people feeling lonely when

they miss their loved, confused when they fight with their lover, and depressed when they lose their sweetheart.

Semiotics is the study of signs. In communication studies, "signandquot;" The interaction of meaning is conveyed to others through symbols. According to Saussure, our perception and perception of reality is formed by the symbols used in social contexts. In his book entitled *Teks Media Analysis*, Sobur says that he is trying: Events, situations, objects, etc. they are a real construction of reality and try to make reality (1959). Ferdinand de Saussure (1857-1913), in his study of general language, defined semiotics as the study of symbols that function in social life. Behaviors and actions are part of social life. This definition includes the relationship that if a person has a place in social life, he also participates in social life. It defines time as an important part of social life. It's a symbolic system, it's a social system, and the two are connected. In this case, Saussure talks about the social norms that govern the use of signs in a social system. The social use of symbols is controlled, that is, the selection, combination and use of symbols according to the meaning and value of society (Alex Sobur,2016:7).

Saussure's most important argument with his theory is that language is a system of signs, each sign having two parts. Marked and marked. A sign is the physical element of a sign that can be a symbol, word, image or sound. A sign is a very conceptual concept that approximates a physical sign. The process of co-identification with external reality is called referential representation. Saussure interprets the quot; object and quot; We take it as a reference and say it as an additional part of the cultural tradition. In Saussure and #039;s approach, the sound form is a concrete symbol and the sound form represents the sign. Use sounds to indicate. Thus, sign and sign are intangible elements. In other words, symbols represent sound images or concepts as two inseparable parts. The relationship between sign and sign can be free (arbitrary), conditional or deterministic. The narrator seems to have no natural connection to the speaker or the meaning.

Saussure's linguistic principles can be explained in the following terms (Nurindahsari, 2019:14, in Sobur, 2016:44): 1. Language is a social fact. 2. Language as a social fact is

hidden. Language is not the signs on the surface, but the rules that determine the signs on the surface, which is called language. It determines the superficial signs, called language. Language is expressed individually, that is, in acts of language or speech. 3. Language is a system or structure of symbols. Therefore, there are many levels of language from phoneme, word, sentence and speech. Phonemes, words, sentences and even stories. 4. The elements of each level are connected in specific ways called paradigmatic connection and conjunctive connection. 5. The connections and connections between elements and levels are what really make up language. The relationship determines the value, meaning and understanding of each element to make up the language as a whole. 6. To acquire knowledge about the language and methods mentioned above, one can learn the language simultaneously, that is, through the language. Rather than examining language as it develops over time (diachronically), it studies linguistic phenomena at a particular point in time.

In this case, the five ideas of Saussure constitute the basis of the structural theory of Claude Levi Strauss. First, about the sign and the signal. Second, content and content. Third, language and commitment. Fourth, it is synchronic and diachronic. Fifth, it is integrated and connected (Nurindasari, 2019:15) According to Saussure, sign and symbol do not convey something by name, but combine concepts and sound images. Instead of using words to describe something. Words and sounds represent certain ideas. The concept is not a sign but a symbol. There is no way to separate the two main parts. "words" It is divided and destroyed. word andquot;another word andquot; for example. It is meant to be unique and resonant. Saussure rejected the idea that words and objects are connected in language, which contradicts the methods that originated it. However, Saussure and the concept of signs emphasize the autonomy of language. Saussure was a linguist and passionate about language.

He is more interested in connections between signs and other signs than in connections between words and other words or between signs and objects. Saussure's original model focuses on symbols. According to Saussure, a sign is a sign, and a sign, to borrow his language, a sign is a significant physical

property. Basically, a sign is a sign and a sign. A symbol is a mental concept represented by a symbol. A symbol is an image of a symbol we recognize, such as writing on paper or in the sky. It is important to understand that there are two types of linguistic symbols. a signal or signal; Means or signifies. or culture; To mark or indicate. An unsigned sign has no meaning, therefore it is not a sign. However, a sign cannot be described or grasped separately from its sign.

A sign or symbol is also a sign, and therefore a linguistic element, "sign and symbol". It's like two sides of a sheet of paper. Saussure's statement (Nurindasari, 2019:17; Saussure 1983:67). Based on form and content (content style), form and content are called expression and content by Gleason, one is the form of sound, the other is the form of thought. Language is not a set of elements that are determined, but contains a system of values that determines the differences in the system. According to Saussure, language and communication is an abstract sign system used as a means of communication between members of a linguistic community. The reality of a language, that is, the whole language, is the reality of a language. This is the total collection of information about a single language that can be determined from the language user's memory.

There is also a language museum in every human being. Language is not just an abstract concept, but a social symbol that appears in the real world. The meaning associated with the same grammatical rules, words and pronunciation is called language. This is evident because giving up is more than just a physical condition that varies from person to person. Parol is the use or implementation of language by each member of the language. Probation is sometimes made in special circumstances. They are energetic, adaptable and sociable. Since bail is a tangible language that can be observed and studied; Simultaneous and duplicated, simultaneous linguistics is an area of linguistics that focuses more on the structure of language than its evolution and examines or investigates the structure of language over time. Because languages are not always comparable, synchronic research is speculative, speculative, and interpretive because it captures language at a specific time.

Contemporary linguistics studies language at a specific time, with an emphasis on the study of language structure rather than the period of language development. structure Synchronicity is a study that seeks to understand the structure or form of language at a specific time.

A branch of linguistics called diachronic linguistics studies how language changes over time. Analysis of the historical development of the language over time. See how language changes over time. Vertical, historical, investigative and comparative research is called diachronic research. The concept of comparison exists. This grammatical analysis emphasizes the study of language in terms of history, examining language over time. Learning the language and the past. In addition, this branch of linguistics has a wide study and evolutionary character, which allows to investigate the ordered components and the relationships between elements. This is a goal of linguistic analysis. The aim of this linguistic analysis is to understand the relationships that contribute to the development of language (or the history of language) over time (Nurindahsari, 2019:21) Syntagmatic and associative, The last concept is the concept of connecting elements, classified into Syntagmatic and Associate.

Syntagmatic describes the relationships between elements of the concept of regular language concepts and the order of language. Conjunctions describe relationships between elements of a story that are not found in other related stories. This is evident in the language, but not in the sentence structure. Grammar of general sentences and Indonesian sentences. If a statement has a conjunctive relation, its meaning and relation are combined into a single sentence. Each word in the same sentence has a conjunction. Paradigmatic conjunctions express the overall meaning and relationship between two sentences, while conjunctive conjunctions and paradigmatic conjunctions are found in clauses within clauses. Language order in general speech and sentences in Indonesia. If a statement is a nested relationship, the meaning and the relationship are nested. Each word in the same sentence has a conjunction. Although the paradigmatic connection is clear. The researcher chose Saussure's theory, which focuses on signs and symbols, to find and explain the referential methods and meanings. As language is a system of signs, each sign has a symbol and a symbol.

2.2.2 Structural theory of Claude Levi Strauss Structuralism, proposed by Levi-Strauss, is a theoretical framework that explores the understanding of the unconscious mind of people in everyday life. The methods used to determine this issue are myths that are believed to be true. Unconscious mental arrangements can express a variety of cultural events. Structuralism is a theory that analyzes social phenomena that exist in society, such as beliefs close to myths. The creation of Levi Strauss is closely related to anthropological studies, which serve to explain and show the wonders of culture. Levi-Strauss developed a narrative analysis based on linguistic patterns. According to him, there are many aspects of language and storytelling. The first equation found in language is the means of communication, which serves to transmit information from one person to another, from one group to another and from one group to another (Sugiarto, 2013). The second equation is stories, like language, which includes elements of reo and parol, syncretism and diachrony, unity and pattern. Language is the place where symbolic communication occurs between people because they share symbols.

Language is a social system, a system of facts, a social fact that contains unconscious rules and practices that are not practiced. From the point of view of language, a structure of the story can be shown. A freestyle is a personal statement that expresses individuality and freedom. As in other matters of narration (Putra in Sugiharto and Ken, 2013: 8). Diachronic refers to time in relation to the past, present and future, while synchronicity refers to the presence of language in each event and time. The synchronic dimension that exists in a novel is a series of mythic, structural and interrelated events. Structuralism Here are some themes to understand from the works of Levi Strauss. 1. Plot is the smallest part of a story. My purpose is experience, personality, background life, 2. The MyTheme-Mytheme binary opposition is a combination of story and story theme that have a special meaning. 3. World story structures contain information/instructions. 4. Character formation is the part where a person becomes involved in the events that occur. 5. Innate is the conclusion of the events that happened. Levi-Strauss introduced the word myth as a sentence/word that expresses a relationship or a meaning that is the minimum that makes up a myth. In structural engineering,

the structure is divided into two types: external structure or external structure (surface) and internal structure. External structures are relationships between elements that can be created or created based on the experiential nature of the relationships. It is a type of arrangement built on an external structure that has been built and studied. Internal structures compare types of external structures that have been observed or modeled on successfully constructed and studied external structures. Internal structures can be established by analyzing and comparing various external structures that can be found or built. Researchers use external structures when analyzing selected letters. Because external structures allow researchers to understand myths, relationships, and other phenomena. In this case, it can be concluded that the external structure is a structure based on the internal structure that has been learned, such as the knowledge of fairy tales. In structural theory, meaning is always the same as shown. By studying myths, Levi Strauss was able to show the logic behind the resulting myths using structural models. Basic logic is involved in everyday human activities.

People's daily activities. Theoretical background Levi-Strauss uses a linguistic model to analyze fiction and language. Language is the language that individuals use to communicate with groups and others. The work of fiction contains the message it is trying to convey. The difference between language and fiction is simply a difference in function. While language conveys information through speech, stories convey information through narration. In addition, a history is created if the language, the synchronicity of the language and the period of transition are identified, and parol is characterized by diachronic, that is, past situations. Third level language (Le'vi-Strauss 1972: 209). The myth Synthesis (impossible) between diachronic and synchronic linguistic phenomena. It's always about reconciling things that don't exist. Since the purpose of fiction is to provide a logical model that can eliminate contradictions (a realization that would not exist if the contradictions were true), it creates an infinite number of [results], each of which is different from the other. . . (Levi-Strauss 1972: 229)

The story becomes the third part of the language. In fiction, there is a continuous

attempt to combine two different aspects (language and parol). Because complete reconciliation is not possible, "stories spiral until the psychology of their creation is exhausted" (Le'vi-Strauss 1972: 229). The reason myths thrive is because the contradictions that underpin them, the symmetries, cannot be resolved in structure.

METHOD

This chapter explains the research methods. Therefore, this chapter explains the research approach, research design, data sources and data collection methods by dividing it into the following four chapters.

In this study, the researchers used qualitative research methods. Effective approaches use inductive reasoning, that is, from specific problems to general problems. The use of qualitative methods supports the researcher's goal of gaining a deeper understanding of the situation. To study the meaning of this study, the researcher uses the semiotic analysis method of Ferdinand de Saussure and the construction of Claude Levi Strauss to explore the method of reference, the method of discourse and the method of history. Because analytical methods are descriptive in nature, data analysis uses the flow of qualitative investigation methods: identifying, describing, analyzing and interpreting the material.

There are two types of data: primary data and secondary data. The original material included lyrics and music from Taylor's "Folklore" album. Fast (2020). The researcher selected three songs, 'Exile', 'Illicit Affair' and 'Cardigan', as the subject of this study. Secondary data for this study were obtained from magazines, articles, newspapers, semiotic books, previous studies on semiotic topics for music, and sites related to semiotic research.

The data was collected through the following steps: First, the researcher listened and read the words continuously. Second, the researcher chooses a song based on the analysis to be analyzed. The poll selected three songs from the album Folklore: "Exile", "Illicit Affair" and "Cardigan". To organize the data, the researcher will define the symbols, methods and myths and then explain the meaning of the context of this study.

The researcher used qualitative descriptive methods to answer the problem statement in the previous chapter. The theories chosen by the

researcher are the semiotics of Ferdinand de Saussure and the construction of Claude Levi Strauss, which focuses on the sign, the symbol and the myth. The researcher analyzes the research project through the following steps through the theories of Ferdinand and Levi Strauss. First, the researcher listens and reads the words. Second, researchers classify the method. Third, the researcher explained the meaning of the words of these words and explained the topic in three parts: symbol, symbol and myth. Finally, the researcher explains the meaning of the context based on the context relevant to the analysis. Finally, found the conclusions of this study.

FINDINGS AND DISCUSSION

Finding

1. "Exile" is a collaboration between Taylor Swift and Bon Iver, released on Swift's album "Folklore" in 2020. The song explores themes of heartbreak, loss, and the end of a romantic relationship. Let's break down the denotation, connotation, and myth within the lyrics.

Denotation

The denotation refers to the literal or surface meaning of the words. In "Exile," the denotation revolves around the experience of a broken relationship. The lyrics describe the aftermath of a love that has come to an end, with each artist reflecting on their emotions, regrets, and thoughts about the past.

Connotation

The connotation of the song lies in the emotional and symbolic associations behind the words. "Exile" carries a melancholic connotation, evoking feelings of sadness, longing, and a sense of isolation. The use of words such as "exile," "cold," and "pain" adds to the connotation, intensifying the emotional depth of the overall song.

Myth

The myth within the lyrics of "Exile" is the idea of being trapped in a state of separation and longing. The song creates a mythical narrative or story of two individuals who are no longer together but are still haunted by their memories and the deep emotions they once shared. This myth is reinforced through the use of mythical language, drawing from imagery and themes commonly associated with ancient myths or legends.

Overall, "Exile" by Taylor Swift incorporates denotation, connotation, and myth to paint a vivid picture of heartbreak and longing. The lyrics go beyond the literal interpretation to evoke strong emotions and create a mythical narrative around the pain of lost love.

2. In the song "Illicit Affairs" by Taylor Swift, which is part of her album "folklore" released in 2020, the lyrics delve into themes of secretive and forbidden romantic relationships. Let's look at the denotation, connotation, and myth in the song's lyrics.

Denotation

The denotation of "Illicit Affairs" centers around the concept of a clandestine or forbidden affair. The lyrics describe the hidden nature of the relationship, the longing for connection, and the emotional toll it takes on both parties involved. Each verse and chorus conveys a specific denotation of the feelings and experiences associated with this secretive affair.

Connotation

The connotation of the song lies in the emotional and symbolic associations the words evoke. "Illicit Affairs" carries a sense of secrecy, guilt, and indulgence, which amplifies the emotional depth of the lyrics. The choice of words like "reckless," "hidden," and "stolen" adds a layer of complexity to the connotation, highlighting the intensity and forbidden nature of the affair.

Myth

The myth within the lyrics of "Illicit Affairs" revolves around the idea of forbidden love and the mythic consequences that often accompany such relationships. The song creates a mythical narrative through metaphoric language, drawing from universal themes and archetypes. This myth emphasizes the pain, longing, and self-destruction that can come from engaging in forbidden love affairs.

Discussion

The writer takes a few examples from the song's lyrics to illustrate the denotation, connotation, and myth:

- 1) Denotation: "Make sure nobody sees you leave"

This line denotes the secret nature of the affair, highlighting the need to hide the relationship from the public eye.

2) Connotation: "When you started crying, baby, I did too"

This line connotes the emotional depth and empathy shared between the two individuals involved in the affair, emphasizing the intense connection despite the illicit nature of their relationship.

3) Myth: "Tell your friends you're out for a run, you'll be flushed when you return"

This line weaves a mythic narrative, portraying the act of deception and the potential consequences of getting caught in the affair. The notion of being "flushed" signifies the heightened emotions and risk associated with the affair.

By examining the denotation, connotation, and myth in the lyrics of "Illicit Affairs," we can grasp the hidden emotions, symbolic associations, and deeper narratives conveyed by Taylor Swift in the song.

3. "Cardigan" is a song by Taylor Swift, released in 2020 as part of her album "Folklore." The lyrics of the song explore themes of love, connection, and nostalgia. Let's analyze the denotation, connotation, and myth within the lyrics.

Denotation

The denotation of "Cardigan" centers around the idea of a cardigan sweater, which serves as a metaphor for comfort, protection, and familiarity. The song describes the experiences and emotions associated with a past relationship, reflecting on the memories and feelings that arise when looking back.

Connotation

The connotation of the song lies in the emotional and symbolic resonances behind the words. "Cardigan" carries connotations of comfort, sentimentality, and nostalgia. The use of words like "cozy," "warm," and "hiding" adds to the connotation, evoking feelings of safety and emotional closeness that come with a cherished item of clothing.

Myth

The myth within the lyrics of "Cardigan" revolves around the power of memories and the

presence of the past in the present. The song creates a mythical narrative of ongoing connection and the idea that love and its associated emotions can transcend time. This myth is reinforced through metaphoric language, drawing from universal themes and motifs.

Here are a few examples from the song's lyrics to illustrate the denotation, connotation, and myth:

1) Denotation: "Vintage tee, brand new phone / High heels on cobblestones"

These lines denote elements of past and present, using specific items like a vintage tee and a brand new phone to suggest the clash of memories and the present moment.

2) Connotation: "Chase two girls, lose the one"

This line connotes the difficulty of juggling multiple romantic interests and the inevitable loss or regret that can come from pursuing fleeting desires.

3) Myth: "When you are young, they assume you know nothing"

This line introduces a mythic narrative about the perception and dismissal of young love, highlighting the universal experience of being underestimated or not taken seriously due to age.

By examining the denotation, connotation, and myth in the lyrics of "Cardigan," we can understand the layers of meaning, emotional resonances, and broader narratives present within the song.

CONCLUSION

Finally, the myth analysis, denotation, and meaning of Taylor Swift's songs "Exile," "Illicit Affairs," and "Cardigan" demonstrate her talent for evoking strong feelings and compelling stories. These tracks demonstrate her songwriter's diversity and her grasp of the narrative potential of music. The listener's experience is improved by Swift's use of connotative meaning in these songs since it allows them to understand the underlying themes and feelings that she expresses.

"Exile" and "Cardigan" predominantly employ affirmative meanings, whilst "Illicit Affairs" has a combination of affirmative and negative connotations. Swift's music is more

engaging and accessible to a broad spectrum of listeners because of this versatility, which enables her to explore many emotional states and points of view. The universal themes and archetypes that appeal to audiences, such as love, grief, and the conflict between good and evil, are also highlighted by the myth analysis of these songs.

All things considered, Taylor Swift's songs show off her command of language and her capacity to forge deep emotional bonds with her listeners. Swift's songs transcend cultural barriers and speak to the human experience by fusing emotional depth with dramatic storytelling, making her a highly important personality in the music industry.

Structuralism, 237-260.

<https://doi.org/10.4324/9781315729756-16>

Isad, D., & Hariyanto, D. (2023). Semiotic Analysis of "Compass Type Retrograde Shoes" Instagram Ads (Semiotic Analysis of Ferdinand De Saussure).

<https://doi.org/10.21070/ups.1322>

Saussure, ferdinand de (1857–1913). (2005). *Cultural Theory: The Key Thinkers*, 208-210.

<https://doi.org/10.4324/9780203996423-78>

Badcock, C. (2014). Levi-Strauss (RLE Social Theory).

<https://doi.org/10.4324/9781315763798>

REFERENCES

Anton, M. Moeliono (2003). Kamus Besar Bahasa Indonesia. Depdikbud

Muhammad (2011). Metode Penilitian Bahasa, Ar-Ruz Media, KPAK Jakarta Timur

Chandler, Daniel by Rouladge. Basic Semiotic Madison Ave, New York, NY 1006. Reprinted 2002, 2004, 2005.

Laurence, Perrine (1997). An Introduction To Poetry, New York, Harcourt, Brace & Word Inc.pdf

Sobur, A. (2016). Semiotika Komunikasi. Bandung, PT Remaja Rosdakarya

Pamboukian, S. A. (2019). Denotation and Connotation. *Research Methods in Health Humanities*, 15-24. <https://doi.org/10.1093/med/9780190918514.003.0002>

Adamsen, B. (2016). The Denotation and Connotation of 'Talent'. *Demystifying Talent Management*, 96-103. https://doi.org/10.1057/9781137508676_10

Rigotti, E., & Rocci, A. (2006). Denotation versus Connotation. *Encyclopedia of Language & Linguistics*, 436-444. <https://doi.org/10.1016/b0-08-044854-2/01404-8>

Ferdinand de Saussure and linguistic structuralism. (2014). *Critical Theory to*