

**A SEMIOTIC ANALYSIS ON BORN THIS WAY LYRIC BY LADY**

**GAGA**

**SKRIPSI**

*Submitted In Partial Fulfillment of the Requirements  
For the Degree of Sarjana Pendidikan (S.Pd)  
English Education Program*

**By :**

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**FACULTY OF TEACHER TRAINING AND EDUCATION  
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA  
MEDAN  
2020**



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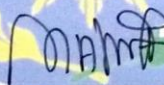
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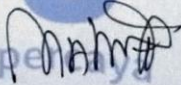
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### PERNYATAAN KEASLIAN SKRIPSI

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Dengan ini menyatakan bahwa skripsi saya yang berjudul "A Semiotic Analysis on Born This Way Lyric by Lady Gaga". Adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara

Demikian pernyataan ini dengan sesungguhnya dan dengan sebenar-benarnya.

YANG MENYATAKAN,

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## ABSTRACT

**Nonanda Pribadi. 1602050001. A Semiotic Analysis on Born This Way Lyric By Lady Gaga. Skripsi. English Department, Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, Medan 2020.**

This research deals with the study of semiotics analysis on the song lyrics of Bron This Way by Lady Gaga. This study mainly aims to investigate several things as follows: first, to investigate the denotative meaning, connotative meaning and myth meaning contained in the song lyrics, second was to investigate how the realization of the semiotic meaning in the lyrics of the song Born This Way. The research was applied descriptive qualitative method. The research data was in the form of the written text or transcript of the song lyrics. There are 16 signs collected that were analyzed through the application of Miles and Huberman's theory where data reduction, data presentation, and conclusion drawing or verification were carried out significantly. The results of the data analysis shown that the song lyrics have denotation, connotation meaning, and myth meaning. After getting the semiotic term in the lyrics of the song Born This Way, which at first conveyed a very familiar motivational message because in it there was a defense of minority groups who were victims of discrimination. In general, the meaning of the lyrics of the song Born This Way contains a human being who must accept the situation as it is and love himself even though the person deviates from the prevailing norms in society without changing himself to be better. There were 3 semiotic terms which were manifested in the lyrics of the song Born This Way, namely: divinity, sincerity, simplicity.

**Keywords:** *Semiotic, Song Lyric, Roland Barthes*

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In writing this research entitled “A Semiotic Analysis On Born This Way By Lady Gaga “ with the purpose as the partial fulfillment of the requirement for the Sarjana Pendidikan degree in English Department, there are many obstacles faced by the researcher, and without help from other people, it might be impossible for him to complete it. Thus, the researcher would like to express his thank to his beloved parents **Mr Ribut and Mrs. Juliana Danti** for their pray, advise, courage, moral and material support from he was born until forever, may Allah SWT bless them.

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Hopefully this research findings were expected to be useful for those who read the research and are interested in the topic. The researcher hopes this is not the last research but the beginning of research for the future. Finally, the researcher realized that research was far from perfect even though the researcher had done my best in completing this work. Therefore, constructive criticism, comments, suggestions are welcomed for further improvement of this research.

*Wassalamualikum Wr. Wb*

Medan, November 2020

Researcher

**Nonanda Pribadi**

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# **BAB I**

## **INTRODUCTION**

### **A. Background of Study**

In the 20th century, semiotics have become a very large field of study where semiotics about signs and all possible relationships with them have meaning and meaning. It differs from linguistic generalization of sign definitions to include signs in media or sensory modalities. Hence, it extends the various sign systems and sign relations and extends the language definition of several quantities to an analogous breadth or metaphorical sense. According to Saussure, semiotic study was more directed to the decomposition of sign systems related to linguistics. Semiotic analysis seeks to find the hidden meaning behind a sign (text, advertisement, news) because the sign system was contextual and depends on the use of the sign.

The semiotic communication way was widely used in various contexts to deliver a message in which the meaning is significantly depended on the interrelation among context and semiotic itself. The realization of semiotic was always found in the song lyrics, which was functionally to describe the meaning contained in the song can be continued with other lyrics. The author creates the song intend to express all kinds of things around or the results of the surrounding social environment through semiotic message. It was could be clearly seen in the song "*All About That Bass*" which was released by Meghan Trainor, where in the lyrics there is a meaning that all women in this world are beautiful, as well as fat women. Even though they are



fat, they have a pretty and confident side. Fat women should not be ashamed of tall, slim women and men also often look at a woman from her physique. Therefore this song motivates women to remain confident in any case.

The used of semiotic in the song lyric has been popular or widely used by the author all over in the world. It can be found in various song lyric that had been research such as Band Noah in title "Puisi Adinda". In this research found there are many semiotics terms used such as "*Malam berseri, indah damai dalam hari*" , so what was contained in the lyrics that "malam" means the time the sun sets after sunrise. Then the word "berseri" means light that looks beautiful and the word "indah" means a state that was pleasing to the eye. The word "dalam" has the meaning that was far below or to the surface, far into the edge, while the word 'heart' means an organ of the human body which was a place for inner feelings and a place to store understanding. But after seeing the sentence, the word "hati" was interpreted as a human feeling. Therefore, the researcher concludes that the sentence contains semiotic elements in which a person feels the beautiful state of peace in a state that has sunk in light. After understanding the word-by-word meaning of the phrase "'malam berseri, indah damai dalam hati' " has a denotation meaning that is significant in the lyrics of the words " indah damai' dan 'hati ".

Song lyrics in music are a component that was able to spread messages to audiences where this message can be an outpouring of the heart or aspirations related to the background of the song writer. The lyrics of the song "Born This Way" were released on May 23, 2011, which is a song that contains a motivational message.

There was in the lyrics "*It doesn't matter if you love him or capital H-I-M. Just put your paws up, 'cause you were born this way*" Where in the sentence contains a semiotic element where the word 'H-I-M' was a sign which has a pronoun meaning as God. After understanding the song's lyrics, the word "H-I-M" has a connotation meaning.

From the above reality, the emergence of semiotic words in the song turns out to make it difficult for song listeners to analyze the lyrics of the song. Therefore, this semiotic study was very important to do at this time because songs are part of someone's entertainment that provides comfort, calmness when listening to songs. And many song listeners do not understand and learn the signs in the song lyrics, so it was difficult to know the meaning contained in the song lyrics. Therefore, semiotics in song lyrics are very important to analyze and study a sign that produces a meaning that was easily understood. Therefore, the researcher chose Roland Barthes' semiotic theory to analyze the song lyrics by analyzing the denotation, connotation, and myths that exist in the song lyrics to make observations and also to find out the culture contained in the song lyrics.

Barthes states that denotation was an explicit or direct meaning or a series of meanings of a word or expression that was distinguished from the idea or meaning associated with it. A connotation was a related or secondary meaning of a word or expression other than its primary or explicit meaning. And myths are hidden cultural values and conventions through which meanings are made to appear natural even in reality that is specific to a particular group (Barthes, 1977).

The Lady Gaga album has many elements contained in the song lyrics so that listeners can easily understand the song lyrics. So the researcher hopes that this research can be a solution for understanding songs that have semiotic elements. Therefore, this research was conducted to analyze and study the meaning of the elements of semiotic, so the researcher was interested in examining all the problems above in the title *A Semiotic Analysis on Born This Way Lyric by Lady Gaga*.

### **B. The Identification of The Problem**

1. The connotations, denotations and myths meaning were found in the song lyric that make listener typicall understand.
2. Semiotic was realized in the song lyric which the meaning was not clearly seen that make the listener getting little bit confuse to understand the real meaning

### **C. The Scope and The Limitation**

The scope research was focused on a study of semiotics term in the song lyric of Lady Gaga. This research focus was limited through applying Roland Barthes semiotics theory which was intended to investigate the denotation meaning, connotation, and myth meaning in the song lyrics of Born This Way that was released on 23 May 2011 by Lady Gaga in Youtube.

#### **D. The Formulation of The Problem**

The researcher decided two main problems that should be analyzed. They were :

1. What are denotative meaning, connotative meaning and myth meanings of the semiotic term that found in the song lyric Born This Way?
2. How is semiotic realized in the Born This Way Song Lyric by Lady Gaga ?

#### **E. The Objective of The Study**

The objective of this research were :

1. To Investigate the denotations, connotations and myth meanings of the semiotic that found in the lyric Born This Way.
2. To describe the realization of semiotic in the song lyric Born This Way by Lady Gaga

#### **F. The Significance of The Study**

The significance of the research are as follow :

##### a. Theoretical

This research adds information in the study of semiotics and explains the meaning of denotation, connotations, and myth. Specifically, by using Roland Barthes' theory which was applied in this research with the lyrics of the song Born This Way released by Lady Gaga.

b. Practical

The researcher hoped this research result can be used to:

1. For reader, this research can be to increase their understanding of semiotics meanings in the Born This Way
2. For teacher or lecture, as information to better understand the semiotic meanings in song lyric Born This Way.
3. For researcher, to add in put in understanding literature but from different point of view about semiotic in the song lyric.

## CHAPTER II

### REVIEW OF LITERATURE

#### 2.1 Semiotic

Semiotic was a sign in a sentence, pictures, gestures, music sounds, objects, and general entertainment that produces information about the meaning in a song's lyrics. In the sentence, there was a word marker or marker that was to be understood by everyone. Semiotics also aims to be able to understand signs or symbols, as well as knowledge activities from the creators of scientific works to be understood by others. Semiotics comes from *semeion* means mark or sign (Sebeok, 2001 :4) . Based on the term above, semiotics produce signs or symbols as a part of code system to communicate information. Semiotics consist of visual and verbal with *tactile* and *olfactory* that means can be accepted by human senses.

Ferdinand de Saussure first introduced the semiotic concept through the dichotomy of the sign system; signified and signifier or signified and significance that is atomistic. This concept sees that meaning arises when there is an associative relationship or in absentia between 'what is marked' (signified) and 'that marks' (signifier). The sign is the unity of a signifier with an idea or signified. In other words, a marker is a meaningful sound or a mean streak. Thus, markers are the material aspects of language, namely what is said or heard and what is written or



read. Signs are mental images, thoughts, or concepts. So, signs are both mental and language aspects.

Charles Peirce also stated that semiotics is a science, with the finding and theories and techniques to study anything that produced signs (Sebeok, 2001: 5). Peirce defined triangle theory or triangle meaning consisting of three elements; sign, object, and interpretant. The sign is a thing that can be caught by human senses and representing another meaning. The object is the social context as references of signs, the interpretant is a sign user or a mental concept of one that using signs.

Saussure stated semiotic is the whole resulting from the signified to accept any sign system of boundaries, images, gestures, musical sounds, objects that make up the content of rituals, conventions, or public entertainment.

Semiotic is closely relate to the field of linguistics, which for its part, studies the structure and meaning of language more specifically. The semiotic tradition the study of signs and symbols a significant part of communication. The aim of semiotics is to understand both human's capacity to make and understand signs and symbols, the knowledge-making activity this capacity allows human beings to carry out (Sebeok, 2001).

Eco stated that there are scientific semiotics and non-scientific semiotics, studied by metasemiotics. A semiology as a metasemiotics studying non-scientificsemiotics. Semiotics can be denotative or connotative so it should be there is a metasemiotics

that means connotation semiotics (Eco, 1984 :4). Eco concludes that a sign is not a negotiable semiotic entity, but a meeting place for independent elements derived from two different systems from two different levels, namely expression and content, and meets on the basis of coding. Eco focuses its attention on modifying the sign system and changing the concept of a sign into a sign function.

Semiotics or in Barthes' terms, basically aims to study how humanity interprets things (things). Interpreting (to signify) in this case cannot be mixed with communicating (to communicate) because interpreting objects does not only carry information, in which case they are to be communicated. In the semiology of Barthes and his followers, denotation is the first level of significance system, while connotation is the second level.

In Barthes' framework, the connotation is identical to the ideological operation called 'myth' and serves to reveal and provide justification for the dominant values prevailing in a certain period. In the myth, there are also three-dimensional patterns of markers, signs, and signs. However, as a unique system, myth is built by a pre-existing chain of meaning, or in other words, myth is the second system of meaning which has several markers.

Based on the statement above, semiotics studies a sign and how the sign operating. Semiotics studies systems, rules, and agreement that enable signs have meanings.

### **2.1.1 Types of Semiotics**

According to Hoed (in Sobur, 2006: 15), there are two types of semiotic studies, namely as follows:

#### **a. Communication Semiotics**

Communication semiotics emphasizes the theory of sign production, one of which assumes the existence of six factors in communication, namely the sender, the receiver of the code (sign system, message, communication channel, and reference (the thing being discussed)).

#### **b. Semiotic Significance**

Semiotic significance emphasizes the theory of signs and their understanding in a particular context. In this second type there is no question about the purpose of communicating, instead what is prioritized is the understanding of a sign so that the cognitive process for the recipient of the sign is more concerned than the communication process.

Meanwhile, according to Pateda (2001: 29), there are nine types of semiotics, namely as follows:

#### **1. Analytical Semiotics**

Analytical semiotic is semiotic which analyzes the sign system. Pierce stated that semiotics objectifies signs and their analyzers into ideas, objects, and meanings.

Ideas can be associated as symbols, while meaning is the burden contained in symbols that refer to certain objects.

## 2. Descriptive Semiotics

Descriptive semiotics are semiotics that pays attention to the sign system that we can experience today, although signs that have always remained as they are now witnessed, although there are signs that have remained as they are now witnessed. For example, a cloudy sky indicates that rain will soon fall, and it has remained like that from then until now. Likewise, if the waves turn white in the middle of the sea, it indicates that the sea is choppy. However, with the advancement of science, technology, and art, there have been many signs created by humans to meet their needs.

## 3. Faunal Semiotics (Zoo Semiotic)

Faunal semiotics are semiotics that specifically pays attention to the sign system produced by animals. Animals usually produce signs to communicate with each other, but also often produce signs that humans can interpret. For example, a hen cackling indicates that the chicken has laid eggs or that there is something that he is afraid of.

#### 4. Cultural Semiotics

Cultural Semiotics is semiotic that specifically examines the sign system prevailing in the culture of a particular society. It is known that society as a social being has a certain cultural system that has been maintained and respected from generation to generation. A culture that exists in a society that is also a system, uses certain signs that differentiate it from other societies.

#### 5. Narrative Semiotic

Narrative semiotic is semiotic that examines the sign system in a narrative in the form of myths and oral stories (Folklore). It is known that myths and oral stories, some of them have high cultural value.

#### 6. Natural Semiotic

A natural semiotic is semiotic which specifically examines the sign system produced by nature. Turbid river water indicates that rain has fallen upstream, and the leaves of the trees have turned yellow and have fallen. Nature that is not friendly to humans, for example, floods or landslides, actually gives a sign to humans that humans have destroyed nature.

## 7. Normative Semiotics

Normative semiotics are semiotics that specifically examines human-made sign systems in the form of norms, for example, traffic signs. In the training room, there is often a sign which means no smoking.

## 8. Social Semiotic

Social semiotic is semiotic that specifically examines the sign system produced by humans in the form of symbols, both word symbols and word symbols in units called sentences. Halliday's book (1978) itself is entitled *Language Social Semiotic*. In other words, social semiotics examines the sign system contained in language.

## 9. Structural Semiotics

Structural semiotics is semiotic that specifically examines sign systems that are manifested through language structures.

In short, Sobur (2003, p. 15) states that semiotics is a science or analytical method for studying signs. The signs here are the tools we use in trying to find a way in this world, among humans and together with humans. Meanwhile, according to Leche (in Sobur, 2003, p. 16), semiotics is a theory of signs and marking.



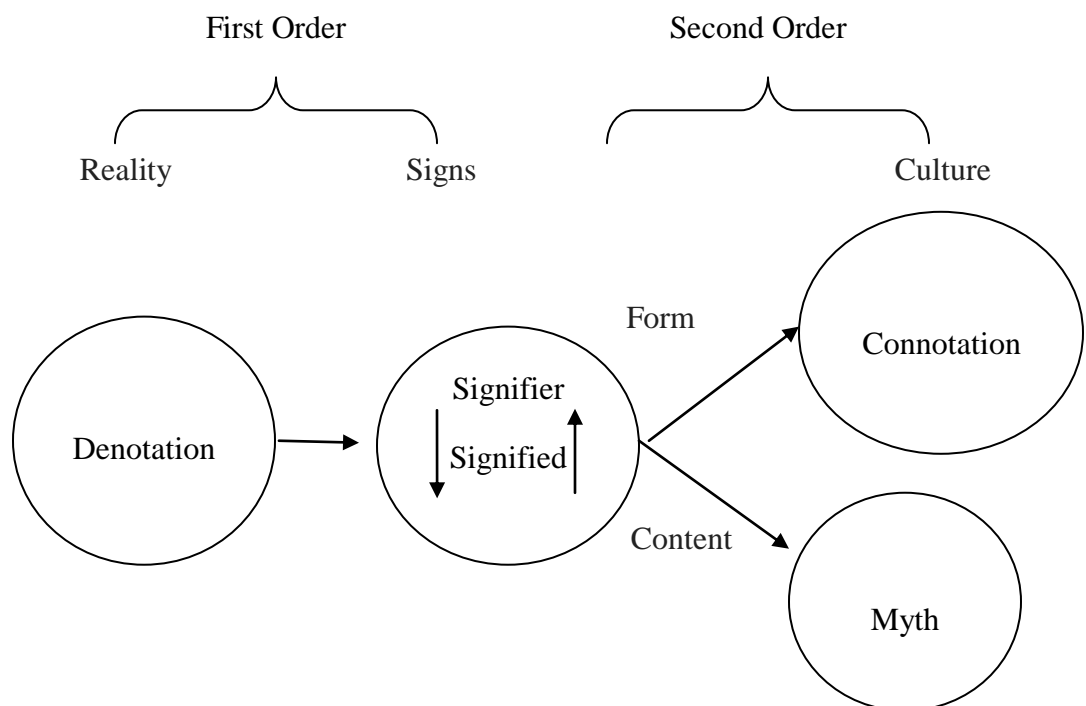
## **2.2 Roland Barthes Semiotic Theory**

Roland Barthes is one of the leading of semiotics, the study of signs. A sign, in this context refers to something which conveys meaning. For example a written or spoken word, a symbol or a myth. As with many semiotics, one of Barthes's main theme was the importance of avoiding the confusion of culture with nature, or the naturalisation of social phenomena. Another important theme is the importance of being careful how the researcher used words or other signs. One characteristic of Barthes's style is that he frequently uses a lot of words to explain a few. He provides detailed analysis of short texts, passages, and single images so as to explore how they work.

One of the French semiotics experts in the 1950s who developed the Saussure theory, Barthes developed two stratified marker systems which he called the denotation system and the connotation system which attracted attention with his study of media and pop culture using semiotics as his theoretical tools. The denotation system is a first-level sign system, which consists of a chain of markers and markers, namely the relationship between the materiality of the marker or the abstract concept behind it.

Roland Barthes continues this thought by emphasizing the interaction between text and the personal and cultural experience of its users, the interaction between conventions in the text and conventions experienced and expected by the user.

Barthes's idea is known as "two order of signification" which includes denotation (the actual meaning according to the dictionary) and connotation (double meanings born from cultural and personal experiences). Here is the point between Saussure and Barthes although Barthes still uses the term signifier-signified that Saussure carried. Barthes also take another aspect of sign, myths that signed society (Barthes, 1977).



**Figure 1. The Two-Stage Significance of Barthes**

From the picture above, Barthes explains that the first signification is the relationship between the *signifier* and the *signified* in a sign to external reality. Barthes mentions this as denotation, the most obvious meaning of the sign. The connotation is a term used by Barthes to show the second stage of signification. This illustrates the interaction that occurs when a sign meets the feelings or emotions of the reader as well as the values of his culture. Connotation has subjective or least intersubjective meaning. In the second-order relating to the content, the sign works through myth. Myths are how culture explains or understands some aspects of reality or natural phenomena. Myth is a social class product that already has a dominance (Sobur, 2009: 128). Differences between the two orders of signification are not clearcut, but for descriptive and analytic purposes some theorists distinguish them along the following lines.

### **2.2.1 Meaning of Semiotic Roland Barthes Theory**

Roland Barthes developed semiotic so that the meanings appear in a sign:

#### **1. Denotation Meaning**

The first stage of significance is the relationship between the signifier and the signified in a sign to external reality. And Barthes called it denotation, which is the most obvious meaning of the sign. So in the Barthes concept, the connotation sign does not only have an additional meaning but also contains the two parts of the

denotation sign that underlie its existence, so that in this case denotation is associated with closed meaning (Sobur, 2009, p.70)

In semiology, the meaning of denotation and connotation plays an important role when compared to its role in linguistics. The meaning of denotation is direct, namely the special meaning contained in a sign, and in essence it can also be called a description of a sign. In a general sense, the meaning of denotation is the true meaning. This denotation usually refers to the use of language with a meaning that matches the meaning spoken.

The denotation significance process usually refers to the use of language with the meaning that is in accordance with what is spoken. For example, when someone says the word "bunga", what is meant by the pronunciation of the word "bunga" is the concept of a person, such as being beautiful, sweet, and liked by many people. In Barthes' semiotics, denotation is the first level of significance system, which is then continued by the connotation significance system that is at the second level.

## 2. Connotation Meaning

Barthes uses the word connotation as a term to denote the second stage of significance. The word "connotation" itself comes from Latin, "*connotare*" which means "to be a sign" and leads to cultural meanings that are separate from words or other forms of communication. The meaning of the connotation is a combination of denotation meaning with all the images, memories and feelings that arise when our

senses come into contact with signs. After that there will be an interaction when the marker meets the feelings or emotions of the reader after the values of the culture. For example, if we mention the word "Vespa", the denotation from the Big Indonesian Dictionary is a scooter, a two-wheeled motorized vehicle. However, the connotation word "vespa" will be interpreted as something that makes you happy, reminiscent of a trip to a place with someone who is involved with the memory of the word "vespa".

Barthes's framework explains that connotation is identical to the ideological operation known as myth and serves to reveal and provide justification for the dominant values prevailing in a certain period. This connotation leads to the meaning attached to a word because of its historical use, therefore it can be interpreted differently by each individual. If the denotation of a word is considered the objective of the word, then the connotation of a word is considered its subjective or emotional meaning. Besides that, the denotation meaning can almost be understood by many people, so the connotation meaning can only be understood by those who are smaller in number.

The meaning of the connotation will be slightly different and will be related to the culture implied in the packaging, about the meaning contained in it. This connotation is used by Barthes to describe one of the three ways the sign of the second degree works. The connotation provides an overview of the interactions that occur when the sign satisfies the user's emotions and Barthes' cultural values. An important factor in connotation is the marker at the second level.

The connotations work on a subjective level, which is why people are often not aware of them. In Barthes' framework, connotations are identical to ideological operations called myths and serve as the disclosure and justification of the dominant values prevailing in a certain period.

### 3. Myth Meaning

The connotation is identical to the ideological operation which he calls myth and has the function of providing justification for the dominant values prevailing in a certain period. In addition, in myth there are three-dimensional patterns of markers, markers and signs. The last of the three ways Barthes treats signs at three levels is through myth. Myth serves to reveal and justify the dominant values prevailing in a certain period. Barthes uses myth as a believer, in its original sense.

Myth is a type of speech because myth is a communication system in the form of messages. This justifies one to prejudice that myths cannot be abilities, concepts, or ideas; myth is a way of interpreting a form. Since myth is a type of speech, anything can become a myth as long as it is conveyed in a discourse.

Basically, anything can become a myth because one myth appears at a time and sinks for another because it is replaced by various other myths. Myth holds on to the signs that are present and makes their function as a marker at another level. Therefore, myths are not signs of innocence, neutrality, but rather a sign that plays on certain messages that may be completely different from their original meaning.

Myths are usually considered the same as fairy tales, and are considered as strange stories that are difficult to understand or accept because the stories are irrational or absurd. Therefore, in Greek there are myths that are against logic (*muthos* and *logos*). In myth also a sign can have several markers. British imperialism, for example, is marked by a variety of markers, such as the use of women's clothing in the Victorian era, the Union Jack flag whose arms spread to eight directions, the English language is now worldwide and others.

### **2.3 Song Lyric**

The word “song” is often heard in people's ears and then many people to songs so that their activities feel comfortable and enjoyable. It is a presentation of something, it can be a feeling, state, or thing that is tangible or invisible to the eye, using harmonizing tones as the means. According to the Big Indonesian Dictionary (KBBI), a song is defined as a variety of rhythmic sounds.

Since the advent of the song, many songwriters have used words that contain semiotic elements as a metaphor or a sign that the lyrics of the song have a broad meaning. Many song listeners do not know the meaning of the song contained in it just as enjoying it and as their entertainment while on the move. Song lyrics in music are components that can spread messages to the public. This message can be in the form of an outpouring of heart or aspirations regarding the song writer's background.

Song lyrics are an expression of someone about something he has seen, heard, or experienced. In expressing his experience, the poet or song writer plays a game on words or language to create attraction and distinctiveness to the lyric of the song or lyrics. This language game can be in the form of vocal play, language style, or deviation in the meaning of words and is strengthened by the use of melody and musical notation that are adjusted to the lyrics of the song so that listeners are increasingly carried away with what the author thinks or feels.

Therefore, the meaning of the song's lyrics can be explicit or implicit and some abstract lyrics are barely understood. Good song lyrics are those that can inspire someone to change for the better and they usually learn from the song lyrics that the song is the same as what they have ever experienced.

The lyrics contain the meanings that the songwriter wants to convey, even though sometimes the lyrics use language that is difficult for the listener to understand. However, it will make a learning process for song listeners to understand a song, so that they don't listen to the song but understand the meaning contained in the lyrics.

In this case, lyrics can be interpreted as text, according to Barthes, the text is a radicalization of a symbol in which a work animates and achieves its symbolic essence integrally.

In Lady Gaga's song, especially the one entitled *Born This Way*, there are several signs that have denotation, connotation, and myth meanings in them. In the



meaning of the song, it explains that humans must accept their circumstances as they are and love themselves even though these humans deviate from the norms that apply in society without changing themselves to be better.

#### **2.4 Relevant Study**

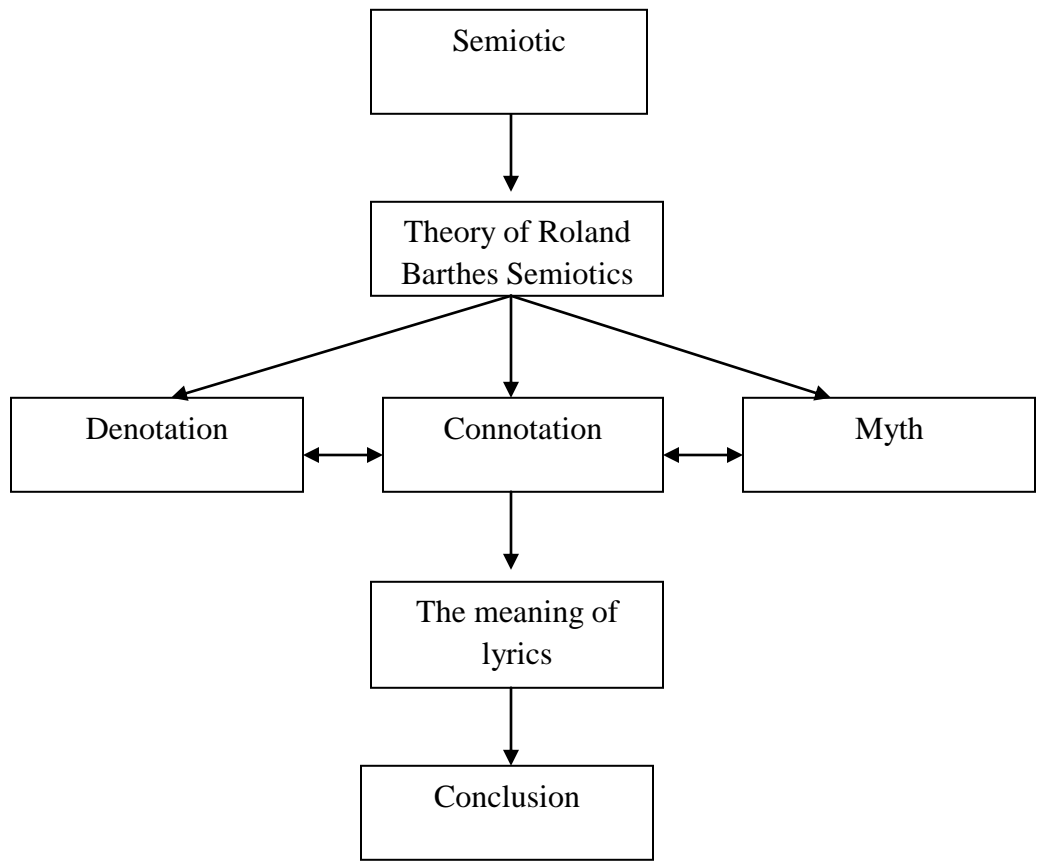
There were some relevant studies that relate to this research. First, Dimas Anugrah Satya (2018), *A Semiotic Analysis in Music Video of Naughty Boys La La La*, with the aim of describing the semiotic signs contained in the music video and describing the meaning contained in the semiotic signs contained in the Naughty music video Boys La La La. This thesis used a descriptive qualitative method theory from Roland Barthes. The result of the semiotic sign portrayed in the music video were visual signs that realized in the images. Then the meaning of the semiotic sign realized in this research where the denotation meaning was a boy journey to a mine to face the goal statue: the connotation meaning was the boy as the main character conveys the ideology of disobedience to the oppressed people he met. The findings that contained in this video were the film structure technique used to analyze the video, help to focus the object in the image. This research is related to my research because it describes a sign and meaning of denotation, connotation, and myth in a music video.

The second, David Ardhy Aritonang & Yohannes Don Bosco Doho (2019) *Semiotic Analysis of Roland Barthes on the lyrics of the NOAH band's song "PUI SI ADINDA"* which aims to describe the form of understanding the aspects of markers

and signposts as well as understanding the meaning of denotation, connotation, and mythology contained in the lyrics of the NOAH Band song. The results of this study are that it explains the outpouring of the main character's heart to his partner and the continuity of the journey of his love story as well as detailed interpersonal relationships in it, namely the love relationship. The songwriters hope that this song can be remembered and used as learning as one of the life events that must have been or are being and will be faced by the community.

## **2.5 Conceptual Framework**

In this section, the researcher first discusses the semiotics in the lyrics of the song Born This Way with the Roland Barthes Theory Semiotic method, the second classifies song lyrics and understands the song lyrics based on the theory used. Next, the song lyrics are analyzed by means of denotation, connotation, and myth of the song lyric. And the last, after knowing the meaning of the song lyrics, a conclusion has been researched.



## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **3.1 Research Design**

To analyze the study, the researcher was applied descriptive qualitative method. Qualitative research was research that does not use the producer of statistical analysis by other quantification (Moleong, 2007; p.6) The reason the researcher used descriptive qualitative methods for this research was that the results of this study were not quantitative procedures but explanations and descriptive techniques. Creswell (1994) stated that qualitative descriptive research in that the researcher would interest in the process, meaning, and understanding gain through the word. In this research, the researcher focus on the theory of Roland Barthes semiotics that was familiar with denotation, connotation, and myth. The object of this research of the Born This Way song lyric as data for analysis and explanation of the denotation meaning, connotation meaning, and the myth meaning of song lyric.

#### **3.2 Source of The Data**

The data of this research was about the song lyric of Born This Way that produced in May 2011 Chromatica The Sixth Album published by Lady Gaga from Youtube link <https://www.youtube.com/watch?v=wV1FrqwZyK> was the main source of data. The data was specifically limited taken on the meaning denotation, connotation, and myth in the song lyric.

### **3.3 Technique of Collecting The Data**

The research data was collecting through the following steps :

1. Download song lyric Born This Way by Lady Gaga
2. Listen to every lyric in the song Born This Way
3. Identifying all the lyrics to find the meaning of denotation, connotation, and myth in the lyrics.
4. Grouping all the lyrics to find out the meaning in the song.

### **3.4 Technique of Analyzing The Data**

The data were analyzed by using the model of Miles & Huberman (2007) that involves : data reduction, data display and conclusion. Each was explained briefly ad follows:

#### **1. Data Reduction**

In this step, the researcher summarized selected the main points and focused on the main problems of the study. Then, simplified by removing things that were not necessary so that the data that has been reduced provides a clear picture and make it easier for researchers to find the data needed, by classifying the song lyrics needed to achieve this research objective. The researcher focuses on finding all denotation

meanings, connotation meanings, and myths in song lyrics, especially Born This Way Lyric.

## 2. Data Display

After the data was reduced, the next step was to display the data. The researcher presented the data by simplifying the data in the form of narrative text. By displaying this data, it would be easier to understand what happened, plan the next analysis based on the data that has been obtained.

## 3. Conclusion Drawing/ Verification

The final step was to analyze the data, which was drawing conclusions and verification. The researcher makes conclusions and important points from all the data that has been collected so that it becomes clear. This conclusion was an answer to the problem formulation that was made at the beginning.

## CHAPTER IV

### DATA AND DATA ANALYSIS

#### A. Data

The data of this research was focused on the semiotic term in form of the sentence that found in the lyric of Born This Way. There are 16 signs semiotic which were classified into denotations meaning, connotations meaning and myth meaning.

**Table 4.1**

**The Semiotic Term of Song Lyric**

| NO | Semiotic   | Denotation | Connotation |
|----|--|------------|-------------|
| 1. | <i>It doesn't matter if you love him, or capital <u>H-I-M</u><br/>Just put your paws up 'cause you were born this way,<br/><br/>baby</i> |            | ✓           |
| 2. | <i>My mama told me when I was young,<br/>We are all born <u>superstars</u></i>   |            | ✓           |
| 3. | <i><u>She rolled my hair and put my lipstick on</u><br/><br/>In the glass of her boudoir</i>   | ✓          |             |
| 4. | <i>There's nothin' wrong with loving who you are<br/><br/>She said, Cause <u>he</u> made you perfect, babe</i>                           |            | ✓           |
| 5. | <i>So hold your head up <u>girl</u> and you'll go far<br/><br/>Listen to me when I say</i>   |            | ✓           |

|     |  |   |   |
|-----|--|---|---|
| 6.  | <p><i>I'm beautiful in my way</i></p> <p><i>Cause god make no mistakes</i></p> <p><b><u>I'm on the right track baby</u></b></p> <p><i>I was born this way</i></p>  | ✓ |   |
| 7.  | <p><b><u>Don't hide yourself in regret</u></b></p> <p><i>Just love yourself and you're set</i></p> <p><i>I'm on the right track baby</i></p> <p><i>I was born this way</i></p>   | ✓ |   |
| 8.  | <p><i>Ooou there ain't no other way</i></p> <p><b><u>Baby I was born this way</u></b></p> <p><i>Baby I was born this way</i></p> <p><i>(Born this way)</i></p>   | ✓ |   |
| 9.  | <p><i>Don't be a <b><u>drag</u></b></i></p> <p><i>Just be a queen</i></p> <p><i>Don't be!</i></p>  |   | ✓ |
| 10. | <p><i>Give yourself prudence</i></p> <p><i>And love your friends</i></p> <p><i>Subway kid, <b><u>rejoice your truth</u></b></i></p> <p><i>In the religion of the insecure</i></p> <p><i>I must be myself, respect my youth</i></p> | ✓ |   |
| 11. | <p><i>A different lover is not a sin</i></p>   |   |   |



|     |   |   |   |
|-----|---|---|---|
|     | <p><i>Believe capital <b><u>H-I-M</u></b></i></p> <p><i>I love my lover</i></p> <p><i>I love this record and</i></p> <p><i>Mi amore vole fe yah</i></p>   |   | ✓ |
| 12. | <p><i>Whether you're broke or <b><u>evergreen</u></b></i></p> <p><i>You're black, white, beige, chola descent</i></p> <p><i>You're lebanese, you're orient</i></p>  |   | ✓ |
| 13. | <p><i>Whether life's disabilities</i></p> <p><i>Left you outcast, bullied, or teased</i></p> <p><b><u>Rejoice</u></b> <i>and love yourself today</i></p> <p><i>'Cause baby you were born this way</i></p> | ✓ |   |
| 14. | <p><i>No matter gay, straight, or bi,</i></p> <p><i>Lesbian, transgendered life</i></p> <p><i>I'm on the right track baby</i></p> <p><b><i>I was born to survive</i></b></p>                              | ✓ |   |
| 15. | <p><i>No matter black, white or beige</i></p> <p><b><u>Chola</u></b> <i>or orient made</i></p> <p><i>I'm on the right track baby</i></p> <p><i>I was born to be brave</i></p>                             |   | ✓ |
| 16. | <p><i>I was born this way</i></p> <p><b><u>hey!</u></b></p>   |   | ✓ |

## **B. Data Analysis**

After collected the data, this research was analyze the whole data that already completely fixed to found out the three meaning of the semiotic term based on Roland Barthes Theory namely : denotation meaning, connotation meaning and myth meaning.

### **4.1 The Denotations Meaning, Connotations Meaning, and Myth Meaning**

Data 1

*It doesn't matter if you love him, or capital **H-I-M***

*Just put your paws up 'cause you were born this way, baby*

In the lyrics above, the word "H-I-M" was a semiotic sign which has denotation, connotation, and myth meanings. In the lyrics, the word "H-I-M" was a figurative word that means God. The denotation meaning of the word "H-I-M" there was no problem if you love him (male) who puts your god first because you were born like this. In the connotation meaning perspective this lyric it explains that we can love anyone, even more so to love your god, show your abilities because your condition has been like this since birth. And finally in the myth meaning that the lyrics describe Indonesian society as a country that recognizes the existence of God and religious differences. Therefore, love everyone but don't commit sexual deviance with the same sex. In these lyrics, Lady Gaga convinces us to believe and believe that God is

our creator, and Lady Gaga was also known as a defender of LGBT people so that she justifies sex disorientation in that verse.

#### Data 2

*My mama told me when I was young,  
We are all born **superstars***

In the lyrics, the word "superstars" was clearly sign as semiotic, which has denotations meaning, connotation meaning and myth meaning. It was defined as an animal which was a figurative word because the lyrics contain a different meaning from the real meaning. The denotation meaning of the lyrics explaining that when he was little his mother said that we were all born stars for them. And then, in the connotation sense, it explains that all humans were born perfectly and with their own characteristics so that humans deserve to be equated with a star. And finally, the myth explains that the figure of a mother who is close to her child, where the mother plays a major role in the mental growth of the child. And in the word "superstar", the researcher concludes that invites the listeners to judge himself as perfect, but in fact, every human being has flaws that may not be accepted by others. The motivation in these lyrics was to invite someone to change to think about themselves and forget about the norms and realities in their real life.

Data 3

*She rolled my hair and put my lipstick on*

*In the glass of her boudoir*

In the lyrics above, the word "She rolled my hair and put my lipstick on" was a sign because in that sentence a mother beautifies her child. It was defined as the intention of a mother who gives advice to her child. Denotation meaning was a mother who rolls her child's hair and puts lipstick on her lips facing the mirror in her bedroom. And in the meaning of the connotation that the lyrics are a mother who says and gives advice to her child when she was dressing her child in her bedroom. And then in the myth section, the lyrics explain that in society we know the approach and the right timing in giving advice to the child. This was so that the advice sticks to the heart and mind of the child, and at this time a child would increase his self-confidence and would indirectly motivate himself. The researcher draws the conclusion from the lyrics that a mother was very influential in shaping the child's personality and mindset in order to foster a child's self-confidence, so a mother must be able to understand the child's needs such as giving praise to the child, communicating well and continuing to improve the child's confidence.

Data 4

*There's nothin' wrong with loving who you are*

*She said, Cause **he** made you perfect, babe*

The word "He" contained in the lyrics was a sign semiotic term as figurative word that means God. It can be a sign because it was different from the real meaning. The denotation meaning of a mother says, there was nothing wrong with loving yourself as you are because she (God) has made you perfectly. And then in the connotation meaning, there was nothing wrong with loving ourselves because God created human beings perfectly even with various differences in the circumstances of others. And finally, in the myth meaning, it explains that we must be grateful for what was in us, but the word "love" was more likely to lead to a way of justifying whatever was wrong with someone. The message that was taken from these lyrics is that someone must love himself in any situation because this means loving whatever you think was right even though whatever you do was wrong and was not in accordance with the norms of life.

#### Data 5

*So hold your head up **girl** and you'll go far*

*Listen to me when I say*

In the song's lyrics, the word "girl" was a semiotic sign of denotation, connotation, and myth which means fan (minority). The minorities referred to in the lyrics are Gay, Lesbian, Transgender people who are differentiated based on race, disability, and others. In these lyrics, the denotation meaning contained was telling someone to raise his head and walk further. And in the meaning of the connotation, there was that it arouses someone's enthusiasm and confirms that the listener listens

carefully to what he would say and say to others. And finally, the myth explains that an idol was a person who was very attached to fans, even more so when the idol describes as if he understands what his fans feel. The connection was created between fans and idols whatever an idol would do and say, his fans would obey him. So in these lyrics, people who live in perversion like LGBT will feel supported by Lady Gaga because they no longer need to change what they live. The lyrics of this song describe the freedom that was the main thing for humans in their adolescence.

Data 6

*I'm beautiful in my way*

*Cause god make no mistakes*

***I'm on the right track baby***

*I was born this way*

In these lyrics, the word "I'm on the track baby" becomes a semiotic sign of denotation, connotation, and myth. It was a metaphorical word that means that he has become better. And the meaning of the denotation in the lyrics is to say that she was beautiful as it was and lives on the right path because God never makes it wrong. In the meaning of the connotation, it explains that someone who was already beautiful with what he was and this was the best, there was nothing wrong in his life because God must have intended to create him like that. And the meaning of myth was that basically, humans were indeed God's creation with their respective circumstances. However, if something was wrong and it was not in accordance with the prevailing

norms in society, the human must change it for the better and become part of a good society. From the above lyrics, Lady Gaga emphasizes her motivational message to minorities to be grateful for what was in here even though it was not accepted by society.

Data 7

***Don't hide yourself in regret***

*Just love yourself and you're set*

*I'm on the right track baby*

*I was born this way*

The word "Don't hide in regret" in the lyrics becomes a semiotic meaning which was a figurative word containing means never complaining and regretting life. The meaning of denotation means that don't hide in regret and stay on the right path because loving yourself would feel more comfortable. In the meaning of the connotation, don't complain and regret the life you have lived because there was nothing that can be done, there was only to be grateful and do more meaningful. So, there was nothing better than being yourself. And finally, it was contained in the meaning of myth, every human being was different, but as much as possible, humans must be able to minimize differences in order to create harmony in social life. In real life, people must be able to make themselves fit in an environment in order to be part of it. The song lyrics presented by Lady Gaga actually contradict the prevailing social norms in society because she tells them to make their own way and still maintain that belief.

## Data 8

*Ooou there ain't no other way*

*Baby **I was born this way***

*Baby I was born this way*

*(Born this way)*

The word "I was born this way" in the lyrics was a sign that means he accepts having been created that way. The word "I was born this way" was a figurative sign which contains denotation, connotation, and myth meanings. In the lyrics, the meaning of denotation describes someone who accepts himself in that state. And in the meaning of the connotation that there was no way to change what happened and was predestined since we were born, all of this has been created. The myth contained in the lyrics was to describe destiny that has happened and still reinforces that nothing can change even if we are wrong.

## Data 9

*Don't be a **drag***

*Just be a queen*

*Don't be!*

From the lyrics above, the word "drag" was a semiotic sign which was a figurative word that has denotation, connotation, and myth meanings. From the word "drag" in the lyrics, it means slave. The meaning of the denotation in the lyrics was to remind someone not to be a slave but to be a queen. And the meaning of the



connotations in the lyrics does not make him a follower but be a person who is followed by the crowd and does not listen to the ridicule of others when he throws himself down. The mythical meaning contained in the lyrics of the song was that all human beings were neither slaves nor queens because sometimes the people we glorify were not necessarily on the right path. Therefore, humans have their respective places in society, but the degree of humans in modern society as it is today was no longer like the ancient kingdom times. All humans are the same and no other human should be exalted. In the song lyrics above, of course, it was not in accordance with social norms in society because it contains provocative messages so that listeners feel that they are being left out in the community, not only motivated to dare to appear with whatever they are. This greatly affects the perception of adolescents who are in a state of confusion to determine their identity.

Data 10

*Give yourself prudence*

*And love your friends*

*Subway kid, **rejoice your truth***

*In the religion of the insecure*

*I must be myself, respect my youth*

In the lyrics, the word “rejoice your truth” was a sign of semiotic meaning which was a figurative word and means someone who lives his life simply. The word "rejoice your truth" also has denotation, connotation, and myth meanings as follows,

And the meaning of the denotation of the lyrics illustrates that you love yourself and love those around you and are grateful for what they have and make it more valuable, respect youth, and be yourself. The meaning of the connotation in the lyrics was that even though you were in a slump when you were swayed, keep telling them you love yourself and live life with the existing conditions. And in various religions, various kinds of religious issues are circulating, don't spend your youth thinking about things that are not good. The myth contained in the lyrics of the song was that every human being has different conditions in life but by loving what you were and loving your family everything would feel easier. In human doubts about his belief in God and religion, Humans must be able to make their own choices whether it was choosing one religion or following another belief.

Data 11

*A different lover is not a sin*

*Believe capital **H-I-M***

*I love my lover*

*I love this record and*

*Mi amore vole fe yah*

The word "H-I-M" was a sign of a semiotic meaning which was a figurative word and means that it was God. And the word "H-I-M" also has the meaning of denotation, connotation, and myth in the lyrics. And in the denotation meaning of this verse, it explains that loving someone was not part of sin because of the belief that God would judge you and your beliefs. The connotation meaning in the lyrics was

that loving the same sex in a different way was not a sinful thing, so believe that your God would judge you by what you do. Someone would love and fight for others and believe that they would love as well as like him. In the lyrics, there was a myth that a violation of social and religious norms because loving the same sex was considered wrong in Indonesia. God may judge humans, but human beings while living in the world must follow the norms that apply in society. The lyrics of this song describe Lady Gaga's love for her fans who love her and how valuable this song was because this song was considered a provocation medium to convey aspirations and sympathy for minority groups.

Data 12

*Whether you're broke or **evergreen***

*You're black, white, beige, chola descent*

*You're lebanese, you're orient*

In the lyrics above, there was the word "evergreen" as a sign of semiotic meaning which was a figurative word which means that the word was rich. And the lyrics also have the meaning of denotation, connotation, and myth. In the lyrics of the song, the word "evergreen" was a semiotic sign in the lyrics which has a rich meaning. The lyrics of the song have a denotative meaning which explains that a person who comes from Lebanon has characteristics such as a simple life, has black, white and brown descent. The connotation meaning that the lyrics would not care about a person's economic condition and how to get it because it was part of one's own race. And in the myth meaning, the lyrics describe a human being born with

different conditions in terms of economy, physical characteristics, and physical conditions that sometimes cannot be accepted by others.

Data 13

*Whether life's disabilities*

*Left you outcast, bullied, or teased*

***Rejoice*** and love yourself today

*'Cause baby you were born this way*

The word "rejoice" becomes a semiotic meaning which was a figurative word which means joy in the lyrics. And the lyrics also have denotation, connotation, and mythical meanings. In the denotation meaning, these lyrics have an explanation, be happy, and love yourself even though your life has flaws because you were created like that. In the connotation of these lyrics, it explains that even though you are not able to do things yourself and you are a victim who was humiliated by others for all your shortcomings, you must be happy to accept them because it was part of the condition you were born with. The myth meaning that can be taken from these lyrics was that the human self makes people behave arbitrarily towards him with this condition which should be changed by improving oneself for the better. So, under any circumstances, someone must love himself and nothing can change this is all destiny from God.

## Data 14

*No matter gay, straight, or bi,*

*Lesbian, transgendered life*

*I'm on the right track baby*

***I was born to survive***

The word "I was born to survive" was a sign of the semiotic meaning in the lyrics which was a figurative word which means he was struggling to live his life. And the lyrics also have denotation, connotation, and mythical meanings. In the denotation meaning, namely that even if you live between transgender, gay, and lesbian, you should live on the right path. Then the meaning of the connotation in the lyrics was that don't be afraid to live a life that was right, so keep it because a lifestyle that cannot create enormous pressure in society for the perpetrators. The meaning of myth in the song lyrics in this verse everyone lives various kinds of lifestyle, both normal and deviant, but in Indonesian society, it was not justified to love the same sex.

## Data 15

*No matter black, white or beige*

***Chola or orient made***

*I'm on the right track baby*

*I was born to be brave*

In the lyrics, there was the word "Chola" which was a semiotic meaning and a figurative word which has Tamil meaning. And the word "Chola" also has a

denotation, connotation, and myth meaning. Which was the denotation meaning, a person of Tamil descent has various skins such as white, black, and brown who have a rule of life in the right or brave way. And the meaning of the connotation explains that whatever the color of your skin and your race was a condition given by God since you were born, all of that was real and you are born to be a person who dares to oppose people who don't like you. The meaning of myth in the lyrics that someone who loves the same sex would get sanctions in the form of ridicule and discrimination, therefore people who live with a sex orientation should change and follow the norms prevailing in the society.

Data 16

*I was born this way*

*hey!*

In the lyrics, there was the word "hey" as a semiotic sign, which was a figurative word and has the meaning of showing others. And the lyrics also have denotation, connotation, and myth meanings. In the denotation meaning of the lyrics, it explains that he has shown others that he was born or created with such conditions. So the connotation that can be taken from these lyrics that was the real situation and don't be afraid to live the right life because this was all God's creation. The myth meaning of the lyrics was that no human was able to physically change God's creation since he was born, but humans are able to change attitudes so that society likes to hang out with him.

#### **4.2 The Realized of Semiotic Song Lyric Born This Way**

Readers get information by understanding the semiotic meaning in the song lyrics. The realization of the semiotic meaning in the lyrics of the song Born This Way by giving signs in the song lyrics, giving rise to denotation, connotation, and myth meanings and aims to provide various information about semiotic signs and the meaning contained in the song lyrics.

Based on this theory, there were 3 semiotic meanings used by researchers in analyzing this problem, namely: divinity, sincerity, and simplicity. After analyzing, there were several semiotic terms which were realized as information in the connotation meaning:

1. In the lyrics of this song that semiotics is manifested by using the term divinity found in lyrics 1, 4, and 11. The term divinity aims to provide information to listeners and the public that there is nothing wrong with loving someone but don't let same-sex deviations occur.
2. In the lyrics of this song the semiotic is manifested by using the term sincerity found in data 7 and 8. Which in terms of sincerity explains the song listeners not to complain about the situation being experienced, they must still be grateful that God has given them.
3. In the lyrics of this song that semiotics were manifested by using the term simplicity contained in the lyrics 10 and 14. In this term, it aims to motivate listeners

to the song lyrics of Born This Way to remain grateful for the simplicity of life they live.



## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

Based on the result of the data analysis of song lyric Born This Way contained in chapter four, this study draws the following conclusions:

1. There are 16 signs semiotic were found in the song lyric and which content which has denotation meaning, connotation meaning, and myth meaning. After getting the semiotic term in the lyrics of the song Born This Way, which at first conveyed a very familiar motivational message because in it there was a defense of minority groups who were victims of discrimination. In general, the meaning of the lyrics of the song Born This Way contains a human being who must accept the situation as it is and love himself even though the person deviates from the prevailing norms in society without changing himself to be better.

2. There were 3 semiotic terms which were manifested in the lyrics of the song Born This Way, namely: divinity, sincerity, and simplicity in life. In terms of the meaning of divinity found in lyrics 1, 4, and 11, and in terms of sincerity found in data 7 and 8, and the last in terms of simplicity is found in lyrics 10 and 14.

**B. Suggestion**

Based on the result of this research it was suggested :

1. For lecture ; the result of this research could be additional information in studying semiotic meaning such as denotations, connotations, and myths.
2. For student of English Education it was hoped that the result of this researcher helped them study about semiotic meaning is denotations, connotations, and myths.
3. Other researcher or readers add the input to know about semiotic meaning in the song lyric Born This Way.

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## APPENDIX I

1

It doesn't matter if you love him, or capital H-I-M  
Just put your paws up 'cause you were born this way, baby

2

My mama told me when I was young  
We are all born superstars  
  
She rolled my hair and put my lipstick on  
In the glass of her boudoir

3

"There's nothing wrong with loving who you are"  
She said, "'Cause he made you perfect, babe"  
"So hold your head up girl and you'll go far  
Listen to me when I say"

4

I'm beautiful in my way  
'Cause God makes no mistakes  
I'm on the right track, baby I was born this way

5

Don't hide yourself in regret  
Just love yourself and you're set  
I'm on the right track, baby  
I was born this way (born this way)

6

Oh there ain't no other way  
Baby I was born this way  
Baby I was born this way (born this way)  
Oh there ain't no other way  
Baby I was born this way  
Right track baby I was born this way

7

Don't be a drag, just be a queen  
Don't be a drag, just be a queen  
Don't be a drag, just be a queen  
Don't be, don't be, don't be

8

Give yourself prudence  
And love your friends  
Subway kid, rejoice your truth

9

In the religion of the insecure  
I must be myself, respect my youth

10

A different lover is not a sin  
Believe capital H-I-M (hey hey hey)  
I love my life, I love this record and  
Mi amore vole fe, yah (same D.N.A.)

11

I'm beautiful in my way  
'Cause God makes no mistakes  
I'm on the right track, baby  
I was born this way

12

Don't hide yourself in regret  
Just love yourself and you're set  
I'm on the right track, baby  
I was born this way

13

Oh there ain't no other way  
Baby I was born this way  
Baby I was born this way (born this way)  
Oh there ain't no other way  
Baby I was born this way  
I'm on the right track, baby I was born this way

14

Don't be  
(Don't be)  
(Way) Church

15

Don't be a drag, just be a queen  
Whether you're broke or evergreen  
You're black, white, beige, chola descent  
You're Lebanese, you're Orient

Whether life's disabilities  
Left you outcast, bullied, or teased  
Rejoice and love yourself today  
'Cause baby you were born this way

16

No matter gay, straight, or bi  
Lesbian, transgendered life  
I'm on the right track baby

17

I was born to survive  
No matter black, white or beige  
Chola or orient made  
I'm on the right track baby  
I was born to be brave

18

I'm beautiful in my way  
'Cause God makes no mistakes  
I'm on the right track, baby I was born this way

19

Don't hide yourself in regret  
Just love yourself and you're set  
I'm on the right track, baby  
I was born this way yeah

20

Oh there ain't no other way  
Baby I was born this way  
Baby I was born this way (born this way)  
Oh there ain't no other way  
Baby I was born this way  
I'm on the right track, baby I was born this way

21

I was born this way hey  
I was born this way hey  
I'm on the right track baby  
I was born this way hey

22

I was born this way hey  
I was born this way hey  
I'm on the right track baby  
I was born this way hey

23

Same D.N.A. But born this way  
Same D.N.A. But born this way



## APPENDIX II

| No | Semiotic   | Denotation Meaning   | Connotation Meaning   | Myth Meaning   |
|----|--|--|---|--|
| 1. | <p><i>It doesn't matter if you love him, or capital <b>H-I-M</b> Just put your paws up 'cause you were born this way, baby</i></p> | <p>There was no problem if you love him (male) who puts your god first because you were born like this</p> | <p>This lyric it explains that we can love anyone, even more so to love your god, show your abilities because your condition has been like this since birth</p> | <p>The lyrics describe Indonesian society as a country that recognizes the existence of God and religious differences</p>  |
| 2. | <p><i>My mama told me when I was young, We are all born <b>superstars</b></i></p>  | <p>The lyrics explaining that when he was little his mother said that we were all born stars for them</p>  | <p>It explains that all humans were born perfectly and with their own characteristics so that humans deserve to be equated with a star</p>                      | <p>The myth explains that the figure of a mother who is close to her child, where the mother plays a major role in the mental growth of the child. And in the word "superstar", the researcher concludes that invites the listeners to judge himself as perfect, but in fact, every human being has flaws that may not be accepted by others</p> |

|    |  |  |  |   |
|----|--|--|--|---|
| 3. | <p><i><b>She rolled my hair<br/>and put my lipstick<br/>on</b></i><br/> <i>In the glass of her<br/>boudoir</i></p>                       | <p>A mother who rolls her child's hair and puts lipstick on her lips facing the mirror in her bedroom</p>              | <p>The lyrics are a mother who says and gives advice to her child when she was dressing her child in her bedroom</p>   | <p>The lyrics explain that in society we know the approach and the right timing in giving advice to the child. This was so that the advice sticks to the heart and mind of the child, and at this time a child would increase his self-confidence and would indirectly motivate himself</p> |
| 4. | <p><i>There's nothin'<br/>wrong with loving<br/>who you are</i><br/> <i>She said, Cause <b>he</b><br/>made you perfect,<br/>babe</i></p> | <p>A mother says, there was nothing wrong with loving yourself as you are because she (God) has made you perfectly</p> | <p>There was nothing wrong with loving ourselves because God created human beings perfectly even with various differences in the circumstances of others</p> | <p>It explains that we must be grateful for what was in us, but the word "love" was more likely to lead to a way of justifying whatever was wrong with someone</p>  |
| 5. | <p><i>So hold your head<br/>up <b>girl</b> and you'll go<br/>far</i><br/> <i>Listen to me when I<br/>say</i></p>                         | <p>In these lyrics, the denotation meaning contained was telling someone to raise his head and walk further</p>        | <p>There was that it arouses someone's enthusiasm and confirms that the listener listens carefully to what he would say and say to others</p>                | <p>The myth explains that an idol was a person who was very attached to fans, even more so when the idol describes as if he understands what his fans feel</p>  |
| 6. | <p><i>I'm beautiful in my<br/>way</i><br/> <i>Cause god make no<br/>mistakes</i></p>   | <p>The lyrics is to say that she was beautiful as it was and lives on the right</p>                                    | <p>It explains that someone who was already beautiful with what he was</p>   | <p>That basically, humans were indeed God's creation with their</p>   |

|    |  |   |   |  |
|----|--|---|---|--|
|    | <p><b><i>I'm on the right track baby</i></b><br/> <i>I was born this way</i></p>   | <p>path because God never makes it wrong</p>  | <p>and this was the best, there was nothing wrong in his life because God must have intended to create him like that</p>                                  | <p>respective circumstances. However, if something was wrong and it was not in accordance with the prevailing norms in society, the human must change it for the better and become part of a good society</p>  |
| 7. | <p><b><i>Don't hide yourself in regret</i></b><br/> <i>Just love yourself and you're set</i><br/> <i>I'm on the right track baby</i><br/> <i>I was born this way</i></p> | <p>that don't hide in regret and stay on the right path because loving yourself would feel more comfortable</p> | <p>don't complain and regret the life you have lived because there was nothing that can be done, there was only to be grateful and do more meaningful</p> | <p>every human being was different, but as much as possible, humans must be able to minimize differences in order to create harmony in social life. In real life, people must be able to make themselves fit in an environment in order to be part of it</p> |
| 8. | <p><i>Ooou there ain't no other way</i><br/> <b><i>Baby I was born this way</i></b><br/> <i>Baby I was born this way</i><br/> <i>(Born this way</i></p>                  | <p>The meaning of denotation describes someone who accepts himself in that state.</p>                           | <p>The connotation that there was no way to change what happened and was predestined since we were born, all of this has been created</p>                 | <p>Contained in the lyrics was to describe destiny that has happened and still reinforces that nothing can change even if we are wrong</p>   |

|     |   |  |   |   |
|-----|---|--|---|---|
| 9.  | <p><i>Don't be a <b>drag</b></i><br/> <i>Just be a queen</i><br/> <i>Don't be!</i></p>  | <p>The lyrics was to remind someone not to be a slave but to be a queen</p>  | <p>The lyrics does not make him a follower but be a person who is followed by the crowd and does not listen to the ridicule of others when he throws himself down</p> | <p>Contained in the lyrics of the song was that all human beings were neither slaves nor queens because sometimes the people we glorify were not necessarily on the right path. Therefore, humans have their respective places in society, but the degree of humans in modern society as it is today was no longer like the ancient kingdom times</p> |
| 10. | <p><i>Give yourself<br/> prudence<br/> And love your<br/> friends<br/> Subway kid, <b>rejoice</b><br/> <b>your truth</b><br/> In the religion of the<br/> insecure<br/> I must be myself,<br/> respect my youth</i></p> | <p>The lyrics illustrates that you love yourself and love those around you and are grateful for what they have and make it more valuable, respect youth, and be yourself</p> | <p>The lyrics was that even though you were in a slump when you were swayed, keep telling them you love yourself and live life with the existing conditions</p>       | <p>The lyrics of the song was that every human being has different conditions in life but by loving what you were and loving your family everything would feel easier. In human doubts about his belief in God and religion, Humans must be able to make their own choices whether it was choosing one</p>  |

|     |  |  |  |  |
|-----|--|--|--|--|
|     |  |  |  | religion or following another belief   |
| 11. | <p><i>A different lover is not a sin</i></p> <p><b>Believe capital H-I-M</b></p> <p><i>I love my lover</i></p> <p><i>I love this record</i></p> <p><i>and</i></p> <p><i>Mi amore vole fe yah</i></p> | <p>This verse, it explains that loving someone was not part of sin because of the belief that God would judge you and your beliefs</p> | <p>The lyrics was that loving the same sex in a different way was not a sinful thing, so believe that your God would judge you by what you do. Someone would love and fight for others and believe that they would love as well as like him.</p> | <p>That a violation of social and religious norms because loving the same sex was considered wrong in Indonesia. God may judge humans, but human beings while living in the world must follow the norms that apply in society.</p> |
| 12. | <p><i>Whether you're broke or evergreen</i></p> <p><i>You're black, white, beige, chola descent</i></p> <p><i>You're lebanese, you're orient</i></p>   | <p>Explains that a person who comes from Lebanon has characteristics such as a simple life, has black, white and brown descent</p>     | <p>The lyrics would not care about a person's economic condition and how to get it because it was part of one's own race</p>   | <p>The lyrics describe a human being born with different conditions in terms of economy, physical characteristics, and physical conditions that sometimes cannot be accepted by others.</p>  |

|     |   |  |   |  |
|-----|---|--|---|--|
| 13. | <p><i>Whether life's disabilities<br/>Left you outcast,<br/>bullied, or teased</i><br/><b>Rejoice</b> and love yourself today<br/><i>'Cause baby you were born this way</i></p> | <p>These lyrics have an explanation, be happy, and love yourself even though your life has flaws because you were created like that.</p> | <p>It explains that even though you are not able to do things yourself and you are a victim who was humiliated by others for all your shortcomings, you must be happy to accept them because it was part of the condition you were born with.</p> | <p>Can be taken from these lyrics was that the human self makes people behave arbitrarily towards him with this condition which should be changed by improving oneself for the better</p>  |
| 14. | <p><i>No matter gay,<br/>straight, or bi,<br/>Lesbian,<br/>transgendered life</i><br/><i>I'm on the right track<br/>baby</i><br/><b>I was born to survive</b></p>               | <p>In the denotation meaning, namely that even if you live between transgender, gay, and lesbian, you should live on the right path</p>  | <p>the lyrics was that don't be afraid to live a life that was right, so keep it because a lifestyle that cannot create enormous pressure in society for the perpetrators.</p>  | <p>the song lyrics in this verse everyone lives various kinds of lifestyle, both normal and deviant, but in Indonesian society, it was not justified to love the same sex.</p>   |
| 15. | <p><i>No matter black,<br/>white or beige</i><br/><b>Chola</b> or orient made<br/><i>I'm on the right track<br/>baby</i><br/><i>I was born to be brave</i></p>                  | <p>A person of Tamil descent has various skins such as white, black, and brown who have a rule of life in the right or brave way</p>     | <p>Explains that whatever the color of your skin and your race was a condition given by God since you were born, all of that was real and you are born to be a person who dares to oppose people who don't like you</p>                           | <p>The lyrics that someone who loves the same sex would get sanctions in the form of ridicule and discrimination, therefore people who live with a sex orientation should change and follow the norms prevailing in the society.</p> |

|     |                                     |   |   |  |
|-----|-------------------------------------|---|---|--|
| 16. | <i>I was born this way<br/>hey!</i> | It explains that he has shown others that he was born or created with such conditions | Can be taken from these lyrics that was the real situation and don't be afraid to live the right life because this was all God's creation | The lyrics was that no human was able to physically change God's creation since he was born, but humans are able to change attitudes so that society likes to hang out with him. |
|-----|-------------------------------------|---|---|--|

## **APPENDIX III**





MAJELIS PENDIDIKAN TINGGI  
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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

FORM K 1

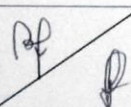
Yth : Bapak/Ibu Ketua & Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama Mahasiswa : Nonanda Pribadi  
NPM : 1602050001  
Program Studi : Pendidikan Bahasa Inggris

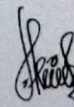
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| Persetujuan<br>Ketua/Sek Prodi   | Judul yang diajukan   | Disyahkan<br>Oleh Dekan<br>Fakultas |
|--|---|-------------------------------------|
|  | Subliminal Messages : A Semiotic Analysis In Lady Gaga Songs                                      |                                     |
|  | The Contrastive Analysis Between English and Javaness of Language In Imperative Sentence          |                                     |
|  | The Effect of Giving and Not Giving Compliment Towards Students Behavior and Willingness To Study |                                     |

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 24 April 2020

Hormat Pemohon,



Nonanda Pribadi

Dibuat Rangkap 3 :  
- Untuk Dekan/Fakultas  
- Untuk Ketua/Sekretaris Prodi  
- Untuk Mahasiswa yang bersangkutan

## **APPENDIX IV**



MAJELIS PENDIDIKAN TINGGI  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
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 Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
 Website : <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Kepada Yth : Bapak/Ibu Ketua & Sekretaris  
 Program Studi Pendidikan Bahasa Inggris  
 FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama Mahasiswa : Nonanda Pribadi  
 NPM : 1602050001  
 Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

Subliminal Messages : A Semiotic Analysis In Lady Gaga Songs

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Khairil S.Pd., M.Hum *acc RF*  
 Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 24 April 2020  
 Hormat Pemohon,

Nonanda Pribadi

Dibuat Rangkap 3 :  
 - Untuk Dekan/Fakultas  
 - Untuk Ketua/Sekretaris Prodi  
 - Untuk Mahasiswa yang bersangkutan

## **APPENDIX V**



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
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Nomor : 637/II.3/UMSU-02/F/2020  
Lamp. : ---  
Hal : **Pengesahan Proposal dan Dosen Pembimbing**

Bismillahirrahmanirrahiim  
Assalamu'alaikumWr. Wb.

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proposal skripsi dan Dosen Pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Nonanda Pribadi**  
N P M : 1602050001  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : Subliminal Messages : A Semiotic Analysis In Lady Gaga Songs

Pembimbing : **Khairil S.Pd., M.Hum**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal skripsi dengan ketentuan sebagai berikut :

1. Penulisan berpedoman kepada ketentuan atau buku **Panduan Penulisan Skripsi** yang telah ditetapkan oleh Dekan
2. Proposal Skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditetapkan.
3. Masa Daluarsa tangan : **25 April 2021**

Medan, 02 Ramadhan 1441 H  
25 April 2020 M  
Wassalam  
Dekan

Dibuat Rangkap 4 :  
1. Fakultas (Dekan)  
2. Ketua Program Studi  
3. Dosen Pembimbing  
4. Mahasiswa yang bersangkutan  
**(WAJIB MENGIKUTI SEMINAR)**

## **APPENDIX VI**





MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp.(061) 6619056 Medan 20238  
Website : [fkip.umsu.ac.id](http://fkip.umsu.ac.id) E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Kepada Yth.: **Bapak/Ibu Ketua & Sekretaris**  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Prihal : **Permohonan Perubahan Judul Skripsi**

Assalamu'alaikum Wr. Wb.

Dengan Hormat, yang bertanda tangan di bawah ini :

Nama Mahasiswa : Nonanda Pribadi  
NPM : 1602050001  
Program Studi : Pendidikan Bahasa Inggris

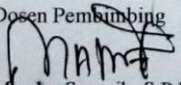
Mengajukan permohonan persetujuan Perubahan judul skripsi sebagaimana tercantum di bawah ini :


Subliminal Messages : A Semiotic Analysis In Lady Gaga Songs

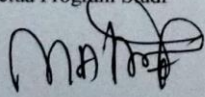
Menjadi :

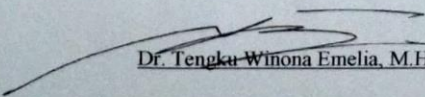
A Semiotic Analysis On Born This Way Lyric By Lady Gaga

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Dosen Pembimbing  
  
Mandra Saragih, S.Pd, M.Hum

Medan, 2020  
Hormat Saya, Pemohon  
  
Nonanda Pribadi

Disetujui Oleh :  
Ketua Program Studi  
  
Mandra Saragih, S.Pd, M.Hum

Dosen Pembahas  
  
Dr. Tengku Winona Emelia, M.Hum

Catatan : Jika Judul dirobah sebelum seminar maka tidak perlu ditandatangani Dosen Pembahas, namun apabila judul dirobah setelah seminar maka harus ditandatangani oleh Dosen Pembahas

## **APPENDIX VII**





**BERITA ACARA BIMBINGAN PROPOSAL**

Nama: Nonanda Pribadi  
NPM: 1602050001  
Program Studi: Pendidikan Bahasa Inggris  
Judul Skripsi: Subliminal Messages - A Semiotic Analysis In Lady Gaga Songs

| Tanggal    | Deskripsi Hasil Bimbingan Proposal | Tanda Tangan |
|------------|------------------------------------|--------------|
| 20/4/2020  | Chapter 3<br>Daftar<br>Referensi   | [Signature]  |
| 25/10/2020 | Chapter 4<br>Kata for seminar      | [Signature]  |
|            |                                    |              |
|            |                                    |              |
|            |                                    |              |
|            |                                    |              |

Diketahui/Ditandatangani  
Ketua Prodi  
Mandra Saragih, S.Pd., M.Hum

Medan, 5/11/2020  
Dosen Pembimbing  
Khairil, S.Pd., M.Hum

## APPENDIX VIII



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
Website :<http://www.fkip.umsu.ac.id> E-mail :[fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

### PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan  
Universitas Muhammadiyah Sumatera Utara Strata – I bagi :

Nama : Nonanda Pribadi  
NPM : 1602050001  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Subliminal Messages : A Semiotic Analysis In Lady Gaga  
Songs

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapatizinkan  
untuk melaksanakan riset di lapangan.

Diketahui Oleh :

Diketahui/Disetujui Oleh  
Ketua Program Studi

Mandra Saragih, S.Pd., M.Hum

Pembimbing

Khairil, S.Pd., M.Hum

## APPENDIX IX



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238  
Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### SURAT KETERANGAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan bahwa :

Nama Mahasiswa : Nonanda Pribadi  
NPM : 1602050001  
Program Studi : Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada :

Hari : Jum'at  
Tanggal : 15 Mei 2020

Dengan Judul Proposal : Subliminal Messages : A Semiotic Analysis In Lady Gaga Songs

Demikianlah surat keterangan ini kami keluarkan/diberikan Kepada Mahasiswa yang bersangkutan, semoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terima kasih. Akhirnya selamat sejahteralah kita semuanya. Amin

Dikeluarkan di : Medan  
Pada Tanggal : 15 Mei 2020

Wassalam  
Ketua Program Studi  
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

## **APPENDIX X**





MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> E-mail : [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

**BERITA ACARA SEMINAR PROPOSAL**

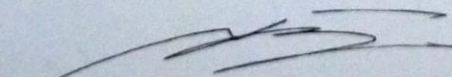
Pada hari ini Senin Tanggal 15 Bulan Mei Tahun 2020 diselenggarakan seminar Prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama : Nonanda Pribadi  
N P M : 1602050001  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : A Semiotic Analysis On Born This Way Lyric By Lady Gaga

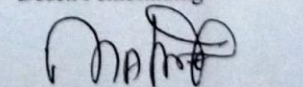
| NO         | MASUKAN / SARAN  |
|------------|--|
| JUDUL      | A Semiotic Analysis On Born This Way Lyric By Lady Gaga            |
| BAB I      | Identification of The problem                                      |
| BAB II     | Theoretical Framework, Definition and Term                         |
| BAB III    | Research Design and Source of Data                                 |
| LAINNYA    | References   |
| KESIMPULAN | ( ) Disetujui ( ) Ditolak<br>( ) Disetujui Dengan Adanya Perbaikan |

Medan, 15 Mei 2020

Dosen Pembahas

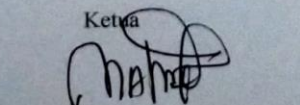
  
Dr. Tengku Winona Emelia, S. Pd., M.Hum

Dosen Pembimbing

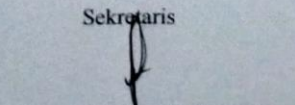
  
Mandra Saragih, S.Pd, M.Hum

PANITIA PELAKSANA

Ketua

  
Mandra Saragih, S.Pd, M.Hum

Sekretaris

  
Pirman Ginting, S.Pd, M.Hum

## APPENDIX XI



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 Ext. 22, 23, 30  
Website : <http://www.fkip.umsu.ac.id> E-mail [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### SURAT PERNYATAAN

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Nonanda Pribadi  
NPM : 1602050001  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : A Semiotic Analysis on Born This Way Lyric by Lady Gaga

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali

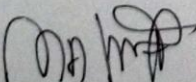
Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, November 2020  
Hormat saya  
Yang membuat pernyataan,



Nonanda Pribadi

Diketahui oleh  
Ketua Program Studi  
Pendidikan Bahasa Inggris

  
Mandra Saragih, S.Pd, M.Hum

## **APPENDIX XII**





UMSU  
Pergi, Belajar, Bertumbuh  
Sama-Sama Mengembangkan

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Mochtar Basri No. 3 Medan 20238 Telp. (061) 6622400  
Website: <http://fkp.umsu.ac.id> E-mail: [fkp@yahoo.co.id](mailto:fkp@yahoo.co.id)

Nomor : 955/IL3/UMSU-02/F2020  
Lamp. : --  
Hal : **Mohon Izin Riset**

Medan, 21 Syawal 1441 H  
13 Juni 2020 M

Kepada Yth :  
Bapak/Ibu **Kepala Perpustakaan UMSU**  
Di  
Tempat

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di tempat yang Bapak/Ibu Pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

N a m a : **Nonanda Pribadi**  
NPM : 1602050001  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : Subliminal Messages : A Semiotic Analysis in Lady Gaga Songs

Demikianlah hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapkan terima kasih.

Akhirnya selamat sejahteralah kita semuanya, Amin.  
Wassalamu'alikum Warahmatullahi Barakatuh

  
Dekan  
**Dr. H. Elfrianto S.Pd., M.Pd.**  
NIDN : 0115057302

Tembusan :  
- Peringgal



## **APPENDIX XIII**



**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
UPT PERPUSTAKAAN**

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238  
Website: <http://perpustakaan.umsu.ac.id>

**SURAT KETERANGAN**

Nomor: 3579/KET/II.11-AU/UMSU-P/M/2020

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

**Nama** : Nonanda Pribadi  
**NPM** : 1602050001  
**Univ./Fakultas** : UMSU/ Keguruan dan Ilmu Pendidikan  
**Jurusan/P.Studi** : Pendidikan Bahasa Inggris/ S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

*"A Semiotic Analysis On Born This Way Lyric By Lady Gaga"*

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 27 Rabiul Awal 1442 H  
13 November 2020 M



**Kepala UPT Perpustakaan,**

**Muhammad Arifin, S.Pd, M.Pd**

## **APPENDIX XIV**



## **APPENDIX XV**





MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jalan Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Webside: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini yang diajukan oleh mahasiswa di bawah ini :

Nama Lengkap : Nonanda Pribadi  
NPM : 1602050001  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : A Semiotic Analysis on Born This Way Lyric by Lady Gaga

sudah layak disidangkan.

Medan, November 2020


Disetujui oleh:  
Dosen Pembimbing

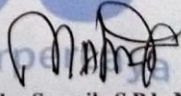
  
Mandra Saragih, S.Pd., M.Hum

Diketahui oleh:

Dekan

Ketua Program Studi,

  
Dr. H. Elfrianto Nasution, S.Pd., M.Pd.

  
Mandra Saragih, S.Pd., M.Hum.

## **APPENDIX XVI**

## CURRICULUM VITAE

**Nonanda Pribadi**

---

### **I. Personal Detail**

Nama : Nonanda Pribadi  
Place/ Date of Birth : Sisumut/ March 04, 1997  
NPM : 102050001  
Majoring : English Education  
Gender : Female  
Religion : Moslem  
Status : Single  
Address : Teluk Panji Kab. Labuhanbatu Selatan Kec. Kampung Rakyat  
Phone/Number : 082286385759  
Email : [nonandapribadi22gp@gmail.com](mailto:nonandapribadi22gp@gmail.com)

### **II. Formal Education**

2004 – 2010 : SDN 11831 Lorong Sidodadi Kab. Labuhanbatu Selatan Kec. Kampung Rakyat  
2010 – 2013 : SMP Negeri 2 Kampung Rakyat Labuhanbatu Selatan  
2013 – 2016 : SMA Negeri 2 Kampung Rakyat, Labuhanbatu Selatan  
2016 – 2020 : Students of English Departement of FKIP UMSU

### **III. Hobbies**

I have many hobbies, especially listening music, taking pictures, travelling.

### **IV. Personality**

I'm friendly, discipline, honest and responsible also good attitude.