

A SEMIOTIC STUDY ON BORN THIS WAY LYRIC BY LADY GAGA

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ABSTRACT

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*

INTRODUCTION

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 "PuisiAdinda". In this research found there are many semiotics terms used such as "Malamberseri, indahdamaidalamhari", 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 "malamberseri, indahdamaidalamhati" has a denotation meaning that is significant in the lyrics of the words "indahdamai' 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.

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).

LITERATURE REVIEW

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.

Charles Pierce also stated that semiotics is a science, with the finding and theories and techniques to study anything that produced

signs (Sebeok, 2001: 5). Pierce 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-scientific semiotics. 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.

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 (KBB), 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.

METHOD

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.

RESULT

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 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> Just put your paws up 'cause you were born this way, baby</i>		✓
2.	<i>My mama told me when I was young, We are all born <u>superstars</u></i>		✓
3.	<i><u>She rolled my hair and put my lipstick on</u> In the glass of her <u>boudoir</u>.</i>	✓	
4.	<i>There's <u>nothin'</u> wrong with loving who you are 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 Listen to me when I say</i>		✓
6.	<i>I'm beautiful in my way Cause god make no mistakes <u>I'm on the right track baby</u> I was born this way</i>	✓	
7.	<i><u>Don't hide yourself in regret</u> Just love yourself and you're set I'm on the right track baby I was born this way</i>	✓	
8.	<i><u>Qoou</u> there ain't no other way Baby <u>I was born this way</u> Baby I was born this way (Born this way)</i>	✓	
9.	<i>Don't be a <u>drag</u> Just be a queen Don't be!</i>		✓
10.	<i>Give yourself <u>prudence</u> And love your friends Subway kid, <u>rejoice your truth</u> In the religion of the insecure I must be myself, respect my youth</i>	✓	
11.	<i>A different lover is not a sin</i>		
	<i>Believe capital <u>H-I-M</u> I love my lover I love this record and <u>Ma amore</u> vole fe yah</i>		✓
12.	<i>Whether you're broke or <u>evergreen</u> You're black, white, beige, <u>chola</u> descent You're <u>lebanese</u>, you're orient</i>		✓
13.	<i>Whether life's disabilities Left you outcast, bullied, or teased <u>Rejoice</u> and love yourself today 'Cause baby you were born this way</i>	✓	
14.	<i>No matter gay, straight, or bi, Lesbian, transgendered life I'm on the right track baby <u>I was born to survive</u></i>	✓	
15.	<i>No matter black, white or beige <u>Chola</u> or orient made I'm on the right track baby I was born to be brave</i>		✓
16.	<i>I was born this way <u>hey!</u></i>		✓

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 wayhey!

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.

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.

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