SCOPE
Journal of English Language Teaching
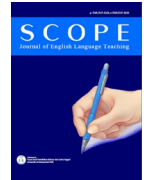
Research Article

Self-Confidence Representation Analysis in the Album Alessia Cara *Know-It-All*

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ABSTRACT

The purpose of the study is to analyze the representation of self-confidence in the song lyrics in the album Alessia Cara *Know-It-All* by using the denotative meaning and the connotative meaning in Roland Barthes' Semiotics and Lindenfield's theory. In this research, the writers used Semiotic theory put forward by Roland Barthes which divides Semiotics into three parts, namely denotative meaning, connotative meaning and myth as well as to represent self-confidence, the writers used Lindenfield's theory which states that there are four characteristics of self-confidence, namely: (1) Self-love, (2) Self-understanding, (3) Clear goals, and (4) Positive attitude. In the three parts of Roland Barthes' Semiotics, the discussion is limited by representing self-confidence through denotative and connotative meanings according to the data the writer found in the album Alessia Cara *Know-It-All*. Based on the results of the analysis, the representation of self-confidence in the *Know-It-All* album is 30 data altogether consisting of self-love 2 data or 6.7%, self-understanding is 5 data or 16.7%, clear goals is 13 data or 43.3% and being positive is 10 data or 33.3%. So it can be concluded that the most dominant representation is a clear goal.

INTRODUCTION

There are many types of ways to communicate with human beings, including through the media. Communication through media means the mass communication that aims to convey messages to a large number of people (Widjaja, 1993; Romli, 2017). Communication using media is one of the most efficient because can convey a message to a wide audience (Seto, 2013; Sobur, 2003). There are many types of communication media, such as radio, television, newspapers, magazines, films and songs. Based on the fact, many people use songs to communicate because they are fun and it is considered easy and accepted by the public. The song consists of music and lyrics. Music is instruments that are arranged in such a way as beautiful sound (Muttaqin & Kustap, 2008). The lyrics itself is a series of words that are arranged to become a sentence to be a story that will be conveyed to the audience. Therefore, song writers can express the feelings of themselves to social issues through the songs she writes, then listeners can also feel what the songwriters choose to listen to. The writers observes that only few songwriters who write lyrics with implied meanings that make many audiences do not understand directly with the lyrics that is already presented in the songs they listen to. Many things cannot be expressed directly with language alone and they require other things to express the meaning of something, therefore, songwriters as humans use signs as a means of

communication tool (Tinarbuko, 2009). In communication area, Semiotics is important where it consists of explanation about how signs represent things, ideas, circumstances, situations, feelings and conditions beyond the signs themselves (Vera, 2014; Hoed, 2014). Semiotics aims to find out the meanings in a sign or to interpret the meaning, both of them are known as how the communicator constructs the message. Semiotics comes from the Greek Semeion means sign. Semiotics is the study of signs (Zoest, 1993).

The song is a media of communication tool that is very easy to be used by all groups. But it is not all songwriters who write their songs explicitly, many song writers express their lyrics into meanings or signs where for some groups feel difficult to understand. For example, For example, Alessia Cara, a Canadian singer in her debut album entitled Know-It-All which Cara created in 2015 and brings Cara to the Grammy award for Best New Artist in 2018, Cara writes her own lyrics which contain many meanings to be conveyed to the listener and it is the way the listener wants to know her more deeply. The album, which Cara released for the first time in her career, tells the story of her struggles as a young singer-songwriter who enter a phase of maturity. On this album, Cara writes a lot of songs about young people who enter a maturity phase, because this phase might be difficult for herself, but she believes that she and all of us who pass this phase can continue the life with confidence. Confidence is something that is important in aspects of life because it can determine our future and position in social class. Therefore, in this study, the writer is interested in the representation of self-confidence in denotative and connotative meanings in semiotic studies for the album of Alessia Cara's debut song entitled Know-It-All which tells the story of her journey from an ordinary person to be a famous singer.

Semiotics is the study of signs. Semiotics itself consists of a set of theories about how signs represent objects, ideas, circumstances, situations, feelings, conditions outside the signs themselves. Basically, semiotic analysis is an attempt to feel something strange, something that needs further explanation when we read certain texts or narratives/discourses. The analysis is paradigmatic in the sense of trying to find the open or hidden meaning in a text. Thus, people often say that Semiotics is an attempt to find the meaning of (Chandler, 2007). Roland Barthes (1915-1980 referred to Semiotics as Semiology, it is how humanity makes sense of things. To make sense in this case is different with communicating (to communicate). Semiotics can be interpreted as the constituting a sign structured system (Kurniawan, 2001). One of the important areas that Barthes (2007) explores in his study of signs is the role of the reader. Connotation although it is the true nature of the sign, but it requires the activeness of the reader to internalize. Barthes (2007) clearly reviews what

is often referred to second level meaning system, which is built on other systems that have existed before. Literature is the clearest example of a second level of meaning system which is built on top of language as the first system (Kosasih, 2012). Barthes calls this second system connotative, which in his Mythologies he explicitly distinguishes from denotative or first-level systems of meaning. Roland Barthes revealed that language is a sign system that reflects the assumptions of a particular society at a certain time. Furthermore, Barthes uses the theory of signifier-signified which is developed into a theory of metalanguage and connotation.

1.Signifier (penanda)	2.Signified (petanda)	
3.Denotative sign (tanda denotatif) (first system)		
4.Connotative Signifier (penanda konotasi)		5. Connotative Signified (petanda konotasi)
6.Connotative Sign (tanda konotasi) (second system)		

Figure 1. Signifier-Signified in Semiotics

METHOD

The writer used Roland Barthes' semiotic theory to analyze connotative and denotative meanings, while the author's uses Lindenfeld's theory for the representation of self-confidence. These theories are used to analyze song lyrics in Alessia Cara's Know-It-All album. The framework for this study is presented in the following diagram:
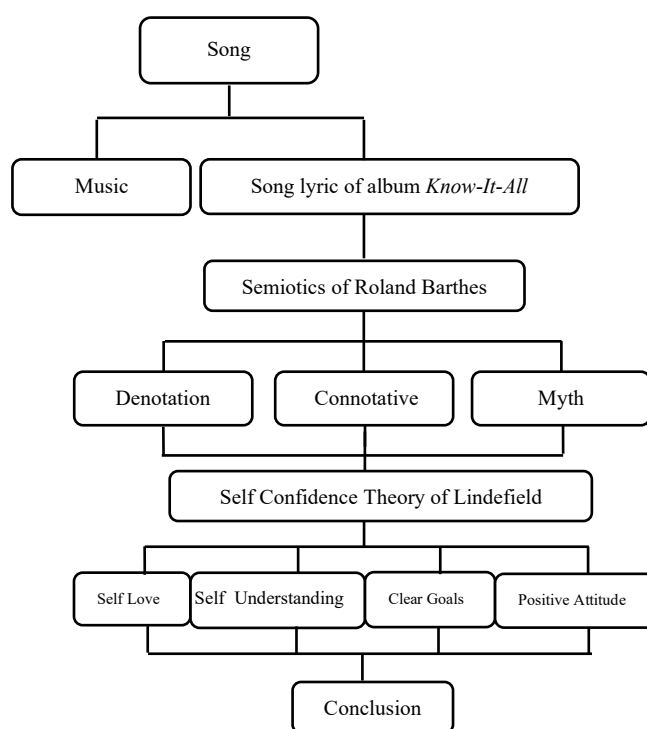
Figure 2. The Framework of this Study

This study used a descriptive qualitative approach to analyze the meaning of denotation and connotation in song lyrics in the album, because qualitative research is a method is used by researchers to find knowledge or theories about research at a certain time and obtain data without any manipulation. Even though the results of research using qualitative are also subjective, therefore the result of the research is the thoughts or point of view of the researchers themselves.

Furthermore, although the results of the research are the thoughts or points of view of the researchers, the researchers still adhere to the theories from the experts. The result itself will become a new concept or theory so that the new theory will be useful in the future for other researchers.

The source of the research is Alessia Cara's song album entitled Know-It-All, which is the Canadian singer's debut album. The researchers will analyze the literal meaning (denotation) and indirect meaning (connotation) using Roland Barthes' theory of Semiotics that is contained in the lyrics of the songs in the album Alessia Cara Know-It-All. To conduct this research, the researchers used library research or library techniques.

Library research itself is a data collection technique by studying and understanding data that is closely related to problems from books, theories, notes, and documents. Literary techniques are related to theoretical studies and other references related to values, culture and norms in the social situation. The researchers looked at that library technique as data collection technique focusing on theoretical studies involving various sources such as literature, books, articles, and internet as references.

The focus of this research is the semiotics component in the lyrics of Alessia Cara Know-It-All's album songs. Meanwhile, the sub-focus of this study is the denotative and connotative meaning found in the lyrics of the album song Alessia Cara Know-It-All based on the semiotic meaning system by Roland Barthes. A research instrument is a tool that can be used to collect research data or information.

In research using qualitative methods, humans are the main tool of the instrument, so the data collection tools in this study are the researchers themselves and the song lyrics on the album Alessia Cara Know-It-All which will be the supporting instruments. In this study the researchers used another instrument in the form of auxiliary tables to classify lyrics that contain denotative and connotative meanings in the lyrics of Alessia Cara Know-It-All's album songs.

Table 1. Analysis of Denotative and Connotative Meanings in the Lyrics of Alessia Cara Know-It-All's Album

No.	Song Title	Lyrics	Representative of Self Confidence			
			CD	PD	TJ	P

Information:

CD: Self Love
PD: Self Understanding
TJ: Clear Goals
P: Positive Attitude

In processing the data, the researchers used data collection steps such as (1) determining the song lyrics in the album Alessia Cara Know-It-All as a research source, (2) searching, collecting and reading several relevant articles in journal and theories about semiotics in song lyrics, (3) listening to songs contained in the album Alessia Cara Know-It-All, (4) determining the songs that will be the sample, (5) analyzing the lyrics of the songs that have been determined, (6) describing the results of the research, and (7) drawing conclusion, In conducting research, the author needs to check the validity of the data to support the authenticity and credibility of the data. Data triangulation as a combination or combination of various methods is used to examine interrelated phenomena from different points of view and perspectives. Triangulation focuses on four things: (1) method triangulation, (2) inter-researcher triangulation (if the research is conducted with groups), (3) data source triangulation, and (4) theory of triangulation.

RESULTS AND DISCUSSION

To represent self-confidence, the author uses Lindenfield's theory (2010) which states that there are four characteristics of self-confidence, namely: (1) Self-love, (2) Self-understanding, (3) Clear goals, and (4) Positive attitude. In the three parts of Roland Barthes' semiotics, the writer limits the discussion by representing self-confidence through denotative and connotative meanings according to the data the writer found in the album Alessia Cara Know-It-All.

Table 2. Percentage of Representative of Self Confidence

No.	Representative of Self Confidence	Total	Percentage
1.	Self-Love	2	6,7%
2.	Self-Understanding	5	16,7%
3.	Clear Goals	13	43,3%
4.	Positive Attitude	10	33,3%
Total			100%

The results of the research on the representation of self-confidence contained 30 data consisting of self-love 2 data or 6.7%, self-understanding 5 data or 16.7%, clear goals 13 data or 43.3% and positive attitude 10 data or 33.3%. In this study, the total lyrics in the album are approximately 300 stanzas which are included in 10 song titles. Based on the theory of Lindenfield (2010), the data that has been verified will be presented by the researchers in the table. The following is a description of the results of the research on the representation of self-confidence contained in the song album Alessia Cara Know-It-All with Lindenfield's self-confidence theory:

Table 3. Representative of Self Confidence in the Song Lyrics

No.	Song Title	Lyrics	Representative of Self Confidence			
			CD	PD	TJ	P
1.	*Seventeen*	*See I was racing and waiting for the day that I would be old enough*			✓	
2.		*Guess I'll be patient and pace myself gotta prepare for when goings rough*			✓	
3.	*Scars to your beautiful*	*But there's a hope that's waiting for you in the dark*				✓
4.		*You should know you're beautiful just the way you are and you don't have to change a thing, the world could change its heart*				✓
5.		*No scars to your beautiful*				✓
6.		*We're stars and we're beautiful*	✓			
7.		*She don't see her perfect, she don't understand, she's worth it or that beauty goes deeper than the surface so to all the girls that's hurting let me be your mirror help you see a little bit clearer the light that shines within*				✓
8.		*No better you than the you that you are*				✓
9.		*No better life than the life we're living, no better time for your shine, you're a star*				✓
10.	*Wild Things*	*Find table spaces, say your social graces, bow your head, they're pious here, but you and I, we're pioneers*		✓		
11.		*We make our own rules, our own room, no bias here*			✓	
12.		*Let 'em sell what they are sellin' there are no buyers here*		✓		
13.		*So, gather all the rebels now, we'll rebel rouse and sing aloud*			✓	
14.		*And we will leave the empty chairs. To those who say we can't sit there. we're fine all by ourselves*			✓	
15.		*So, aye, we brought our drum and this is how we dance*			✓	
16.		*No mistakin', we make our breaks, if you don't like our 808s, then leave us alone, cause we don't need your policies*			✓	

No.	Song	Lyric	CD	PD	TJ	Q
17.		Find me where the wild things are		✓		
18.		The cool kids aren't cool to me, they're not cooler than we are	✓			
19.		We will carve our place into time and space. we will find our way, or we'll make a way, say hey, hey, hey		✓		
20.		Find you're great, don't you hide your face, and let it shine, shine, shine, shine				✓
21.	Four Pink Walls	See I knew I was destined for bigger and better but never said a thing	✓			
22.		I can't ever be afraid				✓
23.		I knew there was a life behind those four pink walls		✓		
24.		You'll never face a judge without me, you'll never battle the gavel alone.		✓		
25.		I'd be searching till I found you, wherever you are... You are my partner in crime.		✓		
26.	Stone	Cause I've had my heart, broken before and I promised I would never let me hurt anymore.		✓		
27.		But I tore down my walls and opened my doors and made room for one.				✓
28.		And I would be lying, if I said I wasn't scared to fall again.	✓			
29.		I promise I will stay the same		✓		
30.	Stars	And sometimes we need to shed our face and be just who we are				✓
Total			2	5	13	10
Percentage			6.7	16.7	43.3	33.3
Total			30			
Percentage			100			

Information:
CD: Self-Love
PD: Self-Understanding
TJ: Clear Goals
Q: Positive Attitude

The steps in interpreting the results of the data findings are (1) to collect and look for representations of confidence in the album song Alessia Cara Know-It-All, (2) to record and analyze the song's lyrics. From the results of the analysis of self-confidence, there are 30 data consisting of self-love 2 data or 6.7%, self-understanding 5 data or 16.7%, clear goals with the most data or 13 data or 43.3% and a positive attitude 10 data or 33.3%. The following is a description of the data that has been studied.

Self-Love

Based on the results of the research, it can be found that 2 of the 30 data that have been found show self-love or only 6.7% of the total data. The lyrics on the Know-It-All album that represent self-love show that self-love is symbolized by an attitude that is good and we know that stuff.

Self-Understanding

Based on the results of the study, it was found that 5 or 16.7% of the total data indicated self-understanding. Data that shows self-understanding is symbolized by understanding the abilities we have to be able to stand for ourselves.

Clear Goals

Based on research, the most data is found is clear objectives which consist of 13 data or 43.3% of total data.

Song lyrics that show clear goals are symbolized by renewal movements that can break something old-fashioned with something better and they understand what they are doing.

Based on the results of data analysis, the representation of the most in Know-It-All albums is a clear goal. It can be seen that in Cara's debut album, it symbolizes the struggle to reach her dream as a young singer. When compared to relevant research by Datulawa (2020) with the topic of self-confidence representation in Doraemon film, self-confidence is represented by 5 aspects, namely ambition, independence, optimism, selflessness and tolerance which have some similarities in terms of ambition to achieve something, and optimistic about getting it.

Positive Attitude

Based on the data research, it is found that positive attitude is 10 data or 33.3% of total data. The lyrics that represent a positive attitude symbolize that a positive attitude can be seen in giving good advice, giving moral support, and having the courage to make decisions.

CONCLUSION

Research with the representation of self-confidence based on denotative meanings and connotative meanings can be developed using other data sources including other song albums, novels, serial films, short films, and feature films with different titles. The data sources that the researchers use can be investigated using other theories such as language style, representations of love, slang and linguistic theory as well as other literary theories. Based on the results of the analysis described previously, the researchers can conclude that the representation of self-confidence in the song lyrics in the album Alessia Cara *Know-It-All* contains 30 data which are divided into 4 types consisting of self-love 2 data or 6.7%, Self understand 5 data or 16.7%, clear goals with 13 data or 43.3% and a positive attitude10 data or 33.3%.

The first part is self-love with the smallest data or 2 data or 6.7%. The author believes this is because this album is an album that tells Cara from being an ordinary unstable teenager to be a more mature woman and can realize her dream of becoming a singer, so the songs she tells are more about her struggles. Then the second part is self-understanding. As the writer stated in the previous point that this album is Cara's journey from an unstable teenager to an adult woman, so in that process Cara doesn't really know herself where the data obtained is only 5 or 16.7%.

The next data with the second highest number is a positive attitude or 10 data or 33.3% because several songs in the Know-It-All album invite listeners to be able to love themselves more and not hesitate to show our good attitude

to social society. Then, there is a clear goal with the highest amount of data or 13 data or 43.3% because the Know-It-All album is Cara's debut album, some of the songs on the Know-It-All album tell Cara's life journey when she struggles to reach his dream as a young singer who is able to get awards.

Based on the analysis of the representation of belief in the song lyrics on Alessia Cara's album song Know-It-All, the writer hopes that listeners of the songs on Alessia Cara's album can take positive values (building self-confidence by loving yourself, understanding yourself, having clear future goals and being positive towards yourself and around) and apply them to everyday life so these positive values can also have a positive impact on wider scope.

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