

**Name** : Bahrian S. Umamah  
**Students ID** : 321411029  
**Department** : English Department  
**Faculty** : Letters and Culture Faculty  
**Title** : Connotation Analysis on Norbit Movie

**Statements of Authorship**

1. This research is an original work of author and no previous research to seem likely the same with this.
2. During conducting this research, the researcher believes that he never committed plagiarism. All the statements or ideas shared by the experts are well - cited and can be found in the references sheet.
3. If somebody found disagreement between points 1,2, and 3, the researcher agrees that degree to be taken off

Gorontalo, ,2016



Bahrian S. Umamah

## Abstract

**Umamah, Bahrian, S. 2016. Connotation analysis on Norbit Movie. Skripsi. English Department. Letters and Culture Faculty. Universitas Negeri Gorontalo. Advisor: (1) Muhammad Syamsurizal, S.S, M.Pd (2) Sri Widyarti Ali, S.Pd, M.Hum**

Connotation is the case of meaning that add an additional attribute such as individual and cultural perspective, experience, and emotive meaning in a word. This study explores the use of connotation in a film which entitle *Norbit*, an American romance comedy movie. The use of connotation in this movie is quite strong since there is relation of the certain expressions of the characters and their utterances. In order to identify the process of the emerging connotation, a qualitative research is conducted. The data are classify into 5 types of connotation; attitudinal, associative, affective, reflective and allusive meaning and each of them are analyzed by using componential analysis and through the context by applying Hymes (1974) tools which identify the cases of connotation based on the situation, participant, ends, act of sequence, key, instrumental, norms, and genre which concise as S.P.E.A.K.I.N.G. The research reveals that there are 19 data that analyzed based on its dictionary and connotative meaning, and the context of how the connotation occurred. In analyzing the data, the attitudinal meaning shows some connotations in the movie that related with the characteristic of the word; the associative meaning indicate the speakers' perspectives toward something which having affect in the using of connotation; the affective meaning showing the speakers' emotion during using some expression that causing an additional meaning of the used expression; the reflective meaning depict the speakers delineation to themselves and others; and allusive meaning reveals the purpose of action by using a hint. Further, certain context also reveals the assist of the internal and external factors that showing the process of how this meanings are occurred. As conclusion, words which contain connotations are used to express implied statement, insulting, mocking, and expressing self.

**Key words:** *Connotation, Norbit, Componential Analysis, Attitudinal, Associative, Affective, Reflective, Allusive, S.P.E.A.K.I.N.G, Dictionary Meaning, Connotative Meaning,*

## APPROVAL SHEET

**Name** : Bahrian S. Umamah  
**Students ID** : 321411029  
**Department** : English Department  
**Faculty** : Letters and Culture Faculty  
**Title** : Connotation Analysis on Norbit Movie

Advisor I



**Muhammad Syamsurizal, S.S, M.Pd**  
NIP. 196707221999031001

Advisor II



**Sri Widyarti Ali, S.Pd, M.Hum**  
NIP. 198209062006042001





Head of English Department



**Novi Rusnarty Usu, S.Pd, M.A**  
NIP. 198001112005012003

## LEGALIZATION SHEET

**Date** :  
**Time** :  
**Examinee** : Bahrian S. Umamah  
**Student's ID** : 321 411 029  
**Title** : Connotation Analysis on Norbit Movie

No	Examiners	Signature
1	Zulkifli Tanipu, S.Pd, M.A	
2	Jefriyanto Saud, S.Pd, M.A	
3	Muhammad Syamsurizal, S.S, M.Pd	
4	Sri Widyarti Ali, S.Pd, M.Hum	



Dean of Letters and Culture Faculty

Dr. Hi. Harto Malik, M.Hum

NIP. 196610041993031010