



## **ABSTRACT**

Songs are one type of entertainment that many people enjoy on a daily basis. Besides for entertainment purpose, songs can also be a medium for songwriters to express what they feel. Therefore, the present writer thinks it will be interesting to conduct a research on songs to analyze the true meaning behind them. The present writer chose three songs from The 1975 that have a correlation with drug problems namely “Chocolate”, “UGH!”, and “It’s Not Living (If It’s Not With You).”

The selected songs were analyzed using the Associative Meaning theory by Leech (1981) which divides meaning into five types that are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning. The result shows that there are 44 data with associative meaning found in The 1975’s selected songs with the percentage of 27,28% for affective meaning, 20,45% for both social and collocative meaning, and 15,91% for both connotative and reflected meaning. Thus, the most used type of associative meaning found in The 1975’s selected songs is affective meaning because the three songs are based on the songwriter’s drug problems.

**Keywords:** *associative meaning, songs, drugs, the 1975*