

**THE ASSOCIATIVE MEANING IN THE HEADLINES OF  
THE JAKARTA POST**

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## MOTTO

مَنْ عَرَفَ لُغَةَ قَوْمٍ سَلِمَ مِنْ مَكْرِهِمْ

*“Who knows their language safe from their deceit.”*

## DEDICATION

*This thesis is dedicated to my beloved parents, Abdul Qodir and Nuryatun for their support, pray, love and affection.*

*For all people who have given me support, idea and care from beginning until the last during my thesis writing.*

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Praise be to Allah, who has given the beneficence for the researcher in finishing this thesis. With Allah the researcher asks for help, so that the researcher can finish this thesis, entitled “The Associative Meaning In the Headlines of The Jakarta Post” which is intended to achieve the first degree of The State Islamic University of Malang. Shalawat and Salam are expected to be exerted by Allah to the lovely prophet Muhammad SAW who has brought Islam as the *rahmatan li al-alamn*.

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The writer

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## ABSTRACT

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Advisor: Prof. Dr. H. Mudjia Rahardjo, M.Si.

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Meaning is the idea or concept that can be transferred from the mind of the speaker to the mind of the hearer by embodying them as it were in the form of one language or another. Associative meaning is the sense associations that are not part of a world's basic meaning and have variants meaning based on individual experience or the context of sentences. The Jakarta Post is daily newspaper presenting news in English language in Indonesia. Headline is the important part of newspaper that is written at the beginning of news broadcast.

In this study, the researcher uses the descriptive qualitative method because the writer attempts to arrive at a rich description of words, phrases or sentences in the headlines of The Jakarta Post that needs to find the answer based on the research problems. In this thesis, the writer analyzes many types of associative meaning that is used in the headlines of The Jakarta Post and how are the associative meaning used in the headline of The Jakarta Post during 1<sup>st</sup> up to 25<sup>th</sup> April 2008.

In this analysis the researcher presents five types of associative meaning that is used in the headlines of The Jakarta Post, such as connotative meaning is what is communicated by virtue of what language refers to, stylistic meaning is what is communicated of the social circumstances of language use, affective meaning discussed about what is communicated of the feelings or attitudes of the speakers, reflected meaning explains on what is communicated through association with another sense of the same expression, collocative meaning talks about what is communicated through association with words which tend to occur in the environment of another word.

Besides, this analysis shows that the associative meaning is used by bringing the experience (mental understanding) and expressions of human thought and feeling or emotion of word in the headlines of The Jakarta Post.

The result of this study shows that associative meaning consist of five types that occurs in those headlines of The Jakarta Post during 1<sup>st</sup>- 25<sup>th</sup> April 2008. Each of types show the various forms of sentence and give their own definitions based on what is the type talked about. Finally, the researcher hopes that this analysis gives advantages to the next researchers as their references or as the data supporting.

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Semantics is one of the branches of linguistics studying about the meaning, and it is considered as a major branch of linguistics devoted to the study of meaning in language (Crystal, 1991: 310). According to what has long been the most widely accepted theory of semantics, meanings are ideas or concepts that can be transferred from the mind of the speaker to the mind of the hearer by embodying them, as it were, in the form of one language or another.

Moreover, to understand meaning, we need to understand how words are used to convey meaning. The idea is when you read some texts, you can understand that text in terms of meaning when you have a generative model for how words are put together to convey meaning. Related to this case, associative meaning is suitable to be analyzed by the researcher on her study.

Next, the definition of associative meaning is the sense associations that are not part of a world's basic meaning and have variant meanings based on individual experience or the context of sentences, for example, *birthday* → presents, party etc (David Crystal, 1987). It means that the meaning of the word *birthday* has variant meaning, it can be *presents* or *party* depends on the individual experience or the context of sentences itself.

There are five types of associative meaning that will be analyzed in this study; such as *connotation meaning*, what is communicated by feature of what language refers to, *stylistic meaning*, what is communicated of social circumstances of language use, *affective meaning*, what is communicated by feeling and attitude of the speakers or writers, *reflected meaning*, what is communicated of true association with another sense of the same expression and *collocation meaning*, what is communicated through association with word which tends to occur in the environment of another word (Geoffrey Leech, 2003:38).

In this thesis, the researcher will present the associative meaning in headlines of The Jakarta Post. Here, the researcher chooses The Jakarta Post as the object of her study that will be specified on its headline section. The reason why the researcher focuses on its headlines, first, headlines is the most important part of newspaper and denotes the essence of the news besides capturing the reader's attention in the first time, second, the size and style of a headline give readers some idea of the importance of the topic. In addition, it often reflects the policy of the newspaper and it almost always based on certain presuppositions. In short, the headline must convey maximum of the information with a minimum of language symbol.

For example, The Jakarta Post, December 15, 2007. Even though nationalists' emotions are *running* high, the government is relieved at the absence Anti-Tamil backlash in responds to the Tiger butchery. The word *running* is used in the sense of moving-visible thing; but one also feels in this

context, in the sense of *becoming*, because of its multiple conceptual meaning. It is a reflected meaning. Further, the words, phrases and sentences in the meaning of which is associative in headline newspaper are actually created by anyone who takes part in the events that journalists reported or wrote. This case very probably occurs in the headlines of The Jakarta Post ([www.thejakartapost.com](http://www.thejakartapost.com)).

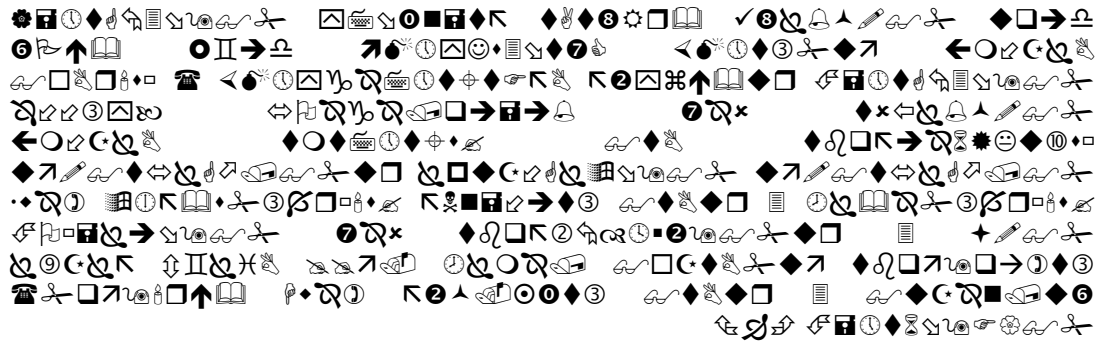
Besides, The Jakarta Post is the largest English language newspaper in Indonesia with an average circulation of around 25,000 copies. The new English daily is special, not only in its goal, which is to improve the standard language media in Indonesia, but also in bringing together for competing media publishers into producing a quality newspaper with an Indonesian perspective. Hence, a fresh and different outlook was created in the Indonesian press in form of The Jakarta Post ([www.thejakartapost.com](http://www.thejakartapost.com)).

Based on the explanation above, the researcher is eager to analyze the associative meaning in the headlines of The Jakarta Post. The ultimate objectives of this study are to find out the types of associative meaning that are used in headlines of The Jakarta Post and to describe in what way or in what situation the associative meaning are used in headlines of The Jakarta Post.

This study has relation to other researches that have been done by Luluk Sulistyowati (2004), who investigated “A Study on Associative Meaning of Words and Phrases Used in William Wordsworth’s poems” and

Fransiskus Posenti Betu (2000), who focused on “Associative Meaning in the News of Malang Post Newspaper “.

In the holy Qur’an, this study has related to Surah (Ali-Imran: 7)



*“He it is who hath revealed unto thee (Muhammad) the scripture wherein are clear revelations. They are the substance of the Book (Muhkamaat). And others (which are) allegorical (Mutasyaabihaat). But those in whose hearts is doubt pursue, forsooth, that which is allegorical seeking (to cause) dissension by seeking to explain it. None knoweth its explanation save Allah. And those who are of sound instruction say: we believe therein; the whole is from our Lord; but only men of understanding really heed.”*

According to this surah, Allah said that He descends the Holy Qur’an with Muhkamaat Verse and Mutasyaabihaat Verse. Muhkamaat Verse is the verse whose meaning is clearly understood by human, whereas Mutasyaabihaat Verse is the verse whose meaning cannot be understood except Allah Himself. We could not interpret texts based only on their basic meaning, because it also related to the individual experience, social phenomenon, and the context in which they are used. It is called Associative

Meaning that according to Muhkamaat Verse whose meaning is easy to understand by human.

## **1.2 Research Problems**

1. What kinds of associative meanings are found in the headlines of The Jakarta Post?
2. How are associative meaning used in headlines of The Jakarta Post?

## **1.3 Objectives of the Study**

The objectives of this study is mainly connected to the research problems above, they are:

1. To find out the kinds of associative meaning in the headlines of The Jakarta Post.
2. To describe associative meaning those are used in headlines of The Jakarta Post.

## **1.4 Significance of the Study**

The researcher expects that this study will contribute to the linguistic field, especially in semantics, with particular reference to associative meaning (connotative meaning, stylistic meaning, affective meaning, reflected meaning and collocation meaning) which occurs in the headlines of newspaper.

Further, this study can be used as a guideline for those who read The Jakarta Post to get better understanding in interpreting the words meaning. Finally, it would also be useful for students who want to study about associative meaning in particular and semantics in general.

## 1.5 Scope and Limitation

There are many sections involved in The Jakarta Post, but in this analysis, the researcher just analyzes headlines sections especially in political news of The Jakarta Post published on 1-25 April 2008. I choose this duration because based on the focus of this study above, the associative meaning is used in political news of that headline which becomes the hot news of political event during that time. Therefore, from that case, it takes many attentions to the researcher to analyze it, exactly. The researcher has limitation on the political language. It seems to be diplomatic and rhetoric, that is difficult for common people (not politician) to understand. Politicians rarely or never put themselves in a certain position to state something as testimony.

This study will examine the associative meaning (connotative meaning, stylistic meaning, affective meaning, reflected meaning and collocation meaning) of English words/phrases used.

## 1.6 Definition of Key Terms

In order to avoid misunderstanding of concept used in this study, there are some definitions provided as follows,

1. **Associative meaning:** the sense associations that are not part of a world's basic meaning and have variant meaning based on individual experience or the context of sentences.
2. **Headlines:** the important part of newspaper that is written at the beginning of news broadcast.



3. **The Jakarta Post:** daily newspaper presenting English language in Indonesia especially published on 1-25 April 2008.

## **CHAPTER II**

### **REVIEW OF THE RELATED LITERATURE**

This chapter presents the review of the related literature which comprises: meaning, associative meaning, types of associative meaning, language of journalism and previous study.

#### **2.1 Meaning**

Learning a language in the form of text, a learner needs to know the meaning of each word in that language. Without knowing the meaning of words, it is impossible for us to learn the structure of that language and to use the language to share our thought with other. In the same case, we also have to know how the meaning of words combines into phrase and sentence meaning. From those above, meaning is the crucial point in language study.

In modern linguistics, meaning is studied by making detailed analyses of the way words and sentences are used in specific contexts. It is an approach shared by several philosophers and psychologists (p.412). Ludwig Wittgenstein (1889-1951), in particular, stressed its importance in his dictum: “the meaning of word is its use in the language.

In one respect, therefore, meaning is central to the study of language, and one would imagine that a general textbook on linguistics might well include at least as much about meaning as any other area.

Today is widely held that ‘meaning’ is not some kind of entity separate from language anymore than measures such as ‘height’ or ‘length’

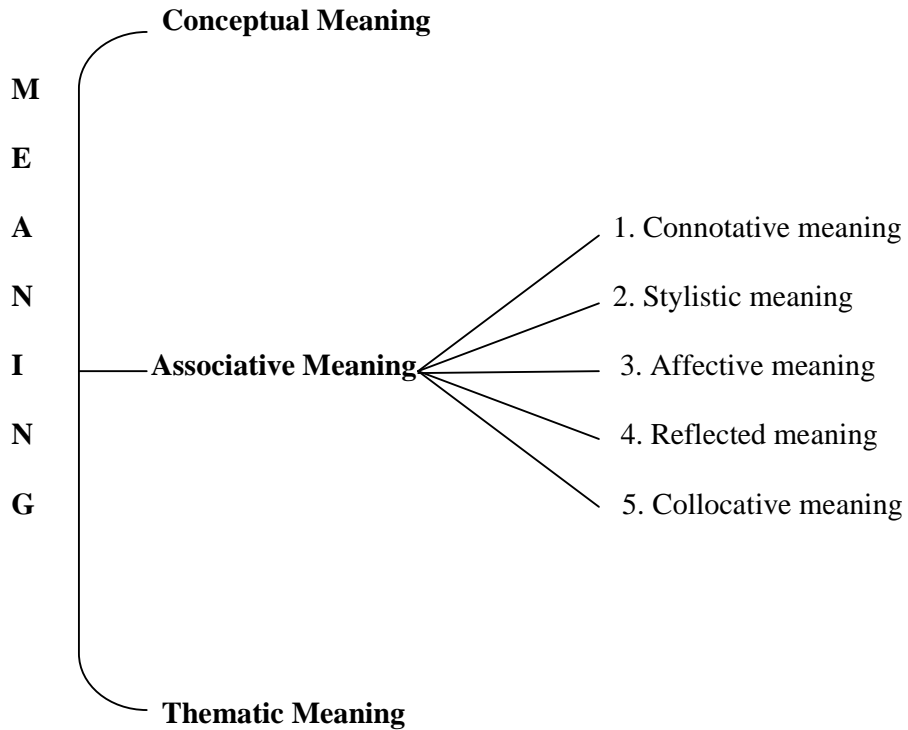
have some kind of independent existence. To say that object 'have height' means only that they are so many units high; it does not mean that there is an abstract property of 'height' that exist independently of objects. In the same way, it is argued, to say that word 'have meaning' means only that they are used in a certain way in a sentence. We can examine the meaning of individual words and sentences, but there is no 'meaning' beyond that.

To understand meaning, we need to understand how words are used to convey meaning. In communication, it is not the words themselves that communicate meaning, but it is the latent structure underlying the words that conveys meaning. Therefore, in communication, we need to infer latent structure from the observed words. Our model for semantics representation is phrased as generative model; we state how latent structures are used to convey meaning. The idea is that when you read some text, you can understand your text in terms of meaning when you have a generative model for how words are put together to convey meaning. Associative meaning arises by learning the causal model that generates the data such as text in a corpus. (<http://psiexp.ss.uci.edu/research/teaching/SemanticModeling.ppt>)

Because the model is generative it is easy to specify how new text can be generated and this makes it very easy to use the model of prediction. And in text or article of newspaper, we can find the meaning as close as possible to what the journalist means.

According to the Semantics analysis of Geoffrey Leech (1976), the kind of meaning can be broken up into seven sub-types: *conceptual*

meaning, (*connotative, stylistic, affective, reflection, and collocation*) as associative meaning and *thematic meaning*. It can be described according to the diagram below:



From that kind of meaning, the writer only focuses on the associative meaning that the definition of associative meaning and each kind of associative meaning will be explained below.

## 2.2 The Definition of Associative Meaning

According to the Semantics analysis of Geoffrey Leech (1976), the associative meaning of an expression has to do with individual mental

understandings of the speaker. They, in turn, can be broken up into five sub-types: *connotative, stylistic, affective, reflection, and collocation meaning*.

Associative meaning is the sense associations that are not part of a world's basic meaning and have variants meaning based on individual experience or the context of sentences. In other words, associative meaning is the meaning of words that has connection to the relationship of word with the condition beyond the language. For example, the word '*jasmine*' associated with the meaning of 'holy' or ; the word '*red*' associated with the meaning of 'brave'; the word '*cendrawasih*' associated with the meaning of 'beautiful'.

In particular, this associative meaning has the same meaning with some symbols that is used by the society of language to convey the other concept. For example, the word "*Srikandi*" is used as a symbol of a heroic woman. Because of this associative meaning has relationship to the moral value and view of life that exist in the society of language, it means that this case also discussing about the valuable sense of language.

George Yule (1983) stated that associative meaning is different from conceptual meaning. It is the word's meaning that is still related to other words. Whereas conceptual meaning covers these basic, essential components of meaning, which are conveyed by literal use of words or conceptual meaning is the lexical or literal meaning.

Associative meaning describes a composite of six modes of language usage, which draw on certain mental connections. Such connections are based

on the contiguities of real-world experience rather than the linguistic context. Associative meaning is variable and therefore unstable, since it owes its validity to socio-psychological and contextual factors. In contrast, Conceptual meaning is stable and invariable since it can be represented by means of a finite set of symbols, be they semantic features, semantic postulates or semantic rules. Conceptual meaning is an inextricable and essential part of the linguistic system, such that one can scarcely define language without reference to it, Associative meaning on the other hand, is incidental and peripheral to language itself as its use largely depends on the real-world experience. (Alice Mwhaki, 2004:131 )

As it was mentioned before, meaning is analyzed by many linguists from various points of view, often representing different branches of linguistics. However, no matter what point of view a given scholar assumes, certain theories are generally agreed on. Among those theories there is the most basic and probably the most important distinction of the meanings of words into their conceptual sense and their associative sense (Finch, 1998:140). The conceptual sense or meaning of a word is what can be found in its description in a dictionary. It is simply what the word designates and it is what most people mean by the meaning of a word. Along with the conceptual meaning, many words have what is in linguistics called associative meaning. Associative meaning is a complex matter and its several different types can be distinguished.

The associative meaning of word is the total of all the meanings a person thinks when they hear or read the word. For example, the person is

given a word *puppy* and then asked to list all the things that they think of word *puppy*.

Puppy → warm, young, furry, lively, kitten.

Warm, young, furry, lively, kitten make up the associative meaning of puppy for that person.

### **2.3 Types of Associative Meaning**

According to Geoffrey Leech (1974), there are five types of associative meaning, such as connotative meaning, stylistic meaning, affective meaning, reflected meaning and collocative or collocation meaning. And each of them will be explained below.

#### **2.3.1 Connotative Meaning**

The connotative meaning is the thoughts that is provoked by a term when in reference to certain entities. Though these meanings may not be strictly implied by relevant definitions, it shows up in common or preferred usage regardless. This is not to be confused with what is historically referred to as connotation, which more closely describes rigid definition of words. In other words, connotative meaning is the meaning that has a taste of language and has relations to the moral value in the society of language, exactly. For example, The word “*red*” is used as the symbol of brave (in political world, it is used as the symbol of communist region).

Connotative meaning also has the meaning of what is communicated by feature of what language refers to. In similar way,

connotative meaning is the communicative value an expression has by virtue of what it “refers to”, over and above its purely conceptual content. It can embrace the “putative properties” of the reference due to the viewpoint adopted by an individual, or a group of people, or a whole society.

For example:

*Women*, the word *women* reflect to (capable of speech, experienced in cookery, skirt-or-dress wearing, prone of tears, cowardly, emotional, irrational, and inconstant).

Alice Mwihaki (2004: 131-132) says that connotation is the real-world value a speaker associates with an expression. Real-world value is perceived in terms of tacit socio-cultural principles, norms and rules. Connotative meaning, therefore, describes the communicative value an expression contains by virtue of what it refers to, over and above its purely conceptual content. In other words, the Connotative meaning of a term builds on the basic conceptual attributes to include the various additional non-criterion properties that we have come to learn to expect a referent to possess. This can be illustrated by means of an examination of the Kiswahili terms *mtu* ‘person’, *mwanamume* ‘man’ and *mwanamke* ‘woman’. What comes to mind when you hear these expressions?

*Niliona mtu mmoja na wanawake wawili. ‘I saw one person and two women.’*



By the universal rules of language use, a woman is also a person since she has the biological attributes of a human being. Some cultures, however, do not accord a woman the status of being a person. In many African cultures, the meaning 'mtu' connotes a man. It is thus used exclusive of women and children. This usage is not peculiar to the elderly; the youth adopt the same attitude.

*Huyo ni mwanamume!* 'That's a man!'

Besides the biological attributes of [+ human], [+ adult], [+ male], the term *mwanamume* may connote one or several of various physical and behavioral attributes such as a muscular build, undaunted ambition, driven in terms of material acquisitiveness or generally aggressive in the pursuit of fame and social standing. In some cultures, a 'man' has to prove himself by overcoming all manner of adversary such as killing a fierce beast and preferably a lion.

One could argue that this is nothing compared to the expectations some cultures burden women with. Note that such 'womanhood' or 'manhood' characteristics are learned and cultivated during girlhood or boyhood respectively. Let us consider for starters the expression - usually uttered in the negative- relating to women:

*Huyo si mwanamke!* 'That's no woman!'

Besides the biological properties of [+ human], [+ adult], [- male] a real *mwanamke* would be expected to possess certain physical and social skills as well as psychological attitudes. She would, for

instance, be expected to be a proficient cook, an obedient wife, a capable mother, a generous and cheerful host and generally a self-effacing personality. Do not forget role beauty plays in a woman's social image, especially in the ethnography of communication.

Besides ethnographic values, connotative meaning is found in all types of statements that are expressed concerning the quality of material possessions, jobs, social relationships and everyday experiences. These statements may reflect the attitudes of individual speakers, sub-cultures or social class. Consider an everyday expression such as:

*Hiyo ilikuwa safari njema.* 'That was a good journey'.

If uttered by a *matatu* driver or tout, *safari njema* would mean a trip that was profitable in monetary terms whereby exorbitant fares were probably charged. This would hardly be the view of the commuter. The commuter would evaluate the goodness of a journey in terms of safety or physical and psychological comfort. To the commuter *safari njema* would more probably refer to evidence of careful driving and general courtesy from the vehicle personnel.

Connotative meaning is, therefore, generally unstable. It varies considerably according to such factors as culture, historical period, social class and the general real-life experience of a speaker or group of speakers. Hence, it can be described as coincidental to language rather than an essential part of it. In effect, connotations are relatively peripheral meanings in comparison with denotations.

### 2.3.2 Stylistic Meaning

Stylistic meaning has the meaning of what is communicated by social circumstances of language use. In social, where words are used to establish relationship between people and to delineate social roles. For example, in Japanese, the suffix “-san” when added to a proper name denotes respect, sometime indicating that the speaker is subordinate to the listener; while the suffix “-chan” denotes that the speaker thinks the listener is a child or childlike (either for purposes of affection or derision).

In the same way, stylistic meaning is a piece of language conveys about the social circumstances of its use. The English style has recognized some main dimensions of stylistic variation. Here is the category of its usage to differentiate between each dimension, there are:

#### A. Relative Permanent of Language style

Individuality (the language of Mr. X, Mrs. X)

Dialect (geography language area, or social class),

Period (Language in XVIII century)

#### B. Delivery of idea

(a) The medium (speech, writing, etc)

(b) Participation (monologue, dialogue, etc)

#### C. Relative Temporary of Language Style

Occupation area (law language, scientific, advertisement, etc)

Status (polite language, slang, colloquial)

Modality (note language, academic lecturer, joke)

Satirical (Dickens style, Hemingway, etc)

Those lists show something from many kind of different styles, perhaps, it occurs in certain language. Perhaps, it is not strange that we rarely found word that has conceptual meaning and also has the same of stylistic meaning. This observation often causes the opinion that the real synonymy is nothing. If we understand the synonymy as the perfect comparison of communicative effect, then it is difficult to get the example that is incompatible with those facts. It is better, if we limit the term of synonymy as the comparison of conceptual meaning, thus, we can compare the conceptual synonym in connection between several of stylistic colors:

{	steed (poetic)	{	domicile (very formal)
	horse (general)		residence (formal)
	nag (slang)		adobe (poetic)
	gee-gee (child language)		home (general)

{	cast (biblical literature)	{	diminutive (very formal)
	throw (general)		tiny (colloquial)
	chuck (slang)		wee (colloquial, dialect)

The status of language style dimensions is very important to differentiate the synonym idiom. Here is the example of the different status which occurs in the whole sentence.

Example:

*“After casting a stone at the police, they absconded with the money.”*

We can analyze it from the *status* in language style of relative temporary viewpoint, it might be said by the chief inspector in making his official report (language of the chief inspector), and the *medium* that is used is writing.

### **2.3.3 Affective Meaning**

Affective meaning has to do with the personal feelings or attitudes of the speaker. In same case, affective meaning also has the meaning of what is communicated of the feelings and attitude of the speakers or writers.

For example:

*“I am terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voices a little”.*

From the example above, the speaker or the writer wants to show his feeling or his attitude to give a warning to us or listener based on the respectness.

In addition, affective meaning is a piece of language that reflects the personal feeling of the speaker or writer, including his attitude to the listener or to something that he is talking about.

Example:

*Aha!* (Expressing emotion)

*Oh my God!* (Expressing feeling)

In other words, According to Alice Mwihaki (2004:134-135) states that affective meaning is only indirectly related to the conceptual representation. Affective meaning is more directly a reflection of the speaker's personal attitude or feelings towards the listener or the target of the utterance. Such feelings or attitudes are usually negative or insincere in nature. They are normally expressed through such forms of language use as insults, flattery, hyperbole or sarcasm.

Insults are usually expressed with reference to names for animals with negative attributes and even defects on the human body or personality. A Kiswahili speaker would probably use such terms as, *nguruwe* 'pig', *mbwa* 'dog', *mnyama* 'beast', *mwizi* 'thief', *mwehu* 'deranged person', or *mjinga* 'fool'. Such addresses simply imply that in the speaker's opinion the addressee is dreadfully dirty, greedy, cruel, deceitful, unreasonable or an idiot respectively. Note that these insults reflect the speaker's emotional state at a given time. Today's *mnyama* 'beast' might well turn out to be tomorrow's *malaika* 'angel' under different circumstances.

Often we flatter people when we are either in a mood of zest or in a mood of guile, especially when we intend to use the flattered in a particular way. Flattery is usually expressed in metaphorical utterances and predictably using attractive attributes such as *lulu* 'pearl', *malaika* 'angel', *njiwa* 'dove', *simba* 'lion', or *ndovu* 'elephant' to imply the attribute of great beauty, compassion, gentleness, bravery or strength respectively. Once again, this usage is of a temporary nature probably lasting the duration of the utterance. The *malaika* of one moment could easily metamorphose into the *shetani* 'devil' of the next moment, when the speaker is in a particularly offensive mood.

Often speakers use sarcastic remarks when they deliberately want to ridicule the addressee. The intention to ridicule is often a reflection of the speaker's opinion of either the status or performance of the addressee. An insensitive or very discouraged parent, on seeing the dismal examination results of his/her child, could comment:

*Umetia fora hata ukavuta mkia!* 'You excelled so absolutely that you pulled the tail!'

Typical of sarcastic expressions the essential properties of this utterance are antithetical in meaning. *Kutia fora* 'to excel' would be the antithesis of *kuvuta mkia* 'to come last/to bring the rear'. In this case, the perceived contradiction effectively draws a cruel contrast between the parent's expectations and the child's performance. Besides the effect of ridicule, therefore, sarcasm functions as an indirect way of communicating a negative message. The speaker is actually saying, 'in my opinion you

didn't try at all'. In other words, the actual meaning is not contained in the words used. Such usage is further illustrated in collocative meaning.

#### **2.3.4 Reflected Meaning**

Reflected meaning has to do with when one sense of a particular word affects the understanding and usage of all the other senses of world. Reflected meaning also has the meaning of what is communicated of true association with another sense of the same expression. For example, is taken from futility poetry by Wilfred Owen:

Are limbs, so *dear*-achieved, are sides,

Full-nerved –still warm – to hard to stir?

According to the example above, the word *dear* is associated with the sense of “*expensive*”, but also eludes, one feels in the context of the poem, is in the sense of “beloved”.

Reflected meaning is the meaning that arises in cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense. One sense of a word seems to ‘rub out’ on another sense in this way only when it has dominant suggestive power either through relative frequency and familiarity or through the strength of its association.

On the other hands, Abdul Chaer (1989:136) said the sentence gives the new meaning of the word that relates to another



event or phenomena and it has a connection with that word. It involves in this reflected meaning discussion.

### **2.3.5 Collocative Meaning**

Collocative meaning describes words that regularly appear together in common use (within certain context). In addition, collocative meaning has meaning of what is communicated true association with word which tends to occur in the environment of another word. Only when explanation in term of other categories of meaning does not occur, we need to invoke the special category of collocative meaning: on the other levels, generalization can be made, while collocative meaning is simply an idiosyncratic property of individual words. It also consists of the association of a word acquires on account of the meaning of words which tend to occur in its environment.

Example:

*Handsome woman - pretty boy*

(Pretty and handsome have the same meaning, good-looking, but it should be pretty woman - handsome boy).

*Wander and stroll*

(Cows may wander, but mat not stroll).

According to Alice Mwhaki (2004:135) states that Collocation is an umbrella term for the various instances of co-occurrence of meaning. It refers to the sense a lexeme may acquire because of the

meanings of lexemes that tend to co-occur in similar environments and covers all utterances which are encoded and decoded as unitary wholes of expressions. The latter extend from lexical associations to the various types of language sayings.

Lexical collocation may be universal or language specific.

Universal lexical collocation refers to the particular sense of a general attribute, because of a given referent. This level of collocation is exemplified in the certain cases of noun-adjective association. When we use *zuri* 'good', for instance, the particular sense of goodness will depend on the subject of discussion. This becomes apparent when we consider expressions such as:

*mtoto mzuri* 'a good child'

*kazi nzuri* 'a good job'

*ardhi nzuri* 'good land'

*maisha mazuri* 'a good life'

Goodness for each of these referents has a different sense. A good child would be one who is respectful and generally obedient. A good job comes with a comfortable salary and attractive side benefits. The goodness of land would be definable in terms of soil composition and water retention properties. A good life is probably one of abundance both in material and in spiritual wealth. Significantly, these definitions should apply to language use in general.

Similarly, Howard Jackson (1988) said the collocation refers to the combination of words that have certain mutual expectancy. For example, *good read*, it is more likely that given the noun *read* the adjective will occur than given the adjective *good*, the noun *read* will occur. Indeed, in this case we might say that its likely combination with *good* is part of the meaning of *read* (noun), but we would be far less sure about saying that its combination with *read* (noun) is part of the meaning of *good*.

Further to control such collocation is a reflection of the gendering of language use which occurs in many cultures. Do not lose sight of the fact that language is a powerful tool of enculturation. Another cultural constraint of meaning is evident in the language sayings including idiomatic expressions.

Day to day use of language sayings represents instances of meaning collocation. This is observable in many forms, particularly in the usage of proverbs, figures of speech and riddles. Language sayings have two levels of meaning: the literal and the inner meaning. Of significance is the inner or hidden meaning.

The meaning collocation involved can be illustrated in relation to the interpretation of proverbs. Proverbs are usually expressed as simple statements which represent deeper more hidden meanings. They are conventional expressions that have symbolic rather than iconic value. Consider these two proverbs:

*Mwenda pole hajikwai.* ‘One who moves slowly does not stumble’.

*Majuto ni mjukuu.* ‘Regret is a grandchild’.

The proverb *mwenda pole hajikwai* is not a statement about movement. Rather it is a cautionary expression intended to send a warning to the effect that one who is prudent will not land into unnecessary trouble. Similarly, the proverb *majuto ni mjukuu* is not a statement about grandchildren or such kinship affiliation. Rather it is an expression intended to caution the addressee that experiences of regret follow the deed is done. Thus, proverbs are learned and used as unitary wholes of meaning.

Another example of unitary wholes of meaning is the idiomatic expressions. Idiomatic expressions are alternatively described as phrasal lexemes. This means that they are phrasal structures which are substitutable by a single lexeme. Normally, several idiomatic expressions have one anchor word. One of the anchor words for a set of Kiswahili idiomatic expressions is *piga* ‘beat’, realized as follows:

*piga mbio*→*kimbia* ‘run’

*piga mbiu*→*tangaza* ‘announce’

*piga mbizi*→*zama* ‘dive’

*piga mafungu*→*gawanya* ‘divide’

It is clear that these meanings have nothing directly or indirectly to do with the action of beating. They represent a

conventional means of communication which is learned alongside general proficiency in a given language. This is a general principle of the meanings which are communicated through the creative use of language.

Finally, Leech gives a summary in order to be easier in understanding associative meaning as follows:

1. **Connotative meaning**, what is communicated by virtue of what language refers to.
2. **Stylistic meaning**, what is communicated of the social circumstances of language use.
3. **Affective meaning**, what is communicated of the feelings or attitudes of the speakers.
4. **Reflected meaning**, what is communicated through association with another sense of the same expression.
5. **Collocative meaning**, what is communicated through association with word which tends to occur in the environment of another word.

#### **2.4 Language of Journalism**

Language and journalism are two parts that cannot be separated from one another. Journalism cannot be called journalism if there is no language and of course there is no journalism without language. Journalism is there because there is language. In addition, a language, as a device for

expressing thought, needs journalism as the media to deliver the information (news) about recent, current or future event to people or the readers.

In similar way, Journalism needs the presence of media to spread out the information to the people around the world. Since the media can do nothing without the help of language, the conclusion can be drawn that language holds the primary role in reporting the news, the events, or the phenomena (Rahardjo, 2002: 144).

The language of journalism is changing. The terms that define the components of the craft are in flux. The vocabulary of newspapers is under challenge by both critics of the industry's rigidity and by evangelists for new forms of journalism. Besides, the popular concept of news is news as a conversation. It means that who believe news organizations must remove the walls between the "producers" of news and the "consumers" of news (it's time for newspapers to think of themselves as "enablers" of news). Before newspapers can have a conversation with the community, they need to learn to have one with themselves.

The most valued quality of the language of journalism is clarity, and its most desired effect is to be understood." He was referring to the words and structure of stories, but I think the sentiment can be applied with equal validity to the language used by journalists to describe what they do (Roy Peter Clark, 2005). In order to change, newspapers need clarity. In order to evolve, newsrooms need understandable goals. In order to refocus

their talents as well as develop new ones, journalists need a vocabulary that fosters creative thinking.

Because each own newspaper should have its own language, an individualized lexicon reflecting the priorities of the newsroom and the needs of the community (which should coincide), a common set of questions journalists should ask to be good journalist on writing news. Among them:

**What is a “story”?** What information should it contain? Which is the most important? How long must it be? How can it be presented in a form that is most useful to readers? What elements besides words are essential?

**What is a “beat”?** How, for example, should “education” be covered? How can we minimize institutional coverage in favor of stories about people and their concerns without abrogating our responsibility to, as one reporter once told me, “keep an eye on these scoundrels?” What skills are needed for good beat coverage? How do we ensure that our reporters have them and our editors permit the reporters to use them?

**What is our role as a “watchdog”?** How do we move from “gotcha” to context so the community believes we are on their side? How transparent should our reporting be? How much documentation can we provide that so we can not only underwrite our findings but also demystify our process?

**What is a “Page 1 story”?** What purpose does the front page serve? Should that purpose be the same every day? If it is for the most “important” stories, then what does “important” mean? Important to whom and for what?

**What is a “reader”?** Once that meant someone who read the newspaper; now it may be someone who uses the web site or hears about a newspaper story through a blog or is someone who still reads the paper once a week for something quite specific. The question then becomes: Not what do readers “want,” but what do we want readers to “do.” It is moving from providing information to creating experiences.

There are many other questions, of course, some dealing with fundamental issues like the nature of news, the civic role of a newspaper, the shift in reporting from data-provision to truth telling or the diminishing value of newspapers in the print-online equation. But while I think newspaper journalists should chew on these issues in order to be media literate and self-critical, they are too carbo-rich for daily digestion in the newsroom.

## **2.5 Previous Studies**

There was the research conducted by Luluk Sulistyowati, the student of State Islamic university of Malang who analyzed “A Study on Associative Meaning of Words and Phrases Used in William Wordsworth’s poems”. From her investigation, she concluded:

1. The appropriate types of associative meaning of words that is used in William Wordsworth’s poems.
2. The words which are chosen for the poems much depend on the poet’s choice of situation that the poet wants to convey.



3. It showed that the use of words used in the poem is to express the idea in communicating with the reader.

Based on the definition above, what makes my study different from this previous study is that previous study takes an object about poem especially in using words of that poem. On the other hands, here my study is takes an object on The Jakarta Post Newspaper especially on its headlines. In addition, this study focuses on the word and sentence that involved in language expression of the speaker or writer.

Fransiscus (2002), the student of Gajayana University of Malang who investigated “The Associative Meaning in the News of Malang Post Newspaper “. From his investigation, he found:

1. The type of association meaning especially in stylistic meaning and reflected meaning that used in Malang Post Newspaper.
2. The associative meaning involved in the news on average is 6,66 happenings for each news that has been examined.

According to that explanation, what makes my study different from this previous study is that those previous study was analyzing the Indonesian Language only. On the other hands, Indonesian Language is not as stylistic as English Language.

Other research that has been done by Lemaire Benoit, the student of Grenoble University of France, who analyzed, “Incremental Construction of an Associative Network from a Corpus”. It had composed of example of associations between words in the representation of words

meaning. The statistical analysis of occurrences of each word within well defined units of context leads to a computational representation of association between words using a model of long term of semantic memory. This model can be distinguished along six features:

- a) The kind of input they are based on (either a corpus or word associative norm).
- b) The knowledge representation formalism.
- c) The way a new context is added to the long term semantic theory.
- d) The unit of context in which cooccurrence information is considered.
- e) The use or not of higher order cooccurrence.
- f) The way the meaning of a text can be inferred from the meaning of its words.

Based on the explanations from Benoit above, what makes my study different from him is the association of using words in representation of words meaning.

Tommy Yuniawan, the student of Semarang University, who analyzed, "Associative Meaning of Pornographic function in Humor text". From his research, there are several point can be drawn as the conclusion as regard to the pornographic associative meaning function in Humor text including:

1. Demanding attention
2. Entertaining
3. Evoking curiosity

4. Euphemism

5. Deceiving reading

From this previous study, the method of research and the data sources are making this research different from my research.

Once more research that has been done by Helene Madson, The student of Copenhagen, who analyzed, “Comparative Study on the Associative meaning of color words between English ad Chinese”. This analysis is composed of similarities and differences between English and Chinese color words and analyzes profoundly the cultural connotations connected with them. From these explanations, what makes my study different is about the method of research and also has different in the object of analyses.

Consequently, the way of analysis the data from all previous studies above are different from my research.

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter discusses about the research method used in the study. It comprises the discussion of the research design, data sources, research instrument, data collection and data analysis.

#### **3.1 Research Design**

This study uses descriptive qualitative methods, it is descriptive, because the writer attempts to arrive at a rich description of words, phrases or sentences in the headlines of The Jakarta Post that needs to find the answer based on the research problems. It is descriptive, as according to Saville and Troike (1986) states that for the study is to give some description on the problems of research. And it is qualitative, because it does not consist of numbers or cannot be quantified.

This study describes the words meaning in the headlines of The Jakarta Post. It is analyzed in connection with the use of words in the headlines context. In addition, this study attempts to obtain information communicated through writings (news) in newspaper and this study is expected to examine the words meaning to identify the kinds of associative meaning involved in the headlines of The Jakarta Post and how the using of associative meaning in those headlines is.

### **3.2 Data Sources**

The data sources of this study are collected from newspaper of The Jakarta Post published on 1<sup>st</sup> up to 25<sup>th</sup> April 2008. I choose this period because based on the focus of this study above, the associative meaning is used in political news of that headline which becomes the hot news of political event, also, to strengthen the information and message that given during that time. The data of this study are in the form of words or sentences that has the associative meaning in the headlines of Jakarta Post. In additions, the writer also gets the data from internet, or other news and theories that are relevant to this study.

### **3.3 Research Instrument**

In this study the writer acts as a main instrument of the study, since, the writer involved herself in finding the data. Other instruments, however, are still utilized for the perfect data; they are The Jakarta Post newspaper form 1<sup>st</sup> up to 25<sup>th</sup> April 2008 or probably from the internet, and then found out the headlines. After that, the writer searched the sentence or word that involved as associative meaning in the headlines of The Jakarta Post.

### **3.4 Data Collection**

The data of this study are collected by using several steps. First, the writer collects the headlines of The Jakarta Post published on 1<sup>st</sup> up to 25<sup>th</sup> April 2008. Second, reading and selecting the words or sentences of headlines

which has the associative meaning. Then, gathering other data (news and theories) to support this analysis.

### **3.5 Triangulation**

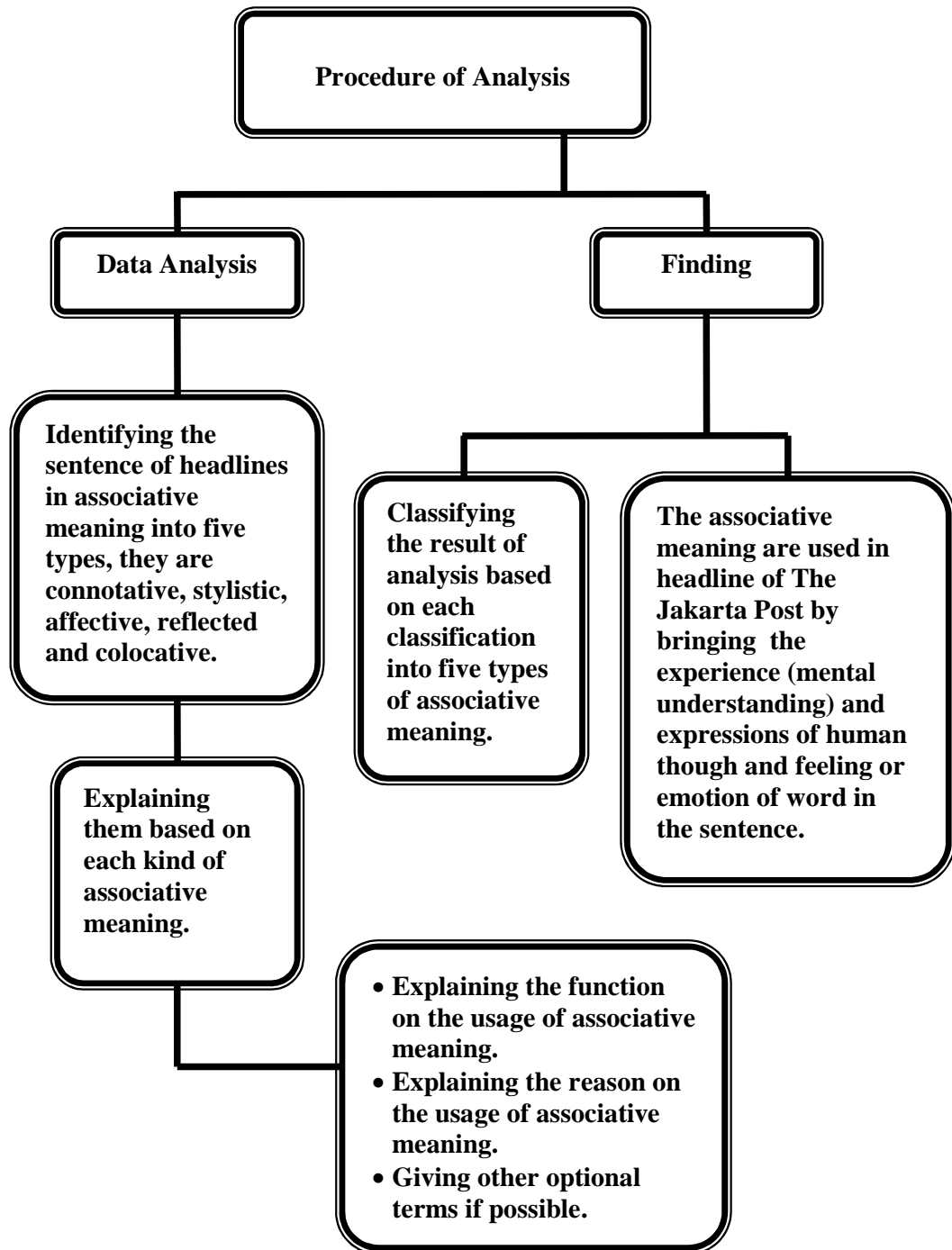
One process involved in corroboration effort has become known as triangulation. As explained by Hammersley and Atkinson (1983), Triangulation is not the combination of different kinds of data per se, but rather an attempt to relate different sorts of data (p.199). Besides, Denzin (1978) has identified three types of triangulation are data sources, methodological and investigator triangulation. In this study, triangulation is used to strengthen the data and support finding.

In addition, the researcher uses two types of triangulation in her study, data sources and methodological triangulation. Related to the data sources triangulation which involves the convergence of multiple data sources, this research could involve the data which collected from the headlines of The Jakarta Post and also collected from the informant. In this case, the researcher chooses lecture from The State Islamic University of Yogyakarta. She is chosen since she is considered to have sufficient knowledge in linguistic especially in semantics. Besides, methodological triangulation is used in this research which involves the convergence of data from multiple data collection procedures. Here, the researcher discusses and checks the data from the website of The Jakarta Post and interviewing the provider as the informant to give their comment and critic on the appropriateness of this thesis.

### **3.6 Data Analysis**

After obtaining the data, the writer comes to the analysis steps. The data were analyzed as the following steps. First of all, after having the complete data of associative meaning found in the headlines, the writer identified them into five types of associative meaning (connotative, stylistic, affective, reflected and collocative) that is in the form of words or sentences.

After finishing in identifying those kinds of associative meanings (connotative, stylistic, affective, reflected and collocative) based on the theories and the explanations in the chapter two), I began to explain and interpret them as closely as possible to what journalists mean. The explanations and interpretations are aimed to answer the second research problems of how the associative meaning is used in headlines of Jakarta Post. The first explanation of how the associative meaning, which is used in headlines of The Jakarta Post is in the term of experience (mental understanding) and expressions of human thought and feeling or emotion of word in the sentence that journalists report to create the expression of language. It is used to convey the meaning of those headlines of The Jakarta Post to the reader.





## CHAPTER IV

### DATA ANALYSIS AND FINDINGS

#### 4.1 Data Analysis

1. April 1, 2008

*“We propose a direct presidential election that creates the opportunity for independent candidates to run, “Bambang said”.*

According to the sentence above, the word “run” is indicated as reflected meaning. Reflected meaning is the meaning that arises in cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense (Geoffrey Leech, 1974:29). It can be described by the word *run*, this word is used in the sense *moving-visible thing*, but on the sentence above, the word *run* is associated with the sense of *compete*. Then, the word *run* here has another sense of the same expression.

This reflected meaning is used by arising the multiple conceptual meaning of word in the sentence. The word *run* is used within the sentence above, because it has the multiple conceptual meaning that consists of the sense *moving-visible thing* and one more meaning is the sense of *compete*. The reflected meaning function is to communicate the true association with another sense of the same expression.

2. April 2, 2008

*“New law bans sitting chiefs from local elections”*

According to this sentence of headlines, it can be indicated as reflected meaning. It can be described by the word “sitting”, the word sitting here is associated with the sense of “taking place to be a candidate”. Also, one sense of a word seems to rub out another sense in that sentence is the sense of “take up such a position on the chair”. From this explanation, the word “sitting” also has the meaning of what is communicated of true association with another sense of the same expression. As note, reflected meaning is the meaning that arises in some cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense (Geoffrey Leech, 1974).

Besides, this reflected meaning on this headline has the sense that is communicated of true association with another sense of the same expression in the sentence. The word “sitting” above is a particular word that perhaps, it is chosen by the writer to deliver their idea or feeling of e information or news that arises during that time. It function is to communicate the true association with another sense of the same expression.

3. April 3, 2008

*“Health requirements for presidential hopefuls vague, poll body claims”.*

This sentence above involves in the affective meaning. From the sentence above, the writer or the speaker wants to show his feeling or his

attitude on giving a hope to us or the reader based on the hopefulness. It is involved in the affective meaning, because it has to do with the personal feelings or attitudes of the speaker (Mwihaki, 2004). In same case, according to Geoffrey Leech stated the affective meaning also has the meaning of what is communicated of the feelings and attitude of the speaker or writer.

According to the sentence “Health requirements for presidential hopefuls vague, poll body claims” here, the poll body claims that House of Representatives to provide clear definitions on health requirements for the president candidates. The usage of this expression is to show to the reader about the hopefulness on health requirements for presidential.

Beside, the affective meaning is used by bringing and giving the feeling of the expression of that sentence in headlines. This sentence is an expression that reflects from the personal feeling of the writer, including his attitude to the reader or to something that they are talking about and the writer try to give accurate information in order to express a news and reality of health requirements for the president candidates.

4. April 4, 2008

*“When they found envelopes with more than Rp1 million, they only returned Rp1 million to us and took the reminder, “she said”.*

The word “envelopes” which underlined above can be categorized as reflected meaning. Reflected meaning has the meaning of what is communicated of true association with another sense of the same

expression. According to the sentence above, the word “envelopes” is associated with the word “money” but one sense that is usually known by the people, the word “envelopes” is in the sense of “correspondence”. This meaning arises in multiple conceptual meaning, when one sense of a word forms part of our response to another sense.

This reflected meaning of that sentence gives the new meaning of the word that relates to another event or phenomena and it has a connection with that word (Abdul Chaer, 1989:136). In the same case, that reflected meaning is discussing about another sense in the same expression, as it has explained in the previous. A reflected meaning function is to deliver the new sense of a word that relates to another phenomenon in the same expression. Then, the optional term is the word ‘money’.

5. April 5, 2008

*“Nonsense, life sentence for separatist.”*

This expression that sentence is categorized as affective meaning, because this meaning has to do with the personal feelings or attitudes of the speaker (Mwihaki, 2004). In same case, affective meaning also has the meaning of what is communicated of the feelings and attitude of the speakers or writers. Here the expression of “Nonsense” is coming from the writer’s feeling to the case that is faced.

This expression of affective meaning gives the sense of personal feeling or attitudes of the speaker or writer. In similar way, this meaning is

communicated of the speaker or writer (Geoffrey leech, 1974). The word “Nonsense” is used as a piece language expression that arises from the personal feeling or attitude of the writer that is dedicated to the reader. Here, the writer is directly express their personal feelings towards the reader or the target in the form of sentence. The function is to express the speaker’s feeling or emotion.

6. April 6, 2008

*“The law also obliges the parties to allocate 30 percent of their central board executive seats to women”*

The word” women” that underlined in the sentence above is indicated as connotative meaning. Connotative meaning has the meaning of what is communicated by feature of what language refers to (Geoffrey Leech, 1974). In similar way, according to Mwihaki (2004) said connotative is the communicative value and expression by virtue of what it “refers to”, over and above its purely conceptual content. The word ‘women” reflect to capable of speech, experienced in cookery, skirt or dress wearing, prone of tears, cowardly, emotional, irrational; and inconstant. This explanation embraces the putative properties of the reference due to the viewpoint adopted by an individual, or group of people, or whole society.

This connotative meaning discusses its purely conceptual content or the basic conceptual attributes to include the various additional non-criterion properties that we have come to learn, to expect a referent to

posses. The word “women” would be expected to posses certain physical and social skills as well as physiological attitudes which has mentioned in the paragraph before. The connotative function is to describe the communicative value of an expression by virtue of what it refers to.

7. April 7, 2008

*“The General Elections Commission (KPU) has acknowledged it faces a tough road ahead in its preparations for next year’s elections.”*

This kind of sentence in this headline is categorized as associative meaning, especially reflected meaning. The word “faces” is used in the sense of *front part of head*, but in this context can be felt that the word “faces” here, is in the sense of *confronting*. Specifically, the sense of this context is *to confront*. Because it has multiple conceptual meaning, when one sense of a word forms part of our response to another sense, it is called a reflected meaning (Geoffrey Leech, 1974:29).

The reflected meaning in the word “faces” is bringing a sense of particular word to express the meaning troughs the true association of the sentence. Also, the word “faces” has the meaning that arises in many cases of multiple conceptual meaning, when one sense of a word form part of our response to another sense. And one sense of he word “faces” which has associated with the sense of “front part of head” seems to rub out another sense. In this only when the sense of “confronts” has a dominant suggestive power through either relative frequency or familiarity or the strength of its association in the sentence. This sense appears to give

connection between words in that sentence in order to deliver the positive response and to make it connects about the information or news that is given to the reader.

8. April 8, 2008

*“This is a good sign the President has proposed an appropriate figure for the position”.*

According to the expression of this sentence, it can be categorized into collocation meaning, especially on the word “*good sign*”. It refers to Lexical collocation may be universal or language specific. Universal lexical collocation refers to the particular sense of a general attribute, because of a given referent. This level of collocation is exemplified in the certain cases of noun-adjective association (Mwihaki, 2004:135). The word “good” is the particular sense of goodness will depend on the subject of discussion. “*good sign*” would be definable in term of something that will happen after some time, but not now.

Similarly, Howard Jackson (1988) also said the collocation *good sign*, it is more likely that is given the noun *sign*, the adjective will occur than given the adjective *good*, the noun will occur. That is to say, the number of alternative adjective to *good* in the phrase of *good sign* is relatively limited by comparison with the number of alternative nouns to *sign*. Indeed in this case might say that its likely combination with *good* is part of the meaning of *sign* (noun), but it would be far less sure about

saying that its combination with *sign* (noun) is part of the meaning of *good*.

This collocation meaning is used by referring to the universal lexical collocation to the particular sense of a general attributes. It can be found in “*a good sign*” already explained in the previous paragraph.

9. April 9, 2008

*“Yudhoyono paused his speech and told the attendants, while pointing to the participant: “Wake him up”. “Go outside if you want to sleep”.*

From this sentence, the researcher can indicate it as an affective meaning. It can happen, because this sentence involves an expression that relates to the personal feelings or attitudes of the speaker. In similar way, that sentence is communicated of the feelings and attitudes of the speaker or writer (Mwihaki,2004). Related to the sentence above, the speaker (Yudhoyono) wants to show his feeling to give a warning to the listeners (participants) not to sleep in the forum during the president’s speech. Also, this sentence comes from the speaker’s emotion that is mentionable to show unhappiness thing with high intonation. Perhaps, it can be found in the sentence above. In the sentence of “Go outside if you want to sleep” is an expression of the speaker’s (Yudhoyono) emotion to the listeners (participants) about their bad attitudes (sleeping) during the president’s speech.

This affective meaning is more directly a reflection of the speaker’s personal feelings and attitudes towards the listener or the



target (Mwihaki, 2004:134-135). Such feelings and attitudes are usually negative or insincere in nature. The affective meaning function is to communicate our feelings and attitudes about something that reflects to our personal feelings or attitude.

10. April 10, 2008

*“In a smooth process lasting all of 10 minutes, all House factions agreed on the recommendations prepared by Commission IX on financial affairs for selecting Boediono to lead troubled Bank Indonesia (BI).”*

This sentence is categorized as reflected meaning which has to do with one sense of a particular word affect the understanding and usage of all the other senses of word (Mwihaki, 2004). It can be described in the word “smooth”, which is associated with the sense of “simple or easy”. But, the other senses of the word “smooth” is in the sense of “soft”. It is based on the theory, which reflected meaning is the meaning that arises in multiple conceptual meaning, when one sense of a word forms the part of our response to another sense (Geoffrey Leech, 1974:29). In addition, Geoffrey Leech (1974) also said one sense of a word seems to rub out another sense when it has dominant suggestive power through either relative frequency or familiarity or the strength of its association in the sentence. It can be found in the sense of “simple or easy” that seems to rub out in the sense of “soft” through the power of its association in the sentence above.

This reflected meaning arises in the case a multiple conceptual meaning of word that is described clearly by presenting the word that has a new sense which has an association with the context of sentence. The sense of the word “simple or easy” is evidence that its new sense is more associated with the sense context in the sentence above. The reflected meaning function is to communicate the true association with another sense of the same expression.

11. April 11, 2008

*“The governor and all BI officials have always fully respected the legal process and have always shown their good intentions as law-abiding citizens during the investigation.”*

A collocation meaning involves in this sentence. The word “*good intentions*” is the proof of what the collocation meaning is. It refers to lexical collocation may be universal or language specific. Universal lexical collocation refers to the particular sense of a general attribute, because of a given referent (Mwihaki, 2004). This level of collocation is exemplified in the certain cases of noun-adjective association. The word “good” is the particular sense of goodness will depend on the subject of discussion. “*good intentions*” would be definable in term of something that will do in the best action or do something in the result.

Similar with the previous explanation, the collocation *good intentions*, it is more likely that is given the noun *intensions*, the adjective will occur than given the adjective *good*, the noun will occur. That is to

say, the number of alternative adjective to *good* in the phrase of *good intension* is relatively limited by comparison with the number of alternative nouns to *intensions*. Indeed in this case might say that its likely combination with *good* is part of the meaning of *intensions* (noun), but it would be far less sure about saying that its combination with *intensions* (noun) is part of the meaning of *good*.

This collocation meaning function is to communicate the universal lexical collocation to the particular sense of a general attributes. Also, It function is to combine between noun and adjective. It can be found in “good intentions” that already explained in the previous paragraph.

12. April 12, 2008

“*The president has nothing to do with this as the KPK is an independent body”.*

This sentence is categorized into collocation meaning in which some words are often used together in common use (Mwihaki, 2004). The example here in saying “independent body”, although the words *free* and *independent* mean essentially the same thing, it might sound awkward to wish somebody ‘free body’ and the only explanation here is that it is not the way people speak. Therefore, although a dictionary might provide very similar definitions for the three above-mentioned words, it seems that they are not identical, if not in meaning, then in use (Finch, 1998:143).

Besides, the collocation meaning communicates of true association of a word which tends to occur in the environment of another word. It

means that only when explanation in term of other categories of meaning does not occur, it needs to invoke the special category of collocation meaning. The collocation meaning function is to describe and communicate words that regularly appear together in common use into true association which tends to occur based on its environment.

13. April 13, 2008

*“The letter, signed by KPK’s head of investigation, Akhmad Wiyagus, stated that only several members of Burhanuddin’s family and his lawyer’s could visit him at the National Police Headquarters’ detention center in Jakarta”.*

According to the sentence above, this involves into reflected meaning that is represented by the word “head”. When it is read by someone, automatically in their mind give a response that the word “head” is the sense of *front or top part of body*. On the other hands, the word “head” above is associated with the sense *chief or leader*. Then, the sense *chief or leader* here seems to rub out on the sense of *front or top part of body*. It is caused by the sense *chief or leader* has dominant suggestive power through either relative frequency or familiarity or the strength of its association in that sentence. It is based on Geoffrey Leech (2003) theory: *one sense seems to rub out if these senses have dominant suggestive power through either relative frequency or familiarity or the strength of its association.*

Reflected meaning in this sentence is describing clearly about the presence the word that has a new sense and it has an association with the context of sentence. The word *head* that has the sense “*chief of leader*” is the evidence that its new sense is more associated with the sense context in the sentence above. The affective meaning function is to communicate the true association with another sense of the same expression.

14. April 14, 2008

*“Early counts show shock result in W. Java Election!”*

This kind of expression shows about human feeling of shock, which has associated with the personal feeling of the writer or speaker. This expression is called affective meaning. The word “shock” is kind of human feeling in expressing that caused by a sudden surprise of something. In this headline, the word “shock” is associated with the surprise feeling of counting result in West Java election and not at all, what had been predicted. Also, this expression is coming from the speaker’s emotion that is spoken by the polite tone in expressing surprise to something happen during that time.

In similar way, the affective meaning is expressing feeling and emotion of the speaker on the something happen (Geoffrey Leech, 2003). In that sentence, the word “shock” is spoken directly as the speaker’s emotion in expressing surprise of something happen. The affective function is to communicate the speaker’s feeling or emotion.

15. April 15, 2008

*“Hello! Is someone there to wake up the president?”*

Based on the word that is underlined, it can be indicated as affective meaning. The word “hello!” is an expression which comes from the speaker’s or writer’s emotion that is based on the situation at that time. This expression comes out in the polite tone that aims to wake up the president. In this case, the speaker or writer wants to show their friendliness through the expression of “Hello!”.

The sentence of this affective meaning is clearly showing the expression of emotion or feeling of the speaker or writer about something that is happened according to its situation (Geoffrey Leech, 1974). The main function of this affective meaning is to communicate the feeling or emotion. It can be used to express our emotion and attitudes without any mediator of other semantic functions.

16. April 16, 2008

*“They created a heated situation by belittling other candidates,” Tio said.”*

This sentence is analyzed as collocation meaning in which some words are often used together. The example here in saying “heated situation”, although the meaning of word *hot, heated and burning* essentially the same thing, it might sound awkward to wish somebody ‘hot situation’ and the only explanation here is that it is not the way people speak. Therefore, although a dictionary might provide very similar

definitions for the three above-mentioned words, it seems that they are not identical, if not in meaning, then in use (Finch, 1998:143).

In the same case of the previous number, the collocation meaning is communicating true association of a word which tends to occur in the environment of another word (Geoffrey Leech, 1974). It means that only when explanation in term of other categories of meaning does not occur, it needs to invoke the special category of collocation meaning. The collocation meaning function is to describe and communicate words that regularly appear together in common use into true association which tends to occur based on its environment.

17. April 17, 2008

*“During the meeting, Slank signed and presented Antasari with a poster showing him hoisting a corruptor by the hair while the man pleads to be released, saying, love Slank too, peace.*

Connotative meaning is the category of this sentence. “Man” is one of the words that represents the connotative meaning is. Connotative meaning has the meaning of what is communicated by feature of what language refers to (Geoffrey Leech, 1974). In similar way, Mwihi (2004) also states that connotative is the communicative value and expression contains by virtue of what it “refers to”, over and above its purely conceptual content. The word *man*, besides the biological attributes of [+ human], [+ adult], [+ male], the term *man* may connote one or several of various physical and behavioral attributes such as a muscular

build, undaunted ambition, driven in terms of material acquisitiveness or generally aggressive in the pursuit of fame and social standing.

This connotative meaning discusses its purely conceptual content or the basic conceptual attributes to include the various additional non-criterion properties that we have come to learn, to expect a referent to possess. Connotative meaning is, therefore, generally unstable. It varies considerably according to such factors as culture, historical period, social class and the general real-life experience of a speaker or group of speakers. The connotative function is to describe the communicative value of an expression that is based on the culture, historical period, social class and the general real-life experience of a speaker or group of speakers.

18. April 18, 2008

*“Kampung Kelling is named after its dominant population of North Sumatrans of Indian descent but it now also home to residents of Javanese and Chinese origin with a variety of religions including Hinduism and Buddhism”.*

The word *home* is categorized into stylistic meaning, which has the synonymy as the comparison of conceptual meaning (Geoffrey Leech, 1974). Then, we can compare the conceptual synonym that relates to the variant of stylistic colors. The word *home* here has similar synonym with *domicile (very formal)*, *residence (formal)*, and *adobe (poetic)*. The word *home* itself is used in *general* case. According to the sentence above, the word *home* is appropriate to be used in general case not in very formal,



formal or poetic. Then, their usage differs depending on the situation they are to be used in (Finch, 1998:145).

From the explanation above, this stylistic meaning is depending on the situation of the context of sentence itself. The word *home* is used in the general situation of the residents from Javanese and Chinese origin with a variety of religious including Hinduism and Buddhism. The stylistic meaning function is being able to compare the conceptual synonymy in the linking of the various stylistic colors.

19. April 19, 2008

*“However, he expressed his disappointment with Horta’s public statement linking the assassination attempt to “element in Indonesia upon his return to Timor Leste from Australia on Thursday”.*

This sentence is indicated a collocation meaning in which some words are often used together in common use (Mwihaki, 2004)). The example here in saying “*public statement*”, although the words *general*, *common* and *public* mean essentially the same thing, it might sound awkward to wish somebody ‘*common statement*’ and the only explanation here is that it is not the way people speak. Therefore, although a dictionary might provide very similar definitions for the three above-mentioned words, it seems that they are not identical, if not in meaning, then in use (Finch, 1998:143).

As the previous explanation, collocation meaning is communicating true association of a word which tends to occur in the

environment of another word (Geoffrey Leech, 2004). It means that only when explanation in term of other categories of meaning does not occur, it needs to invoke the special category of collocation meaning. The collocation meaning function is to describe and communicate words that regularly appear together in common use into true association which tends to occur based on its environment.

The optional term is the word “general or common”.

20. April 20, 2008

*“Moeslim Abdurrahman, a member of the PKB board of patrons, said the board had decided Friday the party would hold an extraordinary meeting”.*

This sentence is categorized into collocation meaning in which some words are often used together in common use. The example here in saying “extraordinary meeting”, although the words *unusual*, *exceptional* and *extraordinary* mean essentially the same thing, it might sound awkward to wish somebody ‘*exceptional meeting*’ and the only explanation here is that it is not the way people speak. Therefore, although a dictionary might provide very similar definitions for the three above-mentioned words, it seems that they are not identical, if not in meaning, then in use (Finch, 1998:143).

The collocation meaning that communicates true association of a word which tends to occur in the environment of another word (Geoffrey Leech, 2004). It means that only when explanation in term of other

categories of meaning does not occur, it needs to invoke the special category of collocation meaning. The collocation meaning function is to describe and communicate words that regularly appear together in common use into true association which tends to occur based on its environment.

21. April 21, 2008

*“I am a member of the House. You, an ordinary people, know nothing. I own this complex you see,” Tumai quoted Jaka as saying in the reports”.*

According to the sentence above, it can be identified as affective meaning which has to do with the personal feelings, emotions or attitudes of the speaker (Mwihaki, 2004). From the sentence above, the speaker or the writer wants to show his feeling or emotions to give a warning to the listener without any respectness. It can be seen that person which have high position of the House or it can be called one of the member of the House say something by underestimating to the ordinary people. This expression of emotion comes out in the impolite or rough tone that aims to underestimate someone in the situation that is happened.

The sentence of this affective meaning is expressing or communicating emotion or feeling of the speaker about something that is happened according to its situation. The main function of the affective meaning is to communicate the feeling or emotion of the speaker itself.

Anyway, it can be used to express our emotion and attitudes without any mediator of other semantic functions.

22. April 22, 2008

*“The president also shared with the expert the need to strengthen the DPD to allow the country to fully adopt a bicameral system”.*

A stylistic meaning is the appropriate category from that sentence. Stylistic meaning which has the meaning of a piece of language that conveys about the social circumstances of its use (Geoffrey Leech, 1974). And it has recognized some main dimensions of stylistic variation, the relative temporary of language style is used in that sentence especially in the occupation area (such as law language, scientific, advertisement, etc). It can be described by the word *bicameral*, this word involves in the relative temporary of language style especially in the point of political language. *Bicameral* here is associated with the sense of the American system which consists of two councils. It has very close meaning, however its usage differs depending on the situation that is to be used in (Finch, 1998:145).

This stylistic meaning presents the relative temporary of language styles that it might be appeared in the sentence above. Moreover, the various stylistic styles can show something from many kind of different styles that appears in language. The stylistic meaning function is to communicate the stylistic style which appears in language.

23. April 23, 2008

“*Losing governor candidates file lawsuit.*”

The word *file* is can be categorized into reflected meaning which has to do with one sense of a particular word affect the understanding and usage of all the other senses of word (Mwihaki, 2004). In this sentence, the word *file* is associated with the sense of *institute*, but the people can feel that the word *file* relates to the sense of *archives*. It is based on the theory that reflected meaning is the meaning that arises in multiple conceptual meaning, when one sense of a word forms the part of our response to another sense.

In addition, Geoffrey Leech (1974) also states that one sense of a word seems to rub outon another sense when it has dominant suggestive power through either relative frequency or familiarity or the strength of its association in the sentence. It can be found in the sense of “*institute*” that seems to rub out the sense of “*archives*” through the power of its association in the sentence above.

This reflected meaning arises in the case a multiple conceptual meaning of word that is described clearly by presenting the word that has a new sense which has an association with the context of sentence. The sense of “*institute*” is evidence that its new sense is more associated with the sense context in the sentence above. The reflected meaning function is

to communicate the true association with another sense of the same expression.

24. April 24, 2008

*“We found people casting their votes three times during the election on April 18”.*

This sentence is indicated into stylistic meaning, stylistic meaning is a piece of language conveys about the social circumstances of its use. Geoffrey Leech (1974) states that the English style has recognized some main dimensions of stylistic variation; individuality (the language of Mr. X, dialect (depends on region or social class), medium (speaking, writing), participation (monologue, dialogue), etc.

The dimension of language style “status” arises in this sentence. It is found in the word *casting* which involves in the biblical literature. According to the sentence above, perhaps, that sentence is spoken by a protest coordinator from the North Sumatra Election Awareness Forum.

From the explanation above, this stylistic meaning is depending on the situation of the context of sentence itself. The word *casting* is used in the biblical literature case. The stylistic meaning function is being able to compare the conceptual synonymy in the linking of the various stylistic colors.

25. April 25, 2008

*“However the Attorney General did not identify the ministers he met when he was delivering his opening speech for a grand meeting of Tugas Prakasa Siliwangi (TPS)”.*

This sentence is interpreted into collocation meaning in which some words are often used together. The example here in saying “grand meeting”, although the words *great*, *glorious* and *grand* mean essentially the same thing, it might sound awkward to wish somebody ‘*glorious meeting*’ and the only explanation here is that it is not the way people speak. Therefore, although a dictionary might provide very similar definitions for the three above-mentioned words, it seems that they are not identical, if not in meaning, then in use (Finch, 1998:143).

Then, from the explanation above, collocation meaning is communicating true association of a word which tends to occur in the environment of another word (Geoffrey Leech, 2004). It means that only when explanation in term of other categories of meaning does not occur, it needs to invoke the special category of collocation meaning. The collocation meaning function is to describe and communicate words that regularly appear together in common use into true association which tends to occur based on its environment.

The optional term is the word *great* and *glorious*.

#### **4. 2 Findings**

According to the data presented and explained above, by using the theory of Geoffrey Leech and Alice Mwhiki, the findings are described

briefly as following explanation. There are five types of associative meaning, such as connotative meaning, stylistic meaning, affective meaning, reflected meaning and collocation meaning (collocative).

First, connotative meaning that is communicated by virtue of what language refers to. It can be found in these following sentences:

1. *“The law also obliges the parties to allocate 30 percent of their central board executive seats to women”*. (April 6)
2. *“During the meeting, Slank signed and presented Antasari with a poster showing him hoisting a corruptor by the hair while the man pleads to be released, saying, love Slank too, peace”*. (April 17)

Second, stylistic meaning is communicated by the social circumstances of language use. This practice can be found in these following sentences:

1. *“Kampung Kelling is named after its dominant population of North Sumatrans of Indian descent but it now also home to residents of Javanese and Chinese origin with a variety of religious including Hinduism and Buddhism”*. (April 18)
2. *“We found people casting their votes three times during the election on April 18”*. (April 24)
3. *“The president also shared with the expert the need to strengthen the DPD to allow the country to fully adopt a bicameral system”*. (April 22)

Third, affective meaning relates to the feelings, emotions or attitudes of the speakers. This case occurs in these following sentences:



1. *"I am a member of the House. You, an ordinary people, know nothing. I own this complex you see," Tumai quoted Jaka as saying in the reports". (April 21)*
2. *"Early counts show shock result in W. Java Election!" (April 14)*
3. *"Hello! Is someone there to wake up the president?" (April 15)*
4. *"Yudhoyono paused his speech and told the attendants, while pointing to the participant: "Wake him up". "Go outside if you want to sleep". (April 9)*
5. *"Health requirements for presidential hopefuls vague, poll body claims". (April 3)*
6. *"Nonsense, life sentence for separatist". (April 4)*

Fourth, reflected meaning relates to what is communicated through association with another sense of the same expression. It is can be described as following sentences:

1. *"We propose a direct presidential election that creates the opportunity for independent candidates to run, "Bambang said". (April 1)*
2. *"New law bans sitting chiefs from local elections". (April 2)*
3. *"When they found envelopes with more than Rp1 million, they only returned Rp1 million to us and took the reminder, "she said". (April 4)*
4. *"The General Elections Commission (KPU) has acknowledged it faces a tough road ahead in its preparations for next year's elections." (April 7)*

5. *“In a smooth process lasting all of 10 minutes, all House factions agreed on the recommendations prepared by Commission IX on financial affairs for selecting Boediono to lead troubled Bank Indonesia (BI).” (April 10)*
6. *“The letter, signed by KPK’s head of investigation, Akhmad Wiyagus, stated that only several members of Burhanuddin’s family and his lawyer’s could visit him at the National Police Headquarters’ detention center in Jakarta”. (April 13)*
7. *“Losing governor candidates file lawsuit.” (April 23)*

The last is collocation meaning relates to what is communicated through association with word which tends to occur in the environment of another word. This case can be found in these following sentences:

1. *“The president has nothing to do with this as the KPK is an independent body”.(April 12)*
2. *“They created a heated situation by belittling other candidates,”Tio said.” (April 16 )*
3. *“However, he expressed his disappointment with Horta’s public statement linking the assassination attempt to “element in Indonesia upon his return to Timor Leste from Australia on Thursday”. (April 19)*
4. *“Moeslim Abdurrahman, a member of the PKB board of patrons, said the board had decided Friday the party would hold an extraordinary meeting”. (April 20)*

5. *“However the Attorney General did not identify the ministers he met when he was delivering his opening speech for a grand meeting of Tugas Prakasa Siliwangi (TPS)”. (April 25)*
6. *“This is a good sign the President has proposed an appropriate figure for the position”. (April 8)*
7. *“The governor and all BI officials have always fully respected the legal process and have always shown their good intentions as law-abiding citizens during the investigation.” (April 11)*

The associative meaning is used by bringing the experience (mental understanding) and expressions of human thoughts, feelings or emotions of word in the sentence of headlines. The associative meaning is used by virtue of what it refers to, over and its purely conceptual content or the basic conceptual attributes to include the various additional non-criterion properties that we have come to learn, to expect a referent to possess. The word *women* and *man* would be expected to possess certain physical and social skills as well as physiological attitudes. It can be described as the following sentence of headlines:

1. *“The law also obliges the parties to allocate 30 percent of their central board executive seats to women”.*
2. *“During the meeting, Slank signed and presented Antasari with a poster showing him hoisting a corruptor by the hair while the man pleads to be released, saying, love Slank too, peace”.*

The next, associative meaning is used by depending on the situation of the context of sentence that occurs in that time. It can be described in these following sentences:

1. *“Kampung Kelling is named after its dominant population of North Sumatrans of Indian descent but it now also home to residents of Javanese and Chinese origin with a variety of religious including Hinduism and Buddhism”.*

2. *“We found people casting their votes three times during the election on April 18”.*

Besides associative meaning is used by depending on the situation of the context of sentence, it is also used by presenting the relative temporary of language styles. Moreover, the various stylistic styles can show something from many kind of different styles that appears in language. This case can be found in this following sentence:

*“The president also shared with the expert the need to strengthen the DPD to allow the country to fully adopt a bicameral system”.*

Next, associative meaning is used by expressing or communicating emotion or feeling of the speaker or writer about something that is happened according to its situation. This can be found in these following sentences:

1. *“I am a member of the House. You, an ordinary people, know nothing. I own this complex you see,” Tumai quoted Jaka as saying in the reports”.*

2. *“Early counts show shock result in W. Java Election!”*

3. "Hello! Is someone there to wake up the president?"
4. "Yudhoyono paused his speech and told the attendants, while pointing to the participant: "Wake him up". "Go outside if you want to sleep".
5. "Health requirements for presidential hopefuls vague, poll body claims".
6. "Nonsense, life sentence for separatist".

Associative meaning is used by arising sense in the case a multiple conceptual meaning of word that is described clearly by presenting the word that has a new sense which has an association with the context of sentence.

This case can be found based on these following sentences:

1. "We propose a direct presidential election that creates the opportunity for independent candidates to run, "Bambang said".
2. "New law bans sitting chiefs from local elections".
3. "When they found envelopes with more than Rp1 million, they only returned Rp1 million to us and took the reminder, "she said".
4. "The General Elections Commission (KPU) has acknowledged it faces a tough road ahead in its preparations for next year's elections."
5. "In a smooth process lasting all of 10 minutes, all House factions agreed on the recommendations prepared by Commission IX on financial affairs for selecting Boediono to lead troubled Bank Indonesia (BI)."
6. "The letter, signed by KPK's head of investigation, Akhmad Wiyagus, stated that only several members of Burhanuddin's family and his lawyer's could visit him at the National Police Headquarters' detention center in Jakarta".

7. *“Losing governor candidates file lawsuit.”*

The next, associative meaning is used by communicating true association of a word which tends to occur in the environment of another word. It means that only when explanation in term of other categories of meaning does not occur, it needs to invoke the special category of collocation meaning. This practice can be found in these following sentences:

1. *“The president has nothing to do with this as the KPK is an independent body”.*
2. *“They created a heated situation by belittling other candidates,” Tio said.”*
3. *“However, he expressed his disappointment with Horta’s public statement linking the assassination attempt to “element in Indonesia upon his return to Timor Leste from Australia on Thursday”.*
4. *“Moeslim Abdurrahman, a member of the PKB board of patrons, said the board had decided Friday the party would hold an extraordinary meeting”.*
5. *“However the Attorney General did not identify the ministers he met when he was delivering his opening speech for a grand meeting of Tugas Prakasa Siliwangi (TPS)”.*

The last, associative meaning is used by referring to the universal lexical collocation to the particular sense of a general attributes which is exemplified in noun-adjective phrase. It can be found in these following sentences:

1. *“This is a good sign the President has proposed an appropriate figure for the position”.*
2. *“The governor and all BI officials have always fully respected the legal process and have always shown their good intentions as law-abiding citizens during the investigation.”*

According to the whole explanation above, associative meaning on the other hand, is peripheral to language itself as its use largely depends on the real-world experience.

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

Based on the data analysis and findings presented in the chapter four, there are five types of associative meaning. A brief simple explanation of the classification is as following:

1. Connotative meaning

Connotative meaning has the meaning of what is communicated by feature of what language refers to. In same case, connotative meaning is the communicative value and expression by virtue of what it “refers to”, over and above its purely conceptual content. It can embrace the “putative properties” of the reference due to the viewpoint adopted by an individual, or a group of people, or a whole society. On other hands, connotative meaning is the real-world value a speaker associates with an expression. Real-world value is perceived in terms of tacit socio-cultural principles, norms and rules.

2. Stylistic meaning

Stylistic meaning is a piece of language conveys about the social circumstances of its use. In this discussion introduces the English style has recognized some main dimensions of stylistic variation, such as relative permanent of language style, delivery of idea or relative temporary of



language style. This type usually occurs based on the situation of word that is used in the headlines.

### 3. Affective Meaning

Affective meaning is a piece of language that reflects the personal feeling of the speaker or writer, including his attitude to listeners or to something that he is talking about. In other words, affective meaning is more directly a reflection of the speaker's personal attitude or feelings towards the listener or the target of the utterance. Here, the writer or the speaker wants to show his feeling, attitude and also his emotions to listeners about anything else.

### 4. Reflected Meaning

Reflected meaning has to do with when one sense of a particular word affects the understanding and usage of all the other senses of word. Similarly, Reflected meaning is the meaning that arises in cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense. One sense of a word seems to 'rub out' on another sense in this way only when it has dominant suggestive power either through relative frequency and familiarity or through the strength of its association.

### 5. Collocation Meaning

Collocation meaning has meaning of what is communicated true association with word which tends to occur in the environment of another word. It means that only when explanation in term of other categories of meaning does not occur, we need to invoke the special category of collocative meaning. On the other levels, generalization can be made, while

collocative meaning is simply an idiosyncratic property of individual words. It also consists of the association of a word acquires on account of the meaning of words which tends to occur in its environment.

Based on the explanation above, the associative meaning can be used by bringing the experience (mental understanding) and expressions of human thought and feeling or emotion of word in the sentence. Such connections are based on the contiguities of real-world experience rather than the linguistic context. On the other hands, associative meaning is peripheral to language itself as its use largely depends on the real-world experience.

## **5.2 Suggestions**

Learning a language in the form of text, a learner needs to know the meaning of each word in that language. Without knowing the meaning of words, it is impossible to learn the structure of that language and to use the language to share our thought with others. There are three points that could be recommended related to this research. First, for the journalist in their quality of the language of journalism, they need some vocabularies that fosters creative thinking. In order to refocus their talents as well as develop news ones and its news can be understood by all the reader. Second, for the reader who focuses on the headlines of The Jakarta Post, they should have enough vocabulary, know about structure that is used in that news and read carefully in order you can understand well about that news. The last, for the next researchers who are interested in doing further researches in this area to

use the different data sources for their research and hopefully it can be a reference to conduct the next research about semantic in general and associative meaning in particular to get more perfect research.

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