

CHAPTER I

INTRODUCTION

This chapter presents some introductory statements of this problem about connotative meaning, including the background of choosing it and the problem of significance. The specific content of this chapter is as follows: Background of the problem, statement of the problem, research objective, research significance, the definition of key terms, and organization of writing.

1.1 Background of Problem

Language is the one tool for communication between humans. In addition to the tool for communication language also has its function, namely to understand about meaning contained in a word or phrase. Because language is creative than communication is not restricted to fix set of topics, besides constantly produce and understand the new messages in response to new situations and new experiences. At the same time, language is used as subject to very specific rules and contains meaning. According to Kreidler (1998:5),

“All human societies have language and contrary to some popular but unfounded opinions every known language is complex and subtle, capable of expressing whatever its speakers need to express and capable of expressing whatever its speakers need to express and capable of changing to meet the changing needs of the speakers.”

It is part of language that has meaning understood by social being. Language also often used in various daily expressions with various meanings, such as body language, sky language, animal language, the language of love, heart language, political language, and legal language.

The role of language in everyday life is significant both in verbal and in writing. Language activities are actually expressing the symbol of the language to convey the meaning that is hopeless to the emblem, to the other person (in oral communication) or the reader (in written communication). “The knowledge that

the relationship of symbols or unit of language is with their meaning is very necessary for communicating with that language (Chaer, 2009).”

First, we have to know the theory of linguistic sign to understand the concept of meaning. Because meaning is everywhere in thoughts, in the words, inactions, in the world, and theory about language. Meaning is also central tools to experience language, as anyone knows who has ever listened to people talking in an unknown language. According to Palmer (1981:1) said, meaning covers a various of aspects of language, and there is no very general agreement either about what meaning is or about how it should be explained. Besides, meaning makes little sense except in the context of communication, the nation of communication, therefore, provides a good place to start the exploration of meaning.

According to Riemer (2010:3), the meaning is also central to the experience of using language, as anyone knows who has ever listened to people talking in an unknown language, one of the linguistic is Geoffry Leech. Leech puts it, “semantics (as the study of meaning) is central to the study of communication, and as communication becomes more and a crucial factor in social organization.”

Therefore focusing on text, one of them is connotative meaning. Which where connotative meaning is the meaning that arises from a person’s mind, which is usually emotional and has a function to beautify, refine, and increase the intensity of meaning in a word. According to Leech (1981:12), “connotative meaning is a communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content.” This meaning will be applied in the analysis in the social news text in one of the Jakarta Globe articles.

The article is one of the contents of the facts about a specific length that is made to issue them through post and magazine. Many people like to read the article, not just reading but some people using the article to find out the news that has happened in the world. According to Sumaridia (2004:1),

“Articles are freelance writings containing the opinion of someone who thoroughly examines a particular problem that is actual and sometimes controversial with the aim of telling (informative), influencing, convincing (persuasive argumentative), and entertaining the audience.”

This theory applies in social articles from the daily newspaper the Jakarta Globe, published in January Edition 2019. The article is also complete paper such as a new report or essay in the magazine, newspaper, etc. Then the article is one of the most straightforward scientific papers. We are starting from the selection of titles, systematic of writing until the content of an article in simple than other scientific journals.

Talking about social, what is mean by social is related ways are seen when individuals and the social group meet and determine the system and the form of the relationship or what will happen if there is a change that causes the shaking of life already exist. From this definition, it can be concluded that social article speaks of all human behavior that describes a difference in people lives and nonindividual relationship or often associated with branches of human life in social society.

Based on the pure mind, the research wished to analyze the connotative meaning of the social news text in the Jakarta Globe article. Analysis of the function of connotative meaning was chosen because of meaning using in the social new text. In accord with the function of meaning which among them is to beautify a speech, expand an utterance, show dislike to others, show a sense of anger to others, swear at others because of their emotional reaction, and to increase the intensity of meaning. This way, researchers conducted this study because according to the knowledge of researchers, there is still no one who researched the connotative meaning that the data is the Jakarta Globe social article.

There had been some previous studies related to this research which have also investigation aspects connotation. First research has been conducted by Abdul Robbi Fajrin (2017). He conducted research entitled “*Connotative meaning*

in selected Michael Jackson's Songs." His purpose was to find out two questions, included the kind of connotative meaning and moral messages contained in connotative meaning. This research used a descriptive qualitative method. The researcher used theory Leech about connotative meaning. Lyric of the song was Michael Jackson such as the research object as well as a result was found in the research 26 of data which included connotative meaning from 9 Michael Jackson songs.

The second research has been conducted by Dedeh Rahmawati S (2015). She conducted research entitled "*Connotative Meaning in Song lyrics in Christina Perry's "Head or Heart" Album.*" The result in this research found 30 words of data, such as a word in connotative like negative 16, positive 12, and neutral 2. And this researcher found 3 of the main problem that was kinds of connotative meaning, from a word in connotative meaning, and student understanding of connotative meaning. The research used descriptive qualitative methods. The theory in the research used theory of J. Hook and the theory of Leech, which was supported by Finch.

The third researcher has been conducted by Gagan (2016). He conducted research entitled "*the connotative meaning in the Branded t-shirt sport wears slogan.*" This analysis designed two minds of the problem including various word or phrases in branded t-shirt sport wears slogan and connotative meaning in phrases or sentences. This research used Leech theory. The result was the ten noun phrase research, adjective phrase 2, prepositional phrase 1, declarative sentence 8, and imperative sentence 8.

The fourth researcher has been conducted by Miss Salvanee D (2017). She conducted research entitled "*the analysis of declarative and connotative meaning found in Creed's song.*" This mind of problem designed two problems, such as to know the word in denotative meaning and to know the word in connotative meaning. This research used method descriptive qualitative. Theory in this research used Leech theory (1981). The writer found 12 words in denotative and

connotative at my prison album (1997), seven words in denotative and connotative in a weathered album (2001), and 16 of words denotative and connotative in full circle album (2009).

And the last researcher has been conducted by Karnia Hidayati (2014). She conducted research entitled “*analysis a connotative meaning in Barack Obama’s speech.*” She used semantic analysis and focused on connotative meaning like found in Barack Obama’s speech such as meaning. Then the data were taken from Barack Obama’s when his speech, education, and Barack Obama speech at the University of Indonesia.

1.2 Statement of Problem

Regarding the background of the problem before, the research is talked about all human behavior that describes a change in people life and relationship in a non-individual of often associated with branches of human life in social society. The article is one complete factual essay with a certain length that is made to be published including through newspaper, magazine, etc. Many people like to read the article, not just reading, but some people use the article to find the word of meaning in the story.

Based on the background of the problem can be formulated into the researches questions as follows:

- 1) What kinds of connotative meaning are used on the social articles of Jakarta Globe?
- 2) What are the functions of connotative meaning in the social articles of Jakarta Globe?

1.3 Research Objectives

Based on the statement of problem above, the objectives of the study are formulated as follows:

- 1) To find out what kinds of connotative meaning used on *Article's Jakarta Globe*.
- 2) To show the function of connotative meaning used on *The Article's Jakarta Globe*.

1.4 Research Significance

This research is found in the field of linguistics, especially in semantic learning which aims to find out what is meaning. Some people would like semantics to pursue the study of meaning in a wide sense of all that is communicated by language. The theory used in this research is to take one of the meanings of seven types of meaning from Geoffrey Leech, which is supported by Hook theory, one of which is connotative meaning. Besides, the research included significant connotative meaning in a social article published in one of the English language daily print media such as the Jakarta Globe, as follows:

1.4.1 Theoretical approach

Theoretically, the author hopes this research supports the contribution of the result of research on the development of theory in the field of linguistics, especially in the semantic field.

1.4.2 Practical approach

Then practically, this research can be useful for the reader as adding insight to the meaning in a word before interpreted the connotative meaning that must be explained, so that the intended word has meaning that does not match the meaning. Then this research for making the reader can know the functions of meaning in an article social topic which has to do with the text and can distinguish positive, negative, and neutral meaning.

1.5 Definition of Key terms

Semantic examine symbols or signs that express meaning, the relationship of other meaning, and their influence on humans and society. The specific content of the definition of key terms is as follows: definition of semantics, meaning,

connotative meaning, the function of connotative meaning, article, social article and Jakarta globe.

Semantics Semantic is the technical term used to refer to the study of meaning, and since meaning is a part of the language, semantics is a part of linguistics (Palmer, 1981:1). Semantics is also the center of the study of the human mind thought processes, cognition, conceptualization all these are intricately bound up with how we classify and convey our experience of the world through language.¹

The connotative meaning is the communicative value an expression has by virtue of what it refers to over and above its purely conceptual content. Connotative meaning also is open-ended in the same way as our knowledge and beliefs about the universe are open-ended: any characteristic of the referent, identified subjectively or objectively, may contribute to the connotative meaning of the expression which denotes it. Leech (1981:13).

Function on connotative meaning is communicated by virtue of what language refers to. In other words, function to beautify a speech, expand an utterance, show dislike to others, show anger to others, to swear at others because of their emotional reaction, and to increase the intensity of meaning. So, the only function of language would be to expound knowledge and pass information.

Article The article is a paper that contains a person opinion thoroughly explaining a problem.

¹ Geoffrey Leech. 1981. Semantics The Study of Meaning (2nd ed). Middlesex:Penguin Books. Hlm. ix

Social article	Social article is talking about all human behavior that describes the change to people's live and non-individual relationships or often associated with branches of human life in social society.
Jakarta globe	Jakarta Globe is a daily English language newspaper in Indonesia. Daily was published starting 12th in November 2008, this period was rife with the failure of the print media, due to the emergence of internet media. This daily is owned by <i>BeritaSatu</i> Media Holdings, and it is headquartered in the capital Jakarta, Indonesia. (Jakarta Globe, Wikipedia).

1.6 Organization of Writing

This writing to make the researcher and the readers to understanding all about the content of this thesis, the thesis is divided into five chapters, such as follows:

Chapter I : Introduction

This chapter talking about presented a six content is as follows, the background of the problem, statement of the problem, research objective, research significance, the definition of key terms, and organization of writing.

Chapter II : Theoretical Background

In this chapter talking about the theoretical foundation which supports the background of the problem above, it will be discussing what kinds of connotative meaning is and also discussed about functions of connotative meaning.

Chapter III : Research Methodology

In this chapter, talking present about the methodology of the research, a descriptive qualitative method will be discussed in this chapter because the research will use that method for analyzing data. This chapter also consists of research methodology, source of data, sample of data, the technique of collecting data, and technique of analyzing data.

Chapter IV : Discussion

In this chapter talking present about the analyzing data which is collected in the previous chapter. This chapter will use connotative meaning to an analysis of the data.

Chapter V : Conclusion

In this chapter, talking present about the research, this chapter also presents conclusion and suggestions for the researchers and also for the next researcher will do the same analysis.

