CHAPTER I

INTRODUCTION

1.1. Background of the Study

Language is an important aspect in human life. Through language, people can know each other and express their feelings. It is means of communication the persons to the others to looking for and gives information and knowledge. Language can be regarded as a communication tool that relates something to be communicated with something that communicates a message (signifier) on the one hand with a set of signs or symbols (signified) on the other (Palmer, 1981, p. 5). Epistemologically, language can be spoken or written and people can choose a style to produce the language itself. The style, which is chosen by them, will distinguish their languages in expressing their ideas, then.

When learning language, we will also learn the meaning of a language (semantic). Semantics is defined as the study of meaning (Lyons, 1995, p. 3). It is one of the branches of linguistics studying about meaning (Crystal, 1991, p. 310). Thus, it can be stated that semantics is the study of the way in which words and sentences convey meaning.

Meanings itself is the message conveyed by words, sentences, and symbols in a context that can be transferred from speaker's mind in the hearer's mind. According to Leech there are seven types of meaning and five of them are called as associative meanings. The researcher later will use aLeech's theory to understand meanings. The seven types of meaning are

conceptual meaning, (associative meaning: *connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning*), and thematic meaning.

Leech (1981, p. 18) states that the associative meaning is unstable of meaning and has variants of individual experience. It refers to mental perceptions that arise in mind when reference meaning. For examples, the word "white" associates with the sense of "holy," the other way with the word "black" which associates with the sense "darkness, sadness, and badness." In other word, associative meaning is the meaning of words that related to the other words.

Associative meaning can be found in media mass such as magazines, newspaper, novel, and even in Internet. A newspaper has many kinds of reports or news to be read. One of the most popular news in newspaper is political news because people can get any news about politic situation in their country.

In addition, according to Patterson (1996) political news tends to be more subjective therefore it is possible to found associative meaning, that is dealing with individual's perception about meaning. Political news is one of writing form where the journalists tend to use associative meaning to make the news be more interesting to be read. However, associative meaning which can be found in political news in a newspaper is not similar with the use of associative meaning in magazines, novel, and advertisement. The

presence of associative meaning in political news is to make reader easily to understand behind the meaning of words.

In this study, the researcher wants to analyze associative meanings in political columns in The Jakarta Post. The researcher chooses this topic because, as we know The Jakarta Post is a daily English-language newspaper in Indonesia and the politic news is the news which is very interesting for people because it reports the latest politic events or phenomena happened, local as well as international. Sometimes the meaning of words which are found in the text is not actually the meaning should have to be thought; there could be the literal meanings behind it. So, it is very important for reader to know about meaning in order to understand the content of the news.

A study on associative meaning has been conducted by some researchers but using different analysis, method and subject of study. First, Lilis (2010) in the "Associative Meaning Found in The Central News Media". In the result, she found some types and the use of associative meaning between one sentence to another are different in form.

Second, is Nur Laili in (2010), she investigated the types and the function of associative meaning based on Leech's theory that was gathered from the Jakarta Post Weekender magazine. Her study showed that there are types of associative meaning and its functions. The third is in (2012) by Nenen, a researcher investigated the types of associative meaning (based on Geoffrey Leech's theory) that appears on www.khilafah.com., an internet

website. The results of her study showed that there were five types of associative meaning in the www.khilafah.com. The journalist used associative meaning in common terms, which are related to the articles' themes and experience of the journalist.

Fourth, "The Associative Meaning of Love in Both 'Wali's Cari Jodoh' And Fabrizio Vaneillo's 'I No Can Do' Songs" by Nanang (2014). He investigated some words which have deep meaning about love, and semantic similarities and differences between both songs. The result showed that the songs were similar in its theme and use of poetic freedom. Meanwhile they were different in the grammatical structure and in the relationship of speaker and hearer.

There is also a research who has studied associative meaning in different literature. Grossman (2014) in his paper, "Associative Meanings in the Character Evaluation of Lot's Daughter," analyzed the character of Lot's daughters in the Cave Narrative (Gen19:30-38) by evaluating each of daughters differently. The result showed there is no significant difference between the events of the two nights at The Cave. The younger daughter's actions on the second night were identical to those of the elder daughter on the first night however, the phrasing and associative meaning of specific wording shed a negative light specifically on the elder daughter.

Finally in (2015), Charmila conducted a research "A Study of Associative Meaning Found in the News Articles on Regional Election Law in The Jakarta Globe Online Newspaper". Her research focused on the

interpretation of associative meaning in the news article of regional election law in The Jakarta Globe using Leech's theory (1983). The result of her study showed that there are fifty five sentences containing associative meaning which in the form of word, phrase, and also sentence.

Therefore based on the previous studies above, the researcher wants to investigate the associative meaning in political columns in The Jakarta Post in order to expand the study in different subject. The difference between this research and previous researches is that it lies in subject of study. In this research, the researcher uses data from The Jakarta Post newspaper while the previous researches used magazine, songs, news from internet, and biblical narrative. In addition, the researcher not only investigated the types and functions of associative meaning, which have already done by the previous researcher, but the researcher also investigated the communicative functions which intended by the use of associative meaning.

Based on the background of the study in the preceding discussion the following research questions are formulated.

1.2. Research Questions

The researcher formulates of the statements of the problems are as follow:

1. What types of associative meaning are identified in political columns in *The Jakarta Post*?

2. What are the functions of associative meaning used in political columns in *The Jakarta Post*?

3. What communicative functions are intended by the use of associative meaning in political columns in *The Jakarta Post*?

1.3. Purpose of the Study

Related to above assumption, the writer aims to know:

1. To identify the types of associative meaning which are used in political columns in *The Jakarta Post*,

2. To show the functions of associative meaning used in political columns in *The Jakarta Post*, and

3. To find out communicative functions intended by the use of associative meaning in political columns in *The Jakarta Post*.

1.4. Scope of the study

The study focuses on investigating the associative meaning in the twenty articles of political columns in the Jakarta Post. The scope of this study are based on words, phrases, and sentences containing associative meaning used in twenty articles of political columns in the Jakarta Post publish in the length of April to May 2016, which are taken randomly by the writer.

1.5. Significance of the Study

Firstly this study is expected to enrich which is lack from the previous study. Then, this study is expected to give two contributions of theoretically and practically. Theoretically, this study gives source of studying meaning from media in learning semantics, particularly for associative meaning. Practically, this study hopefully will give references for the further researcher who will investigate the study of associative meaning. It also hoped that the result of this study can be a consideration for a teacher to use political column in The Jakarta Post as materials in ESP class, especially for political study and support English for journalism.