CHAPTER II
LITERATURE REVIEW

2.1 Meaning

Semantics is defined as the study of meaning (Lyons, 1995, p. 3). Furthermore, Crystal (1991, p. 310) also states that semantics is: "one the branches of linguistics studying about meaning and it is considered as a major branch of linguistics devoted to the study of meaning in language."

Semantics is also the study of the interpretation of signs or symbols used in agents or communities within particular circumstances and contexts (Otto, 1955). It focuses on the relationship between *signifiers*—like words, phrases, signs, and symbols, and their denotation. Thus, it can be stated that semantics is the study of the way in which words and sentences convey meaning.

Meaning covers a variety of language. Meaning is message conveyed by words, sentences, and even symbols. People need communicate their meanings or understand meanings in order to get what they need. According to Palmer (1981, p. 24) meaning cannot leave from another word's meaning. Meaning as a concept is more difficult to define than you might think.

Consider the following sentences: "it wasn't what he said, but what he meant" (p. 4). These sentences contain a different use of meaning. It has the meaning that the word do not always give exactly what it should have to be thought to mean, but it could be there are some other meanings besides literal meaning. To understand this, it can quite simply use such feature as intonation, sense, feeling, and intention (p. 4).

In addition, Thornborrow and Wareing state that meaning is complicated in language and will be also very complex in literary uses of language.
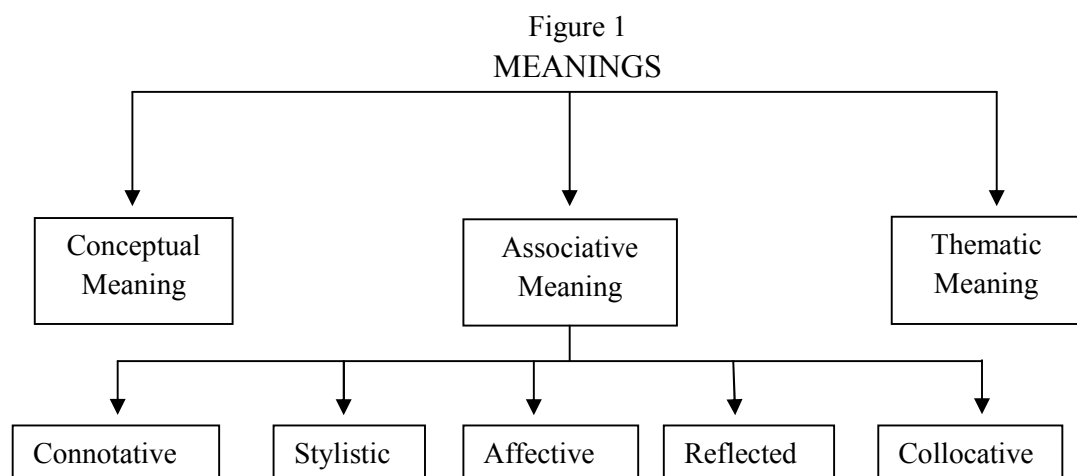
> If meaning is complicated in language which is primarily concerned with transmitting information or establishing social relations (writing in a scientific journal, or greeting a friend, for example) then it is inevitably going to be very complicated in literary uses of language, where writers may deliberately explore the edges of possible meanings in a language and try to push them a bit further to see what kind of effect they can get (Thornborrow and Wareing, 2005, p. 67).

In order to learn meaning, it has to be clear just what meaning is. Meanings are the message conveyed by words, sentences, and symbols that can be transferred from speaker's mind in the hearer's mind. According to Lyon (1995, p. 40 in Lilis, 2010), the question of what meaning is can be answered by the following theories: 1) the referential or denotational theory describes that the meaning of an utterance is what it shows to, for example "Herman" means "Hermans", "birds" means either the general class of birds or the essential property that they all share; 2) the ideational, or mentalistic theory describes that the meaning of an expression is the idea or concept related with it in the mind of anyone who knows and understands the expression; 3) the behaviorist theory that the meaning of an expression is either the stimulus that causes it or the response it cause, or combination of both, in particular occasions or utterance; 4) the meaning -is-use-theory describes that the meaning of expression is determined by, if not identical with, its use in the language; 5) the verificationist theory describes that the meaning of a statement is determined by the verifiability of the sentences which contain it; 6. the truth conditional theory describes that the meaning of

an expression is its contribution to the truth conditions of the sentences which have it.

Derived from the six theories above, it can be stated that the ideational or mentalistic theory which is appropriate for language is used in daily communication. Both speaker and hearer have to understand the meaning of the expression in order to give back response to him/ her. Moreover, it cannot be separated with context and time because an expression may have different meaning if it is used in different condition or context.

Based on Leech's theory, types of meaning can be illustrated based on the diagram below:

Figure 1
MEANINGS

```
                            MEANINGS
        ┌──────────────────────┼──────────────────────┐
        ▼                      ▼                      ▼
┌──────────────┐      ┌──────────────┐      ┌──────────────┐
│  Conceptual  │      │  Associative │      │   Thematic   │
│   Meaning    │      │   Meaning    │      │   Meaning    │
└──────────────┘      └──────────────┘      └──────────────┘
          ┌─────────┬────────┼────────┬──────────┐
          ▼         ▼        ▼        ▼          ▼
    ┌──────────┐ ┌────────┐ ┌────────┐ ┌─────────┐ ┌───────────┐
    │Connotative│ │Stylistic│ │Affective│ │Reflected│ │Collocative│
    └──────────┘ └────────┘ └────────┘ └─────────┘ └───────────┘
```

(Based on Leech's theory, 1981)

Conceptual and thematic meanings are different from associative meaning. Conceptual meaning of language is organized largely in terms of contrastive features (Leech, 1981, p. 10), for instance the meaning of a word "woman" can be specified as +human, -male, +adult, and a "boy" could be defined +human, +male, -adult. It refers to the logical sense of the utterance, and not dependent on its reference. It is alternatively described as the

cognitive or the denotative meaning (denotation) (Lyons, 1981 in Lilis, 2010).

Meanwhile thematic meaning refers to the way in which a speaker or writer organizes the message, in term of ordering, focus and emphasis (Leech, 1981, p. 19). It is often show like, for example, in an active sentence such as 1) has a different meaning from its passive equivalent 2), although in conceptual content they seem to be the same:

1) Mrs. Bessie Smith donated the first prize.
2) The first prize was donated by Mrs. Bessie Smith.

The first sentence could be an answer of an implicit question "What did Mrs. Bessie Smith donate?", and the second one could be an answer of an implicit answer "who donated the first prize?" These show that there is certainly have different communicative values indifferent contexts.

2.2 Associative Meaning

The five types of meaning from Leech's seven types of meaning are summarized in term of 'associative meaning'. Associative meaning is unstable meaning and has variants of individual experience (p. 18). It refers to mental perceptions that arise when referential meaning comes to mind.

Associative meaning is different with conceptual meaning. Conceptual meaning is dealing with the core meaning of expression or the denotative or literal meaning of a word. It requires two structural principles, contrasctive and principle of structure (p. 18).

Meanwhile associative meaning is the meaning of words that still related to other words with the condition beyond the language. For instance, the word "black" is associated with the meaning of darkness and sadness; the word "red" is associated with the meaning of brave and angry. Another example of associative meaning can also be seen from the term of "black box". At first sight it assumes to be something black. However, it is orange and yellow. It is called "black box" because black is a symbol of "calamity" and "misfortune".

The different background of culture, place, and religious may influence the meaning of words. In china, for instance, "Jingju" is a traditional art in China, but in western culture this term is expressed as "Beijing Opera". This example shows that the associative meaning of language is closely related to the social culture (Mao, 2013, p. 617).

2.3 The Types of Associative Meaning

Based on Leech, there are five types of associative meaning they are: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. Each of them represents part of associative meaning and something in common. They are affected by the culture and the human experience.

2.3.1 Connotative Meaning

Leech (1981, p. 12) states connotative meaning refers to what is communicated by virtue of what language refers to. It refers to the properties of reference. Connotative is, actually talking about the real world which associates the expression when someone used or heard it

in their speech (Leech, 1981, p. 12-13). In any ways, it describes something that goes beyond mere referent of a word and hints at its attributes in the real world. This expression is associated with ones experience. The experience could be cultural or religious, and it would have an effect on the meaning of the concept.

Connotative meaning is more open-ended and indeterminate rather than conceptual meaning is not (p. 13). It means that something can be referenced to its attributes in the real-world, for instance the word "dog", conceptually is +animal+ male + adult. Then when it reflects to its attribute in the real-world as experienced it can be associated with loyalty, friendly, barking, and biting. However, the word that denotes the same animal may have different connotation depending on different experiences.

Another example of connotative meaning is: "*Thousands* of Catholics and Protestans are commemorating the crucifixion of Jesus Christ by following the path in Jerusalem's Old City". The word "thousands" in the sentence is called connotative meaning, because it connotes to something as "much, many, a lot of, or most of".

The word "thousands" in here does not mean 'the number of 1000', but instead refers to other sense which means 'much, many, a lot of, or most of'. It connotes to other things based on the experience, phenomenon, and society. Thus, when someone heard the word "thousands" as in the sentence above, then it connotes the meaning

"most of" and does not refer to "the number of 1000", because it relates to the experience of someone and society used it.

In addition, Finch (2003, p. 142) also argues that connotative meaning is exploited by writers who wish to engage our emotions, stimulate our imagination, or enlist our prejudice. Behind the word of connotative which hints attribute in the real world have something valuable. For example: the word *"smile," "smirk,"* and *"beam."* The conceptual sense of them is "smile", but in associative meanings, "beam" means a smile which connotes happiness and "smirk means a smile which connotes gloating of some kind. He also (p. 135) states that connotation equal with the word "connotes" which much less stable and more indeterminate than what it "denotes".

Therefore, connotative meaning is unstable. It emerges as a result of association of our feelings about the words which spoken or heard. It is the meaning which used to refer another form of meaning which beyond the lexical and depends according to such factors as, cultural, religious, and the real-world experience of both speaker and hearer.

2.3.2 Stylistic Meaning

Leech (1981, p. 14) states that stylistic meaning refers to the way in which a piece of language conveys about the social circumstances of its use.

Consider the following terms: *steed, nag, gee-gee, horse*. They are actually conceptually the same, but they belong to different contexts.

Steed is poetic in style and can be found in a literary work about the Knights Templar or Knights of the Round Table. *Nag* is slang and often used only in colloquial English. Meanwhile, *gee-gee* belongs to nursery and used with children. Last, is *horse* which more familiar to our ears because it can be used in many different contexts. These terms are stylistic marked. They are actually talking about the same thing which is the other names of horse but they different in context where they are going to put in to.

Language of the person used is influenced by their background life. The different dialect, style, and choice of words will influence when their speaking or writing. The following examples will explain the stylistic meaning:

1. *They chucked a stone at the cops, and then did a bunk with the loot.*
2. *After casting a stone at the police, they absconded with the money.*

The first sentence could be said by a criminal when talking casually about the crime event. Meanwhile, the second one could be said by a police when making a report. The both sentence tell the same event only the use of language which influenced by social background that makes it tells with different style. Stylistic which happening in both example sentences makes effect to the reader who read it.

In addition, Crystal and Davy (1974 in Investigating English Style) states variety dimensions of stylistic in English language style as follow:

The first is relatively permanent features of style. They are: *individuality* of speakers/writers which covers above all the features which appear in their utterances unconsciously, as a part of their idiolect (the language style A, mother tongue X); *dialect* (the language of a geographical region or of a social class); and *time*, dimension which relates both to the time when the text originated and the stage of life of the author (the language of 19th century).

The second is stylistic which is related to discourse. They are: *medium* of discourse (usually between speech and writing); and method of *participation* to use (monologue, dialogue, etc).

The third is relatively temporary features of style. They are: *occupation area* which refers to those linguistic features of spoken or written utterance which are due to the expression of the professional role of the language user (language of law, science, advertising, etc); *Status,* the participants in the act of communication, their mutual hierarchic relations (polite, colloquial, slang, etc); *Modality*, the decision of users to choose a specific type of means of expression to present for example their attitude towards the subject matter (language of memoranda, lectures, jokes, etc); and *singularity*, features constituting the unique character of the particular text and used by the authors deliberately (the style of Dickens, Hemingway, etc).

Another example of stylistic meaning can be seen from this sentence: "Overall, Trump has 739 *delegates*, Cruz has 465 and Kasich 143. It takes 1,237 delegates to win the Republican nomination." The

italic word "delegates" belongs to stylistic meaning because it involves the Relative Temporary of language style, especially in occupation area.

Stylistic meaning refers to in which language conveys about the social circumstances of its use. The word "delegates" in here is associated with the sense of "the persons sent or authorized to represent others" and usually used based on the social circumstances of language use that related to politics. This kind of meaning is used to deliver the occupation style which appears in language due to the word "delegates" involved in style of Relative Temporary in occupation area of politics content. As a final point, stylistic meaning is meaning which appear as a result from the language use by speaker of the group of speakers.

2.3.3 Affective Meaning

Affective meaning has to do with personal feelings or attitudes of the speaker to the listener. According to Leech (1981, p. 15), it is a kind of language which reflects the personal feelings of the speaker or writer including his attitude to the listener or his attitude to something that is uttered. Affective meaning is often explicitly conveyed through the conceptual or connotative content of the words used.

The example of affective meaning can be seen from these sentences, with the object of getting people to be quite, we might say either:

1. *I am terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voices a little.*
2. *Will you belt up.*

Factors such as intonation and tone of voice are important very things. The impression of politeness in (1) can be reserved by a tone of biting sarcasm, sentence (2) can be turned into a playful remark between intimates if delivered with the intonation of a mild request.

The main function of affective meaning is to express the emotion since it is relatively closer to emotive devices. Emotional expression often comes within the language used, for instance, when we adopt impolite tone to express displeasure or angry and casual tone to express friendliness. In addition, there are elements of language such as *chiefly interjections, like Aha!, and Yippee!* (Leech, 1981 p.16) who is the main function is to emotional expression.

Mwihaki (2004, p. 131) also assumes that affective meaning is more directly a reflection of the speaker's personal attitude or feelings towards the listener or the target of the utterance. As we know, feeling comes as positive and negative feeling. It will influence the used of tone and language the speakers used. Another example of affective meaning is: "Will you sit down?" the sentence may give two meaning as polite way or an offense way. It is as polite way if the speaker's attitude towards the listener is positive, but it is an offense way if the speaker's attitude towards the listener is negative.

From the descriptions above, it can be stated that affective meaning is when the personal attitude of the speaker to the listener or to something he is talking about.

2.3.4 Reflected Meaning

Reflected meaning refers to conveyed that what is communicated through association with another sense of the same expression or the meaning which arises in case of multiple conceptual meaning when one sense of word forms part of our response to another sense (Leech, 1981, p. 16). It means that when one sense of a particular word affects the understanding and usage of all the other senses of the word. For instance, when hearing needle the synonymous expressions ones get is painful (needle: painful, blood or hospital).

Another example of reflected meaning is: *Obama knocks Trump, voices optimism to set 2016 tone.* The underlined word is included in reflected meaning. Instead, the word "knock" means *striking a surface noisily to attract attention especially when waiting to be let in through a door,* the word actually refers to "giving (someone) a hard blow".

Meanwhile, Finch (2003, p. 139) states that reflected meaning is part of the meaning of which individual words are capable. It means that reflected meaning refers to words that are capable to be put into the meaning of particular words. For instance, the term "nuclear family" means the small tightly knit family of mother, father, and children, but it's difficult to keep the other sense of nuclear to do with the discovery of atomic energy, as in the nuclear age, completely at bay. This is not surprising, as the 'family' sense has derived at some stage from the scientific one.

Therefore, reflected meaning is to deliver the new sense of a word that relates to another phenomenon in the same expression. The new sense here is the new meaning comes to the expression of the same word. The new sense appears as a result of removing another sense in the same expression.

2.3.5 Collocative Meaning

Collocative meaning refers to what is communicated through association with word tends to occur in the environment of another word (Leech, 1981, p. 17). It refers to associate of word that habitually occurs with certain types of word. The word "pretty" and "handsome" may have the same meaning which is "good-looking". However, they differ in what will the word a company with. Not all the words in "pretty" have the same tag with is the same with "handsome". They are distinguished by the range of nouns with which they are likely to co-occur or collocate:

Pretty: girl, boy, woman, flower, garden, colour, village, etc

Handsome: boy, man, car, vessel, overcoat, airliner, typewriter, etc.

Finch(2003, p. 137) argues 'collocate' is a verb meaning 'to go with', and one of the ways to know the meaning of a word is, as the linguist John Firth says, by knowing "the company it keeps" (Crystal,1987, p. 105). The term *clear conscience* and *clear sky* to *clear case* have the same meaning 'free from', whether free from complications (a clear case) free from guilt (a clear conscience) or free

from clouds (a clear sky). The differences between them come from the words clear is put with, or, in other words.

In addition, Mwihaki (2004, p. 135) explains that collocative meaning is a term for the various instances of co-occurrence of meaning. It refers to the meaning of a word that acquires on account of the meanings of words which tend to occur in its environment.

Collocative meaning describes words that regularly appear together in common use (within certain context). It refers to in which a word will have different meaning when collocates with different words. Such as the examples below taken from Mwihaki (2004, p. 135):

> mtoto mzuri"a good child"
> kazi nzuri"a good job"
> ardhi nzuri"a good land"
> maisha mazuri"a good life".

The word "good" of those sentences have different sense in cases of noun-adjective association. "A good child" shows that ones who is respectful to his/ her parents. "A good job" refers to ones whose comfortable salary and has benefit side. "A good land" refers to a nice soil where ones able to farming. Finally, the last one would be defined as ones whose life like ones dream about, abundance both in material or spiritual wealth.

One of examples of collocative meaning that can be found in news is: "As known, there is *collective awareness* happen in the society not only in Indonesia but also in the world". The phrase "collective awareness" is called collocative meaning because the adjective word

'collective' conveys meaning only when it is going together with other noun, such as 'collective jobs', 'collective performance', etc. In here, 'collective awareness' means realizing of a group or society as whole.

The phrase 'collective awareness' occurs in the environment because of the usual habitual co-occurrence with certain types, the adjective followed by noun. Thus, it has meaning when the adjective going together with other noun. Collocative meaning consists of association of words which tend to occur in the environment of another word.

2.4 Communicative Functions

Language is a tool for communication. It is means of communication the persons to the others to looking for and gives information and knowledge. Language has some functions. It uses to give information, to greet, to ask, etc. According to Leech, there are five communicative functions, they are; informational, expressive, directive, aesthetic, and phatic function. Each function is oriented on factors; subject-matter, speaker or writer, listener or reader, channel of communication, and message. The five important communicative functions of language by Leech (1981: 41-58), will be described as follows:

2.4.1 Informational Function

Informational function refers to in which everyone tends to assume is most important. This function is oriented on the message. This function tends to be the most important which the speaker or writer

deliver the information to listener or reader. It is predominant in the informational use of language. It is used to give new information. It depends on truth and value.

Meanwhile, Jakobson (1960) argues that informative function or *the referential function* is oriented toward the external situation, the facts of a topic, the reality outside language, including reported ideas or theories.

2.4.2 Expressive Function

Language can have expressive function that can be used to express someone's feeling and attitude. This function is used to evoke particular emotions or feelings in the recipient. This function could give a clear image for the personality of the speaker or writer.

In addition, Jakobson (1960) also argues that expressive function is oriented toward the mind of the writer or the speaker, where language is used by the writer or speaker to express his or her feelings.

2.4.3 Directive Function

The aim of directive function is to influence the behaviour or attitudes others. The most straight-forward instances of the directive function are commands and requests. This function of social control places emphasis on the receiver's end than originator's end of the messages, but it resembles the expressive function in giving less importance on the whole, to the conceptual meaning than to others types of meaning, particularly in affective and connotative meaning. Language is used to call upon the readership to act, think or feel, to

react in the way intended by the text. It aims to convince the readers and persuade them.

2.4.4 Aesthetic Function

Aesthetic function is the use of language for the sake of the linguistic artefact itself and for no purpose. This aesthetic function can have at least as much do with conceptual as with affective meaning. This function apply where language is used in a creative way (rhymes, similes, metaphors)

2.4.5 Phatic Function

The phatic function is the function of keeping communication lines open and keeping social relationship in good repair (in Britain culture, talking about the weather is a well-known example of this). In this function, language is used to establish or maintain contact between the addresser and the addressee

2.5 The Language of Newspaper

Newspaper contains some items such as news, advertisements, sports, entertainment, etc. According to Effendy (1993, p. 241), newspapers are printed papers contain reports of events that happened among society followed by some features i.e. published periodically, general and universal, and present actual reports about everything in everywhere for the readers. The use of language contains in newspaper is different. The use of language in news will be different from the language in advertisements.

According to Badudu (1988), the characteristic of language in newspaper has particular specifics, they are: brief, trustworthy, simple, clear, and striking. These characteristics function so that reader can easily understand the core of what is the news about.

Nevertheless, the language of newspaper or journalism found to be used associative meaning in order to deliver the new sense of a word that relates to another phenomenon in the same expression and convey the associate words which tend to occur in the environment (Lilis, 2010). Journalists use associative meanings in order to bring the new sense of word that related to the word with the same expression which occurred in the environment.

2.6 Political News

News is the communication of selected information on current events which is presented by print, broadcast, internet, or word of mouth to a third-party or mass audience (Shirkey, 2008, p. 328). News is divided into two types, there are hard news and soft news. Hard news refers to up-to-the-minute news and events that are reported immediately, while soft news is background information or human-interest stories. From the classification of the types of news, then political, war, sports, crime, economic news are belong to the hard news.

Political news is news about politics (Baranowski, 2013, p. 4). It means news which contains all aspects of politic. Political news can be described as a broad branch of journalism that includes coverage of all aspects of politics and political science, although the term usually refers specifically to coverage

of civil governments and political power (Bingham, 2005).Political news is very popular among others news. It covers both government's activity and its problem, dealing with public administration, policy-making for instance: a bilateral agreement Indonesia with Saudi Arabia, election of chairman of the party, etc. It also tells what happened, when it happened, where it happened, who was involved, why it happened, and how the reader will be affected.

According to Hamad (2004), the characteristic of political news is the formation of public opinion. Meanwhile Patterson (1996), stated that political news tend to be more subjective. Similarly as Way (2015) stated, that political news is act to influence the psychological state, knowledge and sentiments, the will of the subject to whom they are directed and is pictured in the most correct terms.

2.7 The Jakarta Post

The Jakarta Post is a daily English language newspaper in Jakarta. It has been printing since 1983. The newspaper is targeted at foreigners and educated Indonesians, although the middle-class Indonesian readership has increased. Alongside its developments, The Jakarta Post has won several awards and been described as being "Indonesia's Leading English-Language Daily".

In 2009, The Jakarta Post received Adam Malik Award for their reporting on foreign politics; the coverage was considered accurate and educated, with good analysis. Then in 2014, another journalist received Adam

Malik Award for his writing which assisted the ministry to distribute information regarding foreign policy implementation (Wikepedia.com).

2.8 Previous Studies

The study on associative meanings has been conducted by some researchers but using different analysis, method and subject of study.

In 2003, Hardhini conducted a research, "Cognitive and Associative Meaning Analysis of Body Care Advertisement on TV Commercial. She investigated two kinds of meanings are cognitive and associative meaning on TV commercial Body Care advertisement. In her methodology, she used descriptive quantitative research. She collected the data by applying directly listening to the dialogues of the TV Indonesian commercial Body Care advertisement. The data was classified based on cognitive and associative meaning of the lexical items or phrases. The result of her study showed that there were thirty nine words in the utterances which contain of lexical items or phrases with both cognitive and associative meaning taken from TV Indonesian commercial of Body Care advertisement. Unfortunately, she did not explain the types of associative meanings itself.

Lilis (2010) by the "Associative Meaning Found in The Central News Media". In her methodology, she uses a descriptive qualitative method is used to give comprehensive descriptions and discover the use of associative meaning in the text. The result, she finds some types and the use of associative meaning between one sentence to another are different in form.

A research conducted by Nur Laili Yusuf (2010) "A Study on The Associative Meanings of The Jakarta Post Weekender Magazine". From her research, she took conclusion that there are five identified associative meaning in the profile section of The Jakarta Weekender Magazine. Those are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. She also mentioned some functions of associative meaning in the Profile section of Magazine. The similarity between this study and previous study appears in analyzing about meaning under the heading of associative meaning.

Another research is Nenen (2012), has discussed about the types of associative meaning (based on Geoffrey Leech's theory) that appears on www.khilafah.com., an internet website. She used descriptive qualitative and the objective her research was to describe the way the journalist used associative meaning on the articles of analysis section in the 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.

In "The Associative Meaning of Love in Both 'Wali's Cari Jodoh' And Fabrizio Vaneillo's 'I No Can Do' Songs, Nanang (2014), investigated some words which have deep meaning about love, and semantic similarities and differences between both songs. He used a qualitative method. The result showed that there were two data analysis. First, the songs were similar in its theme and use of poetic freedom. Meanwhile they were different in the

grammatical structure and in the relationship speaker and hearer. Last, it is in terms of word that contains the song. In 'I no Can Do' song had 61 words which contained associative meaning, and in 'Cari Jodoh' song had 46 words which contained associative meaning.

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 Lot's Daughter differently. The differences are expressed in the fabric of the words which describing the actions of each two daughters and in the associative meaning of the words. 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. The narrator presents both sisters as acting out of desperation, indicating that neither should be judged too harshly. In conclusion he stated that Lot's daughters acted in the same way, but their actions are described with different words with varying associations, demonstrating that the biblical author was aware of this method and utilized it to convey the underlying messages of the text.

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 problems in her study were: (1) What types of associative meaning used in the articles about regional election law in The Jakarta Globe (2) What are the interpretations of associative meaning found in the articles about regional election law in The Jakarta Globe. In analyzing the associative meaning she used qualitative approach. 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. There are twenty five words belonging to reflected meaning, thirty words of stylistic meaning, twelve words of connotative meaning, two words of collocative meaning, and twenty one sentences of affective meaning. The most commonly found from the data of her study was stylistic meaning. It can be caused by the news article about regional election law used many terms that is related with law and formal words.

The difference between this study and previous study appears in subject of the study. In this study, the researcher uses data from newspaper while the previous researcher used English magazine, songs, news from internet, and biblical narrative. In addition, this study is not only aims to find the functions of the associative meaning which are found in political column in The Jakarta Post, but also this study aims to find out the communicative functions which intended by the use of associative meaning in political columns in the Jakarta Post.

2.9 Theoretical Framework

Derived from the previous definitions of some experts' theories, it can be concluded that associative meaning is the meaning of word that still related to the other words. Leech (1981:23) gave a summary in order to be easier in understanding associative meaning as follow:

Table 1: Types of Associative Meaning

Associative Meaning	Connotative Meaning	What is communicated by virtue of what language refers to
	Stylistic Meaning	What is communicated of the social circumstances of language use
	Affective Meaning	What is communicated of feelings and attitudes of the speaker/writer
	Reflected Meaning	What is communicated through association with another sense of the same expression
	Collocative Meaning	What is communicated through association with words which tend to occur in the environment of another word

(Based on Leech's Theory, 1981)

In this study, to analyzing the types and functions of associative meaning in political columns in The Jakarta Post, the researcher uses theory from Geoffrey Leech (1981) which has explained clearly about associative meaning. Then, the researcher will classify the types of associative meaning into a display table (which is adopted from Laili in 2010). Finally, in order to find out the communicative functions which are intended in the use of associative meaning in The Jakarta Post, the researcher will also uses Leech's (1981) theory of five communicative functions.