

CHAPTER I

INTRODUCTION

1.1 Background of The Research

Study of meaning is infinity, it is from the word, phrase until sentence level. These kinds of study make many under graduated thesis use this study for the grand theory of their research. Semantics as the study of meaning that has many theories to know what the word, phrase and sentence mean and it explains how to interpret them correctly, either explicit (or) implicit. The existence of the linguist who explains semantics cannot be denied, they make the semantic more varieties in their way to interpret the meaning of the word. They also make the theory of semantic easy to understand.

One of the linguists is Geoffrey Leech. According to him, semantics (as the study of meaning) is central to the study of communication and also the study of a center of the human's mind – thought processes, cognition, and conceptualization (Leech, 1981). In other hand, (Chiercia & McConnell-Ginet, 1990) stated that semantics is the branch of linguistics devoted to the investigation of linguistic meaning, the interpretation of expression in a language system. In addition, Gasparri and Marconi semantic is the study of word meanings (Gasparri & Marconi, 2015). Those statements can be concluded that semantic is a study of meaning that has a sign which there are processes of thinking in the human mind which interprets the expression of human, it is usually called by the study of word meaning.

Word meaning has two kinds, there are literal meaning and non-literal meaning. The literal meaning is entirely determined by the meaning of its component words (or morphemes) and the syntactical rules according to which this element is combined (Searle, 1978). The non-literal meaning or figurative meaning is derived from literal meaning by certain processes, such as metaphorical use, the process is an interpretation (Borjesson, 2011). Word meaning can be only determined by word and syntactical rules, or it needs more interpretation.

Whereas meaning has several aspects according to I.A Richards, they are sense, feeling, tone, and intention (1929, p. 181). The writer is interested in the aspect of feeling. Feeling determines whether spoken or written is right or wrong even neutral, this feeling can be conscious or not by human (Richards, 1929). This feeling is related to connotative meaning because this theory involves the feeling to interpret a language. Such as Leech said, "This accounts for the feeling that connotation is somehow incidental to language rather than an essential part of it (1981, p.13)."

Therefore especially in text, most people said that the connotative meaning is usually in literary works, such as novel, poetry, drama and so on. It is felt by the writer, literature works can raise the emotion or feeling. The article, journal, essay, and another academic writing do not have those feelings beside the neutral feeling.

The theory of feeling and connotative meaning is applied in the economic article in *The Jakarta Post*. The writer choose the economic article, when the writer searched the data in two newspapers, the economic article was dominant among the other categories, they are: economic articles had 58 data, politic articles had 25 data,

education had 8 data, and the others topic had 35 data. It is the reason why the writer chooses the economic as the object of the research.

Economic article is one of the articles found in the newspaper which have various feelings. For instance, the phrase of “local worker” in this quotation “The regulation has been designed in large part of expedite the permit process of hiring foreign workers for occupation the cannot filled by local workers in light of speeding up investment.” It has a connotative meaning because they can be described physically, psychologically and social properties. Conceptually, the local worker is the person who works in particle place. Physically, the local workers can be interpreted as people who have hand, feet, a face, they usually use formal costume or use the uniform based on the company. Psychologically and social attribute can be described as a people who work in a certain place or company, having a skill, but the skill is not better than the foreign worker, it is why only the local worker cannot speed up the investor, it needs the foreign worker to help the country get the investor quickly.

From the connotative meaning, it can be inferred the phrase ‘local worker’ here has negative feeling. The local worker is considered cannot speed up the investor and it can be inferred foreign worker is more expert than the local worker. This connotative meaning of the phrase can show that the economic article has another feeling beside the neutral as the writer thought before about the article. It motivates the writer to elaborate the connotative meaning in the economic article of *The Jakarta Post*.

The research has been decided, definitely inspired by previous studies. Actually the writer found more than fifteen researchers that analyze connotative meaning, but the writer take two previous studies from UIN Sunan Gunung Djati Bandung. First, Maulana Rizky Fadhillah (2017) "*The Connotative Meaning in Song Lyrics of One Ok Rock Ambitions Album*". This research aims to find out three questions, they are the kind of connotative meaning and the meaning of the words included in the connotative meaning. The grand theory of this research was J.N Hook (1975) to categorize the connotative meaning into positive, negative, and neutral. Then, the researcher used Leech (1985) theory in determining the connotative meaning and supported by Finch theory (1998). The result of the research found 32 words included in connotative meaning. The value of the connotative is founded 17 positive words as connotative meaning, 3 connotative meaning neutral, and 10 negative connotative meaning.

Second, Dedeh Rahmawati Sudirman (2015) "*Connotative Meaning in Song Lyrics in Christina Perri's 'Head or Heart' Album*". This research aims to find out three questions, they are the kind of connotative meaning, the meaning of those connotative words or phrase, and the English department students understanding about the connotative meaning in Christina Perri's *Head or Heart Album* Song Lyric. The theory used J.N Hook (1975) to categorize the connotative meaning into positive, negative, and neutral. Then, the researcher used Leech (1985) theory in determining the connotative meaning and supported by Finch theory (1998). The result of this research found 16 words as negative connotative, 12 words as positive connotative

and 2 words as neutral connotative. The researcher found 30 words or phrase as connotative meaning in Christina Perri's *Head or Heart Album* song lyric and the researcher found many connotative words are about happiness, sadness, difficulty, beauty and a lot of English Department students answered the words that suitable in the contexts or related to the contexts, but some of them answered lexically.

From those previous studies, the writer makes a gap with using the different theory and object of research. The writer uses Geoffrey Leech as the grand theory for finding the data of connotative meaning and to know the kind of feeling, the writer uses I.A Richard. The difference is in categorizing the word that has connotative meaning, although the writer also uses Leech's theory, the writer limits the data, the word or phrase that has connotative meaning is economic term and it can be described physically, psychology and social properties. The object of this research is economic articles. The article help the writers to interpret the data easily because an article has a certain topic and the language is formal and seldom to use figurative language, it makes the interpretation is not out of the topic.

1.2 Statement of Problem

The economic article is an article that talks about the economic activity, such as the transaction, investment, distribution, consumers, and producers. It was considered by the writer that has only the neutral feeling and gives an information about the economic activity. But when the writer read the economic for finding the data, in fact, the economic article has the positive and negative feeling that can raise

the emotion of the writer. Therefore, the theory that can be applied to this problem is connotative meaning.

Based on the background of the study above, the questions can be formulated as follows:

1. What are the connotative meanings of the economic terms found in economic article?
2. What are the feelings that indicated the connotative meaning of those economic terms?

1.3 Research Objective

Based on the research question above, the objectives of the study are formulated as follows:

1. To find out the connotative meanings of the economic terms found in the economic article.
2. To find out the feelings that indicated the connotative meaning of those economic terms.

1.4 Research Significance

This research can give many advantages for the development of a linguistic field, especially deals with the theory of semantic which focuses on connotative meaning by Geoffrey Leech. Moreover, it can bring to know the connotative meaning in the economic article included the other of significances from this research as follows:

1. Theoretically, the writer hopes that the study is useful and gives a contribution for semantics field and the development of linguistics study, especially in the semantic field.
2. Practically, this research will be a benefit for and the reader as the interest in understanding about meaning. The research has benefit to know the meaning of the word or phrase in physic, psychology, and social attribute. Then, the research makes the reader realizes the feeling of the word in a certain topic such as economic and it makes an influence to the text. The reader can distinguish the positive, negative and neutral feeling.

1.5 Definition of Key Term

1. **Connotative Meaning** = It is a type of meaning, which the meaning of a word is above and over the conceptual meaning. The meaning is open-ended. The word can raise the emotion of human, whether positive, negative or neutral.
2. **Feeling** = Feeling is a kind of meaning that determines the written or spoken right or wrong. It raises the emotion of the reader or listener, whether positive, negative or neutral.
3. **Economic Article** = The economic article is a kind of article that talks about the transaction, investment, distribution, consumers, producers and so on that has relation with economic activity.