

CHAPTER I

INTRODUCTION

This chapter presents the introduction which consists of a research background as the description of the background for the researcher to write connotative meaning of coronavirus impact expressions in *Tempo English* magazine, research problem as a result of the research background, research purposes, research significances as the description of the benefit of research theoretically and practically, and clarification of key terms to clarifies some important terms used in this research.

1.1 Research Background

The news has some common topics such as politics, business, economy, the environment, education, sport, health, beauty, fashion, religion, families, lifestyle & cultures, food & cooking, technology, criminals, entertainment, arts, music, automotive, city & vacation, and many more. One of the world's headlines at the beginning of 2020 comes from health news; it is Coronavirus Disease 2019 (COVID-19). Coronavirus is a family of viruses. It is a single-stranded positive-stranded RNA virus without segmentation. Mainly infect adults causing common cold and cause diarrhea. Droplets spread the virus by the fecal or oral route (Zhou, 2020).

The World Health Organization (WHO) declared that as of September 8, 2020, more than 27 million cases of coronavirus have been reported in 216 countries and territories and resulting in 894,241 confirmed deaths. Dr. Tedros Adhanom Ghebreyesus, director-general WHO announced at a press conference that Coronavirus Disease 2019 (COVID-19) can be characterized as a pandemic. This pandemic has changed the life of society. Work from home, lockdown, and Large-Scale Social Restrictions (PSBB) have impact on the daily routines and habits of people. Since being home, people have some extra time to read and watch news to looking for information about coronavirus pandemic. International Journal of

Science and Healthcare Research conducted a survey to determine the effect of lockdown on reading habits. The result shows that 36% of study participants preferred to spending time reading books, newspapers, and other literature as compared to 21% before lockdown (Kumar & Dwivedi, 2020, p. 94).

Reading news is one of the daily activities for some people, especially since being home due to the coronavirus. Generally, the purpose of reading news is to find out information about what happened in the world recently. Print media, broadcast, and internet are the three main categories of news media. Print media is a form of information that using printed on paper as media to delivering news to the public. Magazine and newspaper are some examples of print media. The second form of news media is broadcast. Broadcast is a form of media through audio or video content such as radio and television. The last form of news media that recently appears is internet. The presence of the internet has been affecting the way delivery news. According to Pew Research Center survey conducted from August 31-September 7, 2020, roughly half of Americans prefer to get news on the internet media instead of print media.

“Roughly half (52%) of Americans say they prefer a digital platform whether it is a news website (26%), search (3%), social media (11%) or podcast (3%). About a third say they prefer television (35%), and just 7% and 5% respectively say they prefer to get their news on the radio or via print” (Shearer, 2021).

Therefore, nowadays, many people prefer to use the internet as news media instead of print media or broadcasts.

Talking about information in the news, the information will be conveyed clearly if the public can understand the meaning of the information contained in the news. Talking about meaning can be found in one of the branches of linguistics. Linguistics is the scientific study of language. Linguistics can be defined as the scientific study of language if the research controlled and empirical verifiable observed with some general theory of language structure as the reference (Lyons, 1995). The language that discussed in linguistics is human language, not animal language. There are four main branches in linguistics; namely phonology, morphology, syntax, and semantics. The first, Phonology is a study about the

systematic patterning of sounds. The second, morphology is a study about word structure and the relationships among words. The third, syntax is a study of sentences structure. The fourth, semantics is a study of meaning of words, phrases, and sentences (Akmajian et al., 2010, p. 8).

In this research, the researcher decided to analyze one of the news media using semantics theory. As Akmajian et al. (2010) state above, semantic study meaning in words, phrases, and sentences. Understanding meaning is important in reading process. The information in the news will not be conveyed clearly if the readers cannot understand the meaning of the information contained in the news. Besides, since the presence of coronavirus, so many new words and phrases related to the coronavirus impact expressions are popping up in the news, such as outbreak, pandemic, quarantine, self-isolating, social distancing, lockdown, and many more. These words and phrases have increased their use in articles and suddenly become a part of everyday life. It is important to understand these words and phrases because they can have different meanings.

Moreover, coronavirus does not only affect public health but also affects other sectors such as economic and social. All of the impacts represented in the headline news. The words like *work from home*, *social distancing*, and *the firing wave* are some of the coronavirus impact expressions in social and economic sectors that could find in news. Searching the definition in the online dictionary or in the online article are the right way to clear some of coronavirus impact expressions. Understanding the meaning of some coronavirus impact expressions are helping people to understand how and why it is important to prevent the spread of this pandemic. In addition, people can aware of the bad impact of coronavirus and prepare for possibility in the future. Thus, the coronavirus impact expressions must clear by readers or listeners.

The definition of expressions contained in the dictionary is literal meaning or in semantics called conceptual meaning or lexical meaning. Leech (1981) also discusses conceptual meaning in his book, sometimes called denotative or cognitive meaning. The aim of conceptual meaning is for given interpretation of a sentence and show exactly what we need to know if we want to distinguish that meaning

from other possible sentence meaning in the language (Leech, 1981, p. 11). For example, the meaning *man* is defined conceptually as + human, + male, + adult – having a womb, as distinct from *woman*, which could be defined conceptually as + human, - male, + adult + having a womb.

Moreover, Chaer (2009, p. 72) states that conceptual meaning is the meaning of a lexeme without any context or association. Lexeme refers to the meaning that could be interpreted as the meaning in accordance with the reference, it is according to the result of the observations of the sense or the real meaning that exists in our lives. For example, *my head hurts after drinking coffee*. That sentence has conceptual meaning because *my head* refers to the part of body on top of the neck containing the eyes, nose, mouth, and brain. Therefore, it is according to the result of the observation of the sense. Besides, *the head office requested for our cooperation*. *Head* in that sentence is cannot interpret as conceptual meaning.

Understanding new words and phrases of coronavirus impact expressions in a conceptual sense are not enough; they also have connotative meaning that must understand by the readers. Understanding the meaning can appear from various aspects and depends on the point of view. Connotative meaning is the meaning that has a communicative value of what it refers to and it has the meaning that above conceptual meaning (Leech, 1981, p. 12). Value is a collective conception whether is considered good, bad, and neutral. *Woman* is defined conceptually as + human, - male, + adult, but it will different meanings when contrasting it with connotative meaning. In connotative meaning, *woman* not only interpreted in physical characteristics (having a womb) but also about physiological and social properties (gregarious, subject to maternal instinct). Thereunto, connotative meaning also depends on point of view adopted by an individual or a group of people. For example, *woman* has been burdened with such attributes *frail*, *prone to tears*, and *emotional*. Thus, the connotative meaning is relatively unstable; it depends on culture, historical period, and the experience of the individual.

Besides, according to another expert, states that meaning is more than denotation. Language provides a means for expressing a wide variety of attitudes. People can express their opinions. This aspect is called connotation. It refers to

personal aspects and emotional that the word arouses (Kreidler, 1998, p. 44). Kreidler associates connotative with value and feeling. The word *dog* has a certain denotation as an animal with four legs and a tail, but has different connotations depends on social value and the experience of the individual. In certain societies, a dog is an animal that usually kept as a pet while Muslims against contact with the dog. Besides, for some societies, the flesh of dog is part of the human diet but it is not for other societies. Moreover, In Bahasa Indonesia word dog means *anjing*. It could be referred to cursing and swear word. Thus, those word *dogs* have variety of connotations. Some of the connotative meanings considered positive value and some of the other connotative meanings considered negative value or perhaps neutral. In summary, connotative meaning includes the attitude of a society and the individuals.

Furthermore, Finch (2003, p. 135) adds that when talking about connotative meaning is talking about the kinds of values and attitudes invoked by a word apart from its core meaning. For example, the word *man*, most people agree that *man* is a human, male, and adult. Nevertheless, in connotative the word *man* is more than that. People need to know what extra qualities that *man* have according to the speaker. It is probably referred to *strength*, *bravery*, and so forth. Besides, for some societies, in the past woman considered *emotional*, *sentimental*, *weak*, *prone to tears*, and so on. Thus, man and woman conceptually as human and adult, but they have different value in terms of connotation. Man refers to positive connotative meaning (strength and bravery) while woman refers to negative connotative meaning (emotional, sentimental, weak, and prone to tears). Further, in the words *beam*, *smile*, and *smirk*, they have similar conceptual sense based on types of smile, but have different connotative meanings. *Beam* is a smile of happiness, it connotes to positive connotative meaning. *Smirk* is a smile in an irritatingly smug, it connotes to negative connotative meaning. *Smile* is the least positively or negatively marked, so it connotes to neutral connotative meaning.

The explanation above shows that the connotative meaning is divided into three types, they are positive, negative, and neutral value or feeling. As Hook in Widarso (1989, p. 71) states that in connotative meaning there are positive and

negative connotative. Between positive connotative meaning and negative connotative meaning is neutral words, some of which are jargon. Jargon is usually associated with a field or used by professional groups. Hook also called positive connotative meaning as purr words while negative connotative meaning as snarl words. According to Oxford dictionary, purr is when a cat purrs, it makes a low continuous sound in the throat especially when it is happy or comfortable. Purr also refers to speak in a low and gentle voice, for example to show happiness or satisfy (Hornby, 2010, p. 1191). Besides, Snarl is when somebody or something (such as dogs) shows the teeth and makes a deep angry noise in the throat or speaks in an angry or bad-tempered way (Hornby, 2010, p. 1408). Moreover, Hayakawa in Leech (1981, p. 44) states that snarl words are words in unfavorable connotation in order to give forceful expressions to his own hostility. Terms for extreme political views, such as *communist* or *fascist*. The opposite category of purr words has already been illustrated in the word *democratic*; other potential political purr words are *freedom*, *human rights*, *patriotic*, *fatherland*, and *equality*. In summary, snarl words are terms that make people react negatively, while purr words are terms that make people feel good about the subject being addressed.

Most of researchers who are interested to analyze connotative meaning usually choose song lyrics as the object of research, but Finch (2003, p. 136) states that advertising and journalism text also contains connotative meaning. Connotative meaning is consistently exploited by writers who want to engage the emotions, stimulate the imaginations, or feed the prejudices where it can be found in advertising and journalism text. Thus, the researcher decided to analyze connotative meaning in magazine article because the article also has connotative meaning. The researcher has been chosen *Tempo English* magazine as the object of research. *Tempo English* refers to *Tempo* magazine that published in English. *Tempo* is weekly magazine that covers news and politics. *Tempo* is an independent institution, a truly non-government organization. The first edition was published in March 1971. In 1994, the government of Indonesia banned the publishing of *Tempo* magazine and published it again in 1997 (Steele, 2014). *Tempo* magazine is published in two languages, which are Bahasa Indonesia and English. Along with

the time, for now, it is easy to find Tempo magazine. The customers can find it on their official website, magz.tempco.co. Additionally, it can also be found in applications such as Gramedia Digital.

In this research, the researcher focused on *Tempo English* April 14, 2020 edition as the object of research. This edition, the magazine contains a lot of expressions that discuss the impact of coronavirus. Besides, the coronavirus impact expressions that contain in *Tempo English* also has a connotative meaning that must understand by the readers.

Some previous studies show relevancies to this research. The first previous study is from Fauziyah and Ilmi. The institution is Islamic State University of Maulana Malik Ibrahim Malang. The title of the journal is *Denotative and Connotative Analysis on Elia Pettie's Short Story* (2020). The first previous study focused on analyzing four words namely *invisible*, *glad*, *expert*, and *coldness*. The data was collected from a short story with title "A Child of The Rain". The aim of this research is to analyze denotative and connotative meaning based on Palmer's theory and to find the relation with the context of a love relationship in the real life. In short, the four words can be concluded as the words that have denotative and connotative meaning. Further, those words have a relation with the context of the relationship in the real life and can describe a person's feeling in certain situations such as in a love relationship. The similarity of this research is a discussion on connotative meaning. The differentiation of this research, they analyzed denotative and connotative meaning while the researcher focused on analyzed kind of connotative meaning which are positive and negative connotative meaning. Moreover, the researcher chooses *Tempo English* magazine that is a non-fiction category as the object of research while the previous researchers chose short story that is a fiction category as the object of research.

The second previous study is from Pratiwi. The institution is Islamic State University of Sunan Gunung Djati Bandung. The title of Pratiwi's research is *Connotative Meaning in Harris J Lyrics* (2019). The second previous study focused on analyzing meaning and kinds of connotative meaning found in Harris J. song lyrics. The lyrics contain 13 songs. Pratiwi uses the theory of J.N. Hook (1975).

She found 61 words include in the connotative meaning which 49 words includes positive connotative meaning, 9 words include negative connotative meaning, and 3 words include neutral connotative meaning. The conclusion, the most connotation that is found is positive connotative meaning, it because most of the lyrics in that song contain praise for Allah SWT and Muhammad SAW. The similarity of this research is a discussion on connotative meaning and focused on kinds of connotative meaning. The differentiation of this research, Pratiwi choose song lyrics by Harris J. as the object of research. As the researcher said before above that most of the researchers who interested to analyze connotative meaning usually choose song lyrics as the object of research, but the researcher chooses article in *Tempo English* magazine to find the new variation object of research.

The third previous study is from Merry. The institution is University of Sam Ratulangi. The title of Merry's research is *Makna Konotatif dalam Lirik-Lirik Lagu Populer Karya Band the Script* (2017). The third previous study focused on connotative meaning in the song lyrics, classify the types of connotative meaning, and analyze the connotative meaning in popular song lyrics by The Script band. The lyrics contain 9 songs. She found 7 words and 9 phrases includes positive connotative meaning, 17 words and 7 phrases include negative connotative meaning, and there is no neutral connotative in that research. The similarity of this research is a discussion on connotative meaning and focused on kinds of connotative meaning. The differentiation of this research, Merry chooses popular song lyrics by The Script band, while the researcher chooses article in *Tempo English* magazine that contains the impact of coronavirus. Besides, Merry's research was written in Bahasa Indonesia while the researcher uses English.

The fourth previous study is from Nur Rachmawati. The institution is Islamic State University of Sunan Gunung Djati Bandung. The title of Rachmawati's research is *Connotative Meaning in Economic article of The Jakarta Post* (2018). The fourth previous study focused on analyzes the connotative meaning in economic articles of The Jakarta Post newspaper on April 2018 edition. There are two main questions in this research, they are; what are the connotative meanings of the economic terms found in economic article (she uses theory from

Geoffrey Leech for describing connotative meaning) and what are the feelings that indicated the connotative meaning of those economic terms (she uses theory from I.A. Richard for categorizing the feeling). This research breaks the assumption that economic article has neutral feeling only. The conclusion of this research is that the economic article has more than one feeling; they are positive, negative, and neutral. The similarity of this research is a discussion on connotative meaning use Leech theory and chooses article as the object of research. The differentiation of this research, Rachmawati categorizing the feeling in connotative meaning use I.A. Richard theory while the researcher uses J.N. Hook theory. Besides, Rachmawati chooses economic article from The Jakarta Post while the researcher uses coronavirus impact article from Tempo English as the object of research.

The fifth previous study is from Putra and Qodriani. The institution is Teknokrat Indonesia University. The title of the journal is *Connotative Meaning of L.A. Bold Cigarette Advertisement My Kind of Bold Version* (2017). The aim of the research is to find out connotative meaning and to describe how connotative meaning denoted in the advertisement. They applied theory of denotative sign from Roland Barthes. The data and source of data in the form of text and pictures that appear in the whole advertisement. The findings of this research concluded that the advertiser trying to make the image for the customer's perspective that smoking is something cool by using connotative meaning. The similarities of this research is a discussion on the connotative meaning issue. However, the differentiation of this research, Putra and Qodriani focus on the purpose of describing how connotative meaning denoted in an advertisement while the researcher focuses on the purpose of describing of the kind of connotative meaning which are positive and negative connotative meaning in a magazine.

There are some reasons for the researcher to discuss connotative meaning of coronavirus impact expressions in *Tempo English* magazine April 14, 2020 edition. The first, coronavirus has become one of the world's headlines in 2020. Since the beginning of 2020 every single day in broadcast, print media, and social media are discuss about coronavirus. The World Health Organization (WHO) declared that as of 8 September 2020, more than 27 million cases of coronavirus

have been reported in 216 countries and territories and resulting in 894,241 confirmed deaths. Therefore, this issue is still relevant topic to be raised in undergraduate thesis research in 2021.

The second, there are some impacts of coronavirus expressions that contain in the article, such as *work from home*, *social distancing*, *the firing wave*, and others. All those impacts also have connotative meaning that must understand by the readers. Some of the connotative meaning used in *Tempo English* magazine contains a positive connotative meaning and some of other contain a negative connotative meaning. Besides, most of researchers who are interested in analyzing connotative meaning usually choose song lyrics as the object of research. Therefore, the researcher tries to find the new variation object of research.

The third, nowadays, many people use the internet as news media instead of print media or broadcast (Shearer, 2021). Thus, the researcher chooses online magazine that contain in *Tempo English*. *Tempo English* is a weekly magazine published in English. The customers can find it on their official website, magz.tempco.co. Additionally, it can also be found in applications such as Gramedia Digital. The fourth, when compared to other editions, April 14th edition is the edition that most discusses the coronavirus impact expressions. Besides, the researcher has not found previous studies that discussed the connotative meaning in this edition.

Based on the previous studies and the phenomena described above, the researcher is interested in analyzing positive and negative connotative meaning in the article. The own entitled “The Connotative Meaning of Coronavirus Impact Expressions in *Tempo English* Magazine”.

1.2 Research Problem

Coronavirus has become one of the world’s headlines in 2020. There are some coronavirus impact expressions that contain in *Tempo English* magazine, such as *work from home*, *social distancing*, *the firing wave*, and others. All those impacts also have connotative meaning. Thus, the researcher is interested to analyze the connotative meaning in *Tempo English* magazine that discusses about the impact

of coronavirus as the topic of research. Further, the text in the magazine that discusses about coronavirus impact expressions can affect the readers and must be delivered clearly. Some of the connotative meaning used in *Tempo English* magazine contains a positive connotative meaning and some of other contain a negative connotative meaning. Besides, this issue is a relevant topic to be raised in undergraduate thesis research in 2021. From the background in this research above, the researcher concludes two research questions, they are:

- 1.2.1 What are the negative connotative meaning of the coronavirus impact expressions in *Tempo English* magazine April 14, 2020 edition?
- 1.2.2 What are the positive connotative meaning of the coronavirus impact expressions in *Tempo English* magazine April 14, 2020 edition?

1.3 Research Purposes

Based on the research problem above, the researcher is intended:

- 1.3.1 To find out the negative connotative meaning of the coronavirus impact expressions in *Tempo English* magazine April 14, 2020 edition.
- 1.3.2 To find out the positive connotative meaning of the coronavirus impact expressions in *Tempo English* magazine April 14, 2020 edition.

1.4 Research Significances

The results of the research are expected to give benefit theoretically and practically:

1.4.1 Theoretically

The result of his research is theoretically expected to contribute ideas in elaborating insight into the semantics field especially in kind of connotative meaning which are positive or negative connotative meaning. Besides, this research can give guidance for the next researcher who interests in this matter and can give the contribution to find the new variation object of research for English Literature.

1.4.2 Practically

The readers of *Tempo English* magazine become clearer and understand about positive and negative connotative meaning of coronavirus impact expressions

in the magazine. On the other hand, the finding of this research redound to the benefit of society considering that pandemic of coronavirus has a big impact on the world in 2020. For that reason, the researcher is expected that people can aware of the bad impact of coronavirus and prepare for possibility in the future. Besides, understanding the connotative meaning of coronavirus impact expressions are helping people to understand how and why it is important to prevent the spread of this pandemic.

1.5 Clarification of Key Terms

The researcher clarify some key terms that used in this research in order to avoid misinterpretation in reading this research. They are in the following below:

1.5.1 Connotative

Connotative is one of types of meaning in semantics. The term connotative used in this research is to show kind of connotative meaning of coronavirus impact expressions in *Tempo English* magazine.

1.5.2 Positive Connotative

Positive connotative is a term that makes people feel good about that subject being addressed. This research uses term positive connotative is to show positive connotative meaning in *Tempo English* magazine particularly on April 14, 2020 edition.

1.5.3 Negative Connotative

Negative connotative is a term that makes people react negatively. This research uses term negative connotative is to show negative connotative meaning in *Tempo English* magazine particularly on April 14, 2020 edition.

1.5.4 Coronavirus Impact

The term coronavirus impact used in this research to show coronavirus impact expressions found in *Tempo English* magazine particularly on April 14, 2020 edition.

1.5.5 *Tempo English*

This research uses *Tempo English* to refer to a weekly magazine in Indonesia that published in English edition. The researcher uses the term *Tempo English* to show that it is the object of this research.

