

## **A Connotative Meaning Analysis of Journalistic Language on Tribunnews online.com(Politic Issues)**

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### **ABSTRACT**

*This research studies about connotative meaning that found in journalistic language. The aims of this research are to explain the connotative meaning and to find out the kinds of connotative meaning of journalistic language on Tribunnews online.com (Politics Issues) which the result concluded based on Leech's (1981) and Parera's (2004) theories.*

*The method that used in this research is descriptive – qualitative method which is all data analyzed in non-statistical. The data is analyzed through referential technique which is the tool device is outside. In this research, the writer do not involved in the appearance the data, the writer only becomes observers and does the research by downloading and classify the news articles about politic which contain connotative meaning. The results of this research showed that each use of connotative meaning in writing journalistic language can stimulate the reader's feeling, either stimulate positive or negative stimulation. The writer found mostly the using of connotative is negative connotation which can be seen there are 11 negative connotations and 7 positive connotations of 18 data consist of words and phrases.*

**Keyword:** *Connotative Meaning, Journalistic Language, and Politic Issues.*

### **I. INTRODUCTION**

Language is one of the important part in human's life. Language is the system of sound and word used by human for interaction each other. Actually, it is called communication. Communication is basically a social process. Laswell (1948) states that communication is following 5w models questions who says what in which channel to whom in what effect. Based on the theory, the writer concludes that the action of communication is a language process from speaker to receiver through a channel either verbally or in writing.

Today, people can make an interaction by phone, send message or interact with other media online, because at this time many media or application online that available for us to be installed in our smartphone. In order, to create a good

interaction is every person's hope as the human that will not escape from social interaction. However, it belongs to our necessary to live as a general. That's why, it is very interesting for the writer to do a research especially in language field. In this research, the writer wants to analyze about journalistic language. According to Fraser (1961), Journalistic is all the forms of news and moment about the happening to arrive at the public. Therefore, the language of journalistic is language that use for writing all the forms of the news. The writer analyzes journalistic language in one of the application kinds in smartphone that consist report news with variety discussion names Tribunnews online application. The writer chooses the analyzing about politics news report, because it is a part of the important

knowledge in our life. As the people of Indonesia who live under the democratic system we are required to participate in running the system. Therefore, the society have to know the knowledge about politics generally to participate for reach the goals of the country. Politics basically discuss about the goals of society. Therefore, the writing about political discussion becomes one of the most popular information to read. On the other hand, the providing of information especially in report news where written by a journalist is short, dense, simple, straightforward, attractive, smooth and clear that makes the readers interest and easier to understand the meaning of the information, because the important thing in communication is understand what the speaker or the writer talking about. The writer concludes that the point of communication is about meaning. Meaning can be studied through scientific study of language called Semantic. The branch of Linguistics which deals with meaning is called Semantics. Yule (1996:114) said that semantics is branch of linguistics which concerns about meaning in words, phrases, clause and sentences. That's why, the writer expect this study useful for other reader which has known that very important for us to understand the meaning in every words, phrase, clause and sentence when we communicate and interact in social interaction include social media interaction in our life. Beside that, to understanding the meaning we are led to know the kind of meaning itself because, it will determined the goal of language user.

Leech (1974) in his book Semantic has written about seven kinds of meaning there are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative

meaning and thematic meaning. In this research focuses on connotative meaning, which also discuss about denotative to support the analyzing. Denotative meaning uses to establish the first meaning of the word. Denotative meaning is also called primary meaning that refers to dictionary. it is the first meaning that people used when the word said in isolation. Leech (1981) states that denotative meaning is widely assumed to be a central factor in communication. It means that denotative meaning is a central factor in communication which really important part to distinguish the other kind of meaning in every act of linguistic. A denotative identifies the aspect of meaning which generally everybody agree about the meaning. Beside that, According to Leech's (1981), connotative meaning was concerned with the real world experiences one associates with the linguistics expression one uses or hears. It was also relatively unstable as it varies according to culture, historical periods and experience of the individual. Moreover, Kreidler (1998) said that connotation refer to personal aspect of meaning, the emotional associations that the word arouses. The writer concludes that the connotative meaning is an additional meaning which cause the word have more than one meaning and the aspect of meaning appear from the speaker's mind that relate with culture, historical period and individual experience. It can be seen from the example on the title of Tribunnews, May 14<sup>th</sup>, 2018:

DPR dan Aktivis menilai sidang Edward **cacat** hukum.

DPR (deputy of House) and Activists assess Edward's trial has **disability** law.

From the example above, the word “cacat” in English “disability” means in denotative is physical or mental condition that limits a person's movements, senses, or activities. While, the word “disability” refers to connotative meaning which implies incompatibility of the law in the Edward’s trial. The context of the news tells about the rule of law which is not appropriate with the real of the case, that’s why the meaning of “disability” can be refer to “incompatibility” that appropriate with the text.

Based on the example above, the writer interests to conducting the research especially about connotative meaning in Journalistic language Tribunnews online.com caused as the writer known there is not have found yet the analysis about journalistic language that investigated by others writers especially in Language Faculty of Muara Bungo University. The writer chooses connotative meaning as an object of analysis because it often finds in linguistic field, such as language of advertisement, in our utterance and even in journalistic language especially in politic language seems like in this analyzing. On the other hand, journalistic language relate to the language faculty which also learn about how to make a good written and interesting such as how to write an information. The last, the journalistic language is an important part of human life to obtain information or to find out an important event that occurred around the world. This makes people can not be separated from reading articles related to the field of journalism. That’s why, the writer carries out a research and interests to give the research’s title **“A Connotative Meaning Analysis of Journalistic**

***Language on Tribunnews online.com (Politic Issues).***

## **II. METHOD OF THE RESEARCH**

The writer uses descriptive-qualitative method to make understand the object of this research, which is qualitative research methods emphasize on field observation research methods and data are analyzed in a non-statistical, As well as explanations, it can be developed by the author herself who still refer to source that related to the facts. According to Sudaryanto (1993:57), “qualitative method is a method that uses the data in the form of words, not as numbers. The writer presents the data with words”.

The sources of the data is where the data has been collected by the writer. According to Sudaryanto (1993:40), the source of data divided into two types, they are source of substantive data and source of locational data. Substantive data is the source of the materials that will be analyzed. Locational data is source of the data that directly have collecting. The locational data of this research is Tribunnews online.com and substantive data in this research is connotative meaning of journalistic language, it can be words and phrases that written as a politics news title on Tribunnews online.com, started in May, 17<sup>th</sup> 2018 until June, 17<sup>th</sup> 2018.

In collecting the data, the writer is not directly involve and does not participate in determining of appearance the data, but only become observers of the data. , the writer uses download technique to take the articles about politic news in Tribunnews.online application by using smartphone and save all articles into a folder. After that, the writer also uses note

technique. Sudaryanto (1993:132) says that:

“Teknik catat berarti peneliti mencatat data yang dinilai tepat dalam kajian analisis”.

Note-taking technique means that the researcher records the data that appropriate in the analysis.

In this research, before the writer takes a note to classify connotative meaning that appear in the politics news title in *Tribunnews.online.com*, the writer takes the data by capture the title of the news by smartphone. It means taking pictures that occur on the screen either on the phone or laptop to record the items . The last technique that used by the writer is translate technique. According to Newmark (1988:5), translate is rendering the meaning of a text into another language in the way that the author intended the text. The source of the data in this research used Bahasa, that’s why the writer need to translate the data in English.

Technique of analyzing the data is an attempt to getting the result or answer the problems of this research. According to Sudaryanto (1993:13),“there are two methods to analyze the data, referential method and distributional method”. Distributional method is the method which the tool device is the language itself. While, the referential method is a method of analyzing the data which is the tool device is outside, regardless, and not being part of the language (langue) that will investigated.

In this research, the writer uses referential method to analyzes the data which is the tool device refer to the connotative meaning itself. The writer

makes inherent between the data and the referent that relate to the text of the data. for example the word “cat” may have referent cute, funny or even suggest stealthiest. Connotative meaning take based on those referents which one that appropriate with the text. Beside that, the referents of connotative meaning can be appear from synonyms word, additional meaning of dictionary and the language user’s knowledge. That’s why connotative meaning does not have standard meaning. It can be change at the certain time based on the user’s knowledge.

### III. RESULT

In this research, the writer uses formal and informal method to present the data, which is the writer explains the analysis by verbal description or explains by words with accompanied by pictures of the political news articles. According to Sudaryanto (1993: 145),”formal method is a method that use to present the data with sign, picture and symbol. While, informal method present the results of analyzing a research with descriptions by words”.

The writer present as an background of the research, identification of problems in this research and the writer include the question of the research into one question which probably often appear in the subject of the analysis. The question following bellow:

1. What are the connotative meanings and the kinds of connotative meaning of Journalistic language on *Tribunnews online.com (politic issues)*?

### IV. DISCUSSION

The writer discusses the connotative meaning from the primary meaning or called denotative meaning to establish the level of the meaning. Connotative Meaning is an additional meaning that contrast with denotative meaning. It has implicit which is the words refer to, For examples: The word “red” has the connotation of *brave* and the word “black” has the connotation of *magic, evil or fear*. Leech (1981) said that denotative is the literal, “dictionary” meaning of a word - what is “supposed” to mean. It is clearly if the meaning has taken based on dictionary is called denotative. the meaning of word not only has literal meaning but it also emotional expression of user, it has widely explanation because the meaning of words take from the opinion or what people associate which called connotative meaning. According to Leech (1981: 40-41), connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. It will be clear if we are talking about connotation, we are in fact talking about the “real word experience”. It was also relatively unstable as it varies according to culture, historical periods and experience of the individual. Connotative meaning was indeterminate and open ended. This was because this depends upon the knowledge and beliefs of the speakers and may belong to any characteristics of the referent, real or imaginary as identifies by the speaker. If the meaning of *cat* based on dictionary is one kind of animal that full-covered and often kept as a pet, while on the other side the meaning of *cat* may about connotative meaning that refer to *cute face, picture of a spoiled someone or even suggest stealthiest*. Those meanings called connotative meaning.

#### **4.1. Connotative Meanings and kinds of Connotative Meanings in Politic News Title Tribunnews.com**

Connotative has implicit meaning. meaning. what people think about two words and find whether it is possible or impossible for the word to have two different meanings from its denotative meaning. Based on it, the meaning depends on personal interpretation. Connotation can implied meaning of a word that make the word have more than one meaning. It appears based on people’s thought.

The words that used connotative meaning also related to feeling, either positive nor negative feeling.

Menurut Parera (2004:99) konotasi bersifat merangsang dan mengunggah pancaindra, perasaan, sikap, penilaian dan keperluan tertentu. Rangsangan ini dapat kearah positif danke arah negative.

According to Parera (2004:99), connotation is stimulating and influence the senses, feelings, attitudes, appraisals and certain needs. This stimulation can be positive and negative.

When we discuss about connotative, it directly relate with our feeling. According to Parera’s theory above connotative meaning divided into two kinds they are negative connotation and positive connotation. Positive connotative (purr word), it means a word that have smooth feeling, making someone feel comfort or include to positive meaning. Meanwhile negative connotative (snarl word) is a

word that makes someone to be fear, sad, disappointed and etc that include to negative feeling or make bad feeling which have negative meaning. For example, the word “silk” may suggest the sensation of smooth, soft, transparent, shining which cause a happiness stimulate to see and touch it. The other example of Chairil Anwar poem which said “aku ini binatang jalang” (I am a bitch animal). He said that he is like a bitch animal. The world “bitch” may suggest a negative stimulate which refer to wild or savage. On the other hand, the meaning of connotation basically take based on the individual experience or the group of society and also the language user, that’s why there is not fix or standard connotation stimulate.

(PNS) immediately  
**liquid”**.



Based on the data above, the writer takes the word “**cair**” which is in English “**liquid**”. According to Leech (1974), Denotative meaning is literal meaning, the meaning of the words take based on dictionary. In the datum one, the word “**liquid**” in denotative means the something that is not a form of gas, not dense or not frozen or the something that melt away. While, in connotation Leech (1974) says when we talk about connotation we are in fact talk about the real word experience. It was also relatively unstable as it varies according to culture, historical periods and also depends upon the knowledge and beliefs of the speakers and may belong to any characteristics of the referent, real or imaginary as identifies by the speaker. So, the word “**liquid**” can be refer to,

- Restore (*memulihkan*)
- Paid (*dibayarkan*)
- Cashed (*diuangkan*)
- Reconcile (*mendamaiakan*)

Those are some referent of the word “washy” that writer takes based on the

Politic News Title (bahasa)	Politic News Title (English)	Connotative Meaning
<i>Hore...THR dan gaji ke-13 PNS segera cair.</i>	Hurrah...THR and the 13th salary of civil servant (PNS) immediately <b>liquid</b> .	<b>Cair</b> <b>“Liquid”</b>
<b>Contextual Meaning</b>	Hurrah...Religious Holidays Allowance (THR) and the salary to civil servant immediately come out.	

**Datum 1 :**

1. *Hore...THR dan Gaji ke-13 PNS Segera Cair.*  
“Hurrah...THR and the 13th salary of civil servant

additional meaning of Bahasa dictionary (KBBI) and the writer knowledge of the word. But, the connotative meaning that deal with the datum one is “paid”. In the sentence above the journalist explain that the government discussion about THR<sup>3</sup> (Religious Holidays Allowance) will be done and the civil servant will getting the money of their 13th salary and their religious holidays allowance immediately. The journalist uses the word “washy” to interest the reader, because this word have emotional feeling that can influence the reader. It is relate to Parera’s (2004) which said the connotative meaning can influence the human stimulation. It can be positive and negative connotation depend on the meaning of the word. The word “liquid” include to positive connotation, because the word “washy” in the datum one have positive stimulation that makes someone be happy.

**Datum 2**

*Mahfud MD Mengaku Tak Pernah Meminta Gaji dan Tak Mau Melahap Uang Tak Wajar.*

“Mahfud MD claimed that he never asked for a salary and didn’t want to **gobble unfair money**”.



The writer found the word “Melahap” in English means “gobble” in the title above. In denotative the word “gobble” means eat fast, noisily and greedily and the phrase “unfair money” in denotative means contrary to the ordinary course of nature of the money. It means the money that not appropriate with the original money.

While, the word “globe” can be refer to,  
 Take on (mengambil)  
 Spend (menghabiskan)  
 Greedy (serakah)

While, the phrase “unfair money” can be refer to.

counterfeit money (uang palsu)  
 illegitimated (tampa izin, haram)  
 not proprietary (bukan hak milik)

Based on the referents above, connotative meaning of “globe unfair money” that appropriate with the sentence

Politic News Title (bahasa)	Politic News Title (English)	Connotative Meaning
<i>Mahfud MD mengaku tak pernah meminta gaji dan tak mau melahap uang tak wajar.</i>	Mahfud MD claimed that he never ask for a salary and did not want to gobble unfair money.	<i>Melahap Uang Tak Wajar</i>  “Gobble Unfair Money”
<b>Contextual Meaning</b>	A member of the steering committee at the Agency for Implementation of the state Ideology of Pancasila (BPIP) Mahfud MD claimed that he never ask for salary and didn’t want to take unfair money.	

is taking greedy the money that not proprietary and without promise seems like *corruption*. In the sentence “Mahfud MD claimed that he never asked for a salary and did not want to gobble unnatural money the journalist explains about the statement of Mahfud who was said that he never asking for his payment and never *corruption*. The phrase “**globbe unfair money** “ stimulate the reader’s feeling especially to negative stimulation which means a bad act of someone and make others lose out. Thts’s why the meaning include to negative connotation.



The word “**Jernih**” in English “**Clear**”.The first meaning of “clear” based on dictionary is the water thatfree from anything that darkens,of material or article) which people can see to the deep water. While, the meaning of “clear” can be refer to,

- Understandable (*jelas/dapatdipahami*)
- Shine (*bersiri/bersinar*)
- Honest (*jujur*)

From the referents above, the writer assumes that connotation of the word “**clear**” which close with the sentence “Jokowi met Megawati in Batu Tulis, Mega’s message: choose the vice president with a clear conscience” is *honest*. In the news the journalist write about the met of Jokowi and Mega to break the fasting together with some discussion, one of them about the president election in 2019 which is Mega give a suggestion to chose someone that capable and honest to accompany Jokowi to a vice president in the next election. The using of connotative meaning in the word “**clear**” stimulate the human stimulation and the meaning include to positive connotation, because it is one of good character of human and suggest a good thinks.

Politic News Title (bahasa)	Politic News Title (English)	Connotative Meaning
<i>Jokowi temui Megawati di Batu Tulis, pesan bu Mega : pilih Cawapres dengan nurani jernih.</i>	Jokowi come to Megawati in Batu Tulis, Mega’s message: choose the vice president with <b>clear</b> conscience.	<b>Jernih</b> <b>“Clear”</b>
<b>Contextual Meaning</b>	President Jokowi and his patron the chairwomen of PDI-P party held a closed-door meeting at Batu Tulis place, Megawati suggest Jokowi to choose a trustworthy vice presidential candidate	

**Datum 3**

**V. CONCLUSION**

The writer concludes that the connotative meaning relates to human stimulation. The connotative meaning of the analyzing has took by additional meaning of Bahasa, Oxford and the writer's knowledge that appropriate with the text itself. That's why the meaning of connotative doesn't have fixed perception. They have more than one meaning, which is can be change accordance with the text and user knowledge.

The using of connotative in journalist written can stimulate the reader feeling, which cause to negative and positive stimulation. From the 18 data that has been analyzed by the writer in the title of political news Tribunnews online.com, the writer found the using of connotative meaning in the written journalist is mostly using negative connotation than positive connotation which can be seen there are 11 negative connotation and 7 positive connotation from 18 data include words and phrases.

Overall, from the finding above the writer assumes that the journalist wrote the news articles title with the simple vocabulary that contain connotative meaning which can be found in daily conversation of society. It makes the reader interests to read and easy to understand the meaning of the title.

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