

THE USE OF CONNOTATIVE MEANING DERIVED FROM DARWIS TERE LIYE’S QUOTES ON FACEBOOK

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ABSTRACT

The study deals with the use of connotative meaning especially in DarwisTereLiye’s quotes. In this study the researcher focuses on the three main types of connotative meaning namely positive connotative, negative connotative and neutral connotative. The data that support this study are obtained by applying descriptive qualitative method by selecting and then analyzing some quotes of DarwisTereLiye on facebook. The findings show that there are three types of connotative meaning in DarwisTereLiye’s quotes. There are positive connotative, negative connotative and neutral connotative. Positive connotative as the dominant type that found in this research.

Keyword: *Semantics, Connotative Meaning, Facebook, DarwisTereLiye.*

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INTRODUCTION

Human beings are social creatures. They need to interact and communicate to each other. In communication, people use language. Language is very important. Language form is not only in spoken, it could be a written one, sign, symbol or gestures.

Language is used when man communicates to others to convey a purpose when they meet others or themselves. Nowadays, Human has many ways to communicate, to express our feeling with other people like social media. One of example of social media is Facebook. Facebook is the world's largest social network. Founder Mark Zuckerberg started Facebook in 2004 while he was an undergraduate computer science student at Harvard University. And in Facebook, there is something that a person says or writes that is repeated or used by someone else in another piece of writing or a speech that is called as quote. In this research the writer decided to analyze Darwis Tere Liye's Facebook that had been analyzed, especially his quote. He is one of the most popular writer in Indonesia since 2005. Interpreting something is not an easy thing. An interpretation can be different in different people. For example, when we read a book, we have a different interpretation when we beg our friend to read the book, we can't make sure it will be a same interpretation. Here, Darwis Tere Liye's quote that was an object in this research. It was considered important to know what actually the meaning implied within the quote. It would be useless when we read something but we could not understand what we read

REVIEW OF LITERATURE

Wood (2011) states that semantics is a sub discipline of linguistics which focuses on the study of meaning. Semantics tries to understand what meaning is as an element of language and how it is constructed by language as well as interpreted, obscured and negotiated by speakers and listeners of language. Semantics is closely linked with another sub discipline of linguistics, pragmatics, which is also, broadly speaking, the study of meaning. However, unlike pragmatics, semantics is a highly theoretical research perspective, and looks at meaning in language in isolation, in the language itself, whereas pragmatics is a more practical subject and is interested in meaning in language in use.

A. Definition of meaning

It is important to understand the nature of meaning in studying the language since meaning becomes the basis of communication. Word meaning, sentence meaning, and utterance meaning that reside in the human brain are communicated to other people in language production that includes speaking and writing, and are used to understand communication in language comprehension that includes listening and reading (Septiawati: 2010). Based on that definition, the researcher describes the data according to the lexical meaning of every word that can be found in the dictionaries. Big Indonesian Dictionary explains that word meaning defined : (i) the meaning : he noticed the meaning of each word contained in the ancient writings , (ii) the intended speaker or writer , (iii) understanding given to a form of language. Meaning is the relationship between languages with the outside world that has been agreed by the users so

that mutually intelligible languages of restrictions sense it can be seen that there are three main elements embodied there in, namely (1) the meaning is the result of the relationship between language with the outside world, (2) determination of the relationship occurs because of the user agreement, and (3) the meaning embodiment can be used to convey information that can be mutually understandable (Aminuddin:1988).

B. Types of Meaning

There are at least seven types of meaning (many linguists state their different categories of meaning) in semantics. Based on Leech (1974:44-46), those are:

1. Conceptual Meaning (logical, cognitive, or denotative content)

It refers to the dictionary meaning which indicates the concepts. In reading we can find many different words have the same conceptual meaning. Take the word walk as an example, the conceptual meaning or the primary dictionary meaning is to move forward by placing one foot in front of the other. There are also few words that according to dictionary, mean to move forward on foot, etc.

2. Connotative Meaning (what is communicated by virtue of what language refers to)

It refers to the associations that are connected to a certain word or the emotional suggestions related to that word. The connotative meanings of a word exist together with the denotative meaning. The connotations for the word snake could include evil or danger.

3. Social Meaning (what is communicated of the social circumstances of language use)

It refers to the usage of language in and by society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, those factors include social class of the speaker and hearer and the degree of formality. Only part of the social meaning of a conversation is carried by words. Take saying hello or talking about the weather. It is often about meaning that taken far from dictionary. It is a way of being friendly or polite.

4. Affective Meaning (what is communicated of the feeling and attitudes of the speaker/writer)

It refers to the speaker's feeling/attitude towards the content or the ongoing context. It is important to remember that each individual will have a different affective meaning for a word. As such, only the person using a word will be aware of the particular affective meaning that they hold with the word.

5. Reflected Meaning (what is communicated through association another sense of the same expression)

It refers to terms which have more than one meaning surfaces at the same time, so there is a kind of ambiguity. It is as if one or more unintended meanings were inevitably thrown back rather like light or sound reflected on a surface. For instance, in the medical expression of chronic bronchitis, it is difficult for the more colloquial emotive meaning

of chronic, 'bad', not to intrude as well. Sometimes, such coincidental, 'unwanted' meanings cause us to change a lexical item for another.

6. Collocative meaning (what is communicated through association with words which tend to occur in the environment of another word)

It refers to the associations a word acquires on account of the meanings of words which tend to occur in its environment. In other words, it is that part of the word-meaning suggested by the words that go before or come after a word in question, for instance, heavy news (a piece of sad news); heavy schedule (a very tight schedule); fast color (the color that does not fade); fast friend (a reliable friend); fast woman (a lady of easy virtue), etc.

7. Thematic meaning (what is communicated by the way in which the message is organized in terms of order and emphasis)

It relates to the topic or constitutes a topic of discourse, the meaning that the word conveys is that of something that is connected with the theme of something types 2-6 are also categorized as associative meaning.

C. Types of Connotative meaning

A. Types of Connotative Meaning

There are three types of connotative meaning (Cruse: 1997) mentioned in linguistics literature, they are presented as follows.

1. Positive

Positive or pleasant of connotative meaning is also honorific, or words that people feel good (Cruse:1997). People often use a form of speech called euphemism to

try and buy the same thing in more positive or pleasant way. And do not to offend someone's feeling. For instance: instead of saying "you're tired", you say "we're downsizing". Positive means creates confident in someone, laudable, hopeful, show beneficial progress, good thinking, always sure and not in doubt.

2. Negative

Negative of connotative meaning is often pejorative, words that provoke a denotative emotional response (Cruse: 1997). This type is reversible to positive one. Negative means lacking of helpfulness, optimism. It shows disadvantages of something, disagreement. Expressing, containing, refusal or denial, unpleasant, gloomy and pessimistic. It shows a contradiction, bad thinking, and doubt about showing something.

3. Neutral

Neutral of connotative meaning is words that cause no emotional react.

RESEARCH METHOD AND FINDINGS

In conducting the research, the data that are used was descriptive qualitative method. Jacob (2002) states that descriptive qualitative method is one which is used to make description of situation, events or accumulate the basic data. A qualitative research was describing the language of the object of the study. Qualitative study was multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This meant that qualitative studies study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them. And also qualitative study involved analysis of data such as words, examples from interviewers, transcripts, pictures, videos, recordings, notes, documents, the products and

records of material culture, audio-visual materials and personal experience materials (such as artifacts, journal and diary information and narratives). This research was intended to find out the connotative meaning in the quote of DarwisTereLiye on facebook.

All data taken from DarwisTereLiye's account facebook. After collecting data, the writer analyzed the data by performing descriptive analysis and classifying the data into each types. The data was in Bahasa, so the writer just gave an additional to be translated into English.

After analyzed the data, it found that :

1. There were 47 quotes that contained from connotative meaning. 27 quotes of positive connotative, 20 quotes of negative connotative and 0 quote of neutral connotative.
2. Positive connotative meaning was a dominant type that occurred in that quotes.

CONCLUSIONS

Having analyzed the data, it is concluded that there are just two types of connotative meaning that found in this research, namely positive and negative connotative meaning. Not all of types of connotative meaning were found in DarwisTereLiye's quotes on facebook. Positive of connotative meaning belongs to the dominant type in DarwisTereLiye's quotes on facebook. And the use of positive of connotative meaning as the dominant type because the words are made to make people feel good, treat them in more pleasant way and try not to offend someone's feeling and this is the intension of DarwisTereLiye as the author.

SUGGESTION

In relation to the discussion, it is suggested that

1. The findings of connotative meaning in DarwisTereLiye's quotes should encourage reader in studying more about connotative meaning.
2. By considering this topic, hopefully the reader can understand the meaning and the role of the text in some writings and can determine which writings have positive, negative or neutral connotative meaning, and
3. The meaning of quotes should be made in positive of connotative meaning only, not in negative to avoid bad interpretation in someone's mind and also without ignoring the sense of attractiveness.

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