

ABSTRACT

A Study on the Associative Manings of *The Jakarta Post* Online Newspaper

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This research examines the associative meanings of *The Jakarta Post* online newspaper. Becoming one branch of semantics study, associative meanings are employed to help the readers in understanding the meaning beyond literal meaning. This research aims to investigate the associative meanings used in *The Jakarta Post* online newspaper.

The theory which is adopted in this research is the types of associative meanings proposed by Geoffrey Leech. For completing this thesis, the writer used qualitative method to describe the data in form of words, phrases or sentences. The data are taken from the Editorial articles of *The Jakarta Post* online newspaper which was published along January 2019.

The result of this research shows that there are five types of associative meanings found in *The Jakarta Post* online newspaper which are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. In addition, the result showed that connotative meaning becomes the most dominant data and the political topic that the most issued in Editorial section of *The Jakarta Post* online newspaper that published along January 2019.

Keywords: *Associative meanings, Semantics, The Jakarta Post online newspaper*