

## **ABSTRACT**

### **An Interpretation Analysis of Associative Meaning towards Obama's Speech Entitled This is Your Generation World to Shape**

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Speech are garnered by having the subjects repeat words, phrases, or certain carrier phrases within which the target words are embedded, by having the subjects read aloud, name objects, and describe pictured scenes, or by engaging them in spontaneous speech, while language is used as a strategic resource for politicians to maintain power to achieve political goals, create alliances and oppositions, and present an image that they want to have. One of the reasons why the researcher chooses Obama's speech because it seems to be considered as an interesting current even because looking at today's conditions the current event in Obama's speech are relate with today's condition which is talked about the Covid-19 and the impact of today's generation of this problem should be considers as an important problem. The researcher intentionally selects President Barack Obama's speech on May 17, 2020. Barack Obama was the president of the United States who has the power to give good influence by using some words to the listener. The researcher focused on analyzing the associative meaning towards Obama's Speech entitled this is Your Generation's World to Shape. In this research used semantic theory by leech 1974 to find out the associative meaning.

The result figures out that connotative meaning appears 3 times, affective meaning appears 6 times, stylistic meaning appears 5 times, collocative meaning appears 26 times, and reflective meaning appears 9 times. The research reveals that the most used associative meaning in Obama's speech is collocative meaning. Further, the researcher figures out that when Obama talks about the life of being adulthood, Obama tends to use connotative meaning. While, when Obama talks about expression of pride, he tends to use affective meaning. Further, when mention certain noun, Obama tends to use collocative meaning to add new meaning to the described noun. Lastly, it is found that when Obama talks about certain social phenomenon in America, he tends to use stylistic meaning.

***Keywords: Associative Meaning, Language Variation, Semantic Approach, Qualitative Method.***