AN INTERPRETATION ANALYSIS OF ASSOCIATIVE MEANING TOWARDS OBAMA’S SPEECH ENTITLED THIS IS YOUR GENERATION’S WORLD TO SHAPE

(Thesis)

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This is to certify that to the best of my knowledge, the content of this thesis is my own work. This thesis has not been submitted for any degree of other purposes.

I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

Bandar Lampung, 27 November 2020

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CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

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. “Language is a very strong way to communicate between one another and language can also be used to convey ideas and desires” Rido (2020). “Language can also be used to convey an argument that can be stated in a text and speech” Unggul & Gulo (2017). In a text and speech, we can see how they convey a meaning or a content through sentences. It can be concluded that the changes in language shows a hierarchy in public relations. Therefore, the topic of this study is about an interpretation of assosiative meaning.

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 since this pandemic became the global pandemic that is faced by people all around the world and the impact of today’s conditions for 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.
Crystal (1991: 100), “Meaning is an idea or concept that can be transferred from the mind of the speaker to the mind of the hearer by embodying them, as it were, in the form of one language or another”. An associative meaning is an expression has to do with individual mental understandings of the speaker. The associative meaning can be found in several context such as song, poem, prose, drama and speech. Meaning must be completed with context in accordance with the time and space in which an expression is applied because similar expression may have different meaning if it is used in different condition or context.

The definition of meaning are depend on the speaker, sometimes meaning also has variants meaning depend on the individual experience, while according to Leech (1974: 21), “Associative meaning is unstable of meaning and has variants of individual experience”. The associative meaning of an expression has to do with individual mental understanding of the speaker. Associative meaning is the meaning of words that has connection to the relationship of word with the condition beyond the language.

Nowadays, semantics has been used by people to interpret the meaning of words, phrases, and sentences so that people will be able to understand the sentences more easily and better in diagnosing the language. Furthermore, semantics leads people to understand more about language because it is the study of meaning that is used for understanding human expressions through language. Semantics has many aspects of meaning, and one of them is associative meaning which concerns expression related to the individual’s mental understandings of the speaker.

Jones (1996:1) stated that, “Another way we can experience the world around us through our imagination. It is an activity to express feeling, tough, ideas, spirits, beliefs, and another
expression that use language as the basic element”. Literature an art work, is very interesting to discussed; it can be functioned as an entertainment and give much information about life. In our daily activity, we usually find literary work such as, poem, prose, novel and drama and in speech. The life is an experience of human, wishes of human, dream of human. All of them can be reflected by words or expressed in speech.

Based on background above, the writer is interested in investigating the associative meaning found in Obama’s speech and will use Leech theory which in Obama’s speech talk about today’s conditions, the researcher believe that on his speech there must be an assosiative meaning inside what he says that is why the researcher is aware that language and the structure cannot be separated with the literary work itself.

1.2 Research Question

In order to construct the discussion of the study, there are two problems that are formulated as follows:

1. What are the types of associative meaning found in Obama’s Speech entitled this is Your Generation’s World to Shape?

1.3 Research Objective

Based on the problem formulation above, this study has two objectives, there are:

1. To analyze the associative meaning found in Obama’s Speech entitled this is Your Generation’s World to Shape.
1.4 Uses of the Study

The uses of this research are as follows:

1.4.1 Theoretical Use

In order to give a clear description of associative meaning towards Obama’ Speech entitled this is Your Generation’s World to Shape. Supporting the development of the subject dealing with language meaning and semantic. Helping the students on understanding the associative meaning, especially on the semantic towards Obama’ Speech entitled this is Your Generation’s World to Shape.

1.4.2 Practical Use

This research will help the readers to know the types of the associative meaning in Obama’s speech. Giving some contribution to the enlargement of new vocabulary to the readers. Giving some reference for the other researcher for similar research.

1.5 Scope of the study

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 leech1974 to find out the associative meaning.
CHAPTER TWO
LITERATURE REVIEW

This chapter explained the review related to previous studies and conceptual frameworks.

2.1 Previous Studies

There are three previous studies reviewed by the researcher. They are:

Table 2.1 Pervious Study

<table>
<thead>
<tr>
<th>Study</th>
<th>Titles</th>
<th>Objective</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hidayati</td>
<td>Associative meaning found in the central media news</td>
<td>To find out the associative meaning in the central media news.</td>
<td>Found that the journalist uses five types of associative meaning in The Central Media News.</td>
</tr>
<tr>
<td>(2010)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yusuf</td>
<td>Study on the associative meanings of the Jakarta post weekender magazine</td>
<td>Analyze the associative meaning</td>
<td>Found that that there are five types of associative meanings in the Profile section of the Jakarta Post Weekender magazine: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning.</td>
</tr>
<tr>
<td>(2010)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kartini</td>
<td>Associative Meaning in Danielle Steel’s Novel “Big Girl”</td>
<td>To describe what is associative meaning and kinds of it</td>
<td>Found that there are five types of associative meanings and its functions. They are connotative meaning, stylistic meaning, affective meaning, and collocative meaning.</td>
</tr>
<tr>
<td>(2014)</td>
<td></td>
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</tbody>
</table>

Hidayati (2010) in her thesis “Associative meaning found in the central media news” used Leech’s theory. She found that the journalist uses five types of associative meaning in The
Central Media News. Those are connotative meaning, what is communicated by virtue of language refers to; stylistic meaning, what is communicated of social circumstance of language use; affective meaning, what is communicated of feelings and attitudes of the speaker or writer; reflected meaning, what is communicated through association with another sense of the same expressions; and collocative meaning, what is communicated through association with words which tend to occur in the environment of another word. From all of types, the journalist often uses collocative meaning than other meanings which is in the form of phrase. This news talked about politics, so almost all of the term in stylistic meaning are related to politics. Connotative meaning and affective meaning are seldom to be used in this news.

Yusuf (2010) in her thesis “A study on the associative meanings of the Jakarta post weekender magazine” used Leech’s theory. She found that that there are five types of associative meanings in the Profile section of the Jakarta Post Weekender magazine: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. All five associative meanings are performed in the text of Profile section in which each magazine is issued. From all of types, the journalist often use connotative meaning than other meanings which is in the form of phrase.

Kartini (2014) in her thesis of “Associative Meaning in Danielle Steel’s Novel “Big Girl” used Leech’s theory. The purpose of that thesis is to describe what is associative meaning and kinds of it. Kartini’s uses the descriptive qualitative method because she attempts to arrive at a rich description of words, phrases or sentences in the novel “Big Girl”. She found that there are five types of associative meanings and its functions. They are connotative meaning, stylistic meaning, affective meaning, and collocative meaning. From all of types, the writer found that the author
often use reflected meaning than other meanings. The implication of Kartini research is to give information to readers who want to increase their knowledge about associative meaning.

To fill the gap from those previous studies, the similarity between three previous researches above and this research is focus on five types of associative meaning. The differences is the first and second researchers was interested in analyzing associative meaning found in newspaper while the last previous study is analyzing the associative meaning in the novel. This research, the researcher will focus on associative meaning find in Obama’s speech. Therefore, the researcher interprets the interpretation of the associative meaning of Obama’s speech by using semantic theory (Leech).

2.2 Theoretical Frameworks

2.2.1 Semantics

According to Leech (1977: ix), “Semantic is the study of meaning that is central to the study of communication and as communication becomes more and more a crucial factor in social organization, the need to understand it becomes more and more pressing”. Semantic is also the center of the study of human though process, cognition and conceptualization all, they are intricately bound up with the way which we classify and convey our experience the world through language. Because it is in these two ways a vocal point in man’s study of thinking, and various disciplines of study. Philosophy, psychology, linguistic all claim a deep interest in the subject.

In order meaning to be successfully studied, it must be made clear just what meaning is. Meanings are ideas or concepts that can be transferred from the mind of the speaker in the mind of the speaker in the mind of the hearer by embodying them, as it were, form of one language or
another. According to Lyon (1995:3), Semantic is traditionally defined as the study of meaning and this is the definition which we shall initially adopt”. Generally defined as the study of meaning. According to Palmer (1986), “semantic is the technical term used to refer to the study of meaning, and since meaning is a part of language”. On the other side, Griffiths (2006:6), “Semantic is the study of the “tool” for meaning; knowledge encoded in the vocabulary of the language and its pattern for building more elaborate meanings, up to the level of sentence meanings”.

Leech (1974: 10), “Divided meaning into seven types, there are conceptual meaning, connotative meaning, stylistic meaning affective meaning, reflected meaning, collocativemeaning, and thematic meaning”. Conceptual and thematic meanings are different from associative meaning. Conceptual meaning of language seems to be organized largely in terms of contrastive features, for example the meaning of the word *woman* could be specified as human, not male, an adult, as distinct from boy, which could be defined a human, male, an adult.

Mwihaki (2004: 130), “Conceptual meaning refers to the logical sense of the utterance and is recognizable as a basic component of grammatical competence, it is alternatively described as the cognitive or the denotative meaning (denotation)”. This is the basic or universal meaning and can be represented at the lexical level, as well as clause or simple sentence. At the lexical (lexeme) level, conceptual meaning is represented as a set of distinctive features.

Thematic meaning is what communicated by the way in which a speaker or writer organizes the message, in term of ordering, focus and emphasis. It is often felt, for example, that an active sentence such as has a different meaning from its passive equivalent and although in conceptual content.
2.2.2 Theory of Associative Meaning

According to leech (1974: 21), “Associative meaning is unstable of meaning and it has variants of individual experience”. Associative meaning is different from conceptual meaning, Yule (1985: 92), “It is the words meaning that is still related to other words. Conceptual meaning is the lexical or literal meaning”.

Finch (1998: 141), “Kind of meaning is extra resonance, or echo, can be employed to powerful emotive effect. It is also acquires considerable from the social and cultural context in which they are used”. In fact, connotation, collocation, stylistic, and reflective meaning have represented more than affective meaning. Then, associative processes affect the meanings of words.

Based on the statements above, the researcher can conclude that associative meaning is unstable meaning and it has variant meaning from conceptual.

2.2.2.1 Types of associative meaning

According to leech (1974), “There are five types of associative meanings. They are connotative meaning, stylistic meaning, affective meaning, reflected meaning and collocative meaning”. The explanation of them is followed:

A. Connotative meaning

Leech (1974:14), “connotative meaning refers to what is communicated by virtue of what language refers to, over and above its purely conceptual content”. It is something more than the dictionary meaning which embraces putative properties of reference due to the viewpoint of personal, social, or communities. Talking about connotative, actually talking about the real world which associates the expression when someone use or heard it in their speech. This meaning is
relatively unstable from age to age, society to society, and personal experience. It is more open-ended, and indeterminate rather than conceptual meaning. For examples: the word “women” conceptually it is human, female, and adult. Then, it reflects to the real-world as experienced in cookery, skirt-or-dress wearing, emotional, motherly, kind-hearted, and friendly.

B. Stylistic meaning

Language which we use in communication is related to the social circumstance of the speaker’s culture. This is because the dialects appear from variety background’s life. The difference of tone, style or choice of words will be influenced in their speaking. Due to that, this stylistic meaning was defined as social meaning that it is piece of language conveys about the social circumstance of language use. The English style has recognized some main dimensions of stylistic variation. Further, According to Leech (1974:16-17), “The category of the main dimensions of stylistic variation to distinguish on each dimension which shows something from the different style (which taken from Davy and Crystal about investigating English style)”. Perhaps, it occurs in certain language. For example, someone from the South would use *y'all* more often than someone from a different region of the country.

C. Affective meaning

Leech (1974:18), “In affective meaning, language is used to express personal feelings or attitude to the listener”. It is a kind of language which reflects the personal feelings of the speaker or writer including his attitude to the listener or his attitude to something that is uttered. It is expressing or communicating emotion or feeling of the speaker about something that is happened according to its situation. Mostly, it forward to explicit, conceptual, connotative, or stylistic of the uttered use. Therefore, it is related to show the real meaning of the speaker indirectly. For
example, the word “winter” might have a different meaning to every individual depending on the portrayal of them towards the word itself. For one person, the word “winter” might understand the word as a positive emotion because he or she has an enjoyable memory with winter. For another one, it might deals with terrible emotions since she or he has terrible experience during the winter.

**D. Reflected meaning**

According to leech (1974:19), “What is communicated through association with another sense of the same expression or the meaning which arises in cases of multiple conceptual meaning when one sense of word forms part of our response to another sense”. It means that one sense of a particular word affects the understanding and usage of all the other sense of word. For instance, the sentence “my dear old car” might have ambiguity. The words “my dear” supposed to be meant as an expensive car. However, some people might think that “my dear” means lovely. Moreover, Leech (1974) points out that in similar cases words can also impose the suggestive power with a little help of the power of associations.

**E. Collocative meaning**

Leech (1974:20), “Collocated meaning communicated through association with word tends to occur in the environment of another word”. It refers to associate of a word since its usual habitual co-occurrence with certain types of word. Then, collocative meaning is not only caused by co-occurrence events but also by stylistic and conceptual differences. Simply, it has an idiosyncratic property of certain word. For example of the adjectives “pretty” and “handsome” and the words which usually find themselves in their vicinity. The word “pretty” collocates with
women, girls, flowers, and gardens. Meanwhile, the word “handsome” collocates with boys, men, etc.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Research Design

In this researcher, the researcher used descriptive qualitative method. According to Rajasekar(2013), “Qualitative research produces textual description of the phenomena under study”. Thus, the object of the study is presented more in words rather than in numbers. The data collected are the subject’s experiences and perspectives. This research applies qualitative research because it attempts to get a rich description of people, objects, events, places, conversations, and so on. In this research, the data used in the form of words found in the spoken text.

3.2 Data and Data Source

This research focuses on the types of associative meaning of Obama’s speech with 7 minutes duration. The data of this research is the associative meaning found in Obama’s speech. The researcher decided to take a transcription from Obama’s speech from the internet https://scrapsfromtheloft.com/, the transcription was taken as the data source.

3.3 Data Collecting Procedure

The researcher uses analysis of document in collecting the data. Understanding that such data require some type of processing. Therefore, the procedures of data collection will be explained below:

1. Reading the transcript of Obama’s speech entitled This is Your Generation’s World to Shape on May 17, 2020 and re-check the the transcription from the video of Obama’s speech on YouTube.
2. The researcher selected the sentences, phrases, and words concerning with associative meanings.

3. The researcher tries to identify the types of associative meaning by Leech’s theory. To identify the associative meanings in Obama’s speeches, the researcher observed the data based on the context of the speech.

3.4 Data Analysis Technique

After collecting the data from the speech, the data were analyzing by the researcher. Here are the steps as follow:

1. **Identifying the data**
   
   The researcher will identify each datum that have been collected that found in Obama’s speech.

2. **Classifying the data**
   
   The researcher will classify the data that have been identified and classify into the types of associative meaning.

3. **Analyzing the data**
   
   To analyze the collected data, the writer will use Geoffrey Leech’s theory about associative meaning to analyze associative meaning in Obama’s speech.

4. **Concluding the finding**
   
   In the last step the researcher draws the conclusion.
CHAPTER FOUR

DISCUSSION

The chapter presents the analysis of the research. In this state, the researcher employs the associative meaning theory by Leech (1974). The researcher finds 49 data of associative meaning in Barack Obama’s speech entitled “This is Your Generation’s World to Shape”. The data are classified into 4 types such as connotative meaning, affective meaning, reflective meaning, and collocative meaning.

<table>
<thead>
<tr>
<th>Associative Meaning</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connotative Meaning</td>
<td>3</td>
<td>7%</td>
</tr>
<tr>
<td>Affective Meaning</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>Reflective Meaning</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>Collocative Meaning</td>
<td>26</td>
<td>53%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>49</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.1 Types of Associative Meaning

From table 4.1 types of associative meaning, the writer finds out that connotative meaning is used by Obama 3 times. While affective meaning is 6 times used by Obama. Reflective meaning is used 9 times and Collocative meaning is used 26 times. From the finding, it implies that the most frequent associative meaning that appears in Obama speech is collocative meaning. While, connotative is the least data types.
4.1 Connotative Meaning

Connotative meaning deals with something that is communicated beyond the literal meaning (Leech, 1974). It is about something that is more than the dictionary meaning which needs an understanding of the speaker’s point of view, personal, culture, and communities. Speaker use connotative meaning to transmit meaning without explicitly telling the hearer what to think and feel. It means the speaker gives preference to the hearer. In this case, the connotative vary from time to time due to the reference.

In Barack Obama’s speech “This is Your Generation’s World to Shape”. The connotative meaning appears 3 times which it only contributes 7% of the data. The researcher finds out the use of phrase and words such as curtain, up for grabs, hanging on by a thread. Further explanation can be seen below. It is found the use of connotative meaning when Obama describing the transition phase from childhood to adulthood.

Data 1

They’re hanging on by a thread.

According to Merriam Webster dictionary, thread means “a filament, a group of filaments twisted together”. Thus, the literal meaning of thread can be said something that is related to cloth. Without understanding the meaning, the message of the meaning cannot be delivered to the hearer. Because in this context, while Obama talking about thread, he talks about something else. In this case, Obama talks about that “they are in a very dangerous situation” (Ideoconline.com). It is proven when we take a look at the previous sentence stated that “And given the current state of the world, that may be kind of scary”. From the data, it supports the finding that Obama talks about dangerous situation that risking their mental and physic. In this
state, Obama talks about the life of being adulthood is kind of scary because you will have more responsible. He talks about the life of adulthood because the context in his speech is about graduation. Thus, data 1 is categorized as connotative meaning because the meaning that the speaker communicate is beyond the dictionary meaning (Leech, 1974).

Further analysis provides another example of the use of connotative meaning when Obama is about discussing adulthood

**Data 2**

It’s also *pulled the curtain back* on another hard truth

According to Merriam Webster dictionary, *curtain* as a verb means “to furnish with curtains and to veil with curtain”. Thus, *curtain* literally means something that deals with window drapery. When the context is not considered, the meaning would not be understood. In this context, Obama refers curtain to “revealing something”. It is supported by the full sentence *it’s also pulled the curtain back on another hard truth*. In this case, Obama talks about hard truth that the people must face. He talks about the hardness of being an adulthood as it is stated from the following “sentence something that we all have to eventually accept once our childhood comes to an end”. In this state, Obama talks about revealing a hard truth of being adulthood is because the context in his speech is about graduation. Based on Obama experience that he has been on the phase of childhood to adulthood which is shown on the sentence “Since I’m one of the old guys”, he is able to state a hard truth of being adulthood. Data 2 is connotative meaning because what it means by Obama about curtain is not the literal meaning of curtains. It is in the line with Leech (1974) stating that connotative meaning is about something above the dictionary meaning.
The next analysis provides the uses of connotative meaning when Obama talks about being an adulthood.

**Data 3**

Because with so much uncertainty, with everything suddenly up for grabs, this is your generation’s world to shape.

According to Merriam Webster dictionary, *grab* means “something taken, seized, or grasped suddenly”. The literal meaning of grab means that “taking something suddenly”. However, it is not what is meant by Obama because if the meaning is processed literally, the message is not delivered. Thus, considering the context is important. In this case, in order to understand the message, we need to consider the surrounding discourse “Because with so much uncertainty, with everything suddenly up for *grabs*”. From the sentence, it is obviously proven that Obama talks about *opportunity* in which he means that all things can happen in this time. Obama talks about opportunity because the speech deals with youth graduation where young people need direction and motivation to continue their lives. Thus, data 3 has function of connotative meaning because the meaning does not refer to the actual meaning (Leech, 1974).

From the explanation above, it can be implied that Barack Obama tends to use connotative meaning to give a description about the life of adulthood. It is found that when Obama talks about the topic of being adulthood, the use of connotative meaning such *curtain, thread, and grab* is used by Barack Obama.

**4.2 Affective Meaning**

The next analysis is about affective meaning. The analysis deals with affective meaning in Obama speech *this is Your Generation World to Shape*. Affective meaning deals with feelings
and attitudes of the speaker that is communicated to the audience or hearer. Affective meaning is about expressing and communicating speaker’s feeling and emotion about what is happened due to certain condition that is experienced by the speaker.

In analyzing the data, it is found that affective meaning is being used 6 times by Obama which it contributes 12% of the data. The researcher finds out phrase and sentence such as thank you, prouder, congratulation, if you have big ears like me. These phrases and sentences belong to affective meaning. Further detail can be seen from the example below.

**Data 4**

*Thank you* for that beautiful introduction

The underlined phrase *thank you* belongs to affective meaning. According to Merriam Webster dictionary, *thank you* means “a polite expression of one’s gratitude”. Thus, from the example of data 4 *thank you*, it refers to Obama expression of being thankful. It is supported by the surrounding context “*Thank you* for that beautiful introduction” that the data shows Obama is feeling thankful because of he is introduced in a great way that he loves it. Obama uses affective meaning of the phrase *thank you* because he is about shows expression of pride. Thus, data 4 is affective meaning because according to affective meaning means the expression of emotion or feeling of the speaker (Leech, 1974).

The next analysis is about another affective meaning of Obama.

**Data 5**

*I could not be prouder* of everything you have done in your time with the Obama foundation
And, of course, *I could not be prouder* of all of you in the graduating class of 2020, as well as the teachers and coaches and most of all, parents and family who have guided you along the way.

The phrase *I could not be prouder* belongs to affective meaning. The original form the word *prouder* is *proud*. Thus, from the example above, Obama shows his feeling of pride. The feeling of pride is shown by Obama because he wants to express the expression of pride. Thus, data 5 & 6 show the function of affective meaning in which according to Leech (1974) affective meaning is when the speaker shows his/her emotion or feeling due to personal experience.

The next example provides another finding about affective meaning when Obama shows expression of pride.

**Data 7**

*Congratulations* class of 2020. *Keep making us proud.*

Obama closes his speech using the same theme when he opens the speech in which he uses it to show the expression of pride. According to Merriam Webster dictionary, *congratulations* means “to express vicarious pleasure to a person on the occasion of success”. In this context, Obama shows his feeling of pleasure and pride to the graduation of class of 2020. Thus, the data above belongs to affective meaning because the speaker shows certain feeling and emotion to particular event (Leech, 1974). Further, it is also found out that Obama states *keep making us proud*. This finding of Obama produces the sentence *Keep making us proud* support the previous analysis in data 5 about *I could not be prouder*. It supports the finding that Obama shows the extreme
expression of pleasure. Thus, it belongs to affective meaning because it shows the speaker feeling (Leech, 1974).

Another finding is about the use of affective meaning in Obama’s speech. The example can be found below.

**Data 8**

Also, *not that many people look great in those caps especially if you have big ears like me.*

Data 8 is included as affective meaning. In Obama’s speech, Obama talks about his physical appearance by stating the underlined sentence *not that many people look great in those caps especially if you have big ears like me.* In this context, Obama shows the feeling of self-doubt about his appearance. From the statement *not many people look great in those caps* indicates that Barack Obama feels unconfident because he feels weird when he wears graduation caps. It is found out Obama feels unconfident because he has big ears which is stated *if you have big ears like me.* Therefore, data 8 is categorized as affective meaning because the speaker shows certain feeling and emotion to particular event (Leech, 1974). In this case, Obama feels unconfident about his appearance when he needs to wear graduation caps because he has big ears.

Further analysis is about affective meaning in Obama’s speech as well. The detail is discussed below.

**Data 9**

If we’re going to save the environment and defeat future pandemics, then *we’re going to have to do it together.*
Data 9 is included as affective meaning. Barack Obama uses affective meaning when delivering his speech. He shows his emotion in order to response certain phenomenon. In this case, Obama shows the feeling of optimism. From the data, it shows that Obama is optimistic by stating *we’re going to have to do it together*. The underlined *we’re going to have to do it together* phrase indicates that Obama is fully believe that all of the people can go through it when they are do it together. What Obama means is that anything is possible when we are do it together. In this context, Obama talks about the pandemic or even for the future pandemic as it can be seen from the first phrase *if we’re going to save the environment and defeat future pandemics*, he implies that to save the world and get through the pandemic cannot be done alone. It is in the vein with Adhanom (2020) stated that to save the world from the Corona Virus 19, the whole countries, communities, and individuals must work together to prevent the spreading so that human can defeat the pandemic. Therefore, Obama shows the optimism that human can through the pandemic. Thus, data 9 is categorized as affective meaning because Obama shows feeling and emotion in responding to certain situation and condition (Leech, 1974). In this case, Obama feels optimistic that all people around the world could get through the pandemic.

From the analysis above, it is implied that Barack Obama tends to use affective meaning when he is about showing expression and emotion. The tendency of the use of words and phrase such as *prouder, congratulation*, and *thank you*, is used by Obama to express his feeling of pride. While the phrase *not that many people look great in those caps especially if you have big ears like me* is used by Obama to show the feeling of unconfident about his appearance. Further, the phrase *we’re going to have to do it together* is used by Obama to show the feeling of optimistic that people can get through the pandemic.
4.3 Collocative Meaning

The next analysis deals with collocative meaning. Collocative meaning discusses about some words that have tendency to appear next to another words, It is about how certain word collocates with other word. It covers the association of a word where it usually and habitually co-occurrence with other word (Leech, 1974).

In this part of analysis, the researcher analyses the collocative meaning that appears in Obama’s *this is Your Generation World to Shape* speech. The researcher figures out that collocative meaning is found 26 times. Further analysis can be seen below.

**Data 10**

Now graduating is a *big achievement* under any circumstances

The underlined word *big achievement* is included to collocative meaning. The keywords of the collocative meaning is *achievement* since the word is used frequently with another word to create new meaning. According to Ozcic collocation dictionary, the word *achievement* frequently collocates with the adjective *big*. Further, according to Merriam Webster dictionary, *achievement* is included as noun which means “a result gained by effort”. The noun *achievement* is collocated with the adjective *big*. The adjective *big* means “large or great in quantity, number, or amount”.

In this case, *achievement* as a noun collocates with the word *big* as adjective. In this context, the adjective *big* gives new meaning to the description of the noun *achievement*. It adds description of the noun *achievement* that means “a great quantity of the result gained by effort”. Thus, data 10 is included as collocative meaning since according to Leech (1974) collocative meaning is about association of words that tends to occur in the environment of another words. The collocative meaning of *big achievement* is used by Obama to add explanation in describing noun.
The next example is about collocative meaning in Obama’s speech when he mentions noun.

**Data 11**

Some of you have had to overcome **serious obstacles** along the way, whether it was an illness, or a parent losing a job, or living in a neighborhood where people too often count you out.

The underlined phrase above is included as collocative meaning. The keywords of the collocative is the word *obstacle* since another word frequently collocates with the word *obstacle* to give new meaning. As stated in Ozdic collocation dictionary, the word *obstacle* frequently collocates with the word *serious* to add new meaning. Further, according to Merriam Webster dictionary, *obstacle* means “something that impedes progress or achievement” and it is included as noun. The noun *obstacle* is collocated with the adjective *serious*. The adjective *serious* means “requiring much thought or work”. In this case, the adjective *serious* gives new meaning to the meaning of *obstacle*. It means that “something that requires very much effort to achieve something”. Thus, data 11 is included as collocative meaning since according to Leech (1974) collocative meaning is about association of words that tends to occur in the environment of another words. The collocative meaning of *serious obstacle* is used by Obama to add description when he describes noun.

Further analysis is about the use of collocative meaning when Obama mentions certain noun.

**Data 12**

It’s woken a lot of *young people* up to the fact that the old ways of doing things just don’t work

The underlined phrase *young people* is included as collocative meaning. The keywords of the collocation is the word *people* because the word *people* is frequently attached to another words
in order to give new meaning. As stated in Ozdic collocation dictionary the noun *people* frequently collocate with the adjective *young* to add new meaning. Further, according to Merriam Webster dictionary, the word *people* is included as noun and it means “human beings making up a group or assembly or linked by a common interest”. The noun *people* is collocated with the adjective *young* and it gives new meaning. The adjective *young* means “being in the first or an early stage of life, growth, or development”. When the two words are collocated, the meaning will be “a group of human beings which in the early stage of life”. The adjective *young* add new meaning to the noun *people*. Thus, data 12 is included as collocative meaning in which according to Lee (1974), collocative meaning is about the tendency of words associating with other words to give new meaning. The words *young people* is used by Obama to add detail explanations of a noun.

**Data 13**

Along with the usual challenges of growing up, all of you have had to deal with the added pressures of social media, reports of school shootings, and the specter of *climate change*.

The underlined phrase *climate change* is included as collocative meaning. The keyword of the collocation is the word *climate* because the word *climate* is frequently used with another words in order to give new meaning. As stated in Ozdic collocation dictionary, the noun *climate* frequently collocates with the noun *change* to add new meaning. Further, according to Merriam Webster dictionary, the word *climate* is included as noun and it means “a region of the earth having specified climatic conditions”. The noun *climate* is collocated with the noun *change* and it adds new meaning. The noun *change* means “to replace with another” (Merriam Webster). However, when the two words are collocated, the meaning change. The meaning of climate change is a significant variation of average weather conditions—say, conditions becoming
warmer, wetter, or drier—over several decades or more (NRDC.org, 2017). The noun change adds new meaning to the noun climate. The words climate change refers to the global warming. Thus, data 13 is included as collocative meaning since it is in the vein with Leech (1974) collocative meaning is about the tendency of words associating with other words to give new meaning. The words climate change is used by Obama to add explanation about the natural disaster of global warming that happen to the earth’s climate.

Data 14

The world is turned upside down by a globalpandemic.

The underlined phrase globalpandemic is included as collocative meaning. The keyword of the collocation is the word pandemic because the word pandemic is frequently appeared with other words that affect the meaning of the word itself. As stated in Ozdic collocation dictionary, the noun pandemic frequently collocates with the adjective global that affect the meaning in the discourse. Further, according to Merriam Webster dictionary, the word pandemic is categorized as noun that has meaning “an outbreak of a disease that occurs over a wide geographic area (such as multiple countries or continents) and typically affects a significant proportion of the population”. When the noun pandemic is collocated with the adjective global, it adds new meaning. The adjective global means “involving the entire world”. Therefore, the two words when they are collocated, the meaning becomes “an outbreak of disease that happens worldwide”. Thus, data 14 is included as collocative meaning in which according to Leech (1974), collocative meaning is about the tendency of words associating with other words to give new meaning. The words global pandemic is used by Obama to add detail explanations of that the pandemic occur worldwide.
Data 15

Those will pass *pretty quickly*

The underlined phrase *pretty quick* is classified as collocative meaning. The keyword of the collocation is the word *quick* because the word is frequently attached to another word which adds new meaning to the word *quick* itself. As stated in Ozdic collocation dictionary, the adjective *quick* frequently collocates with the adverb *pretty* in which it adds new meaning to the word *quick*. Moreover, according to Merriam Webster dictionary, the word *quick* is included as noun that has meaning “fast in development or occurrence”. When the adjective *quick* collocates with the adverb *pretty*, it gives new explanation of the meaning. The adverb *pretty* means “in some degree: moderately or quite” (Merriam Webster dictionary). Thus, when the two words is collocated, the meaning becomes “something that is quite fast in developing”. Therefore, data 15 is included as collocative meaning in which according to Leech (1974), collocative meaning is about the tendency of words associating with other words to give new meaning. The phrase *pretty quick* is used by Obama to add detail explanations of the adjective *pretty*.

Data 16

That the *old ways* of doing things just don’t work; that it doesn’t matter how much money you make if everyone around you is hungry and sick

The underlined phrase *old ways* is classified as collocative meaning. The keyword of the collocation is the word *way* because the word *way* is frequently appeared with other words that affect the meaning of the word itself. As stated in Ozdic collocation dictionary, the noun *way* frequently collocates with the adjective *old*. Further, according to Merriam Webster dictionary, the word *way* is classified as noun which means “a course of action”. When the noun *way* is collocated with the adjective *old*, it will give new meaning to the surrounding discourse. The
adjective *old* means “no longer in use”. Thus, when the two words are collocated, the meaning becomes “a course of action done by people that is no longer relevant anymore. Therefore, thus, data 14 is included as collocative meaning in which according to Leech (1974), collocative meaning is about the tendency of words associating with other words to give new meaning. The words *old ways* is used by Obama to add detail explanations of that noun *ways* that is no longer relevant to use.

**Data 17**

Turns out that they don’t have all the answers. A lot of them aren’t even asking the *right questions*.

The underlined phrase *right question* is included as collocative meaning. The key word of the collocation is the word *question* because the word *question* is frequently attached with other words that gives new meaning to the word itself. As stated in Ozdic collocation dictionary, the noun *question* frequently collocates with the adjective *right* in which it affects the meaning of the word. Further, according to Merriam Webster dictionary, the word *question* is included as noun and it means “an interrogative expression often used to test knowledge”. When the noun *question* is attached with the adjective *right*, it adds new explanation of the related word. The adjective *right* means “conforming to facts or truth and being in accordance with what is just, good, or proper”. Therefore, when the two words are collocated, the meaning becomes “an interrogative expression that match with the fact or truth”. Thus, data 17 is included as collocative meaning in which according to Leech (1974), collocative meaning is about the tendency of words associating with other words to give new meaning. The phrase *right questions* is used by Obama to add detail description of the noun *question*. 
First, don’t be afraid. America’s gone through *tough times* before —

The underlined word *tough times* is included as collocative meaning. The keyword of the collocation is the word *time* because the word *times* is frequently attached with another words in order to add new explanation. As stated in Ozdic collocation dictionary, the noun *time* frequently collocates with the adjective *tough* in which it adds new description of the related word. Further, according to Merriam Webster, the word *time* is included as noun and it has meaning “conditions at present or at some specified period —usually used in plural (times)”. When the noun *times* is collocated with the adjective *tough*, it adds new meaning. The adjective *tough* means “difficult to accomplish, resolve, endure, or deal with”. Therefore, when the two words meet, the meaning becomes “a difficult specific conditions at present”. Thus, data 18 is included as collocative meaning because it is in the vein with Leech (1974), collocative meaning deals with the tendency of words associating with other words to give new explanation of the meaning. The phrase *tough times* is used by Obama to add detail explanation of the noun *times*.

**Data 19**

That’s how *little kids* think

The underlined phrase *little kids* is included as collocative meaning. The keyword of the collocation is the word *kid* because the word *kid* is frequently used with another words to add detail explanation of the related words. As stated in Ozdic collocation dictionary, the noun *kid* frequently collocates with the adjective *little*. Further, according to Merriam Webster dictionary, the word *kid* is included as noun and it means “a young person”. When the noun *kid* is collocated with the adjective *little*, it gives detail description of the discourse. The adjective *little* means
“small in size or extent and pleasingly small”. Therefore, when the two words little and kids collocate, they will bring new meaning. The meaning becomes “a pleasingly small young person”. Thus, data 19 is included as collocative meaning because it is in the vein with Leech (1974), collocative meaning deals with the tendency of words associating with other words to give new explanation of the meaning. The phrase little kids is used by Obama to adds detail explanation of the noun kids.

Data 20

I hope that instead, you decide to ground yourself in values that last, like honesty, hard work

The underlined phrase hard work is included as collocative meaning. The keyword of the collocation is the word work because the word work frequently appears with other words that it will ad new meaning to the keyword of the word. As stated in Ozdic collocation dictionary, the noun work frequently collocates with the adjective hard that it adds new meaning to the noun work. Further, according to Merriam Webster dictionary, the word work is classified as noun and it means “to exert oneself physically or mentally especially in sustained effort for a purpose or under compulsion or necessity”. When the noun work is collocated with the adjective hard, it gives new meaning. The adjective hard means “difficult to bear or endure”. Therefore, when these two words meet, the meaning changes and becomes “a difficult thing to be done for a purpose”. Thus, data 20 is included as collocative meaning because it is in the line with Leech’s definition of collocative meaning (1974) in which it stated that collocative meaning deals with the tendency of words associating with other words to give new explanation of the meaning. The phrase hard work is used by Obama to give detail description of the noun work.
Data 21

I just look out for myself, or my family, or people who look or think or pray like me. But if we’re going to get through these difficult times

The underlined phrase difficult times is included as collicative meaning. The keyword of the collocation is the word times because the word times is frequently attached with other words so that it affects the meaning of the keyword of the word. As stated in Ozdic collocation dictionary, the noun times frequently collocates with the adjective difficult that it gives detail explanation of the noun times itself. Further, according to Merriam Webster dictionary, the word times is included as noun that has meaning “conditions at present or at some specified period —usually used in plural (times)”. When the noun times is collocated with the adjective difficult, there is a transmission of the meaning. The adjective difficult means “hard to deal with, manage, or overcome”. Therefore, when the two words are collocated, the meaning becomes “a hard condition at present to deal with”. Thus, data 21 is included as collicative meaning because according to Leech (1974) stated that collocative meaning deals with the tendency of words associating with other words to give new explanation of the meaning. The phrase difficult times is used by Obama to bring detail description that there is a hard condition to deal with.

Data 22

Slavery, civil war, famine, disease, the Great Depression and 9/11. And each time we came out stronger, usually because a new generation

The underlined phrase new generation. The keyword of the collocation is the word generation because the word generation frequently appears with other word in which it gives new meaning to the keyword of the word. As stated in Ozdic collocation dictionary, the noun generation frequently collocates with the adjective new that it gives detail description of the noun
generation itself. Further, according to Merriam Webster dictionary, the word generation is included as noun that has meaning “a group of individuals having contemporaneously a status (such as that of students in a school) which each one holds only for a limited period”. When the noun generation is collocated with the adjective new, it gives transmission to the meaning of the word generation. The adjective new means “different from one of the same categories that has existed previously”. Therefore, when the two words are collocated, the meaning becomes “a group of individuals that are different with the group that has existed previously”. Thus, data 22 is included as collocative meaning because according to Leech (1974) stated that collocative meaning deals with the tendency of words associating with other words to give new explanation of the meaning. The phrase new generation is used by Obama to bring detail description to the noun generation.

From the analysis, it can be implied that Obama tends to use collocative meaning when he talks about certain noun and adjective. He uses the collocative meaning to gives detail description to the keyword of the words such as: big achievement, serious obstacles, young people, climate change, global pandemic, pretty quick, old ways, right questions, tough times, little kids, hard work, difficult times, and new generation.

4.4 Reflective Meaning

The next analysis is about reflective meaning. According to Leech (1974), reflective meaning is about different sense of words but it shares the same meaning. It is about multiple conceptual meaning in different sense of word. It usually appears from our familiarity of certain sense of word.
In analyzing the data, it is found that reflect meaning is used 9 times by Obama which it contributes 18% of the data. The researcher finds out phrase and sentence such as *ways, work, truth, life* and *ground*. These phrases and sentences belong to affective meaning. Further detail can be seen from the example below.

**Data 23**

It’s woken a lot of young people up to the fact that the old *ways* of doing things just don’t work;

The underlined word *ways* belong to reflective meaning. According to Merriam Webster dictionary, the word *way* means “a thoroughfare for travel or transportation from place to place”. It also means “an opening for passage”. The word *way* also means “a course of action”. In this case, there are three definitions regarding to the word *way*. By looking at the context the old *ways* of doing things, Obama does not talk about “a thoroughfare for travel” or about “an opening for passage”. However, it is found out that the third definition is appropriate. The word *way* here refers to a course of action. Thus, data 23 is included as reflective meaning as it is in the line with Leech (1974) reflective meaning is about the association of words that has different sense but has the same expression which carries multiple conceptual meaning from one sense of words.

Further analysis provides the use of reflective meaning in Obama speech.

**Data 24**

Things just don’t *work*; that it doesn’t matter how much money you make if everyone around you is hungry and sick;
The underlined words *work* is reflective meaning. According to Merriam Webster dictionary, *work* means “to perform work or fulfil duties”. It also means “to function or operate according to plan or design”. Further, the word *work* also means “to produce a desired effect or result”. In this case there are several definitions regarding to the word *work*. When the context “that it doesn’t matter how much money you make if everyone around you is hungry and sick” is considered, it is found out that the “to perform or fulfil duties” and “to function according to plan” meaning do not match with the context. Thus, the “to produce desired result” is appropriate. Therefore, the word *work* here is reflective meaning since according to Leech (1974) reflective meaning is about the association of words that has different sense but has the same expression which carries multiple conceptual meaning from one sense of words.

The next analysis provides the use of reflective meaning in Obama’s speech.

**Data 25**

I hope that instead, you decide to *ground* yourself in values that last, like honesty, hard work, responsibility, fairness, generosity, and respect for others.

The underlined word *ground* is reflective meaning. According to Merriam Webster dictionary, the word *ground* means “to bring or to place something on the ground”. While it also has meaning “to furnish with a foundation of knowledge”. Moreover, the word *ground* has “to have basis” meaning as well. After considering the context “to *ground* yourself in values that last, like honesty, hard work, responsibility, fairness, generosity, respect for others”, it is found that “to bring something on the ground” and “to furnish with foundation of knowledge” do not match with the context Obama tries to deliver. However, “to have basis” meaning suits with the context. Thus, data 25 is included as reflective meaning because Leech (1974) stated that
reflective meaning is about the association of words that has different sense but has the same expression which carries multiple conceptual meaning from one sense of words.

Data 26

But what remains true is that your graduation marks your passage into adulthood — the time when you begin to take charge of your own *life*.

The underlined word *life* is reflective meaning. According to Merriam Webster dictionary, the word *life* means “the quality that distinguishes a vital and functional being from a dead body”. While it also has meaning “the sequence of physical and mental experiences that make up the existence of an individual”. Moreover, the word *truth* has “a way or manner of living” meaning as well. *Life* also refers to “human activities”. Therefore, after considering the context “the time when you begin to take charge of your own *life*.”, it is found that “the quality that distinguishes a vital and functional being from a dead body”, “a way or manner of living”, and “human activities” do not match with the context Obama tries to deliver. Thus, “the sequence of physical and mental experiences that make up the existence of an individual” meaning suits with the context. In which Obama tries to deliver that there is a time when people need to be responsible for their own choice, act, and decision. Thus, data 26 is included as reflective meaning because Leech (1974) stated that reflective meaning is about the association of words that has different sense but has the same expression which carries multiple conceptual meaning from one sense of words.
You won’t get it right every time, you’ll make mistakes like we all do. But if you listen to the truth

The underlined word *truth* is reflective meaning. According to Merriam Webster dictionary, the word *truth* means “the body of real things, events, and facts”. While it also has meaning “the state of being the case”. Moreover, the word *truth* has “the property (as of a statement) of being in accord with fact or reality” meaning as well. *Truth* also refers to “sincerity in action, character, and utterance”. Therefore, after considering the context “But if you listen to the *truth.*” it is found that “the body of real things, events, and facts”, “the state of being the case”, and “the property (as of a statement) of being in accord with fact or reality” do not match with the context Obama tries to deliver. Thus, “sincerity in action, character, and utterance” meaning suits with the context. In which Obama tries to deliver that what everything you do, you do it with sincerity. Thus, data 27 is included as reflective meaning because Leech (1974) stated that reflective meaning is about the association of words that has different sense but has the same expression which carries multiple conceptual meaning from one sense of words.

From the analysis above, it is implied that Barack Obama tends to use reflective meaning when he states words with multiple conceptual meaning. The multiple concepts that human have with the interpretation of certain words is caused by the familiarity of sense of the words. The researcher finds out that Obama uses reflective meaning such as: *truth, life, work, ground,* and *ways.*
CHAPTER FIVE
CONCLUSION

In conclusion, speech is an action that is filled with repetition of words, phrases, and certain phrases that carries words target such as subjects, objects, describing a thing, and etc. While, language is communicated as a strategic resource for people such as politician for their political goal, maintaining power, and etc. The research is conducted because the researcher considered that Obama’s *This is Your Generation World to Shape* is an interesting topic. Since, it is found that Obama’s speech is really relevant with current global issue which is Covid-19 and how Covid-19 gives massive impact to the future generation. In this researcher, the researcher used descriptive qualitative method in which it produces textual description of certain related issue to the study. The object of the analysis is therefore described more in words than in numbers. The collected data is the perceptions and viewpoints of the subject. Qualitative research is used in this study because it tries to get a rich description of people, objects, events, places, conversations, etc. The data used in the form of words found in the spoken text was used in this study.

To conclude, in Obama’s *this is Your Generation World to Shape* speech, associative meaning such as reflective meaning, connotative meaning, collocative meaning, and affective meaning are found. Connotative meaning refers to what is communicated by virtue of what language refers to, over and above its purely conceptual content. While, affective meaning deals with feelings and attitudes of the speaker that is communicated to the audience or hearer. Further, collocative meaning discusses about some words that have tendency to appear next to another words. Reflective meaning is about different sense of words but it shares the same meaning. The result figures out that connotative meaning appears 3 times, affective meaning appears 6 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. From the analysis, it can be argued that Barack Obama prefers to use a connotative meaning to characterize adult life. When Obama talks about the subject of adulthood, it is found that the use of connotative terms such as curtain, thread, and grab is used by Barack Obama. While, when he is about showing expression and feeling, Barack Obama prefers to use affective meaning. The tendency of the use of words and phrase such as prouder, congratulation, and thank you, is used by Obama to express his feeling of pride. While the phrase not that many people look great in those caps especially if you have big ears like me is used by Obama to show the feeling of unconfident about his appearance. Further, the phrase we’re going to have to do it together is used by Obama to show the feeling of optimistic that people can get through the pandemic. Further, when mention certain noun, Obama tends to use collocative meaning to add new meaning to the described noun. Moreover, it can be implied from the study that Obama appears to use collocative meaning when thinking of such nouns and adjectives. He uses the collocative meaning to gives detail description to the keyword of the words such as: big achievement, serious obstacles, young people, climate change, global pandemic, pretty quick, old ways, right questions, tough times, little kids, hard work, difficult times, and new generation. Lastly, from the above analysis, it is inferred that when he states terms with different philosophical definitions, Barack Obama appears to use reflective significance. The various concepts that humans have when reading such words are induced by the familiarity of the words with their context. The researcher finds out that Obama uses reflective meaning such as: truth, life, work, ground, and ways.
To this end, the researcher is not able to judge about the interpretation in this thesis whether it is right or not since it is known that even with the same data the finding and the analysis might be different. Thus, this is the role of the readers to decide if the research is plausible or not. Further, the researcher suggests to research who are interested in analyzing associative meaning by Leech (1974).

Therefore, there were some suggestions for the next researchers to continue this research in order to give contributions concerning associative meanings. This study is related to other linguistic knowledge such as discourse or sociolinguistics since meaning can be explored in that knowledge especially associative meanings which can be found in spoken or written language. Then, to understand the associative meanings it can be analyzed using different theories. Future researchers can use other objects related to spoken or written language either formal or informal language. Hopefully, this research can be guidance or inspiration for the next researchers who are interested in studying meaning especially associative meanings. They should be more patience, carefulness, and seriously doing the research since it needs hard efforts and onward process. The more data and theories of associative meanings collected; the more meaningful discussions will be.