

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The press, one form of the media which has long become a means of communication, has an important role as well as a potential power in our society. It has an important role in human's life since it gives people information about the surrounding situation or what is happening in the world. Through the language used in the newspaper, people get information about various news concerning economy, politic, sport or other local, national and international events. It is only through the mass media such as the newspaper that people know among other things. Further, Tiono states that,

"The newspapers even become the concern of the linguists for the way the information is written / presented to the readers and what meaning the information can give. The newspaper has the potential power in our society because it determines what news would be given to the society or who can get into the papers. The newspaper also has power in creating new words and expressions in the language used."
(Tiono, 2003: 49)

Many new words are used by the society because they read the words in the newspapers though sometimes people do not really know the exact meaning of the new expressions. Thus, for many people, newspapers "constitute the most substantial consumption of printed discourse" (Goatly, 2000: 247). As what is stated by Thomas and Wareing, "One of the most important and interesting aspects of the potential power of the media from a linguistic point of view is the way people and events get reported" (1999:52).

In reporting news in the newspapers, journalists are free to use words and expressions, language style and linguistic structures. "These differences in the linguistic choices, the language style and the linguistic structures lead to different versions and views of the same event in different newspapers" (Tiono, 2003). Therefore, people who read different newspapers about the same event will get different perceptions about the event, based on the journalists' use of linguistic choices and linguistic structures. In other words, the sentences about the same event written in different newspapers are always syntactically and semantically different.

However, here, the writer is interested to discuss the use of linguistic choices and linguistics structures in the form of associative meaning. 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. There are five types of associative meaning, they are; connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. In the other hand, it is the meaning of words that has connection to the relationship of word with the condition beyond the language. Here are some examples, the word "white" associates with the word of "holy," the other way, the word "black" associates with the word "darkness, sadness, and badness."

Further, the writer is interested in analyzing the associative meaning from newspaper's articles since each of person has their own linguistic style in arranging words. Accordingly, the writer chooses to analyze articles from *The Jakarta Globe*. *The Jakarta Globe* is a daily online English language in Indonesia.

Although they are not producing any physical newspaper since 2015, but now they are upgrading themselves in evolving as global media (rappler.com, 2015). In other words, they are now active as one of the online news website. The writer is interested in analyzing *The Jakarta Globe* since the news is served in English just like *The Jakarta Post*. However, in 2008 to 2014, *The Jakarta Globe* is the only newspaper company that selling newspaper with the highest price of all so that makes this newspaper is cannot be bought by all social class (middle above) (kompasiana.com, 2017).

In order to understand meaning, we need to know how words or sentences convey the meaning. The idea is that when someone reads a text; he or she is try to know how words are put together to convey meaning so that it can be understood. It differs when someone can understand the meaning of speaking, since sometimes it has ambiguous meaning which makes the reader thinks more deeply to convey the meaning. Hence, the associative meaning is important to be discussed in order to figure out the true meaning of a text.

1.2 Research Question

Based on the background of the study, the writer formulates the problem formulation as follow:

What are types and functions of the associative meanings in articles of *The Jakarta Globe* Online Newspaper?

1.3 Research Objective

Regarding the research question, the objective of this study is to identify associative meanings in articles of *The Jakarta Globe* Online Newspaper.

1.4 Uses of the Study

In analyzing this issue, the uses of the study are divided into two. Those are:

1.4.1 Theoretical Use

It is expected that after analyzing about associative meaning, this study will contribute to the social, particularly semantics. Then the writer also hopes this paper can invite the people for those who are interested in analyzing associative meaning in semantic.

1.4.2 Practical Use

After analyzing this issue, the writer expects this paper will be useful for the readers, especially those who want to analyze newspaper or any other kind of articles using associative meaning, and they should be attention in the word.

1.5 Scope of the Study

The writer is only concerns on associative meaning through semantic analysis which are implied on the sentences in articles of *The Jakarta Globe* Online Newspaper that talking about Rohingya Muslims issue from 2 September 2017 to 4 September 2017 as the trending topic.