

CHAPTER I

INTRODUCTION

A. Background of the Research

Background should explain about purpose, function, and the reason of the research title. The research has qualitative methodology, means its explanation must be inductive. The writer started explaining the background from the special or smallest to the common or biggest ones. They are word meaning, semantic, linguistic, language, and data setting.

It cannot be denied that a word is needed in communication. Word can help us to express our feeling through text or oral, from a single word then put together with others, and become a phrase, clause, and a complete sentence. There are so many words in the world, in Indonesia itself, according to Danu (2018) Head of Language Development Agency, Indonesia has around 127.000 vocabularies, and English has more than one million vocabularies, adding 8.500 words a year.

Talking about the word, it cannot be separated with meaning, it is important to know the meaning of the word behind them, with meaning it may deduce the message from the words. Meaning can describe something, the message behind it. A relationship between a sign and its reference is called meaning. Every word, phrase, sentence, and symbol has several meanings, according to experience and culture.

Sometimes for one word, the different person has a different meaning, especially people from different backgrounds. There are several types of meaning, furthermore Leech (1981, p.9) has seven types of meaning, such as conceptual meaning or denotation meaning, connotative meaning, social meaning, affective meaning, reflected meaning, and many more.

From the seven types of meaning, the writer will concern about the denotation and connotation meaning. Denotation meaning is usually called dictionary meaning, direct meaning, the meaning according to the way it is. Denotation meaning is essential and complex. Example: *girl* +human –adult +female.

Contrasted to connotation, the meaning of a word connected to thoughts, feeling, etc., creates a certain sense of value or refers to a specific thing and contains implicit things. Leech (1981, p.10) said connotation meaning is the communicative value an expression is determined by what it refers to. Connotation are relatively unstable: according to culture, historical and the experience of the individual.

Connotation meaning and denotation meaning have an interconnected relationship, and cannot be separated because it impacts one another. Meaning often appears in a song, movie, novel, and article. The author made it with the purpose that their work can deliver well.

A part of language structure that deals with the meaning of a language's form are semantic. Besides, it is one of the branches from linguistics which is concerned with the meaning and it used for understanding human expression

through language. Semantic is the center of the study of communication and focuses on the study of the human mind. It can describe, illustrate, and interpret the meaning through implicit or explicit words, sentences, or phrase. Semantic is the branch of linguistic.

The scientific study of language is linguistic. It relates human language from various aspects, including sounds, words, sentence, and grammar rules. There are several branches of linguistic, such as phonetics (the study of a speech sound), phonology (the study of the patterns of speech sounds), morphology (the study of word formation), syntax (the study of phrase and sentence formation), pragmatics (the study of language us), semantics (the study of meaning in language), etc. To be more specific, with linguistics, people can separate the various aspects of human language to discover how language works.

Language is an essential part in human life. Language is a connector between people to others, with language people could transfer idea, express the inner thought, and expression to fulfill what we want and needs. Language is a human's tool to communicate. Language is a link between thought and sounds, and means for thought to be expressed as sound, people could know us deeply through language, it could describe our personality, attitude, and behavior.

In this research, a researcher is interested in mass media because there are many news or articles made by journalists that they want to deliver. Mass media has become an inseparable part of society since early times. The mass media has played an essential role in people's lives. A characteristic of mass

media such as publicity, update, actual, and universal made mass media is no longer limited to delivering news. Education, entertainment, social control, even as an economic institution can function news as their media.

News is the factual report of an event. What the reporter sees is supposed to report. Then, a paper that is printed and distributed daily or weekly and contains news, articles of opinion, features, and advertising is called a newspaper. Newspaper is a type of printed mass media. It is an old-style way to get news, but do not forget about credibility. A newspaper's credibility is valid than with digital mass media, which spread many hoaxes news, and The Jakarta Post newspaper is the answer.

The Jakarta Post is the best choice for expatriates and other foreigners to update Indonesian news. Moreover, in 1991 (www.kreatifmedia.id), showed 62 percent of the paper's readers were expatriates. The Jakarta Post Newspaper also targeted Indonesian business people, well-educated Indonesians, and many more. The Jakarta Post is owned by PT Bina Media Tenggara and is based in the nation's capital, Jakarta. The paper was one of the few Indonesian English-Language dailies to survive the 1997 Asian Financial Crisis.

At a National Press Day event in Banjarmasin, the Jakarta Post received two awards from the Union of Print Media Companies (SPS) at the 2020 Indonesia Print Media Awards (IPMA) (www.thejakartapost.com). The Jakarta Post won the gold medal for Best of Investigation Reporting for their article "Wamena investigation: What the government is not telling us" in the Oct. 29,

2019 edition. That is means that the Jakarta Post is a reliable and trustworthy publication.

Moreover, from all the discussion above, the writer will research denotation and connotation meaning through The Jakarta Post Newspaper. The writer believes that it is always a message delivered by the reporter, and this is the researcher's job to explore the meaning of what the reporter conveyed. Semantics theory by Geoffrey Leech can help the writer to find denotation and connotation meaning.

B. Questions and Scopes of the Research

1. Question of the Research

This research was conducted to answer research questions related to the meaning of connotation and denotation in The Jakarta Post newspaper.

- a. Are there any word that relate to denotation and connotation meaning in The Jakarta Post Newspaper?
- b. What is the meaning of the sentence consisting of the word containing denotation and connotation meaning in the Jakarta Post newspaper?

2. The Scope of the Research

This research focused on words in The Jakarta Post to analyze denotation and connotation meaning. The researcher chose the December 2020 edition of The Jakarta Post, with the Covid-19 topic. The theories are seven types of meaning by Leech (1981), Denotation and Connotation

theory by Kreidler (1998), Linguistic by Chaer (2009). By classifying the data, we can understand the meaning of denotation and connotation in The Jakarta Post Newspaper.

C. Objective and Significance of the Research

1. Objective of the Research

Based on explanation of the problem question above, the purpose of the research are:

- a. To find out the word which relate to denotation and connotation meaning in sentence written in The Jakarta Post Newspaper, December 2020 edition.
- b. To know the meaning of denotation and connotation in the word written from sentence in The Jakarta Post newspaper, December 2020 edition.

2. Significance of the Research

The researcher hope that the research will be useful for all. In studying a research must have theoretical or practical benefits. Theoretically, the result of this study will add insight for writers and readers about linguistics. Especially the knowledge about sematic which concern in the meaning of denotation and connotation.

The practical results of this study are to make writer and reader know the message, and add new insight about mass media. The practical results of this study are to make the writer and reader know the message and add

new insight into mass media. In addition, it also adds insight into the meanings that exist in life. The author hopes this research can be conveyed well.

D. Operational Definition

To reduce misunderstandings and make it easier for the author to compile, the author describes some definitions that the author reads from several books.

1. Linguistic

Linguistic is a study of language, its related of human language from various aspects, including sounds, words, sentence, and grammar rules. There is a several branch of linguistic, such as phonology, morphology, syntax, semantic, etc.

2. Semantic

Semantic is the study of meaning, linguistic semantics is the study of how languages organize and express meanings

3. Denotation

Denotation is dictionary meaning, lexical meaning, direct meaning, is mean the denotation of a linguistic expression is that aspect of its meaning which is involved in its potential for use in making true statements about the world

4. Connotation

Connotation meaning is the communicative value an expression has by virtue of what it refers to, over, and above its purely conceptual content

5. Mass media

Mass media is a tool used in delivering messages from sources to audiences using communication tools such as newspapers, films, radio and television

6. Newspaper

A regularly printed document consisting of large sheets of paper that are folded together, or a website, containing news, reports, articles, photographs, and advertisements,

7. The Jakarta Post

The Jakarta post is a daily English Language newspaper in Indonesia. The paper is owned by PT Bina Media Tenggara and based in the nation's capital, Jakarta

E. Systematization of the Research

The systematization of the paper means presenting a document that has been well edited and deserves to be shared. This paper divided into five chapters as follow:

Chapter I is Introduction describes the background of the research. The questions and scope of the research give the border of this research. The research's objectives and significance tell that it aims to find the solution to the question and scope of the research. The part systematization of the research explains the structure of this research.

Chapter II is Theoretical description explains about semantic, denotation, connotation, mass media definitions, newspapers, and The Jakarta Post newspaper. And at the end, the author describes the previous studies from various researchers who have been. The writer explains the conceptual definitions of the terms used in the following research and formulates the theoretical framework conditions because the writer uses qualitative research.

Chapter III is Research methodology consists how the research was conducted, and this chapter contains the method of the research, procedures of the research, technique of data collection, technique of data analysis, and source data which mention the primary and secondary data.

Chapter IV is Analysis data contains of the data description, the analysis data, the interpretation of the research finding, and the discussion.

Chapter V are conclusion and suggestion show the conclusion, suggestion, references, and appendices based on the research result.

