



TYPES AND FUNCTIONS OF ASSOCIATIVE MEANINGS IN THE OPENING STATEMENTS USED BY THE HOST OF MATA NAJWA TALK SHOW

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Abstract

The purpose of this research is to find out the types and the functions of associative meaning in the opening statements used by the host of Mata Najwa Talk Show. This research uses descriptive qualitative research as the research method. Data of the research are words, phrases, and sentences that contain associative meaning. This research uses the theory conducted by Leech (1974) to find out the types of associative meaning, and the theory proposed by Searle (1979) to find out the functions of associative meaning. The result shows that the types of associative meaning in this research are connotative meaning (25 data), stylistic meaning (1 data), affective meaning (5 data), reflected (21 data), and collocative meaning (0 data). This research also find out the functions of associative meaning; connotative meaning is used to assert the hearer about the speaker's ideas; stylistic meaning is used to show the expression of the speaker, expressed through the style of the use of words, affective meaning is used to express the feeling of the speaker; reflected meaning is used to present the new sense of word. The function of associative meaning in this research mostly used as representative.

Key words: Associative Meaning, Opening Statement, Talk Show.

A. INTRODUCTION

Language is a complex symbolic system that people use to communicate and to transmit their ideas. According to Rosa (2013: 16) language is a system of the arbitrary vocal symbol used for human communication. People cannot express their ideas, opinions, and feelings without language; in other words, the main function of language is to convey messages. Rahmayani and Fitrawati (2018: 336) stated that the function of language is to show personal identity. The character and identity of people will be known from the language that they used.

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Fromkin (2003: 4) said that a language is a tool to speak and to understand others who know a language. People have the capacity to produce sounds that signify certain meanings and to understand or interpret the sounds produced by others. The ability to understand language meaning is needed to facilitate good communication. Meaning is an idea or concept that can be transferred from the mind of the speaker to the mind of the hearer, in the form of one language. It must be completed with the context in accordance with the condition in which an expression is applied. A similar expression could have a different meaning if used in a different context.

According to Palmer (1981: 1), the technical term in order to refer to the study of meaning is semantics. Since meaning is a part of the language, semantics is a part of linguistics. The study of properties of definitions is an important part of semantics, but it is only a part. The more important thing is the study of the way in which words and sentences convey meaning in the everyday situations of speaking and writing. Hurford (2007: 1) states that semantics is the study of meaning in language. The study of meaning includes the study of the meaning of words, sentences, and utterances, as well as sentences which are used in context.

There are seven kinds of meaning classified by Leech in which five of them are identified as associative meaning. They are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning. Associative meaning is a type of meaning that analyze the words, phrases, and sentences in the written or spoken language. Associative meaning can be defined as unstable meaning and has variants of individual experience (Leech, 1974: 18). The associative meaning of an expression has to do with the individual mental understanding of the speaker. In addition, it is the meaning of words that have a connection or the relationship of the word with the condition beyond the language.

Related to the study of associative meaning, there are two major topics that can be analyzed; types of associative meaning and functions of associative meaning. The first focus of this research is to find out the types of associative meaning in the opening statements of Mata Najwa Talk Show. According to Leech (1974), there are five types of associative meaning. They are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning.

Leech (1974) stated that connotative meaning is the communicative value of an expression based on what is meant. Connotative meaning is more than the dictionary meaning which has a correlation with the viewpoint of personal, social, and communities. Mwihi (2004) said that connotative meaning is the real-world value a speaker associated with an expression. The second type of associative meaning is stylistic meaning. According to Leech (1974), stylistic meaning is what is conveyed by a language about social conditions. Stylistic meaning relates to the use of language to establish and regulate social relations and to maintain social roles. Language that people used in communication is related to the social circumstances of the speaker's culture. Umagandhi (2017) argues that social meaning can be understood through the recognition of different dimension and level of style within the same language.

The third type of associative meaning is affective meaning. According to Leech (1974: 15), affective meaning is something that reflects a speaker's personal feelings, including his attitude towards the listener or his attitude towards something that is being discussed. In this meaning type, the feeling of speaker or writer to the hearer or reader is clear. The fourth type of associative meaning is reflected meaning. Leech (1974) stated that reflected meaning is the meaning that appears in cases of multi-conceptual meaning, integrating one meaning from a word relating to our understanding of another dimension. The last type of associative meaning is collocative meaning. Collocative meaning deals with the word which is associated with another word in order to make the word becomes a good phrase and sounds correct. According to Leech (1974), collocative meaning means the meaning of the word obtained in accordance with the meaning of words that tend to occur together with it. Mwihiaki (2004) said that collocative meaning is a term for the various instance of co-occurrence of meaning.

The second focus of this research is to find out the functions of associative meaning. The functions of associative meaning in this study use the theory of speech act conducted by Searle (1979). According to Searle (1979), there are five general classifications of speech acts. They are declaration, representative, expressive, directive, and commissive. This classification of speech act is classified based on the purpose of people to produce an utterance. When people doing communication, they will form an utterance with some kind of functions in mind. People in doing communication might form an utterance to make an offer, a request, a promise, or for some other communication purpose. Each type of speech act has a different function.

Searle (1979) stated that declaration speech act is the act that makes the situation of the discussion corresponds with the reality. In order to perform the declaration speech act effectively, the speaker must have a special contextual knowledge that allows her to perform a contextual declaration. The sub-categories of declaration speech acts are declaring, dismissing, appointing, sentencing, and many others. Searle (1979) said that the purpose of representative speech act is to involve the speaker to the situation that is discussed. The speaker needs to explore their ideas about the context of the discussion. The sub-categories of representative are stating, complaining, asserting, describing, insisting, and others. According to Searle (1979), the purpose of expressive speech act is to express the psychological state specified based on the context of the discussion. The speaker transfers that expression through the utterance that she used. It can be seen from the chosen of the word that the speaker used. The sub-categories of expressive speech act are greeting, thanking, deploring, blaming, praising, and others.

Directive speech act aims to make someone else do something that the speaker desire. Searle (1979) stated that directives speech act is an attempt by the speaker to get the hearer to do something. The sub-categories of directive speech act are asking, ordering, begging, requesting, inviting, warning, commanding, and others. Commissive speech act is the act that commits to future actions. This type of speech act shows the intention of the speaker in the future which will be made to happen in a later moment. Searle (1979) argues that the point of commissive

speech act is to commit the speaker to some future of action. The sub-categories of commissive speech act are promising, vowing, intending, refusing, and others.

A study on associative meanings has been conducted by some researchers but using different analysis, method, and object of study. Harshini (2003) conducted research on associative meaning entitled "Cognitive and Associative Meaning Analysis of Body Care Advertisement on TV Commercial." She used a descriptive quantitative approach because the results of the analysis were shown in numbers. She found that there were 39 words containing associative meaning which were classified into cognitive and associative meanings. Then, she found the phenomena of the characters in the Body Care advertisement used the associative lexical items or phrases to soften their speeches.

Another researcher is Sarifah (2008) who did a study entitled "Associative Meaning in the Headlines of the Jakarta Post." In the research methodology, she used qualitative approach by using Geoffrey Leech's theory. The results of her research reveal several types and ways of associative meanings used in the Headlines of the Jakarta Post.

Different from those previous studies, this study aims at investigating the types and the functions of associative meaning in the opening statements used by the host of Mata Najwa Talk Show. Mata Najwa Talk Show is a kind Talk Show which discusses the news update. The choice of Mata Najwa Talk Show as the object of the study also shows the difference between this study and the previous studies which studied the associative meaning in advertisements and newspapers. Besides, this study also different from both of the previous study above. In this study, the researcher analyzed the types and functions of associative meaning in the spoken form. Meanwhile, both of the previous study above focus on the study of associative meaning in written form.

The interest in conducting the study about analyzing the types and functions of associative meaning in the opening statement used by the host of Mata Najwa Talk Show has encourage by the theory of associative meaning proposed by Geoffrey Leech (1974: 18) that the associative meaning is unstable meaning and it has variants meaning based on the individual experience. Thus, the utterance that the host produces in the opening statement may contain some meanings. Therefore, this study is needed to reveal this problem

Furthermore, this study aims at understanding the meaning of the statements which finally bring us to examine how words or sentences convey the meaning. To sum up, the main aim of this study is to understand the meaning and the function of associative meaning of the opening statements used by the host of Mata Najwa Talk Show.

B. RESEARCH METHOD

The type of this research was descriptive qualitative research. The data of this research were words, phrases, or sentences which contain associative meaning in the opening statement used by the host of Mata Najwa Talk Show. The

associative meaning found would be analyzed to find out the types of associative meaning and to find out the functions of each type of associative meaning. The source of data is 20 videos of opening statement that chosen randomly from YouTube Chanel of Najwa Shihab as the host of Mata Najwa Talk Show.

In order to do the research, the researcher used some techniques to collect the data. First, the researcher searched the opening statements of Mata Najwa Talk Show by visiting the YouTube Channel of Najwa Shihab as the host of Mata Najwa Talk Show. Then, the researcher selected twenty videos of opening statements of Mata Najwa Talk Show randomly from February until September 2018. After selecting the opening statement's video, the researcher transcribes the video into written form.

After collecting the data, the researcher analyzed the data based on these steps; first, identifying the data. Identification was done by re-read the transcribed data before going to the next step. This step was needed to avoid the researcher from making mistakes during the analysis. Then, classifying the data based on the five types of associative meaning conducted by Leech. The researcher classified words, phrase or sentences that contained associative meaning. Then each of data that has been classified insert to the classification table to make easier to differentiate the types of associative meaning.

After that, the data were analyzed based on the theory. The researcher analyzed the data to find out the types and the function of associative meaning that found in the opening statement used by the host of Mata Najwa Talk Show. Then, the researcher formulates the research findings. The researcher formulates the research finding based on the related theory by Geoffrey Leech to answer the first question, and theory by Searle to answer the second question. The last step was formulating the research conclusion based on the finding of the research.

C. RESULT AND DISCUSSION

1. Research Finding

This part presented the finding of the research. Based on the data analysis, it was found that there are four types of associative meaning in the opening statements used by the host of Mata Najwa Talk Show. The data that identified as associative meaning were 52 data. All of the data were collected from twenty opening statements of Mata Najwa Talk Show. Based on the data classification, there are four kinds of associative meaning found in the opening statements of Mata Najwa Talk Show. There are connotative meaning with 25 data, stylistic meaning with 1 data, affective meaning with 5 data, and reflected meaning with 21 data. There is no data identified as collocative meaning from the opening statements of Mata Najwa Talk Show. So, from the five types of associative meaning, only four types that mostly used in the opening statements of Mata Najwa Talk Show. The types of associative meaning which were found in the data were shown in the table below.

Table 1. Types of Associative Meaning in Opening Statement of Mata Najwa Talk Show.

Types of Associative Meaning	Frequency	Percent
Connotative meaning	25	48%
Stylistic meaning	1	1,9%
Affective meaning	5	9,6%
Reflected meaning	21	40,3%
Collocative meaning	0	0%
Total	52	100%

The table above showed that not all types of associative meaning found in the opening of Mata Najwa Talk Show. From the table above, it can be seen that the data which contained connotative meaning are 25 data (48%). The data that identified as stylistic meaning is only 1 data (1, 9%). The data that identified as affective meaning are 5 data (9,6%). The data that contained reflected data are 21 data (40,3%). The last, there is no data or (0%) data that identified as collocative meaning. The total of data that the researcher found in the twenty opening statements of Mata Najwa Talk Show are 52 data.

From the table, it was found that connotative meaning has the highest occurrences from the five types of associative meaning. Connotative meaning is mostly used by the host of Mata Najwa Talk Show in the opening statement of the Talk Show. It can be seen from the table that 48% of the data from twenty opening statements are identified as connotative meaning. The percentage showed that almost half of the data are dominated by connotative meaning. To sum up, based on the table above, the types of associative meaning which prevailed in the opening statement are connotative meaning, stylistic meaning, affective meaning, and reflected meaning. From the table, it was showed that there is no data identified as collocative meaning in the opening statement of Mata Najwa Talk Show.

For the second focus of this research, it found that each type of associative meaning has a different function. The function of associative meaning in this research analyzed by using Searle (1979) theory. According to him, there are five categories of speech acts, they were representative, directive, expressive, commissive, and declarative. Each category of speech act conducted by Searle has its own function. In addition, each category of speech act has some sub-category that has a correlation with the function of associative meaning.

The result of the analysis showed that the function of associative meaning can be analyzed by correlated them with the function of each category of speech act. The function of connotative meaning has a correlation with the function of the

sub-category of representative speech act that is to assert the speaker's belief. From the data analysis, it can be seen that the function of connotative meaning is to assert the hearer with the idea that the host going to say in her utterance. The host tried to enhance the hearer about her opinion through the language that she used. Then, the function of stylistic meaning based on the data analysis is to show the expression of the speaker which is expressed through the style of the word that the speaker used.

The function of affective meaning is to express to express the feeling of the speaker towards the words that the speaker used. This function of affective meaning also connected with the definition of affective meaning that affective meaning is meaning which is affected by the feeling of the speaker related to the topic of discussion. Next, the function of reflected meaning is to present the new sense of the word in order to make the utterance more interested to the hearer. The new sense of the word in this types of associative meaning does not change the real meaning of the word but the aim of this types of associative meaning is to attract the hearer with the idea that the speaker's say. Last, the function of collocative meaning is to convey the associated word which tend to occur in the environment. The purpose is to make the correlation words that become a good phrase and interested in the hearer.

From the explanation above, it can be concluded that the functions of associative meaning have the same functions as a speech act. However, in this research, the researcher found other functions of associative meaning which do not appear in the functions of speech act. The table below shows the function of associative meaning found in Mata Najwa Talk Show.

Table 2. Functions of Associative Meaning in Mata Najwa Talk Show

Functions of Associative Meaning	Frequency	Percent
Representative	25	48%
Directive	0	0%
Expressive	6	12%
Commissive	0	0%
Declarative	0	0%
Others	21	40%
Total	52	100%

From the table above, it can be seen that associative meaning is mostly used as representative which is the function is to assert the hearer with the thoughts, and ideas of the speaker. The table above shows that 48% of the data, identified as representative. Meanwhile, the table above shows that associative meaning is not functioned as directive, commissive, or declarative in this present study. There are

others functions of associative meaning that the researcher found in this study. The functions are to bring the new sense of the word that and to convey the related word of the sentence. The percentage of other function of associative meaning also get a higher point in this research. It means, the function of associative meaning in this present research is to assert the hearer with the thought and ideas of the speaker, and also to bring the new sense of the word to make the hearer interested with the language that the speaker used in this Talk Show.

2. Discussion

The first focus of this study is to find out the types of associative meaning in the opening statements used by the host of Mata Najwa Talk Show. Based on the finding, the researcher found on the data analysis that only four types of associative meaning are present in the data. They were connotative meaning, stylistic meaning, affective meaning, and reflected meaning. The used of collocative meaning was not found from the data. Connotative meaning is the type of associative meaning which mostly used by the host.

Based on the definition of associative meaning proposed by Geoffrey Leech (1974) associative meaning is unstable meaning that has a connection with the meaning beyond the language. There are five types of associative meaning conducted by Leech. They are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. From the discussion above, the researcher found only four types of associative meaning that existed in the opening statement used by the host of Mata Najwa Talk Show. Meanwhile, from the findings of the data, one type of associative meaning which is not appearing is collocative meaning. Moreover, the form of associative meaning that the researcher found in the data were words and phrases. The types of associative meaning that mostly used is in the form of the word.

The second focus of this research is to find out the function of each type of associative meaning. The different types elicit different function. This research found several functions of associative meaning. This function of associative meaning connected to the function of each category of speech acts conducted by Searle (1979).

The function of connotative meaning has a correlation with the function of the sub-category of representative speech act that is to assert. The function of connotative meaning is to assert the hearer about the speaker's opinion. The speaker is going to show the hearer about her beliefs, ideas, and thoughts, in order to enhance the reader that her idea is true. Then, the function of stylistic meaning has a correlation with the function of expressive speech act. From the finding, it can be seen that the function of stylistic meaning is to show the expression of the speaker which is expressed through the style of the word that she uses in producing an utterance.

The function of affective meaning is to express the feeling of the speaker towards the words that she used based on the topic of the discussion. This function of affective meaning has the same function as expressive speech act. Based on the finding, affective meaning showed the feeling of the speaker about

the situation that is going on based on the topic of discussion. The function of reflected meaning is to present the new sense of the word in order to make the hearer interested in the topic of the discussion. Based on the category of speech act, the function of reflected meaning is including as expressive speech act because this type of associative meaning going to express the new sense of the word that relates to another phenomenon in the same expression.

The function of collocative meaning can be formulated based on the definition of collocative meaning. Even though the example of collocative meaning cannot be found in the data analysis but the function can be formulated based on the definition of collocative meaning. The function of collocative meaning is to convey the associated word which tend to occur in the environment. Its purpose is to make the correlation words that become a good phrase and interested the hearer.

D. CONCLUSION AND SUGGESTIONS

The result of this present research showed that there are four types of associative meaning found in the opening statements used by the host of Mata Najwa Talk Show. Those are connotative meaning, stylistic meaning, affective meaning, and reflected meaning. Meanwhile, one type of associative meaning which not appearing in data is collocative meaning. The total of data found in this research from twenty videos of opening statement were 52 data. The most dominant type of associative meaning used in this research was connotative meaning with the percentage of 48%. This result showed that almost half of data contained connotative meaning.

Then, there were also several functions of associative meaning found in the opening statements used by the host of Mata Najwa Talk Show. Different types of associative meaning also bring different functions. The function of connotative meaning is to assert the hearer about the speaker's opinion. The speaker is going to show the hearer about her beliefs, ideas, and thoughts, in order to enhance the reader that her idea is true. The function of stylistic meaning is to show the expression of the speaker which is expressed through the style of the word that she uses in producing an utterance. The function of affective meaning is to express the feeling of the speaker towards the words that she used based on the topic of the discussion. The function of reflected meaning is to present the new sense of the word in order to make the hearer interested in the topic of the discussion. The function of collocative meaning is to make the correlation words that become a good phrase and interested the hearer.

Related to the present research, future research about associative meaning can be conducted. This study is related to another linguistic point of views such as discourse or sociolinguistics. The next researcher can use other objects related to discourse or sociolinguistic point of view. In addition, the future researcher also can study the language in spoken or written form. Then, to understand the associative meaning, it can be analyzed using different theories. Related to the function of associative meaning, the other researcher can use another theory related to the function of each type of associative meaning. In this

research, the theory of Searle was used to conduct the function of each associative meaning. Hopefully, this research can be useful as guidance for the next researcher who is interested in studying meaning especially in analyzing associative meaning in another scope of the study.

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