The Role of the Military in A Changing World : Semantic Analysis of Susilo Bambang Yudhoyono’s Speech

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Universitas Sumatera Utara

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SEMANTIC ANALYSIS OF SUSILO BAMBANG
YUDHOYONO’S SPEECH

A THESIS

By

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ENGLISH POSTGRADUATE STUDY PROGRAM
FACULTY OF CULTURAL SCIENCES
UNIVERSITY OF SUMATERA UTARA
MEDAN
2019
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Submitted as the Partial Fulfillment of Requirement for the
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University of Sumatera Utara

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The Role of the Military in a Changing World: Semantic Analysis of Susilo Bambang Yudhoyono’s Speech

I certify that the thesis I wrote as one of the requirements to obtain the degree of Master of Art from English Postgraduate study program, Faculty of Cultural Sciences, University of Sumatera Utara, is exactly my own work.

I certify that I clearly mentioned the reference of the citations I used in some specific parts of the thesis based on norm, rule, and etiquette of the technique of scientific writing.

I certify, in the future, that I am willing to accept the sanction of the renovation of my academic degree which I receive and other sanction in accordance with the prevailing laws and regulations, provided some parts of this thesis are invented not to be my own work or to commit plagiarism.

Medan, 8th February 2019

The writer

Nurlaila Sari Harahap
This research entitled The Role of The Military in A Changing World : Semantic Analysis of Susilo Bambang Yudhoyono’s speech. The objectives of this research are to find out the types of associative meaning, describe the realization of associative meaning in Susilo Bambang Yudhoyono’s speech, and the reason of using associative meaning in the data. The data of this research were utterances. The source of data was Susilo Bambang Yudhoyono’s role of the military in changing world speech. The method used in this research was descriptive qualitative adopted data analysis procedures proposed by Miles & Huberman. This study focused on associative meaning by using Leech’s theory. The result showed that there were the different amount of the types of associative meaning used in SBY’s speech. The affective meaning dominated the frequent type of associative meaning in SBY’s speech with 58 utterances (44.3%) from all total 131 utterances. This type was not much disparity within the number of connotative meaning used that only (3.1%) lower than affective meaning, about 54 utterances or in amount (41.2%) rather than another two types which seemed to have a low priority to use. The use of social meaning was only discovered in amount 12 utterances or (9.2%). Then, the least of all types of meaning used in SBY’s speech was reflected and collocative meaning. The number of reflected and collocative meaning only reached (3.1%) and (2.3%) or it was only 3 - 4 utterances found from the whole of speech utterances. SBY tends to use connotative and affective meaning yet he still used social, reflected and collocative meaning with the low rate. It was because the use of connotative meaning could avoid the speech from clumsiness, associative meaning also apparently took a big role in SBY speech. Previously, affective meaning has already explained that this kind of meaning related or caused because of the affection of the speaker feeling. This was in accordance with the data of affective meaning obtained in SBY speech. He used affective meaning by telling his experiences and his impressions related to the military army.

Keywords: semantic, associative meaning, Susilo Bambang Yudhoyono’s speech
ABSTRAK

Penelitian ini berjudul *Peran Militer Dalam Mengubah Dunia Pidato Susilo Bambang Yudhoyono: Analisis Semantik*. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis makna asosiatif dan menggambarkan realisasi makna asosiatif dalam pidato Susilo Bambang Yudhoyono. Data penelitian ini adalah ujaran. Sumber data adalah pidato *Susilo Bambang Yudhoyono peran militer dalam mengubah dunia*. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif mengadopsi prosedur analisis data yang diajukan oleh Miles & Huberman. Studi ini berfokus pada makna asosiatif dengan menggunakan teori Leech. Hasil penelitian menunjukkan bahwa ada perbedaan jumlah jenis makna asosiatif yang digunakan dalam pidato SBY. Hal ini dapat dilihat pada bagian makna afektif yang mendominasi dalam pidato SBY. Itu adalah 58 atau (44,3%) ucapan yang dikategorikan sebagai makna afektif dari semua total 131 ucapan. Ini tidak banyak perbedaan dalam jumlah makna konotatif yang digunakan yang hanya (3,1%) lebih rendah dari makna afektif, sekitar 54 ucapan atau dalam jumlah (41,2%). Alih-alih dua jenis lain yang tampil memiliki prioritas rendah untuk digunakan. Misalnya, dalam penggunaan makna sosial yang hanya ditemukan dalam jumlah 12 ucapan atau (9,2%) dari total 131 ucapan yang diperoleh. Kemudian yang paling sedikit dari semua jenis makna yang digunakan dalam pidato SBY adalah makna reflektif dan makna kolokatif. Jumlah makna reflektif dan kolokatif yang digunakan hanya mencapai (3,1%) dan (2,3%) atau hanya 3-4 ucapan yang ditemukan dari keseluruhan ucapan. SBY cenderung menggunakan makna konotatif dan afektif namun ia tetap menggunakan makna sosial, refleksi, dan kolokatif dengan nilai yang rendah. Itu karena penggunaan makna konotatif dapat menghindari pidato dari kecanggungan, makna asosiatif juga tampaknya mengambil peran besar dalam pidato SBY. Sebelumnya, makna afektif telah menjelaskan bahwa makna semacam ini terkait atau disebabkan karena perasaan kasih sayang pembicara. Ini sesuai dengan data makna afektif yang diperoleh dalam pidato SBY. Dia menggunakan makna afektif dengan menceritakan pengalamannya dan kesan yang berkaitan dengan tentara militer.

Kata kunci: semantik, makna asosiatif, pidato Susilo Bambang Yudhoyono
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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Semantics is the study of meaning in a wide sense that is communicated by language (Leech, 1981). Semantics is an important role regarding the case of communication. It is because the language has the means to speaker regarding conveying or communicating the meaning of his/her for the listener. Speeches and other texts are made in written form to deliver meaning. One of the various conversations that exist in upgrading, instruction, seminars, and celebrations of the moment until now is speech. A leader, expert, teacher, and student at any time are required to make a speech because the speech is a very important thing, both now and in the future. Through speech, people can deliver their thoughts, information, or ideas for the general public.

A person who speaks well will be able to convince or grasp the attention of his audience so then the person successes to deliver the thoughts, information, ideas, or messages. Speech is one of the media to convey information, ideas, to others in a certain time and place. The President is a person who does the work in a government in the form of a republic. The president does everything systematically arranged. Especially in terms of speaking, the president should be always very careful so that their speech will not backfire for them. With regard to speaking, the president is very closely lyrics with speeches. Speeches must be arranged systematically, specifically at official state events. An official speech
made by the president is a prepared text. Obama successes to enrich the United States by using cultural change in a particular language style. Not only Obama, but big figures like Soekarno, Hitler, and Napoleon also achieved success and admiration from their followers and communication styles through their speeches.

Every president has a special style in delivering a speech. They have different styles in persuading people. With a military background, President Susilo Bambang Yudhoyono (SBY) has a kind of discipline which is firmly disciplined and courageous. Starting the office through the general election, president SBY was directly chosen by the people in 2004, the sixth president Indonesia. According to Indonesian presidential interpreter, Muhammad Iqbal Sirie has an opinion on SBY's style of speech that SBY has his own style in delivering his speech. He has a lot of international levels meetings, complemented by the selection of words conveyed to his audience. President SBY tends to use official language,

(http://m.liputan6.com/news/read/2362224/begini-gaya-bahasa-jokowi-dan-sby-
According to -penerjemah-presidency, accessed on April 18 2017, 07:12 WIB)

SBY has made quite frequent speeches in his tenure, the words or sentences chosen by SBY had many meanings or messages. SBY who was once be the number one person in Indonesia has a background with very broad knowledge and has education in several countries abroad which makes him familiar with the society of different level, SBY has a very high repertoire language. The term repertoire is used for various languages that are known and
used by someone in an association, work, and their affairs. It turns out that everyone masters and uses a lot of different kinds of mother tongue.

A person's communicative abilities vary greatly, at least mastering one language with its variety or variety and others may master other than the mother tongue, which is another language or foreign language which is obtained as a result of their education or association with language speakers outside their environment. So, all languages and their variety are owned or controlled by a speaker, this is also called a repertoire or also known with the term verbal repertoire. Therefore, the use of repertoire in SBY’s speech is associated with various languages according to the context of the situation. In the situation faced by SBY, the variety of languages used was military language adopted by the audience in attendance so that the delivery of the speech content will run smoothly.

It is related to associative meaning because it is unstable of meaning and has variants of individual experience (Leech, 1974: 21). The associative meaning of expression has to do with the individual mental understanding of the speaker. They, in turn, can be broken up into five subtypes are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. In the other hand, it is the meaning of words that has a connection to the relationship of word with the condition beyond the language. For examples, the word “white” associates with the word of “holy,” in the other way, while the word “black” associates with the word “darkness, sadness, and badness” because to understand the meaning, we need to know how words or sentences convey the
meaning. The idea is that when we read texts; we try to know how words are put together to convey meaning so that they can be understood. It differs when we understand the meaning of speaking since sometimes it has the ambiguous meaning which makes the listener thinks more deeply to convey the meaning.

To deal with this difficult and complex situation, we will also need to apply soft power or smart power in different dose and forms.

From the example of SBY's speech fragment above, it can be seen that the variety of languages used by SBY is specifically for certain people who understand the meaning of the sentence. This is adjusted to the context of the situation faced by speakers, namely SBY. The meaning of the sentence is mostly understood only by certain groups who have experience or education in certain fields. In this sense, the variety of languages used by SBY was triggered by education and the experience of SBY who had been in the military for many years as a high ranking officer, regardless of his experience as president of Indonesia for two periods.

Based on the phenomenon above, the researcher is interested in analyzing SBY’s speech to find out the types of meaning in order in SBY’s speech. Semantics is one tool to analyze every sentence in ways to find out the meaning in the language used. The researcher chooses Geoffrey Leech1’s Theory to understand the meaning. Generally, it is classified into seven types of meanings in which five of them are identified as associative meanings. The seven types of
meaning are conceptual meaning, thematic meaning, (associative meaning: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning).  

Bismillahirrahmanirrahim,

Peace be upon us all,

Lieutenant General Robert L. Caslen, Jr., Superintendent of the U.S. Military Academy of West Point.

I am pleased to be here in one of the world’s finest military academies. I am honoured for the opportunity to speak before all of you — the cadets, who I believe will become future leaders and commanders of the United States Army. I also believe that many of you not only will be remembered as true patriots of your proud nation, but also the future leaders of this great country.

The speech above contains several meanings namely, social meaning (what communicated of the social circumstances of language use). The presence of several words or words as dialects shows the origin of speakers according to their geographical or social environment. This meaning also shows something about social relations between speakers and listeners. From the word “Bismillahirrahmanirrahim” SBY wanted to show that he is a Muslim. Conceptual meaning (it refers to the dictionary meaning which indicates the concepts). According to conceptual meaning “Lieutenant General” has meaning (in the US) a high rank of officer in the army, above major general and below general. Affective meaning (what is communicated of feeling and attitudes of the
speaker) from the sentence “I am pleased to be here in one of the world’s finest military academies. I am honored for the opportunity to speak before all of you — the cadets signifies a positive impression that SBY is honored and pleased to be given the opportunity to give a speech in front of American cadets and he did not forget to give his pride to cadets whom he believed would become future leaders and commanders of the United States Army. Those examples show us that semantic can found the types of meaning in SBY’s speech that can be analyzed semantically. The researcher makes an assumption from the linguistic perception that the theory of types of meaning stated by Leech (1981) can also be applied in different linguistic condition, based on the example above.

Based on the example above, the researcher sees that every written text has associative meaning that links the meaning relations in the text contribute to its unity in order to help the readers understand well, we need the knowledge to minimize these misunderstandings so that the communication process can achieve a common goal. In addition, a word that is spoken by the speaker often means ambiguity which results in a person's speech not being smooth. The meaning of the word becomes blurred and the listener gets confused, it can even result in disharmony of an on-going conversation, so it becomes very urgent to know aspects of meaning formation for anyone, especially for language learners. Thus, this thesis is entitled “The Role of The Military in Changing World in Susilo Bambang Yudhoyono’s Speech: Semantic Analysis.
1.2 Statement of the Problem

There are major problems that the researcher investigates in this research. The problem is investigated by using semantic analysis based on Leech theory (1981). The researcher divides the problems into three questions:

1. What types of associative meaning are used in the SBY’s speech?
2. How are the associative meanings realized in the SBY’s speech?
3. Why are the associative meanings realized in the SBY’s speech as they are?

1.3 Objective of the Research

1. To find out the types of associative meaning found in the SBY’s speech.
2. To describe the realization of associative meaning used in the SBY’s speech.
3. To explain the reason why such types of associative meanings are used in SBY’s speech.

1.4 Significance of the Research

It is expected that the findings of the study are relevant and useful theoretically and practically. Theoretically, this study gives the contribution to the readers or students especially the student of English Department who are interested in Semantic studies. By giving Yudhoyono’s speech, as the example of types of meaning, it is expected to ease the students to understand and comprehend well on the semantic study particularly the associative meaning based on Leech (1981). Practically, the findings of this study are expected to give some
information and knowledge to students and readers about Semantic meaning that used in speech.

1.5 Scope of the Research

To prevent the misunderstanding and to clarify the problem based on the background of the research, this research focuses on the types, realization of associative meaning, and the reason of using such types of associative meaning in SBY's speech at The West Point Military Academy, delivered in New York, September 22nd, 2014 based on Leech’s theory (1981).
CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Semantics

Based on Kreidler (1998:3) semantics was the systematic study of meaning and linguistic semantic was the study of how languages organize and express meanings. It meant that meaning in linguistic semantic is really needed in order to limit the expression of meanings in a single language. The researcher understood that the meaning of a word is fully reflected by its context.

In addition, Leech (1981) explained that semantics was the study of meaning in a wide sense of all that was communicated by language. Semantic in the former, wider sense can lead the researcher once again into the void from which Bloom Field (1993) retreated with understandable misgivings from the description of all that may be the object of human knowledge or belief. On the other hand, the researcher could by carefully distinguishing types of meaning, show how they all fit into the total composite effect of linguistic communication, and show how methods of study appropriate to one type may not be appropriate to another.

According to Lyons (1994) semantics was traditionally defined as the study of meaning, and this definition which the researcher shall initially adapt. ‘Meaning’ was the noun and ‘Mean’ was the verb, from which it was derived, were used, like many other English words, in a wide range of content and in the
several distinguishable sense. Meaning was a certain reflection in our mind of objects, phenomena or relations that made part of the linguistic sign. Meaning was the process of human inseparable part of the language for an attempt to comprehend the nature use of reasoning and perception, therefore, semantics was part of linguistics. Understanding the term “meaning” in a language could be expressed in written or spoken communication. Written communication conveyed the meaning by using such media such as a magazine, letter, poem, novel, and so on. In other words, some expressed his idea or feeling by writing it.

2.2 Meaning

Studying meaning was a goal for studying semantics including lexical and grammatical meaning. It was not only looking for meaning in the dictionary but also understanding idioms, expressions, figures of speech and proverbs. As Lyons (1984:33) and Palmer (1981:24) stated that meaning cannot leave from another word’s meaning. The term meaning was used in many ways. Meaning as a concept is more difficult to define than you might think (Palmer, 1981:3). So that, each person knew what the speaker meant and what was received by the hearer. Bloomfield (1969: 139) states that “the linguistic meaning forms the situation in which the speaker utters it and the response which it called forth in the hearer which as illustrated followed:

Speaker’s situation $\rightarrow$ speech $\rightarrow$ hearer’s response

The illustration above gives sign that we usually will explain or tell something in terms of the stimulus of the speaker.
A different use of meaning is found in such sentences as “it wasn’t what he said, but what he meant” (Palmer, 1981: 4). Clearly, it is different between saying and meaning so that it gives many curiosities to the hearer. It could be that there are some other meanings besides literal meaning of the words. We can investigate easily the difference between how to convey the meaning and what he intends to. Leech’s seven types division of meaning can be illustrated based on the diagram below:

Figure 2.2 Types of Meaning

(Based on Leech’s theory, 1974)
2.3 Types of Associative Meaning

The researcher chooses Geoffrey Leech’s theory to understand meaning. Generally, it is classified into seven types of meanings in which five of them are identified as associative meanings. The seven types of meaning are conceptual meaning, thematic meaning, (associative meaning: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning).

The definition of associative meaning is unstable of meaning and has variants of individual experience (Leech, 1974: 21). The associative meaning of an expression has to do with individual mental understanding of the speaker. They, in turn, can be broken up into five subtypes 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. For examples, the word “white” associates with the word of “holy,” the other way, the word “black” associates with the word “darkness, sadness, and badness.”

This study investigated associative meanings in the SBY’s speech because it is relevant. It is related to meaning of words, phrases, or sentences which are appropriate with the context. To understand meaning, we need to know how words or sentences convey the meaning. The idea is that when we read texts; we try to know how words are put together to convey meaning so that it can be understood. It differs when we understand the meaning of speaking since sometimes it has ambiguous meaning which makes the reader thinks more deeply.
to convey the meaning. Shortly, the researcher in this study focuses on analyzing written expression by using associative meanings.

Associative meanings have a deeper implicit meaning from the conceptual meaning and it is more related to the level of understanding of people's mental. Then the difference between the conceptual meaning and the associative meanings can be done based on the relationship of meaning of a word with another word. Associative meaning can be affected by the culture and the human experience. Words or lexemes in society sometimes have many interpretations which are really different from the linguistics context. For more information, each types of associative meaning are given below.

### 2.3.1 Connotative Meaning

Connotative meaning is the meaning that refers to the additional or suggested meaning of a word, phrase, and sentence. As stated by Leech, “connotative meaning is the communicative value of an expression had by virtue of what it refers to, over and above its purely conceptual content” (1981: 12). The word woman, for instance, it is conceptually defined by three features; human, female, and adult. Then the three properties human, female, and adult must provide a criterion of the correct use of that word. These contrastive features, translated into real word terms, become attributes of the referent (that which the word refers to). Meanwhile, there is a multitude of additional, non-criterial properties that we have learnt to expect a referent of woman process. It includes the physical characteristic such as having womb. It also contains psychological
and social properties such as gregarious and having maternal instinct. He stated (1974:15) that talking about connotative, actually talking about the real world which associates the expression when someone used 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. In any ways, it describes something that goes beyond mere referent of a word and hints at its attributes in the real world. The real-world value is perceived in terms of tacit socio-cultural principles, norms, and rules. These terms are only the same in the conceptual meaning but have difference in those senses. At least, the meaning will be recognized when appropriate with the time to time and condition of people that reflects to the real world. For examples: the word “woman” 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).

Finch (1998: 142) stated that connotative meaning is consistently exploited by writers who wish to engage our emotions, stimulate our imagination, or enlist our prejudice. It causes that behind the word of connotative which hints attribute in the real world have something valuable.

Example: I used to get mad when people would call me Amoy (a term for ethnic Chinese women), but the thing is I am Amoy.

Based on the sentence above, the underlined word “women” is called connotative meaning since the word “women” is defined purely conceptual as
“human, female, and adult.” However, the word “women” physically connotes to “having maternal instinct and gregarious.” Then, typical (rather than invariable) of womanhood connotes (frail, prone to tears, emotional, friendly, motherhood, experience in cookery). So that, “women” have varies meanings more than in dictionary or conceptual meaning.

The function is used to communicate the experience in the real world to associate with the expression when someone heard it or used it since it brings to something valuable to the real world. When someone heard or used it, the word “women” in the sentence above connotes to the meaning “having maternal instinct and gregarious.” Certainly, the word “women” brings different meaning from age to age and society to society in the real world due to that relates to one’s experience, phenomenon, and the society which uses it.

2.3.2 Social Meaning

Another type of associative meaning that Leech distinguished is social or stylistic meaning. It is about the piece of language which expresses the social events where there is the use of language. As stated by Leech, “social meaning is that which a piece of language conveys about the social circumstances of its use” (1981: 14). Social 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 because the dialects appear from background’s life variety. The differences of tones, styles, and choices of words will influence their speaking.
Example:

Lately, capitalism has come up with its own definition of happiness to tempt consumers to buy products.

Based on the sentence above, the underlined word “capitalism” belongs to the stylistic or social meaning since this word involves in the Relative Temporary of language style especially in the ‘occupation area’ of its usage. Related to the sentence above, the word “capitalism” here is associated with the sense of the Western economic system which a country’s trade and industry are controlled by owners for profit, rather than by the state. This word usually used based on the social circumstance of language use that in related with economics. To sum up, the word “capitalism” here tends to the category of its usage.

The function is to deliver the stylistic style which appears in language since it concerns the social circumstance of the use of linguistic expression. In this case, this kind of meaning is used to deliver the occupation style which appears in language due to the word “capitalism” involved in style of Relative Temporary, especially in occupation area of economics. Therefore, the writer here only performs that the word “capitalism” belongs to the stylistic meaning used to deliver the stylistic style which appears in the sentence above.

2.3.3 Affective Meaning

Affective meaning is the meaning associated with the feeling of a speaker to the listener or the object that being discussed. As stated by Leech, it is 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 (1981: 15). In this meaning type, the feeling of speaker or writer to the hearer or reader is clear. In other word, it is the expression or communication of emotion or feeling of the speaker about something that is happened according to the situation.

The tone of voice is really important to show the emotion since the listener will understand the feeling of the speaker if he is sad, angry, bad, or happy through the intonation of the speaker. The example is you are stupid. The speaker might feel annoyed by using word stupid. It will be more clear if the intonation used is stressed and in a high tone. Additionally, this meaning has been indicated by its sense or the emotive word. If the word, phrase, and sentence have a stressed sense of emotion, it can be categorized as an affective meaning. Therefore, it is defined as the sense of a word that shows the speaker or writer’s feeling to the hearer or reader or the topic. The tone of voice is really important to show the emotion since the listener will understand when we are angry, bad, sad, or happy through the intonation of the speaker.

Example:

“Excuse me, I think, it would be better if you open the window.”

That utterance is supposed to be polite impression. However, it would be sarcasm if the intonation used is stressed, then it would be turned into a playful remark between intimates if delivered with the intonation of a mild request, and it would be a casual tone to express friendliness.
The sentence above brings us to the main function that is to communicate the feeling, emotion, or attitudes of the speaker or writer itself. It arises from the personal feeling or attitude of the speaker or writer that is dedicated to the addressees or readers. Represents the speaker wants to show her emotion, feeling, or attitude to the readers or addressees.

2.3.4 Reflected Meaning

It deals with lexical level of language which raises in case of multiple conceptual meaning. In other word, reflected meaning is what being communicated through association with another sense of the same expression or the meaning which arises in case of multiple conceptual meaning when the sense of word parts of our response to another sense (Leech, 1981: 16). This is usually caused when one sense of word affects our interpretation to another meaning. Therefore, it is possible to make either secondary or substitution meaning for the same words which are reflected to familiar reference of the word in society. Moreover, this meaning mostly refers to the taboo, sacred condition, and attitude. For example:

Are limbs, so dear achieved, are sides,

Full-nerved – still warm – too hard to sir?

These lines from Futility, a poem on a dead soldier, Wilfred Owen overtly uses the word dear in the sense ‘expensive(ly)’, with but also alludes, one feels in the context of the poem, to the sense ‘beloved’ (Leech, 1981: 16). It can be
concluded that reflected meaning is a word that has several meaning, but still appropriate context situation.

Example:

Melissa, who grew up in what she describes as a “typically Chinese family” of a father who was used car salesman and a mother who runs a small home catering business, does not go for the naïve if well-intentioned viewpoint.

Based on the sentence above, the word “runs” is called reflected meaning because this word meaning does not intends to the sense of “moving visible thing” as usually people know, but the word “run” here is associated with the sense of “do the work.” In other word, the word “runs” has another sense of the same expression. It gives the new meaning of words in the sentence which relates to another event or a phenomenon that is “do the work.”

The function is used to deliver the new sense of a word that relates to another phenomenon in the same expression. The new sense here is the new meaning comes to the expression of the same words. The new sense comes because of removes another sense in the same expression. Shortly, the word “millions” usually people know seems to the meaning of “the number of 1,000,000.” However, the word “millions” in the sentence of “Millions of people stream into Jakarta every day just to find happiness” means “most”. So that, the word “millions,” which means “most” seems to remove another sense, “the number of 1,000,000,” by the dominant suggestive power especially by the strength of its associate.
2.3.5 Collocative Meaning

Collocative meaning deals with word which is associated with another word in order to make the word becomes a good phrase and sounds correct. According to Leech, “collocative meaning communicated through association with words tends to occur in the environment of another word” (1981: 17). Lexeme collocative is derived from the lexeme collocate to be collocation. According to Cambridge Advance Learner’s Dictionary, to collocate is a condition when a word or phrase is often used in another word or phrase, in a way that sounds correct to people who have spoken to their language all their lives, but not might be expected from the meaning.

In the other word, it refers to associate of word because its usual co-occurrence with certain types of words such as, big business not large or great. It means that the word big is more suitable with word business. Then the word pretty and handsome for instance. The word pretty tends to collocate with girl, woman, villages, garden, flower, etc. and the word handsome tends to collocate with boys, man, car, overcoat, etc. Therefore, it can be concluded that people should use correct word or special category of collocative meaning, because all of words depend on the association of meaning which comes from environment. From the explanation about types of associative meaning above, it can be concluded that associative meaning is divided into five types of meaning and they can associate with other things. It is referring to the knowledge of reader or hearer.
Example:

I may be short, but I have good skin.

Based on the sentence above, the phrase “good skin” is called collocative meaning since the adjective word “good” conveys meanings when it is going together with others noun, such as “good job,” “good land,” etc. In this case, the adjective word “good” in the phrase “good skin” means “it is smooth, soft, sparkling, none of anything scratch or hurt on it, and does not fast to be wrinkle.” Therefore, this kind of meaning tends to occur since it is caused by co-occurrence differences in linguistics.

This kind of meaning can be used to convey the associate words which tend to occur in the environment. It tends to have variants meaning when it cooccurs with another noun. Based on the sentence above, the phrase “good skin” occurs in the environment because of the usual habitual co-occurrence with certain types, the adjective followed by noun (adjective+noun). Therefore, it has some meanings when going together with other nouns.

The Functions of Associative Meanings

As mentioned previously that semantics is a study about meaning in language and in semantics there are three types of associative meaning which can associate with other sense. Here, the researcher uses associative meaning to analyse the meaning in SBY’s speech. The meaning of words or phrases in SBY’s speech is different from the usual words. People might have some varieties of
assumptions toward objects as well as words. The meaning of the word always depends on the context where the words are uttered.

2.4 Previous Study

Trisnantasari (2017) The researcher dedicated to giving the title of this research “Semantic Analysis on Ed Sheeran Songs”. The researcher takes five songs from a different album. This study used a descriptive qualitative method because the researcher would analysis and interpret the research object of Ed Sheeran Songs. The result of this research is as follows: (1) related to the lexical meaning, while (2) related to the contextual meaning. The researcher expects this research will be useful for the other researchers who are eager to know more about semantics. Moreover, semantic is an important branch of linguistics that is interesting to be studied, especially when it is applied to literary works, such as songs or poem etc.

Mora (2009) In paper focuses on hyperbole, a long-neglected form of non-literal language despite its pervasiveness in everyday speech. It addresses the production process of exaggeration, since a crucial limitation in figurative language theories is the production and usage of figures of speech, probably due to the intensive research effort on their comprehension. The aim is to analyse hyperbole from a semantic perspective in order to devise a semasiological taxonomy which enables us to understand the nature and uses of the trope. In order to analyse and classify hyperbolic items a corpus of naturally occurring conversations extracted from the British National Corpus was examined. The
results suggest that the evaluative and quantitative dimensions are key, defining features which often co-occur and should, therefore, be present in any definition of this figure of speech. A remarkable preference for negative affect, auxesis and absolute terms when engaging in hyperbole is also observed.

Emodi (2011) Examined an analytical study of the language features of English advertisements at a semantic level. The writer has built a corpus of over 20 English advertisements. The paper is focused on the linguistic realizations in English advertising from the semantic perspective. In the analysis the, the use of the connotative meaning of words, adjectives, coined words, miss-pelt words, repetition, metaphoric use of words, punning, non-existing words, the use of ambiguous statements are discussed to reveal fuzzy nature that is used by advertisers to achieve their persuasive ends. It goes further to treat the semiotic analysis of the language of advertising. The paper is then concluded with a brief summary. It is hoped that the paper canshed light on the semantic of advertisements and also provide help to copywriters and English learners.

Nasution & Nasution (2017) Discussed Semantic Emotion in Maher Zain’s Lyric. By using Shaver theory. The research aims to find how semantic emotion of Maher Zain’s Lyrics was represented in his songs. It was also found one kind of emotion that was not included in the kinds of emotion based on the theory of Shaver namely grateful. The dominant emotions that used in Maher Zain’s song are love emotion.
The research contributes to give the ideas in analyzing the types of meaning by using Leech theory. In addition, she mentions the truth-conditional approach to support her validity data in her research design besides it is involved in descriptive qualitative approach. It is believed that this study of associative meanings to continue the previous study above. Therefore, it is very important to develop knowledge of associative meanings particularly.

2.5 Conceptual Framework

The researcher was interested to find the study of meaning especially in the term of associative meaning in SBY’s utterances from his speech at West Point Military Academy of America. So here the researcher figured out the conceptual framework as shown in figure 2.4.1.above as a brief overview of the research flow. It was focused on the associative meaning and tried to investigate how the associative meaning could be realized in SBY’s speech.
The Role of the Military in Changing World: Semantic Analysis of Susilo Bambang Yudhoyono’s Speech

Types of Associative meaning are used in SBY’s speech (Leech, 1981)

The realization of associative meaning used in the SBY’s speech ((Leech, 1981)

The reason of why such types of associative meanings are used in SBY’s speech (Leech, 1981)

*Connotative
*Social
*Affective
*Reflected
*Collocative

Conclusion

Figure 2.4.1 Flowchart of the Conceptual Framework
CHAPTER III

RESEARCH METHOD

3.1 Research Design

The researcher applied the qualitative descriptive method where the researcher gradually made sense of social phenomenon by contrasting, comparing, replicating, cataloguing and classifying the object of the study. According to Miles, Huberman and Saldana (2014) Qualitative research was research which the data were collected and analyzed based on observations, interviews, documents, and artifacts. Qualitative researchers usually tried to understand how things occur by going to the natural setting without implementing any intervention. The purpose of the qualitative method was to achieve an understanding of how people made sense of their lives. The data analysis consists of some current flew of activity: data collection, data condensation, data display, and conclusion drawing/verification. All these activities were involved in the whole process of this research. In this research, the researcher classified the types of Associative meaning in SBY’s speech. In collecting the data, the researcher identified the types of associative meaning in SBY’s speech.

3.2 Data and Source of data

The data of this research were utterances that contained associative meanings in of Susilo Bambang Yudhoyono’s speech entitled “The role of the military in a changing world” that delivered at the West Point Military Academy,
New York, September 22nd 2014. The speech was downloaded from the internet particularly from YouTube website and the transcript of speech.

### 3.3 The Technique of Collecting Data

The data were collected by applying documentary and observation techniques. The document was read and analyzed to find the types of associative meaning based on Leech’s theory (1981). The steps were explained as follow:

The researcher chose the text from Susilo Bambang Yudhoyono's speech.

The researcher analyzed the utterances contained in the speech based on the types of meaning. The data that have been classified then would be calculated in the interest finding the dominant types used in the speech.

### 3.4 The Instrument of Data Collection

In qualitative research, the instrument of the research was the researcher, the researcher herself because the researcher collected and analysed the data. The instrument was a tool or equipment used in collecting data. The researcher was the centre of the instrument. Other instruments were a laptop, and internet connection, and notes which classified as supporting instrument. The source at the data was SBY’s speech. The data were collected by downloading the video.

### 3.5 The Technique of Data Analysis

Data analysis techniques used in this research was an interactive model technique by Miles, Huberman and Saldana model (2014) with four phases of data
analysis. They were; (1) data collection; (2) data condensation; (3) data display; and (4) conclusion drawing or verification. These steps were elaborated by the researcher as follows,

1. **Data collection**

   Data collection referred to the process of collecting all the data that were investigated. The data were collected from the speech by Prof. Dr Susilo Bambang Yudhoyono, delivered at West Point Military Academy, New York, September 22nd 2014.

2. **Data Condensation**

   According to Miles, Huberman and Saldana (2014: 31) data condensation referred to the process of selecting, focusing, simplifying, abstracting and/or transforming the data that appear in the full corpus (body) of written-up field notes, interview, transcript, documents, and other empirical materials. By condensing, the researcher made the data stronger.

   **Selecting**

   Selecting meant the way to choose the best or most suitable data. In this research, the researcher chose the best data selection based on the raw data obtained. The researcher selected the speech based on of meaning in semantic particularly in types of associative meaning.
**Focusing**

Focusing meant to pay in particular attention to the suitable data. In this research focus on utterances which categorized associative meaning.

**Simplifying**

Simplifying related to the simplification of the data. It referred to make the researcher easier to analyze the data.

**Abstracting**

Abstracting meant that in analyzing the data, the researcher should consider the data theoretically or separately. In this research, the researcher only used the data which was based on the existing theories about associative meaning.

**Transforming**

In this process, the researcher transformed the data into types of associative meaning. Transform meant to classify and making the types of each meaning. In this section it could be seen in the appendix then continued in the data display use cluster to make the mass grouping, there was made based on the data that required transforming the data.

3. **Data Display**

Miles, Huberman and Saldana (2014:31) stated that the second major flow of analysis is data display. Genetically, a display was organized, compressed assembly information that allows conclusion drawing and action. Looking at
displays help us understand what is happening and to do something either analyze further or take action based on that understanding. In this step, the data will be organized to answer every research problems. So, it was described the types of meaning that are found in the speech, The description of the research problems were made in the form of the table, figure and narration. The description was guided to verify the conclusion.

**Conclusion: Drawing and Verifying**

Miles, Huberman and Saldana (2014: 32) stated that the last stream of analysis activity was conclusion drawing and verification. The start data collection of the qualitative analysis was to interpret what things mean by noting patterns, explanations, casual flows and propositions. The researcher result was clarified and conducted about the types of associative meaning and how associative meaning could be realized in Susilo Bambang Yudhoyono’s speech.

![Interactive Model Analysis](image)

Figure 3.5.1. Interactive Model Analysis by Huberman &Saldana (2014)
CHAPTER IV

DATA ANALYSIS AND FINDINGS

4.1 Data Analysis

Based on the research questions, grammatical cohesion in the types of meaning was examined with elements such as conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, thematic meaning by using Leech theory (1981).

4.1.1 Types of Meaning Used in SBY’s Speech

The researcher identified the types of grammatical cohesion used in SBY’s speech. The data analyzed in this study included the speech delivered by Susilo Bambang Yudhoyono – often known as SBY during his last standing as the president of Indonesia. His speech was “The Role of Military in a Changing World” that he has delivered at the West Point Military Academy, New York, 22nd September 2014. The speech was informed of the video downloaded from the internet. Then the researcher analyzed the SBY’S speech video by watching and listening carefully to his utterances SBY’s expressions included his mimics and gestures. This process was conducted repeatedly in the interest of evading the miscomprehension about some or particular utterances that might have different meaning or concept.

As already mentioned in the previous chapter, concerning how to comprehend the semantic meaning was quite complex. So then, the researcher
analyzed each utterance which obtained from the speech by using the types of semantic meaning based on Leech (1981). Therefore the researcher arranged some code system regarding both of the types of meaning and the utterances obtained so that the data analysis process may do simplify. The codes were,

Data (transcribed inform of written utterances)  : D

Connotative Meaning  : A1

Social Meaning  : A2

Affective Meaning  : A3

Reflected Meaning  : A4

Collocative Meaning  : A5
In addition, to arrange the code system, the researcher also drew a table to establish the data became well-organized. Subsequently, the utterances that obtained from SBY’s speech were distributed in conjunction with the code system as follows,

Table 4.1.1 Types of Meaning in SBY’s Speech

<table>
<thead>
<tr>
<th>No.</th>
<th>Types of Associative Meaning</th>
<th>Utterances</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Connotative Meaning</td>
<td>54</td>
</tr>
<tr>
<td>2.</td>
<td>Social Meaning</td>
<td>12</td>
</tr>
<tr>
<td>3.</td>
<td>Affective Meaning</td>
<td>58</td>
</tr>
<tr>
<td>4.</td>
<td>Reflected Meaning</td>
<td>4</td>
</tr>
<tr>
<td>5.</td>
<td>Collocative Meaning</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>131</td>
</tr>
</tbody>
</table>

The tabulation of SBY’s utterances in table 4.1.1 above showed that it was found 131 utterances classified as associative meaning. The utterances then were matched to the associative meaning by adding checklist mark in each utterance which belonged to the particular sub-category of associative meaning. The categorization of the utterances exhibited the number of each four types of associative meanings as; 54 utterances of connotative Meaning (A1); 12 utterances of social meaning (A2); 58 utterances of affective meaning (A3); utterances of reflected meaning (A4); and 3 utterances of collocative meaning.
(A5). Further explanation about cohesion which packed in percent form could be seen in Chart 4.1.1

Chart 4.1.1 Types of Associative Meaning

<table>
<thead>
<tr>
<th>Type of Meaning</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affective Meaning</td>
<td>41%</td>
</tr>
<tr>
<td>Collocative Meaning</td>
<td>9%</td>
</tr>
<tr>
<td>Reflected Meaning</td>
<td>3%</td>
</tr>
<tr>
<td>Social Meaning</td>
<td>3%</td>
</tr>
<tr>
<td>Connotative Meaning</td>
<td>44%</td>
</tr>
</tbody>
</table>

Chart 4.1.1 above indicated the numeric result of the type of associative meaning in SBY’s speech. The researcher used a chart the numerical data in order to give a precise description of the data. The 4.1.1 table also described that there were the difference amount of the types of associative meaning used in SBY’s speech. It could be seen in the part affective meaning that dominated the frequent type of associative meaning in SBY’s speech. It was 58 or 44,3% utterances categorized as affective meaning from all total 131 utterances. This was not much disparity within the number of connotative meaning used that only 3,1% lower than affective meaning, about 54 utterances or in amount 41,2%. Rather than
another two types which seemed to have a low priority to use, it was in the use of
social meaning which only discovered in amount 12 utterances or 9.2% from a
total of 131 utterances obtained. Then, the least of all types of meaning used in
SBY’s speech was reflected and collocative meaning. The number of reflected
and collocative meaning used only reach 3.1% and 2.3% or it was only 3 - 4
utterances found from the whole of speech utterances.

4.1.2 Realization of Associative Meaning in SBY’s Speech.

It was known that in semantic study, the speaker had their own way
regarding conveying what was he or she intended. Reciprocally in SBY’s speech,
he had his own way in delivering his speech by using utterances or language that
contained semantic meaning. There were so many kinds of a notion of how to
elucidate meaning in terms of semantic study. Here the researcher employed the
theory of Leech (1981) regarding the elucidation of how the meaning especially
associative meaning realized in SBY’s speech. The theory used the concept of
contrastive that was to contrast the word with the logical (conceptual) meaning. In
addition, translating the word into the terms of ‘real world’ also included. Real
world meant that the context or the circumstance of the word used and to what the
word was referred to. So then, the researcher explained how the associative
meaning realized in SBY’s speech as below.

4.1.2.1 Connotative Meaning

In this type of meaning, there were 54 utterances. The utterances “a hall
that had hosted remarkable figures” in the third sentence of SBY’s speech (S.3)
was included into connotative meaning due to the terms of words “hall, hosted,
and figures‖. The connotative meaning of those words could be significantly understood if contrasted with the conceptual meaning. Conceptually, the meanings of ‘hall’ (N) were a building or a large room, meeting room, large public room. Then the conceptual meanings of ‘hosted’ (V) which came from of the root ‘host’ (N) were the party-giver, entertainer and after adding the suffix ed, ‘hosted’ (V) has the meaning as give, hold, provide, lay on, arrange, organize. While ‘figures’ meant personality, presence, the image of a person.

Logically, it was made a sense that a hall hosted remarkable figure, but after considering the context while SBY conveyed the utterance, there was an intended implicitly meaning. That is, SBY wanted to say that the hall was very a great hall because there were some great people attend then watching and hearing his speech at the time. While in depth, the terms of ‘hosted’ seemed to spring another mean of the word ‘hall’ which made an action to the phrase ‘remarkable figures’ through the word ‘hosted’ as the mediator. It was such ‘a hall served the guest’. In fact, it was an obvious question of how could be a thing such ‘hall’ done some action instead there should be someone who operates the hall. The clarity was well known that beside SBY wanted to say that it was a great hall, he also meant that he felt honored for having a chance to deliver his speech in front of the remarkable figures.

Again in utterance “This very hall has also given birth to countless U.S. military leaders” (S.15), it was found the word ‘hall’ which the meaning has been explained previously. This utterance was slightly different from the utterance (S.13). The fascinating word was ‘birth’ (N) which had some literally or conceptually meaning such childbed, genesis process, and nativity. Basically, if
the terms of word ‘hall’ observed as in the “hall given birth”, it was an
imponderable phenomenon that a hall gave birth or simply a hall could be a
parent. The connotative of ‘birth’ in utterance “This very hall has also given birth
to countless U.S. military leaders” meant that the hall was the place where the
military leaders have graduated from. Same like that the hall was the place where
they are trained, taught, and educated or the place for them where they built their
ability and competence before they were graduated as the U.S military.

But another question might arouse, why word ‘birth’? It was a general or
common sense that ‘birth’ has contiguities to the word ‘mother’. Indeed, because
everyone or everything who or which has given birth should be called as ‘mother’.
In-depth, ‘mother’ has sense sincerity, goodness, someone who taught us. Thus
the hall or place actually possessed some people like the trainer to train the
military until the graduation day came so that was why SBY said with the word
‘birth’ in utterance “This very hall has also given birth to countless U.S. military
leaders” as the sign to express his admiration for the U.S military academy which
possesses that hall and graduates so many military future leaders.

Another example was “Terrorism acts in many corners of the world” as in
(S.100). The word ‘terrorism’ related to the terms of crime actions, murdering,
assassination, bloodshed, destruction, bomber, arsonist, and so on. While ‘corner’
has conceptual meaning as nook, crevice, cranny, niche, and angle—not a holy
being, but rather than as in dimensional figures. ‘World’ has a wider sense of
conceptual meaning as earth, planet, globe, and realm. If we took the correlation
between these three words from the utterance (S.100), the literally meaning of
“Terrorism acts in many corners of the world” was disproportionate. As a matter
of fact, it was an oddity phenomenon how could a world such earth planet have a corner or angle? While it was discovered that the earth has a round shape, meant that round shape was not have a corner excepting it was triangle-shaped, rectangular may possible. Moreover, there was a big weird or bizarre statement exist nowadays that the earth was flat, but the statement followed by whimsical question came from people who argued: “so where was the corner of the world?” Mysteriously nobody could or have found the ‘corner’ of the world to date regardless the world was round or flat.

The point was that the phrase “corners of the world” has a kind of expression to describe how broad the development of terrorism has spread away. It can be seen in the context when SBY was delivering his speech and explaining about the demand for terrorism acts, he said that the movements of terrorism such ISIS have spread in many countries include Indonesia. Even the conflict in the Middle East still could not far from the terrorism intervention thus provoking new problems in some countries such as the establishment of a terrorist group. Indeed that was true, there were so many countries recorded to have been assaulted by terrorism at the time such Germany, England, Belgium, Denmark, Sweden, Afghanistan, Somalia, Iraq, Nigeria, Pakistan, Suriah, Thailand, Yaman, Libya, and Indonesia. So based on that fact why SBY’s conveyed “Corners of the world” as the conclusion and warning alarm that terrorism has attacked so many countries and will attack another existing country.
4.1.2.2 Social Meaning

In SBY’s speech, there were 12 utterances found included as social meaning. Concerning social meaning, it was definitely contained a value related to the social belief. As in utterance (S.1) “Bismillahirrahmanirrahim” that actually came from the Arabian language “الرَّحِيمِالرَّحْمَنِاللَّهِبِسْمِِ” or in English “In the name of Allah, the entirely merciful, the especially merciful”. Generally, this utterance was used by Muslim people. Muslim people believe that if someone wants to begin an activity regardless whether it just a small or big activity, it would be better for him/her to say these utterance first so then the activity would be blessed by the almighty God. SBY was a Muslim, so that was why he said this utterance first before he began his speech although in the place he delivered his speech not all attended by Muslim people.

Same as in utterance (S.2) “Peace be upon us all”. Indeed this utterance categorized either into conceptual meaning or connotative meaning, but considering the context while SBY conveyed it, the utterance turned to have social value and circumstance. Word ‘peace’ (N) has a sense of tranquillity, calm, calmness, restfulness, and serenity. ‘Peace’ also categorized as an abstract noun, so if we took a look how could we put on peace on ours except we were tried to find its depth in our feeling? That was why the utterance “Peace be upon us all” may be interpreted as connotative meaning.

Rather than looking connotatively, the utterance “Peace be upon us all” strongly possessed social circumstance. It has a meaning as a kind of polite greeting generally used in the formal situation. It elucidated formal situation such
as delivering a speech in front of honoured people or guest, so first, it was important to deliver greeting which particularly polite or acceptable language. Because of it such a slang word if SBY used any greeting as in informal context such “Hello? What’s up? “.

Then another example in (S.4) “Distinguished officers and cadets” was a common utterance. The word ‘Distinguished’ has a conceptual meaning as esteemed, respected, illustrious, venerable, honoured, acclaimed, legendary, and great. Yet these words also have a connotative meaning. It referred to welcoming an honoured person. In addition to showing that it was a kind of respectfulness in delivering a speech in front of the audience. Even though the audience has different or low social stratum, it was a common and polite act by saying “Distinguished” in speech when we were mentioning or welcoming someone’s rather than just to mention his/her name. For example, if we removed the word distinguished in the utterance (S.4) so it was going to be “officers and cadets” it seemed less formally. Thus SBY used word ‘distinguished’ when he was trying to mention the officers and cadets who attended the event at the time.

4.1.2.3 Affective Meaning

The affective meaning was the most frequently type of associative meaning used in SBY’s speech. Here the researcher provided the affective meaning table from SBY’s speech.

Here the researcher found 58 utterances categorized as affective meaning. As already mentioned, affective meaning was what the speaker or writer conveyed due to his/her feeling or attitude. For example, the utterance “I have been planning
to visit West Point for quite some time now” in (S.11). This utterance could be analysed as conceptual meaning. But, the focus point of that utterance lied on its occurrence factor, why SBY conveyed that utterance? The answer was he wanted to tell a little bit about his planning that he had been planned to the audience. Meant that he shared his personal affair that also categorized as the factor triggered that clause arouse.

In addition, the utterance “I completed all these duties with some sense of joy and at times, anxiety” in (S.39) revealed the SBY’s experience in military academy. Whereas the fact, even though it was SBY’s experience, it has relation with the context of his speech. The word ‘joy’ and ‘anxiety’ expressed SBY’s personal feeling when he was in the military academy. So then SBY remembered that feeling when he delivering his speech in front of the audience which also a cadet from a military academy. Based on these notions the researcher categorized that clause as affective meaning.

Then, affective meaning also may occur since the affirmation or the speaker emphasis in a specific context. For example “I am fully aware” as stated in (S.115), that utterance conveyed by SBY when he argued about the international peace condition need to be maintained. So then SBY made a statement “I am fully aware” as his personal expression that he cared for peace. Yet this utterance still affected by his personal feeling but the difference was here SBY emphasizes his utterance rather than the previous examples which only delivered without any specific emphasizing.
4.1.2.4 Reflected Meaning

The reflected meaning found in this research was only 4 as in the data S.83, that was the word “World Population”. World population conceptually had an ambiguous meaning. ‘World’ for what exactly determined as a whole of this earth, planet, globe realm. Instead of the conceptual meaning, the meaning of the world also could be referred to the connotative meaning which related to creatures of the earth such as animal, plants, and human. Subsequently, the term ‘population’ indicated inhabitant and resident. So then, in this case, there were multiple conceptual meaning occurred. First, “World population” as in the development of human being, citizens or even the increased of birthrate that often considered as a global challenge for each nation. The second, “World population” which accounted to the increased world number covered all aspect that related to word ‘world’. Whether it was animal, plant or human, even the planet, galaxy, and holy being, both increased.

Then in the phrase “Cold War” (S.86), it could be heard that this phrase sounds familiar. Those who have ever heard about this phrase could be easily to grasp the meaning or to what context it was referred. Yet there still a possibility that not all people could realized the meaning. “Cold War” probably sounds like ‘shivering’ for the ordinary people since the word ‘cold’ was strongly adjacent to the human five senses. Surely because the word ‘cold’ conceptually meant as chilly, cool, freezing, icy, snowy, icy-cold, glacial, wintry, crisp, and frosty.

It could be more terrible if combined with the word ‘war’. ‘War’ which literally meant as a battle, skirmish, fight, clash, confrontation, affray, encounter,
collision, offensive, attack, blitz, siege and so on. The ordinary people could imagine it as the battle which happened in the cold weather or winter. It was possible also determined connotatively, as the torment fight which made people felt misery. While ‘Cold War’ actually meant a war that was not involved physical fight. It was not indicated the damage such destroying building, burning a city, firing the gun. The term of ‘Cold War’ often classified as a war in enmity without hostilities or warfare. It was such a hostile desire which deeply embedded in human thought. As in impact, the true physical warfare may be triggered.

Then the utterance of “Soft power” (S.101) has interestingly invited peculiar meaning. As a matter of fact, ‘soft’ was literally meant mushy, squashy, and pulpy. Then ‘power’ conceptually defined as strength, powerfulness, might, force, forcefulness, mightiness, vigour, energy, intensity, potency. Pertaining to the conceptual meaning, “soft power” apparently has a contrasting meaning between these two words. “Soft power” sounded like referred to the term of tenderness yet sometimes it turned to the meaning of strength which comes from gentleness. Simply, still, this utterance has a multi-meaning. Actually, the phrase “soft power” referred to the terms of a wise character. At the time, SBY tried to express his opinion that global development anytime may provoke to the conflict that brings to warfare. So in that situation, the military should solve the problem by using “soft power” or a wise action.

4.1.2.5 Collocative Meaning

Collocative meaning was actually almost similar to the conceptual meaning, but rather than just conceptual this meaning occurred because consist of
the association with another word in its environment. It could be observed in (S.28) as shown in table 4.6 above. SBY said a phrase “Harmonious relation” in the middle of his speech. Conceptually in the context of relationship ‘harmonious’ was similar to friendly, amicable, cordial, amiable, agreeable, congenial, easy, peaceful, peaceable, conflict-free, cooperative, and good-natured. What should be underlined was not a similar word, but the phenomenon of how to match the word ‘harmonious’ could be met to the word ‘relation’ thus it was categorized as collocative meaning.

In defining collocative meaning, logic was indispensable especially in interpreting the correlation of two words which commonly paired together. ‘Harmonious’ indeed commonly paired to ‘relation’ instead of there were some words that may be used in pair with, for example, harmonious family, harmonious symphony, harmonious music, and so on. Suppose that the word ‘harmonious’ paired with just any word such, harmonious chicken, harmonious food, harmonious war, harmonious mirror, it seemed to show that something wrong with the meaning due to the words inside these phrases was not well-correspond.

Same in (S.57), the phrase ‘worked hard’ was commonly known nowadays. But in depth, instead of logic, it was also due to the social habit so then the commonly word came after ‘worked’ was ‘hard’. Furthermore, this case was equivalent to the utterance “Defeat the enemy” as in (S.60). Beat, conquer, win against, win a victory over, triumph over, prevail over, get the better of, best, worst, vanquish were similar concept to the word ‘defeat’. If questioned, what words approximately would come in mind following the word ‘defeat’?
Considering the context of SBY delivered his speech, it should be “defeat the enemy”. Sure enough, because his speech was about the role of the military so then the circumstance of his language meaning could not be far away from military context.

4.1.3 Reason of Using Associative Meaning in SBY’s Speech

After finding out the types of associative meaning and describing the realization associative meaning, here the explanation the reason why such types of associative meaning were used in SBY’s speech.

4.1.3.1 Affective Meaning

The predominant types of associative meaning was effective meaning with 58 utterances (44.3%). It meant that the effective meaning tend to be used by the data.

I am pleased to be here in one of the world’s finest military academies.

In the example above, it was taken from the first clause in the data. From the example above, it could be seen that the using of affective meaning here was used to represent SBY’s feeling and attitude to the audiences. So, the bold word “pleased” here to describe the happy feeling of SBY in delivering his speech because he could stand in front of one of the world’s finest military academies.

I am honoured for the opportunity to speak before of all you

In the example above, it was taken from the second clause in the data. From the example above, it could be seen that the use of affective meaning here referred to
SBY’s feeling to the audiences that attended the meeting. So, it showed that the emotions of SBY felt when he first spoke there, was honoured feeling.

I believe never a Commander in Chief becomes a messanger for cadets, but I make an exception this time.

In the example above, it was taken from the twenty-fifth clause in the data. From the example above, the using of affective meaning here was used to represent SBY’s feeling and attitude to the audiences about his pride to be able to convey a speech in front of the cadets because he knew that there was no one ever being there to deliver a speech, except him.

4.1.3.2 Connotative Meaning

The connotative meaning in the data required 54 utterances (41.2%). It meant that the connotative meaning was also the predominant type in the data, aside effective meaning.

This very hall has also given birth to countless U.S military leaders and without doubt, many more to come.

The example above was taken from fifteenth clause which indicated as the connotative meaning because it had not only an implicit meaning but also has a different way to comprehend in everyone inner thought. It depends on the interpretation in different context or situation. The bold word “given birth” here did not have meaning to give birth a baby, but the bold word “given birth” meant that most of U.S military was educated in that very hall to be the leaders.

Terorism acts many corners of the world
The example above taken from (S.100) which indicated as the connotative meaning because it had not only an implicit meaning but also has a different way to comprehend in everyone inner thought. It depends on the interpretation in different context or situation. The bold phrase “corners of the world” has a kind of expression to describe the circumstances that occur in the presence of terrorists were increasingly rampant in all corners of the world. The bold word “corners of the world” meant that almost all places in the world had been colonized by terrorists, including major countries. It could be seen in the context when SBY was delivering his speech and explaining about the demand for terrorism acts, he said that the movements of terrorism such ISIS have spread in many countries, such such Germany, England, Belgium, Denmark, Sweden, Afghanistan, Somalia, Iraq, Nigeria, Pakistan, Suriah, Thailand, Yaman, Libya, and Indonesia, include Indonesia.

4.1.3.3 Social Meaning

The social meaning in the data required 12 utterances (9.2%). It could be seen in the example above.

Bismillahirrahmanirrahim

The example above was the opening part in SBY’s speech. The use of social meaning refers to the usage of language in and by a society which had big proportions in determining the meaning that certain speaker has to use and wants to convey. It indicated the social class of SBY that he adhered muslim as the religion.
Let me end my speech by thanking you all, General Caslen the Superintendent as well as all faculty members and instructors for hosting me today.

In the example above, it was indicated as social meaning because the greeting from the opening of SBY’s speech above was to welcome the guests who attended the speech. In the greeting, it can be seen that the speaker who delivered the speech was not an ordinary person or not an arbitrary person. The speaker ought to have an equal or even more power than the invited guest he greeted.

Lieutenant General Robert L. Caslen, Jr., Superintendent of the U.S. Military Academy of West Point.

In the example above, it can be seen that the speaker is a person from the military. It can be seen from the greeting spoken by the speaker were people who came from the military by greeting Lieutenant General Robert L. Caslen, Jr., Superintendent of the U.S.

4.1.3.4 Reflected Meaning

The reflected meaning in the data required 4 utterances (3.1%). It could be seen in the example above.

Cold war

The use of reflected meaning here to refer to the terms which have more than one meaning that could be interpreted by human thought, or simply it called multi-meaning or ambiguity. The meaning of reflected meaning did not depend on the situation, so wherever and whenever SBY conveyed the word “cold war”, the meaning of it would be same. Then, the meaning of “cold war” here did not mean
that the war felt cold or cool, but it meant that the war did not use the gun to against the opposite, but it played the politics or doctrine as their weapon.

Soft power

In the example above, it was indicated as social meaning because the soft power here means the type of weapon used by military forces. The word soft power in this data does not mean a power derived from energy but rather a type of a weapon.

Worked hard

In the example above, it was indicated as reflected meaning because this word refered to the meaning that is interpreted differently from the actual meaning without depending on the situation and conditions. The words contained in the data above show a business that is carried out with persistence and resilience. The bold word "hard" above does not mean that cannot be solved, but is persistent and resilient.

4.1.3.5 Collocative Meaning

The collocative meaning in the data required 3 utterances (2.3%). It could be seen in the example above.

Muslim population

The use of collocative meaning in the data was to refer the association a word acquires on account of the meaning of words which tend to accour in its environment. So, the word “muslim population” in the data shared the common
ground in the meaning of people who adhered muslim as their religion, but may be differed by the range of noun in which they were like collocate, muslim woman or muslim man in the world.

Ladies and Gentlemen

The example above was indicated as collocative meaning because it was used to be apart of the word woman, girl, man and boy that attend in SBY’s speech. This word was to cover words that have the same meaning contained within the bold word “ladies and gentlemen”.

4.2 Research Findings

On the results of the associative meaning analysis above, it can be seen the percentage results from the elements that have been analyzed in associative meaning. Elements that exist in associative meaning include connotative meaning, affective meaning, social meaning, collocative meaning, reflected meaning.

After the researcher conducted the analysis, there were the types of associative meaning that appeared most based on percentages as follows:

There were 131 data used associative meaning. 58 data or 44,3% in affective meaning, 54 data or 41,2% in connotative meaning, 12 data or 9,2% social meaning, 4 data or 3,1% in reflected meaning, 3 data or 2,3% collocative meaning. It can be seen in the part affective meaning that dominated the frequent type of associative meaning in SBY’s speech. SBY’s used a lot of affective meaning in his speech that meant he gave the feeling to hearer or reader is clear.
In other word, it is the expression or communication of emotion or feeling of the speaker about something that is happened according to the situation.

Connotative meaning, in the connotative meaning it could be seen in the context, In example “corners of the world” meant that almost all places in the world had been colonized by terrorists, including major countries. It could be seen in the context when SBY was delivering his speech and explaining about the demand for terrorism acts. Affective meaning, in the affective meaning is related to someone's feelings if they hear or read certain words. Feelings that appear can be positive or negative. The word honest, humble, and wise raises positive affective meanings, while corruption and collusion create negative affective meanings. When SBY was delivering his speech “I am fully aware” as stated in (S.115), that utterance conveyed by SBY when he argued about the international peace condition need to be maintained. So then, SBY made a statement “I am fully aware” as his personal expression that he cared for peace. Yet this utterance still affected by his personal feeling but the difference was here SBY emphasizes his utterance rather than the previous examples which only delivered without any specific emphasizing.

Reflected meaning, in the reflected meaning was the meaning that communicated through the association with another sense of the same expression of the word. ‘Cold War’ actually meant a war that was not involved physical fight. It was not indicated the damage such destroying building, burning a city, firing the gun. The term of ‘Cold War’ often classified as a war in enmity without hostilities or warfare. It such a hostile desire which deeply embedded in human thought. As in impact, the true physical warfare may be triggered. Social meaning,
in the social meaning was the meaning it refers to the usage of language in and by a society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, in example “Peace be upon us all”. Indeed this utterance categorized either into conceptual meaning or connotative meaning, but considering the context while SBY conveyed it, the utterance turned to have social value and circumstance.

Collocative meaning, in the collocative meaning it refers to the associations a word acquires on account of the meanings of words which tend to occur in its environment, in example SBY said a phrase “Harmonious relation” in the middle of his speech. Conceptually in the context of relationship ‘harmonious’ was similar to friendly, amicable, cordial, amiable, agreeable, congenial, easy, peaceful, peaceable, conflict-free, cooperative, and good-natured. What should be underlined was not a similar word, but the phenomenon of how to match the word ‘harmonious’ could be met to the word ‘relation’ thus it was categorized as collocative meaning.

4.3 Discussion

The types of associative meaning in the role of the military in a changing world in Susilo Bambang Yudhoyono’s speech at the west point academy military showed the result. The analysis was based on determining the types of associative meaning used by SBY, the realization of associative meaning and the reason why such types of associative meaning were appropriately stated in SBY’s speech. In this research, the researcher the adapted the descriptive qualitative analysis was conducted to detect any problems with the use of associative meaning by SBY.
The finding revealed that numerous types of associative meaning was found in SBY’s speech were the difference amount of the types of associative meaning used in SBY’s speech. It can be seen in the part affective meaning that dominated the frequent type of associative meaning in SBY’s speech. It was 58 or 44.3% utterances categorized as affective meaning from all total 131 utterances. This was not much disparity within the number of connotative meaning used that only 3.1% lower than affective meaning, about 54 utterances or in amount 41.2%. Rather than another two types which seemed to have a low priority to use. For instance, was in the use of social meaning which only discovered in amount 12 utterances or 9.2% from a total of 131 utterances obtained. Then the least of all types of meaning used in SBY’s speech was reflected and collocative meaning. The number of reflected and collocative meaning used only reach 3.1% and 2.3% or it was only 3-4 utterances found from the whole of speech utterances.

Based on analyzed data, SBY tends to use connotative and affective meaning yet he still used social, reflected and collocative meaning with the low rate. It was because the use of connotative meaning could avoid the speech from clumsiness. The some while connotative meaning may lead to confusion but it was also important to gain the audience attention since it has implicit expression or idea. This was what SBY tried to undertake, by using connotative meaning it expected to catch audience attention. Indeed he success to provoke the audience attention. In addition, the terms of connotative meaning that he used also gave the appropriate context to the audience as well as the same context with the topic of his speech.
Furthermore, associative meaning also apparently took a big role in SBY speech. Previously, affective meaning has already explained that this kind of meaning related or caused because of the affection of the speaker feeling. This was in accordance with the data of affective meaning obtained in SBY speech. He used affective meaning by telling his experiences and his impressions related to the military army. On the other hand, besides he was the president of Indonesia he also a military general so than his speech more often used affective meaning. Because his speech was about the military role and he delivered it in front of a thousand cadet military of the United States.

Rather than social meaning which was only used by SBY in order to mention the honoured person or just to open and close his speech. Social meaning indeed should be used in evidence that it was a formal speech, so it was important to us social meaning to avoid misconception. Same in reflected and collocative meaning which just closely related to connotative meaning. It only used just to give a more appropriate context to the listener.

This research could be concluded that the use of semantic theory in the speech was very important in order to give depth understanding to the audience. But in contrast, there could be a misconception in audience comprehension if the speaker used the wrong semantic theory in his/her speech. Moreover, the personal experiences and impressions also may impact the semantic meaning that used in delivering a speech. The impact was also inseparable from the context of the speaker experiences or impressions in terms of whether the experiences or impressions and conditions he speaks today have the same correlation.
This research found several functions of associative meanings: connotative meanings is used to deliver the experience in the real world to associate with the expression when someone heard it or used it; stylistic meaning is used to deliver the stylistic style which appears in language; affective meaning is used the communicate the feeling or emotion of the speaker itself; reflected meaning is used to deliver the new sense of a word that relates to another phenomenon in the same expression; then collocative meaning is used to convey the associate of words which tend to occur in the environment.
CHAPTER V

CONCLUSIONS AND SUGGESTIONS.

5.1. Conclusions

Based on the findings and discussion performed in this research, it was drawn into some conclusion as follows:

In the result of analyzed data, it was found that the SBY speech entitled “The Role of Military in a Changing World” used both types of associative meaning; Connotative meaning; social meaning; affective meaning; reflected meaning; and collocative meaning. It could be seen that affective meaning dominated the frequent type of associative meaning in SBY’s speech with 58 utterances (44,3%) from all total 131 utterances. This type was not much disparity within the number of connotative meaning used that only 3,1% lower than affective meaning, about 54 utterances or in amount 41,2% rather than another two types which seemed to have a low priority to use. In the use of social meaning, it was only discovered in amount 12 utterances (9,2%). Then the least of all types of meaning used in SBY’s speech was reflected and collocative meaning. The number of reflected and collocative meaning used only reached 3,1% and 2,3% or it was only 3 - 4 utterances found from the whole of speech utterances. The reason why affective meaning dominantly appeared in SBY speech was that there was a personal influence from SBY’s experiences and impressions which appropriate to the circumstance while he delivered his speech. That was his experiences and impression in military academy affected his speech in front of a thousand cadet military of the United States of America.
Connotative meaning, in the connotative meaning it could be seen in the context. Affective meaning, in the affective meaning was related to someone's feelings if they hear or read certain words. Feelings that appear can be positive or negative. The word honest, humble, and wise raises positive affective meanings, while corruption and collusion create negative affective meanings. Reflected meaning, in the reflected meaning was the meaning that communicated through the association with another sense of the same expression of the word. Social meaning, in the social meaning was the meaning it referred to the usage of language in and by a society which has big proportions in determining the meaning that certain speaker has to use and wants to convey. Collocative meaning, in the collocative meaning it referred to the associations a word acquires on account of the meanings of words which tend to occur in its environment.

Associative meaning also apparently took a big role in SBY speech. Previously, affective meaning had already explained that this kind of meaning related or caused because of the affection of the speaker feeling. This was in accordance with the data of affective meaning obtained in SBY speech. He used affective meaning by telling his experiences and his impressions related to the military army. On the other hand, besides he was the president of Indonesia he also a military general so than his speech more often used affective meaning since his speech was about the military role and he delivered it in front of a thousand cadet military of the United States. Then, social meaning which was only used by SBY in order to mention the honored person or just to open and close his speech. Social meaning indeed should be used in evidence that it was a formal speech, so it was important to us social meaning to avoid misconception. Same with reflected
and collocative meaning which just closely related to connotative meaning. It only used just to give a more appropriate context to the listener.

5.2. Suggestions

Based on this research, the researcher gave some suggestions that could be considered by the future researcher who had some interest in the academic study of meaning or semantic. First, it was known that the semantic meaning was tentatively changed along the era development and social situation. So then the researcher suggests conducting semantic research in the current issues such as the previously event which related to the Indonesian presidential candidate debate. Because in that situation deeper analyses were required due to its context called ‘debate’. Second, the researcher suggests conducting semantic research associated with the discourse analysis theory because by using that theory it was expected could help to interpret the meaning through the ideology contained in an utterance. In addition, it could be better also the researcher applied semiotic theory in order to help the researcher analyzed the depth meaning from video-based data. Last, it was suggested also that the researcher should make a comparison between the semantic meanings used by someone or thing with another one. For instance, was like the semantic meaning from Jokowi’s speech and Prabowo’s.
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