

THE ANALYSIS OF SEMANTICS MEANING FOUND IN COMMENTS OF INSTAGRAM ACCOUNT OF *INFO* *DENPASAR*

Ni Wayan Swarniti

Fakultas Keguruan dan Ilmu Pendidikan, Universitas Dwijendra
swarnitiniti@gmail.com

Abstrak

Tujuan dilakukannya penelitian ini adalah untuk mengidentifikasi jenis-jenis makna dalam semantik yang terdapat pada komentar di media sosial khususnya di akun instagram. Data dalam penelitian ini adalah frasa, klausa, dan kalimat yang terdapat pada komentar di akun instagram Info Denpasar. Penelitian ini terutama membahas tujuh jenis makna dalam Semantik berdasarkan teori dari Leech. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Metode pengumpulan data yang digunakan dalam penelitian ini adalah metode observasi. Berdasarkan analisis, ditemukan lima jenis makna dalam semantik pada komentar di akun Instagram Info Denpasar. Yaitu makna konseptual, makna konotatif, makna sosial, makna afektif, dan makna tematik. Jenis makna yang paling banyak ditemukan adalah makna konotatif (45,8%). Pengguna Akun Instagram mengungkapkan pendapat mereka tentang suatu masalah secara implisit. Hal ini dilakukan untuk menghindari adanya ketersinggungan dari pihak-pihak tertentu mengenai kata-kata yang digunakan dalam mengungkapkan pendapat.

Kata kunci: semantik, makna, komunikasi, teori Leech

Introduction

The most important and well known tool for communication was language. Bloomfield state, that the study of language plays a great part in our life (Bloomfield, 1993). When we talk about language forms, we mean words, phrases, clauses, sentences, paragraphs, etc., which are spoken and written (Swarniti, 2019). The internal differentiation of human societies was reflected in their languages. Linguistics plays a vital role for the development of a language. There are four different branches of linguistics, and they are, phonology, morphology, semantics, and syntax and each of them have their own function for the development of a language (Umagandhi et al., 2017). Linguistics was defined as scientific study of language which consists of four branches. Semantics is one of linguistics branches. Semantics is the study about the meaning of the written or spoken text. This study is very important to learn because every written and spoken text needs a meaning to deliver. Leech states that meaning is an idea or concept that can be transferred from the mind of the speaker in the mind of the hearer by embodying them in the form of one language or another (G. Leech, 1974).

Discussing meaning, there are some researchers have done their research in analyzing meaning. According to Djajasudarma, the meaning is the association that exists between the elements of the language itself (especially the words) (Djajasudarma, 2012), while according

to Palmer, the meaning is only concerned with the element in the language itself (Palmer, F.R, 1982). Thus, the meaning is an important aspect in a language because the meaning can give an understanding of the matters talked on that spot. As a result, the communication can happen smoothly and understand one another are built in automatically. Nevertheless, if the users of the language in speaking one another do not understand the meaning of the word, then it is unlikely that the speech or topic that is talked on can result in a bias communication (Syarifuddin & Hasyim, 2020). Therefore, speakers and hearers must understand each other's language meaning. Besides, Aminuddin says that language sounds implicitly contain certain meanings (Aminuddin, 2015). This will make the text nice and easy to read (Swarniti, 2021).

Nowadays, one of the most social media account used for communication was instagram. One of the official famous instagram account was *Info Denpasar*. Many posts told about newest cases or issue happened in society. It had many comments from various instagram account users. The comments were good opinions and bad opinions. Instagram account users can express their comments in any post freely.

This research was mainly dealing with the Leech's seven types of meaning in Semantics. Leech says that the importance of meaning in communication is become the media between the speaker and the hearer to understand each other (G. Leech, 1981). Based on Leech's theory, seven types of meaning in semantics are conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning. Palmer states that meaning has a wide scope to be defined; it is rarely causing a variation in interpreting a meaning (Palmer, 1991).

Based on the explanation above, this research needed to conduct. The purpose of conducting this research was to identify types of meaning in semantics that found in the comments in social media especially in instagram account.

Method

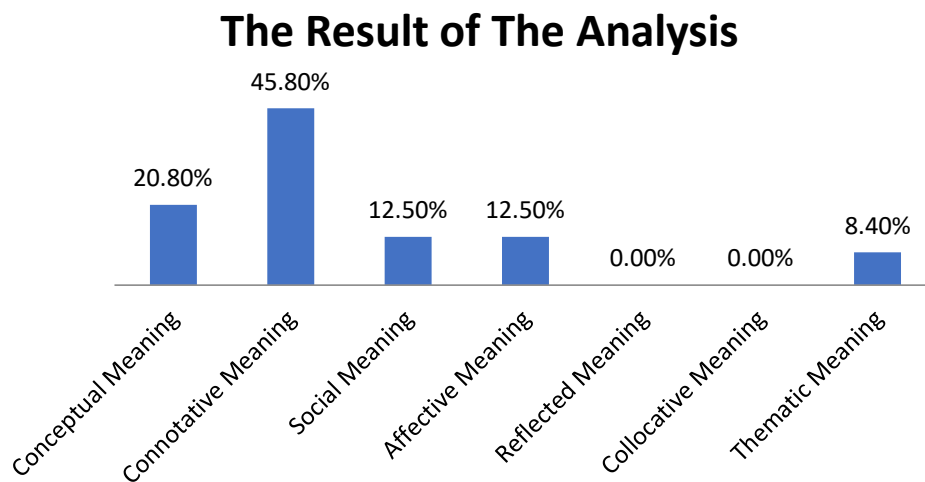
In instagram account of *Info Denpasar*, there are many posts that have many comments from instagram account users. One of them is post about The Implementation of Restrictions on Micro Community Activities is Extended Again Up to Two Weeks After Lebaran. In this post, it had 637 comments. The comments were good and bad opinions. The opinions were from the instagram account users. That comments were data source in this research.

The data in this research were phrases, clauses and sentences found in comments in instagram account of *Info Denpasar*. This research was mainly dealing with the Leech's seven

types of meaning in Semantics. This research was qualitative research that supported by quantitative. The method used in this research was descriptive qualitative. Data collection method used in this research was observation method. The data were analyzed by describing the situation examined in the form of a narrative description (Margono, 2010).

Result and Discussion

Based on the analysis of the comments in a famous post in instagram account of Info Denpasar, the data found were conceptual meaning, connotative meaning, social meaning, affective meaning, and thematic meaning. The result of the analysis in percentage was described in the following chart.



In the chart above, it can be seen that five types of meaning found. They were conceptual meaning, connotative meaning, social meaning, affective meaning, and thematic meaning. There were two types of meaning that cannot be found. They were reflected meaning and collocative meaning. The most meaning found is connotative meaning. The percentage of connotative meaning was 45.8%. The lowest percentage of meaning found was thematic meaning. It is 8.4%.

Conceptual Meaning

Conceptual meaning is also sometimes called “cognitive meaning”. Conceptual meaning is considered as the central factor in linguistic communication. The characteristic of the conceptual meaning is close ended. It means that the renewal of the former meaning of a word does not occur at all at any time. In other words, the conceptual meaning of the word never changes from the beginning until the disappearance of the word itself.

In a newest post that has many comments in instagram account of Info Denpasar, it found some data that classify as conceptual meaning. The analysis as follow:

1) *Masih ada **anggaran** ternyata*

Beside on the data above, it can be examined that all. The languages in the data are types of meaning which are categorized as a conceptual meaning. In the data (1), *Masih ada **anggaran** ternyata*, there is one keyword to find out about the conceptual meaning. It is the word **anggaran**. The conceptual meaning of the word **anggaran** (budget) is costs that are planned to be used in an activity. The physical form of the word **anggaran** (budget) is money. The word **anggaran** (budget) is usually used in an organization.

Connotative Meaning

In addition, Leech says that connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content (G. Leech, 1981). In talking about connotation, Leech in fact talks about the real world experience one associative with an expression when one uses or hears it; therefore, the boundary between conceptual meaning is coincident with that nebulous but crucial boundary between language and the real world.

Based on the analysis, the most meaning found in the data source was connotative meaning. The analysis described in the following description.

- 1) *Baru tau kalau korona/COVID 19 bisa di perpanjang **kontraknya**. jangan sampai korona/COVID 19 ini sampe 3 periode ancur negeri ini. yg dpet gaji dri pemerintah mah enk tiap bulan gajian mau kenak ppkm jg .lah kita yg susah cari kerja akitivitas aja di batesin yg buka usaha di batesin .apankalian paham smpe sini epribadehhhhhh*
- 2) *Jilid 8 udah bisa ngeluarin **Haki** blm?*

Referring the data above, it can be analyzed that the expressions has a connotative meaning. The connotative of the first data (1) is the word **kontraknya** (the contract). The word **kontraknya** (the contract) literally has a meaning as an agreement between two or more people regarding certain matters agreed upon by them. Based on the writer experience, the word **kontraknya** (the contract) in this sentence has a meaning as something that is agreed between the people within a certain period of time, even regarding the existence of a virus pandemic, it can be estimated the time period for the spread of the virus.

In the second data (2), there is a keyword that was indicated as connotative meaning. The conceptual meaning of the word **Haki** (Intellectual Property Right) is the right to enjoy economically the results of an intellectual creativity. Based on this sentence, the connotative

of the word *Haki* (Intellectual Property Right) is intellectual property rights regarding an activity Enforcement of Restrictions on Micro-Scale Community Activities whose time limit is always extended.

Social Meaning

Social meaning is the meaning conveyed by the pieces of language about the social context of its use. The decoding of a text is dependent on our knowledge of stylistics another variations of language. We recognize some words or pronunciations as being dialectically. As telling us something about the regional or social origin of the speaker. Social meanings related to the situation in which an utterance is used. It is concerned with the social circumstances of the use of a linguistic expression (Tarigan, 2020).

In the data source, some data of social meaning was found. The data were analyzed and discussed in the following description.

1) *Merasa dibodohi oleh berbagai aturan*

Beside on the data above, they can be analyzed as social meaning. In the data (1), *Merasa dibodohi oleh berbagai aturan* refers to social meaning. Here is the word *aturan* (rules) has social meaning, which means the result of the act of regulating or everything that has been regulated. Based on the usage of the word *aturan* (rules), it can be known that the speaker at least know or even understand about the law or government regulations.

Affective Meaning

Affective meaning is related to speaker's point of view about something being talked. Function of affective meaning in language is to express personal feelings or attitudes to the listener (Tarigan, 2020). Leech stated that it is kind of language which reflects the personal feelings of the speaker includes his attitude towards something he is talking about (G. Leech, 1981). It expresses the speaker's emotion or feeling about something that is happened according to the situation because associative meaning relates to the emotive devices.

Based on the analysis, it was found some data of affective meaning. The explanation of the analysis described as follows:

1) *Rakyatmu kelaparan pak*

2) *Negeri negeri*

Referring the data above, it can be analyzed that the expressions has an affective meaning. The affective meaning in the data (1), the word *kelaparan* (starving) was indicated as affective meaning. The word *kelaparan* (starving) means a condition in which the body still needs food, usually when the stomach is empty either intentionally or unintentionally. From

this sentence, it can be seen that the word *kelaparan* (starving) have the strong feeling of hungry.

Based on the second data (2), the keyword of affective meaning is the word *ngeri* (scary). The word *ngeri* (scary) means feeling afraid or worried (because of seeing something scary or experiencing a dangerous situation). From this data, it can be seen that the speaker has feeling of scary too much. The speaker express his feeling by the word *ngeri* (scary) that was indicated as affective meaning.

Thematic Meaning

The last type of meaning that Leech attempts to distinguish is thematic meaning. Thematic meaning is what is communicated by the way in which a speaker or writer organizes the message, in term of ordering, focus, and emphasis (G. Leech, 1974). We always feel that an active sentence have a different meaning from the same passive sentence and in conceptual way that sentence is like the same. Based on the result of the analysis, some data of thematic meaning was found. The data that classified as thematic meaning was described in the following sentences.

1) *Diperpanjang terus, ppkm ini uda sepanjang apa yah skrg*

Referring the data above, it can be analyzed that the expressions has a thematic meaning. In the data (1), the phrases *diperpanjang terus* (continue to be extended) and *sepanjang apa yah* (how long) have similar meaning but it presented in different form. The phrase *diperpanjang terus* (continue to be extended) has a form as declarative and the phrase *sepanjang apa yah* (how long) has a form as interrogative. The meaning is same to inform about something long. Although the phrase *diperpanjang terus* (continue to be extended) states in declarative form and the phrase *sepanjang apa yah* (how long) asks in interrogative form, the meaning of these two phrases remains the same.

Conclusion

Based on the discussion above, it can be concluded that five types of meaning in semantics were found in comments of Instagram Account of *Info Denpasar*. They were conceptual meaning, connotative meaning, social meaning, affective meaning, and thematic meaning. The most type of meaning found was connotative meaning (45.8%). Then, the lowest percentage of analysis found was thematic meaning (8.4%). There were two types of meaning in semantics that cannot be found in the data source. They were reflected meaning and collocative meaning.

From the most type of meaning found, it can be said that mostly users of instagram account prefer to use connotative meaning to express or deliver their opinions in comments box in instagram. Users express their opinion on an issue implicitly. Opinions expressed in the comment box were not directly explained. This was done to avoid offence from certain parties regarding the words used in expressing opinions. To avoid things that were not desirable, connotative meaning is the best choice when commenting on social media.

References

- Aminuddin. (2015). *Semantik: Pengantar Studi tentang Makna*. Sinar Baru. Algesindo.
- Bloomfield, L. (1993). *Language*. George Allen and Unwin Ltd.
- Djajasudarma, T. F. (2012). *Semantik 1. Pengantar ke Arah Ilmu Makna* (Cetakan ke). Eresco.
- Leech, G. (1981). *Semantics: the Study of Meaning* (2nd Ed). Penguin Books.
- Leech, G. (1974). *Semantics*. Penguin Books. George Allan.
- Margono, S. (2010). *Metedologi Penelitian Pendidikan*. Rineka Cipta.
- Palmer. F.R. (1982). *Semantics*. Cambridge University Press.
- Palmer, F. . (1991). *Semantics*. Cambridge University Press.
- Swarniti, N. W. (2019). The Translation Procedures of Bible Translation. *RETORIKA: Jurnal Ilmu Bahasa*, 5(2), 187–196. <https://doi.org/10.22225/jr.5.2.1277.187-196>
- Swarniti, N. W. (2021). A Corpus Based Approach to the Analysis of Structures in Prepositional Phrase. *Yavana Bhasha: Journal of English Language Education*, 4(1), 18–22. <https://doi.org/http://dx.doi.org/10.25078/yb.v4i1.2207>
- Syarifuddin, S. &, & Hasyim, I. (2020). SEMANTIC ANALYSIS IN ENGLISH HIGH SCHOOL HANDBOOKS. *British, Jurnal Bahasa Dan Sastra Inggris*, 9(1), 1–12.
- Tarigan, M. S. (2020). *ASSOCIATIVE MEANINGS USED IN THE SONG LYRICS OF WORLD OF OUR OWN ALBUM: SEMANTIC ANALYSIS*. Universitas Sumatra Utara.
- Umagandhi, R., Vinothini, M., & Mca, Mp. (2017). Leech's seven types of meaning in semantics. *International Journal of Multidisciplinary Research and Development* [Www.Allsubjectjournal.Com](http://www.Allsubjectjournal.Com), 4(3), 71–72.