

## CHAPTER II

### LITERATURE REVIEW

All humans wherever they come from, they have a language. Language is a basic thing for humans, language is communication between people using a symbol or voice produced by human. The meaning of language includes two fields, namely first, the sound produced by the utterance tool and meaning implied in the sound flow itself. Secondly, meaning has a content contained in sound flow that causes a reaction to what hear it.<sup>1</sup>

#### Associative Meaning

Language is a study of linguistics. In this research, linguistics is a language that language studies broadly and universally. Broadly, it means that linguistics studies all aspects and components of language. Whereas universally, it means that the target of linguistic studies is not limited to one particular of language, but all languages exist on earth.<sup>2</sup> Linguistics comes from English, linguistics is a study of language. Linguistics is referred as general linguistics. Linguistics has meaning of studying linguistics in general.<sup>3</sup>

In general, linguistics is often called the study of language. Kridalaksana states linguistics is the science of studying language, analyzing language, namely language in general that humans as a tool communication. Unbleck explains the purpose of language studies is to gain an understanding of language in general. Linguistics is the science that makes language and its structure as object of the study.<sup>4</sup>

Objective linguistics are micro linguistics and macro linguistics. The study of micro linguistics is the internal structure of language including the structure of phonology, morphology, syntax, and lexical. While the study of macro linguistics is a language in relation to factors outside the language such as factors of sociology, psychology, anthropology, and neurology. Interconnected to factors outside language fields such as sociolinguistics, psycholinguistics, neurolinguistics and ethnolinguistics emerged.

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<sup>1</sup>Rina, Bahasa Sebagai Cermin Kebudayaan, *Jurnal Tarbiyah*, (2017), 24

<sup>2</sup>Suhardi, *Menguak Linguistik Pendidikan Dalam Pembelajaran Bahasa* (Semarang: Universitas Negeri Yogyakarta 2017), 306.

<sup>3</sup>Liliana Muliastuti, *Bahasa dan Linguistik*.

<sup>4</sup>M. Syahrudin Effendi, *Linguistik Sebagai Ilmu Bahasa*.

The kinds of linguistics divided into two, particularly theoretical linguistics and practical linguistics. Theoretical is supposed to searching for locate linguistic theory. It's made descriptive linguistic guidelines. While practical is meant to use linguistic guidelines in practical activities consisting of language teaching, translation, dictionary practice and so on.<sup>5</sup>

Oxford Dictionary states semantics is the science of meaning in words and phrases. Kreidler said semantics is the science of meaning, and linguistics is the study of language that can be organized and express meaning.<sup>6</sup> Semantics is a branch of linguistic studies for understanding and investigate the meaning. Semantics is the observe of the ways that the listener interprets behind the meaning of what the speaker says and how the reader understands the meaning of what the researcher writes.<sup>7</sup> Chaer argues semantics is the science of meaning such as analysing phonological, grammatical, and semantics.

The word meaning is using the science of semantics. Chaer said meaning is a concept that it has a good word.<sup>8</sup> Saeed says, meaning is communicated through language can be learned in semantics. It means meaning can be created through language used in communication. Meaning of language is agreed by the community and describes language symbols. This is related of Filip Agung's argues that meaning is expressed by language that it has characteristics as a symbolic system. Suprpto says semantics will be different if it is formed by different writings. Therefore, the people be able agree and obey the rules to achieve meaning in social life.<sup>9</sup>

Meaning is closely related to language and an integral part of semantics. Meaning has a meaningful meaning and varied understanding. Words have a big role in human lives, especially in communication and most words have more than one meaning. To express something also convey feelings about what people describe is using words.<sup>10</sup> Leech states meaning is communicated between speakers or the writer constructs messages in terms of order, focus, and control.

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<sup>5</sup>Wahyudi, & Muhammad Ridha, "Urgensi Mempelajari Psikolinguistik Terhadap Pembelajaran Bahasa", *Jurnal Islamika*. 17, no. 1 (2017).

<sup>6</sup>Patria Supriyoso, Ria Nirwana and R. Yeni Dewi Cahyani, *The Meaning in English Airplane Company Slogans, Semantic Studies*. (Bandung: English Department, Faculty of Letters).

<sup>7</sup>Dwi Fita H., & Fitria F., "Semantic Analysis on Advertisement Slogan's", *Journal of English Linguistics, Literature, and Education*. (2020), 43-50.

<sup>8</sup>Ahmad Chandra Firmansyah, *Ambiguitas Pada Judul Artikel Surat Kabar Tempo*. (Jember: Universitas Jember, 2019).

<sup>9</sup>Dwi Fita H., & Fitria F., "Semantic Analysis on Advertisement Slogan's", *Journal of English Linguistics, Literature, and Education*. (2020), 43-50.

<sup>10</sup>Patria, Ria and Yeni. *The Meaning in English Airplane Company Slogans: Semantic Studies*. (Bandung: English Department, Faculty of Letters).

Leech has a different view on the division of the seven types of meaning, as follows: Leech argues associative meaning divided into types of meaning, they are conceptual meaning as denotative meaning, thematic meaning, connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning, the last of five meanings are summarizing in one term called associative meaning. Associative meaning is an association that appears in a person's mind if someone hears a certain word. Association meaning is influenced by psychic, knowledge, and experience. Associative meaning has an important role for understanding in discourse, associative meaning can bind word meaning.<sup>11</sup> Moreover, Leech states associative that mean is unsteady meaning, and it has any various of person experiences.<sup>12</sup>

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<sup>11</sup>Nadia Nur Maemunah, *Metafora Jepang Dalam Iklan Majalah Versi Edisi 9 September 2014*, (Semarang: Universitas Diponegoro, 2017).

<sup>12</sup>Haryani, Ainur, and Dhion, "The Study of Associative Meaning in The Slogan of Skincare Advertisement", *Prosiding Seminar Nasional Linguistik dan Sastra* (2020).

The category of the associative meaning base on Leech's theory can be composed of five meanings summarized in Table 1 below:

Table 1. Associative Meaning by Leech (1985)<sup>13</sup>

	Connotative Meaning	What is communicated through value of what language used.
Associative Meaning	Social Meaning	What is communicated of the social situations of language use
	Affective Meaning	What is communicated of feelings and attitudes by the speaker or writer.
	Reflective Meaning	What is communicated through association with another sense of the same expression.
	Collocative Meaning	What is communicated through association with words which tend to occur in the in the environment of another word

There are five types of associative meaning such as:

1). Connotative Meaning.

Leech suggested connotative meaning is a communicative value which has an expression based on what it wants, and it has pure conceptual content. For example, the word "*woman*" is connotative meaning such as talk actively, can speak, capable to cooking, weak, can cry, wearing skirts, and dress. In addition, connotative meaning is a meaning more than dictionary meaning which includes for personal standpoint, social, and community.

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<sup>13</sup> Ibid.

## 2). Social Meaning.

Leech said that social meaning means meaning has distinction between dimensions, and it has language style levels. The meaning includes several language variations such as social, regional dialect variations, stylistic variations in formal, informal colloquialism, and slang. For example, the word “*domicile*” is used for official language, it refers to an official situation.

## 3). Affective Meaning.

Leech argued affective meaning is used to express feelings or personal attitudes to the listener. In addition, one importance is tone of voice to show the emotion of listeners will understand when people are angry, sad, bad, or happy through a speaker's intonation.<sup>14</sup> For example, "shut your mouth!" he snapped us. The word will sound harsh to the listener. “I’m sorry for interrupting your time, but I want you to be kind enough to lower your voice”. The utterance is to be polite expression. Although, it will be sarcasm if the intonation used is emphasized. It will be funny words if delivered with a request intonation or a relaxed tone to express lightness.

## 4). Reflective Meaning.

Leech stated that reflective meaning refers to the emergence of multiple meanings in one meaning or conceptual meaning which has another meaning from the word. Its meaning is also set in taboo words. For example, “can’t be gay in a jocund company like that. In William Wordsworth’s time the word gay was used often, but now it is used for homosexuality<sup>15</sup>

## 5). Collocative Meaning.

Leech argues collocative meaning is consist of the associations a word acquires on account of the meanings of words which tend to occur in environment. For example, the words of pretty and handsome. Pretty and handsome are common ground in the meaning like good looking, but it can be distinguished by the range of nouns with they are like to co-occur or collocate:

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<sup>14</sup>Ibid.

<sup>15</sup>Ifah Hanifah & Siti Fitriati, “Makna Asosiasi dalam Novel Negeri 5 Menara Karya A Fuadi sebagai Alternatif Bahan Ajar Mata Kuliah Semantik”, *Jurnal Pesona*, Volume 3 No. 2, (2017).

Pretty; girl, boy, woman, flower, garden, color, village, etc. Handsome; boy, man, car, vessel, overcoat, airliner, typewriter, etc.<sup>16</sup>

## Advertisement

Advertising has a function as a communication tool. Advertising is a tool used by consumers to remind consumers of the advertised goods. In addition, advertising as a means of delivering information about goods, services and other information related to the general public. Advertisers convey messages to consumers or the public using meaningful symbols through mass media which are usually television, radio, and newspapers. The symbol of meaning used is language. Language is used by communication tool in advertising, such as images, and sounds.<sup>17</sup>

Advertising is an important tool for selling branded products to consumers. Liliweri argues cited Widyatama, advertising is m a communication process that it has an important power as a marketing tool to helps sell goods that provide services and provide ideas in the form of persuasive information.<sup>18</sup> While the Indonesian advertising community believes that advertising is a form of message of a product that is conveyed through the media, which is intended for part or all of the community.

Advertising is also a means to inform something with the aim of attracting the attention of many people. Food products are goods that are commonly purchased by the public. Advertising is also a means to inform a product or service so that people or the general public are interested and want to use the products or services offered.<sup>19</sup>

In advertising, language is used as persuasion, namely influencing people to be interested and buy. So, advertising is a form of publication of an activity, product or service to the wider community through mass media and the internet that are in direct contact with the public. The amount of time used by the public in accessing the internet has great potential to create and encourage the emergence of entrepreneurs who take the opportunity to take advantage of sites on the internet. entrepreneurs use advertisements that highlight a motto or slogan as a form of effort to attract

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<sup>16</sup>Hasibuan, J. R. *Associative Meaning and Communicative Effect* . 364-370.

<sup>17</sup>Tri Pujiatna, Jaja, & Anggi, Analisis Makna Kontekstual Pada Iklan Televisi, *Indonesian Language Education and Literature*, 1 no.1 (2019): 17-32.

<sup>18</sup> Astrid, *Pengaruh Iklan Harga dan Kualitas Produk Terhadap Minat Beli Ulang Konsumen* (Yogyakarta:Universitas Sanata Dharma,2017).

<sup>19</sup>Ika Suci Ramadani. *Analisis Makna Gaya Bahasa Dalam Slogan Makanan Ringan Televisi*. (Medan: Universitas Muhammadiyah Sumatera Utara, 2020).

consumers, but entrepreneurs must also consider the style of language as simple as possible so that it is easy to understand.<sup>20</sup>

In this type of advertisement, the researcher is use online media to find out data source in this research. As generally, the advertisement divided into some categorized such as printed media and audiovisual media.

Yunus is explained various of advertisements, especially for:

- 1) Print media is a media that prioritizes the role of visuals. Print media consists of daily newspaper, weekly newspaper, tabloid, magazine, bulletin, journal, etc. The main function of print media is to inform and entertain. Print media is a document on everything that it is said by other people and recordings of events captured by journalist in the form of words, pictures, photos, etc.<sup>21</sup>
- 2) Audio-visual media is a modern instructional media that media can be seen and heard. Sanjaya says, media audio-visual is a type of media that contains elements of sound and image elements. Audiovisual media is media teaching and educational media that activate the eyes and ears of participants learn during the teaching and learning process directly. For example, recording videos, film recordings, sound slides, and more, etc. The ability of audio-visual media is considered better and more interesting.

Arsyad argues that audio-visual media has a function namely conveying or spreading ideas or opinions so that the ideas, opinions, and reach the intended recipient.<sup>22</sup>

Print Media is a written or print medium of communication. The type of print media in the community is highly assembled, the type of print media was categorized as

- a) Newspaper is a communications medium that contains actual information from all walks of life.
- b) Tabloid is a communications medium that contains actual information to support certain field of profession and lifestyles.

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<sup>20</sup>Anisa Tutik, Nur & Elen, "Variasi dan Fungsi Ragam Bahasa Pada Iklan dan Slogan Situs Belanja Online Shopee", *Imajeri: Jurnal Pendidikan Bahasa dan Sastra Indonesia* 2, no. 2 (2020), 137-148.

<sup>21</sup>Asri Agusulistyaningrum. *Gaya Bahasa Dan Diksi Dalam Iklan Komersial Suatu Kajian Semantik*. (Yogyakarta: Universitas Sanata Dharma, 2015)

<sup>22</sup>Mulyadi, *Penggunaan Media Audio Visual Untuk Meningkatkan Prestasi Belajar pada Pembelajaran IPS kelas V Sdn Langung*, (STKIP Bina Bangsa Meulaboh)

- c) Magazine is a communications medium that contains information more deeply and it has an actionable value.<sup>23</sup>
- d) Book is a sheet of paper that is bound, contains writing or blank.
- e) Brochure is media from the company's official publication in printed form, which contains information about a product, service, program, which is aimed for specific target market or target audience distributed free of charge or free with the aim of introducing more details about the product, service, program to assist marketing or marketing public relations efforts.
- f) Poster is a publication media that combines writing, images, or a combination of both with the aim to provide information to the public.
- g) Banner is a non-personal information media that contains promotional messages, for the purpose of selling or to introduce something to the public.
- h) Billboard is a form of outdoor advertising or poster promotion that has a fairly large size and placed in a high position.

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<sup>23</sup>Asri Agusulistyaningrum. *Gaya Bahasa Dan Diksi Dalam Iklan Komersial Suatu Kajian Semantik*. (Yogyakarta: Universitas Sanata Dharma, 2015)



## Education Advertisement

Advertisement is a form of communication. In the delivery, there are advertisement that spoken orally such as through radio and media. Other electronics devices and some appear in writing such as letters, newspaper, magazine and billboards. The advertisement contains to the public that readers are interested in the content notification. In general advertisement contain something is served offered or for sale. In order for the offer to attract attention readers, the disclosures in advertisement are made such a way for readers are persuaded to want to buy the goods and services.

The use of learning media can help the effectiveness of the learning process, delivery of message, and lesson content. In addition, to arousing students' motivation, interest, learning media can also help students improve understanding, present data for an interesting reliable way, facilities data presentation, and condense information.

The main function of learning media is a teaching aid influences the climate, conditions, learning environment organized created by the teacher and learning media has the following uses: clarify message presentation (in the form of words or verbal only), overcoming the limitation of space, time, senses using educational appropriately and varied can be overcome by passive attitude of students.<sup>24</sup>

The definition of education specially has been regulated in UU Number 20-year 2003, Education is a learning process and student learning to develop potential, spiritually, religion, self- control, personality, intelligence, character, skill in self, society, nation, and state. Almpanis, argues e-learning is a tool for applying learning technology to enable sustainable development in higher education.

Online education is a useful learning method for students' skills in difficult subjects or learns new skills. Therefore, online learning methods and content create new changes and challenges in technical or social terms. Online Learning Resources can be in the form of E-Books, Journals, Videos, Lecture Recordings, Quizzes, Discussion Forums, Q&A Sessions, and Interviews.

With online learning, students are not come to the location of tutoring. They can study whenever they want and whenever they bring a laptop or smartphone. This

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<sup>24</sup>Hasmiana Hasan, Penggunaan Media Audio Visual Terhadap Ketuntasan Belajar IPS Materi Perkembangan Teknologi Produksi, Komunikasi, Dan Transportasi Pada Siswa Kelas IV SD Negeri 20 Banda Aceh, *Journal Pesona Dasar* 3, no 4 (2016)

phenomenon is called online tutoring. The lessons that students get at school can be learned through online tutoring. The curriculum implemented by the government in schools is also provided by online tutoring. Currently, online tutoring services are growing not only in Indonesia but also throughout the world. Therefore, many people who have initiative to create online tutoring services with competent tutors or teachers with high experience and flying hours.<sup>25</sup>

Formal education is an activity that it is systematic, regular, multilevel activity carried out in school by following requirements and set by the government. School is born and developed effectively and efficiently for community. School is obliged to provide educational services to the nation's young generation as follows: kindergarten, elementary school, junior high school, senior high school, university. Formal education has function namely train the academic ability for students, train physical, mental, discipline for students, self-development, creativity, building the social soul for students, and forming students' identity.

Non formal education is usually a lot for children who still young age or can also be referred to supporting formal learning activities. For example, course such as dance course, English, music, computer, and others. Not all people are able to receive non formal education because of the cost factor. However, now there is non- formal education provided free of charge either from the government or the private sector. In this study, there are some online courses in advertisement.

Education advertisement is an advertisement that contains content about the promotion of the world of education. Education advertisements have similarities with advertisements in general. Education advertisements have material such as inviting, informing, informing, or persuading the audience or audience with a specific purpose. Education advertisements are taken from various sources with various image designs and shapes, and have various interesting captions, sentences, texts, writings in any words that make people curious. Education advertisements are not only offered by education institutions to attract prospective students. but advertisements are also made with the aim of reminding the importance of learning, the importance of continuing to a higher level and so on.

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<sup>25</sup>Afrika, *Error Analysis of Auxiliary of Ruang guru bimbel online no 1 Youtube* (Medan: University of Muhammadiyah Sumatera Utara,2020)

## **Advertisement characteristics**

### **1). Communicative**

Communicative is the state of being mutually or being able to relate (easily contacted) with the advertised product or service that must be easily understood and understood by the public.

### **2). Informative**

Informative is to provide information. Advertisements must describe the advertised product or service.

### **3). Interesting**

Interesting is being able to influence or give a certain stimulus to many people to try and have what is in the advertisement.

### **4). Easy to understand**

Advertisements use language that is easy to understand. Advertising has a purpose for someone to want and try to use the advertised product or service.

### **5). Inviting**

Inviting is an advertisement that has an inviting nature in its words. The advertisement has the aim of attracting the sympathy of many people and to try the advertisement.

## **Content of advertisements**

- 1) objective and honest
- 2) short and clear

- 3) not offend certain groups or other producers
- 4) attract the attention of many people

### **Advertisement Function**

Shimp and Apriadi said advertisement is very important because it has a communication function, namely:

- 1) Inform
- 2) Persuade
- 3) Remind
- 4) Provide Added Value
- 5) Supporting Other Promotional Efforts

## **Advertisement Purpose**

The main purpose of advertisement is people buy the product. people are interested to buy the product. Advertisement language is made attractive and effective. Advertisement has an important role to market products to be known by the public. Advertisement is very important for manufacturers to maintain or improve product quality. From the side of the maker of goods or the provider of advertising services has the following objective.

- 1) Telling the community
- 2) Inviting people to buy the product
- 3) Support sales<sup>26</sup>

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<sup>26</sup> Duniapcoid.Dunia Pendidikan. <https://duniapendidikan.co.id/apa-itu-iklan/> Retrieved on 20 January 2022.

## **Kinds of Education Advertisement in Online**

In this research, the researcher uses some of the education advertisement.

Those are;

### **1) Khan Academy**

Khan Academy is one of the most famous online tutoring services in the world. Initiated by Salman Khan, Khan Academy is an online tutoring service that produces learning videos via YouTube.

Khan Academy is indeed a free online tutoring, you can access thousands of videos containing learning materials. From Maths, Arts, Economics, Physics and Computer Science, it's all here.

The uniqueness of Khan Academy is that they have a mission to provide free lessons to anyone and anywhere. They have collaborated with organizations such as NASA, The Museum of Modern Art, California Academy of Sciences.

### **2) BYJU'S**

BYJU'S is a very popular online tutoring application in the world. Founded in 2011 by BYJU Raveendran in Bengaluru, South India, BYJU is an online tutoring service on smartphones that provides subject matter for students from grades 4 to 12 (elementary to high school).

The focus of this online tutoring is mathematics and science. BYJU explains all the learning materials through very fun animations and illustrations, such as pictures and videos that are not boring. Usually, their learning videos are 15 to 20 minutes long. So far, BYJU is estimated to have 8 million students studying through their online tutoring services.

### **3) Udemy Online Courses**

Udemy Online Courses is online tutoring that offers unique lessons. This online tutoring not only teaches its members the general material available at school, but also Yoga, Music, and Photography lessons on Udemy. Udemy has around 30 thousand tutors or teachers who can teach in more than 80 languages. So, anyone can take part in the lessons on Udemy.

#### 4) Quipper

This application provides material according to the curriculum from the government. All materials are available in the form of interactive videos. However, to view the video, it is recommended that you subscribe. Quipper application also allows organizing studies schedule every week.

Quipper Video has teachers who provide learning material in a fun, not boring way. Starting from the intonation of speech, the illustrations and animation of the videos, everything is done with fun, this makes the students more enjoy and enthusiastic about following the learning.

Students can study wherever and whenever the students want. Quipper Video has more than 1 million users and most importantly, you can study the national exam grid as well as the SBMPTN! Quipper also guarantees its members pass 100 percent of the national exam.

The question bank is also easy to access, the appearance makes you not sleepy, there is also a point system that can be obtained if you answer questions, and if the points are collected, they can be exchanged for interesting themes. That way, you can get addicted to answering questions and the results will be smart! Quipper Video also has content that it is highly tailored to the needs of its users. At Quipper Video Indonesia, they have just released the SBMPTN Intensive Package.

#### 5) EDX

EDX is an online tutoring founded by Harvard University. This is certainly a guarantee that EDX is a very competent online tutoring and is one of the best in the world. Dozens of leading universities in the world have become partners of EDX, this of course allows students to find the right grid and learning to enter one of the world's leading universities.

#### 6) Duolingo

Duolingo is leading online tutoring application in the worlds. This online tutoring service focuses on giving language lessons, such as English, French, Spanish and so on.

IOS, Android and Windows users can access this application for free. Around 200 million members have registered in this online tutoring service.

In addition, the illustrations, and animations from Duolingo are very interesting and fun, the users feel like they are playing a game when accessing language lessons on Duolingo.

#### 7) Coursera

Coursera is an online tutoring place to study lessons taught by the world's leading universities and schools such as Stanford and Yale. Plus, you can ask Coursera and do some kind of "pre-order" material from the school or university you want. As of 2017, Coursera already has 28 million members worldwide.<sup>27</sup>

#### 8) Ruangguru

Ruangguru is one of the most complete online tutoring applications in Indonesia. Ruangguru application provides various useful features for learning, such as Animated Learning Videos, Practice Questions, and Discussions, Bimbel Module Summary, and Social Learning.<sup>28</sup>

Ruang Raya Indonesia, known as Ruangguru.com, is one of the Application in education in Indonesia. Ruangguru was founded in 2014. In 2019, this application already generates a fantastic number of users. As quoted from DailySocial, Adamas Belva Shah Devara, Chief Executive Officer (CEO) Ruangguru, said that his service quite exploded in the middle of 2019. Based on DailySocial, in 2019, more than 15 million students and 300 thousand teachers have joined all over Indonesia.<sup>29</sup>

Ruangguru application in search of private tutors has manages more than 4 million users and 27,000 teachers offering services in more than 100 fields of study throughout Indonesia since its establishment in 2014. Ruangguru.com has also been trusted by 326 Cities and Regencies Government and 32 Provincial Governments in Indonesia.<sup>30</sup>

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<sup>27</sup> <sup>27</sup> Quipper blog. 10 Rekomendasi Bimbel online Kelas Dunia yang Harus Kamu Tahu. <https://www.quipper.com/id/blog/tips-trick/bimbel-guide/10-rekomendasi-bimbel-online-kelas-dunia-yang-harus-kamu-tahu/> Retrieved on 15 September 2021.

<sup>28</sup> Ibid.

<sup>29</sup> Al Mutia Gandhi, Semiotics Analysis of Ruangguru Advertising in Television Media, *MetaCommunication: Journal of Communication Studies* 5, no 2 (2020).

<sup>30</sup> Afrika Diah Mendasari, *Error Analysis of Auxiliary of Ruang guru bimbel online no 1 Youtube* (Medan: University of Muhammadiyah Sumatera Utara, 2020)



### **The Benefit of Education Advertisement**

- 1) Children can learn flexibly
- 2) Less costs
- 3) Complete course material
- 4) Quality course material
- 5) The subject matter can be read repeatedly
- 6) Learning is more fun
- 7) Parents can handle the development of children's abilities<sup>31</sup>

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<sup>31</sup> Ibid.

## Previous Studies

Some previous studies analyzed associative meaning in any research. The previous researchers analyzed some different subjects, such as advertisement. Haryani conducted research which analyzes the slogan of skincare in 2020. Here, the researcher focused on associative meaning for types of associative meanings. As the result, there were some associative meanings found in the little tree organics advertisement slogans. It was involving connotative meaning (3 data), affective meaning (3 data) reflective meaning (5 data), collocative meaning (1 data) and no social meaning. based on the data, the advertiser aimed for this research is to explain the intrinsic aspect of language with the advertisement logan, which can be seen from the dominant meanings. There were reflective meaning, affective meaning, affective meaning, connotative meaning, and followed by collocative meaning. but on other hand, the reflective meaning is the highest one from all.<sup>32</sup>

Besides that, in 2019 Masriyah, Zulfadli, and Iskandar also conduct research by the title "*Analysis of Associative Meanings in Two Albums of Lorde Songs*" This research aims to determine the types and functions of associative meanings in the lyrics of Lorde's songs. The results showed that there are sixty-nine associative meaning and the functions in ten Lorde song lyrics.<sup>33</sup> There were seven data of connotative meaning, thirty-five data of social meaning, eleven data of affective meaning, eleven data of reflected meaning, and five data of collocative meanings. The most dominant meaning used in the lyric of Lorde's songs is social meaning in which the lyrics used informal language such as idioms, slangs, and colloquial.

The other research using associative meaning was conducted by by Nelvia, Rusdi, and Fitrawati in the dame year, 2019 with the title "*Types and Functions of Associative Meanings in The Opening Statements Used by The Host of Mata Najwa Talk Show*". The result of this research there were types of associative meanings such as connotative meaning (25 data), stylistic meaning (1 data), affective meaning (5 data) reflected meaning (2 1data), collocative meaning (0 data), and this study is also to find

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<sup>32</sup>Haryani, The Study of Associative Meaning in The Slogan of Skincare Advertisement, *Prosiding Seminar Nasional Linguistik dan Sastra*. (2020)

<sup>33</sup>Masriyah, Zulfadli, Iskandar, An Analysis of Associative Meanings in Two Song's Albums of Lorde, *English Education Journal*, (2019)

out the functions of associative meaning. The study aimed to find out the types and the functions of associative meaning in the opening statements used by host of Mata Najwa Talk Show.<sup>34</sup>

In 2019, Ulfatul Hasanah and Samsi research is *The Analysis of Associative Meaning in Lexical Relation Used by Najwa Shihab on Mata Najwa 2019*. The research aims to determine the use of words in Najwa Shihab quotation that has associative meaning and categorized the word into lexical relation. The result of this research is the researchers found 30 words involved in associative meaning and lexical relation semantically, it is divided into 16 connotative, 9 affective, 5 stylistic and 1 co locative. Meanwhile, the researcher categorized the word that include to lexical relation into 6 synonyms, 9 antonyms, 1 hyponymy, 3 homonyms, 5 polysemy, 2 metonymy and 3 collocations<sup>35</sup>

In 2018, Nurnaningsih's research is *Analysis of Meaning Types Using Audio-Visual Media in Easy English Video*. This study aims to describe the meaning types in the Easy English video. The result of this research is found 27.41% for conceptual meaning, 12.9% for connotative meaning, 3.22% for social meaning, 30.64% for affective meaning, 8.06% for reflected meaning, 8.06% for col-locative meaning, and 9.67% for thematic meaning.<sup>36</sup>

Some of research in 2011 Nenden research is *Associative Meaning on www.khalifa.com*. This research aims to determine the types of associative meanings based on Geoffrey Leech's theory that appears on [www.khalifa.com](http://www.khalifa.com). The results of this research indicate that there are five types of associative meanings in [www.khalifah.com](http://www.khalifah.com) which are used in various forms.<sup>37</sup>

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<sup>34</sup>Nelvia, Types and Functions of Associative Meanings in The Opening Statements Used by The Host of Mata Najwa Talk Show" *E- journal of English Language and Literature*. (2019).

<sup>35</sup>Ulfatul, (2019). The Analysis of Associative Meaning in Lexical Relation Used by Najwa Shihab on Mata Najwa 2019. Prosiding National Conference on Mathematics, Science, and Education (NACOMSE).

<sup>36</sup>Nurnaningsih at.all,"Analysis of Meaning Types Using Audio-Visual Media in Easy English Video", International Conference on Applied Science and Engineering, (2018).

<sup>37</sup>Nenden Eka Dutamurty, *Associative Meaning on [www.khalifah.com](http://www.khalifah.com)*, (Surabaya State University: English Education, Language and Art.)

Then, the same year in 2011 also has research the title is “*Linguistic Analysis of Advertisements in Print and Audio-Visual Media: A Comparative Study*”. This research aims to show language is presented differently in Advertisements in the Print and the Audio-Visual media. The result of this study is provided sample scope for the linguistic analysis and the comparative study of language in the Print and the Audio- Visual Media.<sup>38</sup>

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<sup>38</sup>Miss Vaishali Jayaprakash Shinde, *Linguistic Analysis of Advertisements in Print and Audio-Visual Media: A Comparative Study*, (India: University of Pune, 2011).