Associative Meaning on www.khilafah.com

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Abstract

This research discusses about the types of associative meaning (based on Geoffrey Leech's theory) that appears on www.khilafah.com. Those meanings are: connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning. The term *Khilafah* occurs as the only alternative system to replace nowadays governmental system. It is a great issue abroad, and when people type the word in both *google* and *yahoo* search engine, www.khilafah.com will appear as the first result. This research used descriptive qualitative approach since the objective of this research was to describe the way the journalist used associative meaning on the articles of analysis section in the website, and the data analyzed was also in the form of words, phrases, clauses, and sentences. Before the analysis, the data were categorized into five categories using data tables, based on the sub sections of the site. After data of the whole categories have already been presented in tables and analyzed, the researcher made conclusion. The results of this study shown that there were five types of associative meaning in the www.khilafah.com that they were used in various forms. The journalist used associative meaning in common terms, which are related to the articles' themes and experience of the journalist.

Key words: *associative meaning, www.khilafah.com, Geoffrey Leech's theory of associative meaning*

Abstrak

Penelitian ini membahas jenis jenis makna asosiasi (berdasarkan teori Geoffrey Leech) yang nampak pada situs www.khilafah.com. Makna makna tersebut diantaranya: makna konotasi, makna sosial, makna afektif, makna reflektif, dan makna kolokatif. Istilah *Khilafah* muncul sebagai satu satunya sistem alternatif yang mampu menggantikan sistem pemerintahan saat ini. Hal ini menjadi bahasan hangat di dunia secara luas, dan jika kita mengetik kata tersebut baik di mesin pencari *google* maupun *yahoo*, www.khilafah.com akan muncul sebagai halaman yang paling disarankan. Penelitian ini menggunakan pendekatan deskriptif kualitatif dikarenakan tujuan dari penelitian ini adalah untuk mendeskripsikan mengenai cara jurnalis menampilkan makna asosiasi pada artikel artikel di seksi analisis website tersebut, dan data yang dianalisis juga dalam bentuk kata-kata, frase-frase, klausa-klausa, dan kalimat-kalimat. Sebelum dianalisis, data dikategorikan menjadi lima kategori berdasarkan wilayah asal artikel, menggunakan tabel. Setelah semua data dalam table dianalisis, peneliti membuat kesimpulan. Hasil dari penelitian ini menunjukkan bahwa terdapat lima jenis makna asosiasi pada www.khilafah.com yang tampil dalam brbagai bentuk. Jurnalis menampilkan makna asosiasi pada istilah istilah umum yang berhubungan dengan tema tema artikel serta pengalaman jurnalis.

Kata kunci: *makna asosiasi, www.khilafah.com, teori makna asosiasi Geoffrey Leech*

INTRODUCTION

Everyday many things happen in society. This makes people need to get a lot of information. With the improvement of technology, people search for information in the media they are easier to reach. Internet can be one of the choices. Internet delivers people to many web sites, blogs, and other pages containing information. There, people read, chat, listen and also write to communicate.

Communication is the sharing of meaning by sending and receiving symbolic cues. In the communication, people use language as a tool to communicate. According to Leech (1981: 67-68), Language at least has five functions in society, they are: informational or referential function, expressive or emotive function, directive

function, aesthetic function, and phatic function. To fulfill the functions, language associates message with a set of signs.

The ability to understand language meaning is needed to be able to communicate well. Meaning itself is idea or concept that can be transferred from the mind of the speaker in the mind of the hearer, in the form of one language or others. It must be completed with context in accordance with the condition in which an expression is applied. Similar expression could have different meaning if it is used in different condition.

This research belongs to part of semantics, it is according to Palmer (1981: 1) who said that the technical term to call the study of meaning itself is 'semantics'. Since meaning is a part of language, semantics is a part of linguistics. As what Crystal in Hidayati (2010:1) also said that the study of properties of definitions is an important part of semantics, but it is only a part. The more important thing is the study of the way in which words and sentences convey meaning in the everyday situations of speech and writing. So that the study of meaning must include the meaning of words, sentences, and utterances, included sentences which are used in context.

There are seven kinds of meaning classified by Geoffrey Leech on his book entitled *Semantics* (1981). They are conceptual (denotative meaning), thematic meaning, connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning, of which the last five meanings are summarized in a term 'associative meaning'.

Conceptual meaning refers to the logical sense of the utterance and is recognizable as a basic component of grammatical competence (Mwihaki, 2004: 130). Conceptual meaning of a word is universal; it is the same everywhere in the world, which becomes the basis for universal communication. It is different with the associative meaning. Associative meaning is less stable meaning, and varies with the individual's experience (Leech, 1981: 19). It is an expression related to individual mental understanding of the speaker. The last meaning divided by Leech (1981: 19) is thematic meaning, that is communicated by the way in which a speaker or writer organizes the message, in terms of ordering, focus, and emphasis.

This study discusses about associative meaning on www.khilafah.com. The site was taken because it provides updated analysis of global political issue around the world. Since the idea of revolution are lately popular among the Islamic world, and the term *Khilafah* occurs as the only alternative system to replace nowadays governmental system, it is interesting to discuss the topic. *Khilafah* is a state based on whole Islamic rules (*Sharia*) where the practical solutions of Islam can provide a real alternative for the entire world. *Khilafah* state used to shade Islamic world for about three quarters centuries, until it was destroyed by the alliance of traitor Musthafa Kemal Attarturk and colonizers, and ended its illustrious era on third March 1924. Since then, the dark shadow of the West has engulfed the world. (www.khilafah.com) People who look for information about the idea of *Khilafah*, surely they will try to type the keyword '*Khilafah*' in their internet browser. Here, the writer has proven that www.khilafah.com website appeared as the first result (by 8th July 2012) both from *yahoo* and *google* search engine when the keyword was typed. The website was founded in 1996, it is in the English language, and is dedicated to articulate the case for Islam as an ideology that provides solutions for all human problems and all human relationships. Its editorial team aimed their writing to inform, inspire, and create a movement for the re-establishment of *Khilafah*.

The articles of www.khilafah.com present updated news about world and perform it using Islamic point of view. It has eleven sections, they are *home, about us, the khilafah, analysis, concepts, news watch, activism, multimedia, ramadhan, k. comment, and contact us*. Each section has sub-sections. Here, the object of the study is the *analysis* section which includes its sub-sections, they are: *America, Africa, Europe, Middle East, and Asia*. The analysis section of www.khilafah.com contains analysis to the ongoing political issues around the world. It presents the views based on Islamic ideology or *Sharia,* the *Khilafah*'s law, carried out by the article writers in solving every issues.

In this study, the writer describes about the kinds of associative meaning that appear on the analysis section of www.khilafah.com. This study is expected to be an informational media about associative meaning so that the linguistic learner would understand and easier to identify the use of associative meaning.

This research has a relation to the research that has been done by Lilis Hidayati (2010) entitled "Associative Meaning Found in the Central Media News". The similarity between this study and previous study appears in analyzing about meaning under the heading of associative meaning. The difference between this study and previous study appears in the subject of the study. This study uses data from www.khilafah.com while the previous study used The Central Media News.

METHOD

The aim of this study was to describe about the kinds of associative meaning that appear on the analysis section of www.khilafah.com. In line with the aim of the study above, a descriptive qualitative research was taken. After

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the research questions were stated, the writer read the whole articles of the resource, selected the data, and then analyzed the data to answer the research questions. In the data analysis, the writer classified the data discussion into some categories of associative meaning based on Leech's theory.

Furthermore, this study took some instruments. The writer took place as the main instrument since the researcher involved herself in finding the data. The researcher also uses Microsoft word software to help searching the synonym of words analyzed and oxford dictionary to help searching the meaning of uncommon words and the conceptual meaning of the words analyzed.

The data of this study were collected by documentation technique using data classification tables. First, the researcher collected the articles of *analysis* section on *www.khilafah.com* in July 7th 2012 in file form. Second, the researcher read all of articles to understand the whole content. This process also includes translating uncommon and difficult words, using dictionary. Third, the researcher found enough data of the associative meaning and then marked them using underline as data that were analyzed further. Fourth, the researcher classified data based on the research focus, using data table. There are some classifications, they are: connotative, affective, social, reflected, and collocative meaning.

The example of the data classification table is as below:

No.	Sentence	Kinds of associative meaning				
		Connotative	Social	Affective	Reflective	Collocative

These were steps taken to do the analysis of this research. There are two steps. First of all, the researcher categorized the data into some categories based on Geoffrey Leech's theory of associative meaning, and then gave the data code to easier the analysis. Secondly, the data of each category was presented, analyzed, and concluded. After the data of whole categories have already been presented, analyzed, and concluded, the researcher made conclusion.

RESULT AND DISCUSSION

The connotative meaning on *www.khilafah.com*

Connotative meaning based on Geoffrey Leech's *Semantics* (1981) is what is communicated by virtue of what language refers to. Connotative meaning is used to present the condition which associated to the word delivered, as a result of feeling association to the word heard or read. These are the data in the form of sentences

that convey connotative meaning:

- *The sole driver for such behaviour is freedom, which is the <u>bedrock</u> of USA's cherished ideals and responsible for shaping popular culture, corporate culture, social values and ethics.* **(Am.4)**
- *They have worked on supporting their <u>brothers</u> there in the sixties and seventies, when they faced massacres at the hands of the Romans backed by Britain and America in different ways.* **(Eu.4)**

In the **Am.4**, connotative meaning from the word and phrase is used as emphasis of what the reader must pay more attention. The use of the word 'bedrock' is to label 'freedom' which becomes 'the sole driver' for USA's barbaric behaviour. The word 'bedrock' represented the strength of the foundation or basic which associates to principle. The writer used the word 'bedrock' because the word carrying the characteristic strong and firm which the writer would like to emphasize. The barbaric acts were the proof of its use as the ideology that firmly grown on USA mindset as 'bedrock'.

The data **Eu.4** show that the writer tried to give emphasis to the relationship between Muslims in Turkey and Muslims in Cyprus when they were together facing the massacres done by Romans backed by Britain and America. The word 'brothers' here likely to analogize the sense closeness of relationship the writer meant with the conceptual meaning of the word itself: *a man or boy having the same parents as another person*.

The writer used connotative meaning in the form of analogy and they were functioned as emphasis of what the reader must pay more attention, such as in the data **Am.4**. There were also words and phrases functioned by the writer to insist the view of the writer; about what activities are negatively marked and what are marked as positive, and also to make the reader understand and maybe use that view during the reading as like in the data **Eu.4**.

The social meaning on *www.khilafah.com*

Social meaning based on Geoffrey Leech's *Semantics* (1981) is what is communicated of the social circumstances of language use. The social meaning the writer used was in the form of word, phrase, and clause as listed below:

- *The people of Libya headed to the <u>polls</u> on July 7 in the countries first election in recent history and since the ousting of Muammar Gaddafi.* **(Af.1)**
- *"However, the Turkish minister did not mention the solution, which is an annexation of Cyprus in its entirety to Turkey as it was part of it. What about these statements, <u>May Allah reward you</u>?* **(Eu.1)**

The social meaning was shown by the writer in words, phrases, and clause. The writer used social

meaning in the form of common terms such as in **Af.1**, and also in the form of blessing as like in **Eu.1**. The data **Af.1** convey the social meaning since the word 'polls' bring the journalism style of the word 'election'. The word is commonly used in political discussion, because 'poll' is an election system. In this case, this kind of meaning is used by the writer to bring the journalism environment in the beginning of the politic discussion in the article. The word 'polls' is categorized in the province dimension because it is a journalism language.

From the data **Eu.1**, the social meaning was conveyed in the blessing after a question about the solution to the Cyprus issue. The social meaning was shown by the blessing *May Allah reward you?* in the form of direct sentence. It belonged to the social meaning since the statement involved in the modality dimension of thanking in Islamic society. The social meaning was used by the writer to bring the particular social circumstances, such as journalism circumstances when started the discussion about election using the word 'poll' which is included in the language of journalism, the politic circumstances to bring the colonialism sense in the article, and also the speech and Islamic circumstances shown by the particular modality.

The affective meaning on *www.khilafah.com*

Affective meaning based on Geoffrey Leech's *Semantics* (1981) is what is communicated of feelings and attitudes of the speaker or writer. These are the data in the form of sentences that convey affective meaning:

- *This includes <u>the cowardice act</u> of burning the Holy Quran by bigots within the American military.* **(Am.2)**
- *The Muslims will not abandon Cyprus, and any part of the Muslim lands abandoned by the tyrant rulers, but they will restore it, <u>insha'Allah</u>, sooner rather than later and that tomorrow to the observant is near.* **(Eu.7)**

The word 'cowardice act' from the data **Am.2**, was the kind of insult used by the writer to label the vilification act which was done by bigots within American military: burning the Holy Quran. The phrase was presented by the writer to show his emotion to the act. The next data **Eu.7**, the writer uttered his hope to the issue of Cyprus. Here, the affective meaning is shown in the whole sentence with emphasize in the statement 'insha'Allah' as opinion and hope of the writer. Affective meaning in this case, is used in showing the writer's attitude to something he is talking about, such as delivering hope into his personal opinion.

The affective meaning was shown by the writer in the whole content of the sentence, with emphasis in words. The underlined words from the data list above are the emphasis part of the whole sentence, but they can't be

separated from the whole sentence's support otherwise they won't have affective meaning. The affective meaning is the personal expression of the writer, so that it will be difficult to define the emotion if the whole sentence where it lies in is ignored. The affective meanings were functioned to make the reader feels the emotion of the writer toward a matter. Since emotions can't be separated from the personal view of the writer, the writer delivered the affective meaning was also to invite the reader to 'how Muslims should view and feel' by some ways he modelled in the sentences.

The reflective meaning on *www.khilafah.com*

Reflective meaning based on Geoffrey Leech's *Semantics* (1981) is what is communicated through association with another sense of the same expression. These are the sentences convey reflective meaning:

- *In other words, the situation will be exploited and it is an opportunity for America to establish confusion and fear in the Europeans and Greeks from that, if the English and their <u>puppets</u> do not give up in the southern part of Cyprus and accept the American plan called Annan plan.* **(Eu.3)**
- *However since the end of the Bush term and the emergence of Obama in the <u>White House</u> the political <u>language</u> adopted by Barack Obama and his foreign policy team has called for the use of diplomacy and soft power, not only to normalise US relations with Iran, but also to bolster Iran and encourage it to play an active role in the region.* **(ME.4)**

The data **Eu.3** shows reflected meaning. The word 'puppets' indicates the meaning since it is not intended to mention 'doll'. It refers to 'a group whose actions are controlled by another'. The writer uses reflected meaning to deliver the new sense of a word that relates to another phenomenon in the same expression. The conceptual meaning of the word 'puppets', 'dolls', has removed and replaced with the new sense 'a group whose actions are controlled by another', that is another meaning comes to the expression of the same word 'puppets'. The reflective meaning is in the form noun of common term which is associated to politic context.

The reflective meaning from the data **ME.4** is shown by the phrase 'White House'. The phrase is not intended to mention common kind of 'white painted house', but it refers to 'the official residence of the president of the USA in Washington, DC'. From the sentence, the sense 'white painted house' seemed to be rubbed off by the sense 'the official residence of the president of the USA in Washington, DC'. The reflective meaning here is in common term, in the form of noun phrase.

Reflective meaning here appears as the new sense of

a word that relates to another phenomenon in the same expression. The meaning appears in the form of noun, noun phrase, and verb. The writer used common terms in delivering the meaning, and those terms supported the same aim: building the reader's sense to the analysis. In order to know the meaning of the used word, reader should understand the general content of the sentence, so that the reader can guess the meaning of the word by knowing the headline theme.

The collocative meaning on *www.khilafah.com*

Collocative meaning based on Geoffrey Leech's *Semantics* (1981) is what is communicated through association with words which tend to occur in the environment of another word, as the data below:

- *America has proposed the Annan plan to control the two regions, when a new* <u>political formula</u> *is made in the island to enable them to control the government and force it to implement its orders.* (**Eu.2**)
- *Late 2011 and the beginning of 2012 saw a wave of speculation with the prospects of a* <u>military strike</u> *on Iran's nuclear installations.* (**ME.2**)

'Political formula' is involved to the meaning since the noun 'formula' conveys meanings when it is going together with other adjective, such as in 'mathematical formula'. From the data **Eu.2**, the word 'formula' means 'particular method for doing or achieving something', while in phrase 'mathematic formula', it means 'a rule, principle or law expressed by means of letters and symbols'.

The collocative meaning in **ME.2** is shown by the use of the word 'military' which collocates to the word 'strike'. The word 'strike' in the phrase 'military strike' means 'a sudden attack', while in the word 'worker strike' means 'an organized refusal to work by employees'. The collocative meaning is used by the writer in a proper way: in the discussion of military topic.

The collocative meaning is the meaning of a word through association with words which tend to occur in the environment of the associated words. The meaning was shown by the writer in the proper ways: in the appropriate topics of discussion. Since collocative meaning is formed by the collocated words, it is commonly found in noun phrases related to some topics of discussion such as politic, military, and government.

CONCLUSION AND SUGGESTION

Conclusion

From the analysis above, the researcher found five types of associative meaning appeared on analysis section of www.khilafah.com in some ways as below:

1. The connotative meaning was shown by the writer in word, phrase, and clause. The writer used connotative meaning in the form of analogy and they were functioned as emphasis of what the reader must pay more attention to insist the view of the writer; about what activities are negatively marked and positively marked, and also to make the reader understand and use that view during the reading.
2. The social meaning was shown by the writer in words, phrases, and clause. The writer used social meaning in the form of common terms, exclamation, and also blessing modality. The social meaning was used by the writer to bring the particular social circumstances, such as journalism, politic, speech, and also Islamic circumstances.
3. The affective meaning was shown by the writer in the whole content of the sentence, with emphasis in words. The writer used affective meaning in the form of hyperbole in insulting and in hoping. The affective meanings were functioned to make the reader feels the writer's emotions toward a matter.
4. The reflective meaning appeared in the form of noun, noun phrase, and verb. The writer used common terms in delivering the meaning, and those terms functioned to bring the reader to the new sense of words which supported their understanding to the sentences.
5. The collocative meaning was shown by the writer in the form of noun phrases related to some topics of discussion such as politic, military, and government. The meaning was used by the writer to support the theme of the discussion by circumstances it brought.

Suggestions

This research took some articles written in the type of analysis or opinion as the data resource, so that the researcher suggests to the future researcher to use different types of data resource, for example: associative meaning on news articles, entertainment articles, etc. The researcher also suggests to the future researcher to specify the research by making limit of the research focus into one of the five types of associative meaning. It would make the research more focused and easier to make the reader of the research understand deeply about the type of meaning.

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