

## The Analysis Of Associative Meaning Used By Najwa Shihab And Chris Martin In Exclusive Interview

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### Abstract

The aim of this study is to identify the kinds of associative meaning used by Najwa Shihab Chris Martin of Coldplay employed in exclusive interview. This study used a descriptive qualitative research approach in analysing the associative meanings. This research uses the theory conducted by Leech to find out the types of associative meaning those are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning. After collecting the data, the researchers used some steps proposed by Berg to analyze the data. The researchers classified words, phrases or sentences that contained associative meaning. The result shows that the types of associative meaning appeared in this research. Those are connotative meaning (9 data), social meaning (1 data), affective meaning (21 data), reflective meaning (2 data), and collocative meaning (5 data). Based on the data, this indicated that the conversation are dominantly have affective meaning. The majority of the sentence that they utter were about revealed how excited they were for the event that would take place in Indonesia on November 2023, reactions to the songs and the concert's theme, as well as the fans' desire to interact with one another especially with the band.

**Keywords:** Semantics, Associative Meaning, Podcast

### INTRODUCTION

In our daily life, people interact with others for the sake of understanding the message or ideas by utilizing language, they cannot express their opinion, idea, and mind without language. The most point of communication is to demonstrate something or a few relations or indeed a few thoughts, and it can be shown or called as it is meaning. The study of meaning is known as semantics. Nowadays, semantics has been used so that people will be able to understand the sentences more easily and better in diagnosing the language (Wayan, 2021). Furthermore, semantics leads people to understand more about language because it is the study of meaning that is used for understanding human expressions through language. Furthermore, Bagha (2011) stated that semantics is the study of meaning that people use to understand human expressions through language. It leads to a new direction on how human experience the world and how they understand each other.

In discussing meaning, there are some researchers have done their research in analyzing meaning. According to Djajasudarma (2012), the meaning is the association that exists between the elements of the language itself (especially the words) while according to McGregor (2009), meaning is the message conveyed by words, sentences, and symbols in a context. 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 according to Syarifuddin & Hasyim (2020). Therefore, speakers and hearers must understand each other's language meaning.

Recently, talkshow or podcast become the media that currently popular in Indonesia. people listen to the podcast it because they present audio or video content that is presented in a relaxed and entertaining manner. It is starting to attract people's attention because they are considered more flexible when compared to radio broadcasts. We can listen to the talkshow anytime and anywhere. There are many things that can listen to through podcasts, from casual talks, educational content, event religious content. One of the prevalent podcast that Indonesian people fond of is the Mata Najwa that is owned by Najwa Shihab.

The news of the arrival of one of the world's biggest music groups Coldplay in November 2023 to Indonesia is truly causing an uproar. Coldplay, which has sold approximately 100 million copies of albums, streamed tens of millions of listeners per month, its unfailing hits are produced across generations, and what must be underlined is its spectacular concerts. Recently, Indonesian people are talking about Coldplay's arrival in Indonesia. So one of the chance that Najwa Shihab has is to do interview with Chris Martin the vocalist of Coldplay. He said that he was very happy and lucky and wanted to meet extraordinary Coldplay fans in Indonesia. The long conversation between Najwa Shihab and Chris Martin did not just discuss the preparations for the Coldplay concert in Jakarta. But also some messages with their songs, this is one of the reasons why the researcher is interested to do this research.

In terms of meaning, Semantics has many aspects of meaning, and one of them is associative meaning which concerns expression related to the individual's mental understandings of the speaker. The interest in conducting the study about analyzing the types of associative meaning he types of associative meaning used by Najwa Shihab and Chris Martin of coldplay in Mata Najwa exclusive interview in her podcast has encourage by the theory of associative meaning proposed by Geoffrey Leech (1974) that the associative meaning is unstable meaning and it has variants meaning based on the individual experience. Thus, the utterance that the people produces in the podcast may contain some meanings. this study aims at understanding the meaning of the statements which finally bring us to examine how words or sentences convey the meaning. To sum up, the main aim of this study is to understand the meaning and the function of associative meaning used he types of associative meaning used by Najwa Shihab and Chris Martin of coldplay in Mata Najwa exclusive interview”

## **LITERATURE REVIEW**

The subject concerning the study of meaning is called semantics. Semantics is the study of the meaning of language units, such as words and phrases. Swartini (2019) defined language forms as "words, phrases, clauses, sentences, paragraphs, and so on that are spoken and written." Human cultures' inherent difference was mirrored in their languages. Linguistics is critical to the evolution of a language. In his research, Umagandhi (2017) mentioned that there are four separate departments of linguistics, which are phonology, morphology, semantics, and syntax, and each of them has its own purpose for the evolution of a language. Linguistics is described as the scientific study of language, which is divided into four areas of the study. Semantics is one of linguistics branches. Semantics is one of the fields of linguistics. Semantics is the study of the meaning of written or spoken material. This topic is critical to understand since every written and spoken material has a meaning to impart. According to Leech (1974), meaning is an idea or notion that may be communicated from the speaker's mind to the hearer's mind by encapsulating them in the form of one language or another. As a result, speakers and listeners must grasp each other's linguistic meaning. Furthermore, Aminuddin claims that linguistic sounds implicitly include specific meanings (Aminuddin, 2015). This will make the text pleasant and simple to read.

The researcher believes that the concept of semantics is a field of linguistics that investigates meaning in language, based on the definitions presented by semantic specialists, journals, books, and so on. In a broad sense, everything expressed through language has significance. Analyzing a meaning is the process of examining or assigning a meaning to a word. Michel Breal, a French philologist, created the word semantics. Because language is a symbol system, the meaning in language utterances is the same as the meaning in a symbol system or other sign system. The main difference is that in language, meaning is expressed in symbols in the form of linguistic units such as lexemes, phrases, sentences, and so on. Consequently, the meaning alluded to here is a term that conveys its meaning as well as its relationship and impact on the speaker. The use of language as a vehicle for transmitting the experiences of souls, ideas, and intentions in society is dependent on meaning. Semantics is restricted to efforts to pay attention to and investigate the process of word meaning transposition in language use. Semantic understanding has made it easier for authors to select and utilize words with the correct meaning in writings (books) and articles. Later, the name was recognized to mean the study of linguistic signals. The meaning here refers to a term that expresses its meaning as well as its relationship and effect on the speaker. Semantic understanding has made it easier for authors to select and employ the proper words to express information through writings (books) and articles.

Though the name "semantics" has been used for over a century, meaning has always been a significant issue in human research. According to Chunhua Mo (2013) meaning was discussed in the works of Greek philosopher Plato as early as the fifth century before Christ, he also has highlighted comparable issues in China much earlier. The fact that several dictionaries have been developed throughout the years to explain the meaning of terms attests to its historical legacy. A difference is frequently established

between two alternative approaches to meaning, according to Hu Zhuanglin and Jiang Wangqi (2001). Language Semantics refers to the method in which more emphasis is placed on the meaning of language units themselves, particularly words and sentences. Meaning may also be investigated from numerous perspectives using diverse methodologies. According to Chun Hua Mo cited from Li Fuyin and Koenraad Kuiper (1999) explain that they have chosen 13 significant approaches, they are phonetic approach, grammatical approach, logical approach, philosophical approach, pragmatic approach, cognitive approach, functional approach, stylistic approach, social approach, anthropological approach, semiotic approach, psychological approach, historical approach and in terms of meaning they divided into six levels they are morphemes, words, phrases, clauses, sentences and texts. Li Fuyin and Koenraad Kuiper conducted research under this framework. Consequently, Semantics plays a vital role in the study of meaning in the study of language. We produce sounds, words, and phrases to imply something, to express ourselves. Studying the sounds and shapes of words and sentences is more challenging. Semantics is currently the least understood part of linguistics, compared to phonetics, phonology, morphology, and syntax.

According to Leech (1974), there are five types of associative meaning. They are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning.

a. Connotative Meaning

Finch (2003) stated that connotation is kinds of value and attitudes invoked by a word apart from its core meaning, and it is more open-ended than conceptual meaning. Whereas, Leech (1985) proposed that connotative meaning refers to communicative value of an expression based on what it refers to, above and beyond its purely conceptual content. For example, the word Woman has such connotative meanings as babbling, capable of speech, experienced in cookery, frail, prone to tears, skirt or dress wearing. Moreover, the word Internet café connotes the meanings of uncleanness, unpleasant affairs. Meanwhile the word Father decodes the meaning of strength, strong-willed, tolerance. Mwihi (2004) said that connotative meaning is the real-world value a speaker associated with an expression. Additionally, connotative meaning is something more than the dictionary meaning which embraces putative properties of reference due to the viewpoint of personal, social, or communities. This meaning is relatively unstable from age, society, and personal experience. The function of this meaning is used to deliver the experience in the real world to associate with the expression when someone heard or used it.

b. Social Meaning

Social meaning is language used by people in communication connected to the social circumstances of the speaker's culture. This is due to the fact that dialects appear from varied background's life. The dissimilar of tone, style or choice of words will be affected in their speaking. According to Finch (2003), social meaning is being able to use the language effectively and the ability to switch between these levels of formality when it is socially appropriate to do so. Leech (1985) said that social meaning refers to distinguishing between dimension and level of style within the same language. This

meaning includes several aspects of language variation such as social or regional dialect variation, style variation like formal, informal colloquial and slang. For example, the word domicile is used in a very formal, official situation. Moreover, the word residence is used in a formal context. The word abode, however, is used in a poetic way. Furthermore, the word home is used for a general meaning. In terms of conceptual meaning, those sentences are synonymous expressions.

c. Affective Meaning

This meaning is used to express personal feelings or attitudes to listeners. Mwihiaki (2004) said that affective meaning is more directly as a reflection of the speaker's personal attitude or feeling towards a listener or the target of the utterances. In addition, the tone of voices is very important to show the emotions because a listener will understand when we are angry, sad, bad, or happy through the intonation of a speaker (Leech 1985). For example, statements are measured according to politeness with the object of getting people to be quiet such as I'm terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voices a little. The utterance is supposed to be polite impression. However, it would be sarcasm if the intonation used is stressed. Nevertheless, it will turn into a playful remark between intimates if delivered with the intonation of a mild request or it would be a casual tone to express friendliness. The function of this meaning is to express the emotion, feeling and attitude to a listener.

d. Reflective Meaning

Leech (1985) stated that reflected meaning is arising of meaning in cases of one sense or multiple conceptual meanings that respond to another sense of the word. Nordquist (2017) defined that reflected meaning is a phenomenon in which a word or phrase is associated with more than one sense or meaning. It is also known as dye and transmission. Moreover, Finch (2003) pointed out that this meaning of a word can have more than one conceptual sense. This meaning is also established in taboo words. For instance, in a poetry of Daffodils by William Wordsworth The could not but be a gay in such jocund company. In the time of William Wordsworth the word gay was frequently used, but now the word is used for homosexuality. The function of this meaning is used to deliver the new sense of a word that relates to another phenomenon in the same expression.

e. Collocative Meaning

Mwihiaki (2004) argued that collocative meaning as a unity of expression describes the unity of the wholes of expressions. Consequently, Finch (2003) pointed out that collocative comes from the verb "collocate" which means "to go with" and it is one of the ways to know the meaning of a word (Leech 1985). For example, the words Pretty and handsome share common ground in the meaning good looking, but may be distinguished by the range of nouns which they are likely to co-occur or collocate. For instance, pretty can be employed with the words such as girl, boy, woman, flower, color, meanwhile, the word handsome occurs with the words such as boy, man, car, vessel, overcoat, and typewriters. Another example is word port which can cooccur or collocate with the word airport which has meaning as a place for taking off, landing, loading,

feeling and repairing plane. The function of this meaning is used to convey the associate of words which tend to occur in the environment.

## **METHOD**

This study used a descriptive qualitative research approach in analysing the associative meanings used by Najwa Shihab and Chris Martin of coldplay in Mata Najwa exclusive interview. The researchers concerned with analysing words, phrases, or sentences that contain the associative meaning which is connotative meaning, social meaning, affective meaning, reflected meaning and collocative meaning in selected episode in the podcast. The Leech's theory (1974) was selected in this study to support this research. This study aimed at figuring out the types of associative meaning.

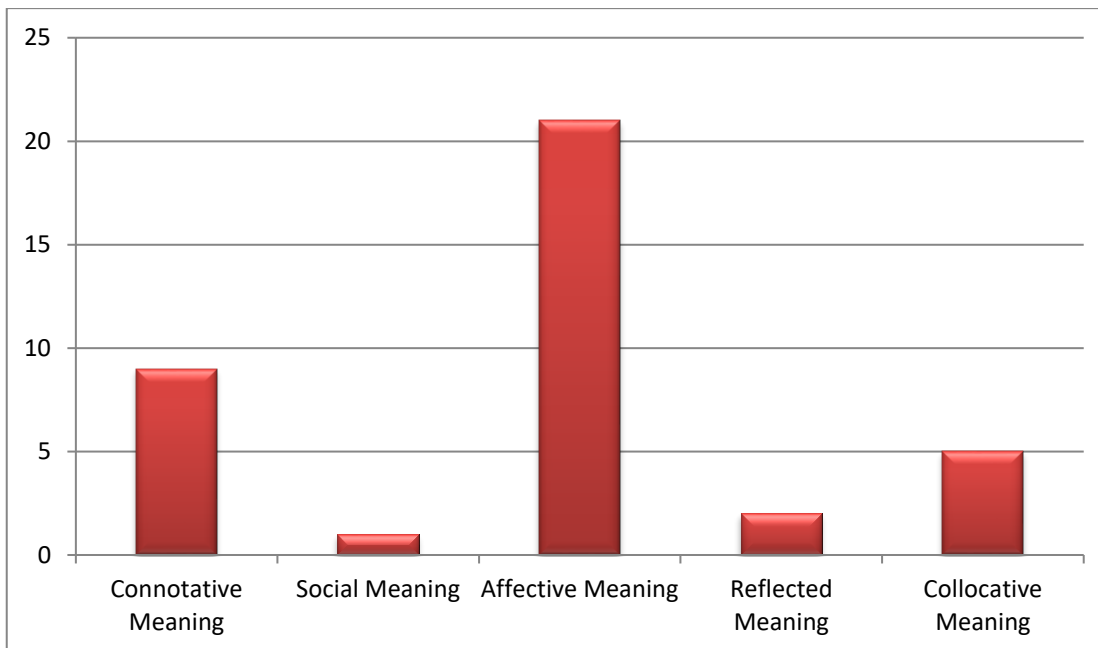
The data of this study was taken from Najwa shihab interview with Chris Martin of Coldplay that is available Youtube named Mata Najwa or the program called Narasi.TV13 on Wednesday, May 17<sup>th</sup> 2023. The researcher collected the words that are spoken by that two people in the podcast. Then, researcher marked each word in every line of spoken words. Finally, researcher will analyze the the words, phrases or sentences which contained the associative meanings such as connotative meaning, affective meaning, social meaning, reflected meaning and collocative meaning in the songs.

After collecting the data, the researchers used some steps proposed by Berg (2000) to analyze the data. Leech's theory of associative meanings served as the basis for the researchers' classification of words, phrases, or sentences that included associative meaning. After that, the researcher examined any words, phrases, or sentences in the chosen interview containing associative meaning. The researchers then tried to summarize and explain their findings. Lastly, they reached conclusions based on their research and analysis.

## **FINDINGS**

This part presented the finding of the research. Based on the data analysis, it was found that there are five types of associative used by the host of Mata Najwa Podcast. The data that identified as associative meaning were 38 data. Based on the data classification, there are five kinds of associative meaning found in the interview in Mata Najwa Podcast. There are connotative meaning with 9 data, social meaning with 2 data, affective meaning with 21 data, and reflected meaning with 5 data and collocative meaning with 1 data. So there are five types that mostly used in the exclusive interview that done by najwa Shihab with Chris Martin

Based on the analysis of the types of associative meaning used by Najwa Shihab and Chris Martin of coldplay in Mata Najwa exclusive interview, The graphic below shows how the analysis's result were presented.



From the diagram above we can see that the most types of meaning used by the people in the interview is affective meaning. It can be seen from the 38 data, 21 of them were affective meaning. Affective meaning is connected to the speaker's perspective on the subject at conversation. Because this type of meaning is related to emotive devices, it reflects the speaker's emotions or emotion about a situation or something that happened. Najwa Shihab and Chris Martin interview indicate their emotion through their words that they utter. Most of the conversation showed about the excitement to the concert that will be held in Indonesia on November 2023, the reaction to the songs and the theme of the concert, the desire to meet each other, also showed how the fans feeling about the concert. The words or sentences appeared to represent affective meaning in this interview that the speaker utter were: *this is so unbelievable, we're so excited, we're just really happy to be coming there, we can't wait for the concert and , thank you, congratulations,* and so on

The second most of used is connotative meaning, Connotative meaning serves the purpose of informing the listener of the speaker's viewpoint. In order to convince the reader that her notion is accurate, the speaker will demonstrate her views, ideas, and thoughts to the listener. In this interview, one of the speaker's sentence or statements that seemed to have connotative value is *our finger our crossed*, in literal meaning this sentence means we put one finger to someone's finger like a cross sign and hold it but what speaker intended to say is to hope that things will happen in the way that you want them to. In the interview it has the same ideas with *they become the top of the town* and etc

The next analysis deals with collocative meaning. Collocative meaning It is about how a certain word collocates with other words. Collocative meaning discusses words that tend to occur next to other words. It deals with the cooccurrence of a word with other words on a regular basis. In the interview the sentence heard by *young people* The phrase young people is included as collocative meaning. The keywords of the collocation

is the word people because the word people is frequently attached to another words in order to give new meaning. As stated in Ozdic collocation dictionary the noun people frequently collocate with the adjective young to add new meaning. Further, according to Merriam Webster dictionary, the word people is included as noun and it means “human beings making up a group or assembly or linked by a common interest”. The noun people is collocated with the adjective young and it gives new meaning. The adjective young means “being in the first or an early stage of life, growth, or development”. When the two words are collocated, the meaning will be “a group of human beings which in the early stage of life”. The adjective young add new meaning to the noun people. The underlined word big name is included to collocative meaning. In the interview it also found in the sentences such as this is *hard question, the song also heard by new generation, this is a great opportunity*, it takes a little time and so on.

The reflective meaning analysis comes next. According to Leech (1974), reflective meaning involves using words in many contexts while maintaining the same meaning. It has several conceptual meanings that can be interpreted in various ways. Usually, it becomes apparent due to our familiarity with a particular word sense. One of the example ifrom the interview when the chris martin said is *you cant lose the quality of life*. The word life is reflective meaning. According to Merriam Webster dictionary, the word life means “the quality that distinguishes a vital and functional being from a dead body”. While it also has meaning “the sequence of physical and mental experiences that make up the existence of an individual”. Moreover, the word truth has “a way or manner of living” meaning as well. Life also refers to “human activities”. Therefore, after considering the context “the time when you begin to take charge of your own life.”, it is found that “the quality that distinguishes a vital and functional being from a dead body”, “a way or manner of living”, and “human activities” do not match with the context Obama tries to deliver. Thus, “the sequence of physical and mental experiences that make up the existence of an individual” meaning suits with the context. same goes with the the word *ways* in the interview.

## **DISCUSSION**

There were several studies about associative meaning that have been conducted by the researchers. The study on associative meaning in minangkabau song lyrics was conducted by Syamsul Bahri in 2021 using a semantic approach. This study was done to look at the Associative Meaning in the lyrics of Minangkabau songs. The data was analyzed using a descriptive qualitative approach employing textual analysis to elaborate the lyrics of Minangkabau songs like Japuiklah Denai, Kasiah tak sampai, Cinto ka Uda, and Pantai Padang. All of the songs were made popular by Elly Kasim and spoke about her own personal experiences with love, much as what was discussed in the Edriana Views conversation program on YouTube. The research revealed that such Minangkabau songs contained all different kinds of associative meaning. Social Meaning (41%), Affective Meaning (29.7%), and Other Meanings were most common. Social meaning was the most common category, followed by affective meaning (29.7%),



connotative meaning (21.8%), reflective meaning (4.7%), and collocative meaning (3.1%). The majority of the time, social meaning is used to convey or describe cultural features of a writer's upbringing. The use of kinship described in the lyrics of a Minangkabau song is one of the cultural characteristics.

Ni Wayan Swarniti (2021) did study on the semantic analysis of meaning found in comments on the info denpasar Instagram account. This study aims to categorize the different kinds of semantic meaning that can be found in comments on social media, particularly on Instagram profiles. The phrases, clauses, and sentences found in comments on the Instagram account for Info Denpasar served as the study's source of data. This study focuses mostly on Leech's theory's seven categories of semantic meaning. This study employed a descriptive qualitative methodology. The observational approach of data gathering was employed in this study. Five different sorts of semantic meanings were identified through examination of comments on the Instagram account for Info Denpasar. thematic, social, emotive, connotative, intellectual, and connotative meanings, respectively. Connotative meaning is the type of meaning that is most frequently encountered (45.8%). Users of Instagram accounts make implicit statements about their opinions. This is done to prevent any offense from being taken against the terms used to express viewpoints by particular parties.

"Types and Functions of Associative Meanings in The Opening Statements Used by The Host Of Mata Najwa Talk Show" is the title of a different study that Nelvia (2019) has suggested. This study aims to identify the kinds and purposes of associative meaning in the opening statements made by the Mata Najwa Talk Show host. The research approach used in this study is descriptive qualitative research. Words, phrases, and sentences with associated meaning make up the research's data. In this study, the types of associative meaning are determined by Leech's (1974) theory, while the purposes of associative meaning are determined by Searle's (1979) theory. The findings indicate that the connotative meaning (25 data), stylistic meaning (1 data), emotive meaning (5 data), reflected (21 data), and collocative meaning (0 data) are the categories of associative meaning used in this study. Hence, these previous study a slight difference and similarities with this current research in the form of object of the study, theory that the researchers used to conducted the research, and also the result of the researchs.

## **CONCLUSION**

The research is conducted because the researcher considered that concert of coldplay become the hot topic that that currently appeared and discussed in Indonesia especially to all the people who are fans of the band. So the researcher chose this topic is very interesting to analyze the conversation that the Najwa Shihab had with the Vocalist of the band. In this exclusive interview, associative meaning such as reflective meaning, connotative meaning, collocative meaning, and affective meaning and social meaning are found. Connotative meaning refers to what is communicated by virtue of what language refers to, over and above its purely conceptual content. While, affective meaning deals with feelings and attitudes of the speaker that is communicated to the audience or

hearer. Further, collocative meaning discusses about some words that have tendency to appear next to another words. Reflective meaning is about different sense of words but it shares the same meaning.

The researcher used descriptive qualitative method in which it produces textual description of certain related issue to the study.. Qualitative research is used in this study because it tries to get a rich description of people, objects, events, places, conversations, etc. The data used in the form of words found in the spoken text was used in this study. The result shows that the types of associative meaning appeared in this research. Those are connotative meaning (9 data), social meaning (1 data), affective meaning (21 data), reflective meaning (2 data), and collocative meaning (5 data). Based on the data, this indicated that the the conversation between Najwa Shihab and Chris Martin are dominantly have affective meaning.

The researcher expected that people giving more attention to the study of meaning, especially associative meaning because it is not easy to understand the content of what we read or hear if the meaning wrongly received. Future associative meaning research can be done in relation to the current study. Another linguistic perspective, like discourse or sociolinguistics, is relevant to this topic. The following researcher may make use of additional discourse- or sociolinguistic-related items. Future researchers can also examine the language in written or spoken form. Then, it can be studied using various theories to comprehend the associative meaning. Hopefully, this research will be instructive for the following researcher who is interested in meaning research, particularly when it comes to analyzing associative meaning in a different area of the study.

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