The Analysis Of Semantics Meaning Found In Comments Of Instagram Account Of *Infosumbar* Based On Leech' Theories

Rahma Kamanda Sari[1]
[1]English Department of Graduate Program, Padang State of University, Indonesia

Corresponding author's email: rahmakamandasari.rks@gmail.com

Abstract
The aim of this study was to categorize the variety of meanings in semantics found on social media, particularly on Instagram accounts. The phrases, clauses, and sentences found in the comments on the Instagram account Infosumbar serve as the study's source of data. According to Leech's theory, this research focuses on seven different semantic meaning types. This study uses a descriptive qualitative methodology. The observation approach is the one employed to collect data for this investigation. According to the research, five different forms of semantic meaning— conceptual meaning, connotative meaning, social meaning, reflective meaning, and collocative meaning—were present in the comments on the Infosumbar Instagram account. Social meaning is the most common type of meaning (43.70%). Within specific contexts of society, social meaning helps in language interpretation and understanding. We may better understand the intended messages and prevent misunderstandings by taking into consideration the social meanings of words and expressions.

Keywords: semantics; meaning in semantics; types of meaning

INTRODUCTION

The most important and well-known tool for communication was language. The study of language, according to Bloomfield (1993), is crucial to our daily lives. When we discuss language forms, we refer to spoken and written words, phrases, clauses, sentences, paragraphs, etc. (Swarniti, 2019). Languages were a reflection of how human cultures were distinct internally. The study of linguistics is essential to the growth of a language. The four departments of linguistics—phonology, morphology, semantics, and syntax—each serve a specific purpose in the development of a language (Umagandhi et al., 2017). One of the disciplines of linguistics is semantics, which examines the meaning of spoken or written communication. Every written or

spoken text needs to deliver some kind of meaning, thus understanding this study is important. According to Leech (G. Leech, 1974), meaning is a concept or thought that may be sent from the speaker's mind to the listener's mind by being covered in one language or another.

When it comes to meaning, many researchers have conducted studies on the subject of meaning. Unlike Palmer, who believes that the meaning is just concerned with the element in the language itself, Djajasudarma believes that the meaning is the relationship that occurs between the elements of the language itself (especially the words) (Djajasudarma, 2012). As a result, meaning is a crucial component of a language since it may help people understand the subjects being addressed at the moment. Thus, understanding may be established automatically and communication can happen smoothly. However, it is unlikely that the speech or issue being discussed would result in biased communication if the language users speaking to one another do not comprehend the meaning of the phrase (Syarifuddin & Hasyim, 2020). As a result, it's important that listeners and speakers comprehend one another's language meaning. Furthermore, according to Aminuddin (2015), certain meanings are implicitly included in linguistic sounds. As consequence, the text will be easier to understand (Swarniti, 2021).

One of the most widely used social media platforms for communication is Instagram. Infosumbar was one of the officially recognized famous accounts. The most current incidents or social problems were extensively covered in postings. Instagram users that have accounts left many comments about it. There were both supportive and critical remarks. Instagram users have the freedom to openly comment on any post.

Leech's seven types of meaning in semantics were the focus of this research. In order for the speaker and the hearer to comprehend one another, Leech believes that meaning is needed as a link in communication (G. Leech, 1981). According to Leech's theory, there are seven different types of meaning in semantics: conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning. Palmer (1991) asserts that meaning may be defined broadly and that changes in an individual's perception of a meaning are rare.   The   previously mentioned an observation indicates that this study was necessary. This study's objective was to identify several types of semantic meaning in comments on social media, namely Instagram.

LITERATURE REVIEW

In this section, we will discuss more about the theories that support this research, starting from the general to the specific. Semantics is one of the linguistics branches, where it studies 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.

When talking about meaning according to the linguist Geoffrey Leech (1981), "meaning" is a central concept in his theory of semantics. Leech defines meaning as "the relationship between linguistic signs and the things or concepts they refer to in the real world, as well as the relationships between signs themselves." It means that Leech emphasizes the importance of context in determining meaning, and how the same word or phrase can have different meanings depending on the context in which it is used.

Geoffrey Leech proposed seven types of meaning that are important in the study of language. These are:

1. Conceptual meaning:
This refers to the literal or dictionary definition of a word or expression. It represents the core or primary meaning of a word, without any additional connotations or associations. Analyzing conceptual meaning in terms of sense and reference requires examining the mental concepts or ideas connected to words or phrases. The intended conceptual meaning must be determined in the context.

Take the term "bank," for example. Its sense and reference can be used to assess its conceptual meaning. Depending on the context, "bank" can refer to a variety of different institutions that deal with financial transactions. The literal margin of a river would be the reference in the case of a riverbank. The reference in the context of a financial institution would be to a specific bank.

2. Connotative meaning:
This refers to the emotional or subjective associations that a word or expression may carry. It goes beyond the dictionary definition and includes the cultural, personal, or social implications that a word can evoke. Connotative meaning, which goes beyond the literal meaning of words to express attitudes, feelings,   and social   factors,   is   necessary   for   efficient   communication.
Connotations, however, differ depending on the context and may not be understood or perceived in the same way by individuals.

According to Leech's theory, connotative meaning focuses on the cultural and social connotations of words or phrases as well as their emotional and evaluative connections. Beyond the denotative or conceptual meaning, it also has social and affective meaning. Connotations are arbitrary and context-specific, and they greatly contribute to the variety and interpretation of language.

3. Social meaning:
This refers to the social implications or cultural significance that a word or expression may have. It relates to how language is used in specific social contexts and how it can convey social relationships, power dynamics, or group identity. A key aspect of connotative meaning is social meaning, which is important for language interpretation and communication in a specific social or cultural context.

Leech identifies three important elements of social meaning:
- Evaluative social meaning: The positive or negative judgments attached to certain words or phrases based on social or cultural factors are referred to as this aspect of social meaning. As an example, the terms "success" and "achievement" could represent good assessments and be linked to ambition and accomplishment, whereas the terms "failure" and "defeat" may be linked to disappointment or loss and reflect negative evaluations.

Emotive social meaning: Emotive social meaning refers to the emotional meanings that words or expressions take on as a result of their association
with certain social or cultural contexts. Various societies or cultures may have

various meanings attached to these emotions. For instance, in a community where national pride is broadly valued, the word "patriotism" can evoke strong positive emotions, yet in a country where nationalist issues have a history; it may elicit mixed or negative emotions.

Stylistic social meaning: The social or stylistic registers that particular words or phrases are linked to are referred to as stylistic social meaning. Different words or expressions may be seen as more official, casual, technical, or suitable for specific contexts or social groupings. For example, compared to informal discussion among friends, the words used in legal documents might have a different social meaning.

4. Affective meaning:

According to Geoffrey Leech's theory of semantics, affective meaning is a component of connotative meaning that focuses on the potential emotional or evaluative implications that words or phrases might carry. In addition to their denotative or logical meanings, it deals with the subjective and emotive associations that people have with particular words. Then, Affective meaning is concerned with the valence or emotional effect that words can generate. It covers how a phrase or statement may make you feel, whether those feelings are good, bad, or neutral. Depending on the individual, culture, or context, these emotional undertones may differ.

Affective meaning, which goes beyond the literal meaning of words to convey emotions, attitudes, or subjective evaluations, is crucial to effective communication. It helps people communicate feelings, convey affective states, or elicit specific responses in other people. It gives language use more complexity and variety.

In conclusion, Leech's theory of affective meaning emphasizes the emotional or evaluative meanings of words or phrases. It includes affective meaning, which deals with the emotional effect or implications of words, as well as evaluative meaning, which involves positive or negative judgments. Affective meaning is subjective, context-dependent, and adding an emotional dimension to language use.

5. Reflective meaning:

This refers to the way language reflects the thoughts, beliefs, and experiences of the speaker or writer. It relates to how language can reveal the perspectives, biases, or intentions of the person using it. The denotative or conceptual meaning covered in semantics is strongly connected to reflective meaning. It is concerned with how language is used to express the outside world in literal, factual, or referential ways.

It's important to remember that while reflective meaning examines how language and reality connect, their connection might be complex. The meaning of words or expressions can also be impacted by cultural, social, or contextual factors. Language is a human construct that can shape and influence our view of the world.

6. Collocative meaning:

This refers to the associations that a word or expression may have with other words or expressions. It focuses on the patterns of word combinations or collocations that are

commonly used together. For language learners, understanding collocative meaning is important because it helps them utilize words and expressions naturally and appropriately for the situation. By comprehending the recommended collocations and avoiding awkward or mismatched word combinations, it helps learners in developing fluency and authenticity in their language use.

In conclusion, collocative meaning is a semantics concept that focuses on the relationships and patterns of word combinations or collocations. It derives from the predicted meaning that results from the regular word pairings, or collocations. Collocative meaning enhances language usage with depth and precision and is essential for native-like fluency and natural expressiveness.

7. Thematic meaning:

Thematic meaning, according to Geoffrey Leech's theory of semantics, is the meaning that results from the links between words in a phrase that have a common theme. It is concerned with how the functions and connections between words affect the interpretation and overall meaning of a phrase. The understanding of syntax and the organization of sentences have a close relationship to thematic meaning. It emphasizes on the functions that words, such as the subject, object, verb, and modifiers, play inside a sentence and how these roles affect the overall meaning and message conveyed.

The thematic roles provide words in a phrase certain roles or connections. In the phrase "John ate an apple," for instance, "John" is the subject, "ate" is the verb, and "an apple" is the object. The link between the subject "John" and the action of eating, as well as the subject "an apple" that is being eaten, is highlighted by the thematic meaning. The semantic order and structure of sentences, as well as the functions and interactions of the words inside them, may be understood by looking at the theme meaning. It helps to comprehend how each of the elements of a phrase fit together to form a complete and clear idea.

In conclusion, Leech's theory of thematic meaning emphasizes the meaning that results from the thematic links between words in a phrase. To comprehend the entire meaning and coherence of a phrase, it involves analyzing the roles and relationships of words as well as their underlying semantic connections. The study of syntax and semantic arrangement inside a phrase is helped by thematic meaning.

In his book, linguist Frank Palmer (1991) defines meaning as "the way in which a word or expression carries a representation of the object or concept to which it refers". Palmer also distinguishes between two types of meaning:

1. Referential meaning: This is the relationship between a word and the object or concept that it refers to. For example, the word "cat" refers to a specific type of animal.
2. Conceptual meaning: This refers to the internal sense or idea associated with a word, which can include its semantic features, connotations, and relationships with other words. For example, the word "cat" might have conceptual meanings such as "feline," "pet," or "cute."

Palmer also emphasizes the importance of context in understanding meaning, and the way in which different contexts can shape or modify the meanings of words. He also discusses the role of pragmatics, or the study of language use in context, in understanding how speakers use language to achieve their communicative goals.

Geoffrey Leech and Frank Palmer share some similarities in their theories of semantics and meaning, as both emphasize the importance of context in understanding meaning and recognize the different layers or types of meaning that language can convey.

Additionally, both Leech and Palmer recognize that meaning is a complex and multi-dimensional phenomenon that cannot be reduced to a simple definition or formula. They both emphasize the need to study meaning in a holistic and integrated way, taking into account the various levels of linguistic analysis and the social and cognitive factors that shape language use and interpretation.
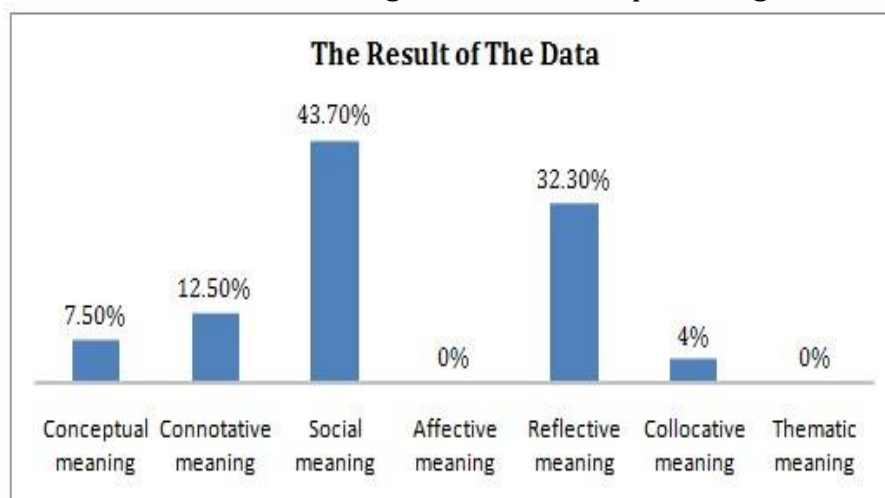
METHOD

In the instagram, users are freely to give their opinions about the content that posted in the form of comments. There are numerous posts on *Infosumbar's* Instagram account that have received numerous responses from Instagram account users. One of them is a post about Padang City Transportation Department Sanctioned the Illegal Car Parking In front of Basko Grand Mall That Cause of Traffic Jam. From the post in 10th April 2023, it had 292 comments. The users give good and bad opinions on their comments. That comments will be the data source in this research.

The data from this research in the form of phrases, clauses, and sentences that found in the comments in the one post from instagram account of *Infosumbar*. This study was primarily concerned with Leech's seven categories of meaning in Semantics. This was a qualitative study that was supported with quantitative data. The descriptive qualitative method was employed in this study. This research used observation method in order to collect the data.

FINDINGS

Based on the analysis of the comments left on a famous post by Infosumbar on Instagram, five types of meaning were identified: conceptual, connotative, social, reflective, and collocative. The following chart shows the percentage of the analysis.

The Result of The Data

There are five different types of meaning identified, as can be seen in the chart above. They were collocative meaning, social meaning, connotative meaning, conceptual meaning, and reflected meaning. There were two different kinds of meaning that cannot be found. They were both thematic and affective meaning. Social meaning is the most common type. 44.70 percent of the meaning was societal. Collocative meaning, which made up 4% of the meanings discovered, had the lowest percentage.

DISCUSSION

Conceptual Meaning

Cognitive meaning is another name for conceptual meaning. Linguistic communication is said to be centered on conceptual meaning. The conceptual meaning has a close-ended quality. It implies that a word's previous meaning is never renewed at any point in time. In other words, from the beginning till the time the word itself disappears, the conceptual meaning of the term remains unchanged. Infosumbar discovered some information in a post with several comments on its Instagram account that it categorizes as having conceptual meaning. There are two basic parts, reference and sense, can be used to assess conceptual meaning. While reference refers to the concrete creatures or things in the world that the term points to, sense refers to the mental notion or idea linked with a word or phrase.

Leech also emphasizes how important context is for comprehending conceptual meaning. He believes that use context, both linguistic and nonlinguistic, has an impact on meaning in addition to the inherent properties of words or phrases. Context helps in identifying words with various meanings and offers additional information for understanding the speaker's or writer's intended conceptual meaning. The sample of analysis as follow:

Tarif parkir yang terlalu mahal membuat pengendara parkir diluar

Based on the sample above, the word "tarif" refers to the price or charge set or regulated for a particular service or good. It is a standard price that usually applies to the use or utilization of something, such as telecommunications services, transportation, or other public services. In this example, the conceptual meaning of the word "tarif" provides a basic definition that explains the notion of price or fee charged for using or obtaining a service or product. It deals with generally recognized values or costs in a given context.

Connotative Meaning

According to Leech (G. Leech, 1981), connotative meaning is the additional communicative value a statement possesses due to the subject matter it refers to. Connotation refers to the real-world experience that one associates with a phrase when they use or hear it, as described by Leech. Connotative meaning is derived from the relationships and personal, cultural, or social experiences that people make with words. It includes additional levels of meaning that might arouse emotions, attitudes, or judgments in addition to the word's literal or dictionary definition.

Connotative meaning is extremely customized and might differ between individuals, communities, or cultures. It is influenced by social factors, religious convictions, and personal experiences. Connotations can develop over time for words or phrases through

usage, context, or cultural associations. Connotative meaning, which goes beyond the literal meaning of words to express attitudes, feelings, and social factors, is crucial for efficient communication. Connotations, however, can vary depending on the context, and not every person will understand or interpret them in the same way.

As a result, the boundary between conceptual meanings correlates with that nebulous but crucial boundary between language and the real world. Based on the analysis, the analysis described in the following sample:

Tenang beko bisa ditebus

Referring to the data above, it can be analyzed that the word "ditebus" referring to a possibly hidden or indirect meaning of a word or expression, then it can fall into the category of "connotative meaning". "ditebus" can have a deeper or figurative meaning that involves an understanding of making a sacrifice or payment to obtain something. However, it is important to note that the connotative meaning may vary depending on the context and experience of different individuals or cultures.

Social meaning

Social meaning is the information that language conveys about the social context in which it is used. The understanding of a text requires our comprehension of stylistics and other language nuances. When a phrase or pronunciation conveys information about the speaker's social or geographic background, we may determine whether it is dialectical. Social meaning associated with the setting in which a term is spoken. It concentrates on the social environment of language usage (Tarigan, 2020). Understanding the nuances and consequences of language use within a particular social or cultural context depends on social meaning. It facilitates communication and enables people to express their identities, follow social conventions, and communicate social attitudes and beliefs. It's important to understand that social meaning can vary between cultures and societies, and that diverse view and life experiences can have an impact on how language is received.

In summary, according to Leech's theory, social meaning is the cultural and social connotations and implications that words or phrases have. It includes stylistic social meaning as well as evaluative and affective social meaning. An essential aspect of connotative meaning is social meaning, which is important for language interpretation and communication in a particular social or cultural setting. From data source, the most meaning found in the data source was social meaning. The data were analyzed and discussed in the following description:

Pantau parkir liar terus, jangan pedagang liar aja yg diurus

The social meaning of the phrase "pantau parkir liar" reflects a social action that involves monitoring or supervising illegal parking to maintain order and compliance with traffic rules.

Suruh aja besok yang punya mobil itu parkir di langit-langit Kota Padang, pak, ndak ada tu yang keganggu

From the sentence above the social meaning reflects the social implications related to the proposed solution to the parking problem in the city of Padang by suggesting that the car be parked on the ceiling. This highlights the need for insufficient parking spaces and avoids interference with the environment or other road users.

- *Yang lebih rutin lakukannya, biar jalan lancer*

This sentence reflects the importance of carrying out an action on a regular basis to maintain the smoothness of traffic or regularity in the use of roads. It highlights the social aspects linked to the collective responsibility to maintain the order and smoothness of the roads.

- *Mobil-mobil yang parkir di badan jalan seperti di depan plaza andalas dan pasar raya juga harus ditindak tegas*

This sentence reflects the need for enforcement of rules related to inappropriate parking or violation of rules on road bodies. This highlights the social aspects related to awareness of the importance of maintaining traffic order and providing smooth access for other road users.

Reflective Meaning
Geoffrey Leech's concept of reflective meaning relates to language's metalinguistic component. It involves employing words to discuss language itself. Reflective meaning is used when speakers or writers are considering the words, grammar, communication, or any other linguistic features. Reflective meaning enables people to talk about, examine, and remark on how they choose to use language and other linguistic situations. It requires more complex analysis of language and its properties.

Reflective meaning is a term used to describe the meaning that results from the interaction between language and the reality or environment it represents. It pertains to how language reflects or represents features of the outside world, such as objects, events, things, and attributes, as well as relationships. Understanding how words, phrases, and sentences communicate meaning and how that meaning relates to the outside world is the main goal of semantics. Examining the relationship between linguistic terms and the ideas or things they actually refer to is reflective meaning.

Here are a few more examples to demonstrate reflective meaning as the second-most frequent type of meaning according to the data source, after social meaning:

Ini dia biangnya, angkut saja pak

This *statement* reveals the commentator attitude and shows that advice or actions were chosen based on prior knowledge or habits.

Semua jalan dong, jangan yang didepan basko aja, sangat meresahkan

The reflective meaning from the sentence reflects the attitude or view of the commentator who expresses dissatisfaction or concern for the parking situation that only occurs in front of Basko. It expresses a desire to reduce the discomfort or annoyance experienced by local residents.

Saya lihat jembatanpun dipakai untuk parkir dulu

The reflective meaning of this sentence reflects the commentator's observation of unusual or unexpected parking practices on the bridge. It reflects the commentator's view regarding the inappropriateness of such actions and invites reflection on the norms and appropriate behaviour in using public space.

Collocative Meaning

Geoffrey Leech defined collocative meaning as associations or typical word combinations that regularly occur together. It incorporates the notion that some words naturally appear together and that their combination provides additional meaning beyond the meanings of the words used individually. The idea of collocation, which refers to the regular pairing of words in a language, is significantly connected to collocative meaning. These word combinations are frequently created by use patterns and cultural norms.

The semantic concept of collocational meaning, commonly referred to as collocative meaning, focuses on the associations and patterns of word combinations or collocations. It deals with the meaning that results from a language's typical or typical word pairings. Collocations are words that regularly and naturally appear together in language. They combine to create particular patterns or combinations that native speakers frequently use. The regularity and predictability of these word pairings give birth to collocational meaning, where the presence of another word modifies or influences the meaning of the first word. The limitations and preferences of collocational usage between words can be used to examine collocative meaning. Strong collocational tendencies refer to the frequency with which some words are consistently associated with other terms.

Collocative meaning contributes to the complexity and accuracy of language use. It helps in expressing certain subtleties, implications, or cultural associations that result from the regular word pairings. It is common for native speakers of a language to be aware of collocational patterns and to make intuitive decisions about the best word pairings based on such collocations. For language learners, understanding collocative meaning is important because it helps them use words and expressions naturally and appropriately for the situation. By comprehending the recommended collocations and avoiding unnatural or mismatched word combinations, it helps learners in developing fluency and authenticity in their language use. The data that classified as collocative meaning was described in the sample sentences:

Kalau ingin menambah kas daerah tindak seluruh mobil yang parkir sembarangan pak. Termasuk nan parkir dakek lampu merah payah awak belok kiri dek e. buek macet iyo lo jadinyo. Jan angek-angek cik ayam pak kalau ka menertibkan pak. Rutin

In this sentence connects the words" angek-angek "and" cik ayam " which in everyday language in minangkabau language are used together to convey a message or tone that contains special meaning.

CONCLUSION

It may be inferred from the discussion above that the comments on Infosumbar's Instagram account included five different semantic meanings. They were collocative meaning, social meaning, reflective meaning, connotative meaning, conceptual meaning, and social meaning. Social meaning was the most used type of meaning (43.70%). Collocative meaning was determined to account for the lowest percentage of analysis (4%). There are two semantic meaning categories that the data source cannot be found both conceptual and affective meaning.

According to the meanings that were most frequently found, it can be concluded that most Instagram users prefer to use social meaning while delivering their messages in the comments section. Social meaning helps us interpret and understand language within specific social contexts. It allows us to consider the social norms, cultural values, and shared knowledge associated with a particular communication situation. By considering the social meaning of words and expressions, we can better grasp the intended messages and avoid misunderstandings.

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