Analysis Of Semantic Meaning Found In Instagram Account Comments *Kabar_Klaten* Posted 13 November 2022

Sri Handayani
Student of Linguistics Postgraduate Program
Universitas Sebelas Maret
Jl. Ir. Sutami No.36A, Surakarta, Indonesia
srihand75@gmail.com

Abstract— The purpose of this study is to pinpoint the many kinds of semantic meanings that are present in comments on social media, particularly on Instagram profiles. The words, phrases, clauses, and sentences used in this study are taken from comments left on the Instagram account Kabar_Klaten. Based on Leech's theory, this research analyzes seven different sorts of semantic meaning. This study employed a descriptive qualitative methodology. The observational approach of data gathering was employed in this study. According to the investigation, comments on the Kabar_Klaten Instagram account had seven different sorts of semantic meanings. The most frequent type of meaning is connotative meaning (26.3%), followed by conceptual meaning (42.1%), connotative meaning (5), social meaning (1), affective meaning (4), thematic (1), collaborative (2), and reflective (2).

Keywords: semantics; meaning; Leech's theory

I. INTRODUCTION

Language is the most significant and well-known kind of communication. Swarniti (2019) says: that language forms are spoken and written words, phrases, clauses, sentences, paragraphs, and literary works. Language is always evolving. Language development is greatly influenced by linguistics. The four departments of linguistics—phonology, morphology, semantics, and syntax—each serve a different purpose in the growth of a language (Umagandhi et al., 2017). The study of the meaning of the spoken or written text is called semantics, and it is a subfield of linguistics. According to Leech, meaning is an idea or notion that may be communicated through language from the speaker's mind to the listener's mind. (1974, G. Leech)

According to Djajasudarma (2012), meaning is the connection that exists between language's constituent parts. A language's meaning is significant since it may help others grasp the topics that are being addressed there. As a result, communication can run smoothly, and mutual understanding is built automatically. However, it is unlikely that the speech or issue being discussed can result in biased communication if the language user speaking to the other person does not comprehend the word's meaning (Syarifuddin & Hasyim, 2020).

Currently, communication can be done through social media such as Instagram. One of the famous official Instagram accounts is *Kabar_Klaten*. Many posts tell about the latest cases or issues that are happening in society. Numerous Instagram account users left numerous comments on it. There are both positive and negative comments. Users with Instagram accounts are free to comment on any post.

Seven different types of semantic leech meanings are covered in this study. Connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning are the seven meanings.

II. LITERATURE REVIEW

Some researchers have conducted studies in meaning analysis. According to Palmer, the meaning is only concerned with the element in the language itself (Palmer. F.R, 1982), whereas Djajasudarma claims that the meaning is the association that exists between the elements of the language itself (especially the words) (Djajasudarma, 2012). As a result, meaning is a crucial component of language because it provides insight into the topics being discussed at the time. As a result, communication can proceed without difficulty, and mutual understanding becomes a standard.

However, it is unlikely that the speech or topic being discussed can lead to biased communication if the language users speaking to one another do not understand the meaning of the word (Syarifuddin & Hasyim, 2020). Speakers and listeners must therefore comprehend each other's linguistic meaning. Additionally, according to Aminuddin (Aminuddin, 2015), certain meanings are implicitly contained in language sounds. As a result, the text will be attractive and simple to read (Swarniti, 2021).
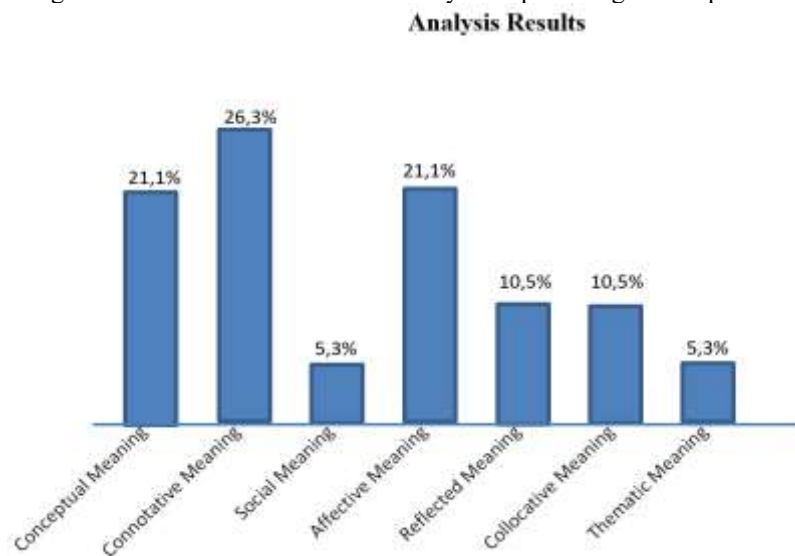
III. METHOD

On the *Kabar_Klaten* Instagram account, there are posts that receive a lot of comments made by Instagram users. A post about the visitors is one of the honors at the G-20 Summit in Bali. This post has 471 comments. Those comments are both good and bad opinions. This opinion comes from users of the Instagram account. These comments became a source of data in this study.

Phrases, clauses, and sentences make up the majority of the data in this study contained in comments on the Kabar_Klaten Instagram account. This research is mainly related to semantics' seven types of Leech meanings. This study combines qualitative and quantitative methods.

This study employed a descriptive qualitative methodology. The observational method of data collection was employed in this study. Data were analyzed by providing a narrative description of the situation under investigation (Margono, 2010).

IV. DISCUSSION RESULTS

The data discovered are conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning based on the analysis of comments on a well-known post on the Kabar_Klaten Instagram account. The results of the analysis in percentage are depicted in the following chart:

Analysis Results

There are seven different types of meaning, as can be seen in the above chart. conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocational meaning, and thematic meaning, to name a few. Connotative meaning is the most typical type of meaning. 26.3% of words have connotative meanings. Thematic and social meaning make up 5.3% of the total meaning, which is the least amount.

1. Conceptual Meaning

The emphasis on logical or literal meaning is known as conceptual meaning. We must know a word's concept to connect one word's meaning with another's meaning. Denotative meaning and cognitive meaning are other names for conceptual meaning. The meaning described in the dictionary includes the conceptual meaning. We can mention as many concepts as a word to know its conceptual meaning.

In his latest post, which has been widely commented on by the Kabar_Klaten Instagram account, he found some data classified as conceptual meaning. The analysis is as follows:

1) *Ijin nanya dong moga dijawab…… untuk yang monarki kayak Jepang dan lain-lain kenapa perdana*

*Menteri yang wakilin? Emang raja/ratu disuruh ngedekem aja di **istana** nggak boleh wakilin negara karena protocol. Saya paham system parlementer cuman kita mau liat raja mereka kayak kita lihat raja Salman / Anaknya MBS.Kayaknya bebas kemana-mana.*

From the data above, it can be found the types of meanings that are categorized as conceptual meanings. The word ***istana*** is here. The official residence of the king (or president, head of state) and his family is the palace, according to the conceptual definition of the word.

2)   *Bang Putin nggak bisa datang, kemaren Bang Putin nge WA ane ada acara keluarga nyunatin cuucunya.Ya sudah lah momen **keluarga** memang lebih prioritas. Yang penting masih tetap Uraaaaa.*

The second data contains words that have conceptual meaning, namely the word family. According to Kamus Besar Bahasa Indonesia (KBBI), the meaning of the word ***keluarga*** is mother and father and their children; people in the household who are dependents; inner: relatives; relatives; a very basic kinship unit in society;

3) *Yang lain pada bahas presiden Korea Selatan, aku malah focus ke Perdana Menteri Italianya, **perempuan** sendiri.*

The data contains a word that has a conceptual meaning, namely the word woman. According to Kamus Besar Bahasa Indonesia (KBBI), the meaning of the word ***perempuan*** is a person (human) who has puki, can menstruate, gets pregnant, gives birth to children, and breastfeeds.

4) *Apa boleh membentangkan **bendera** Palestina di Bali?*

The data contains a word that has a conceptual meaning, namely the word flag. According to Kamus Besar Bahasa Indonesia (KBBI), The definition of a ***bendera*** is a rectangular or triangular piece of cloth or paper that is attached to the end of a stick, pole, etc. and is used as a sign, pennant, stump, or as a symbol of a state, association, agency, or other entity.

2. Connotative Meaning

A word can have additional meanings, known as connotative meanings, that relate to the sense of value that a person or group attaches to it.

*1) Putin **waras** karena melakukan referendum dengan cara membawa anggota militer untuk memaksa jawaban warga supaya menuliskan untuk bergabung dengan Rusia. Serta pula Putin **sangatlah waras** dikarenakan memenjarakan warga-warganya yang berdemonstrasi, dapat dilihat jelas dari tahun 2014 sampai sekarang. Serta **sangatlah waras** karena dia mengancam akan menurunkan bom nuklir di sebuah negara yang sangat amat tidak berbahaya di dunia, selagi ia sadar bahwa bom nuklir itu dilarang. Sungguh presiden dengan **Kesehatan mental yang terjaga.***

2) Si negara paling bebas berekpresi nggak masuk G20 apa nggak hadir?

In the sentence ***Si,*** the country with the most freedom of expression, has a connotative meaning, namely France

3) *Recep Tayyip Erdogan bapak panutan untuk semua negara.*
4) *Itu mamaknya banteng hadir juga?*

The connotative meaning of the comment above ***mamaknya banteng***. The word ***banteng*** in Indonesia connotes PDI. So, what the bull's mother means is Megawati's mother.

5) *Om Putin datang sebenernya mah, Cuma lagi nyamar aja. Dia ogah ketemu Biden, bisa gelut…. Ada om Putin tadi lagi berendam di pantai. Putinya sampai kelihatan*

Putin's second word contains the connotative meaning of nipples

3. Social Meaning

Social meaning is meaning that is connected to the speaker's upbringing and education. Social meaning can also be understood as a meaning based on the pronunciation, vocabulary, and grammar of a person or group of people. For

instance, the languages of the sixteenth and twentieth centuries differ from one another, as do the languages of different provinces. To put it another way, places, and circumstances can describe social meaning.

> 1)*Bukan itu penyebabnya kali om, kendala Bahasa Inggrisnya kurang tapi anu jadi suka bingung makanya menggut-manggut.*

The aforementioned information can be analyzed for social meaning. In data (1) people tend to get **bingung**, so **manggut-manggut** refers to social meaning. Here the words **bingung** and **manggut-manggut** are Javanese dialects and it is not easy to replace them with Indonesian. Because the meaning is not quite right, especially the word **manggut-manggut** has the same meaning as nodding.

4. Affective Meaning

Affective meaning is connected to the speaker's perspective on the subject at hand. Affective meaning in language serves to communicate to listeners one's own feelings or attitudes (Tarigan, 2020). According to Leech (G. Leech, 1981), affective meaning is a type of language that expresses the speaker's subjective feelings, including his attitude toward the topic under discussion. Because this meaning is connected to emotion, it conveys the speaker's feelings or emotions about a situation or event.

Based on the analysis, some affective meaning data was found. The following is a description of the analysis' justification:

> 1) *King Salman gagah banget fotonya.*
> 2) *Keren anjir orang India bisa menjadi perdana Menteri Inggris (Rishi Sunak) terus ketemu India Mainland / daratan India si Narendra Modi (Perdana Menteri India) wkwk.*
> 3) *India nggak punya malu, apa perlu diajak keliling Bali sampai seminggu. Lihat tuh warga Bali…. Hindu, Kristen, Islam di sini aman tenteram hidup Bersama. Kalian manusia kejam. Umat muslim nggak kalian beri hak hidup dan beribadah di sana. Biadab India.*
> 4) *Nunggu pakde Putin dan Kim Yong Un, sama the best of the best from the best yang dipertuan agungkan paduka sang sri sultan yang terhormat dan termuliakan raja penakluk janda Robert Mugabe, Ph.D, S.T., M.T, M.Eng., M.Kes, M.Cok M. Atane*

Based on data (3), when you read the words **gk punya maluu, kejaam, dan biadab**, you have a different feeling. There was a tone of condemnation. Many Muslims were brutally killed. Among them by inserting a thick handkerchief in his mouth.

5. Thematic Meaning

The speaker or writer conveys the thematic meaning by structuring the message in terms of sequence, focus, and emphasis (G. Leech, 1974). Although passive and active sentences are conceptually the same, we have always believed that active sentences have a different meaning. The analysis's findings revealed a number of thematic meaning data. According to the following sentences, the data are classified as having a thematic meaning.

> 1) "*Pidato Jokowi dalam Bahasa Inggris sudah melanggar pasal 28 UU No. 24 tahun 2009 tentang Bendera, Bahasa dan Lambang Negara serta Lagu kebangsaan," saat dihubungi Tempo pada Senin, 10 November 2014, Hikmahanto menjawab. Bahasa Indonesia wajib digunakan dalam pidato resmi presiden, wakil presiden, dan pejabat negara lainnya yang disampaikan di dalam atau di luar negeri, sesuai Pasal 28 undang-undang tersebut, mungkin bisa membantu teman-teman mager search.*

It is possible to deduce from the data above that these expressions have thematic meanings. The comment in data (1) is focused on **UU Number 24 of 2009 pasal 28**.

6. Collective Meaning

A group of words' collective meaning is known as their locative meaning. In other words, a word can be combined with or related to a number of other words.

> 1) *Putin, Karena Doi bukti Rusia juga super power ekonomi Eropah, tetep gagah saat negara Eropah lain terseok-seok.*
> 2) *Ijin nanya dong moga dijawab untuk yang monarki kayak Jepang, kenapa perdana Menteri yang wakilin? Emang raja/ratu disuruh ngedekem aja di **istana** nggak boleh wakilin negara karena protocol. Saya paham system parlementer cuman kita mau liat raja mereka kayak kita lihat raja Salman/Anaknya*

    MBS.Kayaknya bebas kemana-mana.

Referring to the data above, it can be analyzed that these expressions have collocative meanings. In data 1), Super Power is associated with the words: Powerpoint, Power steering, Power Bank, and Power Window. Doi-***Dia orang istimewa***. In data 2), MBS is associated with the words: ***Muhammadiyah Boarding School, and Muhammad Bin Salman***. The word Prime Minister is associated with the words: ***Perdana Card and Perdana Hotel***.

7. Reflective Meaning

Reflective meaning refers to events where words or phrases are connected to a variety of meanings, allowing them to have both a literal (or true) meaning and a non-literal (or figurative) meaning.

    1) *Gak usah munafik cil, posisi lu kalua jadi pejabat juga pasti korupsi. Lu **bacot** kayak gini karena lu warga sipil yang sakit hati ekonominya di bawah rata-rata.*

    *2) Putin **waras** karena melakukan referendum dengan cara membawa anggota militer untuk memaksa jawaban warga supaya menuliskan untuk bergabung dengan Rusia. Serta pula Putin **sangatlah waras** dikarenakan memenjarakan warga-warganya yang berdemonstrasi, dapat dilihat jelas dari tahun 2014 sampai sekarang. Serta **sangatlah waras** karena dia mengancam akan menurunkan bom nuklir di sebuah negara yang sangat amat tidak berbahaya di dunia, selagi ia sadar bahwa bom nuklir itu dilarang. Sungguh presiden dengan **Kesehatan mental yang terjaga.***

It is possible to determine from the data above that these expressions have a reflective meaning. In data 1), the word ***bacot*** is impolite/rude. Better to say…. Data 2), The words ***waras*** and ***sangatlah waras*** are related to decency. It should be replaced ***tidak pantas***.

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V. CONCLUSION

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    According to the discussion above, there are seven different semantic meaning categories that can be found in comments on the Kabar_Klaten Instagram account. conceptual meaning, connotative meaning, social meaning, affective meaning, thematic meaning, collocative meaning, and reflective meaning, to name a few. Connotative meaning is the most typical type of meaning discovered (26.3%). Thematic meaning and social meaning make up the least amount of the analysis (5.3%).

    It can be said that, among the meaning categories that are most frequently encountered, most Instagram account holders favor using connotative meanings to express or convey their opinions in the Instagram comment section. Users make implicit statements about their opinions. The opinions voiced in the comment section are not explicitly explained. This was done to prevent slurs about the language used to express opinions from coming from some parties. When leaving comments on social media, connotative meaning is the best option to steer clear of negative connotations.

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VI. ACKNOWLEDGEMENT

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