

An Analysis of Word Meaning in Persuasive Discourse on Merry Riana's Quotes

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Abstract—This study discusses the meaning of the words contained in the Merry Riana quotes. This study aims to explain the meaning of the words contained in Merry Riana's quotes by knowing types of meaning in Merry Riana's quotes. The subject of this research is some quotes from Merry Riana. This study focused on the meaning in Merry Riana's quotes with words choice to build the motivational text. The data is obtained by reading comprehensively and note-taking techniques. The data will be analyzed by using distributional method (*Metode Agih*) by Sudaryanto. The instrument of this research is the researcher herself (human instrument). The validity of the data is obtained through observation persistence. The examination is carried out with credibility criteria, including the technique of examining the observer's perseverance and referential adequacy. The results showed that the types of meaning found were (1) lexical meaning, (2) grammatical meaning, (3) contextual meaning, and (4) textual meaning. The approaches used in understanding meaning are (1) intentional approach, and (2) extensional approach. The dominant meaning of the word that appears in quotes of Merry Riana is lexical meaning with 62 data.

Keywords—*semantic, persuasive discourse, meaning of word.*

I. INTRODUCTION

Language is a composite or a combination of form and meaning. There is no language with no form and meaningless. This form of language is a symbol system used by language users to convey what is in their minds and thoughts to others so that other people know, understand, and give certain responses. So, every linguistic form is related to the meaning expressed. The relationship between form and meaning is arbitrary and conventional. It is said to be arbitrary because the relationship between form and meaning is not causal, logical, natural, or historical. The relationship between form and meaning is conventional because the existence of certain forms used to express or signify certain meanings is realized on the basis of mutual agreement [1]. Then, communication is inseparable from the use of language. Language has become the most important part of social life. Humans can interact easily through language. Through language, one can show various kinds of feelings. Therefore, the function of language is so important for human life. So, the function of language is a tool that is used as a medium of communication between someone and other people, in the sense that the tool to convey thoughts, ideas,

concepts or feelings. Therefore, by mastering a good language, a person will be reflected in good language.

According to Sudaryat in [2], discourse is a verbal communication product. Oral discourse (utterance) is an oral communication product that involves speakers and listeners, while written discourse (text) is a written communication product involving writers and readers. Van Dijk in Eriyanto [3], suggests that seeing a text consists of several structures / levels of each part supporting each other. He divided it into three levels. First, the microstructure is a global / general meaning of a text that can be observed by looking at the topic of a theme that is put forward in a news. Second, superstructure is a discourse structure related to the framework of a text structured into the news as a whole. Third, macro structure is the meaning of discourse that can be observed from a small part of a text, namely words, sentences, prepositions, clauses, paraphrases, and images. According to Wiratno in [4], text is a lingual unit that is provided in written or spoken with certain organizational arrangements to express certain meanings and contexts. In addition, according to Nunan in [5], text refers to physical form while discourse refers to the form of meaning. Furthermore, According to Dardjowijojo in Hanifah [6] states that discourse is basically also an element of pragmatic language. Discourse studies are related to understanding of human actions carried out with language (verbal) and not language (non verbal). This shows, that to understand the discourse well and can be appropriate provision of linguistic knowledge is needed.

Persuasive discourse is a discourse aimed at listeners or readers. Persuasive is a way to influence others to be able to do what they want. Persuasive in the use of language is a technique inviting technique or influencing others to be able to follow the persuasion of the desired by using persuasive language.

Quotes are essentially simple dictionaries that can give strength to people who listen. Quotes created by Merry Riana are a series of dictionaries containing motivation and advice to readers. Series diction is a choice of diction which functions to influence the thinking of others. This is closely related to persuasion. Motivation and advice is a way of Merry Riana in inviting readers to be able to follow what she delivered.

Quotes as the subject of research studies will be examined as a persuasive discourse. Quotes used in this study are Merry Riana Quotes. Thus, the purpose of this research is

to explain the meaning of words in persuasive discourse on Merry Riana's quotes.

The rest of this paper is organized as follows: Section II describes the literature review. Section III describes the proposed research method. Section IV presents the obtained results and following by discussion. Finally, Section V concludes this work.

II. LITERATURE REVIEW

Discourse is a type of oral and written communication created with the use of certain languages with various meanings. According to Kridalaksana in [7] states that discourse is a complete unit of language in grammatical hierarchy is the highest or largest grammatical unit. This discourse is realized in the form of a complete essay (novels, books, encyclopedias series, etc.), paragraphs, sentences or words that carry the complete mandate. Hartan and Stork via Baryadi [8] said that discourse is a "sequential speech" that results from a continuous communication process between speakers. Then, Halliday in [9], states that discourse (text) as a functioning language, namely language that is carrying out certain tasks in certain contexts, which are different from words or loose sentences. Furthermore, Webster Sudaryat, [2], stated that discourse can be interpreted as (1) mind communication through words, pouring ideas, conversions, and (2) essays, papers, lectures, sermons, lectures. According to Mulyana in [10], classifying discourse, namely (1) based on the delivery media in the form of written discourse and oral discourse, (2) according to the number of speakers namely monologue discourse and dialogue discourse, (3) based on their nature namely fiction and non-fiction discourse. So, based on the types of discourse, this research is a discourse based on the medium of delivery in the form of written discourse. Writing discourse is a discourse delivered in the form of writing. The written discourse in this study is Merry Riana's Quotes Kinneavy in Parera [11] distinguishes discourse into four groups namely (a) expressive discourse, (b) referential discourse, (c) literary discourse, (d) persuasive discourse.

In this paper we will discuss the discussion persuasive discourse. Keraf [12] says that persuasion is a verbal art that aims to convince someone to do the will of the speaker. Meanwhile, according to Aminuddin [13] states that persuasive discourse is a type of discourse to invite someone to do or receive something. According to Parera in [11] persuasive discourse is the discourse that explicitly and implicitly addressed to decoders (readers or listeners). This discourse provokes a certain action, emotion, and belief from the decoder. Persuasive discourse includes: advertising and advertising, political speeches, religious sermons, legal or legal oratories, and editorials or editorials. According to Keraf in [12], persuasive discourse is a form of discourse that aims to change the mind of the reader so that the reader accepts and does what he wants. Furthermore, according to Keraf in [12] persuasion is a vocal art that aims to convince someone to do something the speaker wants in the future. Persuasive characteristics are: (1) aiming to influence the reader to do something, (2) to achieve that goal, the writer does not use the form of coercion on the reader, but uses efforts to stimulate the reader to make decisions according to

the author's wishes, (3) one of the efforts is to present evidence and reasons, the reasons included; motorized in writing / on exposure (4) in the presentation only accompanied by the reason of the author to influence, even though there are few data in the form of evidence.

Meaning is an inseparable part of semantics. The term meaning has various terms. According Bolinger via Aminuddin, in [13] argues that meaning is the relationship between language and the outside world that has been agreed upon by language users so that they can be mutually understood. There are three main elements included in the analysis of meaning, namely (1) meaning is the result of the relationship between language and the outside world, (2) the determination of relationships occurs because of the agreement of the 3 users, and (3) meaning can be used to convey information so mutual understanding. According to Sudaryat in [2], the meaning is as a relationship between the sound symbol and its reference. According to Wijana and Rohmadi in [14] meaning is a form of linguistic relationship with a concept in the human mind. According to Bloomfield through Wahab in [15] states that meaning is a form of language that must be analyzed within the boundaries of the important elements of the situation where the speaker is testing it. In connection with the concept of persuasive discourse, to understand the meaning in Nababan [16], classifies meaning into five types, namely (1) lexical meaning, (2) grammatical meaning, (3) contextual meaning or situational meaning, (4) textual meaning, and (5) socio-cultural meaning. Then, Yusuf in [17], explained that in examining the meaning of the word, it is usually distinguished between denotative meaning and connotative meaning. Denotative meaning is a dictionary meaning, meaning that is general, objective and has not been filled with certain content, value or taste. Then, connotative meaning is subjective in the sense that there is another meaning behind the general meaning or meaning of the dictionary. Meanwhile, Beekman and Callow in Larson [18] use the terms primary meaning and secondary meaning. The primary meaning is the meaning that appears in the mind of the speaker of the language if the word is spoken alone. Meanwhile, the secondary meaning is the meaning that depends on the context. Furthermore, Chaer divides meaning into three types of meaning, namely lexical meaning, grammatical meaning, and contextual meaning, based on whether or not there is a referent in a word / lexeme there are referential meanings and non-referential meanings, based on the presence or absence of a sense value in a word / lexeme can be distinguished by denotative meaning and connotative meaning, based on the accuracy of its meaning, namely the meaning of words and meanings of terms or general meanings and special meanings, and based on other criteria, namely associative, collective, reflective and idiomatic meanings. Chaer deals with Lyson in [19], that divided meaning to lexical meaning, grammatical meaning, and contextual meaning. As for, the following is an explanation of the types of meaning of words, namely:

A. Lexical Meaning (LM)

Chaer in [20], states that lexical is an objective form derived from the form of noun lexicon (vocabulary, vocabulary, vocabulary). The unit of the lexicon is *Leksem*, which is a

meaningful unit of language. Lexical meanings can be interpreted as meaning that is lexicon, lexeme, or word. Because it can be said lexical meaning is the meaning that corresponds to the referent, meaning that is in accordance with the results of observations of the senses, or meaning that is truly real in life. Chaer in [21], suggests that lexical meaning is a meaning that corresponds to the referent, corresponds to the results of observing the senses, or that is truly real in our lives. Meanwhile, Kridalaksana [7] states that lexical meaning is an element of language as a symbol or event and so forth and has elements of language independent of its users or context.

B. Grammatical Meanings (GM)

Suwandi [22], states that grammatical meaning refers to relationship relationships between language elements in larger units. For example relationship between words with other words in phrases or clauses. Furthermore Chaer in [21] suggests that grammatical meaning is the meaning arising from various grammatical processes such as affixation, reduplication, composition, and climatization or due to the functioning of words in sentences. However, this grammatical meaning is often called structural meaning because grammatical processes and units are always related to grammatical structures.

C. Contextual Meanings (CM)

Cruse in [23] suggests that the contextual meaning is the meaning that results from the relationship of a word to its context. In addition, Catford in [24] states that the contextual meaning is an amalgamation of relevant and interrelated situational characteristics. Then, according to Verhaar in [25] that contextual meanings relate to the use of forms language style, or can be interpreted as a semantic field of study who learn the meaning of speech in accordance with the context of the situation usage. This meaning will become clear if used in sentence. Contextual meaning applies as a result of relationships between speech and situation.

D. Textual Meaning (MT)

Martin in [26], states that textual meaning is meaning as a result of the realization of lexicogrammatical elements which become the medium for the realization of a text. Then, according to Yendra in [27], textual meaning is the meaning that arises after a person reads the text or meaning that refers to the text or meaning that is inferred from understanding.

E. Reference Meaning (MR)

Kridalaksana in [7] suggests that referential meaning is the meaning of an element of language that is very close to outside the language (object or idea) and which can be explained by component analysis; also called denotation; the opposite of connotation. Understanding the meaning needs to use a meaning approach so that it can be more closely understand the contents. Sebeok in [28] divides two approaches in understanding meaning, namely (1) the language approach (intentional), is an approach that looks more at the relationship system that is only language, and (2) extensional approach, the approach focused on referents. Then, this approach looks at words or sentences and things

that are non-language in relation to the language context or non-language context. Both the language context and the non-language context (context of the situation) are two things that can help in understanding the meaning of language.

III. RESEARCH METHODS

Research entitled Analysis of the Meaning of Words in Persuasive Discourse on Marry Riana Quotes is a research using a qualitative descriptive approach. The subject of this research is quotes of Marry Riana. The data is taken from the discourse on Marry Riana's quotes. The object of this study includes the form of language, the words in the quote Marry Riana. Data collection techniques used by this research are reading and note-taking techniques. The data that will be analyzed further are then given a mark on the data source. Subsequent data collection techniques are note-taking techniques. Data collection with note-taking techniques is done by recording data obtained from data sources that have been given previous markings. Data obtained will then be recorded on the data card. Meanwhile, this research uses distributional method in analyzing the research.

IV. RESULT AND DISCUSSION

This section presents the results obtained and following by discussion.

A. Result

The results of this study are word meanings which consist of four types of meaning, namely lexical meaning, grammatical meaning, contextual meaning, and textual meaning. In this study 89 data were obtained in terms of the meaning of words in the form of lingual units of 122 quotes consisting of 62 lexical meanings, 32 grammatical meanings, 6 contestative meanings, 22 textual meanings. The data will be shown in this following Table I.

TABEL I. DATA RESULTS TABLE

No	Type of Meaning of Words	Number	Percentage
1	Leksical meaning	62	50.82%
2	Grammatical meaning	32	26.23%
3	Contextual meaning	6	4.92%
4	Textual meaning	22	18.03%
Total		122	100%

B. Discussion

Based on the results of the research, Marry Riana's quotes are including in persuasive discourse that contains several meaning. The meaning of the words in Marry Riana's quotes is persuasive. In this study, the researcher focuses more on the lingual form at the level of meaning of the word because the word becomes an idea that represents the mind of the writer. With the right choice of words in Marry Riana's quotes, the delivery of messages from the meaning of the word will be able to motivate readers to be better. The meaning of the words contained in Marry Riana's quotes is classified into the form of word meaning, namely lexical meaning (ML), grammatical meaning (MG), contextual meaning (MK) or situational, and textual meaning (MT). The five forms of word meaning contained in the persuasive

discourse on Marry Riana's explanation will be elaborated as follows.

1. Lexical Meaning (LM)

The lexical meaning is the meaning of the element of language as a symbol or event. The lexical meaning is a meaning that refers to the meaning that is in the dictionary. The meaning of the words in the dictionary is free from their use or context. So, lexical meaning is the meaning obtained from a basic word.

Data 01 : *Jangan mengeluh karena tangan yang belum dapat menggapai bintang. Tapi, bersyukurlah karena **kaki** yang masih dapat menginjak **bumi**.*

In the data above, a quote from Marry Riana intends to give a message that we do not need to be worry about something that has not been achieved because it is better to be grateful for something that has been obtained. Meanwhile, the lexical meaning contained in the quotes of Marry Riana is the "kaki" and "bumi". The word "kaki" and "bumi" are basic words that refer to the referent directly. The straightforward lexical meaning refers to the referent is a denotative word that is the true meaning "kaki" is defined as a limb that supports the body and is used to walk (from the groin down). Explanation of the meaning of feet is an identification of linguistic units that do not join with other lingual units.

Data 02: *Perkataan Anda adalah **cermin** dari **keperibadian**. Karena itu hiasilah dengan tutur yang indah agar menentramkan. Padukan dengan prilaku yang baik dan juga sopan.*

In the data above, the quote intends to remind someone to have a good personality with words and polite attitude because it is a reflection of themselves. Meanwhile, the words contained in quotes are *cermin* included in the meaning of the word lexical because they refer to the referents. The straightforward lexical meaning refers to the referent is a denotative word that is the actual meaning of the Mirror is interpreted as something that is an example or lesson. Explanation of the meaning of a mirror is an identification of linguistic units which does not join with other lingual units.

2. Grammatical Meanings (GM)

Grammatical meaning is the meaning of a word because of the influence of the use of sentence structure used which has a relationship between elements of language in larger units. So, the grammatical meaning is the meaning obtained from the word that has got the affixation or the word that has undergone morphophonemic and blending processes.

Data 03 : *Perkataan Anda adalah **cermin** dari **keperibadian**. Karena itu hiasilah dengan tutur yang indah agar menentramkan. Padukan dengan prilaku yang baik dan juga sopan.*

In the data above, the quotes intends to invite readers that builds a good attitude in themselves carefully in saying because words are a mirror of self and behaving. The word keperibadian is a combination of morpheme (*ke*) and (*-an*) thus it gives new meaning. The word keperibadian is defined

as the intrinsic character reflected in the attitude of a person or a nation that distinguishes it from other people or nations. The meaning of "keperibadian" is an identification of linguistic units that do not join other lingual units.

3. Contextual or Situational Meanings (MK)

Contextual or situational meaning is the meaning of a word related to the situation of the language user. Contextual or situational meaning is the meaning of a word or sentence because of the situation in the use of language.

Data 04: *Hujan turun, tanpa pandang bulu. Matahari bersinar, tanpa pandang bulu. Kesempatan pun tersedia tanpa pandang bulu*

The sentence above, has the opposite meaning because what is meant by **tanpa pandang bulu** is not choosing in any situation. **Tanpa pandang bulu** have other meanings if used in other sentences because they are meanings related to the language of the user.

4. Textual Meaning (MT)

Textual meaning is the meaning that arises or is obtained from the contents of a particular text or reading. The meaning of the textual is the meaning that arises after someone reads the text as a whole or the meaning that refers to the text or the meaning concluded from understanding.

Data 05: *Janganlah mengeluh karena tangan yang belum dapat menggapai **bintang**. Tapi bersyukurlah karena **kaki** yang masih dapat menginjak bumi.*

It is necessary to read the whole discourse referred to from the word so that the meaning that emerges will becomes clear. A word used in a discourse with one another will have a different meaning. The word **bintang** does not refer to stars which means that celestial bodies consist of flaming gases like the sun, especially at night. However, the star in question is achievement. Thus, the true meaning of the word star is different from the meaning of the word star in another discourse.

Data 06 : *Lihatlah hidup kita melalui **kaca depan**, jangan melalui **kaca belakang***

It is necessary to read the whole discourse referred to from the word so that the meaning that emerges becomes clear its purpose. A word used in a discourse with one another will have a different meaning. As in the data above, states that the words "kaca depan" and "kaca belakang" do not refer to the glass on a vehicle. However, the meaning of the word is a term regarding the journey of life. *Kaca depan* is defined as the future while the *kaca belakang* is defined as the past. Both meanings are different from the real meaning of the word because the description and the intended purpose are different objects.

V. CONCLUSIONS

The result and the discussion show that there are four types of word meanings, namely (1) lexical meaning, (2) grammatical meaning (3) contextual meaning, and (4) textual

meaning. Lexical meaning places the highest number with a percentage of 50.82%. Then, it followed by textual meaning with 18.03%, grammatical meaning is 26.23%, and the meaning of the contextual word is 4.92%. In the meaning part of the word is further analyzed about the explanation of the meaning contained in the quote. The explanation is about understanding the implicit and explicit meanings. This is done to find out what Merry Riana quotes are like in influencing readers, inviting readers to do something, and so on. In addition, there are two approaches in understanding meaning, namely (1) the language approach, relating to the meaning of the contextual and textual words, and (2) the extensional approach, relating to the meaning of the lexical word and the meaning of the grammatical word. So, with more lexical meanings found in quotes Merry Riana shows that the word used to influence readers in Merry Riana's quotes is straightforward and clear so that the readers can easily understand Merry Riana's quotes. Although there are words that have different word meanings when used in other sentences, the choice of words in the Merry Riana quote is still clear to understand.

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