ASSOCIATIVE MEANING USED IN PINTEREST POSTERS

THESIS

BY

GALUH NATASIA

REG. NUMBER: A73216067

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

UIN SUNAN AMPEL SURABAYA

2020

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Name	: Galuh Natasia
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By

Galuh Natasia

Reg. Number: A73216067

Approved to be examined by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, February 26th, 2020

Thesis Advisor

Dr. A. Dzo'ul Milal, M. Pd.

NIP. 196005212000031002

Acknowledged by:

The Head of English Department

Dr. Wahju Kusumajanti, M. Hum

NIP. 197002051999032002

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on March 19th, 2020.

The Board of Examiners are:

Examiner 1

Dr. A. Dzo'ul Milal, M. Pd
NIP. 196005212000031002

Examiner 2

Raudlotul Jannah, M.App. Ling
NIP. 197810062005012004

Examiner 3

Murni Fidiyanti, M. A
NIP. 198305302011012011

Examiner 4

Suhandoko, M.Pd.
NIP. 1989052820180110022

Acknowledged by:
The Dean of Faculty of Arts and Humanities
UIN Sunan Ampel Surabaya

Dr. H. Agus Aditoni, M. Ag.
NIP. 196210021992031001

KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN
Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

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Nama : GALUH MATASIA
NIM : A73216067
Fakultas/Jurusan : ADAB DAN HUMANIORA / SASTRA INGGRIS
E-mail address : galuhnotasya@gmail.com

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ABSTRACT

Natasia, G. (2020). *Associative Meaning Used in Pinterest Posters.* English Department, UIN Sunan Ampel Surabaya. Advisor: Dr. A. Dzo'ul Milal, M.Pd.

Keywords: Associative Meaning, Education's Poster, Environment's Poster, Health's Poster, Pinterest.

This thesis discussed associative meaning on the poster of three themes of education, environment, and health. The researcher used the theory of associative meaning by Geoffrey Leech. According to Leech, the associative meaning has five types. They are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. This study aims to describe the real meaning and images in the posters. This study also interpreted types of associative meaning and explained the function in each type of associative meaning to know the messages contained in the posters. Therefore, three research questions will answer by the researcher, such as; (1) what is the real meaning of the education, environment, and health posters are. (2) what are the associative meaning used in every poster of education, environment, and health. (3) what is the function of associative meaning used in the poster of education, environment, and health poster.

This research applied a descriptive-qualitative method. From this method, the researcher described the real meaning and the images contained in the posters. Then, interpret the types of associative meaning and explain the function. Before, the researcher analyzed the data. The researcher collected the data, which has criteria for more than 50 repins. After collecting, the researcher underlining and coding the data. The data of this research is poster was taken from Pinterest.

The result of this study, the researcher, found the real meaning in posters. Such as the sentence "The S'more you read. The S'more you know" is the more one is reading, the more one will know. Many things can get from reading, such as information, education, and increase knowledge. That word also contained the collocative meaning of the word "S' more." The function is to convey the word "S' more," which tends to occur in the environment with the word 'more.' Based on the context, the word "S' more" is associated with another word 'more' to make the right phrase and make the meaning related to the context. All the types found in the poster. However, the types of connotative meanings mostly used in the poster because the meaning in the poster talking about the real world, which is associates the expression when someone heard it or used it.

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ABSTRAK

Natasia, G. (2020). Makna Asosiatif Digunakan dalam Poster Pinterest. Inggris Jurusan, UIN Sunan Ampel Surabaya. Penasihat: Dr. A. Dzo'ul Milal, M. Pd.

Kata kunci: Makna Asosiatif, Poster Pendidikan, Poster Lingkungan, Poster Kesehatan, Pinterst.

Tesis ini membahas makna asosiatif pada tiga tema poster pendidikan, lingkungan, dan kesehatan. Peneliti menggunakan teori makna associtive dari Geoffrey Leech. Menurut Leech, makna asosiatif memiliki lima jenis, yaitu: makna konotatif, makna gaya, makna afektif, makna yang direfleksikan dan makna kolokatif. Penelitian ini bertujuan untuk mendeskripsikan makna sebenarnya dan gambar dalam poster. Penelitian ini juga menafsirkan jenis makna asosiatif dan menjelaskan fungsi dalam setiap jenis makna asosiatif untuk mengetahui pesan yang terkandung dalam poster. Oleh karena itu, ada tiga pertanyaan penelitian yang akan dijawab oleh peneliti, seperti; (1) apa arti sebenarnya dari poster pendidikan, lingkungan dan kesehatan. (2) apa arti asosiatif yang digunakan dalam setiap poster pendidikan, lingkungan dan kesehatan. (3) apa fungsi makna asosiatif yang digunakan dalam poster pendidikan, lingkungan dan kesehatan.

Penelitian ini menggunakan metode deskriptif-kualitatif. Dari metode ini, peneliti menggambarkan makna sebenarnya dan gambar yang terkandung dalam poster. Kemudian, ditafsirkan jenis-jenis makna asosiatif dan dijelaskan fungsinya pada masing-masing jenis makna asosiatif. Sebelumnya, peneliti menganalisis data. Peneliti mengumpulkan data yang memiliki kriteria lebih dari 50 repins. Setelah mengumpulkan, peneliti menggarisbawahi dan mengkode data. Data penelitian ini adalah poster yang diambil dari Pinterest.

Hasil penelitian ini, peneliti menemukan makna sebenarnya dalam poster. Seperti kalimat *"The Smoreyou read. The S'more you know"* adalah semakin banyak yang membaca, semakin banyak yang tahu. Banyak hal yang bisa didapat dari membaca seperti informasi, pendidikan, dan menambah pengetahuan. Kata itu juga mengandung arti kolokatif dari kata "*S'more*". Fungsinya untuk menyampaikan kata " *S'more* " yang cenderung terjadi di lingkungan dengan kata "*more*". Berdasarkan konteksnya, kata "*S'more*" dikaitkan dengan kata lain '*lebih*' / 'lebih' untuk membuat frase yang tepat dan membuat makna yang terkait dengan konteks. Semua jenis ditemukan di poster. Tapi, makna konotatif banyak digunakan dalam poster. Karena makna dalam poster sebenarnya berbicara tenang dunia nyata yang mengaitkan ekspresi ketika seseorang mendengarnya atau menggunakannya.

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CHAPTER I

INTRODUCTION

This chapter discusses some aspects of the study, such as the background, its problem, the significance, scope and limitation, and the last is the definition of key terms.

1.1 Background of the Study

Language is a tool for human beings to communicate and express feelings to improve their life. According to Sapir (1921, para. 8), language is a purely human non-instinctive method of communicating ideas, emotions, and desires employing a system of voluntary produce symbols. Humans use language for doing communication and interaction with others. Communication is a systemic process that individuals interact through symbols to create and interpret meanings (Julia Wood, p. 2004).

Communication can be written or spoken. The first is communication by written is mental work of inventing ideas, thinking about how to express them, and organizing them into statements and paragraphs that will be clear to a reader (Nunan, 2003, p. 88). If communication by spoken is an interactive process of constructing meaning that involves producing and receiving and processing information (Brown, 1994; Burns & Joyce; 1997).

Communication can be the form of spoken and written. Communication by writing involves the use of language, and that is written, whether on paper or via electronic/digital means. To write some information not only being able to write physically and to type but, of course, to spell and punctuate effectively, to

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use correct grammar, to understand the context and thus be capable of straightforward communication and complex ideas. So, the meaning can be understood by others. Examples of communication by written are letters, newspapers, magazines, posters, et cetera.

A poster is one of the media to communicate messages, which usually includes textual and graphic elements. According to Sabri (cited Musfiqon, 2012, p. 85), posters are depictions that are shown as notifications, warnings, and tastes that usually contain images. A poster is one form of technological advancement in the field of printed media, and the poster is attractive and informative. Many posters are used for education, advertisement (especially for the event), and convey a specific message so people can find out.

The poster usually gives information and can persuade others. So, the choice of words in the poster is significant to make others more interested in reading, finding, and getting the message in a poster. If we see from the poster, ordinary pictures are made with an exciting blend of colors, but if examined more in the poster has a strong character in conveying the suppressing information shaped interesting image and colors. Besides the picture and attractive colors, the poster combined with short sentences so it will be easy to understand to the public about the meaning and message of the poster. To know about the meaning and message of the poster, the researcher used semanticss to be the basic theory of this study.

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Semanticss is the study of meaning in words and sentences, in the simple meaning semantics is the study to explain how the speakers of the language understand sentences. According to Palmer (1981, p. 1), semanticss is the technical term used to refer to the study of meaning, and since the meaning is a part of the language. From the definition of semanticss, we know that all the sentences have meaning. That is an essential part of the study in semanticss. Semantics is also related to the relationship between signifiers, such as words, phrases, signs, symbols. Semantics has many types, but the researcher will concern with the associative meaning.

Associative meaning is the meaning of words or sentences that has a connection with the relationship of word or sentences with condition out of the language. For example, the word "white" associated with the meaning "holy" or the word "rose" associated with the meaning "brave or true love." In associative meaning has five types. There are connotative meanings, affective meaning, reflected meaning, collocative meaning, stylistic meaning, or social meaning.

From here, the researcher analyzed of associative meaning in the poster. The poster focussed on the themes of education, environment, and health because the poster is one of the unique media and one of the forms of technological advancement to give information to others, and the three themes here is the critical case in Indonesia. So, the researcher will analyze and show the real meaning of the poster used the theory of the associative meaning based on Leech. The researcher will take the data from social media, namely Pinterest.

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Pinterest is a social media that focus on photo or image segments. The researcher chooses Pinterest to be a source of data because Pinterest here is popular social media, and Pinterest has been named "50 of the best websites of 2011" by Time Magazine. In December 2011, Pinterest was also named one of the "top 10 social networks". In January 2012, ComScore reported that the site had 11,7 million unique users making the fastest site in history to penetrate 10 million unique visitors. Pinterest also provides several images with specific themes, and the image provided by Pinterest is focused. So, the reason why the researcher used Pinterest to be a source of data.

Some researchers have conducted a study of associative meanings. The first is the study of "Associative Meaning on www.khilafah.com" from Dutamurty (2013). In this research, analyze of associative meaning in www.khilafah.com using the theory based on Geoffrey Leech. The website of www.khilafah.com presents the article of updated news about the world in using the Islamic point of view. It has eleven sections, they are home, about us, the Khilafah, analysis, concepts, news watch, activism, multimedia, Ramadhan, comment, and contact us. Each section has sub-sections. Here, the focus of the study is an analysis section, which includes its sub-sections; they are America, Africa, Europe, the Middle East, and Asia. The analysis section of www.khilafah.com contains an analysis of political issues around the world. It presents the views based on Islamic ideology or Sharia, the Khilafah's law, carried out by the article writers in solving every issue. This study was to describe the kinds of associative meanings that appear in the analysis section of www.khilafah.com. The theory based on

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Geoffery Leech. This study is expected to be an informational media about associative meaning so the linguistic learner would understand and more natural to identify the use of associative meaning. The researcher made a table to categorized the words or sentences belonging to the types of associative meaning to make it easier for readers to see the final result. However, the result does not include the table, even though the researcher included the table into his research step. So, the researcher only showed the table but did not use it. If the researcher did not use the table, it should not be necessary to include the form of the table in the research step. So, the reader is not confused with the research.

The second is "A study on the associative meanings of the Jakarta Post Weekender magazine" from Yusuf (2010). In this study, the researcher determines the types and functions of associative meanings based on Leech's theory that was gathered from the Jakarta Post Weekender magazine, which published from October until November 2009. Furthermore, it was focused on the profile section of the magazine since there are many associative meanings found. The researcher used the descriptive qualitative method in this study. Nevertheless, the lack of this study in the last analysis, the researcher mentions again the word that contains associative meaning. If the researcher wants to mention the type of associative meaning again, it should use the table to make the reader more easily to read the result, and this is more simple than a mention or re-write again the data without any explanation.

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The third research is "The Associative Meaning on the Headlines of the Jakarta Post" from Sarifah (2008). She analyses the types and ways of using associative meaning. Based on Leech's theory. Her research design is a descriptive qualitative approach that directly applied to collect the utterances from the Headlines of the Jakarta Post newspaper. Since it covers or represents to its content of the whole text in the newspaper. The result shows the types of associative meanings; connotative, stylistic, affective, reflected, and collocative meaning. Her analysis does not only refer to one theory (Leech's theory), but also she uses Mwihaki, and Finch so that analysis is extended, in her report does not focus with one theory, so many theory that used in this study.

The last research is "The analysis of associative meaning in Samsung advertisement slogan" from Irfan (2017). This research expected to provide new insight to the reader about the types of associative meaning by Geoffrey Leech. That theory analyses the meaning of *the Samsung* advertisement slogan comprehensively. This analysis gives an explanation about types of associative meaning in detail and a simple way. However, this research analyzed and explained the meaning of associative meaning in *Samsung* advertisement. Maybe, the researcher can add one research of the problem in his analysis. It can be the function of the associative meaning used in the *Samsung* advertisement. So, the analysis is more precise or can be combined with plausible theory, because the focus of this study is advertising.

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Based on previous studies above, all of them used the theory of associative meaning based on Leech's theory. However, here, the researcher used the new data of this research. The researcher used a poster to be data of this research, and there have been no previous studies using a poster to research in the associative meaning. In this present study, the researcher is interested in analyzing the real meaning on the poster and used the theory of associative meaning and will describe the meaning of the image that contains the poster. Because there was no previous study tried to connect the meaning in associative meaning with a picture contained in data.

For example, one of the previous studies analyzes associative meaning in the Samsung advertisement slogan. This study included the capture of the image in the Samsung advertisement. Nevertheless, the researcher did not try to connect the meaning in the advertisement slogan with the image contained in the Samsung advertisement slogan. So, in this study, the researcher tries to reveal the images on the poster that has a relation with the meaning or message will be delivered by others. In the last analysis in this study, the researcher will count how many types of associative meanings apparent on the poster.

The researcher used the poster as the source of data, and posters are education, environment, and health. The researcher takes the data from social media that Pinterest. The reason why the researcher chooses the data analysis from the poster because first is the poster is new research data that used to analyze using the theory of associative meaning. The second reason is the poster here is one of the forms of technological advances in the field of print, as we know that

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poster is the paper that has some messages. The researcher is also interested in the design of the poster. Many of poster that has an interesting design like full of color or picture which is support with the theme. So, the reader can be interesting to read the poster. However, mostly, the choice of word in a poster is simple but meaningful.

The reason why the researcher chooses three themes of education, environment, and health to be criteria the poster because that theme is the crucial issue that happens in Indonesia, for example, the Education issue in Indonesia still quite a few rather than in another country. According to a Political and Economic Risk Consultant (PERC) survey, the quality of education in Indonesia ranks 12th out of 12 countries in Asia. Indonesia's position is below Vietnam. Data reported by The World Economic Forum Sweden (2000), Indonesia has low competitiveness, which only ranks 37th out of 57 countries surveyed in the world. At least some problems can be identified in our world of education, namely low quality of physical facilities, low quality of teachers, low teacher welfare, low student achievement, low relevance of education to the needs, and high cost of education. So, the researcher wants to reveal and show the meaning of the poster that has useful information and impact on the other people, if they know the meaning.

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The theme of the Environment is also an important point in Indonesia. There are a lot of polluted environments in Indonesia, and some of this pollution arise from society. So, the level of awareness of society is less about the environment.

The last theme of health will be taken because this is one of the problems that happen in Indonesia. At the beginning of the year, news of malnutrition and measles came from Asmat, Papua. Noted, 76 children died due to malnutrition and measles. The government even categorized this case directly in Extraordinary Events and formed a special team that descended directly on Asmat. From these problems, it is evident that Indonesia still has essential issues in the world of health. So, the researcher reveals the meaning in every poster using associative meaning theory. Then, show the function types of associative meaning that used in a poster, and the researcher tries to connect the image on the poster to make the analysis. The researcher used a descriptive qualitative method to do analyzed.

1.2 Problems of the Study

a. What is the real meaning of the education, environment, and health posters found on Pinterest?
b. What is the associative meaning used in every poster of education, environment, and health found on Pinterest?
c. What is the function of associative meaning used in the poster of education, environment, and health found on Pinterest?

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1.3 Significance of the Study

the researcher hopes that this present study can give theoretical and practical significance. For theoretical, the researcher hopes this study gives knowledge of semantics, especially the theory of associative meaning. This study also can be references to other students who will research associative meaning. For practical, this study can help the readers understand the meaning contained in the poster, so it makes the reader aware of the importance of education, protecting the environment, and protecting health for us.

1.4 Scope and Limitation of the Study

To make the reader concerned with the topic, the researcher limits the research that focused on five types of associative meaning that used in the poster of education, environment, and health. The researcher using the textual and the context of the poster to analyzed and showed what are the types which often used in a poster from five types in associative meaning based on Leech's Theory. The researcher collected the data whose variation meets the theory needed in each theme.

1.5 Definition of Key Terms

A poster is a temporary promotion of an idea, product or event put up in public space for mass consumption. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Poster designed to be both eye-catching and informative.

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Associative meaning refers to the particular qualities or characteristics beyond denotative meaning that people commonly think of (correctly or incorrectly) about a word or phrase.

Pinterest is a social media website that allows users to organize and share images and videos from around the Web. Images uploaded by users are called Pins and may be organized into pinboards, which may be customized, themed, and followed by other users.

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CHAPTER II

REVIEW OF LITERATURE

This chapter explains the theories used in this study, including the definition of meaning, the definition of associative meaning, and the definition in each type of associative meaning.

2.1 Meaning

Studying meaning is a goal for studying semantics, including lexical and grammatical meaning. It is not only looking for meaning in the dictionary but also understanding idioms, expressions, figures of speech, and proverbs. As Lyons (1984, p. 33) and Palmer (1981, p. 24) stated that meaning could not leave from another word's meaning. The term meaning is used in many ways. According to Palmer, meaning as a concept is more difficult to define than people might think (1981, p. 3).

Djajasudarma stated that the essence of studying meaning is to understand each other. So, each person knows what the speaker means and what will be received by the hearer (1999, p. 5). Leech says that the importance of meaning in communication is to be the media between the speaker and the hearer to understand each other (1981, p. 22). Leech distinguished the meaning into three types of associative meaning. They are conceptual meaning with logical, cognitive, or denotative content, thematic meaning, and associative meaning. Associative meanings are divided into five types of meaning; they are; connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning (1981, p. 9).

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2.1.1 Associative meaning

Associative meaning is the uncertain meaning and has variants of individual experience (Leech, 1974, p. 21). It means that every word has more than one meaning, usually based on the interpretation of the reader and the meaning also created from the experience of the speaker. It is an expression that has to do with the proper mental understanding of the speaker. Sarifah (2008, p. 11) emphasizes that associative meaning is the sense associations that are not part of a word's primary meaning and have variants meaning based on individual experience or the context of the sentences. For example, the word "Black" is associated with the meaning of darkness and sadness. Based on Geoffrey Leech's theory, there are five types of associative meaning (1981; p. 9)

This kind of meaning is extra resonance, can be employed to powerful emotive effect. It is also acquired considerable from the social and cultural context in which they are used. Connotation, collocation, stylistic, and reflected meaning have represented more than affective meaning. Then, associative processes affect the meaning of words (Finch, 1998, p.141). According to Geoffrey Leech, there are five types of associative meaning:

2.1.3.1 Connotative Meaning

According to Leech (1974, p. 14) stated that connotative meaning refers to what is communicated by what language refers to, over and above its purely conceptual content. The meaning that is not actually in common usually about satire. Further, Leech stated that talking about connotative, actually talking about the real world, which is associates the expression when someone heard or used it

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(1974, p. 21). The word "woman," for instance, is conceptually defined by three features; they are human, female, and adult. Then the three features of human, female, and adult must provide criteria of the correct use of that word. The contrastive features, translated into the real world, become attributes of the referent (that the word refers to). Meanwhile, there is a multitude of additional, non-criterial properties that learned to expect a referent of a "woman" process. It includes physical characteristics such as "having a womb." It also contains physicological and social properties such as "gregarious" and "having maternal instinct."

Connotative meaning is also associated with emotional associations that come out by wor. For an example of the word "moon," if we hear the word *moon* in our thinking is the round object which moves in the sky around the earth and can be seen at night. Still, the word "moon" also raises connotative meaning that can be associated with a romantic word which is usually used in the romance or love. It based on the experience of people. Another example, the word "child" is defined as a young human being, but there are many other characteristics. People associate "child" such as; amusing, loveable, sweet, noisy, et cetera.

As Kreidler said, the connotation refers to the personal aspects of meaning, emotional associations that arise from the word. Connotation varies according to individual experience because people do have something in collective experience; some words have shared connotations. (1999, p. 45). It can be concluded that connotative meaning includes a circle of concept and feelings

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that includes a circle of concept and feeling that includes emotion level and characteristic of human sense around the meaning or word.

The function of connotative meaning is to communicate the experience in the real world to associate with the expression when someone heard it since it brings to something valuable to the real world.

2.1.3.2 Stylistic Meaning

According to Leech (1974, p. 16) stated language which we use in communication is related to the social circumstance of the speaker's culture. It is because the dialects appear to form a variety of backgrounds life. The differences in tone, style, or choice of words will be influenced in their speaking.

This meaning is related to the style of word selection in connection with the existence of social differences and areas of activity in society. The other name of stylistic meaning is social meaning, which is related to the use of language to establish and regulate social relations and to maintain social roles. The language used by humans to communicate correlates with the social circumstances of the speaker's culture because the dialects appear from the background's life variety. The differences between tones, styles, and choices of words will influence their speaking.

The English style has recognized some main dimension variation. Further, Leech also stated that there is a category of the primary dimension of stylistic variation to distinguish on each aspect, which shows something from a different style (1981, p. 14). It appears in a particular language, they are;

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a. Dialect (the geography language area or social class)
b. Time (the language of the eighteenth century, et cetera.)
c. Province (the language of the law, of science, of advertising, et cetera.)
d. Modality (the language of memoranda, lectures, jokes, et cetera.)
e. Singularity (the style of Dickens of Hemingway, et cetera.)

From the definition above, it can be concluded that a language has a different style from other languages, it depends on location and culture. So, the language also has a different style fro another language. It depends on their location and culture. Chaer said, thus, it relates to the style of word selection to differentiating the social class and specific activities of society (Chaer, 1995, p. 73).

The function of stylistic meaning is to deliver the stylistic style. It appears in the language since it is concerned with social circumstances in the use of a linguistic expression.

2.1.3.3 Affective meaning

According to Leech (1974, p. 18), language reflects the personal feelings of the speaker or writer, including his attitude to the listener or his attitude to something that is uttered. It is expressing and communicating the speaker’s emotion or feeling about something that happened in a situation. Therefore, it is related to show the real meaning of the spiker indirectly. The meanings that relate to the speaker's feelings toward the other person or to the object in question this meaning usually will be more obvious when spoken.

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The tone of voice is important to show the feeling of the speaker or writer because that is reflected in the personal feeling. So, the listener or viewer will understand the speaker's or writer's feelings, if sad, harmful, or happy through the intonation of the speaker or writer. For example, the word *whatever*, when the word *whatever* saying with the standard tone without any expression that is cannot explain the feeling of the speaker. However, when the word whatever saying with the high tone, that makes the word *whatever* clearly to deliver about the speaker's feeling.

The function of affective meaning is to communicate the feeling or emotion of the speaker or writer itself. It arises from a personal feeling or attitude of the speaker or writer that is dedicated to the addresses or readers.

2.1.3.4 Reflected meaning

According to leech (1974, p. 19) that what is communicated through association with another sense of the same expression or the meaning which arises in cases of multiple conceptual meaning when one sense of word forms part of our response to another sense. It means that one sense of a particular word affects the understanding and usage of all the other senses of the world. It is usually caused when familiarity with one sense of a word affects our interpretation of another sense. The meaning that arises by the speaker in response to what they are seen.

Therefore, it is possible to make either secondary or substitution meaning for the same words, which are reflected in similar reference to the word in society. Moreover, this meaning mostly refers to the taboo, sacred condition, and attitude. For example:

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Are limbs, so dear achieved, are sides,

Full-nerved-still war too hard to stir?

The poem is written above is to show a soldier who has died in the warfare, Wilfred Owen. The poet uses exaggerated words, dear, means "expensive(ly)"; however, in another case, it also defends to the people, then; others feel the context of "beloved." So, that the reflected meaning here comes with emotive power and gives the new meaning based on the context.

The function of reflected meaning is to deliver the new sense of a word that relates to another phenomenon in the same expression. The new sense here comes to the expression of the same word. The new sense comes because of removes another sense in the same expression.

2.1.3.5 Collocative Meaning

According to Leech (1974, p. 20) that communication through association with word tends to occur in the environment of another word. The meaning usually respects to certain features of meaning possessed by a word of several synonymous words. The collocative meaning here deals with a word that is associated with another word to make the word become the right phrase and sound correct. In other words, it refers to an associate of the word because of its usual co-occurrence with certain types of words such as the word *pretty* and *handsome*, for instance. The word *pretty* tends to collocate with a girl, woman, garden, flower, et cetera. Furthermore, the word handsome tends to collocate with boys, men, cars, et cetera. Therefore, it can conclude the people should use the correct word or particular category of collocative meaning because all of the

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words depend on the association of meaning, which is come from the environment.

In other words, it refers to the associate of the word because of its usual co-occurrence with certain types of words such as big business, not large or great. It means that the word "big" is more suitable for the word "business."

The function of collocative meaning is to convey the associate words which tend to occur in the environment. It tends to have variants meaning when it co-occurs with another noun.

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CHAPTER III

RESEARCH METHODS

This chapter discussed the research methodology, which included Research Design, Data Collection of Research Data and Data Source, Research Instrument, Technique of Data Collection, and Data Analysis.

3.1 Research Design

The researcher conducted this study by using the descriptive-qualitative method to describe the real meaning, and the images interpreted the types of associative meaning and explained the function of associative meaning. In qualitative research, the researcher needs to use the context and textual data, which cannot be found by using a questionnaire (Satory, 2013, p. 27). So, the researcher gave a brief and clear explanation of the literal meaning and associative meaning in the poster of education, environment, and health. This research also used descriptive type is single working with one variable or could be more (Sugiyono, 2008, p. 56).

3.2 Data Collection

In the data collection, there are several sub-chapters given by researchers. They are research data, data source, research instrument, the technique of data collection, and data analysis.

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3.2.1 Research Data

The data were taken from the sentences, phrases, words, and images contained on the posters. The poster was taken also had a theme of education, environment, and health. The researcher was taken the poster with variations of the words, phrases, or sentences that are different from each poster.

3.2.2 Data Source

The data sources of this research are social media on Pinterest. Pinterest can be downloaded via play store application in android mobile phone. Pinterest is social media focused on images and videos. The user can upload, share, and save the images that can be included in categories (such as albums or folders) that can be customized by name. The researcher chooses 30 the best poster. Each theme of education, the environment, and health have ten posters that have more than 50 repins because repins show how many people saved the poster. So, more repins on the poster show that the poster is well and to be the best images.

3.2.3 Research Instrument

The instrument of this study used the human instrument. The human instrument is from the researcher herself to do an analysis and found the real meaning. The researcher collected the data by downloading the posters from social media of Pinterest, described the real meaning in each theme contained in the poster by using associative meaning based on Geoffery Leech and analyzed the words, phrases, or sentences that contained on the poster and writing the findings also concluding. Therefore, the researcher also used the tools to help this

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study as Gay and Asian (2000, p.145) stated that instrument is the tools to help the researcher to collect the data. So, the tools to help the researcher is a mobile phone to search the data and downloaded the poster on Pinterest and laptop to write the analyzed.

3.2.4 The technique of Data Collection

The data will be collected from words, phrases, sentences, and images on the poster in Pinterest used the theory of associative meaning based on Geoffrey Leech. The researcher will use some steps to collect the data. It can be seen below:

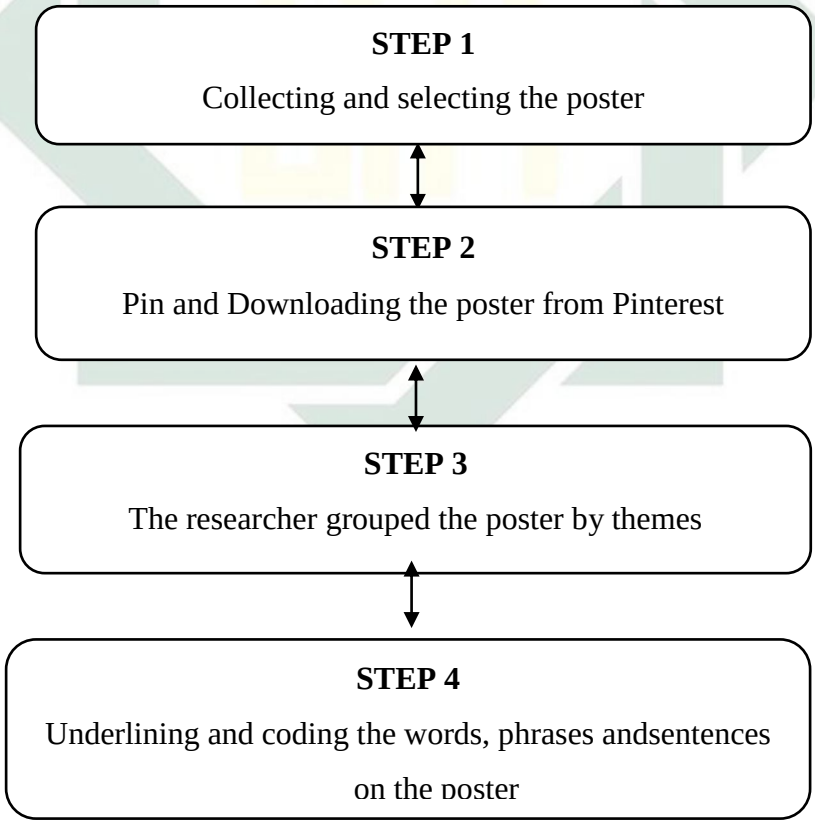

Figure 3. 1.Step in Collecting the Data

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1. In collecting, the researcher searches the poster based on the themes to find the poster with the criteria of three themes of education, environment, and health. If selecting, the researcher takes the poster with criteria more than 50 repins to found the poster with the best quality.
2. After that, the researcher pins the picture with categorized to the clipboard on Pinterest, namely **MyPoster,** to saved in the Pinterest board and downloaded the poster to be data.
3. Then, the researcher grouped the poster by making the folder in the laptop based on the themes to make it easier to chose the data it analyzes.
4. The last, the researcher underlined and coded the words, phrases, or sentences in the posters, which contained types of associative meaning. Next, the researcher described the real meaning and images, interpret the associative meaning, and explained the functions of types of associative meaning to prepared data to answer research problem number one, two, and three.

Table 3.1. Table of Coding Data

Themes of poster	Coding
Education Poster	Ed
Environment Poster	En
Health Poster	H
The number of data	1, 2, 3, 4 .....

Table 3.2. Table of Coding the types of Associative

Associative Meaning	Coding
Connotative Meaning	Con.M
Stylistic Meaning	SM
Affective Meaning	AM
Reflected Meaning	RM
Collocative Meaning	Col.M

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3.3 Data Analysis

After collecting the data, the researcher analyzed the data from the poster; they are; words, phrases, sentences that have been underlining, and coding. Moreover, the data of images also analyzed it. This study focused on Associative Meaning by Geoffrey Leechwhich contained to the types of associative meaning.

1. The researcher showed the number of repins and the verbal data

Data 1

[En[1];AM]

The example of coding data

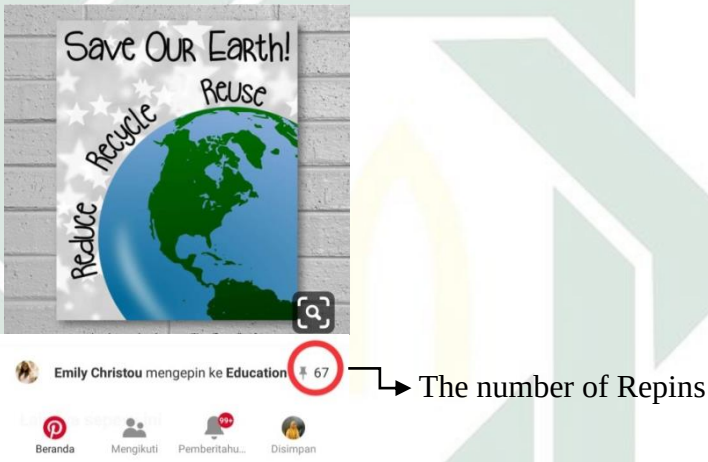

Figure 3. 2. The Example of Poster

The poster above has 67 repins. Do, it can be taken as data because the researcher has determined the criteria on page 21 that the data should have more than 50 repins, and the verbal data taken by the researcher is “Save Our Earth!”

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2. The researcher explained the themes and described the images in the poster by looking up the sentences, phrases, words, and images contained in the poster. See the following example below.

[En[1];AM] “Save Our Earth! Reduce, Recycle, Reuse”

This poster has the theme of environment because the sentence contained in the poster above has a relationship with the environment, such as "Reduce, Recycle, Reuse" These words usually used in the scope of the environment to solve the rubbish problems. The image supported this poster. The image is the earth combined with the blue color and green color. It represents the earth without any problems with rubbish. So, keep the environment with recycling, reduce, and reuse.

3. The researcher described the real meaning contained in the poster by looking up the words, phrases, or sentences. See the following example below.

[En[1];AM] “Save Our Earth! Reduce, Recycle, Reuse”

The literal meaning of the sentence “Save Our Earth! Reduce, Recycle, Reuse” is the suggestion for humans to save the earth by Reduce, Reuse, and Recycle. It is a way to lessen the problem of the environment about rubbish.

4. After that, the researcher analyzed the associative meaning contained in the poster

[En[1];AM] “Save Our Earth! Reduce, Recycle, Reuse”

These sentences also contain the associative meaning of the word "our." It is usually used by a writer to refer to something belonging to or associated with himself or herself. The word "our" is explained about the personal feeling of the

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writer. As the characteristic of affective meaning is referring to the personal feeling of the speaker or writer. So, this poster has an effective meaning of the word "our."

5. Then, the researcher showed the function of the types of associative meaning used in the sentences, phrases, or words by looking up the interpretation.

[En[1];AM] “Save Our Earth! Reduce, Recycle, Reuse”

The function of affective meaning is used to convey or communicate the feelings of the writer. From the word “our,” the researcher expressed her/his feeling in keeping the environment by reducing, reusing and recycling.

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CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the research findings and the discussion of the research. The researcher presents data finding of associative meaning contained in every poster and the discussion of the data result.

4.1 Findings

The researcher presents the findings of the result of associative meaning contained in the posters of three themes of education, environment, and health. The way to present the findings is as follows: The first, she presented the posters which have the themes of education, environment, and health and described the image contained in the poster. The second, she described the real meaning of sentence, phrase, or word in the posters. The third, she analyzed the associative meaning in the poster, and the last, she also explained the function of the associative meaning of the posters.

In associative meaning, the researcher found five types contained in the posters. They are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and the last collocative meaning. All the posters found in each type of associative meaning is variation in each of the themes of education, environment, and health.

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4.1.1 Education Posters

Education posters are a work of art or graphic design that contains a composition of images and letters that are educational or provide knowledge to the public. This part shows the result of the first findings in educational posters. The researcher revealed the real meaning or the literal meaning and described the images. Then, the researcher interpreted the associative meaning and explained the function of associative meaning. They are ten education posters on Pinterest; all the types of associative meaning are found. The result of this study showed in the explanation below.

Data 1

[Ed[1];Col.M,RM]

Figure 4. 1. Education Poster[1]

The poster above has 1104 repins. So, it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is "The S' more you read. The S'more, you know".

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From the poster above, it has the theme of education because the message in the sentence contained a relationship with education; it proved in the sentence “The S’ more you read. The S’more, you know". The meaning of this sentence if someone wants to know about anything or enrich their acknowledgment, she/he begins from reading as Stauffer (Petty and Jansen, 1984, p.23) assumed that “reading is the transmission of thought about channeling ideas. Besides, reading can be used to develop concepts, develop vocabulary, provide knowledge...” so the word “read” is the key to increasing knowledge in education. The image supports this poster is marshmallow, which is burned on a fire. It is described as the word “S’ more.” Based on the Urban Dictionary, “S’ more” has the meaning of a campfire treat consisting of toasted marshmallow. So, it is related to the image contained in the poster is fire and marshmallows.

The literal meaning of the sentence “ The S' more you read. The S' more you know" is the more one is reading, the more one will know. Many things can get from reading, such as information, education, and increase knowledge. As Tarigan says, reading is the key to the store of knowledge. That knowledge stored in the text must be dug up and searched through reading activities (1987, p.135).

This sentence also contains associative meaning. The word “S’ more” has an uncertain meaning or has more than one meaning based on the interpretation of the researcher. The word “S’ more” is an abbreviation of “Some More.” The word “S’ more” here collocate with the word “read” and “know.” From this interpretation, the word “S’ more” has collocative meaning because it is associated with the word ‘more.’ Collocative meaning deals with the word that is

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associated with other words to make the right word phrase. The meaning of "S' more" is changed with the word 'more.' Because the word more It makes the phrase good when it collocates with the word "read" and "know".

The collocative meaning is used to convey the word “S’ more,” which tends to occur in the environment with the word 'more.' Based on the context, the word "S' more" is associated with another word ‘more’ to make the right phrase and make the meaning related to the context. Leech (1974, p.19-20) stated that collocative meaning intends to what is communicated through association with words that tend to occur in the environment of another word.

The other associative meaning found in the sentence above was from the word “know" because the meaning of the word did not represent of the sense ‘understanding’ as “know” usually does, but the word “know” here is associated with the sense of ‘increasing knowledge.’ In other words, the word “know” has another sense of the same expression. It gives the new meaning of the word in the sentence, which is related to another event or phenomenon that is ‘increasing knowledge.’ From this interpretation, the word "know" has reflected meaning because the word "know" is associated with another sense of 'increasing knowledge' as the definition of reflected meaning is the association with another sense of the same expression (Leech, 1974, p.19).

The function of reflected meaning is used to deliver the new sense of a word that is related to another phenomenon in the same word. The new sense here is the new meaning comes to the expression of the same word. The new sense replaced to another sense by the same expression. The meaning of the word

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"know" that people usually know it is 'understand.' However, the word "know" in the sentence "The S' more you read. The S' more you know" means 'increasing knowledge'. So, the word "know" which means 'increasing knowledge' seems to replace another sense of 'understand'.

Data 2

[Ed[5];AM]

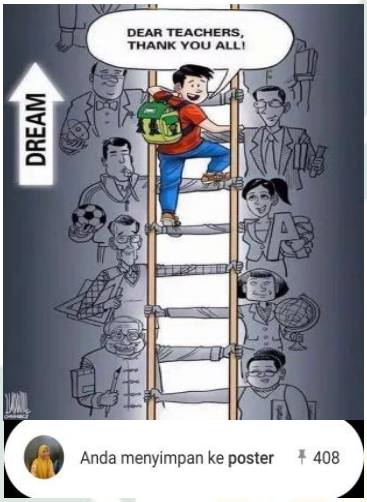

Figure 4. 2. Education Poster[5]

The poster above has 408 repins. So, it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is "Dear teachers. Thank you all!".

This poster has the theme of education. It can be seen from the sentence contained in the poster above, which has a relation with education, such as "teachers." This word has a relation with the theme of education because the teacher is professional staff with the main task of educating, teaching, guiding, and assessing within the scope of education. Based on Uno's opinion (2008, p.15) a teacher is a profession, which means a position that requires special skills as a

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teacher and cannot be done by just anyone outside the field of education. The image supported is a child who climbs a ladder identified as a student who is studying and trying to achieve success with the help of his teachers, which illustrated by the teacher's hand stepping stone to climb and help to get his dreams.

The literal meaning of the sentence, “Dear teachers. Thank you all!” is the student’s utterance to the teacher who is thankful for helping to achieve his dream. The student says thankfully for the teacher because kindness by the teacher is tremendous. The word “Dear” is conveyed the feeling of the students so loved his teachers because if someone says dear, it means very close to your heart (vocabulary.com).

This sentence also contains associative meaning in the sentence of “Dear teachers. Thank you all!”. The sentence is the utterance by the student to the teacher. It reveals the feelings of the student about the kindness the teacher and the student say thanks for helping. As the definition of Affective meaning is the language that reflects the personal feelings of the speaker or writer, including his attitude to the listener or his attitude to something that uttered (Leech, 1974, p.18). So, this poster has the affective meaning of the sentence "Dear teachers. Thank you all!”.

The function of affective meaning is used to convey the student’s feelings by the utterance. The student wants to share his feeling with the teachers by saying thanks because they help to achieve his dream. The student also wants to share the kindness of the teachers is large.

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Data 3

[Ed[6];Con.M]

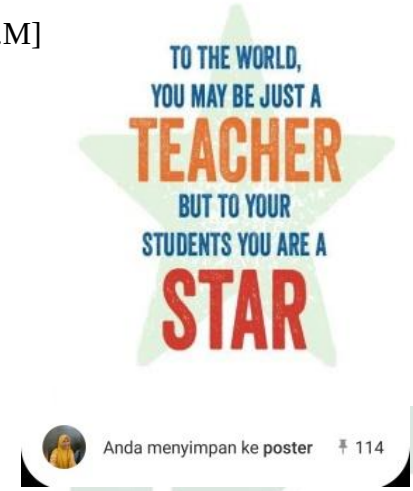

Figure 4. 3. Education Poster[6]

The poster above has 114 repin. So, it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is "To the world, you may be just a teacher, but to your students, you are a star."

This poster has the theme of education because the sentence has a relationship with education, such as the word "student." The word "student" usually used in the scope of education. Especially in school. The image supported has a connection with the word "star." The poster image is a big star represent about the teacher is like a star for the students who help students to achieve the dreams by being a light for educating, directing, and evaluating.

The literal meaning of the sentence "To the world, you may be just a teacher, but to your students, you are a star" is the teacher like a star to each student. The star here means that the attitude of the teacher. The word "star" represents the role held by a teacher for the students. The role of the teacher here

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is teaching, so the student looks that the teacher is like a star. The teacher also helps to achieve the success of their students. Ahmadi (1977, p.45) stated that the teacher plays a guiding role in carrying out the teaching and learning process, providing conditions that allow students to feel safe and believe that the skills and increase student achievement motivation.

This sentence also contains associative meaning. The word “Star” has an uncertain meaning based on the interpretation of the researcher. The word “star” has the meaning of the round object which moves in the sky around the earth and can be seen at night. However, the word “star” is associated with the teacher’s role, which means that they emit the light for the students to achieve their dreams and to be a success. From this interpretation, the word "star" has connotative meaning, because the meaning that is not actually in a common, usually about satire The word “star” has the meaning of attitude the teacher. According to Leech (1974, p.14-15), the connotative meaning is communicated under what language refers to. The meaning refers to the experience which associates with the expression when someone heard it or used it.

The function of connotative meaning is used to communicate the experience in the real world to associate with the expression when someone heard it or used it brings to something valuable to the real world. The word “star” is used in the sentence connotes with the meaning of attitude the teacher to the students. Indeed, the word “star” brings different meaning from society to society in the real world due to that relates to one's experience, phenomenon, and the society which used it.

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DATA 4

[Ed[10];SM]

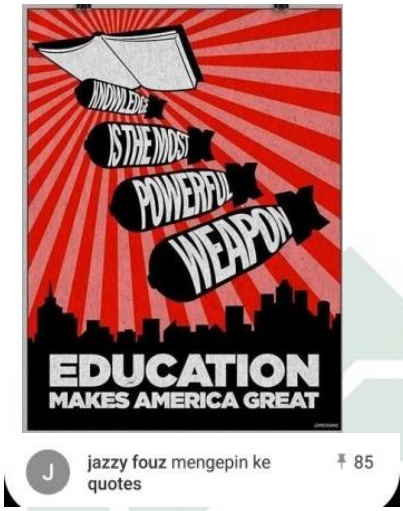

Figure 4. 4. Education Poster[10]

The poster above has 85 repins. So, it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is "Education Makes America Great."

The poster above has the theme of education. From the sentence "Education makes America great," the word "Education" describes the education theme. The image supported this poster. The image is the country with black color represents America's country. Another image contained in the poster above is a missile and book. Every missile includes the words and phrases "Knowledge/ is the most/ powerful/ weapon/" those words and phrases make the sentence have a message about the benefit of education. The book's image represents the tools supporting education.

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The literal meaning of the sentence “Education makes America great” is education to be one of the factors that make America great. America is the country with the best education like technology uses, and the system of education is better than any other country in the world. From **edsys.in**, the researcher gets information that America included in the 20 countries with the best system of education. Because the system of education in America is perfect, it makes America be a great’s country. From the poster above, it can be seen that education is an important thing, and education has a significant contribution to the progress of the country.

This sentence also contains associative meaning from the sentence, "Education makes America great."The word “America” is associated with the sense of people, which does the system of education, not just about the country but the people that have a high quality of education. It used in the scope of society who are the people who have a good education. From the interpretation, the word “America” has stylistic meaning, because the stylistic features of words “America,” which make words appropriate situations, constitute stylistic meanings of words.

The function of stylistic meaning is used to deliver the stylistic style, which appears in language. The stylistic style is from the word “America” because it used in the scope of society about the system of education in America make this country is excellent.

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The researcher concludes that education posters mostly used the types of connotative meaning. From 10 posters, the researcher found six connotative meanings used in the education posters to conveyed the meaning because the word contains in the poster is commonly about satire. It is conceptual content to makes the reader more aware of education as the definition of connotative meaning is the meaning that is not actually in common usually about satire. Further, Leech also stated that talking about connotative, actually talking about the real world, which is associates the expression when someone heard or used it (1974, p. 21).

Another type of associative meaning found in the education posters is one poster in collocative meaning, one poster in affective meaning, two posters in reflected meaning, and one poster in stylistic meaning. The education posters conveyed the meaning which has the relation with personal experience or community speakers that react and give meaning emotive connotation, for example like the word “star” is included in the types of connotative meaning.

4.1.2 Environment Posters

Environmental posters are raising awareness on emerging from environmental issues to pollution, global warming, and the problem of rubbish (Held, 1974). The poster conveyed the condition of the environment, begin from the problem. The result of the second findings in environment posters. The researcher revealed the real meaning or the literal meaning and described the images. Then, the researcher interpreted the associative meaning and showed the function of associative meaning. They are ten education posters on Pinterest, all

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the types of associative meaning are found, but the types of affective meaning mostly used in the posters. The result of this study showed in the explanation below.

DATA 6

[En[2];AM]

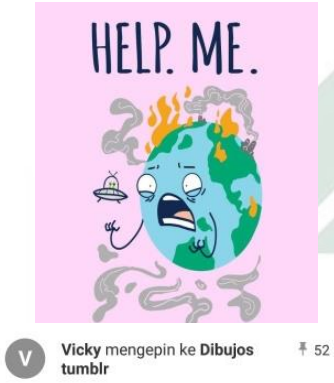

Figure 4. 5. Environment Poster[2]

The poster above has 52 repins so it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is "Help Me"

The poster above has the theme of the environment because the image contained in the poster is the earth image represents the theme of the environment. The image is the earth in condition full of fire, which is burning the forest and make the pollution. The poster above shows the current state of the environment with conditions full of pollution, and many cases of forest fires by irresponsible people are essential issues in the environment.

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The literal meaning of the phrase “Help me” is asking for help. According to Merriam Webster, the word “help” has the meaning of assisting. So, it means that the environment needs help by keeping the earth from pollution with stop burning in the forest.

This sentence also contains the associative meaning of the phrase “Help me.” This phrase is the feeling or emotion of the writer because it is signed to humans that the earth in lousy condition. The phrase “Help me” to said by others like come on, we must keep the earth where we live by stop burning the forest. The word “me” refers to himself as the object of a verb or preposition. From the interpretation, the phrase "Help me" has affective meaning, because the word "me" refers to himself/herself. So, this word reveals the personal feeling or emotion about the condition of the earth. As the definition of affective meaning in languages that reflect the personal feeling of the speaker or writer, including the attitude of something that is uttered (Leech, 1974, p. 18).

The function of affective meaning is used to express emotion or feeling the writer about something that happened according to the situation. The earth's condition is full of pollution and many the forest burned by a human. So, the researcher shares her/his feeling used of the phrase “help me” to reveal personal feelings.

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DATA 7

[En[4];SM]

Figure 4. 6. Environment Poster[4]

The poster above has 187 repins. So it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is "There is no planet B"

The poster above has the theme of the environment from the images contained in the poster. The image is the earth looks green, and the little girl embraces the earth by keeping the earth. The little girl represents the human who keeps the environment to make the earth looks green and no pollution in there.

The literal meaning of the sentence "There is no planet B" tells about where humans live. There are no other planets that can be inhabited by humans except the earth because the factors that cause the earth to be a planet worthy of life, as the earth is still viable for life because there is still enough oxygen to sustain life and water and other living things such as plants and animals that have become is still viable for life. Therefore, humans must protect the environment where they live and do not damage it by spreading pollution and going things that can damage the environment.

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This poster also contains associative meaning. The phrase “planet B” is the style of words to explain that there is no planet that replaces the earth. The initial of “B” is describe the other planet except for the earth. The characteristic of stylistic meaning is related to the style of word selection in connection with the existence of social differences and areas of activity in society. From this interpretation, the phrase "Planet B" has stylistic meaning, because the initial “B” has the style of a word to explain another planet. Based on Leech stylistic meaning (1974, p.16-17) is the language which we use in communication is related to the social circumstance of the speaker’s culture. It is because the dialects appear to form a variety of backgrounds life. The differences in tone, style, or choice of words will be influenced in their speaking.

The function of stylistic meaning used in the sentence is to deliver the stylistic style, which appears in language. The style of the word on the poster is initial “B” to explain the other planet. It means that no one planet can change the position of planet A or the main planet is earth.

DATA 8

[En[8];Con.M]

Figure 4. 7. Environment Poster[8]

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The poster above has 273 repins. So, it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is "Choose from now, go greew"

The poster has the theme of the environment because the phrase "go greew" has a relation with the scope of the environment. The scope of the situation is the way of keeping the environment. Environmental care is an internal attitude/ability to take action on everything around us and capable of choosing expressly among several possibilities. According to Winkel (1996, p.104), take a stand, hold on to a particular attitude, or change attitude, all of them play an essential role in human life and are a source of mental energy. The image supported this poster. The image has a connection with the theme of the environment. The image contained two things of the earth. The left image shows the earth much fire burning the environment. So, it makes the temperature in the earth hot. If the right image shows the earth with a beautiful view with the combination of the green color and blue color that represent sea and forest, so, it makes the temperature in the earth is cold.

The literal meaning of the sentence "choose one for our future and start from now, go greew" is live with the condition as shown in the images contained in the poster. If he wants the environment, he better starts from now to go green and begin to lessen the pollution in the environment.

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This phrase also contains associative meaning. The phrase “go greew” is about satire to the readers to pay attention to their environment and start from now without waiting later, as the characteristic of connotative meaning that the meaning is not actually in common usually about satire. So, the poster above includes the connotative meaning.

The function of connotative meaning is used to communicates the experience in the real world to associate with the expression when someone heard it or uses it. So, the phrase “go greew” is connotated by keeping the environment with less pollution and not burning the forest. Do all the positive activities which aim to protect the environment with a start from now with “Go greew”.

DATA 9

[En[10];RM]

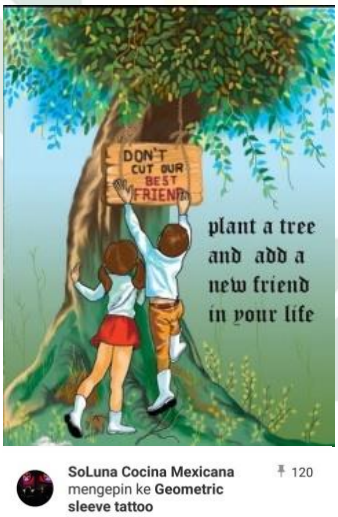

Figure 4. 8. Environment Poster[10]

The poster above has 120 repins so it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is “Plants a tree and add a new friend in your life.”

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The poster above has the theme of the environment. It is because the phrase "Plants a tree" has a relation with the situation. The phrase “Plants a tree” activity is usually doing in the environment. The image supported this poster. The image is the two students plant the tree and keep the tree until they grow to more significant, and they make some attention to the prohibition to cut down the tree.

The literal meaning of the sentence “Plants a tree and add a new friend in your life” is doing activities by planting tree seedlings to care for and serve as a friend. Indirectly, plants a tree can reduce problems in the environment, such as pollution or global warming. So, the tree like a friend that must be maintained.

This sentence also contains associative meaning. The word “friend” does not intend to the sense of a person as usually, people know, but the word“friend” is associated with the sense of the tree, which is plants together. The word “friend” does not reflect with the person but reflect with the tree. In other words, the word “friend” has another sense of the same expression. It gives the new meaning of words in the sentence, which is related to another event or a phenomenon that is a tree that plants together.

From the interpretation, the word "friend" has reflected meaning, because of the word "friend" associated with another sense of 'tree, which is plant together' of the same expression. As the definition reflected, the meaning is the association with another sense of the same expression (Leech, 1974, p.19).

The function of reflected meaning is used to deliver the new sense of a word that relates to another phenomenon in the same expression. The new sense here is the new meaning comes to the expression of the same word. The new

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sense comes because it removes another sense in the same expression. So, the word “friend” usually people know seems to the meaning of the person in the sentence “Plants a tree and add a new friend in your life” the word “friend” means a tree that plants together. So, the meaning of “friend” removes in another sense.

The researcher concluded in environment posters mostly used the types of affective meaning, from 10 posters, the researcher found three types of affective meaning used in the poster. Based on Leech (1974, p.18), the affective meaning it reflects the personal feelings of the speakers or writer, including his attitude to the listener to something that is uttered.

Other types of associative meaning found in environment posters are two posters in connotative meaning, two posters in collocative meaning, two posters in reflected meaning, and one poster in stylistic meaning. The meaning conveyed in this poster is the personal feeling of the writer about the environment’s condition. It proved in the word “our” and “me.”

4.1.3 Health Posters

Health posters conveyed about some information in the scope of health, is like the tips to maintain the body in good condition. WHO stated that health is a state of complete physical, mental, and social well-being and not merely the absence of diseases or infirmity.

The result of the second findings in environment posters. The researcher revealed the real meaning or the literal meaning and described the images. Then, the researcher interpreted the associative meaning and showed the function of associative meaning. They are ten education posters on Pinterest, all the types of

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associative meaning are found, but the types of affective meaning mostly used in the posters. The result of this study showed in the explanation below.

DATA 10

[H[1];Con.M]

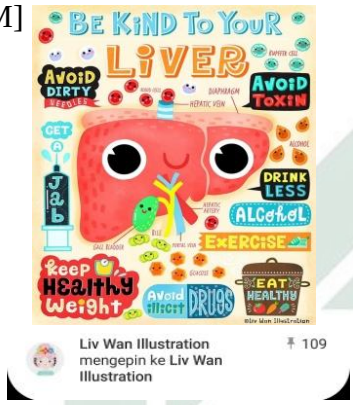

Figure 4. 9. Health Poster[1]

The poster above has 109 repins. So, it can be taken as data, because the researcher has determined the criteria on page 21 that the data should have more than 50 repins and the verbal data taken by the researcher is "Keep healthy weight"

The poster above has the theme of health because the phrase "Keep healthy weight" is the one suggestion to keep the liver healthy. The other suggestion based on the poster above drinks less alcohol, eat healthily, avoid toxin. All the suggestion is included in the scope of health. All the phrase is the suggestion to make the liver is kind. The liver is a defense of life and plays a role in almost every function of the body's metabolism. The liver has a large reserve capacity and system functions to maintain the body. The image supported this poster. The image is the liver with good condition. It is described as the suggestion to makes the liver healthy as the image above.

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The literal meaning of the phrase “Keep healthy weight” is the way to maintain body weight to fit or ideal. The healthy weight has the meaning of a weight condition is balanced with height. So, the physical appearances that look ideal and healthy, not too fat or not too thin, and have enough energy to carry out essential daily activities.

This phrase also contains associative meaning. The word “keep” connotes the sense ‘the way.’ It indicates to other things based on the experience, phenomenon, and society. The word "keep" is not the real meaning ‘have or retain possession of’ based on the context, the word "keep" connotes with the way to maintain the ideal body weight or healthy weight. From the interpretation, the word "keep" has connotative meaning, because the word "keep" has not the real meaning 'have or retain possession of' but it connotes with the way to maintain the ideal body weight or healthy weight. As Leech stated that connotative meaning refers to what communicated by what language refers to, over and above its purely conceptual content (1974, p.14). The conceptual content is about the word “keep”.

The function of connotative meaning is used to communicate the experience in the real world to associate with the expression when someone heard it or used it. When someone used the word “keep” in the phrase above, connotes the meaning of the way to keep the healthy weight and does not refer to the meaning ‘have or retain possession of’ since it relates to the experience or phenomenon of someone and society used it.

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DATA 11

[H^2;AM]

Figure 4. 10. Health Poster[5]

The poster above has 218 repins. So, it can be taken as data. Because the researcher has determined the criteria on page 22 that the data should have more than 50 repins and the verbal data taken by the researcher is "Hello friend, you should drink more water"

The poster above has the theme of health, because of the sentence "Hello friend, you should drink more water" is the suggestion which has a relation with health. The sentence "you should drink water" is the suggestion of drinking water because the water has many benefits for the body, especially for health. The image supported this poster. The image contains in the poster above is water animation that gives a greeting and invites to drink lots of water.

The literal meaning of the sentence "Hello friends, you should drink more water" is to drink more water for health. One of the most important to keep the body from getting dehydrated, which can undoubtedly disturb the health. Drinking eight glasses of water a day (equivalent 2 liters) can also protect the health of

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organs in the body temperature and distribute nutrients to various parts of the body.

This sentence also contains associative meaning. The word “hello” is called affective meaning, because this word as a greeting or to begin a conversation. The word "hello" reveals the personal feeling of the writer about drink water begins by greeting. The word “hello” is a greeting that addressed to the reader and invites the reader to drink more water.

The function of affective meaning is used to convey the writer's feelings about drinking more water to makes good health in your body. The word “hello” is brought to the main function that is to communicate the feeling, emotion, or attitude of the writer itself. It arises from the personal feeling or attitude of the writer that dedicated to the readers.

DATA 12

[H[5];RM]

Figure 4. 11. Health Poster[5]

The poster above has 941 repins. So, it can be taken as data, because the researcher has determined the criteria on page 22 that the data should have more than 50 repins and the verbal data taken by the researcher is “Skip the diet, <u>just eat healthy</u>”

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This poster above has the theme of health because the sentence “Skip the diet, just eat healthy” is included in the scope of healthy about the diet and healthy food. The image supported this poster is fruits, and that represents about healthy food.

The literal meaning of the sentence “Skip the diet, just eat healthy” is the diet has the meaning of ways or methods of limiting food portions and choosing food sources to achieve specific goals, generally for weight loss. The phrase “eat healthy” is described as food. The food is to be a source of health, energy, and enjoyment. Another associative meaning found in the sentence above was from the word “know" because the meaning of the word did not represent the sense ‘understanding’ as “know” usually does, but the word “know” here is associated with the sense of ‘increasing knowledge.’ In other words, the word “know” has another sense of the same expression.

This sentence also contains associative meaning. The word “health” did not represent the sense 'the state of being free from illness or injury' as people usually know. Still, the word “health” is associated with the sense of ‘the nutritional content is balanced with the body.’ So, the word “health” has another sense of the same expression. It gives the new meaning of words in the sentence, which relates to another event or a phenomenon that is 'the nutritional content balanced with the body.'

From this interpretation, the word "health" has reflected meaning as the definition of reflected meaning is communicated through association with another sense of the same expression (Leech, 1974, p. 19). The word “health” associated

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with another sense of ‘the nutritional content is balanced with the body’ not intends of the sense ‘the state of being freedom illness or injury.’

The function of reflected meaning is used to deliver the new sense of a word relates to another phenomenon in the same expression. The new sense comes because of removes another sense in the same expression. So, the word “healthy” that usually people know seems to the meaning of ‘the state of being free from illness or injury.’ However, the word “health” in the sentence of “Skip the diet, just eat healthy” means 'the nutritional content is balanced with the body' and reflects the food.

DATA 13

[H[6];Col.M]

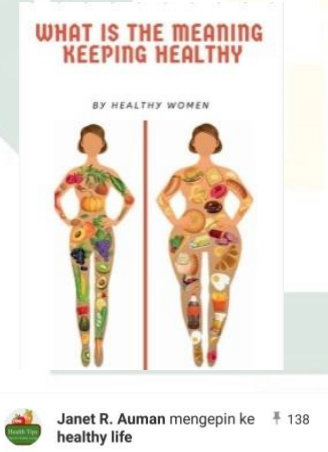

Figure 4. 12. Health Poster[6]

The poster above has 138 repins. So, it can be taken as data, because the researcher has determined the criteria on page 22 that the data should have more than 50 repins and the verbal data taken by the researcher is “By healthy women”

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The poster above has the theme of health because the word “healthy” in the phrase “By healthy women” represents the theme of health. The image supported this poster. The image in the poster above is that two women have different weight in the right women has ideal weight. That can prove from healthy foods that are consumed, such as fruits and vegetables. But, in the left women, not ideal weight. She is fat, which can prove from the food which consumed is like junk food or instant food.

The literal meaning of the phrase ”By healthy women” is the condition of women who has good health. Healthy women here can describe with the body has an ideal weight. If Women consume some food, it gives the effect of her weight.

This phrase also contains associative meaning. The phrase “healthy women” is called collocative meaning since the adjective word “healthy” convey the meanings when it is going together with others noun such as "healthy care," “healthy food,” et cetera. In this case, the adjective word “healthy” in the phrase “healthy women” means a healthy weight for women is the ideal body. Therefore, this kind of meaning tends to occur since it caused differences in linguistics. As Leech stated that collocative meaning is the meaning usually respects to certain features of meaning possessed by a word of several synonymous words. (1974, p.20)

The function of collocative meaning is used to convey associated of the words which tend to occur in the environment. It tends to have variants meaning when it co-occurs with another noun. Based on the poster above, the phrase

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“Healthy women” occurs in the environment because of the usual habitual co-occurrence with certain types, the adjectives followed by a noun (adjective+noun).

DATA 14

[H[7];SM]

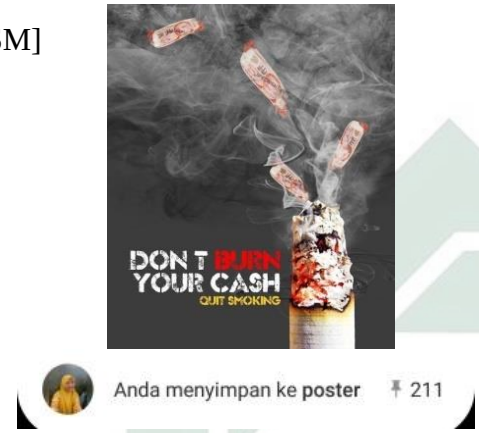

Figure 4. 13. Health Poster[10]

The poster above has 211 repins. So, it can be taken as data, because the researcher has determined the criteria on page 22 that the data should have more than 50 repins and the verbal data were taken by the researcher is "Don't burn your cash, quit smoking”

The poster above has the theme of health, because the sentence “Don’t burn your cash, quit smoking” has a relation to the scope of health, such as the danger of cigarettes for healthy. According to Kendal & Hammen, smoking behavior is seen from a variety of very points of view detrimental to both themselves and those around them. Seen in terms of health, the influence of chemicals contained in cigarettes such as nicotine, CO (Carbon monoxide), and tar, which can cause blood pressure to increase and heart rate to accelerate (Komalasari, 2002). The image supported this poster. The images in the poster

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above are cigarette, which burns the money; it means that the money spends quickly to buy some cigarettes.

The literal meaning of the sentence “Don’t burn your cash, quit smoking” is the money will spend quickly to buy a cigarette. It never gives benefit. It just has a bad impact on every life. Start from now stop smoking.

This sentence also contains associative meaning. The word ”cash” is associated with the sense of 'money.' This word usually used based on the social circumstance of language use that related to society. The style of the word to deliver the meaning of money used the word “cash.” It is used in the scope of society that “cash” has a relationship with money. From this interpretation, the word "cash" has stylistic meaning, because this word used style of the word to deliver the meaning of money. As the definition of stylistic meaning is related to the style of word selection in connection with the existence of social differences and areas of activity in society (Leech, 1974, p.16). So, this is included in the stylistic meaning from the word “cash.”

The function of stylistic meaning to delivers the stylistic style, which appears in language. The stylistic style is from the word “cash” to reveal the meaning of money. The writer used that word to change the style of the word.

The researcher concluded in health posters mostly used the types of affective meaning, from 10 posters, the researcher found 3 posters which contained a type of affective meaning. Based on Leech (1974, p.18), affective meaning reflects the personal feelings of the speakers or writer, including his attitude to the listener to something that is uttered.

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Other types of associative meaning found in health posters are one poster in connotative meaning, two posters in collocative meaning, two posters in reflected meaning, and two posters in stylistic meaning. The meaning conveyed in this poster is the personal feeling of the writer about keeping healthy.

4.2 Discussion

The discussion of the finding presented in the previous chapter. The point of discussion from three research questions related to the words, phrases, sentences, and images contained in the posters. The researcher has taken the poster three themes from Pinterest. The themes are education, environment, and health. Three research questions organize the discussion. First is the real meaning of the sentence, phrase, or word contained in the posters. The second is the associative meaning contained on the posters. The last is the function of associative meaning contained on the posters. To answer the research questions, the researcher used the theory of associative meaning based on Geoffrey Leech (1974).

The types of associative meaning found in every theme in the poster there are: connotative meaning found nine posters, collocative meaning five posters, affective meaning seven posters, reflected meaning five posters, and the last is stylistic meaning four posters so, totally the poster is 30 posters. The types of connotative meaning are mostly used in the posters because the connotative meaning that is not actually in common usually about satire. Further, Leech stated that talking about connotative, actually talking about the real world, which is associates the expression when someone heard or used it. The meaning of the

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poster is mostly about satire. It refers to the associations that are connected to a certain word or emotional suggestions related to that word. It is also supported by Pateda about the connotative meaning that emerged as a result of a feeling of the language user associates the word heard or read the word (2010, p. 112).

The poster delivers the message on the poster by image and written text. The researcher here reveals the real meaning to make the reader easier to understand the meaning. After knowing the real meaning in the posters, the researcher described the images. Then, she shows associative meaning and its function. The poster is a medium of advertisement. Furthermore, the poster also gives information. The information contained in posters is information about education, environment, and health. Education is essential for the future. Education is the process of producing a quality generation of the nation's future. Indonesia is one of the developing countries in the world that still has major problems in the world of education. Besides that, the environment poster can increase awareness of the environment. Thus, some environmental issues can be solved, such as pollution, global warming, et cetera. The last is important to maintain health by regulating and avoiding cigarettes, alcohol, or foods and drinks that are not good for health. The Islamic perspective about education it proved in the QSAl-Mujadalah: 11, Allah says

يَٰٓأَيُّهَا ٱلَّذِينَ ءَامَنُوٓاْ إِذَا قِيلَ لَكُمۡ تَفَسَّحُواْ فِي ٱلۡمَجَٰلِسِ فَٱفۡسَحُواْ
يَفۡسَحِ ٱللَّهُ لَكُمۡۖ وَإِذَا قِيلَ ٱنشُزُواْ فَٱنشُزُواْ يَرۡفَعِ ٱللَّهُ ٱلَّذِينَ ءَامَنُواْ
مِنكُمۡ وَٱلَّذِينَ أُوتُواْ ٱلۡعِلۡمَ دَرَجَٰتٖۚ وَٱللَّهُ بِمَا تَعۡمَلُونَ خَبِيرٞ ١١

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“To believers when it is said to you: ‘be roomy in the majlis,’ then surely Allah will give you relief. Moreover, if it says: 'Stand ye up,' then stand up, surely Allah will exalt those who believe among you and those who believe among you and those who given some degree of knowledge. Moreover, Allah knows best when you do."

From QS. Al-Mujadalah: 11. It can be seen that education is an important thing that must be considered by Muslims. Allah elevates the people which knowledgeable or high quality in education. In the environment and health, Islam also has a perspective about it. It proved in the Hadith of Rasulullah Sallallahu 'AlaihiWasallam:

اَلاِسْلَامُ نَظِيْفٌ فَتَنَظَّفُوْا فَاِنَّهُ لاَيَدْخُلُ الْجَنَّةَ الاَّ نَظِيْفٌ ٠﴿رواه البيهقى﴾

"Islam is a religion (religion) that is clean. Then you should maintain cleanliness because you will not go to heaven unless people are clean". (H. R. Baihaqy)"

From hadith Rasulullah Saw. Human must keep their environment to clean because cleanness will produce health in themselves and makes life is comfortable. Health is one of the factors that can provide happiness. Nevertheless, the dirty does not only damage the beauty but cause various diseases, and illness. So, it is one of the factors that cause suffering. So, Allah will be loved by a human, which keeping the environment clean.

In this study, the researcher also compares with the previous research. The first study is from Dutamurty (2013). The result of this study found all the types of associative meaning. The previous study interprets the meaning by identifying the types of associative meaning. It is different from the present study. In the present study, the researcher interprets the meaning by analyzing the real meaning before analyzing the associative meaning to make the reader know about the

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message in the poster. After knowing the real meaning, the researcher interprets the words, phrases, or sentences by the theory of associative meaning and identify the types of associative meaning use in the posters. The differences of the previous study with the present study because the previous study directs to analyze the associative meaning and show the types of associative meaning used in the article, while in the present study reveal the real meaning before analyzing the associative meaning to make the reader deeply to know the meaning.

The other research is from Irfan (2017). The result of the study shows the meaning of the Samsung advertisement slogan comprehensively. It also used the associative meaning to deliver the meaning of advertisement. Irfan's study is different from the present study. In the previous study, he is using the capture of the Samsung advertisement. The image also contains in the Samsung advertisement; he just analyzes the phrases or sentences contained in the advertisement to analyze the meaning use the theory of associative meaning. While in the present study, the researcher also analyzes the image contained in the poster by describing it. Not only that, the researcher also shows the function of associative meaning use in the poster to make the analyzes more complete.

Based on two previous studies, the present research shows the real meaning and describe the image contained in the poster. After that, the researcher interprets the associative meaning and show the function of associative meaning use in the poster. The researcher uses another aspect of Al-Qur'an, which supports the argument of the researcher. So, the present research can fill incompleteness both of the researches and deliver the new findings.

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Then, the contribution of the researcher in this study is to convey the implied meaning in the poster. So, the readers can find the meaning and messages contained in the poster.

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CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion. The researcher concludes the whole of this research. The researcher also suggests the next researchers who want to analyze associative meaning in the different subjects of the research.

5.1 Conclusion

Based on the findings and discussions in the previous chapter, the researcher concludes this research about associative meaning analysis in the poster of three themes of education, environment, and health. This research concerns the sentences, phrases, words, and images contained in the poster. The researcher uses associative meaning by Geoffrey Leech and explains the function of associative meaning in the poster.

From the previous chapter, the researcher has three research questions to answer in the findings. The first is to reveal the real meaning in the sentence, phrase, and word content in the posters. The real meaning is described as three themes of education, environment, and health. Based on the findings, The real meaning or the literal meaning in the poster with education's theme of the sentence as "The S' more you read. The S'more you know" is the more one is reading, the more one will know. Many things can get from reading, such as information, education, and increase knowledge. The other literal meaning in the environment's theme of the sentence "There is no planet B" is there are no other planets that can be inhabited by humans except the earth. The last is the literal

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meaning in the health's theme of the phrase “Keep healthy weight” is the way to maintain body weight to fit or ideal.

The second research question is described as the associative meaning in the poster. The associative meaning in the education's theme as the word "S' more" has an uncertain meaning. The word “S’ more” is the abbreviation of “Some More.” The word “S’ more” here collocate with the word “read” and “know.”The word "S' more" has collocative meaning because it is associated with the word 'more.' Collocative meaning deals with the word that is associated with other words to make the word aright phrase. The word "S' more" is associated with the word 'more' and the meaning is changed. The other associative meaning found in the environment's theme as the sentence "There is no planet B," the phrase "planet B" is the style of the word to explain there is no planet that replaces the earth. The initial "B" is described as the other planet except for the earth. It is included in the stylistic meaning because from the phrase "planet B" the initial "B" has the style of the word to explain another planet. The last is associative meaning found in the health theme is the phrase "Keep healthy weight" the word "keep" has connotative meaning, because of this word an uncertain meaning of 'have or retain possession of' but it connotes with the way to maintain the ideal body weight or healthy weight.

The answer to the last research question has described the function of associative meaning in the theme of education from the word "S' more." It has a collocative meaning. Its function is to convey the word "S' more," which tends to occur in the environment with the word more. Based on the context, the word "S'

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more" is associated with another word 'more' to make the right phrase and make the meaning related to the context. The other function found in the environment's theme from the phrase "planet B" is used to deliver the stylistic style, which appears in language. The style of the word on the poster is initial "B" to explain the other planet. The last function is found in the Health's theme from the word "keep" is used to communicate the experience in the real world to associate with the expression when someone heard it or used it. When someone used the word "keep" connotes the meaning of the way to keep the healthy weight and does not refer to the meaning 'have or retain possession of' since it relates to the experience or phenomenon of someone and society used it.

5.2 Suggestion

After conducting this research, there is some weakness in this study. So, the researcher suggests to the next researcher who is interested in the study of associative meaning to deals with the subject of the research in the form of spoken such as the movie, speech, music video, et cetera. Because the associative meaning can be found in the spoken as well as written language

The next suggestion is making the limit of the research focused on one of the types of associative meaning. So, the research will be more focused on one of the types of associative meaning. The reader will also understand deeply about the type of associative meaning.

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