

## The Analysis of Associative Meaning in Lexical Relation Used by Najwa Shihab On Mata Najwa 2019

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### ABSTRACT

*The reason of researchers in taking the title “The Analysis of Associative meaning in Lexical Relation Used By Najwa Shihab on MATA NAJWA 2019” is because MATA NAJWA become one of popular talk show program that influenced many people in Indonesia through the phenomenal presenter Najwa Shihab which mostly used attractive and different style of language to attract the audience. Because of her own different word, sometimes the audience need to interpreted the meaning clearly. Talking about the different style of language that used by Najwa Shihab, the researcher would like to make an analysis from semantic aspect to make the audience easier in understanding the quotation of Najwa Shihab. Nowadays, the society preferred to get information from attractive ways such as talk show program. So that, the researcher here does a research which is focused on “what is the Associative meaning used by Najwa Shihab on MATA NAJWA 2019?” and “what is the lexical relation used by Najwa Shihab quotation on MATA NAJWA 2019?”. In this research, the researchers use qualitative research, this research is going to determine the use of words in Najwa Shihab quotation that has associative meaning and categorized the word into lexical relation. The researcher got the data from Najwa Shihab instagram official for about one month. The researchers found 30 words involved in associative meaning and lexical relation semantically, it is divided into 16 connotative, 9 affective, 5 stylistic and 1 co locative. Meanwhile, the researcher categorized the word that include to lexical relation into 6 synonyms, 9 antonyms, 1 hyponymy, 3 homonyms, 5 polysemy, 2 metonymy and 3 collocations. With the analysis above, the researcher finds that most Najwa Shihab quotation during the observation of this.*

**Keywords:** Associative meaning, Lexical Relation, Najwa Shihab quotation

## Background of Study

People are social being that live together to complete each other. Every time they will be in contact with others, because they need to make a communication. By communicating people can express the opinion, ideas, information, messages and so on. Communication can occur using a tool called language. Language is the method of human communication. As stated by O'grady (1989:01) language is a system of communication, a medium for thought, a vehicle for literary expression, a social institution, a matter for political controversy, a factor in nation building. Therefore language has many function in it use. In addition, according to Crystal as sited in Anis Sovia's thesis (2018:01) explained that language is a system of conventional spoken, manual or written symbols by means of which human beings as member of social group and participants in it's culture express themselves. Furthermore, language becomes an important thing to transfer the information from one place to another. People must use language that understood by others, so the messages can be reached and could be delivered from the speaker to the hearer without misunderstanding. Besides, the messages must give benefit to the hearer by using effective words, communicative, to the point and easy to understand.

Talking about communication, human interact with their surroundings to get and information from others. One of the most interaction used by human is mass media. it is one of the most used by human to communicate and also has big impact in human life, because the society might get the information and entertainment from electronic or printing media. Media as social society institution can be an effective tool in delivering the information massively. In delivering the messages to the society, it is able to give a positive impact for human life because of that people in this era always be up to date to fulfill their daily need especially in getting an information. Besides the language used in media has different style according to the each program, it also must be attractive, clear and informative. Now days, people prefer using electronic media such television, because it has many kinds of programs than printing media. One of the popular television programs in late years is talk show. Talk show is discussing public held to get information from the guest or source. The most favorite talk show programs at Trans 7 is MATA NAJWA, this program have different review than others. Through the famous presenter namely Najwa Shihab who has different style in delivering the quotation, this programs success attracted the public.

Najwa shihab has different point of view when discussing a topic that happened in the society. In every episode of this programs she will give quotation based on the phenomenon have been discussed, it known as "*catatan mata najwa*". She use interesting and attractive language in her speaking, but sometimes people can't understand directly about her language such as the word *pertarungan politik* in the following picture. This word need interpretation to understand the meaning.

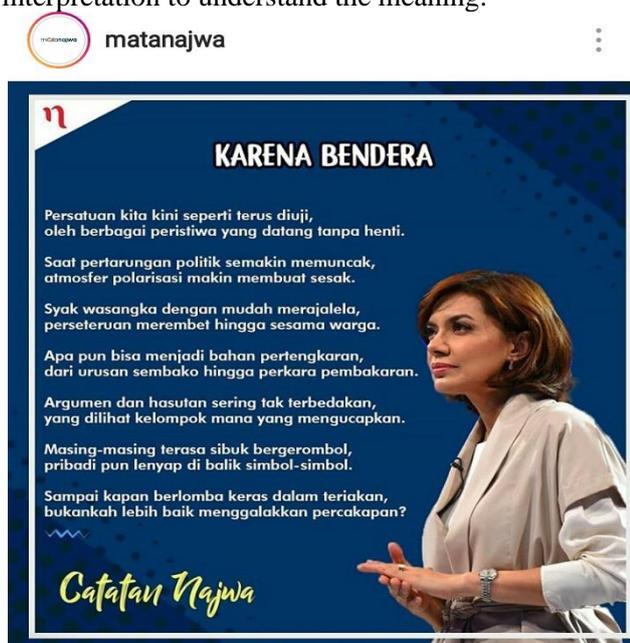


Figure 1.1

Semantically, the word *pertarungan politik* has associative meaning because the meaning of this word does not the real meaning but associated with certain thing outside the language. According to Asrori (2014:43)

stated that associative meaning is the meaning of word which associated, linked and connected with certain thing outside the language. Beside that it include to connotative because the word *pertarungan* does not refer to the real meaning, but it explain about a competition between politician to reach their own goal.

Dealing to explanation above the researchers can conclude that the word *pertarungan* belongs to polysemy in lexical relation, because it has more than one meaning. It is similar meaning with fight, quarrel and debate. According to Ainin and Asrori (2014:57) stated that lexical relation is a relationship meaning from several word which has similarity, opposite, scope and so on. Furthermore, Yule (2010:116) divide lexical relation into eight part, they are synonymy, antonym, hyponymy, prototypes, homophones and homonyms, polysemy, word play and metonymy. He also said that words not only be treated as the meaning itself but it can also have relationships with each other.

Based on the explanation above the researchers interested to analyzing semantic analysis focus on associative meaning and lexical relation from Najwa's quotation, because she has different ways in delivering her critical thinking, besides she use an interesting language to attract the audience by declare rightness in her quotes.

### Research Design

In this research, the researchers used qualitative research design based on document or content analysis approach. It is appropriate with Ary statement (2010:29) content analysis focuses on analyzing and interpreting recorded material to learn about human behavior. The material may be public records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents.

### Finding and Discussion

In this research, the researchers conducted the research for about one month from March – April 2019. From this time the researchers collect the data of Najwa Shihab quotation and found 30 words that has associative meaning and categorized in lexical relation aspect. Semantically, from 30 words have associative meanings. There are 16 words that include to connotative, for example the word *mantra* this word has connotative meaning, because it does not the real meaning of the word itself, meanwhile this word include to metonymy in lexical relation aspect. Besides, there are 9 words that include to affective, for example the word *pencoleng* in this word has affective meaning, because express the speaker feeling, meanwhile it includes to synonym in lexical relation. There are 5 words that include to stylistic, for example the word *tengik*, this word used to social differentiating, meanwhile include to homonym in lexical relation. There is 1 word only that have collocative meaning from the word *rakus* in this word Najwa Shihab collocates with politician attitudes. So this word include to antonym Meanwhile, from lexical relation aspect the researcher categorized the 30 words into 8 parts as the theory perspective used by the researchers. The researchers divided the data into 6 synonyms, 9 antonyms, 1 hyponym, 3 homonyms, 5 polysemy, 2 metonymy and 3 collocations. From Najwa Shihab quotation during the observation, the researcher does not find the word that include to prototype. So, from the result above the researcher conclude that Najwa Shihab quotation mostly used the word that has connotative meaning and include to antonym.

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