

## Analysis of Contextual Meaning Used On Twitter By K-Pop Fans Based On Margarita Rambaud Perspective

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### ABSTRAK

Penelitian ini berkaitan dengan analisis makna kontekstual yang digunakan di twitter oleh penggemar K-Pop. Twitter adalah salah satu media sosial paling populer. Ada banyak orang di seluruh dunia dengan minat berbeda yang dikumpulkan. Seperti sekelompok penggemar K-Pop yang saling mengikuti di twitter untuk berbicara tentang idola mereka. Kebanyakan kata, memiliki lebih dari satu makna. Arti kata-kata ditentukan melalui penggunaan kontekstual. Oleh karena itu, penelitian ini dilakukan untuk (1) mengetahui isi kata-kata kontekstual yang dapat ditemukan di twitter yang digunakan oleh penggemar K-Pop, (2) mengetahui makna kontekstual yang digunakan di twitter oleh penggemar K-Pop. Dalam melakukan penelitian ini, peneliti menggunakan metode kualitatif sebagai prosedur yang menghasilkan data deskriptif. Peneliti menggunakan teori makna kontekstual oleh Rambaud untuk melakukan penelitian ini. Peneliti mengumpulkan data dengan mengamati twitter, lalu mengambil screenshot data yang mengandung makna kontekstual. Penelitian ini menemukan 29 data dari twitter dan peneliti membagi data menjadi empat jenis menurut teori Rambaud. Ada 6 data untuk akal, 19 data untuk homonim, 2 data untuk polisemi dan 2 data untuk ambiguitas. Peneliti menyimpulkan bahwa Penggemar K-Pop suka menggunakan kata-kata yang mengandung makna kontekstual terutama homonim dan jarang menggunakan polisemi. Peneliti berharap penelitian ini dapat membantu peneliti berikutnya yang melakukan penelitian di bidang studi yang sama.

**Kata Kunci:** Contextual meaning, K-Pop, Semantik, dan Twitter

### ABSTRACT

This research deals with the analysis of contextual meaning used on twitter by K-Pop fans. Twitter is one of the most popular social media. There are a lot of people around the world with different interest gathered. Such as a group of K-Pop fans who follow each other on twitter to talk about their idols. Most word, has more than one meaning. The meaning of a words is determined through contextual use. Therefore, this research is conducted to (1) know the content of contextual words that can be found on twitter used by K-Pop fans, (2) know the contextual meaning used on twitter by K-Pop fans. In conducting this research, the researcher used qualitative method as procedure which result in descriptive data. The researcher used the contextual meaning theory by Rambaud to conduct this research. The researcher collected the data by observing twitter, then take a screenshot of data that contains contextual meaning. This research found 29 data from twitter and the researcher divides the data into four types according to Rambaud's theory. There are 6 data for sense, 19 data for homonymy, 2 data for polysemy and 2 data for ambiguity. The researcher concluded that K-Pop Fans like to use words that contain contextual meaning especially homonymy and rarely use polysemy. The researcher expect this research can help the next researcher who conduct a research in the same fields of study.

**Keywords:** Contextual meaning, K-Pop, Semantic dan Twitter

## INTRODUCTION

Language has a very important role in communication. It is needed by all people around the world. Human being as a social creature cannot live alone in this world. They live in society where group of people are drawn together for certain purposes. Therefore, they need a tool to communicate with each other using language. Some linguists assumed that 'language is a structured system of phonetic and sequences sounds that are arbitrary, used or can be used in communication between individuals by a group of human beings and which are rather thoroughly names to objects, events and processes in the human environment (Machali, 2000:18). With the progress in the field of communication and information, everyone in various countries in the world can communicate with each other everytime and anywhere.

As time goes by, language also grew rapidly. As well as the process of spreading information can be done quickly and accurately around the world. Currently, the development of language greatly influences a person's style in conveying it. Like nowadays, language not only can be delivered through speaking but it can be in written content such as in magazine, newspaper or social media like facebook, twitter, instagram, etc. Especially in social media, we can see a lot of people use language in various style.

Talking about social media, it can't be argued anymore that every people around the world know about it. Social media become a place where people gathered and share an information or express their feeling and thought. People can get an information easier through social media. Moreover it can be faster to find information in social media rather than the others media. That's why it is become a popular trend especially among young people. Social media is the impact of technological development that's why it is dominated by young people. Social media like twitter is one of the most used one. It is a place where people who have different goals and interest gathered. However, people with the same interest will follow each other and created their own group and they will be divided into several group such as politician, movie fans, music fans, etc. In fact, a certain group like a music fans still can be divided according to the music genre such as pop, rock, rnb or K-Pop.

K-Pop is a music genre that is currently become a phenomenon. The visual of their members and their catchy music become the main attraction especially for teenager. Social media like twitter become their outlet to promote their songs moreover it is become a place where an idols and fans have an interaction. A group of K-Pop fans around the world will gathered on twitter and interact with each other talking about their idol. Sometimes they will create their own language where people outside their group can't understand. They will find some jokes is funny where other people will get confused moreover angry at their jokes.

The researcher found a phenomena where a sentence like "this song will be a hit" used on twitter by K-pop fans and this sentence is usually used when they want to express their opinion about a song. This sentence means that they think the song will be popular. Without knowing the context, this sentence will have a whole different meaning because the word hit can be interpreted as a physical activity. The contextual meaning of the word hit here belongs to homonymy because it has several meaning that are unrelated. Based on the example, the researcher can conclude that language itself contains several meanings that need to be interpreted. Interpreting a language is needed to not cause a misunderstanding.

Not only from the lexical meaning, but also the meaning in the context of a words is important to be understood. Just like what Chaer (2003:290) explained that the word head can have different meaning according to its context. For example, the word head in "there is no white hair in that grandma's head" and "as a headmaster he must rebuke that student". In the first sentence, the word head means a part of body while the second sentence means a leader. This show us that the power of the language exists in its meaning. In the process of communication and interaction, there are extended possibilities of misunderstanding and misinterpretation of meaning in the language we use. That is why, meaning is necessary to be understood deeply. In linguistic it is called semantics.

Semantics is the systematic study of meaning, and linguistic semantics is the study of how languages organize and express meanings (Kreidler 1998:3). It means that linguistic semantic studies about how to interpreting a language by understanding the meaning of a words. The primary focus in semantics studies is the conventional meaning of words, phrases and sentences. In semantics the main focus is to understand the meaning of words or how words is constructed using many different concept. Just like what Chaer (2012:28) states that "semantics is a linguistic study which concentrate on the research of meaning in the words or sentence.

Furthermore Kreidler (1998:41) divides semantics into reference and denotation, connotation, sense relation, lexical and grammatical meaning, morphemes, homonymy, polysemy, lexical ambiguity, sentence and meaning. The way semantics can be divided into several types shows that it is important to understand the nature of meaning in studying a language since meaning becomes the basis of communication. Word meaning, sentence meaning, and utterance meaning that reside in the human brain are communicated to other people in language production that include speaking and writing, and are used to understand communication in language comprehension that include listening and reading. Meanwhile, according to Rambaud (2012:29) semantics can be divided into descriptive and non-descriptive meaning, functional meaning and content meaning, lexical meaning and grammatical meaning, literal and non-literal meaning metaphor and metonymy.

## RESEARCH METHOD

### 1. Research Approach

In conducting this research, the researcher used qualitative method as procedure which result in descriptive data while the approach is using library research. According to Rossman (2012:8), qualitative researcher gather data about sensory experience: what people (including researcher themselves) see, feel, hear, taste and smell. In other words, the qualitative method is a research procedure that results in descriptive data including written and oral word whether it is from society or books. Rossman (2012:5) also states that qualitative research has two unique features: (1) the researcher is the means through which the study is conducted, and (2) the purpose is to learn about some facet of the social world. Both of these characteristics are integral to a view of learning that sees the learner as a constructor of knowledge rather than receiver. Qualitative research begins with question and its ultimate purpose is learning. To inform the question, the researcher collects data, the basic units or building blocks of information. Data are images, sounds, words or numbers. When data are grouped into patterns, they become information. The research approach describes the contextual meaning and the data are gathered through twitter in the form of words to be analyzed. The data collection procedures used in this research are observations, documents and audiovisuals. The researcher does the following steps:

#### 1. Observation

Observation is the process of gathering open-ended, firsthand information by observing people and places at a research site. Observing in a setting requires good listening skills and careful attention to visual detail. In conducting this research, the researcher will start by observing the activity on twitter especially the K-Pop Fans by looking through their tweets to find some data related with the research.

#### 2. Documents

A valuable source of information in qualitative research can be documents. Documents consist of public and private records that qualitative researchers obtain about a site or participants in a study, and they can include newspapers, minutes of meetings, personal journals, and letters. These sources provide valuable information in helping researchers understand central phenomena in qualitative studies. They represent public and private documents. Examples of public documents are minutes from meetings, official memos, records in the public domain, and archival material in libraries. Private documents consist of personal journals and diaries, letters, personal notes, and jottings individuals write to themselves. Materials such as e-mail comments and Web site data illustrate both public and private documents, and they represent a growing data source for qualitative researchers. The documents that become the source of information and reference used in this research is a books and journals. So, while looking through a tweet the researcher will take a personal notes about some tweet to match it with the theory in the books and journals. This will help the researcher to find the right data for this research.

#### 2. Audiovisuals Materials

The final type of qualitative data to collect is visual images. Visual materials consist of images or picture that researchers collect to help them understand the central phenomenon under study. Used with increasing frequency in qualitative research, images or visual materials such as photographs, videotapes, digital images, paintings and pictures and unobtrusive measures are all sources of information for qualitative inquiry. One approach in using photography is the technique of photo elicitation. In this approach, participants are shown pictures (their own or those taken by the researcher) and asked to discuss the contents. These pictures might be personal photographs or albums of historical photographs. After finding the right data in the forms of K-

Pop fans tweets, the researcher will take the visual materials which is the screenshot of a tweets that are related with this research.

### 3. Triangulation of Data

Triangulation is the process of corroborating evidence from different individuals (e.g., a principal and a student), types of data (e.g., observational field notes and interviews), or methods of data collection (e.g., documents and interviews) in descriptions and themes in qualitative research (Creswell, 2012:259). According to Denzin in Flick (2009:444)'s book, triangulation is divided into four types. There are data triangulation, investigator triangulation, theory triangulation and methodological triangulation.

### 4. Member Checking

Member checking is the process of the researcher to ask one or more participants to check the accuracy of data. To measure that the data is valid and accurate with what researcher asks to participant.

### 5. Research Steps

The researcher used some steps that are done by researcher. They are:

- a. Pre-research
  - 1) Determining the problem of focus
  - 2) Making the title of research
  - 3) Determining the context and focus of research
  - 4) Making a thesis proposal and arranging the researcher licensing
- b. The process of research
  - 1) The researcher began by observing, documenting and taking audiovisual material.
  - 2) The researcher checked each usher on twitter to find the data that are needed by the researcher.
  - 3) After collecting the data, the researcher analyzed again the data obtaining to gain validity data
- c. The process of data analysis

In this step, the researcher analyzed the data which were gotten from observation, document, and audiovisual material. Then the researcher displayed or classified the data based on focus of study.

## FINDING and DISCUSSION

In this part, the researcher would like to describe the findings of the research that will answer the two questions stated in the research problem at the previous chapter which is the content of contextual words found on twitter and then explaining the contextual meaning of the words. After collecting the data from Twitter, the researcher analyzes them according with the research focus. There are either words or combination of words which are used by K-Pop Fans to show their feeling when they are tweeting. There are many terms that have different meanings contextually. This research has a code on a words that will be analyzed. A word that contain of homonymy will have H as the code, P as polysemy's code, A as Ambiguity's code and Sense will have S as the code. The data are presented and analyzed based on Rambaud's theory of contextual meaning. As stated in the previous chapter, the audiovisual material of this research are collected by screenshot of twitter. The result of the data will be presented below.

Twitter usher @hopewrlds "why yoongi likes a dark humor that's why no one laugh to his jokes. he want to be a clown(S) so bad. At least he's cute." (11/02/19)

Twitter usher @shonuffl "Notice: if you feel angry or upset that The Jackson Wang is dropping(H)a single the same day as BTS cb's just know... It's not that deep(H) for you all to be fighting like that" (10/04/2019)

Twitter usher @godtans "how are they going to top(P) this with " (05/06/2019)

In the first data, the researcher found one contextual word from @hopewrlds account which is clown. The contextual meaning of the word clown is a person who behave foolishly. The sentence is talking about how a person named Yoongi who likes to jokes around by using a dark humor. His silly behavior is the reason why he is called a clown.

In the second data, the researcher found two contextual words from @shonuffl account those are dropping and deep. The contextual meaning of the word dropping is to release something meanwhile the contextual meaning of deep is serious. The first content are from twitter usher @shonuffl (see picture 3). It

is talking about how Jackson Wang and BTS going to release a songs in the same day and the usher warned both Jackson Wang and BTS fans not to fight because it is not that serious.

In the third data, the researcher found one contextual word from @godtans account which is top. The contextual meaning of top is be higher. The twenty fourth content are from twitter usher @godtans (see picture 21). It is talking about how the usher is wondering how are they going to make a music with a quality higher than this song.

## CONCLUSION

Based on the research above, the researcher finds words that has contextual meaning on twitter. Those words are used especially by K-Pop fans as a unique way to express their feelings for their idols. Contextual meaning has unclear meaning, it is implicit and has no explanation in the dictionary. Sometimes, it has an additional meaning related to the sense of feelings. This research use the picture or video attached at the tweets to help the researcher finds the context of their words.

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