CHAPTER I

INTRODUCTION

This chapter presents the background of the study, statement of the problems, purposes of the study, the significance of the study, scope and limitation, and definition of the key terms. Its section is presented as follows.

1.1 Background of the Study

Actually, Allah has created human not only to be filler and ornament, but human have also been given task to be caliph in earth. Quran has stated in surah Al Baqarah: 30,

“And when your Lord said to the angels, I am going to place in the earth a caliph, they said: What! Wilt Thou place in it such as shall make mischief in it and shed blood, and we celebrate Thy praise and extol Thy holiness? He said: Surely I know what you do not know”.

Human is obligated to undergo their life by going into communities where they are giving information or advise. It is written in Quran surah At Tawbah: 71,

“The believing men and believing women are allies of one another. They enjoin what is right and forbid what is wrong and establish prayer and give zakat and obey Allah and His Messenger. Those - Allah will have mercy upon them. Indeed, Allah is Exalted in Might and Wise”.

One of the way to socialization, human interact by giving new information to each other thought is known communication. Communication is related to the
language used. As it is known that language is a media that is used to deliver ideas. According to Todd (1995:6), “Language is set of signals by which we communicate”.

Communication will not work when there is no person who understand about language between speaker and receiver. Understanding about language is very important. Language and meaning are like two sides of coin, hence talking about language cannot be separated from meaning. As stated above, understanding the meaning is a key of knowing what speaker delivers to receiver can be received clearly. Understanding about meaning is not only used in oral communication but also in written communication.

Study about written communication is very interesting. By reading a text, people are directed to find and follow the writer’s mind. Written communication such as mass media, especially newspaper, is one of written communication which brings fact. Due to public’s mass media, it is clear if the target of newspaper is public. Barus (2010: 29) stated, “Public is mean a target or communicant from communicator”. In addition, he told if public does not an institution. Just the similarity of problem which is binds them. Therefore, they always amounted in many because each of them has problems. Then, researcher can say that newspaper is read by many people.

Newspaper as a mass media is not only read by some people or some groups but it is read by most of people. The reader is from any background either social or intellectual. Newspaper is one of media of communication, so it requires the use of good and correct language. Delivering the message of newspaper must be clear.
It can help the reader easy to understand what the meaning of the message. The good communication is reached by using efficient words and never writing not useful words.

Despite the facts reported, the displaying of compositing newspaper layout becomes the priority. According to Suhandang (2010:115), “In order to influence public, the beauty of displaying news is number one”. People who read newspaper usually need few times. Therefore, writing news must use simple word and it is not going around. Once in a while, the writer use attractive and ambiguous language in order to make the reader interested. People are confused with some ambiguous words, especially people who are from low education. According to those descriptions, an analysis of the meaning is needed.

In this case, the researcher analyzes the meaning by using associative meaning. According to Chaer (1995: 72)“Associative meaning is same as symbolism that use by language community to express other concepts”. It is the meaning of words that has connection or relationship between word and condition beyond the language. Associative meaning can break up into four types; connotative, stylistics, affective, and collocative meaning. In other word, associative meaning will guide the reader to understand the content of news.

In this study, the researcher presents the associative meaning in the Jawa Pos. It is a one of local newspaper that is built by The Chung Sen or Soeseno Tedjo on June 1st 1949 in Surabaya. Named local newspaper, it doesn’t mean that Jawa Pos can’t grow up. Jawa Pos is capable of spreading the wings and flying through local
news, so Jawa Pos is being the rival of national newspaper. It makes Jawa Pos being bigger than before beside the actuality and fact of news.

Susanto (2009) has conducted previous study about the same theme on meaning entitled “An analysis of diction and meaning used in A-mild advertisement”. He concluded that the diction of A-mild advertisement is categorized in informal style and spoken style.

Based on the description above, the researcher’s curiosity appeared. He is interested in analyzing associative meaning used in Jawa Pos with the title “An analysis of Associative Meaning Used in Jawa Pos”.

1.2 Problems of the Study

Based on the background above, this research is formulated to answer the problems as followed:

1. What associative meanings are used in Jawa Pos?
2. What function of associative meanings are used in Jawa Pos?
1.3 **Purpose of the study**

Relating to the studies above, this study intends:

1. To know the associative meanings are used in some Jawa Pos.
2. To know the function of associative meanings are used in some Jawa Pos.

1.4 **Significance of the Study**

Particularly, the research of this study is expected to present helpful donation to English, especially in the area of discourse analysis. So far, this is expected to give comprehension to the readers on the semantics, especially on associative meaning used in newspaper. Besides, the researcher hopes that this study could give contribution to lecturers, students of English Department, and advertisers.

For the lecturers, the finding of this study can help them in teaching on the semantics, especially on associative meaning used in newspaper when they try to use newspaper as the teaching materials. In the one hand, this study is expected to give contribution to students of English Department in order to broaden their English knowledge by understanding the associative meaning used in newspaper. It is also helpful for student who likes writing or wants to be a journalist. The last, the researcher hopes that this study is useful for other researchers, the researcher hopes the result of the research could be reference for them to analyze newspaper from other aspects such as conceptual meaning in lead news of newspaper.
1.5 Scope and Limitation of the Study

In order that the research enables to answer the statement of the problems, the researcher needs to emphasize in scope and limitation. There are many sections involved in Jawa Pos newspaper, but the researcher only focuses his attention on Jawa Pos newspaper which published on August 17th 2013 to 21th 2013 as the scope because at those times, there are posted corruption in SKK Migas that committed by Rudi, war in Egypt that caused the military had deposed the president, etc. The limitation of this research is only focuses in associative meaning used in Opinion page of Jawa Pos.

1.6 Definition of the Key Terms

Associative meaning: Associative meaning is same as symbolism that use by language community to express other concepts. (Chaer, 1995: 72)

News: Reports or notices of any actual events that attract people's attention (Suhandang, 2010:103)