



## Affective Meaning in the Jakarta Globe Articles: Semantic Analysis

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### ABSTRACT

The research aimed to identify the categories of affective meaning utilized in environmental news articles The Jakarta Globe published. The data for this study was sourced from online articles published in The Jakarta Globe's June 2022 edition. The research employed a qualitative content analysis approach. Data collection involved gathering information from the website <https://jakartaglobe.id/tag/?tags=environment> and extracting news articles from The Jakarta Globe. The analysis focused on the content of these online articles. The study's findings revealed the presence of affective meanings expressed as positive and negative emotions. The study gathered 19 instances of affective meaning, 8 instances of positive affective meaning, and 11 instances of negative affective meaning.

**Keywords:** meaning, semantics, affective meaning

### ABSTRAK

Penelitian ini bertujuan untuk mengetahui jenis-jenis makna afektif yang diterapkan dalam artikel berita lingkungan di The Jakarta Globe. Sumber data penelitian ini diambil dari surat kabar online Jakarta Globe edisi Juni 2022. Metode yang digunakan dalam penelitian ini adalah pendekatan analisis konten kualitatif. Metode pengumpulan data dalam penelitian ini dilakukan dengan mengumpulkan data dari sumber-sumber yang bersumber dari website internet <https://jakartaglobe.id/tag/?tags=environment> dan artikel berita The Jakarta Globe. Hasil penelitian ini menunjukkan bahwa jenis makna afektif yaitu makna afektif positif dan makna afektif negatif. Terdapat 19 data makna afektif yang diperoleh yaitu makna afektif yang terdiri dari 8 makna afektif positif dan 11 makna afektif negatif.

**Kata Kunci:** Afektif, Lingkungan, Makna, Realisasi



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### 1. Introduction

Affective meaning (Yule, 1996) is connected with what is communicated by the feelings and attitudes of the speaker or writer. Affective Meaning is grounded in behavior (perception and action) and neural circuitry of the producer or the interpreter of linguistic signs (Aryani et al., 2018). It affects the (physical and emotional) well-being of the person saying or hearing it, and everything that matters is represented in each person's brain and its neurophysiological systems. It is related to the speaker's feeling in using the language personally, toward the listener, or toward the object of speaking.

As the language reflects the speaker's personal feelings, Affective meaning includes the speaker's attitude toward the listener or the speaker's perspective about what is being said. Affective meaning has two expressive meanings, which are positive and negative affective meaning. According to Larson (1984: 143), negative meaning is something that refuses or denies a person or a thing that is not positive or the opposite of a positive electrical charge. Positive meaning refers to words with good meanings that can influence the subject to the speaker through a process. There are many affective meanings in human interaction, for example, in media such as news articles.

The Jakarta Globe online newspaper is one of Indonesia's most famous mass media. In this mass media, the journalist also realized affective meaning for some reasons or purposes. For instance, in the news regarding the environmental issue, “*By combining expertise and knowledge across industries and academia, we can accomplish much more in advancing our supply chains toward our sustainable **ambitions**.*” According to the Cambridge Dictionary, ambitions are a solid wish to achieve something. In society, the word ambition often has a negative connotation. There is no problem if people have ambitions to achieve something as long as the desire is done correctly. In the workspace, for example, the ambition to become a better person will spur someone to work harder and more thoroughly. Ambition will be positive if it has a positive purpose. What must be considered, ambition or desire, must be realistic. Positive ambition becomes negative if the purpose is good but carried out poorly. Ambition will also be harmful if the purpose is not good and it is done in the wrong way. Negative ambition will make people not just have ambitions but become ambitious. So, it can be said that ambition has a positive connotation, while ambition is the opposite or negative. In this statement, the word ambitions show a strong desire and determination to succeed in their supply chain. In this case, ambition is an action with a positive value. So, this can be called positive affective meaning.

Based on the explanations above, the researcher analyzed the affective meaning in the Jakarta Globe related to environmental issues. This study analyzes environmental text because the environment is a big issue in Indonesia. The researcher chose that kind of meaning because it is the most exciting and valuable to discuss information delivery to the reader. Moreover, the researcher chose that newspaper because it is published daily, meaning the news is the newest. It is written in English even though the newspaper is published in Indonesia.

There are some differences between this study and previous studies, such as Charmila (2015) analyzing the associated meaning found in the news articles; Aritonang (2017) attempting to observe the application of the affective meaning in the Jakarta Post Daily; Jumiory (2018) aims to find the affective meaning of the selected song lyrics through the use of figurative expressions in the lyric; Hikmah (2019) with her research about the affective meaning in Marianna Pascal's Speech. In this study, the researchers used different data and subjects. The researcher used the Jakarta Globe news article as the data source, focusing only on environmental issues. Furthermore, the researcher used the concept of affective meaning by Geoffery Leech. Therefore, this research aimed to find out the expressive of affective meaning applied and to explain the realization of affective meaning presented in environmental news articles in The Jakarta Globe.

### 1.1. Affective Meaning

Affective meaning can be defined as explaining something related to feelings or emotions. It is essentially a parasitic category in that expressing emotions relies upon the meditation of other categories of meaning, including conceptual, connotative, or stylistic (Leech, 1981). In affective meaning, language is used to express personal feelings or attitudes to the listener or the subject matter of his discourse. For Leech, affective meaning refers to what is conveyed about the feeling and attitude of the speaker through language (attitude to the listener as well as attitude to what he is saying). Affective meaning is often conveyed through the conceptual, connotative content of the words used.

The primary function of affective meaning is to express emotion since it is relatively closer to emotive devices. For some linguists, it refers to an emotive association or effects of words evoked in the reader listener. It is what is conveyed about the personal feelings or attitude towards the listener. The emotional expression often comes within the language used, for instance, when we adopt an impolite tone to express displeasure or an angry and casual tone to express friendliness.

There are many affective meanings we can see in the daily activity of our conversation, for example, in media such as news articles. Nowadays, almost every article has a practical meaning. Affective meaning is the vital substance in every article that makes the reader of news emotional or expresses our emotion in the news.

For example:

- 1) You are a horrible person, and I hate you. (Direct message)
- 2) Boyfriend: “What is wrong?”  
Girlfriend (in a nervous tone): “Nothing.”

As seen from the examples mentioned above, factors such as tone of voice, mimic, and gestures can be significant when “decoding” the message of an utterance. (Leech 1981)

Another example: “You are a villainous reprobation, and I hate you.”

Alternatively, “I hate you, you idiot.”

(Leech, 1974)

There is little doubt about the speaker’s feelings towards the listener. Here, the speaker seems to have a very negative attitude towards his listener. However, we can also see that the expressions also include the speaker putting the words ‘a villainous reprobation’ right after ‘you’ to make a direct comparison between ‘you’ and the two words that were mentioned before, to make a hidden message that the person does not like ‘you.’ This is called affective meaning. However, we are often more careful in indirectly conveying our attitude. Finally, it should be noted that affective meaning is essentially a parasitic category. It overlaps with style, connotation, and conceptual content. Affective meaning has two expressive meanings, which are positive and negative affective meaning.

## 1.2. The Jakarta Globe

The Jakarta Globe is a daily online English-language newspaper in Indonesia, launched in November 2008. The Jakarta Globe has provided readers with authoritative reporting on Indonesia since the newspaper's launch in November 2008. As journalism continues to evolve and online news portals gain ascendancy over print media, with more people reading stories online rather than in print, the Globe shifted its focus to updating readers through its website after discontinuing the print edition at the end of 2015.

The paper initially came out with an average of 48 pages daily and was published Monday to Saturday. It had three sections and contained (in section A) a range of general news, including metropolitan and national news coverage as well as international news, plus comment (in section B) on Indonesian and world business and sport plus a classified advertising section, and (in section C) an extensive features and lifestyle coverage as well as entertainment, listings and reader service and puzzle/cartoon pages. The newspaper later added a Sunday Jakarta Globe edition. The newspaper converted from broadsheet to tabloid format in May 2012 and was published online only from 15 December 2015. Having been transformed into a digital-only news outlet, our website today showcases up-to-the-minute coverage of breaking news and Indonesia's best photojournalism and videos.

## 2. Method

### 2.1. Research Design

Research design refers to cohesively and coherently incorporating the numerous aspects of research projects. A research design aims to ensure we can address the initial question as seamlessly as possible with the collected evidence. The researcher used a qualitative content analysis method because the data of this research are delivered in the form of sentences.

The researcher used content analysis as the research type in this research. Data analysis focuses on interpreting recorded material to learn about human behavior. The research will be conducted by document or content analysis. This research will use content analysis because the researcher describes affective meaning in The Jakarta Globe news articles. According to Ary (2006), content analysis focuses on analyzing and interpreting recorded material to learn about human behavior. The material can be public records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents Ary (2006). This means researchers used news texts, namely the environment news in The Jakarta Globe news articles in June 2022. So, the researcher collected data from Screenshots of the news articles and analyzed sentences containing affective meaning.

### 2.2. Data and Source of Data

Data sources are the crucial thing in conducting research. The data used in this thesis are sentences that the writer found in the Jakarta Globe online newspaper. This thesis's data was from the online newspaper, the Jakarta Globe edition of June 2022. The writer will take the data from the environment article. The data source of this study is taken from The Jakarta Globe's official website: <https://jakartaglobe.id/tag/?tags=environment>. In June 2022, I found five news articles about the environment. However, I only found 3 data articles containing affective meaning in the five news articles. The first data is Collective Action To Save Our One and Only Earth. This article was published on June 01st, 2022; the second data is entitled Unpacking Recycling

Behaviors at The Root of Lasting Solutions, published on June 09th, 2022; and the third data is entitled Nestlé Cuts Its Greenhouse Gas Emissions in Indonesia, published on June 13, 2022. Codification is also used for each data, such as s code A1 for the first data, the second coded A2, and the third coded A3. To symbolize the paragraph, I coded the letter P and Roman numerals.

**2.3. Data Collection**

Data collection is the process of gathering and analyzing accurate data from various relevant sources to find answers to research problems, answer questions, and evaluate outcomes. Donald Ary (2002), in qualitative research, the data collected are the subject’s experience and the subject’s perspective. The researcher collected the data from sources by accessing the website and finding articles about the environment from 01 June until 30 June 2022.

**2.4. Data Analysis**

The researcher took data from the online newspaper The Jakarta Globe for data analysis. Then, the researcher analyzed the process to conclude. In this research, the analysis is focused on the sentences or utterances that contain news on The Jakarta Globe website from the Internet. The analysis is focused on finding affective meaning based on semantic theory. The following are some data analysis examples from the Jakarta Globe news article.

Table 2.1. The Data Analysis Table

S	Data	Text	+/-	Explanation
A1	3	By combining expertise and knowledge across industries and academia, we can accomplish much more in advancing our supply chains toward our sustainable <u>ambitions</u> .	+	<i>According to the Cambridge Dictionary, ambitions are a solid wish to achieve something. In society, the word ambition often has a negative connotation. That should not be the case, however. There is no problem if people have ambitions to achieve something as long as the desire is done correctly. In the world of work, for example, the ambition to become a better person will spur someone to work harder and more thoroughly. Ambition will be positive if it has a positive goal. What must be considered, ambition or desire, must be realistic. Positive ambition becomes negative if the goal is good but carried out poorly. Ambition will also be harmful if the goal is not good and it is done in the wrong way. Negative ambition will make people no longer have ambitions but become ambitious people. So, it can be said that ambition has a positive connotation, while ambition is the opposite or negative. In this statement, the word ambitions show a strong desire and determination to succeed in their supply chain. In this case, ambition is an action with a positive value. So, this can be called positive affective meaning.</i>

**3. Result and Discussion**

Based on the data analysis result, negative and positive affective meanings are found in the Jakarta Globe news. These meanings are realized in the news text through different lexical items. Affective meaning is realized in the form of certain words that have meaning in the form of positive and negative but do not necessarily maintain their positivity or negativity. This happens because of the influence of the sentence or utterance of the news article. The researcher found the realization of affective meaning by using adjectives. Furthermore, some words or phrases use positive and negative tone words. Because of that, the researcher can determine the types of affective meaning. From the results of the analysis, it was found that 19 data of the affective meaning obtained affective meanings, which consists of 8 positive affective meanings and 11 negative affective meanings. Based on research conducted by the researcher, there are many disappointed expressions from the community towards their environment, which has many problems. This is also due to the actions of those who cannot conserve existing natural resources.

**3.1 Positive Affective Meaning of the Article in Jakarta Globe**

*Data 1: Protect*

*“Seen as the first international meeting on the environment, we saw a host of new global agreements enacted to protect our planet collectively.”*

(Source: A1.P.III)

In the statement above, the word protect shows the affective meaning. According to the Cambridge Dictionary, protect means to keep someone or something safe from injury, damage, or loss. According to the Cambridge Dictionary, "protect" has a positive meaning. So, the article explained that a miracle occurs for environmental sustainability, evidenced by international meetings that agreed to protect the earth together. It is a miracle because it has been 50 years since the United Nations Conference discussed environmental sustainability. It is only in 2022 that they make a new global agreement about our earth that must be protected. From the explanation of the statement, it can be concluded that protection has a positive affective meaning.

### **Data 3: Ambitions**

*“By combining expertise and knowledge across industries and academia, we can accomplish much more in advancing our supply chains toward our sustainable ambitions.”*

(Source: A1.P.XVI)

According to the Cambridge Dictionary, ambitions are a solid wish to achieve something. In society, the word ambition often has a negative connotation. That should not be the case, in any case. There is no problem if people have ambitions to achieve something as long as the desire is done correctly. In the world of work, for example, the ambition to become a better person will spur someone to work harder and more thoroughly. Ambition will be positive if it has a positive goal. What must be considered, ambition or desire, must be realistic. Positive ambition becomes negative if the goal is good but carried out poorly. Ambition will also be harmful if the goal is not good and it is done in the wrong way. Negative ambition will make people no longer have ambitions but become ambitious. So, it can be said that ambition has a positive connotation, while ambition is the opposite or negative. In this statement, the word ambitions show a strong desire and determination to succeed in their supply chain. In this case, ambition is an action with a positive value. So, this can be called positive affective meaning.

### **Data 5: Emotional motivations**

*“However, new research has revealed that appeals to emotional motivations, coupled with personal engagement, can catalyze and enduring impact when it comes to getting people to change their recycling habits”.*

(Source: A3.P.IX)

Emotions can relate to emotions, while motivation means enthusiasm for doing something. Emotional motivations are combined into two phrases with negative or positive meanings. The statement explains why a person has to act or behave in a certain way for the sake of rapid changes in recycling practices. From that statement, this can have a good impact in the future. So, it can be called positive affective meaning.

### **Data 7: Excitement**

*“While excitement is often focused on the innovative technologies and materials that are transforming global plastic supply chains, it is crucial to remember the role of individuals and households in enabling large-scale societal transformation.”*

(Source: A3.P.XX)

According to the Cambridge Dictionary, excitement is about an exciting event. In that sense, it is evident that excitement has a positive meaning for someone. This statement explains the importance of awareness of each individual to recycle plastic waste, which will significantly impact all individuals. This makes an excellent change to be exciting for every individual. This excited feeling shows a positive feeling that can be interpreted with positive affective meaning.

**Data 8: Supporting**

*“We will also focus on supporting farmers and suppliers to develop regenerative agriculture, planting hundreds of millions of trees over the next ten years and completing the transition to using 100% renewable electricity by 2025,” he said.*

(Source: A4.P.X)

The word support can be defined, according to the Cambridge Dictionary, as agreeing with and encouraging someone or something because you want him or her to succeed. The word supporting can have two meanings. The meaning is that the word support can be positive if the sentence or context refers to a good thing, while the word support can be harmful if the sentence or context refers to something that is not good. So, this statement explains that it will significantly support the development of regenerative agriculture. In addition, what they will do positively impacts environmental sustainability. This statement can deal with positive affective meaning.

**3.2 Negative Affective Meaning of the Article Jakarta Globe****Data 9: Poignant**

*“This fact makes this World Environment Day especially poignant, calling us to reflect on how there is “Only One Earth.”*

(Source: A1.P.IV)

The word Poignant, if interpreted according to the Cambridge dictionary, means to cause or have a very sharp feeling of sadness. From that article, society feels pain with the existence of World Environment Day. They said that the earth is only one, so they must preserve the environment as best they can and realize that the impact of the environment has a considerable influence on human life. So, it can be concluded that poignant has a negative affective meaning.

**Data 11: Ignored**

*“Notably, water has been called the most crucial link in climate action and the most ignored.”*

(Source: A1.P.IX)

The underlined word has meaning to intentionally not listen or give attention to. This meaning is taken from the Cambridge Dictionary. This word has a negative meaning. In this news, water plays a vital role in all the needs of human life. However, it was not appropriately used and even ignored. They feel that they do not care about the most important natural resource in their daily life; they ignore water. They should realize that water must be at the forefront of saving emissions. This statement provides clarity that this has a negative meaning and can be said to have a negative affective meaning.

**Data 13: Frustrating**

*“However, a frustrating paradox is hampering progress. Despite growing positive attitudes, few consumers are following through with their actions. An obvious case in point is the stagnation of recycling rates”.*

(Source: A3.P.III)

Frustrating has a meaning in the Cambridge dictionary as making you feel annoyed or less confident because you cannot achieve what you want. People who feel this condition will experience mood disorders and the ability to think, eventually leading to bad behavior. The feelings felt by the society in this statement explain causing annoyance or upset because of an inability to change or achieve something. The growth of a positive attitude does not guarantee that all can be aware of the environment. So, this statement can be interpreted as having a negative affective meaning.

**Data 15: Misconceptions**

*“Despite public awareness campaigns, **misconceptions** remain about what can and cannot be recycled. These behaviors must change and do so rapidly if we are to prevent plastic leakage into the ocean in a sustainable way”.*

(Source: A3.P.VI)

Misconceptions have a meaning in the Cambridge Dictionary as a wrong idea because it has been based on a failure to understand a situation. The problem of communication misconceptions in interacting results in the purpose of communication not being achieved properly because of differences in perceptions between those given information and those who receive information so that other understanding arises not as expected by the purpose of the original communication. As a result, this public awareness campaign causes them to be confused about which one should be recycled and not recycled. In this case, prevention must be done quickly so as not to cause harm. Therefore, the word misconceptions show a negative affective meaning.

**Data 17: Desensitized**

*“Residents on this tourist-destination island had been inundated with messaging about plastic pollution and were **desensitized** to the issue.”*

(Source: A3.P.XII)

The word desensitized means to cause someone to experience something less intensely than before, usually an emotion or pain. This meaning was taken from the Cambridge Dictionary. The news above explained that feeling less sensitive to plastic waste makes many messages addressed to the residents. This message contains a warning of the environmental impact if a lot of plastic waste is not recycled and also to be more sensitive to the environment. From that statement, this can be interpreted as a negative affective meaning.

**4. Conclusion**

Every language has meaning. Of course, every word or phrase has meaning between them. Geoffrey Leech has been giving the cluster of the meaning in the seven types of meaning in his book, Semantics. He categorized meaning as conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative and thematic meaning. In this thesis, the researcher focuses on the study of affective meaning. Affective meaning is conveyed about personal feelings or attitudes towards the listener. Affective meaning gives comprehension about the effect of a speaker on the listener. There are two categories of affective meaning Geoffrey Leech: the first is positive affective meaning, and the second is negative affective meaning. In this study, the researcher found that every meaning gives different reactions to them. Of the five Jakarta Globe articles published in June 2022, not all were found to have an affective meaning, and only three news articles had affective meaning. Concerning the findings, it is concluded that 19 data of the affective meaning obtained affective meanings consist of 9 positive affective meanings and 11 negative affective meanings. Based on the data above, the dominant in news articles objects is the fear of negative affective meaning.

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**6. Conflict of Interest**

The authors declare that there is no conflict of interest regarding the publication of this article.

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