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## Analysis of The Connotative Meaning of Jokowi's Speech About RAPBN 2022

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### Abstrak

Tujuan penelitian ini adalah Analisis Makna Konotatif Pidato Jokowi Tentang RAPBN 2022. Desain penelitian adalah deskriptif kualitatif dan diuraikan dengan kata-kata. Penelitian ini tergolong dalam penelitian deskriptif kualitatif, dalam penelitian ini metode deskriptif kualitatif untuk menganalisis makna konotatif pidato presiden Joko Widodo. Tujuan penelitian adalah menganalisis makna konotatif pidato Jokowi tentang RAPBN. Instrumen yang digunakan dalam penelitian ini adalah data yang dikumpulkan dengan menggunakan observasi. Dari penjelasan yang telah dibahas sebelumnya tentang makna konotatif pidato jokowi tentang RAPBN dapat disimpulkan bahwa: ada 3 jenis konotatif yaitu positif negatif dan netral. Kesimpulan diambil berdasarkan masalah penelitian. Pertanyaan pertama berkaitan dengan jenis-jenis makna konotatif dan pertanyaan kedua berkaitan dengan makna konotatif dalam pidato jokowi tentang RAPBN. berdasarkan analisis data dan mencari hasil data terdapat temuan penelitian ini: Dari data pada bab IV 3 jenis makna konotatif ditemukan 30 kata yang berkonotasi positif 16 kata yang berkonotasi negatif dan 8 data yang berkonotasi netral konotasi menurut teori Michael Halley. Jenis makna konotasi positif paling dominan digunakan dalam pidato Jokowi tentang RAPBN 2022.

Kata Kunci: *Analisis, Konotatif, Pidato Jokowi, RAPBN*

## Abstract

The aim of this research is to Analysis Of The Connotative Meaning Of Jokowi's Speech About RAPBN 2022. Research design was descriptive qualitative and described into words. This study is classified into descriptive qualitative research, in this study, descriptive qualitative method to analyzed the connotative president joko widodo speech. The purpose of the research is to analyze the connotative meaning of Jokowi speech about RAPBN. The instrument used in this study were the data has collected by applying an observation. From the explanation that have been discussed previously about the connotative meaning of Jokowi speech about RAPBN it can be concluded that: the 3 types of connotative that is positive negative and neutral. Conclusion is drawn based on the problem of the study. The first question related to the types of connotative meaning and the second question is related to the meaning of connotative in Jokowi speech about RAPBN. based on analyzing the data and finding the result of data there were findings of this study: From the data in chapter IV 3 types connotative meaning found 30 words that have 16 positive connotations .7 words that have negative connotation and 8 data that have neutral connotation according to Michael Halliday theory. Types of positive connotation meaning are most dominant used in Jokowi speech about RAPBN 2022.

Keywords: *Analysis, Connotative, Jokowi's Speech, RAPBN*

## INTRODUCTION

Semantic is the study of the meaning of words, phrases and sentences. According to Mangewa (in Budi & Noviasari, 2021) semantics is the study of meaning in language. That is, language must have meaning. Language without meaning is useless. In Linguistics, Semantics is the subfield devoted to the study of meaning, as it is borne at the syntactic level of words, phrases, sentences, and even larger units of discourse (referred to as texts). Like other empirical sciences, semantics involves especially connotations in utterances (Noerrofi'a & Bahri, 2019).

In addition, it is expected to be able to broaden knowledge in understanding the connotative meaning of speech. It is also hoped that it can contribute to readers who are interested in this research. Semantics is the study of meaning in language. This can be applied to the entire text or to a single word. For example destination and last stop technically mean the same thing, but semantic students analyze the subtle nuances of their meanings. There are seven types of meaning according to Geoffrey Leech if people want to interpret texts, they are conceptual, connotative, stylistic, affective, reflected, collocative and thematic meanings (Triani Sinaga et al., 2023). However, this study focuses on analyzing Jokowi's speech to contain connotative meanings. This study uses Jokowi's speech text to collect data that contains connotative meaning.

Meaning in semantics is the study of the meaning of words and phrases (non-predictive combinations of two or more words) in a language. There are several kinds of meaning according to Leech's theory, namely connotative meaning, social affective meaning, reflected meaning, associative meaning, thematic meaning, collocative meaning, stylistic meaning. This research focused to connotative meaning (Solehah et al., 2022).

Connotative meaning can be found in many works, one of which is literacy work such as poetry, songs, drama scripts, short stories and speeches. Connotative is used to embellish an idiom in a word. This word usually contains a figurative meaning or is not an actual word. According to Rahmawati & Sulistyarningsih, (2021:28) the connotative meaning of proverbs is like an example: Whoever comes first has the best chance of success; some opportunities are only available to the first competitor. This is more than just a story about birds and worms. This gives us the motivation to do something early, before others take it because opportunities must be taken quickly in order to get what you want, you have to come first before others in order to achieve that goal (Simanjuntak et al., 2021).

Speech is an activity of expressing a description or opinion made by someone verbally about something or a problem by expressing a description of the problem by using sentences that must be clear in front of a crowd or many people at a certain time. Speeches must be recognized by listeners so that the speaker's message can be conveyed effectively (Widyastuti, 2019). Therefore, it is important to recognize the context of the conversation. When speakers of a language produce utterances in a given context, they also perform actions such as telling, ordering or asking. These actions are known as speech acts. Speech is a pragmatic phenomenon. Speech is an aspect of language that is functional, observable, applicable, concrete and empirical (Sasmita et al., 2018). Speech are a locomotive to move language or as a trigger kit to make language functional in communication. Speech is an utterance used by a speaker to make a spoken language (utterance). Speech in speaking ability to convey, promise, ask, demand, order, request, deny, complain, and announce. the basic functional unit used in communication (Eshreth & Draweesh, 2018). This is the nature of language as a means of communication to do something and work between people in the world. Speech is an activity of expressing a description or opinion made by someone orally about something or a problem by expressing a description of that problem by using sentences. -a sentence that must be clear in front of a large number of people at any given time. Speeches must be recognized by listeners so that the speaker's message can be conveyed effectively (Ramasari, 2020).

Therefore, it is important to recognize the context of the conversation. When speakers of a language produce utterances in a given context, they also perform actions such as telling, ordering or asking. This speech act is called speech utterance. Speech is one of the pragmatic phenomena. Speech is an aspect of language that is functional, observable, workable, concrete and empirical. Speech is a locomotive to move language or as a trigger kit so that language functions in communication. Speech is utterances that used by speakers to make a spoken language (utterance). Speech in speaking ability to convey, promise, request, demand, order, request, deny, complain, and to announce. This is the basic functional unit used in communication (Nashruddin & Al-Obaydi, 2021). This is the nature of language as a communication tool to do something and work between people - people in the world (Herman & Pardede, 2020).

The reason why the researcher chose connotative meaning as the object of research is because there are still listeners who have difficulty interpreting the speaker's utterances according to the context and sometimes misunderstand the use of words that contain connotations in language in daily activity. Therefore the researcher wants to examine the connotative meaning contained in Jokowi's speech text. The researcher chose Joko Widodo's speech because he often uses connotative meanings, for example in the sentence "global uncertainty should not make us pessimistic. In the last eight years we have accumulated important capital to create a more conducive development ecosystem. From the sentence above we can see two connotative words, namely "pessimistic". easily give up and give up. The second word is "conducive" which means calm. Jokowi is well-known in Indonesia and he is the head of state for Indonesia. Joko Widodo has a simple language style and when delivering his speech is to the point and it makes people interested (Jewad et al., 2020).

Based on the background of the study above, the researcher will conduct research with the title: Analysis of the Connotative Meaning of Jokowi's Speech about RAPBN 2022.

## RESEARCH METHOD

### Research Design

Research design was descriptive qualitative and described into words. According to Moleong (2005:6) says that descriptive qualitative is a research procedure with the purpose to fulfil phenomena about what is experienced by the subject of the research, for example, behaviour perception, motivation, etc. The important in research activity because the design that is used in research influence whether or not the researcher apply. As one

objectives of this research is to found meaning and types of connotative of jokowi speech. After that, the writer has been described the result of the analysis into words (Xafizovna, 2022). This study is classified into descriptive qualitative research, in this study, descriptive qualitative method to analyzed the connotative president joko widodo speech. The purpose of the research is to analyze the connotative meaning of jokowi speech about RAPBN.

### Subject of the Study

The subject of this research was Jokowi speech. The subject to be investigated is taken randomly by applying the random sampling technique. This speech make it in 16 august 2022. The data source of this research is a speech of jokowi. The researcher download the script of jokowi speech from google website (Souzane & Soumia, 2019).

### The Instrument of Collecting Data

The instrument used in this study were the data has collected by applying an observation. The researcher focuses on analyzing of speech jokowi to classify connotative meaning. The writer has observed by read the script of speech to found out types and meaning the connotative from the speech. The data of this research is any words in use by the speaker with the word of connotative meaning (Holyfield et al., 2018).

### The Technique of Collecting Data

To collect data the researcher used step procedure as bellows:

1. Download the speech of joko widodo from google about RAPBN from
2. <https://www.dpr.go.id/doksetjen/dokumen/persipar>.
3. Read the text of jokowi speech about RAPBN.
4. Analyzing the types of connotative from text joko widodo speech.
5. The researcher reach a conclusion based on the discussion and gave some suggestions.

### The Technique of Analyzing Data

In th is research, the data were analyzed by following several steps:

1. Analyse the each word in connotative from speech joko widodo speech.
2. Categorize the word connotative types in president jokowi speech
3. Identify the iclude of connotative meaning in jokowi speech.
4. Classyfing the data related to Michael Halley teory (1980) iclude connotative meaning from the script of Jokowi speech.

5. summing up the compatibility percentage of the connotative meaning .the researcher used the following formula to present the data forms in numbers.

## RESULT AND DISCUSSION

### Data

This data was conducted by applying descriptive qualitative research. The source of the data of this study was script text and observation. The researcher just observes the speech from the script Jokowi speech about RAPBN because the researcher just read the script and write the connotative meaning. The first finding types of connotative according to Michael Halley :positive negative and neutral.

### Positive Connotation

Positive connotation is a word whose connotation implies positive emotion and associations. The word in positive connotation have a good meaning and make the word more better and have impact the word have a positive meaning. For example , "the aroma of my grandmother's cooking" produces a positive association ,because the word aroma "implies that the smell is pleasing and inviting.

### Data 1

Encourage the development and development of a green economy

The first example of positive connotation is green economy.

Green economy in the sentence means The connotative meaning in the context of the sentence is shown by the phrase green economy. The word green economy function of the sentence means improved economic development and improve the economic that is not real meaning. the types of connotative meaning is positive because have good meaning in the sentence. The data same with number 11,13,16.

### Data 2

In addition, it is hoped that the provision of various appropriate and measurable tax incentives will push purchases and increase national investment competitiveness and spur economic transformation.

The connotative meaning in the context of the sentences indicated by the word push. The word push the function of the sentence means an effort to improve the economy and make a change in economic development. that is not real meaning. the types of connotative meaning is positive because make a good meaning in the sentence. The data same with number 15,17.

### Data 3

Terjangkau ( affordable)

The fiscal architecture is also designed to strengthen the foundation of the economy in facing current and future challenges,so the fiscal policy is directed at supporting increased productivity

The connotative meaning in the context of the sentences indicated by the word affordable.The word affordable the fuction of the sentence means its cheap somethin.the types of connotative meaning is neutral.because not bad or good meaning.the data same with number 20,21.

### Data 4

Tumbuh (growth )

Indonesia economic recovery is in a trend that continues to strengthen ,growth 5,1% charge significate a 5,44 % 2 trimestre 2022.

The connotative meaning in the context of the sentences indicated by the word growth.The word growth the fuction of the sentence means develop but in the real meaning is get bigger. That is not real meaning.the types of connotative meaning is positive because make good meaning in the sentence. The connotative meaning in the context of the sentences indicated by the word climate .The word climate the fuction of the sentence means the risk of the investment in the real meaning is the weather day of the day that is not real meaning.the types of connotative meaning is neutral because the word is balance not make bad or good meaning in the sentence

### Data 5

2.Negative connotation

Negative connotation is implies negative emotions and associations.Negative connotation in the sentence make a negative meaning and have a bad meaning .if we exchange the adjective aroma in the above sentence so that it now reads the stench of my grandmother's cooking .the meaning changes completely.Though both aroma and stench mean smell ,stench has a negative connotation ,thus the meal sounds much less appealing.so the negative connotation make a negative meaning in the sentence.

### Data :1

The risk of global economic turmoil remains high.

For example in negative connotation is turmoil. In the sentence turmoil means problem in the economic if the finance still low so the word in the sentence make a negative meaning. The data same with number 5,25.

Data 2

Innovation will be maintained at around 3,3 % state budget policy will still be directed to anticipate inflationary pressure from external, especially energy and food inflation.

The connotative meaning in the context of the sentences indicated by the word pressure. The word pressure the function of the sentence means a threat in falling inflation. That is not real meaning. The types of connotative meaning is negative because make bad meaning in the sentence.

Data 3. Gulung tikar (out of business)

(The word economic slowdown still has the potential to affect the pace of domestic economic growth in the short term and cause the economy to go out of business)

The connotative meaning in the context of the sentences indicated by the word out of business. The word out of business the function of the sentence means economic downturn bankruptcy in the economy. So that is not real meaning. The types of connotative meaning is negative because in the sentence the word have bad meaning.

Neutral

Neutral connotation is neither positive or negative. So the neutral meaning is balance. For example when speaking about a pet the word dog has a neutral connotation but the word purebred has a positive connotation.

Data 1

With the private sector becoming stronger as a growth engine, fiscal management can be more directed at creating a balance between improving productivity and competitiveness by maintaining fiscal health and sustainability to face risks and respond in the future.

For example in neutral is engine. The word engine in the sentence is neutral connotation because the word not positive and negative meaning so the meaning in the sentence is as a tool to create state budget growth. So that is neutral. The data same with number

Data 2

The KPBU scheme is a financing model that continues to be offered.

The connotative meaning in the context of the sentences indicated by the word model. The word lifelong the function of the sentence means example of the scheme of financing but in the real meaning is model is star advertisement. that is not real meaning. the types of connotative meaning is neutral

Data 3

Iklim (climate)

Increasing regional taxation capabilities while maintaining the investment climate, ease of doing business and people’s welfare.

The connotative meaning in the context of the sentences indicated by the word climate .The word climate the function of the sentence means the risk of the investment in the real meaning is the weather day of the day that is not real meaning. the types of connotative meaning is neutral because the word is balance not make bad or good meaning in the sentence (Simatupang et al., 2021).

Findings

After researcher identified and analyzed the data from Jokowi speech .Researcher found that there are 3 types types of connotative meaning ,that is positive ,negative and neutral..From the table the researcher found that positive connotation were dominant used by Jokowi speech about RAPBN 2022. The data above that there are many positive connotation 15 data, negative connotation 7 data and neutral 8 data. Meanwhile, positive connotation are rarely used by Jokowi speech about RAPBN 2022.

Table 1. Percentages types of connotative meaning

No	Types of connotative meaning	Amount	Percentage
1.	Positive	15	49,5 %
2.	Negative	7	23,1 %
3.	Neutral	8	25,4 %

From the data above show after researcher identified and analyzed the data from Jokowi speech .Researcher found that there are 3 types types of connotative meaning ,that is positive ,negative and neutral..From the table the researcher found that positive connotation were dominant used by Jokowi speech about RAPBN 2022. The data above that there are many positive connotation 15 data (49,5%), negative connotation 7 data (23,1%) and neutral 8 data (25,4%). Meanwhile, positive connotation are rarely used by Jokowi speech about RAPBN 2022.

## Research Discussion

After presenting the types and meaning of connotative, the researcher intended to discuss the finding and how it answered the research questions proposed in the first chapter. There were three research. Connotative meaning is the one which compares something directly with another (Hadi, 2021) with the title denotative and connotative meaning analysis in the greatest showman album the writer used the theory divides into three types the equality this research to the title is the means of the connotation and the difference of this research is the types of connotation in based on Hadi 2021 just 2 types of connotation. and

The other theory is by Fauziah (2021) with the title denotative and connotative meaning analysis on elia poetry short story he said that connotative is contains an imaginary meaning and not a real meaning (Stewart & Ivala, 2017). The difference with this research is the object of this thesis used poetry and the types of connotation and the same with the research is the means of connotation. Another theory is Candra (2016) with the title analysis of connotation words in Jakarta post online headline news. He said that connotative meaning is not real meaning. The difference with this research is the types and the object of the research because the word or phrase have a confusing and fiction meaning in the connotative meaning (Kissi et al., 2018).

This researcher used the theory of Michael Halley 1980 divides connotative into three types. Here are the types of connotative meaning according to Michael Halley: positive connotation, negative connotation and neutral. Based on the finding in this research, there were positive connotation 15 data. The researcher found that positive connotation is the most dominant. Which means that Jokowi's speech about RAPBN 2022 very often use words that are based on the results of the data obtained contain connotative meaning. So this speech tells about RAPBN 2023 and also based on the theory of Michael Halley. Positive connotation 15 data, which means that Jokowi's speech about RAPBN 2023 very often use words that are based on real aspect of human experience. Negative connotation 7 data, neutral 8 data.

The benefits of the results of this study are that the reader understand meaning of the speech that contain connotative meaning. So that accept to reader becomes easier to understand (Pham, 2022).

Meaning of finding, use Jokowi's speech about RAPBN in connotative meaning will make reader wonder what the script mean. In the speech, there are also many connotative meaning in which the purpose of the speech wants to express the speech through other

meanings and speech of Jokowi wants to give beauty to the speech. In using Jokowi speech as a learning medium is which is very interesting because the speech is very important to society (Saragi, 2018). The research emphasizes more on the type and meaning of connotative, therefore it is the author suggested that there should be a following researcher examining the types of connotative meaning and their meaning contained in other speech. In teaching and learning process, connotative meaning can be used to make students understand the meaning of the speech they read to speech are very good in teaching students, because during read the script of Jokowi speech make understand the meaning if the speech through types of connotative meaning (Sianipar, 2022).

The researcher suggested to the sriptwriters that the speech created later used connotative meaning so that reader understand the meaning of the word to more. The researcher suggests that every speech should used connotative meaning which make the word more good and wonderful (Cristy et al., 2023). The researcher found the dominant in this speech is positive, because the speech of Jokowi about RAPBN about efforts to plan the country's economy so that it is better so use words that have a positive meaning.

## CONCLUSION

From the explanation that have been discussed previously about the connotative meaning of Jokowi speech about RAPBN it can be concluded that: the 3 types of connotative that is positive negative and neutral. Conclusion is drawn based on the problem of the study. The first question related to the types of connotative meaning and the second question is related to the meaning of connotative in Jokowi speech about RAPBN based on analyzing the data and finding the result of data there were findings of this study:

1. From the data in chapter IV 3 types connotative meaning found 30 words that have 16 positive connotations .7 words that have negative connotation and 8 data that have neutral connotation according to Michael Halley theory.
2. Types of positive connotation meaning are most dominant used in Jokowi speech about RAPBN 2022.

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