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An Analysis Of Connotative Meanings Found In Social Media

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**AN ANALYSIS OF CONNOTATIVE MEANINGS
FOUND IN SOCIAL MEDIA**

**This undergraduate thesis is submitted as partial fulfillment to obtain
Bachelor Degree at English Department Faculty of Cultural Sciences
Catholic University of Saint Thomas Medan**



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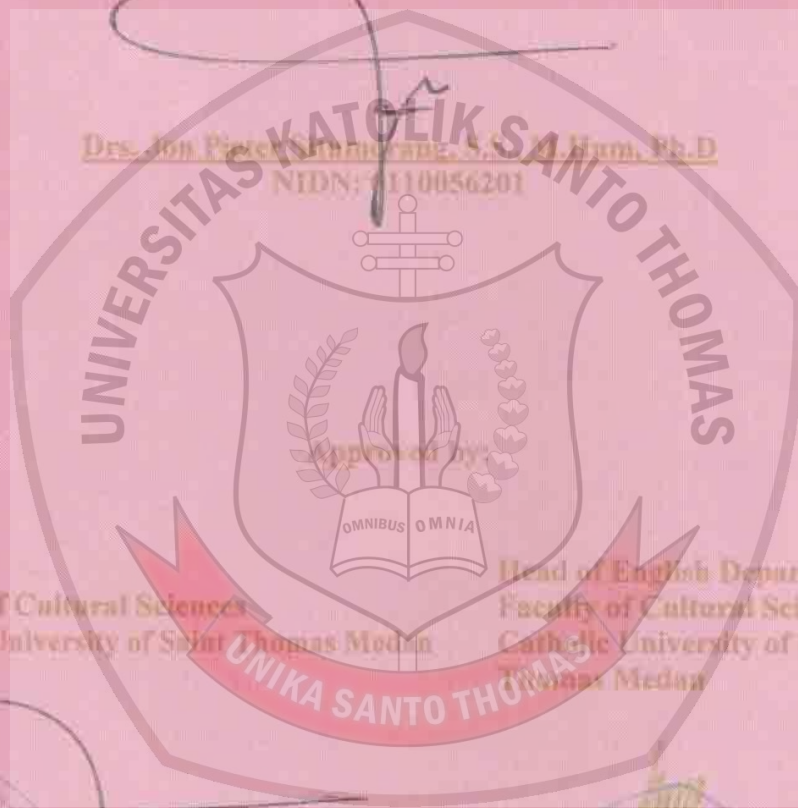
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APPROVAL SHEET

THIS UNDERGRADUATE THESIS HAS BEEN APPROVED IN JULY 2025

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solemnly declare that this thesis entitled “An Analysis of Connotative Meanings Found in Social Media” is my own work, free from plagiarism. Quotations are referenced in accordance with scientific writing ethics that apply. If it is proven that this thesis contains plagiarism deemed to have violated the rules, I am willing to accept sanctions for the act in accordance with the applicable regulations.

Medan, 30 July 2025

Agita Br Sembiring

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Grateful praise to the Almighty God for His grace and mercy, the writer has successfully completed the thesis entitle ‘An Analysis of Connotative Meanings Found in Social Media’. This thesis is submitted as one of the requirements to obtain a bachelor’s degree in English Department, Faculty of Cultural Sciences, Catholic University of Saint Thomas Medan.

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Medan, July 2025

The writer,

Agita Br Sembiring



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ABSTRACT

This study aims to determine how connotative meaning emerges and is used in social media user comments, particularly on Instagram and Twitter. Connotative meaning is chosen because it is capable of expressing the emotional, expressive, and even subtle insinuations of users without having to say it directly, especially the concept of connotative meaning attached to words or expressions based on Geoffrey Leech's theory of meaning. This study uses a descriptive qualitative approach. Data are collected from various social media posts, then categorized and analyzed based on three main characteristics of connotative meaning, namely: shared by other communicative systems, unstable and open-ended. Connotative meaning is shared by other communicative systems, seen in comments that convey feelings implicitly. Connotative meaning is unstable, seen in the different interpretations of a single comment by different people. Meanwhile, connotative meaning is open-ended reflected in how comments are greatly influenced by the writer's personal point of view. Language is not only used to convey information, but also functions as a means of self-expression that is rich in implied meaning. By understanding connotative meaning, people can be more sensitive to the hidden messages behind seemingly simple comments. The results of the analysis show that connotative meaning not only enriches communication on social media, but also serves as a way for users to convey messages in a deep, personal, and nuanced manner.

Keywords: connotative meaning, qualitative analysis, social media

ABSTRAK

Penelitian ini bertujuan untuk menentukan bagaimana makna konotatif muncul dan digunakan dalam komentar pengguna media sosial, khususnya di Instagram dan Twitter. Makna konotatif dipilih karena mampu mengekspresikan aspek emosional, ekspresif, dan bahkan insiniasi halus pengguna tanpa harus mengatakannya secara langsung, terutama konsep makna konotatif yang melekat pada kata-kata atau ungkapan berdasarkan teori makna Geoffrey Leech. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan dari berbagai posting media sosial, kemudian dikategorikan dan dianalisis berdasarkan tiga karakteristik utama makna konotatif, yaitu: dibagikan oleh sistem komunikasi lain, tidak stabil, dan terbuka. Makna konotatif dibagikan oleh sistem komunikasi lain, seperti terlihat pada komentar yang menyampaikan perasaan secara implisit. Makna konotatif yang tidak stabil terlihat pada interpretasi yang berbeda dari satu komentar oleh orang yang berbeda. Sementara itu, makna konotatif yang terbuka tercermin dalam bagaimana komentar sangat dipengaruhi oleh sudut pandang pribadi penuli. Bahasa tidak hanya digunakan untuk menyampaikan informasi, tetapi juga berfungsi sebagai sarana ekspresi diri yang kaya akan makna tersirat. Dengan memahami makna konotatif, orang dapat lebih peka terhadap pesan tersembunyi di balik komentar yang tampaknya sederhana. Hasil analisis menunjukkan bahwa makna konotatif tidak hanya memperkaya komunikasi di media sosial, tetapi juga berfungsi sebagai cara bagi pengguna untuk menyampaikan pesan secara mendalam, personal, dan bernuansa.

Kata kunci: makna konotatif, makna, analisis kualitatif, media sosial

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