

Semantic Analysis and Interpretation of Meanings in Word Quotations in KIS Candy Packaging

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Abstract

A word's meaning can be determined if it has been used in a speech or sentence. The meaning of a word becomes important when it can be linked to someone's memory or something else. This study aims to explore and interpret the linguistic meanings contained in the KIS candy packaging. This study uses a type of qualitative research that describes data using a series of sentences. The object of this research is the quotation of words found on KIS candy packaging. Data collection uses the technique of observing and noting. In addition, the research instrument is the researcher himself as the key instrument. After obtaining research data that is appropriate to the research topic, it will be analyzed using the referential equivalent technique included in the introduction to semantics. The results of the analysis that has been carried out on the research data in the form of words contained in the KIS candy packaging, the researcher obtains sixteen words that will be used as material for analysis in this study. From the sixteen words that have been collected, eight words have pictorial meaning, three words have referential meaning, two words have emotive meaning, two words have a central meaning, and one connotative meaning. The results of this study can provide an overview and knowledge about the shifts and transformations in vocabulary in Indonesian according to the context of the times.

Keywords: Analysis, semantics, interpretation, meaning, word quotes

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INTRODUCTION

Language is an arbitrary symbol system, which is used by members of a society to cooperate, identify, and interact (Vigliocco et al., 2014), both with others and with themselves. In a language, whether in spoken or written form, there is always a meaning that accompanies it and can be interpreted by everyone. Meaning is a meaning that is contained in each word and can be determined if it has been used in a speech or sentence (Jackson, 2014). This indicates that the relationship between meaning and words is arbitrary because words and meanings do not have a mandatory relationship (Tardan et al., 2013). The relationship between meaning and word is also conventional because the meaning given to a word is based on a mutual agreement between language users and must be obeyed (Dalrymple & Mofu, 2012), so that there are no obstacles in communication.

Bonvillain (2020) explain meaning as the intention of the speaker or the influence of language units in understanding human perception or behavior. Furthermore, Ansori (2021) adding that meaning is the utterance of a word or more precisely as a symptom in utterance. That is, if a word form is different, the resulting meaning will also be different, even though the difference is only a little. Words do have their own strengths or are special in nature (Reyes, 2011), because with words everyone can

express what is in their hearts, order others, worship, curse or even show dependence and indulgence on others. The study of the meaning of this word has been discussed in the science of semantics (Levin & Hovav, 2017), which examines symbols or signs that express meaning, the relationship of one meaning to another meaning, and its influence on humans and society. The relationship between the meaning of a word will not change, but when viewed from the context, the meaning of a word will change according to the development of the language (Kramsch, 2014)-using community. For example, the word “pena” used to mean “bulu angsa”, but now it means “alat tulis yang bertinta”. Meaning also consists of several types, namely, lexical meaning, grammatical meaning, referential meaning, denotative meaning, connotative meaning, word meaning, term meaning, conceptual meaning, nonreferential meaning, proverb meaning, figurative meaning, perlocutionary meaning (Sneddon, 2012).

At the Faculty of Teacher Training and Education, Indonesian Language Study Program, Tadulako University, there have been many studies on types of meaning, but based on literature searches that have been conducted on types of meaning, they only revolve around symptoms of changes in meaning and meaning in language styles. Meanwhile, no one has conducted scientific research on the meaning of words, especially in the KIS Candy packaging advertisements. Therefore, the researcher decided to examine the meaning of the words on the KIS candy packaging. In analyzing the meaning of the words on the KIS candy packaging, the author focuses on several types of words that are listed together with the name KIS itself. In global communication, messages that are transmitted through mass media have stiff competition (Hansen, 2011). The essence of the competition is nothing but to attract the interest of audiences and consumers, so that the creativity of advertisers is required to package these advertisements.

In this study, the meaning of the words contained in the KIS candy packaging was analyzed. On the back of the KIS candy packaging is written someone's inspiration, and indirectly influences the reader, so that the reader likes it. This phrase is currently often used in social language, for example on Facebook, SMS, Instagram, or the internet (Romadhianti, 2019). Some of the results of previous research have studied pragmatically related to the analysis of the meaning of words in food and beverage advertising packaging (Faridah et al., 2022; Nuraeni et al., 2022; Rokhayati & Nafilah, 2022; Zagoto, 2021), but have not comprehensively mapped the types of meaning contained therein, such as pictorial, referential, emotive, central, and connotative meanings. This is what makes this research important to do, because it can provide new insights and knowledge to readers about the types and scope of meaning that can be explored in various KIS candy packages. Therefore, the purpose of this research is to explore and interpret the linguistic meanings contained in the KIS candy packaging.

METHOD

The research used in this study is a qualitative descriptive method. Descriptive research is research that aims to explain, summarize conditions, various situations, or several variables to be the object of research based on what happened (Creswell & Poth, 2018). Qualitative research is a process of research and understanding based on a methodology that investigates a social phenomenon and human problems (Sutton & Austin, 2015). As for Bogdan and Biklen (2007) suggesting that qualitative methods

are research procedures that produce descriptive data in the form of written or spoken words from people and observed behavior. Some of the expert opinions above are relevant to the purpose of this study which emphasizes searching for and interpreting the meaning of the words found on the KIS Candy packaging. The things observed are words, phrases, and clauses that have lexical and grammatical meanings.

Data collection techniques are the most strategic steps in research, because the main purpose of this research is to collect data. Data collection was carried out by following research data collection procedures. In gaining confidence in the findings in the field, all material is collected and reduced to several types of material that are representative of the research theme (Liu, 2016). The technique used in data collection is the listening technique (observing) which is an activity of listening to data both orally and in writing (Malterud, 2012). This is in accordance with the statement (Rahman, 2016) which explains that the listening method is not only related to the use of language orally, but also the use of it in writing. Furthermore, the listening technique has advanced techniques in the form of note-taking techniques. The note-taking technique is carried out by using a writing tool to record data in the form of words that have grammatical and lexical meanings (Hapsari & Setiawan, 2019) contained in the KIS Regulation, then these words are collected according to the data requirements in the research, to make it easier for researchers to analyze the data.

Data analysis was carried out using the equivalent method, which is an analytical method in which the determining tool is external, detached, and is not part of the language in question (Scheider et al., 2017). In analyzing the research data, what was done was to analyze the meaning of the words and phrases (Jackson, 2014) contained in the KIS candy packaging to find out their true meaning. After knowing the meaning, the researcher concluded the meaning of the words and phrases used in KIS candy packaging. For example, the word "*landak*", is short for "*lambat bertindak*". Slow means doing something slowly, not fast, spending a lot of time. To act means to do and do something. The lexical meaning of the word "*landak*" is a four-legged animal that has long and pointed spines all over its body (hedgehog), while the grammatical meaning of the word "*landak*" is a description of someone whose movements when doing something always take a long time, have no passion at work, and not excited. So it can be concluded that the word "*landak*" in the KIS candy packaging can add new vocabulary to Indonesian conversation in everyday life, because "*landak*" is an acronym that can help someone shorten a term for someone who always does something with slow movement.

RESULT AND DISCUSSION

In line with the research objectives which emphasize exploring and interpreting the linguistic meanings contained in the KIS candy packaging, the researchers obtained seventeen words that would be used as material for analysis in this study. The seventeen words were obtained from the KIS candy packaging from February 1 to 25 2021. In the seventeen words that have been collected and become data, the following word meanings were found: (1) seven pictorial meanings, (2) referential meanings totaling two words, (3) six words emotive meaning, (4), one-word central meaning, (5) one word connotative meaning.

Pictorial Meanings on Candy Packaging KIS

The results of research conducted on KIS candy packaging found seven words out of seventeen data, namely *Selow aje*, *Gws ya*, *Met ultah*, *Sans aja kali*, *Jangan PHP*, *Happy Anniversary*, *Baper*. After analysis, these seven words show pictorial meanings because they can affect the feelings of someone who listens or reads them. Following are the results of the analysis and discussion of each word that contains pictorial meanings, as follows: First, the word *selow* first appeared among teenagers in Malang, East Java, because the teenagers there have a habit of turning words back and forth, such as the word *selow* (Damayanti, 2019). The word *selow* actually comes from the English language, namely "slow", because the influence of the Malang youth habit is associated with the way the Indonesian tongue pronounces the word slow as *selow*. The word *selow*, when read from right to left, turns into the word *woles*. For English "slow" means slow, but for the word *selow* it means just calm down or relax. The word *selow aje* has a pictorial meaning because it creates a feeling for other people when used (Bestgen & Vincze, 2012). For example in the following sentences: A: "*lihat gaya berpakaian wanita itu sangat seksi*"; B: "*Selow aja, kawan*". In this sentence, it is known that person A tells that there is a woman who is wearing sexy clothes, but the other person gives a response that seems to remind her to stay relaxed and calm in seeing things. The response or reaction of the interlocutor is called pictorial meaning.

Second, the word *gws* has a pictorial meaning, because that word has a feeling effect on other people. *Gws* stands for *Get well soon* is a word that comes from English which means get well soon. *Gws* can be said to be slang or millennial children's language because it is usually often used by young people to express their hopes either to themselves or to others so that they can quickly recover from an illness (Basri et al., 2022). For example in the following conversation: A: *Nanti sore jalan yuk*; B: *Tidak bisa, soalnya aku lagi sakit*; A: *Oh, yaudah Gws ya!* In the conversation, person A invites person B to go for a walk, but person B cannot because he is sick and person A gives a response that seems to give hope or prays for his friend to get well soon.

Third, the word *met ultah* contains a pictorial meaning because it can have a pleasant feeling effect on ourselves and others. The word *met ultah* itself comes from the phrase *selamat ulang tahun*, in this case the word *met* stands for *slamet* in Javanese and *ultah* stands for *ulang tahun*. The current phenomenon shows that today's children often use the word *met birthday* for their friend's birthday (Gunawan, 2011). As in the following conversation: A: *met ultah kawan, semoga kamu makin sukses ke depannya*; B: *makasih atas ucapan dan doanya*. In that conversation, person A wishes him a happy birthday and prays for person B, and person B is happy about that. The word *met ultah* also has the same meaning as the fourth word, the word *happy anniversary*. The word *Happy Anniversary* is a form of congratulations in English. *Happy Anniversary* means happy birthday or happy anniversary, but is shown to objects other than humans, such as companies, schools, or relationships. An example sentence is *Happy Anniversary pernikahan yang ke lima puluh tahun sayang*. The sentence depicts that someone wishes you a happy fiftieth wedding anniversary.

Fifth, the word *sans aja kali* is an abbreviation of *santai aja kali*, where the word *sans* is slang for the word *santai*. Example: A: *lo udah ngerjain tugas sekolah?*; B: *belum, sans aja kali*. Furthermore, the sixth word is *jangan PHP* which contains a pictorial meaning because it can have the effect of feeling happy, sad, or confused. The word *PHP* stands for *Pemberi Harapan Palsu* (Giver of False Hope), which is usually a term for a man who approaches a woman but doesn't express his feelings, instead she just

leaves. For example: A: *aku sangat mencintaimu*; B: *kamu, jangan PHP ya*. Finally, a word that contains pictorial meaning is the word *baper* which is a slang term coined by the millennial generation (Iswatiningsih et al., 2021) and was popular from 2014 to 2015. *Baper* is a term taken from two words namely 'Ba' means to *bawa* and "per" means *perasaan*, if combined to *bawa perasaan*. The word *baper* is often used to describe situations or events that make our feelings carry away, and often the word *baper* is associated with romantic matters. Examples of conversations: A: *fi, aku mau tanya kata orang cinta itu gila, tapi kenapa ya setiap dekat kamu aku jadi waras karena cintamu*; B: *ahh... kamu bikin Baper aja*.

Referential Meaning on KIS Candy Packaging

Based on research conducted on KIS Candy Packaging, researchers found two words out of seventeen data that contain referential meanings, namely *Gabut* and *Jomblo*. First, the word *gabut* comes from the word *magabut* which stands for *makan gaji buta* (eating blind wages), but as time goes by, we increasingly find modifications to the word and the term *magabut* slowly turns into *gabut*, which means where a person is in a state where there is no activity or certain activities. The bias is that people who are hit by a feeling of *gabut* will definitely feel bored. The word *gabut* itself is popular around 2018 starting with the many people who make it a status on social media to carry it into everyday life (Nurudin et al., 2018). *Contoh kalimat: "keluar yuk, Gabut banget di rumah nggak ada hiburan*. Furthermore, the word *single* is taken from Sundanese, namely *jomlo* which means old girl (Septiana, 2020), where the term old girl indicates the condition of a woman who has become old, but does not yet have a partner or is still alone. Now the word *jomlo* has changed to *jomblo* because of the development of the times which actually emphasizes insulting or teasing friends who are still single. Changes in words and language are also influenced by the times and digital technology (Golonka et al., 2014). Examples in conversation: A: *den, lu dapat salam dari eka*; B: *eka siapa? Cantik ngak?*; A: *Ekasian lo jomblo berharap banget dapat salam*. In the conversation, it can be seen that person A insults or mocks person B because of his status as not having a partner.

Emotive Meanings on KIS Candy Packaging

Based on research conducted on KIS candy packaging, six words out of seventeen data were found that had emotive meanings, namely *Cemungud*, *Semangka*, *Kuy*, *Ganbatte*, *OMG*, *Congrats*. First, the word *cemungud* is a form of language error at the morphological level of the word spirit (Faridah et al., 2022). The word *Cemungud* also has an emotive meaning, because the word involves feelings in a positive direction which can have an effect on other people to be more passionate when doing something. For example, in the sentence: A: *hasil jualan hari ini tidak seperti hari biasanya*; B: *"tidak apa-apa, tetap Cemungud ya kawan*. Second, the word *semangka* stands for "semangat kakak". This term is usually used to encourage someone who is competing. *Semangka* has a meaning in word class or noun class so that it can express the name of a person, place, or all things. *Semangka* is included in slang, which is a variety of non-standard Indonesian that is commonly used by young people in their daily interactions (Romadhianti, 2019). For example, A: *duh, banyak banget tugas dan PR yang mesti dikerjakan nih!*; B: *Semangka (Semangat Kakak)*. Third, the word *kuy* is one of the slang words to invite someone to do something. Just like other slang, the meaning of the spelling is read backwards. The word *kuy* is actually a play or the opposite of the word *yuk*. Currently, the word *kuy* is used in everyday conversations

as well as in conversations on social media (Goziyah & Yusuf, 2019). For example A: *gue laper nih!* B: *makan di warteg aja kuy*. Fourth, the word *ganbatte* is included in slang, which is a variety of Indonesian which is often used by young people in everyday interactions. The word *ganbatte* is a Japanese word which means *enthusiasm*. For example, A: *hari ini aku sangat lelah menghadapi ujian ini*; B: *jangan mudah menyerah harus Ganbatte!*

Furthermore, the fifth word is *OMG* which stands for *Oh My God*. This word, which is usually abbreviated as *OMG*, is very popular and almost every young person says it to show an expression of astonishment, surprise, or admiration (Amrullah, 2018). The word *OMG* became popular in the 2000s, not only for English speakers, the word is also popular for speakers of other languages, including Indonesian. For example, A: *lihat gadis itu bajunya sangat kotor* B: *Oh my god (OMG) aku kenal wanita itu*. Finally, the word *congrats*, which stands for the word *Congratulation*, is an English word which means congratulations. But as the age of slang children in Indonesia develops, they modify or change the word *Congratulation* to *Congrats* so that it is more unique and shorter but has the same meaning. This phenomenon has been explained in (Amrullah, 2018) a book entitled "English slang in cyberspace", which emphasizes the use of foreign language variations by teenagers in Indonesia, or making separate acronyms from foreign languages to make it easier to pronounce and understand words.

The Central and Connotative Meaning of KIS Candy Packaging

Based on research conducted on KIS candy packaging, one word with a central meaning was found, namely *koq telat* and one word with a connotative meaning, namely *Unyu-unyu*. First, the word *koq telat* is a variety of language that is commonly used by today's slang children. The word *koq telat* is an extension of the word *kenapa terlambat* (*why is it late*), based on the development of the times, millennial children or slang children are now changing the word to *koq telat* so that it is even shorter and more up to date (Goziyah & Yusuf, 2019). Meanwhile, the word *unyu-unyu* is included in slang, which is a variety of Indonesian that is commonly used by young people in their daily interactions. The word *unyu-unyu* comes from the English language, namely *Unyu* (*You and Why You*) which is read based on the name of the letter which means an expression of a question. In the end it was entered into Indonesian and used for things that are considered funny and cute (Iswatiningsih et al., 2021). For example, in the following conversation: A: *bebi liat tuh ada cowok, mukanya unyu-unyu banget*; B: *iya, beb unyu-unyu banget*.

CONCLUSION

The results of the analysis that has been carried out on the research data in the form of words contained in the KIS candy packaging, the researcher obtains seventeen words that have been collected, the following word meanings are found: (1) pictorial meanings totaling seven words, (2) referential meanings totaling two words, (3) six words emotive meaning, (4), one word central meaning, (5) one word connotative meaning. Changes in the form and meaning of words in the KIS candy packaging show that there is a shift in language according to the context and the times. Language has flexibility in its use and understanding, because the meaning of every word spoken or written can be interpreted or interpreted differently by everyone. This research provides a new perspective for readers to continue studying the current use

of language or words. The use of the meaning of the words contained in the KIS candy packaging can also be material for further research due to the uniqueness of the words, making it interesting to study. This uniqueness can be seen from the language and meaning contained in the KIS candy packaging.

RECOMMENDATION

It is hoped that the results of this research can be used as a medium for the development of science, especially those related to the meaning of words. Research on the meaning of words is quite interesting to study so that it can be used to enrich vocabulary. So, it is hoped that the research results can be used as a reference for further researchers to examine the meaning of words from different aspects.

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