

Abstract

This paper entitled “An Analysis of Language Meaning of Situ Cileunca Tourist Object on Social Media”. The objective of the study is to find out the types of meaning in Situ Cileunca Tourist Object social media. The analysis of the study is done based on the semantics meaning theory by Geoffrey Leech (1981). This study uses qualitative methods and descriptive analysis to analyze the data. The study finds that from 10 data contain five types of meaning based on Geoffrey Leech semantics meaning theory: five denotative meaning, three connotative meaning, two reflective meaning, two social meaning and one affective meaning. Conceptual/Denotative meaning is the study of Semantics that described as the definitional or literal meaning of sign. Connotative meaning is the study of Semantics that described as the opposite meaning of Conceptual/Denotative that have implicit meaning. Reflective meaning is the study of Semantics that described as the Certain synonymous pairs are considered different by society though their conceptual meaning is almost the same. Social Meaning includes all circumstances social issues related to the use of language. Affective meaning is meaning that is related to the way a language works reflects the personal feelings of the speaker which may involve listener attitudes or something he is talking about.

Keywords: Situ Cileunca, Semantics, Meaning, Advertisement, Social Media Marketing