

CHAPTER II

LITERATURE REVIEW

2.1 Previous Research

Previous researches that writer found about tourism management are related to writer's topic. Here are some previous researches:

- (1) "Geoparks and Sustainable Tourism Development. The Role of Internet and Social Media" (Lanara, T., et. al., 2023). This research discusses the role of digital technology, especially social media, in marketing Geoparks for sustainable tourism development in Greece. The study explores the use of social media in promoting Geoparks, with the main objectives being to increase tourist visits, support the local economy, and promote the preservation of geological and cultural heritage.
- (2) "Online Marketing of European Geoparks as a Landscape Promotion Tool" (Molokáč, M., et. Al., 2023). This research discusses the crucial role of online marketing in the post-COVID-19 era, particularly in the context of tourism destinations such as geoparks. The increased reliance on the internet as the primary source of information for potential visitors to tourism destinations necessitates a recognition of this essential role by geoparks. The study focuses on evaluating the information available on geopark websites. The results indicate that geoparks within the EGN network provide a sufficient amount of general information on their websites but need to improve their offerings of

product packages, online sales, and orientation toward new social networks used by the younger generation.

- (3) “Digital Tools to Serve Geotourism and Sustainable Development at Psiloritis UNESCO Global Geopark in COVID Times and Beyond” Fassoulas, C., Nikolakakis, E., & Staridas, S. (2022). This research discusses the use of digital tools in promoting geoheritage and geoconservation in the UNESCO Global Geopark of Psiloritis, Southern Greece. The digital tools include an interactive map, story maps highlighting historical sites and natural-cultural values, and a business directory of geopark-affiliated enterprises. These digital tools incorporate various applications such as web maps, spherical panoramas, multimedia, and virtual reality to support the interpretation of natural and cultural heritage, enhance geotourism, and contribute to achieving sustainable development goals (SDGs). During the COVID-19 pandemic, the use of these digital tools increased the visibility of the geopark and gained popularity among the general public.

This research was conducted as a way to find out whether the BelitongGeopark.net website has become a website that already has complete information needed by tourists. As we know in the World of Tourism, completeness of the information is very important, so it can be said that this research is very important for the development of Belitung tourism, especially for tourists who can finally find out everything about Belitung itself.

2.2 Tourism

According Putu Diah Sastri (2020:5), stated that Tourism should be interpreted as a journey that has been done many times or in circles from one place to another. Also tourism is a multidimensional, multifaceted activity which touches many lives and many different economic activities. What Is Tourism? The word 'tour' is derived from the Latin word *tornus*, meaning 'a tool for making a circle'. Tourism may be defined as the movement of the people from their normal place of residence to another place (with the intention to return) for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure. Tourism is the largest industry and is showing strong growth consistent from year to year. The World Tourism Organization estimates that in 2020 there will be a 200% increase in the number of visits today's world traveler. Today's tourism has also been accelerated by globalization, causing interconnections between fields, nations, and individuals living in this world. Information technology development also accelerates the dynamics of world globalization, including the development of the world of entertainment, recreation, and tourism. Tourism is the largest industry in a country.

The tourism industry provides benefits for the welfare of the community. Good and sustainable tourism management is expected to provide opportunities for the growth of a tourist destination. The level of competition in increasing destination visits and tourism activities cannot be separated from the development of a region in improving the economy of its people.

- According to Meis (dalam Utama, 2014) industry tourism is a concepts that need to be understood to be analyzed and as decision making material.
- According to Wahab (1992) tourism contains three elements: among others: humans, namely the human element as an activity actor tourism, place is a physical element that is actually covered by the activity itself and time, namely the element of tempo spent during the journey and while staying at the destination. So the definition of tourism is one of the new industries that able to increase economic growth rapidly in terms of employment opportunities, income, standard of living and in terms of activate other production sectors within the recipient country traveler.
- According to World Tour Organization (WTO) (1993) “Tourism encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.”

2.2.1 Specific Types of Tourism

Tourism is a general term that describes several types of travel and accommodation according to the motivation underlying the satisfaction. These are just a few examples of the diverse types of tourism that people engage in based on their interests and preferences. Each type offers a unique experience and contributes to the growth and development of the tourism industry. Referring to UN-WTO (United Nations World Tourism

Organization) (in Pitana and Darta, 2009) Basically there are three forms of tourism, those are:

- a. Inbound. This refers to tourists of outside origin entering a particular country. When people travel outside their host/native country to another country, then it is called inbound tourism for that country where he/she is traveling.
- b. Outbound. This refers to tourists traveling from the country of their origin to another country. When tourists travel a foreign region, then it is outbound tourism for his own country because he/she is going outside their country.
- c. Domestic. The tourism activity of the people within their own country.

From the definitions above, we know what the definition of tourists in general and their kind of activities. Almost the same as a visitor, but the purpose of a visitor's activities is just to visit and have no specific purpose.

2.2.2 Classification of Tourism

Tourism is a broad concept that encompasses various forms of travel and accommodation based on the motivations driving people's journeys. It is a term commonly used to describe the diverse reasons for travel and the fulfillment of various desires. Furthermore, to effectively plan and develop the tourism industry, it is essential to distinguish between different types of tourism. This differentiation allows for the development of specific forms of tourism that align with the intended goals of the tourism sector.

Travelers embark on journeys to achieve a wide range of objectives and satisfy diverse preferences. Additionally, for the purposes of tourism planning and development, it is crucial to differentiate between tourism and its various subtypes. This distinction ensures that the types and forms of tourism being developed align with the overarching goals of the tourism industry itself. Suwena and Widayatmaja (2017) in their book have categorized tourism into various types. Here are the explanations:

- a. Based on the reasons or objectives of travel, it can be categorized as:
 - 1). Business tourism is a type of tourism where visitors come for business-related purposes, trade activities, or work-related events such as conferences, seminars, and others.
 - 2). Vacational tourism is a type of tourism where people who are on vacation, holiday, and similar situations travel.
 - 3). Educational tourism is a type of tourism where visitors or individuals travel for the purpose of learning or studying a particular field of knowledge, such as educational tours (study tours).
 - 4). Familiarization tourism is a visit aimed at getting to know a field or area that is related to one's profession.
 - 5). Scientific tourism is a form of tourist travel primarily aimed at acquiring knowledge or conducting research in a specific field of science.

- 6). Special Mission tourism is a form of tourist travel carried out for a specific purpose, such as artistic missions, sports missions, or others.
 - 7). Hunting tourism is a tourist visit intended for the purpose of engaging in hunting activities for animals permitted by local authorities for entertainment purposes only.
- b. Based on its object, tourism can be classified into various types:
- 1). Cultural Tourism: This is a type of tourism where travelers are motivated to embark on a journey due to the allure of the arts and culture of a particular place or region.
 - 2). Recreational Tourism: This type of tourism is characterized by travelers seeking to heal ailments, such as bathing in hot springs or mud baths.
 - 3). Commercial Tourism: Commercial tourism is associated with national and international trade activities as the primary motivation for travelers.
 - 4). Sports Tourism: Travelers engage in sports tourism to watch or participate in sporting events in a specific location or country.
 - 5). Political Tourism: Political tourism involves travelers visiting to witness events or incidents related to a country's activities, such as observing a national independence celebration.

- 6). Social Tourism: Social tourism is not profit-oriented in its organization, including activities like study tours and picnics.
- 7). Religious Tourism: Religious tourism is driven by the motivation to witness or participate in religious ceremonies, such as the Bali Krama ceremony or the Hajj pilgrimage for Islam.
- 8). Marine Tourism: Marine tourism involves activities supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including accommodation and dining options.

Every activity of tourism usually based on the desire of the tourist itself to refresh their body and soul from bustle of life. Beside being the refreshment of body and soul, tourism also have many types, kinds and purposes while the tourist do traveling.

2.3 Tourism Information System

A Tourism Information System (TIS) is a comprehensive technological solution designed to facilitate the management and dissemination of information related to tourism activities, destinations, services, and resources. TISs play a crucial role in supporting the tourism industry by providing accurate, up-to-date, and relevant information to tourists, travel agencies, government authorities, and other stakeholders. These systems leverage various technologies and platforms to enhance the overall travel experience and contribute to the sustainable growth of the tourism sector.

According to Fardian (2012) *“Pariwisata berbasis Sistem Informasi berarti adanya suatu manajemen sistem informasi kepariwisataan yang berbasis pengolahan data elektronik dimana keberadaan Sistem Informasi Manajemen Pariwisata ini dapat pula dibuat suatu sistem yang mendukung keputusan pariwisata”*. With this system, it will be easier for tourists to determine their travel plans, in addition to the tourism and government sector, a good information system will be very useful for making decisions. Therefore, the availability of a management information system for tourism management is intended to avoid data overlaps, as well as difficulties in providing data and disseminating the necessary tourism information system. This can provide tourist information access services to increase the number of tourists, which will affect job creation, boost various productive sectors, and directly contribute to regional development. And then according to Firmansyah (2011) *“pada era yang serba komputerisasi seperti sekarang ini, hotel atau penginapan dituntut untuk dapat memberikan layanan informasi yang cepat dan mudah bagi tamunya. Aplikasi sistem informasi penginapan bagi sebuah hotel atau penginapan berfungsi untuk mencatat segala hal yang berhubungan dengan pemesanan kamar, transaksi penginapan, transaksi pesanmakanan atau minuman, maupun fasilitas yang lainnya.”* With a web-primarily based totally statistics system, room reservations may be made beforehand.

In addition, transaction reviews also can be recognised each day mechanically in order that resort traits may be monitored in detail. Thus, visitors and employees'

work can be helped with the intention to streamline time due to the fact reviews will mechanically be visible while all transactions were entered into the system. (Soelistijadi, 2015).

Specific types of information promotion systems on websites :

- a. **Product or Service Description:** Information about the product or service offered is an important element in the promotion system. This includes a clear description of the features, benefits and advantages of the product or service. A good description will help website visitors clearly understand what is being offered and why they should be interested.
- b. **Images and Videos:** Using relevant and attractive images and videos can increase the visual appeal of a website. High-quality product images, demonstration videos, or customer testimonials can help potential customers better understand the product or service being offered and increase their trust.
- c. **Customer Testimonials and Reviews:** Including positive customer testimonials and reviews can be a very effective tool in building trust and convincing potential customers. This can help website visitors gain views from other people who have already used the product or service, thus influencing their buying decision.
- d. **Promotions and Special Offers:** Information about ongoing promotions, special offers or discounts can be an incentive for website visitors to make purchases. Presenting this information clearly, including its expiration date, terms and

conditions, and how to access it, can help attract attention and encourage purchase.

- e. **Social Sharing Features:** Including social sharing features on the website allows visitors to easily share information about products or services with others via social media platforms. This can help expand the reach of promotions and harness the power of social networks.
- f. **Digital Catalog or Brochure:** If a product or service has multiple variants or options, including a downloadable digital catalog or brochure online can be an effective way to provide comprehensive information to potential customers. This allows them to explore further and make the right choice.
- g. **Educational and Informative Content:** Sharing educational and informative content related to a product or service can help build authority and trust. Relevant blog articles, user guides, tips, or infographics can be a valuable resource for website visitors and building long-term relationships with them.
- h. **Contact and Support Information:** Providing clear and easily accessible contact information, such as an email address, telephone number, or contact form, is essential for answering visitor questions or providing support when needed. This reflects professionalism and concern for customer needs.

The types of promotional system information on the website can vary depending on the type of business, industry, or promotional goals to be achieved. In essence, the types of promotional system information on a website are a reflection of the business's identity, its target audience's preferences, and the

specific objectives of its marketing strategy. As technology and digital trends evolve, businesses must continually adapt their online presence to effectively communicate their value and connect with their intended audience.

2.5 Belitung Geopark

Belitung (local name: **Belitong**, English name: **Billiton**) is an island on the east coast of Sumatra, Indonesia in the Java Sea. It covers 4,800.6 km² (1,853.5 sq mi), and had a population of 271,869 in 2014. Administratively, it forms part of the province of Bangka Belitung Islands. The island is known for its pepper and for its tin. It was in the possession of the United Kingdom from 1812 until Britain ceded control of the island to the Netherlands in the Anglo-Dutch Treaty of 1824. Its main town is Tanjung Pandan.

The United Nations Educational, Scientific and Cultural Organization has declared 17 tourist attractions in the Belitung Geopark as world geoparks. Belitong Geopark is a part of Bangka Belitung province, located about 400 km north of Jakarta, the capital of Indonesia, and surrounded by the Karimata Strait to the north, the Java region to the east and south, and the Gaspar Strait to the west. Its geographical boundaries are 107°13'00"-108°51'00 "east longitude and 02°29'30"-03°25'00 "south latitude.

Belitong Geopark has a total area of about 4,800 square kilometers of land and 13,000 square kilometers of sea and is surrounded by 241 small islands, including the islands of Mendanau, Kalimambang, Gresik and Selu. Belitong Geopark has a

tropical climate and consists of several geological diversities. The main land consists of the combination of flooded hills surrounded by lowlands reaching the level of 0 above (masl). The upland cluster region exists at its highest point, up to 510 masl in the center of the country. This highland region is composed of sedimentary rocks that are part of the Tajam formation. The highest point is at 415 masl, which is the Burung Mandicule cluster, which includes Mang and Malang. The other hill clusters range from 300 to 400 masl in the northwest and east of the center of the country. The northwestern hill clusters are composed of the oldest Belitung plutonium, the Tanjungpandan granite, while the east-central clusters are generally composed of metasedimentary rocks as part of the Kelapakampit formation. The southwestern hill clusters range from 50 to 300 million in elevation and are composed of the Jurassic plutonic rock, adamelite, which is part of the Ademalite Baginde Rocks. As of 2018, the population of Belitung Island is about 288,771.

The highest density is in Tanjungpandans sub-district with 55.73% and the lowest in Selat Nasiks sub-district with 3.57%. Six religions are present on the island, including Islam, Buddhism, Christianity, Catholicism, Hinduism and Confucianism. Most of the land is rural and the majority of the population is engaged in agriculture, including white bell pepper, coconut and oil palm. Fishing is considered an important sector, as many villages are located in the coastal area. However, tin mining has contributed to the local economy for many years.

The Belitong Geopark was designated as a UNESCO Global Geopark at the 211th Session of the UNESCO Executive Council which was held virtually, and chaired from Paris, April 15, 2021. At the meeting, together with the Belitong geopark, there were 7 other nominations recommended by the UNESCO Global Geopark Council (UGGC) to be inscribed as a new UNESCO Global Geopark. The UGGC session itself took place on 8-9 December 2020. The Covid-19 pandemic caused the UNESCO Global Geopark Council to be unable to evaluate all geopark applications that had been submitted. The Belitong Geopark, which is located in the province of Bangka-Belitung, became one of the priorities in the discussion and managed to get a positive recommendation to be included in the UNESCO Global Geopark list.

UNESCO recognizes the geological diversity of Belitung Island and the surrounding islands. This diversity includes landscapes, rocks, minerals, geological and tectonic processes, as well as the evolution of the earth in Belitung. The Belitong Geopark is also considered to be unique with strong links between geological, biological, and cultural aspects. The unique geological landscape of Belitung Island is home to various flora and fauna, some of which are only found in Belitung, such as Hampala fish and Toman fish. This biodiversity is used by the Belitung people, including the use of herbal plants.

Through the UNESCO Global Geopark Program, Indonesia can take advantage of the Global Geoparks Network and the Asia Pacific Geoparks Network to share experiences and best practices in managing geopark sites by prioritizing aspects of

education, science, local community empowerment, and sustainable development. Belitong Geopark, is the 6th Indonesian national geopark which is included in the UNESCO Global Geopark list. Previously, Indonesia had successfully registered the Calderas of Toba, Batur, Ciletuh, Gunung Sewu and Rinjani. Indonesia also has many natural and cultural riches that are included in the UNESCO list, including 9 natural and cultural heritage sites and 18 biosphere reserves.

2.6 Website

The World Wide Web is widely known as the web (website). *Web adalah sistem pengakses informasi dalam internet* (Kadir, 2014). = The World Wide Web is widely known as the web (website). The web is a system of accessing information on the internet (Kadir, 2014).

Web disusun dari halaman – halaman yang menggunakan teknologi web dan saling berkaitan satu sama lain. Sedangkan pengertian lain menyebutkan bahwa website adalah rangkaian atau sejumlah halaman web di internet yang memiliki topik saling berkaitan untuk mempresentasikan suatu informasi (Ginjar, 2014). = The web is composed of pages that use web technology and are interconnected with each other. Meanwhile, another understanding states that the website is a series or number of web pages on the internet that have interrelated topics to present information (Ginjar, 2014).

Web dan internet merupakan dua hal yang berbeda. Internet lebih merupakan perangkat keras dan web merupakan perangkat lunak. Protokol yang digunakan internet dan web berbeda, internet menggunakan TCP/IP sebagai protocol

sedangkan web menggunakan HTTP (Hyper Text Transfer Protocol) (Suharto, 2012). = The web and the internet are two different things. The internet is more hardware and the web is software. The protocols used by the internet and the web are different, the internet uses TCP / IP as a protocol while the web uses HTTP (Hyper Text Transfer Protocol) (Suharto, 2012).

Website online harus memiliki domain. Sebuah alamat web adalah dengan menggunakan "Domain Name System" yang merupakan metode yang dipakai untuk mengorganisir seluruh nama – nama komputer yang ada di internet. Contoh domain adalah .com (komersil atau bisnis), .gov (pemerintahan), .mil (militer), .net (intitusi yang berbeda), dan .ac (institusi pendidikan). Untuk top domain .id (Negara Indonesia), .ca (Negara Canada), .us (Negara Amerika) dan sebagainya yang berarti kepemilikan web negara (Lukman, 2015). = Online websites must have a domain. A web address is to use the "Domain Name System" which is a method used to organize all computer names on the internet. Examples of domains are .com (commercial or business), .gov (government), .mil (military), .net (different institutions), and .ac (educational institutions). For the top domain .id (Indonesian State), .ca (Canada State), .us (America State) and so on which means state web ownership (Lukman, 2015).

Website is a collection of interconnected web pages that are generally located on the same server containing a collection of information provided by individuals, groups, or organizations. A website is usually placed on at least a web server that

can be accessed via a network such as the Internet, or a local area network (LAN) via an Internet address identified as a URL. The combination of all publicly accessible sites on the Internet is also known as the World Wide Web or better known by the abbreviation WWW. Although at least the home page of Internet sites is generally freely accessible to the public, in practice not all sites provide freedom for the public to access them, some websites require visitors to register as members, or even ask for payment to become a member to be able to access the content contained. in the website, for example sites that display pornography, news sites, e-mail services, and others. These restrictions are generally enforced for reasons of security, respect for privacy, or for certain commercial purposes.

Nowadays, website is usually used by the individual or group to promote something that owned. By the trend of the website usage itself, many tourist attraction used the website in purpose of promotes the tourist attraction. Besides of it, website are able to give the further information that can be accessed by people or tourist who want to visit the tourist attraction anytime and anywhere. By the attractive design and proper information delivery, the tourist attraction website could achieve the goal of the website itself. One of the tourist attractions that use website as their promotional strategy is Belitong Geopark.

2.7 Language Meaning in Semantics

In general, semantics encompasses the study of language meaning. This understanding is also reinforced by Chaer (in Chaer and Miliastuti, 2014), who states that semantics is the science of meaning or about significance, which is one

of the three levels of language analysis (phonology, grammar, and semantics). Semantic refers to the meaning of words, phrases, sentences, or other linguistic units based on their relationships with other elements within a language system. It focuses on the study of meaning in language and how meaning is conveyed through the use of words and their combinations.

Semantic meaning is closely related to the concept of semantics, which is the field of linguistics that studies meaning in language. This is in line with what Pateda (in Sinambela, 2020) stated that semantics is a subdiscipline of linguistics that discusses meaning. This statement is also in accordance with Verhaar (in Chaer and Miliastuti, 2014) suggests that semantics, in English, means the theory of meaning, which is a systematic branch of language that investigates meaning or significance. Semantics explores how words and sentences are interpreted and understood by speakers of a language. It involves analyzing the relationships between words, the meanings they convey, and the rules governing their use.

Semantic meaning can be further divided into several subcategories, such as lexical semantics (the study of word meanings), compositional semantics (the study of how word meanings combine to form sentence meanings), and conceptual semantics (the study of the relationship between language and thought).

In computational linguistics and natural language processing, understanding semantic meaning plays a crucial role in tasks such as machine translation, sentiment analysis, question answering, and information retrieval. It involves

developing algorithms and models that can analyze and interpret the meaning of text and provide accurate representations of its semantic content.

Semantic meaning is often determined by the context in which words are used. It takes into account various factors such as syntactic structure, lexical choices, and the intentions of the speaker or writer. For example, the word "bank" can have different meanings depending on the context. It could refer to a financial institution or the edge of a river, and the meaning is derived from the surrounding words or phrases.

Language meaning from semantics refers to the study of how meaning is conveyed through words, phrases, sentences, and other linguistic units. Semantics is a subfield of linguistics that focuses on understanding the meaning of language and how it is interpreted by speakers or listeners.

In the context of semantics, language meaning can be categorized into several dimensions (Michaelis, 2003: 3) are as follows;

1. **Word Meaning:** Words have individual meanings that are associated with concepts or referents in the world. The study of word meaning, known as lexical semantics, explores how words represent concepts and how their meanings are organized in a language. For example, the word "cat" refers to a small domesticated carnivorous mammal.
2. **Sentence Meaning:** Sentences have meanings that go beyond the individual meanings of their constituent words. The study of sentence meaning, known as compositional semantics, examines how words combine to form meaningful

sentences and how the meanings of words interact with each other. For example, the sentence "The cat is on the mat" conveys the information that a specific cat is located on a specific mat.

3. **Pragmatic Meaning:** Pragmatics is the study of how context influences the interpretation of language. Pragmatic meaning goes beyond the literal meanings of words and takes into account factors such as speaker intentions, presuppositions, implicatures, and the shared knowledge between the speaker and the listener. For example, if someone says, "It's hot in here," the pragmatic meaning may be a request to adjust the temperature.
4. **Semantic Relations:** Semantics also examines the relationships between words and how they contribute to meaning. These include synonymy (words with similar meanings), antonymy (words with opposite meanings), hyponymy (words that are more specific or general), meronymy (part-whole relationships), and others. Understanding these semantic relations helps to grasp the nuances and associations between words.
5. **Semantic Ambiguity:** Language often contains ambiguous expressions that can be interpreted in multiple ways. Semantic ambiguity refers to situations where a word, phrase, or sentence can have different meanings depending on the context or the interpretation of the listener. Resolving semantic ambiguity involves considering the surrounding context or using additional information to determine the intended meaning.

Semantics is a complex field that investigates the intricacies of language meaning and how it is understood in different contexts (It involves analyzing the relationships between words, the rules governing their use, and the inferences made by speakers and listeners. Semantics is fundamental for various areas, including language comprehension, language production, translation, natural language processing, and the study of human cognition.

In the context of geoparks, the semantic meaning of language refers to how words, phrases, and expressions are used to convey information and convey the significance and characteristics of geoparks. Semantics plays a crucial role in understanding and communicating the geological, ecological, cultural, and historical aspects of geoparks.

Overall, the semantic meaning of language in relation to geoparks encompasses the accurate description of geological features, the communication of cultural significance, effective interpretation and education, persuasive marketing and promotion, and multilingual communication to cater to diverse audiences.

2.8 Connotative and Denotative Meaning

The differentiation between denotative meaning and connotative meaning is based on the presence or absence of a sense of value in a word (Aresti, 2013). Every word or lexeme, especially what is referred to as a full word, undoubtedly has a denotative meaning, which is its inherent and actual meaning, as mentioned above as the lexical meaning. However, not all words have connotative meanings.

A word is considered to have a connotative meaning if it carries emotional values, either positive and pleasant or negative and unpleasant. If a word lacks such emotional values, it is said to have no connotation. It is also commonly referred to as having a neutral connotation.

According to Leech (1981:9) there are seven types of meanings:

1. Conceptual Meaning

Conceptual meaning also called “denotative” or “cognitive” plays a very large role in linguistic communication because it "represents a complex and sophisticated organization that can be compared and associated with similar organizations at the syntactic and phonological levels of the language". (Leech 1981:9).

2. Connotative Meaning

Connotative Meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content.” (Leech 1981:12).

3. Social Meaning

Social meaning is that which a piece of language conveys about the social circumstances of its use. (Leech 1981:14). This type of meaning usually found at our daily activities because it have the same words and pronunciations but have different meanings. These are so closely related to the different social groups that are part of these situations that David Crystal and Derek Davy created a classifications of social style variations.

- a. Dialect (The language of a geographical region or social class)
 - b. Time (The language of 18th century)
 - c. Province (Language of law, science, advertising, etc.)
 - d. Status (Polite, colloquial, slang, etc.)
 - e. Modality (Language of memoranda, lectures, jokes, etc.)
 - f. Singularity (The style of Dickens, Hemingway, etc.)'
4. Affective Meaning

This type of meaning is related to the social meaning. According to Leech affective meaning deals with the way a language can reflect personal feelings of the speaker that may include attitude to a listener or something he is talking about. (1981). Furthermore, affective meaning can be expressed directly and indirectly depending on the context.

5. Reflected Meaning

According to Leech (1981:15) this type of meaning can be explained as the one appearing situations of multiple conceptual meanings, when one sense of a word influences our response to another sense. For example when two people talking about the computer, one of the person said that this device can run game applications so we can play all day long, while the other one said this device can run editing applications and write notes or articles. In this case the two people are talking about computer.

6. Collocative Meaning

Collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment. (Leech 1981:17). For example of this type of meaning Leech use illustration with word pretty and handsome which are those two words could be imply a lot of objects.

7. Thematic Meaning

Leech (1981:19) stated that what is communicated by the way in which the message is organized in terms of order and emphasis. It is essential to recognize that both denotative and connotative meanings work together to enrich language and communication. While denotative meanings provide clarity and objectivity, connotative meanings add depth, nuance, and emotional resonance to language, making it more expressive and versatile.

Connotative and denotative meanings are two different aspects of word meanings in language. Understanding these concepts is essential for effective communication and interpreting messages accurately. Let's break down each one:

1. Denotative Meaning: Denotative meaning refers to the literal or primary definition of a word. It is the objective and universally accepted meaning that you can find in a dictionary. Denotative meanings are generally straightforward and do not involve any emotional or subjective associations. When you use a word in its denotative sense, you are conveying its explicit and precise definition. For example:

- "Rose" (Denotative): A type of flowering plant in the genus Rosa, typically with thorny stems and fragrant blooms.
2. Connotative Meaning: Connotative meaning, on the other hand, is the secondary or additional meaning that a word acquires based on cultural, emotional, or personal associations. These associations may vary from person to person or within different cultural contexts. Connotative meanings are often subjective and can evoke emotions, feelings, or ideas beyond the word's literal definition. For example:
- "Rose" (Connotative): Symbol of love, romance, and beauty.

In summary, denotative meaning refers to the literal, objective definition of a word, while connotative meaning encompasses the emotional, cultural, and subjective associations linked to that word. Understanding both aspects of word meanings is fundamental to effective communication and language comprehension.

Here are some key points to remember about connotative and denotative meanings:

- Denotative meaning is the literal, objective definition of a word found in the dictionary.
- Connotative meaning is the additional, subjective meaning that is influenced by cultural and personal associations.
- Denotative meanings are generally stable and consistent across different contexts and speakers.

- Connotative meanings can vary among individuals or different cultures, and they may change over time.
- Writers and speakers often use words with specific connotations to evoke emotions or create a certain atmosphere in their messages.
- Understanding connotative meanings is crucial in interpreting poetry, literature, advertising, and other forms of communication that rely on emotional and cultural associations.

In summary, denotative meaning refers to the literal, objective definition of a word, while connotative meaning encompasses the emotional, cultural, and subjective associations linked to that word. Understanding both aspects of word meanings is fundamental to effective communication and language comprehension.

