

Abstract

This paper entitled “An Analysis of Description Text Information System in BelitongGeopark.net Tourism Sector”. The objective of the study is to find out the types of meaning in *Belitonggeopark.net* Tourist promotion website. The analysis of the study is done based on the Semantics meaning theory by (Chaer and Miliastuti, 2014). This study uses qualitative methods and descriptive analysis to analyze the data. The study finds that from 5 data contain two types of meaning based on (Leech (1981) semantics meaning theory found by the researches, there were 95 denotative words and 47 connotative words. Conceptual/Denotative meaning is the study of Semantics. that described in linguistics, denotation refers to the objective, literal, and primary meaning of a word or sign. It is the basic, dictionary definition that communicates the essential characteristics or referent of a concept. Connotative meaning is the study of Semantics that described as the opposite meaning of Conceptual/Denotative that have implicit meaning. In linguistics, Connotations can evoke feelings, emotions, values, and ideas that go beyond the literal definition of a word. These associations are not fixed and can vary from person to person, culture to culture, or context to context.

Keywords: Geopark, Information System, Semantics Meaning, Connotative, Denotative