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An Analysis of Associative Meaning in Tourism Magazine

Elviran Suriani Dachi[1], Agnes Nawung[2], Ni Nyoman Tri Sukarsih[3*], Yohanes Octovianus L. Awololon[4], Ni Putu Lindawati[5]
[1234]English Literature Study Program, Dhyana Pura University, Indonesia
[5]Akademisi Komunitas Manajemen Perhotelan, Indonesia

ABSTRACT

This study examined associative meanings in the English-Indonesian edition of the tourism magazine Api Bali (February–March 2020). Using a qualitative approach grounded in Geoffrey Leech's (1981) theory, the analysis focused on identifying connotative, social, affective, and collocative meanings. The findings revealed that word and phrase choices were strategically employed to uphold the prestige of Bali's tourism products and destinations. Affective meanings, in particular, were used to create a positive emotional appeal and foster an optimistic perception of Bali. These results highlight the significance of associative meaning in shaping reader engagement and enhancing the communicative impact of tourism content.

Keywords: associative meaning, text analysis, tourism magazine

1. Introduction

Language is a core segment of human communication, serving as a structured system that encompasses spoken and written forms. It is the principal means through which humans express meaning, thoughts, ideas, and emotions, enabling individuals to connect and interact with others. According to Jurafsky (2019), to understand the language acquisition process, the mechanisms driving its evolution over time, and the universal characteristics inherent in language, it is essential to examine how individuals use language and the subconscious decisions they make when selecting and combining words and phrases.

The study of language involves exploring both its internal and external dimensions. Internally, language is analyzed through its structural components, including phonology (sound systems), morphology (word formation), semantics (meaning), syntax (sentence structure), and lexicon (vocabulary), which serve as the theoretical and methodological core of linguistics study. Externally, language is influenced by disciplines such as psychology, sociology, and anthropology, reflecting its deep connections to human behavior, culture, and society. This multifaceted nature of language underscores its role as a dynamic and essential tool for human communication and understanding.

When reading a text, we are often driven to explore word meanings, particularly when faced with ambiguity, as certain words may carry multiple interpretations. Understanding meaning, however, is not solely reliant on the lexical properties of words but is deeply influenced by the context in which they appear. This contextual awareness helps facilitate clearer comprehension and reduces the likelihood of misunderstandings between speakers and listeners. A key area of study related to this is semantics, a branch of linguistics focused on the analysis of meaning. Lyons (1968: 400) defines semantics as "the linguistic study concerned with examining the meaning of words or sentences," a concept echoed by Chaer (2012), who similarly describes it as "the linguistic study focusing on the meaning of words or sentences." In terms of language functions, a magazine serves as a prime example, where language plays a crucial role in conveying messages through slogans and other textual elements (Chaer, 2012).

Magazines act as a forum that uses language strategically to create and communicate meaning to its readers. In a semantic context, magazines have an important role as a means that utilizes language to convey messages. Semantics itself is a branch of linguistics that is concerned with researching the meaning of words or sentences. In magazines, the use of language and the meaning of words or sentences are key elements to achieve effective communication. Magazines often utilize rich vocabulary and sentence structures to create interesting and meaningful messages. Word choice, language style, and sentence arrangement can form certain nuances of meaning that you want to convey to the reader.

According to Assegaff (1983: 127), a magazine is a periodic publication that contains articles from various authors. Magazines not only contain articles, but also include short stories, images, reviews, illustrations and various other features to enrich their content. Suryawati (2011) views magazines as a communication medium that presents information with depth and sharpness, has long-lasting actuality value, and is supported by a large number of images or photos. In other words, magazines are not only a means of providing information, but also a learning medium that is interesting and easy to understand. The use of magazines facilitates the delivery of information to the target audience effectively. In the context of magazines, semantics has an important role in ensuring the clarity and accuracy of language, so as to prevent misunderstandings between the party conveying the information and the reader. When choosing a slogan or other element, careful consideration needs to be made to ensure that it is consistent with the message you want to convey.

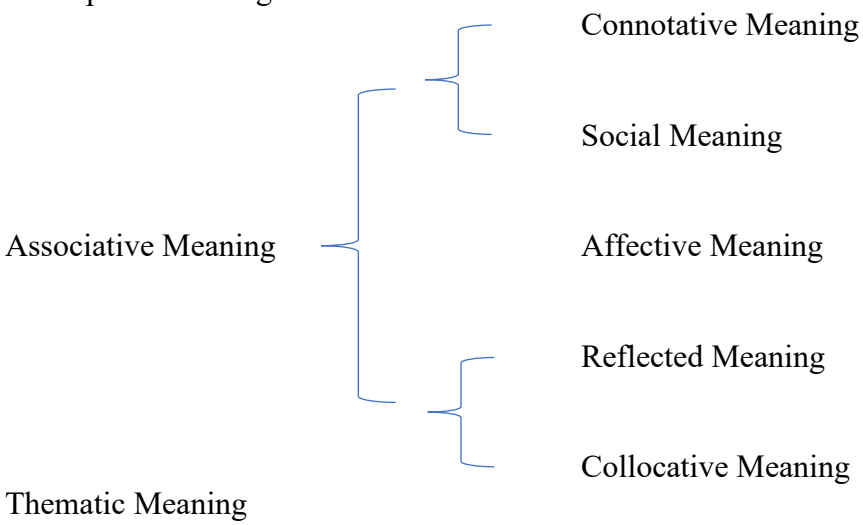
Experts emphasize the importance of developing words or phrases because this is the key to conveying a message effectively. The words or phrases you choose can play a vital role in attracting the reader's attention and building a strong understanding of the message you want to convey. Using the right words can create a strong connection between meaning and context, allowing the message to be more easily understood by the audience. Meaning is a crucial aspect in semantics which is the basis for the interpretation of an expression. Basically, the meaning in a

sentence is based on the relationship between the words and the morphemes contained therein. Leech (1981) identified three main forms of meaning: conceptual meaning, associative meaning, and thematic meaning. Conceptual meaning refers to the concrete or actual meaning of an object or idea. For example, the word “tree” refers to a leafy organism that grows in the soil. On the other hand, thematic meaning emphasizes various ways of conveying messages to achieve various communicative values. For example, the difference between “Ani read a book” which emphasizes Ani’s actions and "Ani read a book" which emphasizes the object in the sentence.

Associative meaning analysis is the focus of this study. Leech (1981) explains that associative meaning involves the relationship of words to concepts outside language. For example, the word “nature” can be associated with emotional meanings such as peace or beauty, giving it a deeper emotional dimension. Associative meaning itself has several variations, including connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning, all of which provide different dimensions in the meaning of a word. Therefore, researchers are interested in investigating the associative meaning contained in magazines. This effort aims to help readers understand the messages implicit in the contents of the magazine.

Associative meaning, as conceptualized by Leech, involves connotations, implications, or additional meanings associated with a particular word or expression beyond its literal definition. It includes various types of meaning, including social, affective, reflective, and collocative meaning. Applying Leech’s framework, this study seeks to identify and analyze the nuances of associative meaning embedded in magazine language, highlighting how particular words and expressions contribute to the overall message and its impact on readers.

Below is a classification of different types of meaning according to Leech (1981:23);



Types of Meaning

Geoffrey Leech's 1981, regarding associative meaning divides meaning into seven elements, including connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning. Connotative meaning is the meaning that is communicated based on what is referred to by language. Social meaning is the meaning communicated from the social situation of language use. Affective meaning is the meaning communicated from the feelings and attitudes of the speaker/writer. Reflected meaning is meaning that is communicated through association with other meanings of the same expression. Collocative meaning is meaning that is communicated through association with words that tend to appear around other words.

Connotative meaning and social meaning are interconnected, as are reflected meaning and collocative meaning, while affective meaning is in the middle and can be connected with connotative meaning, social meaning, reflected meaning, and collocative meaning (Leech's 1981: 23).

The relationship between different types of associative meanings can be explained as follows: Connotative and social meanings are interconnected because both relate to how meaning is communicated. Connotative meaning refers to what is implied by language, while social meaning is tied to the social context in which the language is used. For instance, the word "house" has a connotative meaning of a residential building, but its social meaning may vary, such as symbolizing family warmth in certain contexts.

Reflected meaning and collocative meaning are also linked, as both involve associations with other meanings. Reflected meaning refers to the associations between different meanings of the same expression, while collocative meaning involves associations between words that frequently appear together. For example, the word "sunrise" can have a reflected meaning associated with the "beginning of the day," while collocative meaning connects it with words like "sunny" or "morning."

Affective meaning, which conveys the feelings and attitudes of the speaker or writer, sits at the center of these types of meaning. It connects with connotative, social, reflected, and collocative meanings because emotions and attitudes can be tied to any of these aspects. For example, the word "love" carries an affective meaning related to affection and can simultaneously evoke connotative, social, reflected, or collocative meanings depending on the context.

Thus, the relationship between the five types of associative meaning in Geoffrey Leech's theory can be explained based on the conceptual linkage of each type of meaning and how they influence each other in the language communication process.

Nowadays, magazines can be easily accessed online by many people. The variety of languages used in magazines often makes it difficult for readers to understand the true meaning of the contents. This is what encourages researchers to study types of associative meaning based on Geoffrey Leech's theory. Leech suggests several types of meaning, such as connotative

meaning which focuses on what is conveyed by the language used, social or stylistic meaning which involves the social context of language use, affective meaning which is related to the feelings and attitudes of the speaker or writer. These include reflective meaning which is related to the association of similar expressions, and collocative meaning which arises through association with other words that are often used together.

Several previous studies have reviewed the analysis of associative meaning and types of associative meaning, with various backgrounds. In this context, the difference in this study lies in the focus of meaning analysis, especially on associative meaning, which is enriched with reasons that can be associated with each meaning contained in the magazine. This study continues previous study conducted by Irfan's (2017) regarding Samsung advertising slogans, study by Hidayati et al (2018) regarding English slang in Cosmo Magazine columns, and study by Amelia's (2020) which highlights interviews with Obama who was with -sama explores different types of associative meaning in different contexts. Irfan (2017) focuses on the types of associative meaning in Samsung advertising slogans, including connotative meaning, stylistic meaning, affective meaning and reflective meaning. Hidayati et al. (2018) explored English slang in Cosmo Magazine columns and found five types of associative meaning, including connotative meaning, stylistic meaning, affective meaning, reflective meaning, and collocative meaning. Meanwhile Amelia's (2020) study explored types of associative meaning in interviews with Obama, identifying aspects such as connotative meaning, stylistic meaning, affective meaning, reflective meaning, and collocative meaning. However, this study enriches the analysis by presenting reasons related to each meaning identified in the magazine. With different approaches, these three studies together provide a better understanding of how associative meaning emerges and plays a role in various communication contexts.

Understanding associative meaning in magazines is crucial for uncovering the intended purpose behind their content. Analyzing this aspect can enhance communication between magazine producers and audiences, especially in the digital era where online access is widespread. As promotional media, magazines serve to disseminate targeted information in a concise and accessible format.

This study specifically analyzes associative meanings of connotative, social, affective, and collocative within the Api Bali tourism magazine, English-Indonesian edition, Volume 35 (February–March 2020), pages 1–10. The aim is to examine how these meanings shape audience perception and contribute to the effectiveness of the magazine's communicative strategy. Rather than focusing on the quantity of data, the study emphasizes the types and functions of associative meanings found in the text, offering insights into how language use enhances message delivery and audience engagement.

2. Methods

This study adopted a qualitative method using text analysis to examine the associative meanings in the English-to-Indonesian translation of Api Bali tourism magazine, Edition 35. The analysis identified key types of associative meaning of connotative, emotive, and social to explore how language choices reflect and shape perceptions of Bali as a travel destination. These meanings revealed underlying emotional tones, cultural values, and socially embedded messages within the magazine's content.

The study was guided by Leech's (1981) theory of language meaning, which distinguishes associative meanings from conceptual meanings. In this context, connotative meaning relates to the implied characteristics of Bali (e.g., exotic, serene), emotive meaning conveys the writer's attitude and emotional tone, and social meaning reflects the status, relationship, or formality suggested by word choice. These categories provided a foundation for analyzing how language in tourism media carries layered messages beyond literal content.

Additional support came from Tarigan (1985), who emphasized the importance of understanding connotative expression in effective communication, and Mwihaki (2004), who examined how emotional and social meanings operate in context. Together, these perspectives reinforced the value of context-sensitive interpretation. Accordingly, text analysis was chosen to investigate how associative meanings influence reader understanding and engagement with tourism discourse, particularly in portraying the identity and appeal of Bali.

To analyze the text, the study followed the three key processes proposed by Miles & Huberman (1994): data reduction, data presentation, and conclusion drawing. The relevant information from the magazine was chosen and reduced during the data reduction stage. Three distinct categories of associative meanings: connotative, emotional, and social were represented by key phrases. Examples of phrases with connotative meanings relating to spirituality are "Bali: The Island of Gods," "Experience the warmth of Balinese hospitality!" and "A paradise for every traveler," which imply a shared understanding of Bali as a popular tourist destination and reflect social meaning.

The findings were presented in a structured way in the second phase, known as data presentation. This included making tables that classified associative meanings and offered justifications for their importance. This made it possible to comprehend how language used in travel related marketing affected readers' perceptions more clearly. Finally, in the conclusion drawing phase, the findings were synthesized to derive insights into the use of associative meanings in tourism marketing. The analysis revealed that the combination of emotional and social meanings not only enhanced Bali's appeal as a tourist destination but also created an emotional connection with potential visitors, thereby strengthening the desire to experience Bali firsthand. Through these processes, the study provided a comprehensive understanding of how

associative meanings contributed to the overall messaging and effectiveness of the magazine in promoting Bali Tourism.

3. Findings and Discussion

Associative meaning is a concept that tends not to be fixed and can vary between individuals in their experience. It refers to the mental perception that arises when the associated meaning comes to mind. It differs from conceptual meaning, where the focus is on the core, denotative, or literal meaning of a word. To understand this concept, it is necessary to understand two structural principles that contradict each other (Leech, 1981:18). The five meaning variants of the seven types of meaning identified by Leech can be summarized by the term "associative meaning." They include connotative meaning, social meaning, affective meaning, reflective meaning, and collocative meaning.

3.1 Connotative Meaning

Connotative meaning is related to language communication and its referential nature. The connotative addresses the realities of the world that trigger associations of expressions when used or heard in speech (Leech, 1981: 12-13). This explanation shows that connotative meaning does not only refer to the word itself, but rather creates attribute assumptions in the context of the real world. These expressions are related to individual experiences, may be influenced by cultural or religious backgrounds, and can affect the concept of the meaning.

Connotative meanings tend to be more open-ended and uncertain than conceptual meanings (Leech, 1981:13). This indicates the potential for various aspects that can be attributed to its attributes in a real-world context. In line with Warriner's view (as cited in Tarigan, 1985: 59), connotative meaning involves impressions or emotional associations that often exceed the limitations of dictionaries or primary definitions. In other words, connotative meaning also known as connotational meaning, emotional meaning, or evaluative meaning, is a type of meaning in which stimulus and response carry emotional values (Keraf, 2004: 29).

As a concrete example, we can take the word "house". Conceptually, this word refers to a residential building. However, in a connotative context, the meaning of the word "house" can include additional emotion-associations or values that arise based on individual experiences. For example, for an individual, the word "home" might create positive associations such as warmth, security, and comfort, associated with positive experiences within his or her family home. Conversely, someone who has had negative experiences related to the concept of home, for example due to having experienced a traumatic event within the home, may have different connotations.

Similarly, in the example of the word “red”, conceptually it refers to a specific color. But in its connotative meaning, the color red often carries certain emotional values or associations, which may vary depending on the cultural context and individual experiences.

Thus, connotative meaning does not only refer to the literal or conceptual meaning of a word, but also includes the dimension of emotional, cultural or evaluative values associated with the word. This approach helps us better understand the depth of meaning that can be accessed through language use in various contexts.

Data 1
A Tropical Sensation of Bali Beach Club

The given sentence “a tropical sensation of Bali beach club” has a connotative meaning. A connotative meaning is a secondary meaning of a word or phrase that is based on personal associations and emotions. It is not the literal or dictionary definition of the word. The word “sensation” in the sentence has a connotative meaning, which implies that the Bali beach club provides a unique and exciting experience that is not easily found elsewhere. The word “tropical” also has a connotative meaning, which suggests a warm and exotic atmosphere that is associated with a beach club in Bali.

The phrase “a tropical sensation of Bali beach club” conveys connotative meaning, referring to the affective and culturally embedded associations that extend beyond the literal interpretation of words. The term “sensation” suggests an extraordinary and emotionally stimulating experience, implying that the beach club offers a distinctive atmosphere capable of leaving a lasting impression. Similarly, “tropical” evokes imagery of warmth, natural beauty, and exoticism characteristics frequently linked to Bali as a globally recognized tourist destination. Collectively, these lexical choices construct an idealized representation of Bali, reinforcing its identity as a luxurious and emotionally evocative travel experience.

Data 2
High Tea

The term “high tea” has a connotative meaning. Although it literally refers to a midday meal session, specifically with tea, the term carries more connotations than just its literal aspect. Traditionally, “high tea” is defined as an event of light snacks and stronger tea, often involving dishes such as cakes, toast, and other delicacies. However, its connotation involves elements of “luxury, inclusion and a relaxed atmosphere”. So, this term creates an image of fun and recreation in the experience of enjoying food and drink in the middle of the day.

Data 3
Bali's first aquarium! Fine dinner with tropical fish

In the context of the sentence "Bali's first aquarium! Fine dinner with tropical fish," the connotative meaning of "tropical fish" involves positive and exotic associations that exceed its literal description. Literally, "tropical fish" refers to the type of fish found in tropical waters. However, connotatively, this term creates an image of color, beauty and exoticism.

The choice of the word "tropical" adds a holiday feel, warmth and beauty associated with tropical destinations like Bali. In other words, the term "tropical fish" not only describes fish from the tropics, but also conjures up positive visual images and feelings associated with an exclusive and charming dinner experience with colorful fish.

So, connotatively, "tropical fish" in the sentence creates extra attraction by highlighting its uniqueness and beauty, bringing positive associations related to the experience of a fine dinner at a Bali aquarium.

Data 4
Japanese tongue

In the sentence "Healthy and sophisticated Mediterranean-style international cuisine prepared by an English chef, with a delicate taste that goes well with the Japanese tongue," the term "Japanese tongue" has a connotative meaning that reflects the sensitivity and taste preferences that are unique to the Japanese tongue.

Literally, "Japanese tongue" can refer to the Japanese tongue or taste buds. However, connotatively, this phrase implies the understanding that the dish is tailored to the taste preferences generally favored by Japanese people. The choice of the word "delicate taste" emphasizes the subtlety and precision of taste, which is in line with Japanese culinary preferences which tend to value light and balanced flavors.

In other words, the "Japanese tongue" in the sentence creates the impression that this dish not only meets international taste standards, but is also presented with a subtlety and suitability that is acceptable to the Japanese palate, creating a more immersive and personalized culinary experience.

3.2 Social Meaning

According to Leech (1981:14), social meaning includes the way language conveys information about the social situation in which it is used. Consider the following terms: Phoenix, noisy, zoom-zoom, horse. They are conceptually the same, but the context is different.

Phoenix: This term has a poetic style and can be found in literary works about mythological creatures or resurrection. Noisy: This is slang that is often used in everyday conversation or crowded social situations. Zoom-zoom: This is a word often used in playground contexts or when interacting with children, giving a quick or excited sound. Horse: This term is

more general and can be used in a variety of contexts, including in everyday contexts, literature, or even in the business world. These terms reflect how language use and context can give different nuances or styles, despite conceptually referring to the same thing.

The language a person uses is influenced by their life background, including differences in dialect, style and word choice. These differences will affect one's speaking or writing style. For example, the sentence described by Leech (1981) of two people describing the weather. Someone from a more relaxed background might say, "It's really hot today!" while someone from a formal background might state, "The temperature has reached a high level today." This difference reflects the way language can be adapted to the weather. This difference reflects the way language can be adapted to social contexts and how word choice creates different styles of communication.

Data 1
Family Friendly Luxury Resort

The phrase "family-friendly luxury resort" has a social meaning. In particular, the term "family-friendly" highlights the social orientation by emphasizing that the resort is family-friendly, designed to provide facilities and an environment suitable for all ages. Meanwhile, "luxury resort" indicates a level of class or luxury. In this context, social meaning can be interpreted as an effort to create an environment that supports interaction and comfort for families. These resorts may have child-friendly facilities and services, and aim to provide a luxurious experience for the entire family. Thus, this term reflects attention to social aspects in providing services to various family members who stay overnight.

3.3 Affective Meaning

Affective meaning shows a connection with the speaker's personal feelings or attitudes towards the listener or an object being discussed. Leech (1981:15) explains that affective language reflects the feelings of the speaker or writer, including his attitude towards the listener or object of conversation. Mwihaki (2004:131) adds that affective meaning directly reflects the speaker's personal feelings towards the listener or object being discussed. Expressing emotions through language can occur by using intonation, word choice, and prominent conceptual or connotative elements.

For example, in certain situations, a simple sentence such as "Thank you for your hard work" can carry different meanings depending on the verbal and non-verbal expression. With a warm intonation and smile, this sentence conveys sincere gratitude. On the other hand, without a positive expression, the sentence can sound less sincere and even sarcastic. This shows that affective meaning is greatly influenced by the way the speaker conveys it, either through words or facial expressions, reflecting his attitude or feelings towards the situation.

Data 1
The Most Enjoyable Hotel in Popular Surf Spot

The phrase "most enjoyable" has an affective meaning because it reflects a strong emotional dimension. The word "enjoyable" itself refers to the ability of something to provide pleasure or satisfaction. When we add the word "most" in front of it, it indicates that the hotel is not only pleasant, but reaches the highest level of satisfaction. In this context, the term not only speaks about hotel facilities or services literally, but also describes an experience that creates deep positive feelings. The use of "most enjoyable" can include aspects such as the warmth of the service, the quality of the facilities, the beauty of the environment, or the opportunity to rest and relax. Overall, the term carries an affective dimension by implying that staying at the hotel will provide a highly satisfying and emotionally enjoyable experience.

Data 2
Strongly Support

The expression "strongly support" reflects an affective meaning with high emotional intensity. The word "strongly" adds a dimension of strength and confidence to the support.

In this context, "strong support" includes not only formal or neutral support, but also implies a deep emotional commitment to an idea, venture, or policy. This shows that supporters not only agree rationally, but also have strong emotional involvement. The word "strongly" shows that this support is not half-hearted, but full of enthusiasm and belief.

In other words, "strongly support" not only speaks of factual agreement, but also reflects strong positive feelings toward the thing being supported, creating a picture of deep emotional involvement and strong determination.

3.4 Reflective Meaning

As explained by Leech (1981:16), reflected meaning means explaining a particular meaning by associating it with another meaning of the same expression or when one sense of a word shapes the interpretation of all its other senses. For example, the word "journey" might evoke connections like "adventure," "exploration," or "discovery." Another instance of reflected meaning can be observed in the sentence "The artist paints a vivid picture, captures the essence of the moment," where "captures" extends beyond its literal meaning, signifying the artist's ability to comprehend and convey the true spirit of the moment rather than physically seizing something. This illustrates how words can carry nuanced meanings influenced by their context and associations.

Finch (2003:139) emphasizes that reflected meaning is inherent in the capabilities of individual words. Take the term "social media influencer" as an example, initially denoting an individual with a substantial online following. However, it proves challenging to entirely detach this sense from the broader implications of influence, indicating a person's ability to impact

opinions and trends beyond the digital realm. This showcases the dynamic nature of word meanings, evolving and expanding based on contextual usage and associations.

In summary, reflected meaning introduces a new sense to a word linked to another aspect within the same expression. This emergence of a new sense occurs through displacing or influencing another sense present in the same expression, highlighting the intricate interplay of language in conveying nuanced meanings.

3.5 Collocative Meaning

Collocative meaning, according to Leech (1981:17), involves conveying a sense through the habitual association of a word with another word in its environment. This concept demonstrates how words often pair with specific companions to convey particular nuances. Consider the word "delicious," which commonly collocates with food-related nouns like "meal," "dish," "dessert," or "cuisine." Conversely, the word "spectacular" frequently collocates with nouns such as "view," "performance," "achievement," or "event." Despite both words having positive connotations, their collocates bring out distinct nuances: "delicious" focuses on taste and flavor, while "spectacular" emphasizes visual or overall impressive qualities. This highlights how collocative meaning contributes to the precision and richness of language use. Finch (2003:137) suggests that "collocate" can be understood as a verb indicating "to go with", underlining the importance of knowing "the company it keeps" for grasping a word's meaning. For example, consider "strong" and "coffee." Alone, "strong" conveys power or intensity, but when it collocates with "coffee," it specifies flavor or concentration. Another illustration is the pairing of "fast" with "internet," where "fast" alone implies speed, but with "internet," it denotes a quick and efficient online connection. These examples showcase how a word's meaning is shaped by its habitual associations.

Furthermore, Mwihaki (2004:135) clarifies that collocative meaning involves instances where words co-occur, influenced by the meanings of other words commonly found in their environment. This concept illustrates how words frequently appear together, contributing to distinct meanings within specific contexts. For instance, consider "strong" in "strong coffee" and "strong person." In coffee, "strong" refers to flavor intensity, while in a person, it conveys physical or emotional strength. Another example is "light" in "light breeze" and "light meal," where its meaning shifts from weightlessness in the breeze to simplicity in the meal. These examples highlight the dynamic nature of collocative meaning, where associations with other words shape nuanced interpretations.

Data 1

Features 120 contemporary guestrooms, suites and villas complete with private pool, spa and all-day dining venue with an exotic view

The sentence "Features 120 contemporary guestrooms, suites and villas complete with private pool, spa and all-day dining venue with an exotic view" is included in the collocative meaning. Colloquial meaning refers to the close relationship between words that often appear together in a particular context to produce a more specific meaning.

In the sentence, words such as "guestrooms", "suites", "villas", "private pool", "spa", "all-day dining venue", and "exotic view" form typical collocations in the hospitality industry. For example, "private pool" is often associated with luxurious villas or suites, while "spas" and "all - day dining Venue" indicate the type of additional services available at the hotel.

Describing in detail and consistently the facilities and experiences that hotel guests can enjoy using the term collocative meaning is very helpful. Thus, the sentence not only provides information about the number of rooms or type of accommodation, but also describes the atmosphere and services available, increasing the attractiveness of the hotel to readers or prospective guests.

From the analysis above, it can be seen that in the tourism magazine Api Bali English-Indonesian version Vol. 35 on page 1-10 there are various associative meanings which can be categorized into connotative meaning (4 data), affective meaning (2 data), and social meaning (1 data). Meanwhile, the reflective and collocative meanings are not striking. From these results it can be concluded that the dominant meaning in this brochure is connotative meaning, followed by affective meaning and social meaning. This shows that the main focus of the magazine is to explain deeper language elements, in the context of Bali tourism information. In other words, the magazine tries more to convey hidden messages and emotional values, as well as social aspects related to the tourist destination.

Table 1. Associative Meaning Analysis

No.	Types of Meaning	Total
1.	Connotative Meaning	4
2.	Affective Meaning	2
3.	Social Meaning	1
4.	Collocative Meaning	1

Based on data analysis, it can be seen that in the Tourism Magazine "Api Bali" English-Indonesian Edition Volume 35, certain meanings were carefully chosen to maintain the reputation of the Bali product or destination. For example, the use of words that reflect high

social status are chosen in the context of tourist attractions to highlight the superior qualities of a destination. Efforts to maintain a positive impression are also seen through the choice of words and phrases that carry affective meaning, creating an optimistic view of the characteristics of the product or destination.

The use of connotative meaning in magazines may be directed at conveying messages in a simple but informative way, attracting the reader's attention in a short time. In addition, affective meaning is used to reflect the advertiser's feelings or attitudes towards the Bali destination, with the aim of producing a positive image about the quality of the product or destination.

This magazine also utilizes social and affective meanings to describe the positive relationship between the Bali destination and a travel experience full of fun, socialization and positive memories. Apart from being a source of tourism information, this magazine also acts as a medium that is aware of the importance of understanding and appreciating aspects of culture, the environment and local norms in the tourism context. With an educational approach, this magazine seeks to increase tourists' understanding of the rich culture and environment in Bali, inviting them to contribute positively to the destinations they visit.

Overall, the use of connotative, affective and social meanings in this magazine is designed to create a positive image of Bali and encourage readers to engage in memorable tourism experiences. The focus on emotional, cultural and social aspects aims to motivate readers to appreciate and preserve the beauty and uniqueness of Bali, while encouraging responsible participation in exploring the destination.

4. Conclusion

This study explored associative meaning in the English-Indonesian edition of Api Bali tourism magazine (Volume 35), providing valuable insights into how language shapes messages in travel promotion. Based on Geoffrey Leech's theory, it identified key types of associative meaning, such as connotative, social, affective, reflective, and collocative meanings, highlighting their role in enhancing audience engagement and conveying Bali's appeal as a travel destination.

The study addressed two key questions: (1) What types of associative meaning are present in the magazine's English-Indonesian version? (2) How does associative meaning contribute to the overall understanding of the magazine's content? The findings revealed that connotative words evoke emotional responses, while social meanings align the content with cultural context, enhancing its relevance. Affective words are carefully selected to influence reader attitudes, and reflective and collocative meanings help create a cohesive and coherent narrative throughout the publication.

By focusing on these associative meanings, this study contributes to existing research on language use in promotional materials, offering a unique perspective on travel magazines. It

highlights how associative meaning shapes readers' perceptions and understanding, essential for effective communication in the digital age, where magazines are easily accessible online.

In summary, this study underscores the importance of associative meaning in creating impactful travel promotion materials. The insights gained can inform future magazine design and content strategies, ensuring clarity, relevance, and greater audience engagement.

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