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The next previous study was titled “The Associative Meaning on the Headlines of the Jakarta Post,” Sarifah (2008) analyzed the types and the ways of using associative meanings based on Leech’s theory. Her research design was descriptive qualitative approach which directly applied collecting the utterances from the Headlines of the Jakarta Post newspaper. The result of her study showed that there were some types of associative meanings (connotative, stylistic, affective, reflected and collocative meaning). Her analysis did not only refer to one theory (Leech’s theory) but also she used Mwhiki, and Finch so that the analyzing are extended.

Then, In “Cognitive and Associative Meaning Analysis of Body Care Advertisement on TV Commercial,” Hardhini (2003), she investigated two kinds of meanings that included the cognitive and associative meaning on TV commercial Body Care advertisement. In her research design, she used descriptive quantitative research. The data was classified based on cognitive and associative meaning of the lexical items or phrases. The result of her study showed that there were thirty nine words in the utterances which contained of lexical items or phrases with both cognitive and associative meaning taken from TV Indonesian commercial of Body Care advertisement. In analyzing, she established the two theories are: cognitive meaning by Richard, Platt, and

