



daily activity. Sometimes, communication makes fighting because addressor and addressee does not understand each other. Thus, they will get problems through communication.

Understanding of meaning about words is not an easy thing to do because sometimes misunderstanding and disagreement will appear. The meaning of one word can consist of more than one meaning because the meaning of a word is defined in part by its relation with other words in language (Saeed, 1997:53). The study of meaning is called Semantics. Semantics is needed to understand text or context. Yule (2010:112) stated that semantics is the study of meaning of word, phrase and sentence. It means that word, phrase or sentence has meaning. On the other hand, Leech (1981:11) stated that there are two categories of meaning. The first is conceptual meaning (denotation) and associative meaning (connotation). Conceptual meaning or called as denotative is to be central factor in linguistic communication. Denotative meaning is words which have specific and exact meaning, excluding all of its extended uses and emotional colorations.

The connotative meaning is defined as the secondary meaning of words or expression besides its explicit or primary meaning (Al-adaileh, 2012:1). Besides that Binkert (2003:163) said "A connotative meaning is any meaning carries some special implication or association." It means that connotation of words seems require common sense and word knowledge. Denotative and connotative meanings can not be separated because they exist together. In this time, writer analysed denotative and connotative meanings



Interpreting the denotative meaning in the translation of *Surah Yusuf*, the writer uses Oxford Advanced Learner Dictionary. According to Feras Hamza said “For the first time ever *Tafsir al-Jalalayn* is competently translated into an unabridged highly accurate and readable.” Then, to interpret the connotative meaning uses *Tafsir Jalalain* (August,5,2016).

There are some previous studies to inspire her. The first study is “The Denotative and Connotative meaning in the AXE-advertisement” which is made by Zaenal Muttaqien (2011). The writer researched each sign of AXE-advertisement contains a system and it is supported by object, context, and text in the advertisement. These elements contribute to the meaning of denotative and connotative level upon AXE product. And the last, the writer states that AXE- advertisement manipulated and created the symbol and sign values of product to persuade the consumers. Second study is “A semiotic analysis in the A-mild advertisement using Roland Barthe’s Theory” conducted by Tazkiyatul Fikriyah A’la (2011). The content As like “The Denotative and Connotative meaning inthe AXE-advertisement” is made by Zaenal Muttaqien (2011), But it is different subject. This subject is A-mild Advertisement.

The Third is “An Analysis On The Denotative And Connotative Meaning Of Lyrics Of Creed’s Songs” which is made by M Hasan Hidayatullah (2008). The writer focuses in lexical meaning each the words. Then, explain more about the kinds of denotative and connotative meanings of the song.

The fourth is “A Semantic and Pragmatic Analysis of Three English Translations of *Surat ‘Yusuf’* ” conducted by Tasneem Naser Addeen Ashaer (2008). Study the work of three translators of the Holy Quran and analyze their translations of *surat ‘Yusuf’* both semantically and pragmatically. The three translations under study are *Koran* by the Christian orientalist George Sale (1734), *The Koran* by the Jewish N.J. Dawood (1956) and *The Meaning of the Holy Quran* by the Muslim A.Y. Ali (1934-1937).

Interestingly, the study has come to notice cases in which the translators failed to grasp the intended meaning of a word or a speech act (more discussion in chapter four), which leads to a lack and inaccuracy in the translations leaving an effect on the readers other than the intended effect of the original text. It is important to make it clear that the intention of this study is not to undermine the importance of the works of the three translators and their efforts in the field of translation.

The fifth is “An Analysis of ‘The Child’s Story’ by Charles Dickens: Connotation and Denotation of adjective” conducted by Bayu Hernawan Putra (2015). This thesis discusses an analysis of meaning adjective words in the child’s story by Charles Dickens. This thesis explore the meaning of adjective words that appear in the short story especially connotative and denotative meanings.

The sixth is “Approaches to Denotative and Connotative Meanings in The Translations of The Holy Quran” a journal made by Mazin Fawzi Ahmed (2008). This paper discusses denotation and connotation meanings as areas of









