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ABSTRAK

Abstrak: Penelitian ini berdasarkan latar belakang tentang pentingnya memahami makna konotasi. Makna konotasi penting untuk dipahami karena dapat mencegah terjadinya kesalahpahaman dan ambiguitas dalam aktivitas berkomunikasi. Kesalahpahaman dan ambiguitas dalam berkomunikasi dapat menghambat tujuan berkomunikasi karena konotasi memiliki jenis dan fungsi masing-masing. Berdasarkan nilai rasa, makna konotasi dibagi menjadi dua, yaitu makna konotasi bernilai rasa positif dan makna konotasi bernilai rasa negatif. Setiap jenis konotasi terdapat fungsi konotasinya seperti fungsi untuk memperindah tuturan, memperhalus dan memperkasar tuturan, menunjukkan rasa suka dan tidak suka, meningkatkan dan menurunkan intensitas makna, sarta menunjukkan emosi penutur. Oleh karena itu, makna konotasi penting untuk dipelajari. Makna konotasi dapat dipelajari melalui pengalaman berbahasa, seperti mendengarkan dan memahami ceramah agama. Hal tersebut dijadikan latar belakang ceramah agama Ustaz Hanan Attaki untuk diteliti berdasarkan jenis nilai rasa dan fungsi konotasinya. Tujuan penelitian ini untuk mendeskripsikan jenis nilai rasa dan fungsi konotasi pada ceramah agama Ustaz Hanan Attaki. Jenis penelitian ini adalah deskriptif kualitatif. Sumber data pada penelitian ini adalah video youtube. Data yang dianalisis adalah ceramah agama Ustaz Hanan Attaki. Pada penelitian ini, digunakan teknik dokumentasi, teknik simak, teknik simak bebas libat cakap, dan teknik catat. Hasil dari penelitian ini dideskripsikan berdasarkan jenis nilai rasa dan fungsi makna konotasi. Ustadz Hanan Attaki menggunakan konotasi dalam ceramahnya supaya lebih menarik dan dapat memengaruhi keyakinan dan sikap pendengar ceramahnya.

Kata Kunci: Konotasi, Jenis, fungsi, ceramah agama, dan Hanan Attaki.

Dicky Wibowo. 2019. Analysis of the connotation meanings at Hanan Attaki's lecture. Thesis, Indonesian Language and Literature Study Program, Faculty of Education, University of Trunojoyo Madura. Advisor 1: Abdul Rosid, S. Pd., M. Pd. Advisor 2: Ika Febriani, S. S., M. Pd.

ABSTRACT

Abstract: This research is based on the background of the importance of understanding the connotation meaning. The meaning of connotation is important to understand because it can prevent misunderstandings and ambiguities in communication activities. Misunderstandings and ambiguities in communication can hinder the purpose of communicating because the connotations have their own types and functions. Based on the taste value, the connotation meaning is divided into two, the positive connotation meaning and the negative connotation meaning. Each type of connotation has connotation functions such as functions to beautify speech, refine and refine speech, show likes and dislikes, increase and decrease the intensity of meaning, and show the speaker

emotions. Therefore, the meaning of connotations is important to learn. The meaning of connotation can be learned through language experience, such as listening to and understanding religious lectures. This was used as the background of Ustaz Hanan Attaki's religious lecture to be examined based on the type of taste and connotation function. The purpose of this study is to describe the type of taste value and connotation function at Ustaz Hanan Attaki's religious lecture. This type of research is qualitative descriptive. The data source in this study is from youtube video. The data analyzed were Ustaz Hanan Attaki's religious lecture. In this study, documentation techniques were used, referring techniques, proficient non-involvement listening techniques, and note-taking techniques. The results of this study are described based on the type of taste value and function of connotation meaning. Ustadz Hanan Attaki used the connotations in his lecture to be more interesting and could influence the beliefs and attitudes of the listeners of his lecture.

Keywords: connotation, type, function, religious lecture, and Hanan Attaki.