

## *The Associative Meaning Found in Tourism Advertisements Post on Instagram Social Media: A Semantics Approach*

### **Makna Asosiatif dalam Unggahan Iklan Pariwisata pada Media Sosial Instagram: Pendekatan Semantik**

**Ni Made Likhita Ananda<sup>1</sup>, Ni Nyoman Tri Sukarsih<sup>2\*</sup>, I Gusti Nyoman Putra Kamayana<sup>3</sup>**

<sup>1,2,3</sup>English Literature Study Program, Universitas Dhyana Pura, Bali, Indonesia

(\*) Corresponding Author: [trisukarsih@undhirabali.ac.id](mailto:trisukarsih@undhirabali.ac.id)

#### Article info

##### **Keywords:**

*Associative Meaning, Instagram, Semantics, Tourism Advertisement.*

##### **Abstract**

*This study aimed to identify the types of associative meanings found in the advertisement on Instagram and to analyze the meanings conveyed through the language used in the texts. This study employed a qualitative descriptive approach. The data were collected from selected Instagram captions published on the official @wonderfulindonesia account on November 2024. The results revealed a total of 25 data that reflected different types of associative meanings. Connotative meanings emphasized natural beauty and tranquility, social meanings were related to cultural and traditional values, affective meanings evoked emotional engagement, reflective meanings showed symbolic interpretations, and collocative meanings created thematic unity. These associative elements collectively contributed to a persuasive and meaningful depiction of Indonesia as an attractive tourist destination.*

##### **Kata kunci:**

**Makna Asosiatif, Instagram, Semantik, Iklan Pariwisata.**

##### **Abstrak**

Tujuan penelitian ini adalah untuk mengidentifikasi jenis-jenis makna asosiatif yang terdapat dalam iklan tersebut dan menganalisis makna yang disampaikan melalui bahasa yang digunakan dalam teks. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data dikumpulkan dari caption Instagram terpilih yang dipublikasikan di akun resmi @wonderfulindonesia pada November 2024. Hasil penelitian menunjukkan total 25 data yang mencerminkan berbagai jenis makna asosiatif. Makna konotatif menekankan keindahan alam dan ketenangan, makna sosial terkait dengan nilai-nilai budaya dan tradisional, makna afektif memicu keterlibatan emosional, makna reflektif menunjukkan interpretasi simbolis, dan makna kolokatif menciptakan kesatuan tematik. Elemen-elemen asosiatif ini secara kolektif berkontribusi pada penggambaran yang persuasif dan bermakna tentang Indonesia sebagai destinasi wisata yang menarik.

## INTRODUCTION

Semantics is a branch of linguistics that focuses on the study of meaning and is regarded as a major field dedicated to understanding meaning in language (Crystal, 1991). Understanding meaning is essential for effective communication in daily life. Leech (1981) stated that semantics is fundamental to understanding communication, as it is a crucial element in social organization, making its study increasingly important. Saeed (2016) asserted that semantics focuses on understanding the meanings of words and sentences, emphasizing its role in linguistic interpretation. Similarly, Kreidler (2002) describes semantics as a systematic study of meaning, demonstrating the structured nature of language in conveying and organizing meaning. These expert perspectives reinforce the importance of semantics in communication and linguistic analysis.

Since meaning in language consists of multiple layers, classification is necessary to support a more structured analysis. Leech (1981) categorized meaning into seven types: conceptual meaning, associative meaning (which includes connotative, social, affective, reflective, and collocative meanings), and thematic meaning. These categories provide a framework for understanding how language conveys not only literal meaning but also meaning shaped by context.

This study focused on associative meaning found in tourism advertisement post on Instagram social media. According to Leech (1974), associative meaning is inherently unstable and varies depending on individual experiences (Daake, 2021). Leech (1981) also stated that associative meaning refers to the additional layers of meaning that go beyond a word's literal or conceptual definition. Associative meaning includes five subtypes: connotative meaning, which involves cultural and emotional associations; affective meaning, which relates to emotional responses; social meaning, which reflects social roles and relationships; reflective meaning, which arises from multiple interpretations of a word; and collocative meaning, which is based on commonly paired words.

Tourism advertising is a type of advertising designed to promote travel destinations, experiences, and services to potential visitors. Advertising itself is a way to promote products using various media to encourage people to make a purchase (Kotler, 2001). As noted by Tuten (2008), social media marketing relies on networks and communities to reach audiences effectively, and Instagram has become a particularly influential platform for tourism campaigns. In Indonesia, the official account *Wonderful Indonesia* actively uses Instagram to showcase cultural richness, natural beauty, and unique travel experiences, combining persuasive texts with striking visuals to attract audiences.

A study was conducted by Haryani et.al., (2020), which explored the associative meaning in the slogan of skincare advertisement. The findings indicated that associative meanings were used to enhance the emotional appeal and cultural relevance of the slogans. Riani et al. (2021) conducted a study on diction associative meaning found in men and women face wash products in Indonesia and showed the distinct emotional and cultural associations: strength and masculinity for men, beauty and gentleness for women. A further study was conducted by Putri and Purnamasari (2023), which analysed the associative meaning in the lyrics from the Aladdin soundtrack using Leech's framework. The results showed emotional and symbolic expressions that enriched the messages in the songs.

These previous studies demonstrate that associative meaning has been analysed in commercial slogans, gender-based product advertisements, and artistic lyrics. However, none of the studies specifically examined **tourism advertisements on Instagram**, which are rich in visual and linguistic elements and rely heavily on emotional, cultural, and symbolic language. Therefore, this study aims to fill that gap by analyzing the associative meanings embedded in tourism advertisement captions posted on the official Instagram

account @wonderfulindonesia, using a semantic approach. This research contributes not only to academic understanding of associative meaning but also provides practical insights into the language strategies used in digital tourism promotion.

## METHODS

The data for this study were taken from tourism advertisements posted on the official @wonderfulindonesia Instagram account, specifically from content uploaded in November 2024. A total of 25 captions from tourism advertisements were collected for analysis. This research employed a descriptive qualitative approach. The data were collected using the documentation method and note-taking technique. The documentation method refers to obtaining data from written materials such as books, magazines, diaries, or documents, which serve as primary sources of information in qualitative research. In this study, it was applied by collecting caption texts from Instagram. The note-taking technique was then used as a systematic process to organize and analyze qualitative data through coding, categorizing, and thematizing the collected information Creswell (2014). These techniques were employed to identify and classify words, phrases, clauses, or sentences containing associative meanings.

The collected data were analyzed using the data were further analyzed based on Leech's (1981) types of associative meaning, namely connotative, affective, social, reflective, and collocative and outlined by Creswell (2018). First, the data were organized and prepared for analysis by compiling the textual content and documenting relevant materials. Second, the entire dataset was read and examined to gain an initial understanding of the meanings, tone, and themes conveyed in the advertisements. Third, coding refers to the process of labeling and organizing qualitative data to identify patterns, categories, and themes that emerge from the text. In this study, the coding process was carried out by identifying and categorizing expressions based on associative meaning. Fourth, detailed descriptions and themes were generated to highlight the persuasive, emotional, and cultural aspects reflected in the language used. Finally, the results were presented in a structured narrative, describing the relationship between textual and the types of associative meanings identified.

## RESULT AND DISCUSSION

### Result

Associative meaning refers to meanings that emerge from social, cultural, or emotional contexts beyond the literal definition of a word. According to Leech (1981), there are five types of associative meaning: connotative (implied meaning), social (meaning related to context or social status), affective (expression of emotion or attitude), reflected (meaning influenced by word association), and collocative (meaning derived from commonly paired words). The following section presented an analysis of the types of associative meanings that appeared in tourism advertisements posted on Instagram. Connotative meanings were identified in seven data, social meanings in five data, affective meanings in six data, reflected meanings in three data, and collocative meanings in four data. Further details were discussed in the next sections.

## Discussion

After presenting the findings on the types of associative meanings found in Instagram tourism advertisements, the following discussion addresses the classification of associative meanings identified in the data as well as the meanings conveyed through the language used in the advertisements.

### a. Connotative Meaning

Connotative meaning refers to the communicative value an expression carries beyond its literal or conceptual content, encompassing emotional, cultural, and subjective associations that arise from social experience and perception (Leech, 1981).

#### Data 1

*From the vibrant streets of Bandung to the **mystical beauty of Bali**, we're hosting top travel pros from South & Central Asia to showcase why Indonesia is the ultimate destination*  
(Wonderful Indonesia Instagram post, November 12th, 2024, accessed on November 14th, 2024)

The phrase **mystical beauty of Bali** carries strong connotative meaning that extends beyond the island physical charm. The adjective **mystical** evokes associations with spirituality, sacred rituals, traditional ceremonies, and Bali's deeply rooted cultural identity. It suggests that Bali is not only visually appealing but also offers a profound spiritual and emotional experience, attracting those in search of self-discovery and inner peace. Meanwhile, the noun **beauty** connotes more than aesthetic pleasure, as it reflects the harmony found in Balinese culture, from traditional arts and religious practices to serene natural landscapes and everyday life. This holistic concept of beauty engages both the senses and the soul. As a whole, the phrase positions Bali as a destination where natural landscapes are closely connected with cultural and spiritual traditions, illustrating how tourism promotion emphasizes both the physical attraction and the symbolic value of the island.

The phrase **mystical beauty of Bali** is a noun phrase comprising the adjective **mystical**, the noun **beauty**, and the prepositional phrase **of Bali**. While conceptually it denotes the spiritual beauty found in Bali, its connotative meaning, as defined by Leech (1981), extends beyond the literal, evoking rich emotional and cultural associations. The term **mystical** implies sacredness and spiritual depth, while **beauty** suggests harmony and serenity, both of which resonate deeply with the Balinese cultural and religious context. This connotative reading constructs **Bali** not just as a visually appealing destination, but as a site of spiritual and emotional fulfilment. The phrase strategically appeals to modern traveller's desires for meaningful and transformative experiences, framing Bali as more than a tourist location. It becomes a symbol of cultural depth and spiritual journey. Thus, the phrase exemplifies how connotative meaning functions in tourism discourse to shape perceptions and attract global audiences.

#### Data 2

*Lose yourself in the serene beauty of De Djawatan Forest.*

(Wonderful Indonesia Instagram post, November 14th, 2024, accessed on November 18th, 2024)

The expression *Lose yourself* in tourism advertising carries a strong connotative meaning that goes beyond its literal sense of being physically lost. In the context of *De Djawatan Forest*, it suggests emotional escape, deep immersion in nature, and a break from daily pressures. This connotation transforms the forest into a place that offers tranquility, self-discovery, and psychological renewal, appealing to tourists seeking relaxation and personal transformation. Culturally, the phrase may evoke different symbolic meanings such as spiritual enlightenment or adventure, depending on the audience. As noted by Leech (1981), such connotative language enhances communication by embedding emotional and cultural values, making the advertisement more persuasive and impactful.

*Lose yourself* is an imperative sentence frequently employed in tourism advertisements to encourage emotional and psychological immersion. Structurally, it consists of the verb *lose* and the reflexive pronoun *yourself*, with the implied subject *you* that is characteristic of imperative constructions. Rather than indicating physical misplacement, the sentence functions as a persuasive invitation to surrender fully to the experience, suggesting emotional release and self-renewal. The use of the reflexive pronoun emphasizes personal involvement, indicating that the experience is both inward and transformative. Connotatively, *lose yourself* appeals to the human desire for escape, self-discovery, and restoration, making it a powerful tool in aligning tourism promotion with the growing trend of wellness-oriented travel.

## b. Social Meaning

Social meaning is the aspect of meaning that reflects the social context in which language is used. It provides cues about the speaker's social background, the level of formality, politeness, and the relationship between the speaker and the listener. This includes variations in language such as dialects, registers, and honorifics that signal group identity or social roles (Leech, 1981).

### Data 3

*Tegallalang Rice Terrace is a timeless masterpiece, where nature and tradition meet.*

(Wonderful Indonesia Instagram post, November 18th, 2024, accessed on November 20th, 2024)

The clause *where nature and tradition meet* conveys social meaning by symbolizing the harmony between the natural environment and Balinese cultural practices. The element of *nature* refers to the rice terraces of Tegallalang that sustain agricultural life and represent the island ecological wealth. Meanwhile, *tradition* highlights Balinese identity through the agricultural traditions, such as *subak* system, which serves not only as an irrigation but also as a communal and spiritual practice. Together, nature and tradition reflect Bali values of sustainability, spirituality, and community, encapsulated in the concept of *Tri Hita Karana*, the three causes of well-being that emphasize harmony with God, with other humans, and with the environment. The clause present *Tegallalang Rice Terrace* from a physical landscape into a cultural landmark, expressing identity, heritage, and social cohesion.

The clause *where nature and tradition meet* symbolizes the harmonious coexistence of Bali's natural landscape and its enduring cultural heritage. Grammatically, it functions as an adverbial clause that enhances the noun phrase it modifies. The word *nature* refers to the island's unspoiled environment, lush rice terraces and greenery while *tradition* points



to cultural elements passed down through generations, such as the *subak* irrigation system. The verb *meet* suggests a point of convergence, implying that these two aspects are not separate but intertwined, creating a unique and balanced identity for the location. Viewed through Leech's (1981) theory of social meaning, this phrase reflects the shared values and social identity of the Balinese people, where harmony with nature and respect for tradition are central. In tourism advertising, the phrase serves to position Bali as more than a scenic destination. It offers travellers an immersive cultural experience. It appeals to those who seek authenticity and a deeper connection with both the environment and local customs, reinforcing Bali's image as a meaningful and culturally rich destination.

#### Data 4

*With the ancient subak irrigation system, passed down for centuries, these lush green fields tell stories of Bali's rich culture.*

(Wonderful Indonesia Instagram post, November 18th, 2024, accessed on November 20th, 2024)

The expressions *ancient subak irrigation system* and *tell stories of Bali's rich culture* are rich in social meaning. *Subak* is not merely technical; it represents a communal and spiritual institution central to Balinese society. The word *ancient* highlights continuity and reverence for tradition, while *tell stories* personifies the rice fields as cultural narrators. This aligns with the Balinese philosophy that landscapes are deeply interwoven with history and identity. The phrase constructs a narrative that reinforces Bali as a living heritage site where social meaning is embedded in every element of the environment.

The phrase *With the ancient subak irrigation system, passed down for centuries, these lush green fields tell stories of Bali's rich culture* carries rich connotative meaning that blends the physical landscape with the island's cultural identity. The term *ancient subak irrigation system* evokes a sense of reverence for long-standing tradition, suggesting more than just an agricultural technique. It symbolizes a communal heritage rooted in cooperation, spirituality, and sustainability. The adjective *ancient* reinforces the longevity and resilience of this system, while *subak* is culturally specific, representing Balinese communal life and harmony with nature. The metaphorical expression *tell stories of Bali's rich culture* elevates the fields beyond their physical function, suggesting they serve as vessels of historical and cultural narratives passed down through generations. This phrase emphasizes cultural continuity and pride, positioning the landscape as a living archive of Balinese tradition. The connotative value appeals to potential tourists who seek authentic, meaningful experiences by inviting them to see the rice fields not merely as beautiful scenery, but as expressions of cultural resilience and identity. In tourism advertising, this strategy deepens emotional engagement and reinforces the uniqueness of Bali as a destination rich in tradition, community values, and spiritual harmony.

#### c. Affective Meaning

Affective meaning refers to the emotional content expressed through language, reflecting the speaker's feelings, attitudes, or emotional state. This meaning is shaped by elements such as tone of voice, word choice, and the communicative context, allowing language to convey more than just factual information by expressing personal emotion or evaluation (Leech, 1981).

**Data 5**

***Breathe in the fresh mountain air, soak in the views, and feel your worries fade away***

(Wonderful Indonesia Instagram post, November 12th, 2024, accessed on November 14th, 2024)

This sentence exemplifies affective meaning through its emotionally evocative language that aims to influence the audience's mood and imagination. As defined by Leech (1981), affective meaning refers to how language expresses the speaker's feelings and evokes emotional responses in the listener or reader. Here, phrases like ***breathe in the fresh mountain air*** and ***feel your worries fade away*** are not just descriptive but crafted to induce a sense of peace, relief, and rejuvenation.

The word ***fresh*** connotes purity and health, contrasting the serene mountain setting with stressful urban life. ***Soak in the views*** uses a sensory metaphor to suggest deep, immersive appreciation, encouraging the reader to visualize themselves in the experience. The sentences ***feel your worries fade away*** directly appeals to emotional needs by suggesting effortless relief from stress. Through these verbs (***breathe, soak, feel***), the sentence takes an inviting tone, creating intimacy and immediacy. These emotionally charged expressions work together to position the destination as a therapeutic escape, emotionally uplifting and mentally restorative.

The sentence ***Breathe in the fresh mountain air, soak in the views, and feel your worries fade away*** functions as an emotionally charged imperative, engaging the audience through multisensory and affective appeals. It consists of three parallel verb phrases: ***breathe in, soak in, and feel***, each guiding the reader through a sensory progression that culminates in emotional release. Each phrase contributes to a connotative atmosphere of renewal and tranquillity. The expression ***fresh mountain air*** evokes purity and vitality; ***soak in the views*** suggests immersive aesthetic appreciation. Finally, ***feel your worries fade away*** promises emotional relief, aligning the advertisement with narratives of wellness tourism. These expressions, imbued with emotional and cultural associations, collectively frame the destination not merely as a place, but as an experience of mental and physical rejuvenation. This use of affectively rich language enhances the persuasive power of the advertisement by directly appealing to the reader's desire for peace, clarity, and escape. The imperative mood personalizes the message, inviting the audience to envision themselves undergoing a transformative experience. Through the connotative meanings embedded in words such as ***fresh*** (signifying health and renewal), ***soak in*** (implying full engagement and calm), and ***fade away*** (suggesting psychological release), the sentence transcends mere description. It serves as an emotional prompt, effectively attracting travellers seeking holistic well-being by positioning the destination as a sanctuary for restoration of both body and mind.

**Data 6**

***Explore winding paths, breathe in the tranquility, and Lose yourself in this peaceful paradise.***

(Wonderful Indonesia Instagram post, November 18th, 2024, accessed on November 20th, 2024)

The sentence ***"Explore winding paths, breathe in the tranquility, and lose yourself in this peaceful paradise"*** strongly exemplifies affective meaning as defined by Leech (1981), where language expresses the speakers or writer's emotions, attitudes, and personal feelings, thus shaping the reader's emotional response. The affective force begins with the

sentence *explore winding paths*. The verb *explore* suggests curiosity, freedom, and adventure, encouraging the audience to actively immerse themselves in the natural setting. The noun phrase *winding paths* evokes a calm and reflective image of nature paths that are not merely physical routes but symbolic of an inner journey. These elements together construct a serene and soothing environment, positioning the destination not as a typical travel spot but as a place of mindful escape.

The affective appeal deepens through the phrase *breathe in the tranquillity*, which engages both sensory and emotional dimensions. The verb phrase *breathe in* implies a conscious, intentional act of absorbing one's surroundings, prompting readers to connect deeply with the atmosphere. The noun *tranquillity* carries stronger emotional resonance than a neutral term like *quiet*, as it suggests inner peace and spiritual calm. Finally, *lose yourself in this peaceful paradise* introduces metaphorical depth. The expression *lose yourself* refers not to physical disorientation but to emotional and psychological surrender, inviting the reader to momentarily forget the burdens of everyday life. The phrase *peaceful paradise* further amplifies the affective meaning by portraying the destination as a perfect, idyllic retreat. Together, these elements evoke emotions of freedom, relaxation, and rejuvenation, reinforcing how affective meaning is central to creating an emotionally compelling tourism message.

The sentence *Explore winding paths, breathe in the tranquillity, and lose yourself in this peaceful paradise* is composed of imperative clauses that directly engage the reader and encourage emotional immersion. Each verb *explore*, *breathe*, *lose* invites the audience to undergo a sensory and affective experience. The phrase *winding paths* evokes mystery and adventure, while *breathe in the tranquillity* suggests the absorption of calmness. *Lose yourself in this peaceful paradise* metaphorically promises escapism and emotional release. Framed through Leech's (1981) concept of affective meaning, the sentence employs emotionally resonant language to evoke feelings of peace, contentment, and wonder. Words such as *tranquillity*, *peaceful*, and *paradise* are chosen to fulfil the emotional desires of the audience rather than convey factual information. In tourism advertising, such affective appeals are strategic tools to position a destination as an emotional sanctuary, reinforcing the persuasive function of the text.

#### d. Reflected Meaning

Reflected meaning arises when a word with multiple meanings evokes unintended associations due to the influence of one of its alternative senses. This interaction between meanings can affect interpretation, particularly when one sense carries strong emotional or associative connotations that overshadow the intended meaning (Leech, 1981).

#### Data 7

*Surrounded by lush green hills and the majestic backdrop of Mount Sumbing, it's the perfect place to reconnect with nature.*

(Wonderful Indonesia Instagram post, November 12th, 2024, accessed on November 14th, 2024)

The phrase *majestic backdrop* refers to Mount Sumbing as scenery that is impressive because of its size or beauty, making it the striking background of the landscape. Here, *backdrop* emphasizes the mountain's role as the setting that frames and enhances the



overall view. The word *majestic* highlights its impressive quality, encouraging admiration. Meanwhile, the phrase *reconnect with nature* suggests restoring a bond with the natural world, implying that the connection once existed but has been interrupted. This makes the experience more meaningful than simple leisure. Together, these expressions illustrate Leech's (1981) concept of reflected meaning, where words carry layered senses that enrich the literal description and strengthen the appeal of the advertisement.

*Majestic*, often associated with grandeur and nobility, enhances the noun *backdrop*, which usually denotes a neutral background, into a symbol of emotional and spiritual elevation. It recalls the idea of a grand stage where *Mount Sumbing* becomes more than scenery; it becomes a powerful presence shaping the visitor's inner journey. The verb *reconnect* refers not only to physical closeness with nature but also to emotional restoration, implying a return to inner balance and well-being. These linguistic choices mirror emotional and psychological associations, drawing on meanings from the semantic field of healing, reflection, and peace. This interplay constructs a deeper narrative that presents the tourism site as both scenic and transformative, ideal for travelers seeking renewal.

#### Data 8

*Look up, and you'll witness the rare phenomenon of **Crown Shyness** where the tree branches and leaves **delicately avoid touching** each other, creating intricate patterns against the sky.*

(Wonderful Indonesia Instagram post, November 14th, 2024, accessed on November 18th, 2024)

Reflected meaning is found in the phrase *Crown Shyness* and the description *delicately avoid touching*. The term *shyness* normally denotes a human psychological trait associated with modesty, reservation, or reluctance in social interaction. Its use here anthropomorphizes the trees, attributing to them a sense of social awareness, as if they were consciously avoiding one another out of politeness or respect for space. By choosing the word *shyness* instead of a neutral scientific explanation, the advertisement shifts the perception of a biological phenomenon into an emotionally resonant and relatable experience. The modifier *crown* ties this human quality to the treetops, emphasizing not only their physical grandeur but also their symbolic individuality. When combined with the phrase *delicately avoid touching*, the phenomenon is framed as intentional and graceful, further strengthening its poetic quality. Altogether, the language transforms what is essentially a natural canopy formation into a mystical spectacle that suggests harmony, restraint, and beauty, inviting viewers to engage with nature not only as a scientific curiosity but as an emotionally meaningful and almost spiritual encounter.

The phrase *Crown Shyness* embodies reflected meaning by personifying a natural phenomenon through the word *shyness*, which is typically a human trait. The term *crown* refers to the treetops, the highest and most visible parts of the trees, which are metaphorically linked to human crowns as symbols of dignity, prominence, and individuality. This metaphor elevates the trees from simple biological entities to figures of status and character. The word *shyness* then evokes connotations of modesty, gentleness, and graceful restraint, reframing the physical separation of tree canopies into a symbolic expression of harmony and elegance. The accompanying verb phrase *delicately avoid touching* further emphasizes the emotional and poetic dimension, suggesting intentional beauty rather than mechanical behavior. According to Leech's (1981) concept of reflected

meaning, such language embeds human emotional qualities into natural imagery, transforming the scientific into the symbolic. As a result, the forest is portrayed as not only biologically unique but also emotionally captivating, inviting admiration and aesthetic appreciation.

### e. Collocative Meaning

Collocative meaning refers to the associative value a word acquires through its habitual co-occurrence with other words in specific linguistic contexts. These associations emerge from common collocations, where certain words often appear together, forming expectations and influencing the way meaning is understood. (Leech, 1981).

#### Data 9

*Whether you're exploring **peaceful paths** or **soaking in the forest's calm**, De Djawatan is the perfect place to recharge.*

(Wonderful Indonesia Instagram post, November 14th, 2024, accessed on November 18th, 2024)

The phrases **peaceful paths** and **soaking in the forest's calm** exemplify collocative meaning through the habitual pairing of words that evoke tranquility and emotional immersion. The word *peaceful* often collocates with terms like *garden* or *atmosphere*, reinforcing a serene and reflective tone. Similarly, *soaking in* frequently appears with *calm*, *views*, or *scenery* (Oxford Learner's Dictionaries, 2024), emphasizing a passive, immersive experience. These collocations shape the perception of nature as restorative and emotionally engaging. As noted by Leech (1981), such word pairings influence the way meaning is constructed, making the language more persuasive for promoting peaceful, nature-based tourism.

The phrase **peaceful paths** and **forest's calm** demonstrates collocative meaning through the habitual pairing of adjectives like **peaceful** and **calm** with nature-related nouns such as **paths** and **forest**. These word combinations are not random but culturally familiar and often used together in tourism discourse to evoke imagery of serenity and natural beauty. The collocative pairing reinforces the tranquil and restorative connotations of the site, suggesting that *De Djawatan* is not only a beautiful location but one that naturally invites peace and inner calm through its language choices.

#### Data 10

*Explore **winding paths**, breathe in the tranquility, and lose yourself in this peaceful paradise*

(Wonderful Indonesia Instagram post, November 18th, 2024, accessed on November 20th, 2024)

The phrase **winding paths** demonstrates collocative meaning by pairing **winding** with words like *roads* or *trails*, which typically suggest natural curves and exploration. In the context of tourism, this collocation conveys a leisurely, unstructured journey aligned with the appeal of nature. It also introduces a metaphorical dimension, implying that travel is not just movement but a process of discovery. This lexical choice enhances the emotional and sensory appeal of the advertisement. In line with Leech (1981), the collocation

strengthens the texts persuasive power by suggesting deeper engagement with the environment.

The phrase *winding paths* reflects collocative meaning as the adjective *winding* frequently appears with *paths*, creating a common and evocative image in descriptive travel writing. This collocation implies exploration, discovery, and an intimate experience with nature. Similarly, *peaceful paradise* is a familiar phrase in tourism language that combines emotional calmness (*peaceful*) with an idealized place (*paradise*), appealing to the imagination and emotional desires of potential tourists. These collocations enhance the persuasive impact by relying on established associations that evoke mental and emotional responses tied to escape and rejuvenation.

## CONCLUSION

An analysis of tourism advertisements posted on Instagram revealed the use of associative meanings. Referring to Leech's (1981) framework, five types of associative meaning were identified and examined across 25 data. These include connotative, social, affective, reflected, and collocative meanings. The findings showed that connotative meanings appeared in seven data, characterized by emotional and cultural associations that elevate the destination into a symbol of spiritual, historical, or artistic value. Social meanings were present in five data, emphasizing identity, status, community values, and cultural attachment to the location. Affective meanings appeared in six data, using emotionally charged language to evoke feelings of peace, joy, and renewal in potential tourists. Reflected meanings, found in three data, demonstrated how word associations influence interpretation through layered or secondary senses, often enriching imagery of nature with human or spiritual qualities. Collocative meanings appeared in four data, where familiar word pairings were used to build vivid impressions and align the advertisements with typical expressions in tourism discourse. These results confirmed that tourism advertisements on Instagram strategically employ various types of associative meaning to create persuasive, immersive, and emotionally engaging narratives that capture the attention of a global audience.

## ACKNOWLEDGEMENT

Appreciation is also expressed to the English Literature Study Program, Faculty of Education and Humanities, Universitas Dhyana Pura, for the academic support and facilities provided during the research and publication process. Sincere thanks are also given to all parties who contributed, both morally and materially, to the research, funding, and completion of this article.

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