

Analysis of 7 Types of Meaning in Airbnb Reviews: A Semantics Study

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Article info

Keywords:

Seven Types of Meaning, Semantics, Airbnb, Reviews

Abstract

In today's digital era, online communication has changed the way people connect, share experiences, and give opinions. This study uses a qualitative descriptive method to analyze twelve Airbnb guest reviews written between October 2024 and May 2025. No participants were directly involved since the data came from existing reviews. The study focuses on Geoffrey Leech's (1981) seven types of meaning, aiming to see which types appear in the reviews and what messages or impressions they communicate. The results show that affective meaning is the most common, appearing (11) times, followed by conceptual meaning in 8 cases and connotative meaning in 5. Less frequent were social meaning (2), reflected meaning (3), collocative meaning (3), and thematic meaning (2). These findings suggest that emotional language plays the biggest role in shaping how people view a stay and can strongly influence booking choices.

INTRODUCTION

Semantics is the study of meaning in language, and it helps us understand how people use words to share not only literal information but also feelings, values, and attitudes (Nerlich, 1991). To make this clearer, Leech (1981) divided meaning into seven types: conceptual, connotative, social, affective, reflected, collocative, and thematic. Each type helps us see language from a different angle. For example, conceptual meaning is about the basic dictionary definition of a word, affective meaning shows the speaker's emotions, and social meaning reflects how formal or informal language is and what it says about the relationship between speakers.

Leech (1981) divides meaning into seven types that reveal how language communicates ideas and emotions. Conceptual meaning refers to the literal or dictionary definition of a word, forming the basic structure of understanding. Afzal (2023) supports this by describing it as the primary or universal meaning that provides logical clarity. Connotative meaning extends beyond the literal sense, reflecting personal or cultural associations shaped by experience. Affective meaning shows the emotions or attitudes of the speaker, while social meaning reflects tone, formality, and cultural context. Reflected meaning appears when a word's different senses overlap, and collocative meaning occurs when words are habitually paired together, creating shared associations. Finally, thematic meaning highlights how sentence structure places emphasis on certain parts of the message.

Online customer reviews are written opinions that people share about products or services on platforms such as Airbnb and other websites. These reviews often include both a star rating, usually from one to five, and written comments that describe the customer's experience. Their main purpose is to help others decide whether a product or service is worth trying, making it easier for future customers to make informed choices. According to Kumar and Benbasat (2006), having reviews available on a website increases its usefulness and reliability. Reviews also provide detailed information that can guide decision-making, which is valuable because access to accurate information allows customers to make better choices (Jiang and Benbasat, 2007). In fact, customer reviews are helpful at every stage of the decision-making process. As Kotler and Keller (2005) explain, they play a role in identifying needs, searching for options, comparing alternatives, making a final choice, and reflecting on that choice afterward.

In online platforms like Airbnb, user-generated reviews often show different layers of meaning that overlap, making them an important area for semantic study. Looking at how these meanings work in everyday communication helps us understand not just the message itself, but also how and why it is expressed in a certain way. Previous studies have mostly focused on limited aspects of meaning. For example, Fauziyah et al. (2022) studied denotative and connotative meanings in Elia Pettie's short story, which focused on love relationships. While their findings showed how words can carry emotions and describe situations in literature, the study was narrow because it only looked at two types of meaning and stayed within a literary setting. It did not consider real-life digital communication, where language is often more casual and personal. Another example is Syifa (2023), who examined vocabulary in the Harry Potter films and identified several types of meaning. However, because film dialogue is fictional and carefully scripted, it does not fully show how people naturally use language in everyday reviews. Similarly, Ihkam et al. (2023) studied associative meaning in short stories, showing how words can create artistic and emotional depth. Yet, this work was also limited since it focused only on one story and still stayed within a literary context. Together, these studies are helpful but leave a gap. None of them applied Leech's full framework of seven types of meaning to user-generated reviews. This is important because reviews are based on real experiences and are used to share opinions, give feedback, and help others make decisions. Unlike literature or film, reviews show how language works in practical and everyday contexts.

Other studies have examined semantic meaning in different contexts. For example, Luthfiani et al. (2023) in their study "Semantic Analysis of Olivia Rodrigo's Song 'Drivers License' Using Contextual Meaning Theory" analyzed how contextual meaning in the lyrics expressed personal emotions of heartbreak and disappointment, allowing listeners to empathize with the artist. Similarly, Syifa (2024) in "An Analysis of Specific Vocabularies Found in Series of Harry Potter Films" applied Leech's theory to unique vocabulary in a fictional context, showing how meanings helped audiences connect with the fantasy world. Another study by Putra et al. (2023) focused on TED Talks' Instagram captions, where semantic meaning was used in structured and formal ways to inspire and encourage critical thinking. In contrast, the current study focuses on informal, user-generated content from Airbnb reviews. Unlike the planned and professional tone of TED captions or the artistic structure of song lyrics and films, Airbnb reviews are spontaneous reflections of real-life experiences. This difference highlights the importance of studying semantic meaning in digital communication, where language serves practical, emotional, and persuasive purposes in everyday interactions.

This study addresses the gap by applying Leech's seven types of meaning to Airbnb guest reviews. Unlike short stories, reviews come from everyday experiences and are written to share opinions, describe personal stays, and guide others in making decisions.

By analyzing the meanings within these reviews, the study shows that language functions not only to provide information but also to express emotions and persuade readers in real-life communication. This gap also offers a chance to examine how all seven types of meaning work together in digital feedback, where language is both personal and impactful.

METHODS

The data for this study were taken from Airbnb guest reviews posted between October 2024 and May 2025. From these, 12 reviews were selected as the sample, chosen because they contained language that could represent Leech's seven types of meaning. All reviews were collected directly from Airbnb's official website.

This study applied a descriptive qualitative method, focusing on existing written data rather than direct participants. The approach followed Creswell's (2012) framework, where methods such as observation and document analysis are used to gain deeper insights. In this case, the written reviews served as the main data source for understanding how language reflects guest experiences.

The data collection process began by carefully observing the review section of the Airbnb website (<https://www.airbnb.com/1/aNqzv8V7>). Notes were taken on expressions that conveyed emotional responses such as satisfaction, delight, or disappointment. From the initial pool of reviews, 12 were chosen for further analysis because they demonstrated clear examples of different types of meaning.

Once selected, the reviews were examined in detail to identify words, phrases, and tones that revealed various layers of meaning. Each review was analyzed using Leech's (1981) framework of seven types of meaning, allowing the researcher to interpret both the literal messages and the underlying attitudes or emotions. Through this process, the study explored how guests used language to evaluate their stays and communicate experiences to future readers.

RESULTS AND DISCUSSION

Results

According to Leech (1981), meaning can be divided into seven types: conceptual, connotative, affective, social, reflected, collocative, and thematic. Each of the twelve Airbnb reviews selected for this study was examined to identify which of these types appeared in the language used by the guests. By analyzing the choice of words, sentence structures, and overall tone, the study was able to uncover both the literal information being shared and the deeper impressions conveyed through the reviews. This approach highlights how language in real-life contexts communicates not only facts but also emotions, attitudes, and judgments. The findings show that conceptual, connotative, and affective meanings were the most common across the reviews. These types help guests describe their experiences while also sharing their opinions and feelings. The results showed how language in reviews is used not just to give information, but also to create a positive impression and connect with future guests.

Discussion

A. Types of Meaning

1. Conceptual

Conceptual meaning, also called logical meaning, is the literal and dictionary-based sense of words. It provides clear, objective information that helps language be understood accurately (Leech, 1981). There are 8 conceptual meanings found from 12 reviews.

Data 1

Very good location, 5 mins to the beach and close to the core area of Canggu.

This review shows conceptual meaning because it gives factual details about the property's location. Phrases like "5 mins to the beach" and "close to the core area of Canggu" inform readers about convenience without adding emotion or opinion. Therefore, from Data 1 the tone is straightforward, the intention is to inform, and the implication is that the property's prime location is one of its strongest features, making it a potentially ideal choice for a wide range of travelers. Conceptual meaning, also called denotative or cognitive meaning, is the basic and literal sense of a word. It represents the straightforward dictionary definition, without hidden meanings or interpretations, and is seen as the central part of communication Martinius (2023).

Data 3

I had a great stay at the villa. The he only issue was finding it on the maps, location isnt on any map, therefore difficult to find but otherwise everything was perfect! Its an amazing villa matching the photos and superclean! Host was very nice and responsive! Would def stay there again!.

The review statements "The only issue was finding it on the maps, location isn't on any map" and "matching the photos" are examples of conceptual meaning because they provide clear, factual details. The first highlights a practical problem with locating the villa on digital maps, while the second confirms that the property looks the same in person as in the photos. Both focus on verifiable facts rather than emotions or opinions, which makes them conceptual. According to Sita et al. (2024), conceptual meaning refers to the literal or dictionary definition of a word. Leech also describes it as denotative or cognitive meaning, the core element of communication, since it conveys meaning in a straightforward and direct way. For instance, the sentence "I like to eat spaghetti" simply refers to the literal act of eating pasta, without any hidden or symbolic meaning. In this review, the guest's intention is to provide an honest and accurate account, with an objective and practical tone. The implication is that the villa is generally reliable, with only minor logistical issues that are worth noting but not significant enough to discourage future guests.

Data 4

The villa is a little oasis in the heart of Canggu. Location is excellent 1minute walk to best cafes and restaurants in Jl.Neyalan. And 5 minutes walking distance to the beach. Every part of the villa is spotless clean and beautiful decorated. We definitely will come back and recommend this villa. Gregory and staff is very kind and responsive.

The review statements, "1 minute walk to best cafes and restaurants in Jl. Neyalan. And 5 minutes walking distance to the beach" and "Every part of the villa is spotless clean," illustrate conceptual meaning because they provide straightforward and factual details. The

first sentence emphasizes the villa's convenient location near restaurants and the beach, which is practical information for guests. The second sentence highlights the villa's cleanliness, showing it is well-maintained and hygienic. These details can be easily verified, making them useful for decision-making. As Kusumawati and Nesti (2023) explain, conceptual meaning also known as denotative or cognitive meaning relies on structured, factual content. The reviewer's purpose here is to inform and reassure readers with a neutral and objective tone, suggesting that the villa is both strategically located and very clean, which appeals to travelers who value convenience and comfort.

Data 5

The place is very nice and elegant and all the details are very sweet. The furniture is clean and new. The place is arranged to the farthest side of the street. All you need. There are coffee shops, restaurants and shops. The place is very wonderful. The location connects you to the house, but enter the car, it is difficult for the narrow entrance, but go back and re-visit the place.

This review contains several sentences that show conceptual meaning because they provide clear and factual details about the villa and its surroundings. For instance, "The furniture is clean" directly describes the condition of the furniture, while "The place is arranged to the farthest side of the street" gives straightforward information about its location, suggesting greater privacy. The statement "All you need. There are coffee shops, restaurants and shops" lists nearby facilities that guests may find useful. Finally, "The location connects you to the house, but enter the car, it is difficult for the narrow entrance" points out a practical problem with car access. According to Supriyoso et al. (2020), conceptual meaning is what language communicates by referring directly to its subject, focusing on clear associations. The reviewer's intention here is to give a realistic and accurate picture of the property. The tone is neutral and factual, and the implication is that while the villa is clean and well-situated, there are minor logistical challenges. This balanced use of conceptual meaning helps readers set realistic expectations before booking.

Data 6

Gregory was a super host. He was very accommodating and responsive. He also sent through his recommendations to us.

The review statement "He was very accommodating and responsive. He also sent through his recommendations to us" illustrates conceptual meaning because it gives straightforward, factual details about the host's actions. The second sentence indicates that the host offered helpful suggestions, likely about local places to visit or eat. This information is objective and clear, focusing on what the host actually did rather than on emotions or opinions. Conceptual meaning, also known as denotative or cognitive meaning, is based on literal content and structured principles such as contrastive and constituent structure (Pardianti et al., 2022). Here, the reviewer's intention is to provide useful and accurate insights about the host's role. The tone remains calm and factual, with a subtle sense of appreciation, and the implication is that responsive and proactive hosts contribute significant value to the guest's overall experience. This use of conceptual meaning helps future travelers build realistic expectations grounded in observable actions.

Data 7

The path to get into the house has a great feeling. The design of the house is amazing, the movement line is particularly smooth, the space is very high, it is very high. At night, the

music is very good. The lights and walls are also very textured... The house is fully equipped, and the host has a heart. The location is good, just a lively street out. Absolutely loved it, recommended.

The review statements “the movement line is particularly smooth,” “the space is very high,” “the lights and walls are also very textured,” “the house is fully equipped,” and “the location is good, just a lively street out” show conceptual meaning because they describe the villa’s physical features in a clear and factual way. For example, saying the layout is smooth suggests that the house is easy to walk through, while “the space is very high” likely refers to tall ceilings that make the villa feel larger. The comment about textured lights and walls highlights design details, and “fully equipped” indicates that the villa provides everything needed for a comfortable stay. Finally, the note about the location tells readers that the villa is close to a lively street, offering easy access to shops and restaurants. These descriptions are objective, practical, and based on observable facts, which is why they reflect conceptual meaning. As Salsabila (2023) explains, propositional or conceptual meaning is tied to dictionary-level definitions and tends to be neutral and precise. Here, the reviewer’s intention is to inform, the tone is descriptive and detail-oriented, and the implications are that the villa is thoughtfully designed, well-equipped, and conveniently located. The use of conceptual meaning ensures clarity and reliability, helping the review serve as a practical guide for future travelers.

Data 8

The Villa it is pretty nice, The location is good, the host is kind and the Cleaning Team very precise and nice.

The phrase “the Cleaning Team very precise” reflects conceptual meaning because it provides a clear and factual description of the cleaning staff’s performance. The word “precise” indicates that the team works with attention to detail and carries out their tasks carefully. This is not an emotional or exaggerated statement but rather straightforward information that assures future guests of reliable, high-quality cleaning. Such detail helps readers form practical expectations about the villa’s cleanliness. As Salsabila (2023) explained, conceptual semantics is grounded in the cognitive structure of human thought, meaning even expressions that appear idiomatic can reveal literal or propositional content when analyzed in context. Here, the reviewer’s intention is to share useful, fact-based insight into the villa’s condition. The tone is neutral and informative, and the implication is that professional cleaning contributes positively to the overall guest experience. Through this use of conceptual meaning, the review strengthens its credibility and helps potential guests make well-informed decisions.

Data 12

The villa was beautiful and clean. It was very near the beach to walk to and close to amazing restaurants. The villa had everything we needed. Gregory was responsive and helpful. Ensure you tell your driver to put in the sat nav Tiga restaurant and then you can walk across the street to the villa down a pathway where you see a blue sign that says Eva suites and stay to the left then follow the directions Gregory sends to you. You will love it! Our driver Ainun is the best driver in Canggu.

The review statement “very near the beach to walk to and close to amazing restaurants. The villa had everything we needed” reflects conceptual meaning because it

provides clear, practical details about the villa's location and facilities. The first sentence highlights convenience by noting the proximity to the beach and restaurants, while the second indicates that the villa was fully equipped for a comfortable stay. Although the word "amazing" adds a slightly emotional touch, the overall focus is on factual information that can be checked and verified. According to Pardianti et al. (2022), conceptual meaning is based on logic and structure, as shown in their example of family terms such as father and mother, which are understood through basic semantic components. In the same way, this review communicates meaning in a straightforward and literal manner, without relying on subjective interpretation. The reviewer's intention is to give prospective guests realistic and reliable insight into both the villa's location and its amenities. The tone is practical with a hint of casual positivity, and the implication is that the villa successfully delivers on essential aspects of convenience and comfort. By using conceptual meaning, the review provides helpful, objective details that support informed decision-making for future guests.

2. Connotative

Connotative meaning, is the extra emotional or cultural sense a word carries beyond its literal definition (Leech, 1981). There are 5 connotative meanings found from 12 reviews.

Data 4

The villa is a little oasis in the heart of Canggu. Location is excellent 1 minute walk to best cafes and restaurants in Jl. Neyalan. And 5 minutes walking distance to the beach. Every part of the villa is spotless clean and beautiful decorated. We definitely will come back and recommend this villa. Gregory and staff is very kind and responsive.

The sentence "The villa is a little oasis in the heart of Canggu" shows connotative meaning because it goes beyond a simple description of location. The word "oasis" suggests peace, comfort, and escape, adding emotional and symbolic value. According to Aydoğan and Şenel (2016), connotations can be studied through semantic differential techniques to reveal metaphorical and emotional meanings. In this case, the reviewer aims to engage readers with a persuasive tone, framing the villa as a relaxing and desirable destination.

Data 6

Gregory was a super host. He was very accommodating and responsive. He also sent through his recommendations to us.

The sentence "Gregory was a super host" shows connotative meaning because the word "super" adds a strong, positive judgment beyond simply stating he was a host. It also connects to Airbnb's Superhost label, which implies reliability and excellent hospitality. As Talan et al. (2025) note, connotative meaning reflects emotional, social, and cultural nuances, revealing attitudes and shared values. Here, the reviewer's intention is to praise Gregory's outstanding service in an admiring tone, while the implication suggests not only personal satisfaction but also recognition of his broader community standing.

Data 7:

The path to get into the house has a great feeling. The design of the house is amazing, the movement line is particularly smooth, the space is very high, it is very high. At night, the music is very good. The lights and walls are also very textured... The house is

fully equipped, and the host has a heart. The location is good, just a lively street out. Absolutely loved it, recommended.

The sentence “The path to get into the house has a great feeling” shows connotative meaning because it expresses a personal emotion rather than a literal description. Instead of focusing on what the path looks like, the reviewer highlights the positive feeling it creates. According to Sita et al. (2024), connotative meaning captures the emotional or associative impact of words beyond their literal sense. Here, the reviewer’s intention is to share a warm and reflective impression, suggesting that the property offers an emotionally rewarding experience from the very start, something that factual details alone cannot convey.

Data 8

The Villa it is pretty nice, The location is good, the host is kind and the Cleaning Team very precise and nice.

The sentence “Cleaning Team very precise” carries both conceptual and connotative meaning. Conceptually, it states that the team is accurate and careful in their work. Connotatively, the choice of precise conveys the reviewer’s admiration and satisfaction, adding emotional approval beyond the basic fact. Kreidler (2002) notes that connotation refers to the emotional or social associations of a word, which can vary based on context and perception. In this case, the reviewer’s wording sets a positive tone and implies professionalism and high-quality service, making the villa more appealing and trustworthy to future guests.

Data 11

Awesome villa and host! Greg was very responsive and accommodating with our needs. This villa is gorgeous! Very cute little touches to enlighten us during our stay, like the pajamas, the diffuser, the guestbook etc. Location is unbeatable, close to everything, yet private and quiet enough, despite of some construction that's been going on just like everywhere else now in bali... we loved every minute of it!

The review statements “Very cute little touches” and “Location is unbeatable” show connotative meaning because they go beyond simple facts. The phrase “cute little touches” suggests thoughtful details that made the stay feel special, while the word “cute” carries emotional and cultural associations of charm and warmth. Similarly, “Location is unbeatable” does not describe specifics but conveys a strong positive judgment that the property is ideally placed. Rudianto et al. (2025) explained that connotative meaning includes emotional, cultural, or subjective associations tied to words. Data 11 therefore demonstrates how connotative language, through praise and enthusiasm, creates a persuasive impression of the villa and highlights its uniqueness, encouraging positive perceptions among future guests.

3. Affective

Affective meaning, Affective meaning shows the speaker’s emotions, tone, and personal attitude toward the subject or listener. It is subjective, reflecting mood, opinion, or feelings, and adds a personal layer to communication (Leech, 1981). There are 11 affective meanings found from 12 reviews.

Data 1

Very good location, 5 mins to the beach and close to the core area of Canggu.

The sentence “Very good location” reflects affective meaning because it expresses the reviewer’s personal feelings and positive opinion about the villa’s location. Instead of only giving a fact, the phrase “very good” shows satisfaction, likely due to convenience or proximity to appealing places. This makes it less about the location itself and more about how the guest felt about it. According to Izuongere et al. (2020), affective meaning directly reflects the speaker’s personal attitudes or emotions toward the subject or listener. Therefore, the reviewer’s intention is to share a favorable impression; the tone is warm and satisfied; and the implication is that the location significantly enhanced the guest’s overall experience. This affective use of language not only informs but also influences how future readers may feel about the property.

Data 2

Crazy! It was absolutely perfect! Also the location is perfect!!!

The sentence “Crazy! It was absolutely perfect! Also the location is perfect!!!” is a clear example of affective meaning because it shows strong excitement and positive emotions. Words like “crazy” and “absolutely perfect” are not neutral descriptions; they express how thrilled the guest felt. Repeating “perfect” for the location intensifies the emotional tone. Instead of focusing on factual details, the reviewer communicates how much they loved the stay, which is the essence of affective meaning. Yelliza et al. (2021) stated that affective meaning is used to express inner emotions and mental states. Therefore, the reviewer’s intention is to celebrate and recommend the experience; the tone is enthusiastic and expressive; and the implication is that the villa offers a flawless and memorable stay. Such emotionally charged language can strongly influence readers’ perceptions, even without detailed factual information.

Data 3

I had a great stay at the villa. The he only issue was finding it on the maps, location isnt on any map, therefore difficult to find but otherwise everything was perfect! Its an amazing villa matching the photos and superclean! Host was very nice and responsive! Would def stay there again!

The sentences “I had a great stay at the villa,” “otherwise everything was perfect!” “It’s an amazing villa,” “super clean!” “Host was very nice and responsive!” and “Would def stay there again!” illustrate affective meaning because they highlight the reviewer’s positive emotions and satisfaction. These are not just neutral statements they reveal happiness and approval. For instance, “great stay” and “everything was perfect!” show contentment, while “amazing villa” and “super clean” express admiration and praise. Saying the host was “very nice and responsive” reflects appreciation, and “Would definitely stay there again” demonstrates enthusiasm and loyalty. According to Salsabilla et al. (2023), affective meaning refers to the emotional layer of language, where word choices reveal the speaker’s or writer’s personal feelings. Therefore, the reviewer’s intention is to reassure and encourage potential guests through an emotional and enthusiastic tone, with the implication that the villa provides a joyful and highly satisfying experience worth repeating.

Data 4

The villa is a little oasis in the heart of Canggu. Location is excellent 1 minute walk to best cafes and restaurants in Jl. Neyalan. And 5 minutes walking distance to the beach. Every part of the villa is spotless clean and beautiful decorated. We definitely will come back and recommend this villa. Gregory and staff is very kind and responsive.

The sentence “The villa is a little oasis in the heart of Canggu” shows affective meaning because the guest expresses how peaceful and special the villa felt. The word “oasis” is emotional, suggesting relaxation and calmness beyond just location. Similarly, “Every part of the villa is spotless clean and beautifully decorated” also reflects affective meaning words like “spotless” and “beautifully” reveal strong satisfaction with cleanliness and design. The sentence “We definitely will come back and recommend this villa” clearly communicates affective meaning as well. The word “definitely” emphasizes happiness, trust, and a desire to share the experience with others. Finally, “Gregory and staff is very kind and responsive” shows personal feelings about the people, with “kind” and “responsive” reflecting appreciation for care and attentiveness. According to Swarniti (2021), affective meaning serves to express personal feelings or attitudes toward the listener. In this review, the guest’s tone is warm and appreciative, and the implications are that the villa provided peace, comfort, and emotional satisfaction. These choices go beyond facts, highlighting the reviewer’s personal responses. This emotional layer enriches the review and helps future guests understand the meaningful and enjoyable experience they might expect.

Data 5

The place is very nice and elegant and all the details are very sweet. The furniture is clean and new. The place is arranged to the farthest side of the street. All you need. There are coffee shops, restaurants and shops. The place is very wonderful. The location connects you to the house, but enter the car, it is difficult for the narrow entrance, but go back and re-visit the place.

The sentences “The place is very nice and elegant and all the details are very sweet,” “The place is very wonderful,” and “go back and re-visit the place” show affective meaning because they express the guest’s personal emotions and satisfaction. Words like “nice,” “elegant,” and “wonderful” are not neutral; they communicate happiness and appreciation. Saying they want to “go back and re-visit the place” highlights a strong emotional connection, showing the stay left a lasting, positive impact.

According to Latifah et al. (2023), affective meaning is the emotional association or impact of words, often revealing the speaker’s personal feelings or attitude. In this review, the tone is warm and appreciative, filled with positive emotions. The implication is that the villa offered more than just comfort and convenience it created an experience that was emotionally rewarding and memorable. The reviewer’s intention is to show gratitude and attachment, while the implication is that the stay was so enjoyable it feels worth repeating.

Data 7

The path to get into the house has a great feeling. The design of the house is amazing, the movement line is particularly smooth, the space is very high, it is very high. At night, the music is very good. The lights and walls are also very textured... The house is fully equipped, and the host has a heart. The location is good, just a lively street out. Absolutely loved it, recommended.

The sentence “The path to get into the house has a great feeling” shows affective meaning because it shares the guest’s emotional reaction, not just a physical description. Saying it has a “great feeling” suggests the path gave a pleasant or memorable vibe. Similarly, “The design of the house is amazing” reflects strong appreciation for the villa’s look. The phrase “the host has a heart” shows emotional warmth, meaning the host was kind and caring. Even the simple “The location is good” reveals satisfaction, while “Absolutely loved it, recommended” expresses joy and a strong positive feeling about the stay. According to Rais et al. (2019), affective meaning is a type of associative meaning that goes beyond literal content, linking language to emotional and social experiences. As Leech notes, affective meaning comes from personal feelings and attitudes, often seen in expressive words or interjections. From the review, the tone is enthusiastic and confident, showing a strong emotional connection that leads the guest to publicly endorse the villa. The implication is that the stay was meaningful, enjoyable, and memorable. By expressing admiration, warmth, and satisfaction, the reviewer goes beyond simple description they reveal how the villa made them feel, which is especially powerful in hospitality, where emotions strongly shape decisions.

Data 8

The Villa it is pretty nice, The location is good, the host is kind and the Cleaning Team very precise and nice.

The sentences “The Villa is pretty nice,” “The location is good,” and “the host is kind” show affective meaning because they reflect the guest’s personal feelings about their stay. Saying “pretty nice” conveys a mild but positive impression of the villa. “The location is good” shows satisfaction with where the villa is situated, while “the host is kind” expresses warmth and appreciation for the host’s friendliness. Hu et al. (2019) highlight that affective meaning is closely tied to a word’s conceptual base, as words often carry both descriptive (conceptual) and evaluative (affective) functions (Bühler, 1990; Clore & Ketelaar, 1997; Kövecses, 2003). Here, the reviewer’s tone is understated but content, suggesting the villa met their expectations in a pleasant way. The implication is that although the location may not have been extraordinary, it still contributed positively to the guest’s comfort and overall satisfaction.

Data 9

Very happy with our stay! Would stay again

The sentence “Very happy with our stay! Would stay again” shows affective meaning because it communicates the guest’s emotions rather than just facts. The phrase “very happy” reflects satisfaction and joy, while “would stay again” emphasizes that the experience left such a strong positive impression that the guest wants to return. This goes beyond description to show trust and approval. Kurniasih et al. (2024) explained that affective meaning arises from the emotional reactions of readers or listeners to certain word choices or sentence structures, making it closely tied to style and emotional expression. Here, the reviewer’s intention is to share satisfaction and endorse the villa. The tone is upbeat and appreciative, and the implication is that the stay was enjoyable enough to inspire loyalty and repeat visits. Such affective meaning makes the review powerful in hospitality contexts, as it helps future guests anticipate not only the experience itself but also the emotions they might feel.

Data 10

I recommend this place!

The sentence “I recommend this place!” is a clear example of affective meaning because it conveys the guest’s personal approval and satisfaction. Rather than simply stating a fact, it shows trust and a positive emotional response strong enough to endorse the villa to others. Though short, the phrase carries emotional weight by expressing confidence, happiness, and encouragement. Rafael et al. (2024) explained that affective meaning refers to the emotional response evoked in the reader or listener by certain word choices, shaped by dimensions such as evaluation, potency, and activity. This type of meaning goes beyond literal content, emphasizing the mood or feeling that language generates. Here, the reviewer’s intention is to recommend the villa based on their positive experience. The tone is direct, confident, and approving, while the implications are that the stay not only met but may have exceeded expectations. The emotional impact of this short endorsement makes it especially persuasive in hospitality reviews, as it signals to future guests how satisfying and meaningful the experience could be.

Data 11

Awesome villa and host! Greg was very responsive and accommodating with our needs. This villa is gorgeous! Very cute little touches to enlighten us during our stay, like the pajamas, the diffuser, the guestbook etc.. Location is unbeatable, close to everything, yet private and quiet enough, despite of some construction that's been going on just like everywhere else now in bali... we loved every minute of it!

The sentences “Awesome villa and host!”, “This villa is gorgeous!”, and “We loved every minute of it!” are strong examples of affective meaning because they highlight the reviewer’s emotions rather than neutral facts. Words like “awesome” and “gorgeous” express admiration and excitement, while “We loved every minute of it!” shows deep emotional connection and ongoing satisfaction throughout the stay. These phrases demonstrate how language can reflect personal feelings of joy, enthusiasm, and appreciation. Abbas et al. (2024) explained that affective meaning represents both the writer’s emotions and the emotional effect those words create for the audience. This applies directly here, as the reviewer’s enthusiastic tone is likely to influence future guests by evoking positive emotions. For instance, “Awesome villa and host!” goes beyond description it conveys admiration and attachment, suggesting that the villa and host exceeded expectations. Similarly, “This villa is gorgeous!” reflects not only visual beauty but also emotional delight, as the word gorgeous carries connotative and affective depth. Finally, “We loved every minute of it!” reinforces a sense of complete satisfaction and enjoyment, framing the stay as a memorable, emotionally fulfilling experience. Therefore, these affective expressions serve to communicate more than opinions they project enthusiasm, trust, and emotional resonance. The tone is celebratory and warm, while the implication is that the villa offers not just comfort but an experience capable of creating lasting happiness. This kind of emotionally charged feedback is persuasive, helping potential visitors anticipate a similarly joyful and rewarding stay.

Data 12

The villa was beautiful and clean. It was very near the beach to walk to and close to amazing restaurants. The villa had everything we needed. Gregory was responsive and helpful. Ensure you tell your driver to put in the sat nav Tiga restaurant and then you can walk across the street to the villa down a pathway where you see a blue sign that says Eva

suites and stay to the left then follow the directions Gregory sends to you. You will love it! Our driver Ainun is the best driver in Canggu.

The sentences “The villa was beautiful and clean,” “Gregory was responsive and helpful,” “You will love it!”, and “Our driver Ainun is the best driver in Canggu” are clear examples of affective meaning because they convey the reviewer’s emotions and attitudes rather than presenting neutral facts. Describing the villa as “beautiful” and Gregory as “helpful” reflects appreciation and satisfaction, while “You will love it!” directly appeals to future guests with enthusiasm. Referring to Ainun as “the best driver in Canggu” goes beyond description, offering a warm and emphatic compliment that expresses gratitude and admiration. Natasia (2020) explains that affective meaning highlights the speaker’s personal emotions or attitudes, communicated through tone, word choice, and context. In this review, the language does more than share information it fosters an emotional connection, encouraging potential guests to feel the same excitement and trust. The intentions behind these sentences are to praise the stay and endorse it positively, the tone is warm and appreciative, and the implications suggest that the experience was not only comfortable but also emotionally rewarding. Such affective expressions strengthen the persuasive power of the review, making it engaging and influential for future travelers by showing that the villa and its services created a meaningful, memorable impact.

4. Social

Social meaning reflects how language is used to indicate social status, level of formality, dialect, or group identity. Social meaning can be shaped by word choice, pronunciation, grammar, or tone, and it often varies depending on factors like age, gender, profession, or cultural background (Leech, 1981). There are 2 social meanings found from 12 reviews.

Data 3

I had a great stay at the villa. The he only issue was finding it on the maps, location isnt on any map, therefore difficult to find but otherwise everything was perfect! Its an amazing villa matching the photos and superclean! Host was very nice and responsive! Would def stay there again!

The sentence “Would def stay there again!” illustrates social meaning because the use of “def” (a shortened form of definitely) signals more than just the guest’s intent it reflects the social context of their communication. The abbreviation “def” is widely used in casual, online, or conversational settings, especially among younger generations who often favor slang and shorthand. By choosing this word, the reviewer not only communicates strong approval but also adopts a relaxed, informal style that signals a youthful, digital-oriented social identity. Martinius (2023) defines social meaning as the type of meaning conveyed by language in relation to its social context, where interpretation depends on our awareness of stylistic choices, dialects, and variations in use. Certain words or forms of expression can reveal information about the speaker’s background, social group, or communicative intention. In this case, “def” marks the reviewer’s alignment with informal, online communication norms, while also adding to the authenticity of the review. The intention behind this phrasing is to show excitement and strong approval in a relatable way. The tone is casual, enthusiastic, and conversational. The implications are twofold: first, that the reviewer had a positive and memorable experience they are eager to repeat, and second, that the choice of wording makes the review feel genuine and unpolished,

appealing particularly to audiences familiar with digital or youth-centered communication styles. This highlights how social meaning operates not just transmitting information, but also signaling identity, community, and attitude.

Data 11

Awesome villa and host! Greg was very responsive and accommodating with our needs. This villa is gorgeous! Very cute little touches to enlighten us during our stay, like the pajamas, the diffuser, the guestbook etc.. Location is unbeatable, close to everything, yet private and quiet enough, despite of some construction that's been going on just like everywhere else now in Bali... we loved every minute of it!

The Airbnb review sentence “just like everywhere else now in Bali” demonstrates social meaning because it goes beyond description to reflect a broader cultural and social reality namely, the widespread construction occurring across Bali. Rather than functioning only as a factual statement, the phrase signals the reviewer’s awareness of a shared situation and positions them within a community of travelers who recognize this common issue. According to Fata et al. (2024), social meaning is the meaning conveyed by language in relation to its social context. It reflects how linguistic expressions help construct and organize social relations and how they mirror broader social conditions. In this case, the phrase highlights a collective understanding: construction is no longer an isolated inconvenience but a normalized and widely acknowledged aspect of the Bali travel experience. The intention behind this expression is not only to describe the villa’s surroundings but also to connect the reviewer’s perspective with the experiences of other travelers. The tone is slightly critical yet resigned, suggesting that ongoing development in Bali is both unavoidable and widely recognized. The implication is that construction has become part of Bali’s landscape, shaping visitors’ experiences across the island.

5. Reflected

Reflected meaning, the kind of meaning that arises when a word has multiple senses or interpretations, and one meaning reflects or influences how another is perceived, often unintentionally. This often occurs when a word has a secondary meaning that affects its primary sense (Leech, 1981). There are 3 reflected meanings found from 12 reviews.

Data 2

Crazy! It was absolutely perfect! Also the location is perfect!!!

The word crazy functions as an example of reflected meaning. Conceptually, crazy denotes a state of mental instability or irrationality. However, in this review it is used as an intensifier, meaning extremely or unbelievably. The original negative association of mental instability reflects onto the positive figurative sense, producing a powerful and emphatic expression of excitement. As Martinius (2023) explains, reflected meaning arises when multiple conceptual senses interact, so that one sense of a word influences how we respond to another. In this case, the literal sense of irrationality “bleeds into” the figurative sense, amplifying the emotional impact of the praise. The tone created is informal, conversational, and expressive, which makes the review more engaging and relatable. The implication is that the reviewer is not only satisfied but overwhelmingly amazed. Additionally, the choice of crazy reflects cultural and generational influences, since its use as an intensifier is common in modern, informal English. This positions the reviewer socially within a speech community that relies on expressive exaggeration to communicate enthusiasm, showing how reflected meaning operates in real communication.

Data 8

The Villa it is pretty nice, The location is good, the host is kind and the Cleaning Team very precise and nice.

In the Airbnb review “The Villa is pretty nice”, the word pretty illustrates reflected meaning. Conceptually, pretty describes physical attractiveness, usually applied to appearance. In this context, however, it reflects a different sense, meaning fairly or moderately. Similarly, the word nice is often associated with personality or politeness, but here it reflects a broader sense of comfort, satisfaction, and pleasantness. Shaikh et al. (2024) explain that reflected meaning occurs when one sense of an expression carries associations from another, influencing interpretation. The reviewer’s intention in using pretty nice seems to be to provide a balanced opinion positive, but not overly enthusiastic. This phrasing avoids extremes, signaling satisfaction without exaggeration.

The tone of the phrase is casual, polite, and slightly reserved, in contrast to more dramatic reviews that use intensifiers such as crazy or absolutely perfect. Instead, pretty nice projects friendliness and honesty, which enhances the review’s trustworthiness. On one level, the words retain their original senses (pretty tied to appearance and nice tied to personality), but in this context they shift into new shades of meaning, demonstrating how reflected meaning enriches communication.

Data 10

I recommend this place!

In the sentence “I recommend this place!”, the word place demonstrates reflected meaning because it carries more than one possible interpretation. Literally, place refers to a physical location or position. However, in this context, it reflects a broader sense: it not only points to the villa’s physical setting but also encompasses the full experience, including the accommodation, the host, and the overall atmosphere. Susanthi (2020) explains that reflected meaning arises when one sense of a word overlaps with or influences another, allowing multiple conceptual meanings to coexist. Here, place functions as a condensed expression that captures both the literal and experiential aspects of the stay. The reviewer’s intention is to provide a strong endorsement in a concise and accessible way. The tone is direct, positive, and enthusiastic, and the implications go beyond recommending just the villa itself. By choosing place instead of specifying only the property or location, the reviewer communicates that what they are endorsing is the complete package of their stay. This makes the review more persuasive, as it suggests that several elements comfort, service, and atmosphere worked together to create satisfaction.

6. Collocative

Collocative meaning, This refers to the associations a word gains because it frequently appears together with certain other words (Leech, 1981). There are 3 collocative meanings found from 12 reviews.

Data 7

The path to get into the house has a great feeling. The design of the house is amazing, the movement line is particularly smooth, the space is very high, it is very high. At night, the music is very good. The lights and walls are also very textured... The house is fully equipped, and the host has a heart. The location is good, just a lively street out. Absolutely loved it, recommended.

In the review, the phrase “fully equipped” demonstrates collocative meaning. On its own, fully means complete or whole, while equipped refers to being prepared with the necessary tools, items, or features. When combined as fully equipped, the words frequently occur together to describe houses, kitchens, or rooms that provide everything a guest might need. This collocation helps readers picture the villa as convenient and ready for immediate use. Similarly, the phrase “lively street” also reflects collocative meaning. The word lively alone means full of life or energy, while street simply refers to a public road. When paired, however, lively street evokes an image of a busy, energetic, and socially active environment. Shaikh et al. (2024) note that collocative meaning refers to associations between words that often occur together in particular contexts. By using collocations like fully equipped and lively street, the reviewer creates a description that feels both natural and vivid. The tone is descriptive yet accessible, allowing readers to connect the review to their everyday experiences. The implication is that the villa is not only functional and well-prepared but also part of a vibrant setting, making it sound both reliable and appealing.

Data 5

The place is very nice and elegant and all the details are very sweet. The furniture is clean and new. The place is arranged to the farthest side of the street. All you need. There are coffee shops, restaurants and shops. The place is very wonderful. The location connects you to the house, but enter the car, it is difficult for the narrow entrance, but go back and re-visit the place

In the review data, the phrase “narrow entrance” illustrates collocative meaning. The word narrow often associates with physical spaces such as street, alley, passage, or entrance, typically implying restriction or difficulty of movement. Similarly, entrance frequently collocates with words like main, front, gate, or door, which suggest accessibility and entry. When combined as narrow entrance, the phrase conveys a sense of limitation and inconvenience, particularly relevant in the context of driving a car into the property. Afzal et al. (2024) explain that collocative meaning arises from words that regularly appear together, forming associations that extend the meaning of each term. In this case, the collocation not only provides a physical description but also reflects the guest’s lived experience of slight discomfort when accessing the villa. The intention behind this choice of words is to offer a practical and honest account of the stay. While the review emphasizes positive aspects such as the villa’s cleanliness, elegance, and amenities, the mention of a narrow entrance introduces a minor but noteworthy challenge for future guests. The tone is descriptive yet slightly cautionary: the reviewer is not critical, but instead provides balanced feedback, ensuring transparency. This creates a trustworthy review that highlights both strengths and practical limitations of the property.

Data 4

The villa is a little oasis in the heart of Canggu. Location is excellent 1minute walk to best cafes and restaurants in Jl.Neyalan. And 5 minutes walking distance to the beach. Every part of the villa is spotless clean and beautiful decorated. We definitely will come back and recommend this villa. Gregory and staff is very kind and responsive.

In the review, the phrase “come back” demonstrates collocative meaning because the combination of the two words creates a meaning that differs from their individual uses. On its own, come means to move or travel toward a place or person, while back refers to returning to a previous position or state. When paired as come back, the phrase conveys not just movement but the idea of returning to a place already visited. In the review context, come back does more than describe a physical return. It expresses the guest’s positive feelings and emotional connection to the villa. Fata et al. (2024) note that collocative meaning arises when certain words naturally pair together, shaping meaning in ways that isolated words cannot. Here, the collocation highlights genuine appreciation and suggests that the experience was enjoyable enough to inspire future loyalty. The intention behind this phrase is to emphasize satisfaction and subtly recommend the villa to others by showing it is worth revisiting. The tone is warm, appreciative, and emotionally engaged. By stating they will come back, the reviewer communicates enthusiasm and gratitude, giving the review a personal and heartfelt quality that makes it both persuasive and trustworthy.

7. Thematic

Thematic meaning, This refers to how the organization or structure of a sentence can affect the focus or emphasis of the message being communicated (Leech, 1981). There are 2 thematic meanings found from 12 reviews.

Data 4

I had a great stay at the villa. The he only issue was finding it on the maps, location isnt on any map, therefore difficult to find but otherwise everything was perfect! Its an amazing villa matching the photos and superclean! Host was very nice and responsive! Would def stay there again!

The sentence “I had a great stay at the villa” illustrates thematic meaning because its structure places emphasis on the guest’s personal experience. Beginning with the pronoun “I” foregrounds the reviewer’s perspective, making the statement subjective and centered on their own satisfaction. This organization guides the reader to see the guest’s enjoyment as the most important part of the message before any later critique. As Fatwansyah et al. (2022) explain, thematic meaning arises when sentence structure directs how interpretation is focused. If the sentence were structured differently such as “The villa gave me a great stay” or “At the villa, I had a great stay” the emphasis would shift toward the villa itself or the location rather than the personal experience. The intention behind the chosen structure is to establish credibility and relatability. By leading with personal satisfaction, the reviewer creates a warm, authentic tone that balances later comments about challenges with location. This way, the review remains fair, appreciative, and persuasive for future guests.

Data 10

I recommend this place!

The sentence “I recommend this place!” demonstrates thematic meaning because its structure places emphasis on the reviewer’s personal authority in giving the recommendation. Beginning with the pronoun “I” highlights the reviewer as the source of evaluation, making the statement feel authentic and trustworthy. Thematically, the focus is not only on the villa itself but also on the fact that the endorsement is grounded in the reviewer’s direct experience. As Taek (2024) explains, thematic meaning emerges when

sentence structure shapes what is emphasized in communication. If the sentence were written as “This place is recommended by me” or simply “This place is recommended,” the emphasis would shift to the place rather than the reviewer’s active voice. The implication of this structure is that the review comes across as genuine and personal, which encourages readers to trust the reviewer’s perspective. The intention is to share satisfaction while persuading potential guests that the villa is a reliable and enjoyable choice.

CONCLUSION

Based on the analysis of 12 Airbnb reviews written between October 2024 and May 2025 (data 1–12), a total of 8 conceptual meanings, 5 connotative meanings, 11 affective meanings, 2 social meanings, 3 collocative meanings, 3 reflected meanings, and 2 thematic meanings were identified. The results show that affective meaning is the most common, showing that guests often highlight their feelings and personal experiences in reviews rather than only giving factual details. The answer to the first question of the study shows that affective meaning appeared most often in reviews such as data 1, 2, 3, 4, and 5, where guests expressed strong emotions like excitement or satisfaction. Conceptual meaning appeared in reviews like 1, 3, 4, 5, and 6, providing objective information about the villa’s location or facilities. Connotative meaning was found in reviews like 4, 6, and 11, where symbolic associations made the descriptions more expressive. Social meaning, which appeared in reviews 1 and 3, reflected how reviewers connected their stay to social conditions, such as construction or local surroundings. Reflected meaning, seen in data 2, 8, and 10, showed how words with double meanings created layered and colorful interpretations. Collocative meaning, in data 4, 5, and 7, appeared in familiar word pairings. Lastly, thematic meaning, found in data 3 and 10, demonstrated how sentence structure shifted the focus to either the reviewer’s personal experience or their recommendation. To answer the second question, the findings explain how these meanings are communicated in the reviews. Many guests used emotional or enthusiastic expressions these affective expressions turned the reviews into personal stories that revealed how the guests felt. In some cases, such as in data 4 and 6, affective meaning worked together with conceptual or connotative meaning, making the reviews both factual and emotionally engaging. In conclusion, affective meaning appeared most frequently, followed by conceptual and then connotative meaning. This shows that Airbnb guests often rely on emotional storytelling to communicate their experiences. By sharing feelings along with facts, reviewers create trust and relatability, which can shape how future guests see the property, increase its appeal, and influence booking decisions.

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