

**Semantic Analysis on The First Lady of America's Speech
"Condemnation of Bullying"**

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ABSTRACT

This research aims at describing the semantic aspects found in the first lady of America's speech, Melania Trump, regarding condemnation of bullying in United Nation speech. The study uses a descriptive qualitative method because the researcher would analyze and interpret the research object of speech content. The step to collect the data source is from Melania Trump's speech and Internet. The researchers select the speech which contain of semantic, read and take notes of the content to understand the speech, analyzes the collected data then makes conclusion. The result of this research is related to the lexical meaning while related to the contextual meaning. The researchers expect this research will be useful for the other researchers who are eager to know more about semantics. Moreover, semantic is an important branch of linguistics that is interesting to be studied, especially when it is applied to literary works.

Keywords: semantics, speech, condemnation, bullying

Introduction

First Lady Melania Trump conveyed a speech at the United Nations General Assembly on 20th September 2017 on the importance of uniting for the good of the world's children as well as how to raise them to become adults "with true moral clarity and responsibility." This became her first appearance after being a first lady of America. She also called on world leaders to teach youth the importance of The Golden Rule: Do unto others as you would have them do unto you. Her appearance raised a lot of public attention because of the image of her husband Donald Trump who is currently president of the United State. Much of the controversy caused by Donald Trump that is also dragged her wife Melania Trump to be a matter of discussion by others. especially in the field of linguistics, the contents of the speech from Melania Trump is very interesting to discuss because it has many meanings that can be described in semantic study. Therefore, the researchers decided to take a Melania Trump's speech about condemnation of bullying as the data to be discussed in this journal.

Semantic analysis in the content of speech begins with the analysis of words arranged in it. Semantics is linguistic disciplines that discuss in depth the meaning system (Pateda, 2010: 65). This means that in semantics, language is studied in terms of meaning. Either the meaning is based on structural, or image. Where images are very relative, depending on one's understanding point of view. Meanwhile, according to Verhaar (2006: 13), semantics is a linguistic branch that discusses the meaning, both lexical and grammatical meaning. Semantics are divided into grammatical semantics and lexical semantics. The meaning arised because of the function of a word in a sentence while the lexical meaning is, the meaning of a word is in a word that stands alone. This type of meaning can be distinguished based on several criteria and point of view. Based on the type of semantics, it can be distinguished between lexical meaning

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and grammatical meaning. Based on whether or not there is a referent in a word, there can be distinguished referential and non-referential meanings. Based on whether or not there is a sense value in a word, there can be distinguished connotative and denotative meaning.

Based on the accuracy of its meaning can be distinguished the meaning of terms or general meanings and special meanings. In addition to the division, the type of meaning can also be classified into two types, namely lexical meaning and contextual meaning. In semantic analysis, language is unique and has a close relationship with the speakers' culture. This means that an analysis of a language cannot be used to analyze other languages. In addition, a word does not only refer to one word. But it can also refer to other meanings. For example is the word "poison", can be interpreted as "poison" can also be interpreted as "capable". Depends on the context of the sentence. This is one of the difficulties in assessing the meaning of words, especially when analyzing the meaning of a speech content. Likewise with the content of Melania Trump's speech about the condemnation of bullying who is the wife of the American president Donald Trump while making her as the first lady of America, but the many controversies caused by Donald Trump make it a topic of concern about it. In addition to the choice of words, style of language, and diction, the meanings contained therein are very interesting to discuss.

METHOD

Bogdan and Taylor (in Moleong, 2006: 4) stated that qualitative research is a research procedure that produces the descriptive data in the form of written or oral words from the participants and observable behavior. This study used the qualitative research because the data obtained is in the form of descriptive data and provide a systematic, factual and accurate description of meaning interpretation in a semantic study on the first lady of America Melania Trump's speech on September 20, 2017. In addition, the researchers used the Literature study to find the data sources by studying theoretical problems from various literatures that the researchers collected from the various sources.

Data collection techniques in this research were the video of Melania Trump's speech. The researchers downloaded the initial data of Melania Trump's speech and then record the data in writing. Data analysis techniques in this study through several stages, there were:

1. Data reduction or data sorting techniques.

Initially identified as the unit of the smallest part found in the data that has the meaning when it is related to the focus and problem of the research.

2. Data categorization techniques.

After that, the data that has been collected and arranged in categorization is sorting each unit into parts that have similarities.

3. Interpretation techniques.

Furthermore, the data that has been given coding will be interpreted by the researchers in accordance with the hypothesis that has been found.

This research was carried out by analyzing the meaning of words based on semantic study. Analyzing data is by looking for some references of previous research and comparing with the results of the analysis of the researcher. The comparison of the

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differences and similarities of data is carried out, so that more accurate research results are obtained. The search for references from the previous study was carried out with the aim that the results of this research did not seem to be making it up, so that comparison could be made because the meaning analysis depends on the researchers' understanding of the semantic concept itself.

Discussion

Leech (1974: 19) reveals that there are seven types of meanings, namely conceptual meaning, connotative meaning, stylistic meaning, affective meaning, collocative meaning, reflective meaning, and thematic meaning. In this section the first lady Melania Trump's speech will be discussed with that seven types of meaning.

1. Conceptual Meaning

Conceptual meaning is a logical meaning. This meaning is often referred to as lexical or denotative meaning. So called because the meaning refers to the literal meaning contained in the dictionary so that its meaning is cognitive. In the First Lady of America Melania Trump's speech, there are many words and sentences that are conceptually meaningful, they are:

I'm honored to serve as first lady of the United States
(First paragraph, second sentence)

Conceptual is defined as things related to concepts. Conceptual meaning is the meaning that is owned by a lexeme regardless of any context or association. It can also be said that, conceptual meaning is the meaning that exists in a word that is not dependent on the context of the sentence. conceptual meaning is the word 'first lady' namely 'man of woman and adult', 'partner of the most influential man in one country', 'dignified woman who comes from among the rich', 'leader of a country', partner of leader a country'.

2. Connotative Meaning

Connotative meaning is the meaning that has received an addition. Basically, it is a conceptual meaning, but after getting certain additions it becomes a connotative meaning. The connotative meaning is also considered to have more communicative value than the conceptual meaning.

The most important and *joyous* role I've ever had is to be a mother to my young son and what could *possibly* be more *essential* focus in everyone's life than that of loving, educating and bringing up our next generation to be happy, *productive* and *morally responsible* adults? Together we must acknowledge that all too often it is the *weakest*, most *innocent* and *vulnerable* among us, our children, who *ultimately* suffer the most from the challenges that plague our societies. Whether it is drug *addiction*, *bullying*, poverty, disease, *trafficking*, *illiteracy* or *hunger*, it is the children who are hit first and *hardest* in any country. And as we all know, the future of every nation rests with the promise of their young people.

(Second paragraph)

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In the second paragraph, the italic words are the examples of connotative meaning. The italic words are no longer the original or basic word because they have been added by affixes which makes the meaning of the word changes. Like the word "joyous" which means more or one level more than the original meaning "joy".

3. Stylistic Meaning

Stylistic meaning is the meaning that shows the social environment of the users. This is related to the speakers. The meaning of stylistics is closely related to the dialect used by speakers so that the speakers' geographical and social environment can be known. The stylistic meaning found in Melania Trump's speech was when she said the opening greetings and closing greetings. Melania Trump opened the speech by saying

I would like to welcome and thank all of you for joining me here today.

(First paragraph, first sentence)

This is indeed natural because Melania Trump is not an Islam, but a Christian. Then, at the conclusion of her speech, she said

God bless our children, God bless our nations and God bless the United States of
America

(Last paragraph)

4. Affective Meanings

Affective meaning is the meaning related to people's feeling when they hear or read the certain words. Feelings that arise can be positive or negative. This meaning, in speech, is related to the emphasis or intonation when speaking or reading so that it can create a different impression to the listeners.

In this sentence, Melania Trump expressed her gratitude and invited all the *I would like to welcome and thank all of you for joining me here today*. I'm honored to serve as first lady of the United States and I look forward to sharing with each of you my sincere hopes for all that *we will be able to do together to promote peace, human rights and human dignity, leaving no one behind, especially not our children*.

(First paragraph)

audiences to promote peace, human rights and human dignity, leaving no one behind, especially to American children. This makes the audience feel involved in the good in eradicating the bully delivered by Melania Trump.

5. Collocative Meaning

Collocative meaning is the meaning which consisted of an association caused by the meanings that appear in their environment. This meaning is related to the meaning of a pair of words commonly used, for example, beautiful women and handsome men.

If you look at *the present state of children* in any society, we will see the future that our world can expect tomorrow. Show me your civic lessons of today and I will show you your *civic leaders* of tomorrow. Show me your *history lessons* of today and I will show you your *political leaders* of tomorrow. Show me the loving bonds between your *families* today and I will show you the patriotism and moral clarity of your nation tomorrow. Our choices on how we raise and educate our

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children will in fact provide the blue print for the next generation.

(Third paragraph)

The italic words is the collocative meaning found in Melania Trump's speech. The italic words are those forms which are unity that arise because of the associations that appear in each of their environments. Like the word "*civic leader*" which means one but consists of several members, such as: governor, mayor, village head, sub-district head, etc.

6. Thematic Meaning

Thematic meaning is the communicated meaning according to the way of speaker or writer arranges the message. This can be seen in the order, focus, and emphasis. This meaning is related to the science of syntax which deals with sentence.

If we do not advocate a love of country to our children and the generations to come, then why would our children grow up to fight for their country's founding principals and moral truths

(Fourth paragraph, first and second sentence)

From this speech, Melania Trump placed the subordinative clause before the main sentence. She emphasizes more on the role of adults in children. Thus, the role of adults is more likely to influence the bully.

Table 1. types of meaning in Melania Trump's speech about Condemnation of Bullying

Types of Meaning	Word
Conceptual Meaning	First lady, Mother, Son, Generation, Plague, Drug, Poverty, Disease, Country, Nation, Society, Moral, Love, Charity, Youth, Globe, Street, World, Mistake, Empathy, Message, Market,
Connotative Meaning	Joyous, Possibly, Essential, Weakest, Innocent, vulnerable, Ultimately, Addiction, Hunger, Hardest, Political, Patriotism, Importance, Humanity, Responsibility, Leadership, Parenthood, Adulthood, Communication, Kindness, Mindfulness, Integrity, Opportunity, Ethical, Merely, Accountable, Golden, Imperative, Epidemic, Stalked, Frightened, Terrorized, Bullied, Isolated, Guidance, Educational, Collaboration
Stylistic Meaning	I would like to welcome and thank all of you for joining me here today. God bless our children, God bless our nations and God bless the United States of America
Affective Meaning	I would like to welcome and thank all of you for joining me here today. We will be able to do together to promote peace, human

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	rights and human dignity, leaving no one behind, especially not our children.
Collocative Meaning	Young people, Responsible adults, Present state of children, History lessons, Political leaders, Families, Societies, Moral truths, Generations, Town halls, Ethical lessons, Community
Thematic Meaning	<p>If we do not advocate a love of country to our children and the generations to come, then why would our children grow up to fight for their country's founding principles and moral truths</p> <p>If we do not teach our children the importance of helping those less fortunate — wherever they may be — then why would they become caring adults who dedicate themselves to charity?</p> <p>With all my heart, I want to thank you, each one of you, for being here today</p> <p>To achieve this we must come together for the good of our children, because through them our future will be defined.</p>

Conclusion

Melania Trump as a First Lady is so eagerly awaited for her speech, because her husband, Donald Trump's figure is very controversial and often reported in various media. After Donald Trump is elected as the President of United States, the figure of his wife, Melania Trump could not be separated from the public spotlight. This speech is Melania Trump's first speech as a First Lady. Being a Lady First from a superpower man in the world, the rhetoric is very important because it is a powerful weapon to influence people. The choice of words that culminate in the meaning of a speech is something that must be concerned to a First Lady. She does not let people mistakenly guess and interpret her speech because of bad word choices that lead to ambiguous meanings.

In her speech entitled "Condemnation of bullying", there are at least six meanings of the seven meanings expressed by Leech found in the inaugural speech of Melania Trump. From the analysis that has been presented, there are three most dominant types of meaning used by Melania Trump in her speech, namely connotative meaning, conceptual meaning and collocative meaning. These meanings can build a good speech so that Melania Trump's idea to make bullying in America be reduced, can be conveyed quite well.

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