

# REPLACEMENT OF 'DELICIOUS' EXPRESSION: DENOTATIVE-CONNOTATIVE MEANING ANALYSIS

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## Abstract

*The study of meaning concerns the two branches of oral and written communication systems. Through the study of denotative and connotative meanings to understand someone's utterances. This study aims to provide a broader understanding of the urgency of modification. According to narration through understanding connotative and denotative meanings. This study uses a qualitative descriptive system. Implicitly, denotative-connotative substances give rise to purposes that are not always the same. Although they are types of the same word or referred to by a similarity, they have different meanings. This difference in meaning can then be translated based on connotative and denotative meanings through the three videos used in the research. In datum one, what found it was found to use positive connotative meaning eight times, negative connotative meaning six times, and denotative meaning four times. In datum number two, ten words with positive connotations were found, and three denotative substances were used, but no negative connotations were found in the second datum. In the third datum, there are fifteen positive connotative meanings and two denotative usage words.*

**Keywords:** *Connotative, denotative, expression*

## INTRODUCTION

Analyzing the use of language is very important to be able to achieve goals in the communication system as the understanding meaning provides insight into how one builds proficiency and understanding of that language. For example, when someone writes or says something, the reader or listener can conclude based on the information available about that sentence. Speakers and listeners must understand several levels of meaning to get the same point of view when the meaning is concluded what people are saying.

Studying the language will also affect in choosing the appropriate words, especially for a content creator who has to create his speech so that it can be easily heard and understood by academic and non-academic

circles. In choosing words to attract listeners' sympathy, a content creator will select the best possible terms to make the content meaningful and interesting. However, listeners also need to analyze further to determine the modifications in understanding the meaning taken from Leech's theory. That argues of understanding utterances and words avoid misunderstandings. The implementation of denotative and connotative analysis clarifies the definition further.

The denotative meaning is patent and appropriate in the dictionary. Kinds of the connotative meaning is an additional meaning that contains value feeling implied in a word. The purpose of denotative and connotative meanings is to understand and interpret a speech more deeply so there is no

misunderstanding. According to Saifuddin (2018), how someone speaks is usually considered a characteristic of attachment to someone. However, not many people can interpret those characteristics, leading to misunderstandings. Speech comprehension through denotative and connotative meanings will make it easier for speakers and listeners to achieve communication goals so that a two-way communication system can be transparent.

From a linguistics point of view, this study used Mark Weins's Youtube Channel. He tries to have an understanding by expressing utterances through language so that all audiences can accept it. Mark Weins is a food blogger who is the object of this research. He is a native American who is involved in the world of YouTube. He tries to balance in chosen words so that his academic and non-academic audience can understand what he is saying. He tries to convince his listeners to believe that what he describes from the food tastes good so that his listeners believe because Mark also chooses words they can understand. Mark Weins is accessible to convey his goals in expressing each food.

This research is intended to provide a broader understanding of the urgency of a modified language according to the way speakers express utterances through understanding connotative and denotative meanings. This research assist to improve the understanding of linguistics. In understanding

the meaning of denotation and connotation, there is no misunderstanding between the speaker and the listener.

## **METHODS**

This research uses a qualitative descriptive system. According to Raharjo (2020), qualitative research develops using constructivist thinking methods that take action on research subjects by making meaning from events. This research also uses a research design that focuses on research and analytical data collection through research objects, which we found to answer the problem formulation in the previous chapter. The qualitative descriptive method serves to understand the research, develop theory, and describe the complexity and social reality. This method will be relevant to this research.

According to Suardi (2017), research using the descriptive qualitative method produces a firm, direct, rich description of an experience, perception, or event using a common language through a simple method of interpretation during the analysis process. Descriptive qualitative research objectives must be specific in describing the research results. Crocker (2009), qualitative methods depend on individual experiences interacting with the phenomena around them. Qualitative descriptive studies also depend on natural situations and conditions and various meanings.

Refers to the theory of Geoffrey Leech (1981), the representation of spoken and written language can represent the expression

of an idea, object, or picture of something. Leech also argues that words are small parts of spoken language that can have meaning and stand on their own, so listeners can speculate about the importance of each threat and the risk of being an essential part of what is called a sentence.

Focus on digging up information about the meaning of Mark Weins' the utterances in expressing the food as 'delicious,' which is translated into denotative and connotative research. I become a research instrument because I conduct research and process data, which will be obtained through independent analysis until the final research. The data taken from phenomena or habits of today's people who like to watch YouTube. Referring to <https://www.youtube.com/c/MarkWiens> channel. From a scientific perspective, Mark Weins strives to have the same understanding as his audience from all walks of life. Both academic and non-academic, to convince his listeners that the food is delicious.

One of the stages in each research process. With proper data collection, good research will have a high credibility value and vice versa (Raharjo, 2020). This study will start by watching Mark Weins' video in the USA edition category. Choose the three videos with the most likes and comments based on utterances that have word indications that connote the meaning of 'delicious,' which will be examined. Followed by re-watching the selected video by activating the subtitle feature to determine the

words to be analyzed.

This study adjusted to words with connotative and denotative meanings and positive-negative connotative meanings. Amaelia (2022) Generally, two types of word meanings can be analyzed: denotative and connotative. Connotative meaning is additional meaning or sense value contained in a word. Yogi Purnama's (2020) denotative and connotative meanings are divided into positive and negative. Positive connotative meaning is a figurative meaning in which the choice of words contains a positive element. In contrast, negative connotative is the choice of words that are considered bad or sound taboo to the listener. While the denotative meaning is meaning that does not contain any other meaning or value, briefly called literal meaning.

## **RESULTS AND DISCUSSION**

The researchers analyzed data taken through Mark Weins' youtube content on three videos in the "USA Food" category. In this study, we will examine more deeply through elaboration on associative meaning. Language differences have various types of meanings used in communication between people. In making this research more accessible, the associative meaning is divided into parts. This research will dig into Mark Weins's' utterances' in denotative and connotative meanings when he expresses the word 'delicious.' This study uses Leech's (1981) theory that the meaning of each person's

utterance consists of the intention to convey a message to others that presents an interaction of meaning. Understanding a meaning also depends on the context in which it is being conveyed.

Three videos in the "USA Food" category will be presented with numbers such as datum one, two, three, and so on to make it easier for readers to understand the findings. In every person's speech, sometimes someone will express something according to his feeling. Maybe the way of expressing it will sound negative, but also not necessarily the meaning contained is also really negative. This will be examined later so that each data finding will be explained from each denotative and connotative meaning based on the context Mark Weins is conveying.

Based on the table above, the use of meaning in the word 'delicious' is found in datum 1. Four words indicate denotative

meaning, eight words with a connotative positive, and six words with a negative connotative. In datum 2, I found three words with denotative meanings and 10 with positive connotative meanings. And datum 3 also found two words in denotative and 15 in positive connotative. It is evident that Mark Weins, in his speech, expresses the word 'delicious.' Many express it through positive connotative meaning.

### Dennotative meaning

According to Leech (1982), denotative is a patent meaning already in the dictionary. His understanding will follow the actual meaning or already in the dictionary. Because it is logical and essential, it makes denotative meaning easier for everyone to understand. To identify Mark Weins' utterances in a denotative meaning in expressing the word 'delicious'.

Utterances	Dennotative Datum 1
	Meaning
<p><i>maybe some ham and then i got it with a sausage i think it's the <u>andui</u> (<u>andouille</u>) sausage</i></p>	<p>The word andui (andouille) is the denotative meaning of a food ingredient made from minced meat and processed into sausages. In a denotative sense, the mention of the word andui can lead to food originating from America and made from pork and cooked using onions to create a delicious taste. By mentioning the food clearly, the denotative meaning can also be directly understood by people.</p>
<p><i>so much cheese milk i'm pretty sure there's at least like 20 pounds of <u>Velveeta</u></i></p>	<p>The word "Velveeta" also has a denotative meaning: a trademark with processed pasta or macaroni mixed with cheese sauce. This product comes from America. By mentioning a particular brand, it will be easier to understand its meaning.</p>

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<p><i>the herb in there um time could it be time or could it be um <b>oregano</b> something like that you definitely taste the herb</i></p>	<p>Found the word 'oregano,' which in its denotative meaning means additional spices derived from dry plants that can strengthen the taste of a dish. The denotative meaning of the word oregano is easier for listeners to understand and can imagine if in the food there is a mixture of the distinctive taste of oregano.</p>
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	Dennotative Datum 2
Utterances	meaning

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<p><i>there's also some aromatic spices in there i'm not sure if it's <b>nutmeg</b> or <b>cinnamon</b> it's like a dessert very sweet but it is really good</i></p>	<p>The words "nutmeg" and "cinnamon" are synonymous with condiments that can accentuate the taste of food, but nutmeg is usually used in heavy food mixes. In contrast, cinnamon is usually used in sweet combinations.</p>
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<p><i>oh you taste the flavor it has a very nice <b>herbal</b> flavor too and now i see the bay leaves in here too which is definitely contributing some of those aromatics</i></p>	<p>The word "herbal" is a type of denotation that uses the word to indicate that a preparation contains herbal ingredients that also contribute to the taste of the food so that listeners can imagine the taste of the food containing herbal elements in the concoction.</p>
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	Dennotative Datum 3
Utterances	meaning

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<p><i>the crispiness is attaching to every single piece of chicken until they start <b>floating</b> in that oil and transform from that batter</i></p>	<p>The word "floating" is a type of denotation where the choice of words clearly describes something in the liquid because the next word is followed by oil and a color change.</p>
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<p><i>the chicken tenders i mean it was made for just perfectly fitting into your mouth without any alteration to the <b>anatomy</b> of a chicken</i></p>	<p>The denotative word "anatomy" is part of the structure of living things, which in this case is the chicken. To point out that the chicken parts were perfectly cooked.</p>
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### Connotative Meaning

According to Leech (1981), it depends on the speaker's knowledge and beliefs and can be shared by any objective imaginary reference characteristic identified by the speaker. The use of positive and negative

words does not have a patent meaning, so sometimes it is found that positive words do not always have the same meaning, nor will negative meanings mean something bad. To identify Mark Weins' utterances in a denotative meaning in expressing the word 'delicious'.

Utterances	Connotative Datum 1	
	Meaning positive	Meaning Negative
<p><i>oh man that <b>smells unbelievable</b> as soon as you open that package with dirty rice which it looks like there's some minced meat in there and some spices it <b>looks incredible</b> and then also with the special greens maybe mustard greens or collard greens</i></p>	<p>In the speech above, the positive connotative meaning of smells unbelievable and looks incredible means food that unexpectedly smells and looks good.</p> <p>The speaker wants to point out that the smell of food is different from the usual smell, which can mean that something has a distinctive smell even before the wrapper is opened. The word looks incredible means the food is still interesting even when served with dirty rice.</p>	
<p><i>that just <b>melt</b> in your mouth and then this <b>amazing</b> smoky sausagey bacony flavor to it that just <b>blew</b> me away</i></p>	<p>The words 'melt', 'amazing,' and 'blowing' have positive connotations. Where the word is interpreted clearly. The word 'melt' is a description to denote the texture of a food. The word 'amazing' also means something extraordinary. The word 'blew,' which, if translated according to its connotative meaning, is something that fascinates.</p>	
<p><i>for dessert we got a peach cobbler all of us to share wow that's <b>gooey</b> and very <b>sticky</b> wow that is hearty and buttery and sweet</i></p>	<p>The words 'gooey' and 'sticky' have positive connotations. That both express something sticky. These two words are positive and imply something positive, a dish made of sugar and butter. Inserting it through the texture of the food will also make it easier for listeners to imagine the dish's texture.</p>	

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*by the umami of the on fire parmesan and **ladle** of butter and the herb in there*

The description of a spoon of butter has a positive connotation, describing food mixed with a spoon of butter which will also give a delicious taste. It also gives rise to a variety of different flavors, but at least with Mark Weins using a spoon of butter, it can be concluded that the butter liquid certainly has a delicious taste.

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*you can dip your bread into that butter **pool** there's an actual pool on the bottom there of butter and charred oyster shell*

The word 'pool' is a kind of positive connotation. The pool may be considered a place to exercise. You can imagine if the description using the word pool means a place filled with liquid, the liquid could be water, oil, or any form of liquid that can fill the shape of the container.

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*but then yeah truly the dish that i **cannot wait** to try is that smothered okra*

In a negative connotation, the word "cannot wait" indicates that a person is impatient. However, it is different if this connotative meaning is interpreted as someone who cannot wait to taste a dish. Therefore, it is necessary to understand that words often considered negative do not always mean bad.

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*celery in there **uh** you can tell that the okra is also partly making that*

The word 'uh' has a negative connotation where it is often seen as a means for someone to complain. Mark Weins used the word 'uh' to express his surprise when he added celery leaves to his food. Do not even use a lot of expressions when surprised. Using the word 'uh' sounds like a bluff to get the other person's attention. This is where Mark Weins bullies someone's curiosity to pay attention to himself in expressing the meaning of 'delicious.'

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***oh wow** yes that flavor **oh man** you immediately taste those simmered down the sauteed ingredients*

The words "oh wow," and "oh man" also have negative connotations. Both can be interpreted as someone's way of criticizing or complaining, but these two words are ways of being surprised by the taste of the food he eats.

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*you can taste the **fire** the oyster just melts in your mouth contrasted by the umami*

The word 'fire' has a negative connotation. Where the fire is a dangerous thing. The word fire expresses something hot. This means that the food has just been grilled over a large and blazing fire, but when it is in the mouth, it still feels charred because the food is so hot because it has just been cooked.

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*you get a great **punch** the butter the great balance richness of the butter and the oyster along with that acidity*

The word 'punch' has a negative connotation. Because if interpreted, hitting means an activity in hurting oneself and others. But the negative connotative meaning does not always mean bad. Using the word punch in his speech is not to mean he wants to be mean, which is combined with the word 'great punch the butter.' Tries to express the taste of butter.

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*this piece of bread too it's literally a butter **bath** and you're going to love it*

The word 'bath' has a negative connotation. Because in a speech, if it is not understood according to the context of the use of the word mandi, it will feel impolite, especially to express a food. The choice of the word bath in the dish is not wrong. In contrast, the word Bath describes how much butter looks melted so that the food looks like it is taking a bath.

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## Datum 2 Positive connotation

Utterances	Connotative Datum 2	
	Meaning positive	Meaning Negative
<i>the crispiness is <b>attaching</b> to every single piece of chicken</i>	<p>The word "attaching" means something that is attached. This word describes the inherent crunchiness of each piece of chicken. The word "ultra" was chosen to replace the word very or extreme which describes that the fried chicken served is guaranteed to be crispy. Words are abstract types of words because, in a sentence, they are interpreted based on circumstances.</p> <p>These words are positive connotative. If interpreted in one context, it will mean a fried chicken with a crispy texture that is not easily crushed from the outside, where the food has an appetizing visual appearance even though almost all the visualizations of fried chicken are similar in texture to the outside.</p>	
<i>that original recipe my mouth is <b>watering</b> and i think our order should be ready now</i>	<p>The word "watering" was chosen as Mark's expression, which describes his impatience in tasting food. He already felt so tempted that his mouth produced a lot of water. This word also has a positive connotation that describes someone who waits patiently before tasting food. The positive connotation of the word flush is also pleasant to hear because it does not contain harmful elements but seems to describe positive activities.</p>	
<i>how fresh how crispy it's incredibly <b>aromatic</b> we got a bunch of different sides some of the white beans and rice we got mac and cheese</i>	<p>The word "aromatic" is a positive connotation that describes food with a strong aroma. Usually the word aromatic is often used as a smell in perfumery. However, in Mark Weins' content, the word aromatic is described as food with a strong aroma; even the word aromatic can also affect listeners or readers of foods with a distinctive smell.</p>	
<i>maybe we can break this thigh off a little bit look at how juicy the interior oh how juicy that <b>interior</b> is</i>	<p>The word 'interior' has the kind of positive connotation that uses to mention does not mean the layout. However, the word interior, which is meant to describe the inside of the fried chicken, where physical appearances such as crispness, texture, and taste describe the shape. Physical and taste, which is owned according to its appearance. The word interior is also interpreted as beauty. However, the beauty of presentation in food can be described with any expression.</p>	

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*it's like perfectly salty it has a little bit of spice to it it is so **incredibly** flavorful the juiciness and the marinade goes all the way to the bone which is incredible*

The word incredible that his fried chicken had a great taste and did not disappoint the audience. Some people may think that the taste of fried chicken will be the same in any part of the world, wants to show that this is one of the fried chickens that tempts him.

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*i think the **juices** are dripping down my chin you have to get a close-up look at that chicken breast it's the juiciest chicken breast ever can you see how it's **glistening***

The word "juices" is a positive connotative because it does not mean it, but the liquid inside the chicken is like fat that melts into an oil when heated, and the liquid hits Mark's cheek. The word juicy is a description of a very soft texture.

The word connotation is in the word "glistening" in a positive connotation, which describes the inside of fried chicken that has been bitten but looks shiny.

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*the rest of your chicken is just **bare** look at the way it just the skin the batter*

The word "bare", Mark uses to describe the part of the chicken that is not covered in any coating. The fried chicken looks naked, meaning it contains meat. The word "battery" also includes a positive connotation defined as something that can be reused. Mark combines it with the word dough, which, if interpreted as a better battery, is a coating material, not an ingredient that was used yesterday and then used again to describe something fresh so that the fried chicken can be fresh and crispy.

*it's perfect it's a coating it's not a heavy ready **battery** batter it's just everything it needs*

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*the fried chicken being **spectacular** the sides are also incredible i love those green beans*

The word "Spectacular" has a positive connotation because Mark mentions fried chicken with the addition of the word spectacular, which makes the description of fried chicken different from the usual preparations. By calling fried chicken a spectacular word, Mark assures his audience that this is the most delicious fried chicken.

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### Datum 3 Positive connotation

Utterances	Connotative Datum 3	
	Meaning positive	Meaning Negative
<p><i>it's absolutely <b>sensational</b> without a doubt some of the best fried chicken</i></p>	<p>The word "sensational" has a positive connotation. Listening to sensational words like referring to something full of sensation, or can be called something famous. Giving an expression to a portion of food, the word shows that fried chicken is served with a unique representation and unique taste.</p> <p>Mark also said this was the best chicken of his life. It can be interpreted that the word sensational has a close relationship with something that is no doubt the best piece of fried chicken until he uses sensational expressions. Even though it is interpreted in its real meaning, sensational meaning is still considered big or luxurious. A piece of fried chicken that is luxurious with a taste is what Mark Weisn expressed through the sensational word.</p>	-
<p><i>some chicken wings which look <b>fantastic</b> i'm going to try a chicken wing and then we also got the greek salad which looks <b>amazing</b> too</i></p>	<p>The type of word that has a positive connotation is the word "fantastic." In Mark Weins' words describing chicken wings that look amazing, people will think fantastic is something very extraordinary. At the same time, the word "amazing" is also chosen to describe the combination of salad and chicken wings.</p> <p>That can make people think that the combination of the two foods that it does not disappoint in combining the two types that have different flavors. If in the analogy, chicken wings certainly have a delicious taste but are combined with a salad that comes from vegetables. These two different types of food express the word fantastic, which means impressive great. The fantastic choice of words will make the audience believe that the combination of the two foods, namely salty chicken wings and vegetables or salad, is indeed delicious and can be tried.</p>	-
<p><i>thank you very much they're just <b>spectacular</b> to look at it's just a bulging overflowing plate</i></p> <p><i>eat a chicken tender it's a <b>beautiful</b> texture it's not too overly breaded</i></p>	<p>The word "spectacular" describes a mountain of hot chicken served on a plate that looks very tempting.</p> <p>The word "beautiful" describes the texture of chicken meat that is tender and pleasing to the eye. The beauty of tender chicken wrapped in flour and crunchy is a beautiful thing for a food blogger.</p>	-

<p><i>it's hot and fresh</i></p> <p><i>it's like biting into a <b>cloud</b> oh it's so tender so light so beautiful</i></p>	<p>The word "cloud" showed a floating expression while commenting on every mouthful of perfectly cooked chicken. The three descriptions have positive connotations, and the choice of words is interesting. This will lead the audience to believe Mark Weins's delicious food.</p>
<p><i>I mean chicken tenders are <b>awesome</b> because it's real chicken it's not processed like nuggets</i></p> <p><i>a chicken nugget along its <b>journey</b> to your mouth</i></p>	<p>The word "awesome" the choice of this word is intended to illustrate that this is a different preparation from the preparation of nuggets even though it is in the same process. In this case, awesome refers to depicting the same process but having different nuances.</p> <p>The word "journey" is a connotative chosen to describe every moment when we can enjoy food. This trip is worth tasting every bite with an extraordinary sensation.</p>
<p><i>there's so many <b>layers</b> that it just like <b>melts</b> together and of course you've got some of the central layers</i></p> <p><i>it gets more crunchy and changes <b>dimension</b> and changes crispiness</i></p>	<p>The kind of positive connotation is in the word "layers." The meaning of the layer expressed by Mark Weins is the depiction of the wrapping that wraps the chicken meat. The dressing is made of flour and water, resulting in flour layers. Using the word layers, that the outer layer is crispy, but the next layer still feels like dough.</p> <p>The word "melt" also still refers to the word layer, as explained above, that the layer is not just one. However, several layers cover the fried chicken where the layers and the chicken meat work well together so that the texture and taste between the fried chicken and The coating is a combination that does not disappoint. Mark Weins also uses the word melt, meaning that the layers are made so as not to make the audience feel bored while tasting the fried chicken. Because the description of fried chicken, in general, will be the same, then Mark Weins uses the word melting to accompany the fried chicken. Mark Weins also uses the word "dimension" to have a positive connotation. This word refers to the tender and crunchy texture of the chicken. Usually, the word dimension refers to the situation it is in. Mark Weins chose the word dimension wanted to show that even from the outside, the fried chicken looks crispy in the following order of layers.</p>
<p><i>it's a milkshake but chocolaty you taste the coffee in the <b>background</b> it's rich it's sweet it's unbelievably creamy truly <b>spectacular</b> probably the best</i></p>	<p>The word "background" is a kind of positive connotation that refers to a milkshake drink with a coffee-based flavor, which means that the drink is thick with coffee flavor but very sweet because it mixes with the coffee taste. Where the coffee tastes bitter, so the milkshake still has the aroma of coffee. To express that a drink with</p>

*textured chicken tender you can ever find anywhere*

a coffee taste is more dominant than other flavors.

The word "spectacular." To describe a chicken tender again by further strengthening and convincing his listeners about the best chicken tender he has come across after exploring various types of fried chicken from various places.

*the chicken tenders i mean it was made for just perfectly fitting into your mouth without any alteration to the anatomy of a chicken it was designed for eating a perfect bite-sized*

The type of positive connotation of the word "fitting" was chosen to describe that food can be received by the tongue very well. Because the use of the word 'perfectly fitting' has been expressed to describe chicken tenders, then strengthened again with the word 'into your mouth' without any alteration.' Then the word "designed" is a model that fits perfectly with the bite, so the perfect type. Designed here was chosen by Mark to describe the perfect shape.

## RESULTS AND DISCUSSION

**Table 1. Dennotative and Connotative Meaning**

DATA	DENOTATIVE	CONNOTATIVE	
		Positive	Negative
DATUM 1	<i>Andui, Velveeta, oregano</i>	<i>smells unbelievable, looks incredible, melt, amazing, blew, gooey, sticky, ladle, pool</i>	<i>cannot wait, uh, oh wow, oh man, fire, punch, bath</i>
DATUM 2	<i>nutmeg, cinnamon, herbal</i>	<i>attaching, watering, aromatic, interior, incredibly, juices, glistening, bare, battery, spectacular</i>	-
DATUM 3	<i>floating, anatomy</i>	<i>sensational, fantastic, amazing, spectacular, beautiful, cloud, awesome, journey, layers, melts, dimension, background, spectacular, fitting, designed</i>	-

Back to Leech's (1981) theory that the meaning of each person's utterance consists of an intention to convey a message to another person that presents an interaction of meaning. This research focuses on the meaning of denotative and connotative in positive-negative utterances in Mark Weins' three videos in the USA Food category. These findings show that some of Mark Weins' words in each utterance make the video attractive to listeners. All meanings in the analysis of Mark Weins' speech in the three videos are analyzed based on Leech's theory of meaning. Mark Weins is very cooperative in choosing his speech. Mark places and chooses the right words to express a food that is 'delicious.' Mark Weins does not use many words in negative connotative, meaning that Mark Weins is cautious in the way he speaks. While in his speech, the positive connotative meaning obtained, Mark Weins uses many similar words which lead to the meaning of delicious.

In order to make the audience belief of what he is expressing, Mark Weins also uses some words that express the texture of the food. Everyone will find it easier to feel interested if something has a description. Mark Weins's expression describes the texture in the form of many layers, such as the dimension of maturity and even sensation in enjoying the food, which can be interpreted through connotative meaning positive.

Implicitly, denotative-connotative meanings rise to meanings that are not always

the same. Even though they are the same type of word or are called with similarity, but furthermore they have different meanings. This difference in meaning can then be translated based on connotative and denotative meanings. However, denotative is easier to analyze because the meaning is a real meaning or general understanding. The connotative meaning must be translated based on the negative or positive word type to increase the misunderstanding. So, from there, it can be known the meaning of a person's speech through Leech's theory of meaning.

The implications of the findings above are found in using words with denotative and connotative meanings. According to Amaelia (2022), denotative meaning is the use of language with the meaning stated, commonly referred to as the denotation significance process. In the finding above, denotative words are interpreted according to the actual meaning. Either in the general meaning or the meaning already in the dictionary. The nature of the denotative meaning is a patent meaning that cannot be changed.

The meanings that relate to our emotional reactions to these words are called connotative meanings. That such meaning has been made very clear from a brief consideration of the association of meanings.

The connotative meaning is divided into two. There is a negative meaning, which is a word that sounds bad. But the feeling

towards those words was such that even though everyone knew it.

In contrast, the positive connotative meaning relates to feelings of pleasure or admiration. This study also focuses on understanding positive and negative connotative meanings because the words chosen sometimes do not describe negative expressions. Some negative words express the speaker's feelings because, to convince the listener that the food is delicious, he chooses to use words that have negative connotations. A positive connotation is also used to attract the listener's attention. Although 'delicious' is a positive word, not everyone expresses 'delicious' by choosing positive words.

Several studies discuss denotative and connotative studies, such as; Moza (2022), The conceptual meaning is carried out to facilitate the delivery of the meaning of the horror story correctly so that the reader will feel the tension even though the story only consists of two sentences. The analysis found 73 times denotative meaning and 8 times connotative meaning. Analyzed using the theory of Leech and Charles Derry. Handayani (2022), there are twenty-two meanings used in beauty advertisements. In advertising, advertisers use language styles that aim to have a persuasive effect on consumers or readers. Using Leech's theory, it found 12x denotative analysis and 10x connotative analysis.

Amaelia (2022) looks at the denotative and connotative meanings of song lyrics,

which is a typical way to express one's feelings or ideas through song lyrics. 'Weird genius' song lathi was chosen as the soundtrack's research song. This study found many connotative meanings used. An analysis using Leech's theory found that the denotative meaning was 4x, and the connotative meaning was 8x. Nabila (2022), The lyrics and finding myths about what is formed are found, which are analyzed using Roland Barthes' theory using 12 sign system result data analysis in meaning and significance denotative and connotation.

Iis Sujarwati (2021), The meaning of the song's lyrics can be described in detail by analyzing the meaning of denotation and connotation. Analyzed using Leech's theory. Found connotative type positive as much as 8x, connotative type negative as much as 2x, and connotative neutral as much as 1x. Yogi Purnama (2020) concluded that the use of denotative meaning was 68.75%, the positive connotative meaning was 21.09%, and the negative connotative meaning was 11.32%. The connotative meaning is related to the sense of people's values in positive or negative, which identifies three main messages in the song's lyrics heal the world. The first meaning describes the heart as a symbol of one's sincerity. The second is that being a good person is not difficult. Finally, it is impossible to realize something.

Setiani (2020), denotative and connotative meanings are closely related to literary works. It is often used to activate

poets in making poems to continue to create beautiful words in the meaning of the poetry. The denotative and connotative meanings are used to explore a sense of the poetry's meaning. Pratiwi (2020), in ariana grande's song is entitled god is a woman. This implies that a woman is like a god who can grant all wishes, make men dependent, give blessings and make women the center of the world. Analyzed using Leech's theory. Found 4x connotative meaning and 1x denotative meaning.

## CONCLUSION

This study can be summed up in denotative and connotative meanings to align one's speech from three data with understanding in academic and non-academic circles. The positive connotative is found totally thirty-five times, the negative connotative is seen six times, and the denotative is found eight times. From the data serves to express how one feels about something in their presence. While in the negative connotation, meaning can significantly affects the misunderstanding of someone's utterances. However, this can still be understood if the context being discussed follows. Some people add or use words without paying attention to the existing connotations, so this often becomes a mistake or does not reach the point of view between the speaker and the listener.

Due to misunderstandings, the selection or replacement of words needs to be

corrected. It is necessary to analyze the meaning of someone's speech because only some people put the right word for every usage. Some people randomly insert a comment, but the term has no meaning. Likewise, in conveying a taste of food, indirectly, a speaker must provide a specific description and choose the appropriate words so that the listener can know what is meant.

Understanding a meaning also depends on the context in which the substance is conveyed. Therefore, several words are found that have denotative, positive, and negative connotative meanings to make it easier to understand a choice of words in an utterance. That each utterance does not mean the same thing is what Mark Weins' YouTube videos glean. If a content creator in the food sector can use some of the words above, it's not certain that other content creators can use them too. It will depend on the context they are talking about.

It is clear that the meaning of denotation is literal meaning which cannot be changed anymore. This will be easier to find it in the rules. Some of these words are: Andui, Velveeta, oregano, nutmeg, cinnamon, herbs, floating, anatomy. Some of these words have no other meaning or use patents to give names to nouns. As for the connotation which in the research above is divided into two branches, namely positive connotation and negative connotation. As in the positive connotation found more than 30 words that can be found through 3 data.

Words with positive connotations are: smells unbelievable, looks incredible, melts, amazing, blew, gooey, sticky, ladle, pool, attaching, watering, aromatic, interior, incredibly, juices, glistening, bare, battery, spectacular, sensational, fantastic, amazing, spectacular, beautiful, cloud, awesome, journey, layers, melts, dimension, background, spectacular, fitting, designed. Meanwhile, negative connotation meanings are rarely found, such as: cannot wait, uh, oh wow, oh man, fire, punch, bath. In understanding the connotative meanings of positive and negative, it needs explanations. A word cannot be easily understood by its purpose if the insertion is not correct.

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