

## A SEMANTIC ANALYSIS OF CONNOTATIVE MEANING IN DONALD TRUMP'S SPEECH AT THE BOARD OF PEACE

Opirman Waruwu<sup>1</sup>, Gabriel Mau Mali<sup>2</sup>

<sup>1</sup>Universitas Warmadewa, <sup>2</sup>Universitas Timor

([opirmanwaruwu2001@gmail.com](mailto:opirmanwaruwu2001@gmail.com), [gerrymali74@gmail.com](mailto:gerrymali74@gmail.com))

### Abstract

This study aims to analyze the connotative meanings found in the speech delivered by Donald Trump at the Board of Peace meeting. The objective of this research is to identify and explain words and phrases that contain connotative meanings in the speech. This study uses a qualitative research design because it focuses on interpreting meanings embedded in language rather than numerical data. The data of this research were taken from the transcript of Donald Trump's speech obtained from a video published on the YouTube channel of Kompas TV entitled "Pidato Trump di Board of Peace: Gaza, Perdamaian, dan Kepemimpinan Global" with the hashtag #boardofpeace. The data were collected using the documentation method by identifying words and phrases that potentially contain connotative meanings. The data were analyzed using the theory of connotative meaning proposed by Geoffrey Leech. The findings of this research show that there are 27 expressions containing connotative meanings in the speech. These expressions are used to emphasize important messages, strengthen persuasive communication, and highlight themes such as leadership, diplomacy, cooperation, and peace. The study concludes that connotative meaning plays an important role in political speeches because it helps convey deeper messages and influence audience perception.

**Keywords:** *Semantics; Connotative Meaning; Political Speech; Donald Trump*

### A. Introduction

Language is an essential component of human communication that enables individuals to convey ideas, emotions, and intentions. In social and political contexts, language plays an even more significant role because it allows speakers to shape public opinion, construct ideological narratives, and influence audience perception. Political leaders frequently use language

strategically in speeches to persuade audiences and legitimize their political positions. Therefore, analyzing the language used in political speeches is an important area of study in linguistics, particularly in semantics and discourse analysis.

One important aspect of meaning in linguistic studies is semantics. Semantics is generally defined as the study of meaning in language. According



to George Yule (2020), semantics focuses on how words, phrases, and sentences convey meaning and how those meanings are interpreted by speakers and listeners. Similarly, John I. Saeed (2023) states that semantics examines the relationship between linguistic expressions and the meanings they represent in different contexts. Through semantic analysis, researchers can understand how language functions not only to deliver literal information but also to convey deeper meanings embedded within communication.

Within semantic studies, meaning can generally be divided into several categories, including denotative and connotative meaning. Denotative meaning refers to the literal or dictionary meaning of a word, while connotative meaning refers to the emotional or cultural associations attached to that word. According to Geoffrey Leech (2019), connotative meaning refers to the communicative value that an expression has by virtue of what it refers to, beyond its purely conceptual meaning. This means that words may evoke particular emotions, attitudes, or social associations depending on how they are used in a specific context.

Furthermore, connotative meaning is often shaped by cultural, social, and personal experiences. Roland Barthes (2020) explains that language contains

multiple layers of meaning, including denotation and connotation, where connotation reflects ideological and cultural values embedded within signs. In this sense, words are not neutral but may carry symbolic meanings that influence how messages are interpreted by audiences. In addition to Leech and Barthes, several other linguists have emphasized the importance of contextual meaning in language. Victoria Fromkin (2022) argues that the meaning of words can change depending on context, social background, and cultural interpretation. This suggests that analyzing language requires attention not only to dictionary definitions but also to the broader social and cultural contexts in which words are used.

Connotative meaning is particularly relevant in political discourse because politicians often select words carefully to evoke specific emotional responses. Political language is rarely neutral; instead, it is designed to influence audience attitudes and beliefs. According to Norman Fairclough (2021), political discourse is closely connected to power and ideology because language is used to construct social realities and maintain political influence. Through discourse, political actors can shape how audiences interpret social and political events. Similarly, Teun A. van Dijk (2020) explains that political discourse often reflects



ideological structures and power relations within society. Political leaders use specific lexical choices, rhetorical strategies, and narrative framing to present certain viewpoints as legitimate or desirable. These strategies frequently involve words that carry strong connotative meanings, allowing speakers to influence how audiences perceive political issues.

Another scholar who highlights the persuasive nature of political language is Paul Chilton (2021), who argues that political discourse often involves strategic communication aimed at legitimizing authority and persuading the public. Political speeches frequently include metaphors, symbolic expressions, and emotionally loaded vocabulary that help strengthen persuasive arguments. The use of rhetorical strategies in political speeches has also been widely discussed in classical and modern communication theories. According to Aristotle, persuasion in communication relies on three main rhetorical appeals: ethos, pathos, and logos. Ethos refers to the credibility of the speaker, pathos refers to emotional appeals directed at the audience, and logos refers to logical reasoning. These rhetorical strategies remain highly relevant in contemporary political communication, where speakers combine emotional language with logical arguments to persuade audiences.

Modern linguistic scholars have also examined how rhetorical devices function in political speeches. Jonathan Charteris-Black (2021) argues that metaphors and figurative language are powerful rhetorical tools that allow politicians to frame political issues in ways that resonate with public emotions and values. Through metaphorical language, speakers can simplify complex political issues while simultaneously conveying ideological messages.

Political speeches often contain words that evoke strong emotional responses, such as "freedom," "security," "peace," and "strength." According to George Lakoff (2020), political language frequently relies on conceptual framing, where certain words activate specific mental models in the minds of listeners. These frames influence how audiences interpret political messages and evaluate policies.

The role of language in shaping political narratives has also been discussed by Ruth Wodak (2021), who emphasizes that political discourse often constructs narratives that reflect ideological positions. By using specific lexical choices, political actors can create narratives that justify certain policies or political actions. These narratives often rely on connotative meanings that evoke values such as patriotism, national identity, or security.



One political figure whose speeches have attracted significant scholarly attention is Donald Trump. Trump is widely known for his distinctive rhetorical style, which includes the use of simple vocabulary, repetition, and emotionally charged expressions. Scholars have noted that Trump's speeches frequently employ persuasive language that appeals directly to the emotions and values of his supporters.

Trump's speeches often contain words that carry strong connotative meanings, particularly in discussions related to national identity, security, and international relations. For instance, words such as "strength," "peace," and "leadership" may appear straightforward at the denotative level but often carry deeper ideological implications in political discourse. According to Allan Beard (2020), political language frequently uses emotionally loaded vocabulary to shape public perception and influence how audiences interpret political events. One of the speeches that illustrates Trump's rhetorical approach is his speech delivered during the Board of Peace meeting. In this speech, Trump emphasized the importance of international cooperation and diplomatic efforts in maintaining global stability. The speech includes several expressions that may carry significant connotative meanings,

particularly in relation to concepts such as peace, security, and leadership.

In political discourse, the concept of "peace" often extends beyond its literal meaning of the absence of conflict. Instead, it may symbolize broader ideas such as diplomatic cooperation, international stability, and political leadership. The connotative meaning of such words can shape how audiences interpret political initiatives and international policies. Analyzing connotative meaning in political speeches is therefore important for understanding how language functions as a persuasive tool. By examining the lexical choices used by political leaders, researchers can identify how certain words evoke emotional responses and reinforce ideological narratives. This approach also helps reveal how political communication operates at both linguistic and ideological levels.

Furthermore, the study of connotative meaning contributes to the broader field of critical discourse analysis, which seeks to uncover hidden meanings and power relations within language. Through this approach, researchers can analyze how political leaders use language strategically to influence public perception and maintain political authority.

Therefore, this study aims to analyze the connotative meanings found in Donald



Trump's speech at the Board of Peace meeting. By examining the words and expressions used in the speech, this research seeks to identify how connotative meanings are constructed and how they contribute to the persuasive power of the speech. The findings of this study are expected to provide insights into the relationship between language, meaning, and political communication.

## B. Research Method

This study uses a qualitative research design because the objective of the research is to analyze the connotative meanings found in the speech delivered by Donald Trump at the Board of Peace meeting. Qualitative research is used to explore and interpret meanings contained in language rather than numerical data. According to John W. Creswell (2022), qualitative research focuses on understanding social or linguistic phenomena by analyzing texts, words, and meanings in depth. Therefore, this approach is appropriate for examining the connotative meanings embedded in political speeches.

The data of this research are taken from the transcript of Donald Trump's speech at the Board of Peace meeting. The data consist of words, phrases, and sentences that potentially contain connotative meanings. The speech data were obtained from a video published on

the YouTube channel of Kompas TV entitled "*Pidato Trump di Board Of Peace: Gaza, Perdamaian, dan Kepemimpinan Global*" with the hashtag #boardofpeace. Political speeches are often used as linguistic data because they contain persuasive language and rhetorical expressions that reflect ideological messages. Recent studies explain that political speeches provide rich linguistic data for analyzing meaning and persuasion in discourse (Rahman & Putra, 2022).

The data were collected using the documentation method by obtaining the speech transcript from the video source and other reliable online materials. After collecting the transcript, the researcher carefully read the speech and identified words or expressions that contain connotative meanings. According to recent qualitative research studies, documentation is an effective method for collecting textual data in linguistic research because it allows researchers to analyze authentic language use (Sari, 2024).

The data analysis in this study follows several steps. First, the researcher reads the transcript thoroughly to understand the context of the speech. Second, the researcher identifies words or phrases that contain connotative meanings. Third, the researcher analyzes the identified data using the theory of



connotative meaning proposed by Geoffrey Leech, which explains that connotative meaning refers to the associative or implied meaning of a word beyond its literal definition. Finally, the researcher interprets how these connotative meanings contribute to the persuasive message of the speech. Recent semantic research also emphasizes that analyzing connotative meaning requires considering the context and social interpretation of words (Hidayat & Lestari, 2023).

### C. Findings and Discussion

Based on the analysis conducted on Donald Trump's speech at the Board of Peace meeting, the researcher identified 27 expressions that contain connotative meanings. These expressions appear in the form of words and phrases used by the speaker to convey ideas, emphasize messages, and influence the audience. Connotative meaning refers to the implied or associative meaning of a word beyond its literal meaning, often reflecting emotions, attitudes, or cultural values. In this speech, the use of connotative expressions helps strengthen the persuasive tone and highlights important themes such as leadership, cooperation, diplomacy, and peace. The following section presents the analysis of each expression that contains connotative meaning found in the speech. The data

analyzed in this study were taken from a video published on the YouTube channel of Kompas TV entitled "*Pidato Trump di Board Of Peace: Gaza, Perdamaian, dan Kepemimpinan Global*" with the hashtag *#boardofpeace*.

#### 1. Data 0:21/47:56 "*Big Day*"

The phrase "*big day*" contains a connotative meaning that emphasizes the significance and importance of the event being discussed. In this context, the expression does not refer to the literal size of the day but symbolizes a moment that carries great importance, impact, and historical value. The speaker uses this phrase to create a sense of anticipation and highlight that the meeting or event is meaningful not only for the participants present but also for a wider audience. By choosing the phrase "*big day*," the speaker attempts to frame the occasion as a major and memorable moment. This connotative expression also functions rhetorically to attract attention and emphasize the seriousness and importance of the discussion, especially in relation to issues such as international cooperation and the promotion of global peace.

#### 2. Data 0:21/47:56 "*Lots of People Watching*"

The phrase "*lots of people watching*" contains a connotative meaning that



suggests the event or situation being discussed is receiving wide public attention. This expression does not merely indicate that many people are literally watching, but it also implies that the event is considered important and significant by a broader audience. In the context of the speech, the speaker uses this phrase to emphasize that the actions and discussions taking place are being observed by many people, possibly including the international community. This creates a sense of responsibility for the participants involved, as their decisions and actions may influence public opinion and global perceptions. Furthermore, the phrase helps highlight the seriousness of the event and reinforces the idea that the moment is meaningful and worthy of public attention.

### 3. Data 0:56/47:56 “Produce Peace”

The phrase “*produce peace*” contains a connotative meaning that emphasizes the active effort to create or achieve peace through cooperation and diplomatic actions. In this context, the word “*produce*” does not literally refer to manufacturing something, but symbolically suggests the process of working together to bring about harmony and stability. The speaker uses this expression to highlight the role of leaders and institutions in promoting peaceful relations among nations. It implies that

peace is not something that occurs automatically, but rather something that must be built through negotiation, dialogue, and mutual understanding. By using the phrase “*produce peace*,” the speaker also conveys a sense of responsibility and commitment to resolving conflicts and fostering long-term international stability and cooperation.

### 4. Data 0:56/47:56 “Doing a Really Good Job”

The phrase “*doing a really good job*” contains a connotative meaning that expresses strong approval and positive evaluation of someone’s performance or actions. In the context of the speech, this expression is not merely a simple statement about completing a task well, but it also serves to praise and acknowledge the efforts or achievements of certain individuals or groups. The speaker uses this phrase to build a positive impression of the people involved and to highlight their success in handling important responsibilities, particularly in political or diplomatic matters. Furthermore, the phrase functions rhetorically to encourage confidence and support from the audience. By emphasizing that someone is “*doing a really good job*,” the speaker reinforces the idea that the actions taken are effective and worthy of recognition.



### 5. Data 1:14/47:56 "*Settled Eight Wars*"

The phrase "*settled eight wars*" contains a connotative meaning that emphasizes a significant diplomatic achievement in resolving conflicts. In this context, the word "settled" does not simply mean ending something in a literal sense, but it implies successfully negotiating and bringing disputes or conflicts to a resolution through leadership and diplomatic efforts. The expression is used by the speaker to highlight the effectiveness and capability of the leadership involved in dealing with complex international issues. Furthermore, the phrase also serves to create a positive image of success and influence in global affairs. By stating "settled eight wars," the speaker attempts to portray the actions taken as impactful contributions toward promoting stability, cooperation, and peace in the international community.

### 6. Data 1:36/47:56 "*Great Leaders*"

The phrase "*great leaders*" contains a connotative meaning that expresses admiration, respect, and recognition toward the individuals being referred to. In this context, the word "great" does not simply refer to physical size or superiority, but it implies that the leaders possess strong influence, authority, and admirable qualities in their roles. The speaker uses this expression to highlight

the importance and credibility of the leaders involved in the event or discussion. By referring to them as "great leaders," the speaker also aims to build a positive image of cooperation and mutual respect among the participants. Furthermore, the phrase functions rhetorically to create a sense of unity and appreciation, while reinforcing the idea that the people involved are capable of making important decisions that contribute to peace, stability, and international cooperation.

### 7. Data 1:44/47:56 "*Incredible Friends*"

The phrase "*incredible friends*" contains a connotative meaning that expresses strong appreciation and respect toward certain individuals or countries considered close allies. The word "*incredible*" suggests something extraordinary or highly admirable, while "*friends*" implies a relationship based on trust and cooperation. In this context, the phrase highlights the strong diplomatic relationships and mutual support among partners. It also serves to strengthen the sense of unity and partnership in achieving common goals, especially in promoting peace and cooperation.

### 8. Data 2:33/47:56 "*Great Job*"

The phrase "*great job*" contains a connotative meaning that expresses strong appreciation and positive recognition of



someone's achievement or performance. In the context of the speech, this expression is used to praise the efforts or contributions made by individuals or groups involved in the discussion or event. The word "great" emphasizes that the work done is not only good but also highly valued and impressive. By using this phrase, the speaker intends to motivate and acknowledge the success of others while reinforcing a positive and supportive atmosphere among participants.

#### 9. Data 2:41/47:56 "Consequential"

The word "consequential" contains a connotative meaning that refers to something having a major impact or significant influence on future events. In the speech, this term suggests that the decisions or actions being discussed are not ordinary but have serious and far-reaching effects. The speaker uses this word to stress that the outcomes of the meeting or cooperation among leaders could shape international relations and global peace. Therefore, the expression reinforces the importance of careful decision-making and responsible leadership in addressing important global matters.

#### 10. Data 4:03/47:56 "Playing Cute"

The phrase "playing cute" contains a connotative meaning that implies

someone is acting in a manipulative, unserious, or deceptive manner. In the context of the speech, this expression is used critically to describe behavior that avoids responsibility or seriousness in dealing with important issues. The speaker uses this phrase to warn against attitudes that undermine sincere efforts toward cooperation or peace. By using this expression, the speaker emphasizes the need for honesty, seriousness, and genuine commitment when addressing significant global challenges.

#### 11. Data 4:19/47:56 "Prestigious Board"

The phrase "prestigious board" conveys a connotative meaning related to high status, honor, and credibility. In this context, the word "prestigious" suggests that the board or organization is widely respected and recognized for its influence and importance. The speaker uses this phrase to elevate the image of the institution, portraying it as an honorable and authoritative body that plays a significant role in promoting peace and cooperation. This expression also helps create a sense of pride and legitimacy around the organization and its mission.

#### 12. Data 4:29/47:56 "Peanuts Compared to This"

The phrase "peanuts compared to this" contains a connotative meaning that refers to something considered very small,



insignificant, or less important when compared to something much greater. In the context of the speech, the speaker uses this expression to emphasize that certain matters or achievements are minor compared to the importance of the current event or issue being discussed. This phrase functions rhetorically to highlight the significance and magnitude of the situation, suggesting that the topic at hand carries far greater value and impact than other matters.

**13. Data 6:41/47:56 “Beautiful Building”**

The phrase “*beautiful building*” contains a connotative meaning that goes beyond describing physical appearance. In the context of the speech, it symbolizes pride, prestige, and the importance of the institution represented by the building. The speaker uses this expression to create a positive and respectful image of the place where the meeting occurs. By describing the building as “*beautiful*,” the speaker also implies that the institution and the activities conducted there are honorable, meaningful, and worthy of admiration.

**14. Data 6:49/47:56 “Brighter Future”**

The phrase “*brighter future*” carries a connotative meaning of hope, optimism, and positive expectations for the time ahead. In the context of the speech, the expression suggests that the

cooperation and decisions made by leaders today can lead to better global conditions. The word “*brighter*” symbolizes improvement, peace, and progress. Through this phrase, the speaker attempts to inspire confidence among the audience and encourage them to believe that collective efforts can create a more stable, prosperous, and peaceful world.

**15. Data 7:09/47:56 “Generous with Money”**

The phrase “*generous with money*” contains a connotative meaning that highlights willingness to provide financial support for important causes. In the context of the speech, it implies that certain countries or individuals are committed to contributing resources to achieve shared goals, such as peace or development. The expression also conveys appreciation and recognition for those who provide such support. By using this phrase, the speaker emphasizes cooperation and responsibility in addressing global challenges.

**16. Data 7:18/47:56 “Nothing More Important Than Peace”**

The statement “*nothing more important than peace*” contains a strong connotative meaning that places peace as the highest value among all priorities. In the context of the speech, this expression emphasizes that achieving and



maintaining peace should be the ultimate goal of political and diplomatic efforts. The speaker uses this phrase to reinforce the moral importance of harmony and stability in international relations. It also serves to persuade the audience that peace is essential for the well-being and progress of humanity.

#### 17. Data 8:21/47:56 "*Tough Cookies*"

The phrase "*tough cookies*" contains a connotative meaning that refers to individuals who are strong, resilient, and difficult to challenge. In the speech, this expression is used to describe people who possess determination and strength in dealing with difficult situations. Rather than referring to food, the phrase metaphorically highlights the toughness and capability of certain leaders or individuals. This expression helps portray them as reliable and capable figures who can handle complex political or diplomatic challenges.

#### 18. Data 9:11/47:56 "*Beautiful Thing to See*"

The phrase "*beautiful thing to see*" contains a connotative meaning that expresses admiration and satisfaction toward a positive achievement or event. In the context of the speech, the expression suggests that cooperation among leaders or progress toward peace is something inspiring and meaningful. The word

"*beautiful*" symbolizes harmony, success, and positive change. Through this phrase, the speaker emphasizes that the situation being described is encouraging and represents a hopeful development for the future.

#### 19. Data 9:50-10:00/47:56 "*Landslide Victory*"

The phrase "*landslide victory*" contains a connotative meaning that refers to an overwhelming or decisive success. In the context of politics, it suggests that a candidate or group has won by a very large margin, demonstrating strong support from the public. The word "*landslide*" metaphorically emphasizes the scale and dominance of the victory. By using this phrase, the speaker highlights the magnitude of the achievement and presents it as a powerful demonstration of approval and legitimacy.

#### 20. Data 15:10/47:56 "*Tough Fighter*"

The phrase "*tough fighter*" carries a connotative meaning that refers to a person who is strong, determined, and resilient when facing challenges. In the context of the speech, this expression is used to describe an individual who persistently defends their ideas or policies despite difficulties. The word "*fighter*" metaphorically represents someone who struggles or works hard to achieve goals, while "*tough*" emphasizes strength and



endurance. Together, the phrase portrays a positive image of leadership and determination.

#### 21. Data 15:16/47:56 “Fake News”

The phrase “*fake news*” contains a connotative meaning that refers to information considered misleading, unreliable, or intentionally distorted. In political discourse, this expression is often used to criticize media outlets or reports that are believed to misrepresent facts. In the context of the speech, the phrase serves as a rhetorical strategy to challenge the credibility of certain media narratives. It also attempts to influence the audience’s perception by encouraging skepticism toward information sources that the speaker views as inaccurate.

#### 22. Data 30:22/47:56 “Determined Leadership”

The data refers to a phrase that carries a strong connotative meaning, emphasizing not only authority but also the inner strength, commitment, and persistence required of a leader. In this context, “determined leadership” suggests that effective leadership is not merely about holding a position of power, but about demonstrating unwavering resolve in the face of challenges. The word “*determined*” conveys firmness, courage, and a clear sense of purpose, indicating that a leader must remain focused and resilient despite

obstacles or opposition. Meanwhile, “leadership” refers to the capacity to influence, guide, and inspire others toward shared goals.

When combined, the phrase constructs an image of a leader who is proactive, responsible, and deeply committed to achieving meaningful outcomes. It implies that such leaders do not easily give up but instead persist in finding solutions to complex problems. Furthermore, “determined leadership” reflects a moral dimension, where leaders are expected to act with integrity and dedication for the greater good. In the context of the speech, this phrase reinforces the idea that strong and resolute leadership is essential for maintaining peace, fostering stability, and ensuring progress within society.

#### 23. Data 41:52/47:56 “Enduring Peace”

The phrase “*enduring peace*” carries a connotative meaning that refers to long-lasting stability and harmony among nations or communities. In the context of the speech, the word “*enduring*” emphasizes the idea that peace should not be temporary but should continue over time. The speaker uses this expression to highlight the ultimate goal of diplomatic efforts and cooperation. It conveys hope that through commitment and collaboration, countries can maintain lasting peace and prevent future conflicts.



**24. Data 43:02/47:56 “Curse of extremism”**

The phrase “*curse of extremism*” carries a strong connotative meaning that portrays extremism as a dangerous and destructive force. The word “*curse*” suggests something harmful that negatively affects society or humanity. In the context of the speech, the expression is used to condemn radical ideologies that create conflict, violence, or instability. By describing extremism as a “*curse*,” the speaker emphasizes the urgency of addressing and eliminating such threats to maintain global peace and security.

**25. Data 45:42/47:56 “Beautiful Path”**

The phrase “*beautiful path*” contains a connotative meaning that symbolizes a positive journey toward success, cooperation, or peace. In the context of the speech, this expression suggests that the process of diplomacy or collaboration among leaders leads to hopeful and beneficial outcomes. The word “*beautiful*” represents harmony, positivity, and achievement, while “*path*” symbolizes progress or direction. Therefore, the phrase is used to convey optimism about the future and the success of peaceful initiatives.

**26. Data 45:50/47:56 “Ancient Wounds”**

The phrase “*ancient wounds*” carries a connotative meaning referring to long-standing conflicts, historical tensions, or

unresolved disputes between groups or nations. In the context of the speech, this expression suggests that certain political or social problems have existed for a long time and may still influence present relationships. The word “*wounds*” symbolizes emotional or political pain, while “*ancient*” emphasizes the long historical background of the conflict. The phrase highlights the complexity of resolving such deep-rooted issues.

**27. Data 47:19/47:56 “Strong Leaders”**

The phrase “*strong leaders*” carries a connotative meaning that refers to leaders who possess authority, confidence, and the ability to make decisive decisions. In the context of the speech, the speaker uses this expression to emphasize the importance of leadership in addressing global challenges and maintaining stability. The word “*strong*” suggests determination, competence, and influence. By describing leaders in this way, the speaker attempts to build trust and reinforce the idea that effective leadership is essential for achieving peace and cooperation.

**D. Conclusion**

Based on the analysis conducted on the speech delivered by Donald Trump at the Board of Peace meeting, the researcher found 27 expressions that contain connotative meanings. These expressions



appear in the form of words and phrases that carry implied meanings beyond their literal definitions. The use of connotative meaning in the speech plays an important role in strengthening the persuasive message delivered by the speaker. Many of the expressions reflect positive connotations related to leadership, cooperation, diplomacy, and peace. Through these expressions, the speaker attempts to influence the audience's perception and emphasize the importance of global stability and collaboration among nations. The findings of this study show that connotative meanings are frequently used in political speeches to create emotional impact and highlight important messages. Therefore, understanding connotative meaning is essential in analyzing political discourse because it helps reveal the deeper intentions and attitudes of the speaker. For future researchers, it is suggested to conduct further studies on political speeches using other linguistic approaches such as discourse analysis, pragmatics, or rhetorical analysis in order to obtain a broader understanding of political language. In addition, future studies may analyze speeches from different political leaders or from different contexts to compare how connotative meanings are used in political communication.

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