AN ANALYSIS OF LEXICAL RELATION IN BUSINESS COLUMN ON
JAKARTA POST PUBLISHED ON NOVEMBER 5th, 2018

A GRADUATING PAPER

Submitted to the Board of Examiners as a Partial Fulfillment of the
Requirements for the Degree of Sarjana Pendidikan (S.Pd) in
English Education Department of Teacher Training and Education Faculty
State Institute for Islamic Studies (IAIN) Salatiga

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2019
DECLARATION

In the name of Allah,

Hereby, the researcher declares that this graduating paper is made by the researcher himself. This graduating paper does not contain any materials published by other people and it does not cite any other people’s ideas except those quoted overtly. This declaration is made with the full concern of the writer.

Salatiga, March 21st, 2019

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ATTENTIVE COUNSELER'S NOTE
Case: Armanda Surya Bakhtiar’s Graduating Paper

To the Dean of Teacher Training and
Education Faculty

Assalamualaikum Wr. Wb.

After reading and correcting Armanda Surya Bakhtiar’s graduating paper entitled “AN ANALYSIS OF LEXICAL RELATION IN BUSINESS COLUMN ON JAKARTA POST PUBLISHED ON NOVEMBER 5th, 2018.”, I have decided and would like to propose that this paper can be accepted by the Teacher Training and Education Faculty. I hope this paper will be examined as soon as possible.

Wassalamualaikum Wr. Wb.

Counselor

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A GRADUATING PAPER

AN ANALYSIS OF LEXICAL RELATION IN BUSINESS COLUMN ON JAKARTA POST PUBLISHED ON NOVEMBER 5th, 2018

WRITTEN BY:

ARMANDA SURYA BAKHTIAR

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Has been brought to the board examiners of English Education Department of Teacher Training and Education Faculty at State Institute for Islamic Studies (IAIN) Salatiga on April 15th 2019, and hereby considered to have completed the requirements for the degree of Sarjana Pendidikan (S. Pd.) in English Education.

Board of examiners

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Salatiga, April 15th 2019

[Signatures]

[Stamp]
Allah will raise those who have believed among you and those who were given knowledge, by degrees. And Allah is acquainted with what you do.”

(Al-Mujadilah:11)

“Being the fastest isn’t always the best if you are wrong”

Peter Parker’s teacher
DEDICATION

This graduating paper is dedicated to:

1. Allah SWT, all praises to Allah, The most Gracious and The most Merciful.
2. My beloved parents Suparman and Siti Isrinasifah, who always love and support me. You are my inspiration and my everything.
3. My beloved brother Ahmad Majid.
4. My beloved friend Putri Khafsoh, thank you for your love, laugh, care, motivation, suggestion, support and attention.
5. My best friend Wildan Munirul Faqih, Diyas Fitra, Anis Jauhar, thank you for the stories we create together.
6. For everyone who contributed in every second of my lifetime that shape me who I am today.
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Bismillahirrahmanirrahim,
Assalamu’alaikum Wr. Wb.

Alhamdulillahirobbil’alamin, all praise be to Allah SWT, the Most Gracious and the Most Merciful who always bless and help the writer so the writer can finish the graduating paper. Bless and mercy is upon great Prophet Muhammad SAW for his guidance that leads the writer to the truth.

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ABSTRACT


The research aims are to find out the types of lexical relations and to find out the most dominant lexical relation used in the business column on Jakarta Post published on November 5th, 2018.

The methodology of research was qualitative research especially descriptive qualitative. While the procedures of collecting data involves several steps. Firstly, the researcher would lead and collect the data. Second, the researcher would classify the data into the statements or utterances that contain lexical relation. Then the researcher identify and analyze those data.

The result of the study shows some kinds of lexical relation that used in business column on Jakarta Post published on November 5th, 2018. The lexical relations that found were hyponym, synonym, and antonym. On the other hand, the researcher finds hyponym as a lexical relation that often used by business column on Jakarta Post published on November 5th, 2018.
A. Background of Study

The most important thing for people in the world is language to communicate. Language is the most effective source of communication in our life. According to Bloomfield (1914:16-17) language is expressive movements affected by emotions that develop over time and social inter-change. Language uses conventionalized signs, sounds, gesture, or marks to communicating ideas or feelings. Through language, people are able to convey their opinions, ideas and also deliver information to other. The language delivery can be applied in oral, written or body language form. However, in this research, the researcher will focus on the written form.

Concerning with the function of language as the way of communication, language is used in mass media, including newspaper, magazines, advertising, political campaigns, social media, and speeches. In this case, the writers of mass media has to consider about how to make good writing. In fact, it is one of the most highly prized competencies. An e-mail, memo, letter, or formal report each has its own special requirements. The fundamental principles apply in business writing are planning before writing, using correct grammar, knowing the audience, understanding the purpose of writing, striking the right tone, revising and editing.
In order to make the understandable writing text, especially in English, professional writers have to consider about diction or word choice. Therefore, they always need to enrich their vocabulary and also learn more about lexical relations. Lexical relations describe relationship among word meaning. It is the study of how lexicon is managed and how the lexical meanings of lexical items are related each other. (Saeed, 2002:63) There are several types of lexical relations based on Kreidler’s theories, such as, hyponym, synonymy, antonymy, homonym, and polisemy.

On the other hand, there are some ways to enrich vocabulary and learn about lexical relations. One of them is by reading such as reading book, short story, newspaper, articles, fable or novel and others. However, this research only emphasizes on the business articles, especially from Jakarta Post Bussiness Column. The articles of Jakarta Post use English as the language communication. The researcher chooses English articles because English is the most widely studied foreign language in the world. Even, in Indonesia, English is just known as first foreign language which has very limited use including the place, time, and environment.

English is the world prime language which is used in diplomacy, education, business, economy, politic, social and culture. Almost all industry products use English for labeling, and most of interstate or international conference used English to communicate. Therefore, by reading Jakarta Post articles, the researcher want to invite people for understanding the language used in it.
As described before, that lexical relation is so helpful for the professional writer in order to make understandable writing text. Lexical relation is a culturally recognized pattern of association that exist between lexical units in language. Adisutrisno (2008: 1) stated that the study of meaning called semantic. There are so many topics included in semantics, but this research will analyze the lexical relation in semantic.

Concerning with the lexical relation, there are several kinds of sense relation. Those lexical relations need to be understood by every reader, so both the professional writer and audience or reader are able to deliver and receive the written information.

This research is tries to describe comprehensively about what is the lexical relation which are written in the Jakarta Post. In order to make it clear, the researcher conduct a research entitled “AN ANALYSIS OF LEXICAL RELATION IN BUSINESS COLUMN NON JAKARTA POST PUBLISHED ON NOVEMBER 5th, 2018.”
B. Statement of the Problems

In order to aim at giving answer, the problems that will be discussed in this research are:

1. What are the types of lexical relations found in The Business Column on Jakarta Post published on November 5th, 2018?
2. What are the most dominant lexical relations found in The Business Column on Jakarta Post published on November 5th, 2018?

C. Objectives of the Study

Responding with the statement of the problems, the objectives of the research are stated as follows:

1. To find out the types of lexical relations found in the Business Column on Jakarta Post published on November, 5th, 2018.
2. To find out the most dominant lexical relations found in the Business Column on Jakarta Post published on November, 5th, 2018.

D. Significance of the Study

The researcher hopes that this study gives some benefits as follow:

1. Theoretically

   This research will contribute as an additional knowledge to the other researcher who will analyze about lexical relations in the Business Column on Jakarta Post. By applying the theory of lexical relations in this analysis, it will make easier in understanding a news in newspaper
2. Practically
   a. For the students of university, this research is expected to be one of useful references in the field of semantics.
   b. The result of the research is expected to be a previous research for those who are interested in doing similar field of research.
   c. To develop literary study, particularly of IAIN Salatiga who are interested in the literary research.

E. Limitation of the Study

   It is very important to limit the analysis and the object of analysis in order to get clear and satisfactory result. Therefore, in this research focuses on lexical relations in the Business Column on Jakarta Post published on November, 5th, 2018.

F. Definitions of Key Term

   In order to avoid misunderstanding of the concepts used in this study, some definitions are provided as the following:

   1. Analysis

      Oxford Dictionary (2008:14) explained that analysis is a study of something by examining its parts.

   2. Lexical relations

      Lexical relations describe relationship among word meaning. It is the study of how lexicon is managed and how the lexical meanings of
lexical items are related each other. There are several types of lexical relations, such as, homonymy, polysemy, synonymy, antonymy, hyponymy, and meronymy. (Saeed, 2003:63)

a. Hyponym

According to Hurford and Heasley (1986:105) Hyponymy is a sense relation between predicates (or sometimes longer phrases) such that the meaning of one predicate (or phrase) is included in the meaning of the other. For example dog and cat are hyponyms of animal, hibiscus and rose are hyponyms of flower. The general term is called superordinate or hypernym and the specific term is called hyponym.

b. Synonymy

Synonyms are typically single lexemes of the same weight. A word which has the same sense, or nearly the same as another word (Kreidler, 1998:97). Some examples might be these pairs, couch/sofa, boy/lad, and large/big.

c. Antonymy

According to Kreidler (1998:100), antonym is two sentences that differ in polarity like these are mutually contradictory. It means that, if one true, the other must be false. Two sentence that have the same subject and have predicates. So, the relationship between the meaning of two words that have antonyms is two way. Antonyms are
words which are opposite in meaning. The example are: bad/good, near/far, give/receive.

d. Polysemy

Polysemy is a term to refer to a word which has a set of different meaning which are related by extension. In a language form polysemy is the relation between the form of language and sets of meaning and sense. (Wagiman, 2008:33)

e. Homonymy

Homonyms are unrelated sense of the same phonological word. The example is: the word bank (of a river), and bank (of a financial institution). (Saeed, 2003:63)

f. Business

Oxford Dictionary (2010:103) explained that business is buying and selling as a way of earning money.

g. Newspaper

Newspaper is mass communication media containing many kinds of news, consist of politics, economy, social-culture, defense, and security. Its function as educative information spreader, entertaining, advising, or as mass control (Gunadi, 1998:83)
G. Graduating Paper Outline

In arranging research, the researcher divides the research outline into five chapters. The organization research outline as the following:

Chapter I describes of the background of study, statement of the problem, objective of the study, significance of the study, limitation of the study, definition of key term, and organizational paper.

Chapter II presents the review of related literature. This chapter is previous study and the theory of lexical relations.

Chapter III provides methodology of the research, objective of the research, data sources, technique of collecting data, and technique of data analysis.

Chapter IV covers data analysis. It concerns with data analysis and discussion of research finding.

Chapter V is closure as the end of the graduating paper by giving conclusions and suggestions.
CHAPTER II

LITERATURE REVIEW

A. Previous Studies

The researcher takes several references from the other researcher that are related to this research. These researches are also used to be main reference in conducting this research because this is a development of the previous research. There are three previous studies chosen by the writer as follows.

The first previous study is taken from graduating paper by Ridwan (2015). In this study, the writer attempt to find out the types of lexical relations and diction written in editorials Jakarta Globe August edition and to understand the context of the editorials. The data of the study was collected from editorials Jakarta Globe. The data were analyzed through content analysis technique. The result shows some kind of lexical relation and diction that used in the editorials. The lexical relations that found were synonyms, antonyms, hyponyms, meronyms, and retronyms and the kind of diction that found are abstract word, popular word, concrete word, common word and jargon. She finds synonym as lexical relation and also popular word as the diction that often used by the editor in that editorials.

This research is different from the first previous study. The differences are 1) the study done by Ridwan is aimed to know the types of lexical
relations and diction written in editorials Jakarta Globe, while this research focuses on finding the lexical relations written in business column on Jakarta Post; 2) in Ridwan’s study there is a use content analysis technique to analyze the data, while in this research used categorizing, coding and analyzing. Even though they are different, there is a relation between Ridwan’s study and this research. What makes them related are 1) both of Ridwan’s study and this research are qualitative in nature; 2) both of Ridwan’s study and this research uses descriptive analysis.

The second previous study was taken from an international journal written by Nekah(383). The nature of the study is quasi experimental survey. Nekah attempted to investigated the lexical sense relation through the application of linguistic knowledge, cognitive processes in colloquial speech and word association test. The subject of the research were 300 students of the faculty of letters and humanities in Ferdowsi University of Mashhad. 190 subjects weren’t able to follow the instructions and were excluded from the research. The total number of final sample was 110. The instrument of the study were questionnaire and classroom instruction session. From the result of the study it can be concluded that language speaker can radically alter the relation between words on the basis of their mental conceptions, although attributive relation, functional relation and cultural relation had the most frequency in this study.

This research is different from the second previous study. The differences are 1) the study done by Nekah is quasi experimental survey,
while this research is qualitative in nature; 2) the study done by Nekah is aimed to investigate lexical sense relation through the application of linguistic knowledge, cognitive processes in colloquial speech and word association test, while in this research focuses to find out the lexical relations written in business column on Jakarta Post. Even though they are different, there is relation between Nekah’s study and this research. What makes them related is both of Nekah’s study and this research explained the meaning and function of lexical relations.

The third previous study is taken from a journal written by Rosmaidar and Purnamasari (81). The nature of the study is qualitative. The aims is for analyzing lexical relationship used in Jason Mraz’s song lyrics. The data of the study was the verse from 15 songs of Jason Mraz’s song lyrics. The data were analyzed through content analysis technique. The result shows some kind of lexical relation that used in the lyrics of Jason Mraz’s songs. The lexical relations that found were hyponymy, meronymy, synonymy, and antonyms.

This research is different from the third previous study. The difference are 1) the study done by Rosmaidar and Purnamasari is aimed to analyzed lexical relations used in Jason Mraz’s song lyrics while this research focuses on finding the type of lexical relations written in business column on Jakarta Post; 2) the study done by Rosmaidar and Purnamasari analyzed based on Saeed’s theories, while this research analyze by Kreidler’s theories. Even though they are different, there is relation between the third previous study
and this research. What makes them related are 1) both of the third previous study and this research are qualitative in nature; 2) both of the third previous study and this research uses descriptive analysis.

By referencing to the previous studies, the writer will conduct an analysis of lexical relation in business column on Jakarta Post published on November, 5th, 2018.

B. Supporting Theories

1. Semantics

a. Definitions of Semantics

Semantics is the technical term used to refer to the study of meaning, and, since meaning is a part of language, semantics is a part of linguistics (Palmer, 1981:1).

According to Adisutrisno (2008:1), semantics is the study of meaning in language. It means the study of semantics must, therefore, include the concept of words, sentences, and utterances.

Another definition of semantics as proposed by Saeed (2009:3). Semantics is the study of meaning communicated through language and semantics the study of meaning word and sentences. Therefore, in semantics the meaning of word must be understood well for instance, if we don’t know words in sentence (or word) means, i.e. what it counts as the equivalent of the language
concerned. (Hurford and Heasley as cited by Ridwan Nurlaela, 1983:3). That’s why semantics is quite important to learn.

Palmer (1981:1), states that “semantics is technical term used to refer the study of meanung”. However, this definition has led to question about the nature of meaning itself and about the way in which it should be described. Should semantics study all types of meaning? Red, for example, may mean several things. If we consult the dictionary, we may find that one of its meanings is ‘of a spectral hue beyond orange in the spectrum’. In the context of traffic light, red means ‘stop’, ‘do not through’, while in some other different contexts it may mean ‘danger’, or even ‘bravery’. Are all these types of meaning treated under semantics? If we want to make it clear, it is, therefore, necessary to redefine semantics into a more specific definition, the one that can limit semantics into the study of more specific type of meaning only. Consequently, we would say that semantics is the study of meaning of words, phrases, or sentences in the language, or simply, the study of linguistic meaning.

Thus based on definition above it can be concluded that semantics is the study of meaning in language included words, phrases, sentence, and utterance.
b. **Goals of Semantic Theory**

Semantics theory has two goals, they are:

1) A semantic theory should attribute to each expression in the language the semantics properties and relations it has and it should define those properties and relations. Thus, if an expression is meaningful, the semantics theory should say so, if the expression has a specific sense of meaning, the semantics theory should specify them. If the expression is ambiguous, the semantics theory should record that fact, and so on. Moreover, if two expressions are synonymous; or are entails the other, the semantics theory should make those semantics relations.

2) A semantics theory should have at least two kinds of constraints:

   a) A semantics theory of a natural language should be finite; people are capable of storing only a finite amount of information but they nevertheless learn the semantics of natural language.

   b) A semantics theory of a natural language should reflect the fact, except for idioms, expressions are compositional. This means that the meaning of syntactically complex expression is determined by the meaning of its constituents and their grammatical relations. An expression such as “He kicked the ball” is compositional and it is summed up from the meanings of he + kicked + the + ball, while is very much
different from “He kicked the bucket” that is not compositional and as an idiom meaning “He passed away”.

2. **Lexical Relations**

   a. **Definitions of Lexical Relations**

      Lexical relations are the relationship of the meaning of a word which belongs to a particular activity or area of specialist knowledge (Saeed, 2003:63).

      According to Cruse (2000:150), lexical relations study about the meanings of words. It is divided into two kinds of classes. First lexical relations express identity and inclusion between word meanings, and second, those express opposition and exclusion. The first class consist of hyponymy, meronymy and synonymy, meanwhile the second class consists of incompatibility and co-taxonomy, and opposites.

      Another definition of lexical relation as proposed by Murphy (2010:3). Lexical semantics or lexical relation is often loosely defined as the study of word meaning, although the word *word* as we shall see, is not the most straight forward term to use.

      According to Kreidler (1998:92-101), lexical relation is divided into several components, they are: hyponym, synonym, antonym, homonym, and polisemy.
b. Type of Lexical Relations

1) Hyponym

Hyponym is a relationship between meaning of one the word includes the meaning of other. To support this, Hurford and Heasley (1986:105) states “Hyponymy is a sense relation between predicates (or sometimes longer phrases) such that the meaning of one predicate (or phrase) is included in the meaning of the other.” The general term is called superordinate or hypernym and the specific term is called hyponym. For example, the meaning of *vegetable* is included in the meaning of *spinach*. *Vegetable* is the superordinate term; *spinach* is hyponym of *vegetable* (spinach is a kind of vegetable).

Hyponym is defined in terms of the inclusion of the sense of one item in the sense of another (Hurford and Heasley, 1986:106). We say, for example, that the sense of *animal* is included in the sense of *cow*. This inclusion can be shown roughly by a diagram giving a list of the ‘sense components’ of *cow*. It will be seen that this list includes the component ‘animal’. But paradoxically.

\[
\begin{align*}
\text{Animal} & \leftarrow \text{sense of animal} \\
\text{Sense of cow} \quad \rightarrow \quad \text{Bovine} \\
\quad & \quad \downarrow \quad \text{Female}
\end{align*}
\]
Perhaps, if we draw a diagram of the extensions of *cow* and *animal*, the inclusion relationship appears the other way around.

![Diagram showing the set of all cows as a subset of the set of all animals.]

So far, all of the examples of hyponym and superordinate have been nouns, and this is typical in discussions of hyponym, raising the question of whether inclusion relations exist in other word classes. The same relation is found also in adjectives and in verbs.

For example:

My necktie is *maroon*.

My necktie is *red*.

The weary soldiers *trudged* forward.

The weary soldiers *moved* forward.

According to Kreidler (1998:94) the foregoing statements suggest that the hyponym-superordinate relationship is a well-established one. In reality, there are various anomalies in lexical relationships-semantic analysis is often messy. Sometimes we find co-hyponyms without a superordinate. The
Portuguese set illustrated below contains three co-hyponyms have no superordinate.

There is no single word in English can refer to a knife or a fork or a spoon.

2) **Synonym**

Synonym occurs when two words have senses with identical feature specifications. Two words would be completely synonymous if both words had the same number of senses, and there were a one to one correspondence of identical sense between the two words. (Murphy, 2003:86).

Some examples might be these pairs, *couch/sofa, boy/lad, lawyer/attorney, toilet/lavatory*, and *large/big*. Synonymy happens based on different situation. It can be because of different dialects, different registers, styles of language, colloquial, and literary conditions. Formality is another factor. Many of these words are slang terms used in colloquial contexts instead of more formal terms like *police/officer*. Speaker attitude is a further distinguishing factor. Some words, like *fuzz, flatfoot, pigs or slime*, reveal negative
speaker attitudes, while others like *cop* seem neutral (Saeed, 2003:65).

The synonym used in predictions with the same referring expression, have the same truth value. Synonym can be nouns, adjective, adverbs, or verbs.

For example:

Adjective : The house is *large* = the house is *big*

Noun : Ahsan is a *seaman* = Ahsan is a *sailor*

Verb : My sister *sleeps* = my sister *lies*

Adverb : I investigate the answer *minutely* = I investigate the answer *carefully*

Keidler (1998:97) define synonyms are typically single lexemes of the same weight. A word which has the same sense, or nearly the same as another word. Take a look at these sentences.

You have my *deep/profound* sympathy

The street is very *wide/broad*

In this examples, each pair of the italic word is synonymous. In first example *deep* and *profound* are replaceable each other and the meaning of the sentence remains the same. Similarly, *wide* and *broad* in second example can replace each other and the meaning of the sentence does not change. Two (or more) terms can be synonymous only if they are compatible
with the same subject. However, there are words that synonymous in one context but not in the other one. The terms deep and profound are both compatible with sympathy, but profound is not synonymous of deep in deep river. Similarly, wide and broad are both compatible with the street, but wide cannot be used in broad British accent.

To conclude, synonym is a lexical relation that states the similarity of meaning between the units of speech with other speech units. A pair of words can be synonymous in one context but may be not synonymous in other contexts.

3) **Antonym**

The characteristic of vocabulary structure, beside words describe the meaning relation in sameness, also have the contradiction meaning. The sense contradictive generally called antonym, and the form or the words that sense is contradictive is called antonym, those can be negative or positive.

According to Kreidler (1998:100), antonym is two sentences that differ in polarity like these are mutually contradictory. It means that, if one true, the other must be false. Two sentence that have the same subject and have predicates. So, the relationship between the meaning of two words that have
Antonyms are words which are opposite in meaning.

Antonymy is often thought of as the opposite of synonymy, but the statutes of the two are very different (Palmer, 1981:84), he shows that antonymy has the opposite meaning in each word or has not true the fact and it is very different with synonymy, for example: \textit{happy} $<$ \textit{sad} and \textit{rich} $<$ \textit{poor}. Antonymy does not always mean the meaning of the word in contrary, but also can be used to refine a sentence, as stated in Kreidler (1998:100), such as adjective words which are used to measure something can be changed or added sentences appropriate to adjective that describes something untrue, such as express words that indicate age. \textit{“The baby is four days old”} and \textit{“she is 40 years young”}. From there it can be seen clearly that the two sentences above contains no actual meaning or point to the opposite’s fact.

c) Binary and non-binary antonyms

According to Hurford and Heasley (1986:114), are predicates which come in pairs and between them exhaust all the relevant possibilities. If the one predicate is applicable, then the other cannot be, and vice versa.
On and off are binary antonyms: an electric light or a radio or a television set is either on or off; there is no middle ground. Other binary pairs are open/shut, dead/alive, asleep/awake. The terms old and young are non-binary antonyms and so are wide and narrow.

4) Polysemy

Polysemy is a term to refer to a word which has a set of different meanings which are related by extension. There is distinction made in lexicology between homonymy and polysemy. Both of them deal with multiple sense of the same phonological word, but polysemy is invoked when the sense are judged to be related. Polysenous sense are listed under the same lexical entry, meanwhile homonymous senses are given separate or different entries (Saeed, 2003:64).

For example, the word back has a set of different meanings, such as human back, the back of chair, the back of sofa, and the back of football player. The word eye also has different meaning by its extension, human eye, the eye of a noodle, and the eye of a potato.

According to Wagiman in his book “Semantics”, polysemy is a term to refer to a word which has a set of different meaning which are related by extension. In a language form
polysemy is the relation between the form of language and sets of meaning and sense. (Wagiman, 2008:33)

The lexical items can map too many different concepts, and thus be polysemous, but there is no principle limit to a word’s polysemy. A dictionary deals with polysemy by listing a small number of senses for any word in an entry, and some lexical semantic theories have polysemous words as having multiple senses within lexical entries. (Murphy, 2003:18)

5) Homonym

Actually, homonym has relation with polysemy. Homonyms are unrelated sense of the phonological word. Some linguists distinguish between two term of homonyms, such as homographs (sense of the same written word) and homophones (spoken of the same written word). According to Saeed (2003:63), the different types depend on their syntactic aspects both behavior and spelling.

For example:

a) Lexemes of the same syntactic category, and with the same spelling, e.g. lap ‘circuit of a course’ and lap ‘part of body when sitting down’.

b) Lexemes of the same category, but with different spelling: e.g. the verbs ring and wring.
c) Lexemes of different categories, but with the same spelling:
   e.g. the verb keep and the noun keep.

d) Lexemes of different categories, and with different spelling:
   e.g. not and knot.

   Homonym from the same grammatical category (same form syntactic properties, different meaning). The example of homonym: the word bank is a financial institution, and banks is the edge of the stream. (Murphy, 2003:18)
CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses research methodology which includes the methodology of the research, objective of the research, data sources, technique of collecting data, and technique of data analysis.

A. Methodology of the Research

The type of research used in this research was qualitative by seeking and observing the materials then continue to the writer’s own analysis in order to obtain the require data. Qualitative research is research procedures that procedure descriptive data in the form of written or oral words of the people and behaviors that can be observed (Moleong, 2002:3).

B. Objective of the Research

The object of the research is lexical relation which is found in Business Column on the Jakarta Post published on November 5th, 2018.

C. Data Sources

The research used primary data or original data and secondary data. Original data mean the writer takes the data naturally. According to Moleong (2002:3), qualitative research is directed to individually background holistically. So, the writer can not divide the people based on variable or
hypothesis. The data was directly related with the problem observed and directly delivered from the resources. The source of this research:

1. Primary Data: The data that are collected from Business Column on Jakarta post published on November 5th, 2018.

D. Technique of Collecting Data

The data which were used in this research were derived from lexical relation analysis of the business column and the writer’s interpretation of the utterances on business column on Jakarta Post published on November 5th, 2018. While the procedures of collecting data involved several steps. Firstly, the researcher would lead and collect the data. Second, the researcher would classify the data into the statements or utterances that contain lexical relation. Then the researcher identified and analyzed those data.

E. Technique of Data Analysis

The concept of data analysis according to Moleong (2009:248) in doing analysis uses procedures as follows:

1. Read and learn the data, mark the keyword in the data.
2. Learn the keyword and try to find the theme of the data.
3. Write down the data.
4. Classify the data of each form of the words.
5. Analyzing the type of lexical relations.
The researcher used 3 techniques of data analysis, that is categorizing, coding and analyzing.

1. **Categorizing**

   In this activity, the researcher categorized every word of news based on the types of lexical relation. It aimed to find out the types of lexical relation that used in *The Jakarta Post*.

   Here is the example of categorizing news:

   Article 1 paragraph 1

   “Workers do not need to hold protests [...] because there will be a guaranteed and significant wage adjustment,” he said on **Saturday** as reported by *kompas.com*.

2. **Coding**

   In order to help analyzed the data, the researcher used the coding pattern. The pattern as follows:

   A \times S \ y

   Description:

   A: Article

   S: Sentence

   x: Number of article

   y: Number of sentence
Here the example of coding in analyzing the data,

A1 S3: article 1 sentence 3

3. Analyzing

In this activity, the researcher analyzed every word based on Saeed’s theories about lexical relation.

Here is the example of analyzing the data:

Table 3.1

<table>
<thead>
<tr>
<th>Date</th>
<th>Type of Lexical Relation</th>
<th>The Data</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, November 5, 2018</td>
<td>Hyponym</td>
<td>The latest study by data analysis firm Nielsen has found that the 2018 Asian Games in Jakarta and Palembang, South Sumatra, drew in more television viewers and advertising revenue from within the <strong>country</strong> compared to the</td>
<td>A4S1</td>
</tr>
<tr>
<td>Date</td>
<td>Type</td>
<td>Text</td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>Synonym</td>
<td>FIFA World Cup in <strong>Russia</strong> – the most watched sporting event in the world.</td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>Antonym</td>
<td>The wage <strong>hike</strong> is a follow up of Government Regulation No. 78/2015, which offers a mandatory formula for provincial administrations to calculate a new annual minimum wage based on the predicted inflation and economic <strong>growth</strong> of the following year.</td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>Antonym</td>
<td>The man behind the games, business tycoon Erick Thohir, said the Games’ popularity had even drawn in up to Rp 800 billion from <strong>domestic</strong> and <strong>international</strong> sponsors, including from homegrown online retailer Bukalapak.</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER IV
RESEARCH FINDING

In this chapter, the researcher demonstrated the findings of the research by discussing the analysis of Descriptive Analysis on The Use Lexical Relations of Business Column of The Jakarta Post published on November 5th, 2018.

A. Profile Of Lexical Relations

1. Hyponym

The detail of the types of hyponym that was found in business column of The Jakarta Post are in the following data:

Table 4.1
Types of hyponym

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>The Data</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday, November 5, 2018</td>
<td>The latest study by data analysis firm Nielsen has found that the 2018 Asian Games in Jakarta and Palembang, South Sumatra, drew in more television viewers and advertising revenue from within the country compared to the</td>
<td>A4S1</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
<td>Source</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>FIFA World Cup in <strong>Russia</strong> – the most watched sporting event in the world.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>The government’s effort had a visible response from <strong>Jakarta</strong> and <strong>Palembang</strong>, the host cities, where by hundreds of office buildings and neighborhoods voluntarily hung up “We support the Asian Games” banners.</td>
<td>A4S12</td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>The <strong>Esemka</strong> came under spotlight again when Jokowi’s running mate, Ma’ruf Amin, recently said that mass production of the <strong>vehicles</strong> would start in October. The announcement caused a stir among opposition parties, coming so soon ahead of the 2019 presidential election.</td>
<td>A5S7</td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>Sukiyat, a businessman who sponsored the <strong>Esemka</strong>, said he was also uninvolved in the <strong>vehicle</strong>’s production in Boyolali.</td>
<td>A5S13</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, 5</td>
<td>KMWI produces a <strong>light pickup truck</strong> called AMMdes, which is part of an Industry Ministry sponsored program to provide more affordable means of transportation for rural people.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 5</td>
<td>In the initial stage, KMWI will produce 3,000 to 6,000 AMMdes per year until the end of next year. The production capacity will be increased from 12,000 to 15,000 units in 2020. With a price of about Rp 70 million per unit, the AMMdes is far cheaper than regular <strong>light pickup trucks</strong>, which cost at least Rp 125 million each.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, 6</td>
<td><strong>Southest Asia</strong> is entering a new age of integration, driven by a</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Details</td>
<td>Source</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>November 5, 2018</td>
<td>Bottom-up digital revolution facilitated by innovation and entrepreneurship.</td>
<td>AoS1</td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>Deeper economic integration has long been a goal for ASEAN governments and businesses, an ambition which has experienced its ups and downs in the decades since ASEAN’s founding. Through a digital revolution, the pace of integration is accelerating and it is changing the face of opportunity in Southeast Asia.</td>
<td>AoS2</td>
<td></td>
</tr>
<tr>
<td>Monday, November 5, 2018</td>
<td>Southeast Asia’s e-commerce revolution is evolving beyond the marketplace-based expansion seen in nations like the United Kingdom, United States and China. Social media and digitally enabled peer-to-peer (P2P) transactions are playing a central role, often utilizing a cash-on-delivery system that fits well in a</td>
<td>AoS9</td>
<td></td>
</tr>
</tbody>
</table>
region with relatively low credit and debit card adoption. Cultural preferences play a role, with P2P e-commerce platforms mirroring the “treasure hunting” aspect of traditional shopping often favored in cultures throughout the region.

**Southeast Asia** is poised to leap from largely cash-based economies to digital payment, skipping credit and debit cards adopted in other parts of the world. This payment revolution will further accelerate e-commerce. For example, digital accounts in Malaysia, Indonesia and Vietnam experienced 75 to 80 percent growth between 2014 and 2017.

The dream of an integrated regional economy is now closer than ever. As this digital revolution accelerates, so too will
The discussion:

1. In the sentence 1, the specific term *Russia* is called hyponyms and the general term *country* is called super-ordinate. A super-ordinate can have many hyponyms. And *Russia* is hyponyms of country because it is the name of country in Europe.

   ![Diagram](image)

2. In the sentence 2, the specific term *Jakarta* and *Palembang* are called hyponyms and the general term *city* is called super-ordinate. A super-ordinate can have many hyponyms. And *Jakarta, Palembang* are hyponyms of city because it is the name of city in Indonesia.
3. In the sentence 3, the specific term *car* is called hyponym and the general term *vehicle* is called super-ordinate. A super-ordinate can have many hyponyms. And *car* is hyponym of vehicle because it is the kind of the vehicle.

4. In the sentence 4, the specific term *car* is called hyponym and the general term *vehicle* is called super-ordinate. A super-ordinate can have many hyponyms. And *car* is hyponym of vehicle because it is the kind of the vehicle.
5. In the sentence 5, the specific term light pickup truck is called hyponym and the general term truck is called super-ordinate. A super-ordinate can have many hyponyms. And light pickup truck is hyponym of truck because it is the kind of the truck.

6. In the sentence 6, the specific term light pickup truck is called hyponym and the general term truck is called super-ordinate. A super-ordinate can have many hyponyms. And light pickup truck is hyponym of truck because it is the kind of the truck.

7. In the sentence 7, the specific term Southeast Asia is called hyponym and the general term Asia is called super-ordinate. A super-ordinate
can have many hyponyms. And *Southeast Asia* is hyponym of Asia because it is the part of the Asia.

The set of all Southeast Asia

The set of all Asia

8. In the sentence 8, the specific term *Southeast Asia* is called hyponym and the general term *Asia* is called super-ordinate. A super-ordinate can have many hyponyms. And *Southeast Asia* is hyponym of Asia because it is the part of the Asia.

The set of all Southeast Asia

The set of all Asia

9. In the sentence 9, the specific term *United Kingdom, United States, China* are called hyponym and the general term *nation* is called super-ordinate. A super-ordinate can have many hyponyms. And *United Kingdom, United States, and China* are hyponym of country because it is the name of nation.
10. In the sentence 10, the specific term *Southeast Asia* is called hyponym and the general term *Asia* is called super-ordinate. A super-ordinate can have many hyponyms. And *Southeast Asia* is hyponym of Asia because it is the part of the Asia.

11. In the sentence 11, the specific term *Southeast Asia* is called hyponym and the general term *Asia* is called super-ordinate. A super-ordinate can have many hyponyms. And *Southeast Asia* is hyponym of Asia because it is the part of the Asia.
2. Synonym

The detail of the types of synonym that was found in business column of The Jakarta Post are in the following data:

Table 4.2
Types of synonym

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>The Data</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday, November 5, 2018</td>
<td>The wage <strong>hike</strong> is a follow up of Government Regulation No. 78/2015, which offers a mandatory formula for provincial administrations to calculate a new annual minimum wage based on the predicted inflation and economic <strong>growth</strong> of the following year.</td>
<td>A1S5</td>
</tr>
<tr>
<td>2</td>
<td>Monday, November 5, 2018</td>
<td>Furthermore, the World Cup was only <strong>broadcasted</strong> on two national TV channels (Trans TV and Trans 7) whereas the Games was <strong>aired</strong> on seven channels (SCTV, Indosiar, O Channel, Metro TV,</td>
<td>A4S10</td>
</tr>
</tbody>
</table>
TV One, and state-owned broadcaster TVRI).

The discussion:

1. In sentence 1, the words *hike* and *growth* are synonyms because they have nearly similar meaning. The word *hike* means to raise in amount sharply or suddenly. The word *growth* means to become progressively greater. However, there are words that synonymous in one context but not in the other one. *Hike* and *growth* have different ranges of compatibility; the ranges overlap but they are not co-extensive.

2. In sentence 2, the words *broadcasted* and *aired* are synonyms because they have similar meaning. The word *broadcasted* means to send out or transmit (something, such as a program) by means of radio or television or by streaming over the internet. The word *aired* means to transmit by radio or television.
3. **Antonym**

The detail of the types of antonym that was found in business column of The Jakarta Post are in the following data:

Table 4.3

Types of antonym

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>The Data</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday, November 5, 2018</td>
<td>The man behind the games, business tycoon Erick Thohir, said the Games’ popularity had even drawn in up to Rp 800 billion from <strong>domestic</strong> and <strong>international</strong> sponsors, including from homegrown online retailer Bukalapak.</td>
<td>A4S13</td>
</tr>
</tbody>
</table>

The discussion:

1. In sentence 1, the words **domestic** and **international** are binary antonyms because they are opposite in meaning that the items being complementary to each other. It means the items belong to the set of incompatible terms. The word **domestic** means of, relating to, or
originating within a country and especially one’s own country. The word *international* means of, relating to, or constituting a group or association having members in two or more nations.

### B. THE DOMINANT USE OF LEXICAL RELATION

After the researcher analyzed the data, the researcher found the following data:

Table 4.4

<table>
<thead>
<tr>
<th>No.</th>
<th>Type of Lexical Relation</th>
<th>Occurrence (in number)</th>
<th>Occurrence (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hyponym</td>
<td>11</td>
<td>78.58%</td>
</tr>
<tr>
<td>2.</td>
<td>Synonym</td>
<td>2</td>
<td>14.28%</td>
</tr>
<tr>
<td>3.</td>
<td>Antonym</td>
<td>1</td>
<td>7.14%</td>
</tr>
</tbody>
</table>

Total number of the data that found in business column of *The Jakarta Post* was 14 lexical relations. Total hyponym in business column of
The Jakarta Post was 78.58% from number of data. Total synonym was 14.28% from number of data. Total antonym was 7.14% from number of data.
CHAPTER V
CLOSURE

A. Conclusions

From the data that the researcher analyzes according to the research question mentioned in chapter I, the conclusions can be arranged. The research question are what are the types of lexical relations found in the business column on Jakarta Post published on November 5th, 2018 and what are the most dominant lexical relations found in the business column on Jakarta Post published on November 5th, 2018.

The researcher found some kinds of lexical relation that used in the business column on Jakarta Post published on November 5th, 2018. The researcher found 3 types of lexical relation, there are hyponym, synonym, and antonym. But the most dominant lexical relations that found in the business column on Jakarta Post published on November 5th, 2018 is hyponym with 11 case. Hyponym is a less familiar term to most people than either synonym and antonym, but it refers to a much more important sense relation. It describes what happens when we say ‘An X is a kind of Y’. For example, the general term such as colour and the more specific instances of it such as red. Red is hyponym of colour, or equivalently, colour has hyponym red.
B. Suggestions

After the finding the result of this research, the researcher suggest that:

1. To the English teachers

   This research can be the alternative study to improve teachers’ linguistic ability. Therefore, the teachers can use this study as additional teaching material in reading especially the lexical relation.

2. To the English learners

   The learners can use this study to improve their skill in reading especially in lexical relations, so the learners can analyze a sentence, paragraph, and text well.

3. To the other researchers

   The data might become reference to other researchers or they can complete this research in the next their research to be better.
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Wage hike win-win, minister says

JAKARTA; Manpower Minister Hanif Dhakiri has described the adjusted minimum wage for 2019 an 8.03 percent increase from the current figure, as a fair balance between the need of employers, employees and prospective employees.

The new minimum wage, he said, would below enough so that employers would not need to fire workers, but high enough to help workers maintain a decent living.

“Workers do not need to hold protests [...] because there will be a guaranteed and significant wage adjustment,” he said on Saturday as reported by kompas.com.

He added that the wage adjustment would also benefit prospective employees because, by not affecting business activities, it would not lessen their chances for employment.

The wage hike is a follow up of Government Regulation No. 78/2015, which offers a mandatory formula for provincial administrations to calculate a new annual minimum wage based on the predicted inflation and economic growth of the following year.

The government has adjusted the minimum wage by 8.03 percent based on a predicted inflation of 2.88 percent and economic growth of 5.15 percent next year.

Hanif added that as of November, all 34 provinces have announced next year’s adjusted minimum wage, although eight had yet to formally report the increase to Manpower Ministry.
Govt ensures stable chili supply, price

JAKARTA: The Agriculture Ministry is confident that the domestic price and supply of chilies will remain stable and adequate during the Christmas and New Year holidays, thanks to the collaboration of major chili farmers in key producing regions.

“These champion chili farmers are the key to maintaining an adequate supply,” said Mardinah Hayati, the Agriculture Ministry's head of chili, vegetables and fruit division, on Saturday as reported by kompas.com.

Mardiyah said the ministry would work closely with chili farmers in 24 key chili-producing subdistricts in, among others, Java, southern Sumatra and East Nusa Tenggara to ensure that monthly harvests matched government expectations.

The ministry currently expects domestic chili production to reach 22,000 tons in November and 19,000 tons in December.

Mardiyah added that the government had previously succeeded in maintaining adequate chili supply and stable prices during two previous Idul Fitri holidays.

Chili prices currently stand between Rp 18,500 (US$1.24) and Rp 30,800 per kilogram depending on the variant.
Alibaba launches pavilion Indonesia

Jakarta: Alibaba launched on Friday Pavilion Indonesia via the Tmall Global platform to showcase popular Indonesian products ahead of the 11.11 Global Shopping Festival, the world largest shopping festival, on Nov. 11.

Indonesian Ambassador to China Djauhari Oratmangun and Tmall public affairs general manager Ryan Wang officially launched Indonesia Pavilion in a ceremony at Oriental Pearl Tower, Shanghai, while President Joko “Jokowi” Widodo delivered his message through a video broadcast at the pavilion.

“Indonesia is not only well-known with its rich and beautiful natural resources, but it is also well-known for being a country that produces high-quality products,” Jokowi said in his message as quoted in a press statement.

According to the statement, the launch of the pavilion was a result of a discussion between the Indonesian government and Alibaba Group on how Indonesian business people utilize digital technology to penetrate the global market. To start, five products – Indomie, Kapal Api, Richeese biscuits, Yan Ty Ty swift nests and papatonk shrimp crackers – are being displayed at the pavilion.

The pavilion will remain open after 11.11 festival and other products will have the opportunity to be displayed there, the statement says, adding that, in addition to displaying Indonesian products, it will also showcase the country’s rich culture and tourist destinations.

Ryan Wang said the launch of Pavilion Indonesia was part of Alibaba’s commitment to provide Indonesia with a platform to showcase their products to Chinese customers.
Asian Games more popular than World Cup on TV: Study

The latest study by data analysis firm Nielsen has found that the 2018 Asian Games in Jakarta and Palembang, South Sumatra, drew in more television viewers and advertising revenue from within the country compared to the FIFA World Cup in Russia – the most watched sporting event in the world.

“Before the Asian Games, no sporting event could compete with the World Cup in Indonesia,” said Nielsen Indonesia media research executive director Hellen Katherina recently.

The study – which gathered data from 15 national TV stations and 8,000 viewers from 11 major cities – shows that the Games garnered Rp 747.8 billion (US$ 49.6 million) in commercial advertising revenue, 42 percent higher than the Rp 527.7 billion of the World Cup.

The Games contributed to 0.65 percent of the total Rp 114 trillion in television ad spending this year, whereas the World Cup contributed 0.46 percent.

The most watched World Cup match, the France versus Croatia final, had 9 million viewers whereas the most watched Asian Games match, the Indonesia versus Hong Kong soccer match, had 15.4 million viewers.

The match with the highest share, the Indonesia versus United Arab Emirates (UAE) soccer match, was watched on 40 percent of all TVs turned on at match time, whereas the World Cup’s Germany versus Mexico match was watched on 28 percent of all TVs turned on at match time.

“We haven’t seen an audience share as high as 40 percent in, at least, the last five years,” Hellen said.

She attributed the Games’ popularity to a combination of its much larger scale and greater TV exposure compared to the World Cup.
Hellen pointed out that the Games was a multisport event with hundreds of events, which often ran simultaneously, whereas the World Cup was a single sport event with fewer match and has, at the most, two simultaneously running matches.

Furthermore, the World Cup was only broadcasted on two national TV channels (Trans TV and Trans 7) whereas the Games was aired on seven channels (SCTV, Indosiar, O Channel, Metro TV, TV One, and state-owned broadcaster TVRI).

The government had set aside up to Rp 8.1 trillion for organizing the event. A significant portion of the budget was allocated to promoting the event in Indonesia such as by holding a torch relay, setting up live music performances, releasing a Games music album and extensive media promotion campaigns.

The government’s effort had a visible response from Jakarta and Palembang, the host cities, whereby hundreds of office buildings and neighborhoods voluntarily hung up “We support the Asian Games” banners.

The man behind the games, business tycoon Erick Thohir, said the Games’ popularity had even drawn in up to Rp 800 billion from domestic and international sponsors, including from homegrown online retailer Bukalapak.

Nielsen’s study found that Bukalapak, which had purchased over 4,800 advertising slots, was the Games’ biggest TV ad buyer.

The study also noted that Bukalapak had been broadcast TV’s second most profitable customer – after the Health Ministry – in this year’s third quarter after having spent over Rp 368.5 billion on commercial breaks.

Bukalapak declined to comment.

However, its commitment to the Games is confirmed by research firm Adstensity, which estimated that the retailer had spent up to Rp 77.11 billion on commercial breaks throughout the event – the most by a company.
**Esemka car factory operating in Central Java, eyewitness claim**

Several eyewitness have said a factory belonging to PT Solo Manufaktur Kreasi in Boyolali regency, Central Java, has started producing Esemka cars, which made headlines in 2012 because they were developed by a vocational high school (SMK) in Surakarta.

Dozens of picking trucks were seen parked recently at the company’s factory in Demangan subdistrict, Sambi district. Several people were also seen conducting activities in the area, something that had not been done for months.

The factory stands on 14 hectares of land belonging to the subdistrict administration and is located far from residential areas. According to the witnesses, it only started operating a few months ago.

The company is very secretive about the activities taking place there because no official statement were released. Journalists were not allowed into the factory and photographers were barred from taking pictures.

Demangan subdistrict head Wijiyanto said he had visited the factory twice but found no activities there. “Until now, I know nothing about the factory,” he added.

Presiden Joko “Jokowi” Widodo promoted Esemka as his official car during his term as Surakarta mayor.

The Esemka car came under spotlight again when Jokowi’s running mate, Ma’ruf Amin, recently said that mass production of the vehicles would start in October. The announcement caused a stir among opposition parties, coming so soon ahead of the 2019 presidential election.

Jokowi later stressed on his Instagram account @jokowi on Oct. 25 that the government was not involved in the production of the cars, and that the automotive industry was fully responsible for developing the cars.
Boyolali regent Seno Samodro said the company had invested Rp 2.1 trillion (US$140.42 million) in the factory when construction started in 2016.

“It is for sure located in Boyolali, but I do not follow its activities,” he added.

Demangan administration secretary Suyamto said the company had rented the plot for 30 years from the subdistrict administration for Rp 1,000 per square meter.

“The total payment for the first three years was Rp 114 million and it is renewed every three year,” Suyamto added.

Sukiyat, a businessman who sponsored the Esemka car, said he was also uninvolved in the vehicle’s production in Boyolali. He also called on people not to blame Jokowi or himself, saying that “the moment for the Esemka has passed”.

“I produced the Esemka just to transfer knowledge to SMK students,” he added. “I am now focusing on the Mahes rural vehicle. I want rural people to improve their productivity.”

Sukiyat was referring to truck maker Kiat Mahesa Wintro Indonesia (KMWI) of which he is president commisioner.

KMWI produces a light pickup truck called AMMdes, which is part of an Industry Ministry sponsored program to provide more affordable means of transportation for rural people.

With an engine volume of 500 cc, the truck can transport agricultural goods of up to 700 kilograms and it can also be used as a mobile rice miller.

In the initial stage, KMWI will produce 3,000 to 6,000 AMMdes per year until the end of next year. The production capacity will be increased from 12,000 to 15,000 units in 2020. With a price of about Rp 70 million per unit, the AMMdes is far cheaper than regular light pickup trucks, which cost at least Rp 125 million each.
Digital economies drive future of integrated Asean

Southeast Asia is entering a new age of integration, driven by a bottom-up digital revolution facilitated by innovation and entrepreneurship.

Deeper economic integration has long been a goal for ASEAN governments and businesses, an ambition which has experienced its ups and downs in the decades since ASEAN’s founding. Through a digital revolution, the pace of integration is accelerating and it is changing the face of opportunity in Southeast Asia.

Asean is a vibrant region, incorporating a diverse range of markets. It represents a collective nominal GDP of US$6.5 trillion, making it the fourth largest economy in the world by purchasing parity. With a projected compound annual growth rate (CAGR) of 5 percent, that GDP is to double by 2030.

Less than 1 percent of total retail sales was transacted through e-commerce in 2015. However, a study by Google and Temasek projects that e-commerce market value will grow to $88 billion or 6.4 percent of retail sales by 2025.

This growth is energized by region-wide market trends, primary among them being the growing affluence of citizens urbanization driving concentration in middle-class and affluent (MAC) consumers, as well as growing demand for convenience in time-compressed consumer’s lives.

What does the digital revolution look like in practice? The average Thai, Malaysian and Indonesian spends nine hours online daily. This pattern is not limited to urban populations – rural internet users exhibit similar usage characteristics. Due to this digital adoption, e-commerce growth is significant, ranging from 18 to 40 percent in key countries.

A key indicator of e-commerce adoption is the high level of digital influence in ASEAN: 25 percent of Vietnames, 40 percent of Thais and 55 percent
of Filipinos use digital at some stage of their purchasing journey, for example, product research or post-purchase experience sharing.

The Philippines offers a particularly interesting snapshot of this emerging revolution – 64 percent of the population used the internet in the past month and 55 percent engage with digital technologies as part of a purchasing decision, even though just 5 percent actually shop online. The potential in that scenario is substantial.

Southeast Asia’s e-commerce revolution is evolving beyond the marketplace-based expansion seen in nations like the United Kingdom, United States and China. Social media and digitally enabled peer-to-peer (P2P) transactions are playing a central role, often utilizing a cash-on-delivery system that fits well in a region with relatively low credit and debit card adoption. Cultural preferences play a role, with P2P e-commerce platforms mirroring the “treasure hunting” aspect of traditional shopping often favored in cultures throughout the region.

Southeast Asia is poised to leap from largely cash-based economies to digital payment, skipping credit and debit cards adopted in other parts of the world. This payment revolution will further accelerate e-commerce. For example, digital accounts in Malaysia, Indonesia and Vietnam experienced 75 to 80 percent growth between 2014 and 2017.

Logistics and regulatory obstacles still persist in operating a truly integrated regional business. Yet e-commerce companies are driving a regional strategy and vision that helps integrate ASEAN further.

Alibaba has invested some $4 billion in Southeast Asian e-commerce marketplaces, notably increasing its stake in Southeast Asian’s largest marketplace the Lazada Group to 80 percent. Local success stories likewise continue to emerge, with Traveloka, HonetsBee, HappyFresh XSEED and many others planning a regional play early in their evolution.
Alibaba is positioned as a particularly interesting pioneer in this space, exploring innovative solutions to promote e-commerce growth. Malaysia’s Digital Free Trade Zone (DFTZ) combines Alibaba’s digital technology with a world-class logistics hub, aiming to empower SMEs in reaching a wider global market, with a similar initiative also underway in Thailand.

Leveraging the digital opportunity will require an innovative and collaborative public-private approach. Public bodies must work to align trade regimes, harmonize data protection standards and develop appropriate logistics infrastructure. Private companies can educate public decision makers as to the opportunity of e-commerce, while offering insight of the infrastructure required to support growth.

And what does this mean for companies driving their own digital transformation? First, think in terms of holistic digital transformation, including a new operating model, not just specific digital initiatives. Second, think of the underlying cultural change because digital requires a new way of working. Third, seek to develop outstanding digital experiences because consumers value the purchase process as much as the product. Fourth, think of regional digital strategies and partnerships, not just country by country.

The dream of an integrated regional economy is now closer than ever. As this digital revolution accelerates, so too will the rewards. That means more benefits for businesses willing to adapt, and the opportunity for a more integrated Southeast Asia.

The conclusion above is taken from The Bottom Consulting Group’s (BCG) report, How the Digital Revolution is Integrating Southeast Asia’s Consumers.
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