



Propositional Meaning in the Kelan Beach Warning Banner: A Landscape Linguistic Study

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Abstract*

This research aims to find the mental meaning of the lexicon contained in the Kelan beach information banner and also the construction of words and sentences on the text of the Kelan beach information banner. This research is a qualitative study. This research uses the language image theory proposed by Wittgenstein, 1983 in Starks 2019 and the Proposition theory by Van Dijk 1983. Apart from that, Stylistics theory is also used to look at the language styles contained in the text. The results of the research show that the words contained in the attached text contain a mixture of colloquial loan words such as healing and sunset. Sentence construction is also a type of spoken language sentence where the subject of the sentence is not included but the reader is placed as the subject. Furthermore, there are consecutive verbs in sentence construction, but all of these verbs carry noun meanings.

1. Introduction

Humans are creatures created by God who have common sense and reason which are expressed in language. One human interacts with another human through language that is mutually understood. For example, Indonesian is one of the languages spoken by the Indonesian people as a national language, the language of unity. Everything that happens in the lives of Indonesian people must be communicated in Indonesian.

Communication occurs because language is used as a medium to convey messages. Messages contained in spoken language or written in a text are of course expected to be understood by the people involved in the communication environment. If this is not the case, then of course the communication can be said to have failed. Failure occurs because there is a lack of understanding between the speech partners or participants in the text. This is why language is very necessary in human life.

Basically, when someone can communicate with another person or group of people using a language, it can be said that the communication process has been sufficient. However, another question related to communication is, does the language heard by someone or the language of a text read by a group of people in a certain situation contain the same meaning in the minds of each person in that group? Or are the meanings of words in one human mind different from another? This event of meaning in the human mind is called mental language. This means how the language that is heard or the text that is read can provide a message in a person's memory, thus moving him to carry out a behaviour or attitude.

It is a banner written in a public space, specifically the tourist beach parking area in Badung district, Kelan beach. This beach is right on the side of Denpasar's Ngurah Rai Airport.

Kelan is the name of a village in Badung district, Bali Province. Kelan Beach is one of the beach tourist attractions which has a beautiful sea panorama that is no less beautiful than other beach tourist attractions in Badung Regency, such as Kuta beach, Batu Belig beach and others. When visiting this beach, you can still find fishing boats around the coast which gives a traditional impression.

Beach tourist attractions in Badung Regency are of course also the responsibility of the regional government in managing and developing tourist attractions. Management can be seen from the availability of public facilities and even there are still forms of prohibitions or other warning messages for beach visitors. The written text in the form of a banner which is used as a form of written message for visitors to Kelan beach can be said to be unique. The uniqueness of this written text is that there are introduction or opening words before the content of the message is conveyed to the reader. This delivery technique is unique because the text writer not only prioritizes the message but also gives a positive feel to the visitors through accompanying words in the text as opening words.

This article discusses the mental lexicon contained in the sampiran language style of written texts in public spaces, especially in banner texts found in the Kelan beach parking area. The focus of this study is 1) what is the meaning of the mental lexicon in the message attached to the banner text? 2) How are the words and sentences constructed in the banner text in the Kelan beach parking area?

In this scientific study, there are two previous studies that are similar to this latest research. The two previous studies provide an overview of language style and also the use of words in written texts. The language style referred to in this study is a variety of sentences and diction that are appropriate to the variety of sentences desired to express a purpose. Meanwhile, the intended word play is how words are placed to fulfill nuances of meaning that are humorous, affective and give a positive impression to the reader.

A previous study conducted by Mardhiah et al (May 2022) entitled Study of the Mental Lexicon of Single Subjects of Men and Women Through Word Association. The research aims to analyze the mental lexicon. The method applied in the research is the distribution and identity method. The findings show that the mental lexicon between men and women is different. In terms of language capacity, men can indicate 11.26 words but women up to 13.39 per stimulus. In this study, the researchers used stimulus words to see how much mental lexicon the research object could produce.

This research is interesting and good, but does not provide a detailed explanation of the relationship between one word concept and another word concept as a binder or relationship between concepts called mentality. Therefore, this research is very different from the research that will be carried out, namely from the assessment and analysis perspective. That in the latest research, word concepts will be shown which are used as sources of analysis so that it can be known for certain how the mental lexicon synergizes with the human mind and what things enable a human to behave when hearing or reading a word.

Another interesting research is a study written by Prihatini 2019 entitled Semantic Network of The Word Association In the Field of Law. The focus of this research includes: response word categories and lingual factors that form semantic networks in the legal field. Data collection was carried out using a questionnaire. The results of the research show that nouns are more likely to be responded to with nouns, verbs are responded to with nouns, and adjectives are responded to with nouns.

In this research, Prihatini applied the word association theory proposed by Utsumi (2015:1) that word associations can reflect human lexical knowledge. Furthermore, Chomsky in Huck and Goldsmith 1995 said that language reflects the characteristics of a person's intellectual

capacity and language can be a direct reflection of thoughts. This research is good, but it is necessary to carry out a meaning mapping so that it can be clearly seen what meaning is contained in a word so that a verb, for example, can be responded to with a noun, an adjective can be responded to using a noun and so on. Furthermore, that study differed significantly from the current study. That the application of theory in this research is language image theory and stylistic theory. The aim is to emphasize that word concepts can be described as propositional concepts or the meaning of a word, which is called the mental lexicon.

Another article that contributes to this study is a research conducted by Tariq (2018) entitled *Style, Stylistics Analysis; A re-evaluation of the modern day rhetoric of Literary discourse*. In this article, Tariq puts forward linguistic theories that are closely related to language style.

“According to Lodge ‘Phonology describes the ways in which speech sounds are organized and generated in language’ (Ofuya 14). Morphology in linguistic terms, studies the form words, shapes or structures in particular and lexico syntax which is also known as lexicosemantics. In the words of Crystal and Davy, Graphology ‘refers to the whole writing system: punctuation and paragraphing as well as shaping’ (Leech 39). Graphology also includes foregrounding of quotation marks, ellipses, periods, hyphens, contracted form, especial structures, the full stop, the colon, the coma, the semicolon, the question mark, the dash, lowercase letters, capitalization, small print spacing and italics.”

Furthermore, it is also stated that stylistics is the study of language in which there are styles of thought and expression. How the idea of a style contributes to communication and shapes the human mind.

“Stylistics simply results from ‘style’ which is, in a widely held view, correspondence between thought and expression. The notion of style is based on the assumption that of the two functions of language i.e. means of communication and also a means of shaping ones thought.”

So it can be said that style is an ornament of the mind. Style is a choice of activities in using language. In the use of language there is certainly a message. This message usually states information, meaning or meaning proposition that arouses human feelings to act or respond to something. This opinion is also in line with the concept that:

“Stylistics moves beyond ‘sentence grammar’ to ‘text grammar’ considering how the text works as a whole to achieve (or not) its purpose (for instance, to amuse, to create suspense, or to persuade) and examining the linguistic features which contribute to these ends.” (Peter Barry dalam Tariq 2018)”

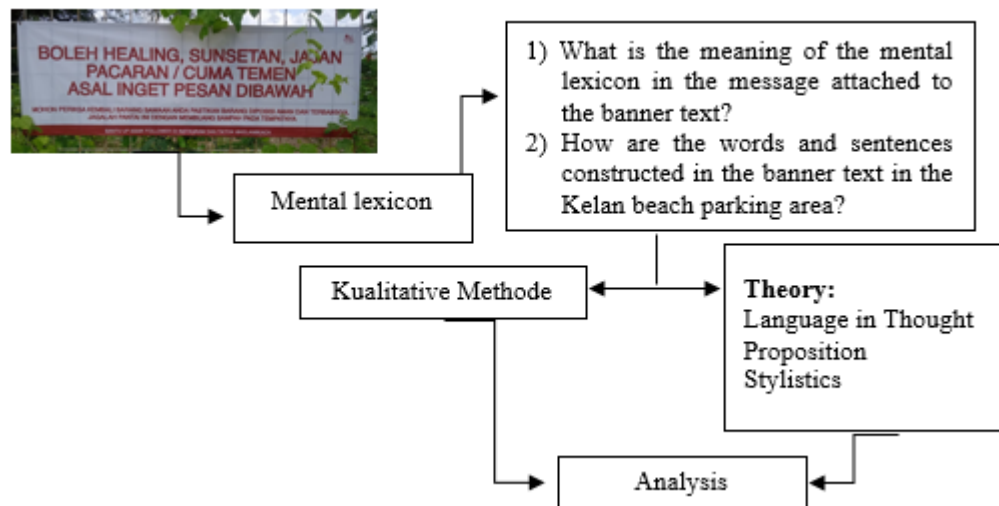
The article written by Tariq 2018 contributes to the understanding of language style. However, unfortunately the article does not provide real examples of how language style influences a person's feelings or mentality. Therefore, in this latest research, examples of language styles that contain meaning will be found that influence human behavior and attitudes. Furthermore, in this research there is a study of the meaning of the mental lexicon.

2. Research Method

This research is a qualitative study in accordance with the opinion of Creswell (2009). The data source is written text printed in the form of banners installed in public spaces, namely in the

Kelan beach area, specifically in the parking area. Because the focus of this research is only on the mental lexicon, the research will review the meaning of words and sentence construction on banners. The technique for collecting data is a survey technique. When collecting data, the banner was photographed.

Text analysis is also carried out by means of text reconstruction, namely separating the words contained in the text with the aim of stating the meaning content of the words in the text. The following is the flow of the research carried out.



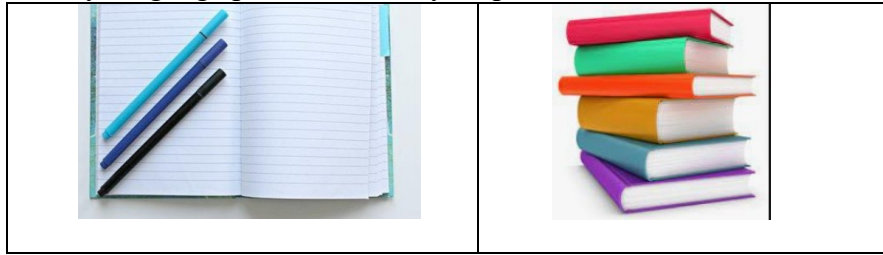
Studying a language problem certainly requires a theoretical approach that is relevant to the type of phenomena contained in a text or discourse that will be used as the object of research. In the study of written texts, namely written messages on banners in the Kelan beach parking area, there are three different types of theories. The first two theories, namely language image theory and mental lexicon theory, are used to examine the first research problem in this article. Meanwhile, to examine the second research problem in this article, stylistic theory is used.

Vygotsky (2001 in De Sousa 2015) said that the meaning of a word is a representation of thoughts and language. Furthermore, there is also the opinion of Fodor (1983 p. 80 in De Sousa 2015) who says that the mental lexicon is like a graph that is connected to lexical items and their meanings to other things that are still related. There is also Pinker (1998:222 in de Sousa 2015) who says that the mental lexicon is a general or idiosyncratic entity, a psychological mechanism designed as memory in relation to grammar in combining words.

Wittgenstein in Scherkoske (1996) said that meaning can be expressed using a theory called language picture theory. That meaning is represented through words. Furthermore, not all words can be seen in their form. For example, the words heaven, hell, God and so on. Humans cannot represent the concepts contained in these words, but in the human mind, there are a number of concepts stored in the brain's memory.

Furthermore, Wittgenstein (in DeAnglis 2007) said that language games are classified as mental language events. Therefore, the use of language in human life greatly determines human thought patterns. Human experience and knowledge form concepts or words stored in the memory of the human mind. In this way, the meaning of a word can be known if it is represented through an image. The language images intended by Wittgenstein are different word concepts so that images are needed. For example, the word book. Each human being will have a different concept of books. However, the thickness of the book, the color of the book cover and the size of

the book will certainly differ depending on the intentions of the two different speech partners. It's different if the type of book is included in this context. Notebooks, reading books, textbooks and so on. That's why language pictures are very helpful so that communication can be achieved well.



Source: google.com

The core proposition is the meaning of a word (Van Dijk 1983:14). Propositions are referred to as specific meanings, even though in human life, there are still other components in language such as interaction and cultural context.

“This, in turn, presupposes specific meanings (propositions) of sentences and clauses, whereas we also have information about a still wider interactional, social, and cultural context.” Van Dijk (1983: 76)

In language analysis, propositions contain a scheme where this scheme is the core meaning of a word. So propositions relate to the natural cognition of the human mind. The natural cognition of the human mind is divided into six parts, namely; (1), cultural strategies are cultural information that binds the meaning of a word related to the understanding of a discourse. This form of strategy is closely related to geographic areas and locations, differences in social structure, events, language differences, differences in language style, and even differences in lexicon. (2), Social strategy.

“Cultural strategies have a very wide scope. They involve knowledge about different geographical areas and locations, different social structures, institutions. and events, different communicative events, different languages, different discourse types, different speech acts, different superstructures (e.g., different narrative schemata), different local and global coherence conditions, different styles and rhetorics, different symbolic or ritual values and functions, different knowledge, beliefs, opinions, attitudes, ideologies, norms, and values as well as their implicit or explicit use in the production of the discourse, a different conceptual ordering of the world and society (and hence different lexicons), and, finally, different objects of reference. Even if this list is not complete, we see already that all aspects of discourse understanding are directly or indirectly affected by the kind of strategic uses of cultural information. Not only on a trivial level may the language itself be different, but also surface structure, style, coherence conditions, themes, discourse types, meanings, and pragmatic and interactional functions are influenced by cultural background. Understanding a discourse according to these cultural strategies hence means that we relate all these levels and dimensions with what we know about the communicative features of the culture of the speaker.”

(3), interaction strategy. (4), pragmatic strategy. (5) meaning strategy and (6) proposition chart strategy. Thus, the meaning proposition can be viewed from word structure to sentence structure. Stylistics is the study of language style in a text. In the social world there are many types of text,

therefore, the mental lexicon stored in human memory is also determined by the cognitive semiotics of the human mind. This thinking is in line with Brandt's opinion that:

“Meaning, within cognitive semiotics, is taken to refer to the signified (signifié) side of signs occurring in communication and other expressive practices, and ‘construction’ is taken to be a mental endeavor engaging multiple minds, as the exchange of signs (semiosis) is essentially an intersubjective enterprise.”
(Brandt 2006 dalam Jeffries dan McIntyre, 2007: 22).

The use of words in a text influences the reader's mind to understand the author's meaning. Therefore, the choice of words and also the choice of sentence structure determines whether the reader understands the author's meaning or not. In stylistic studies, a linguistic study approach is needed to understand the content of the text, namely meaning.

3. Discussion

After conducting an in-depth analysis of the form and meaning contained in the banner text in the tourist beach area, namely Kelan Beach, it can be said that the meaning of the lexicon is identical to words that describe an atmosphere that is closely related to human feelings and thoughts. For more details, pay attention to the explanation of the meaning of the lexicon and sentence construction in the two sub-discussion sections below.

3.1 Meaning of Mental Lexicon

Language in the human mind depends on human experience itself. How much a person interacts in an environment and/or experiences both social experiences and experiences carried out individually such as reading, listening and so on so that the words of a language can be stored in the mind's memory. Based on the written text found in the Kelan beach parking area, it can be said that this written text is unique. The words written in this text are monolingual or one language, namely written in Indonesian. The meaning contained in this text, especially from the word structure, can be described as follows.

Data



In the data above, attached to the text is one sentence, namely: *boleh healing, sunsetan jajan pacaran/ Cuma temen asal inget pesan di bawah*.

The sentence above has a meaning proposition in the human mind as follows;

1) Boleh

Word *boleh* provides the reader (human) with an understanding that:

Proposition 1 : things or events/occurrences that can be done.

Proposition 2 : there are good and/or bad impacts

Proposition 3 : the mind and heart of the reader (human) gets positive impression.

Word *boleh* as the data above gives the reader a concept of meaning that there are activities or actions that are permitted while in the Kelan beach environment but there are restrictions. The boundaries intended by the author of the text are conveyed through other words that are not part of the text's suffix.

2) *Healing*

- Proposition 1 : healed
- Proposition 2 : get inner freshness
- Proposition 3 : peaceful environmental atmosphere
- Proposition 4 : relax

Besides *boleh* there is also word *healing* in the text. This word is a word taken from English. The spelling and pronunciation of this word is retained by the reader of the text. The literal meaning of this word is *healed* but this word has experienced a shift in meaning. The meaning of the word is associated with the atmosphere of marine tourism. The elements of water, dusk and the sound of the waves seem to give a feeling of coolness to a person's mind. So the word healing used in this text gives a nuance of mentality to the reader's mind. Kelan beach offers a soothing feeling, but before experiencing this atmosphere, readers (visitors) must be able to pay attention to several things (information) outlined in this text.

3) *Sunsetan*

- Proposition 1 : watching natural scenery
- Proposition 2 : the sun has set
- Proposition 3 : Sit on the beach and enjoy, the beauty of the twilight
- Proposition 4 : being in a crowd with other people who are too
enjoy the twilight atmosphere.

Word *sunsetan* is a series of words that contain two languages at once. The word sunset is an English noun which means twilight. This word undergoes an affixation process, namely the attachment of the suffix -an to the end of the word. The concept of the word sunset, which is an English noun, has experienced a change in the concept of meaning, but there is an additional meaning in accordance with the Indonesian language system. The suffix -an gives the meaning that the sunset atmosphere seems to be an activity carried out by someone without haste, enjoying the natural event of 'the sinking of the sun' or the twilight atmosphere. This concept is contained in the word *sunsetan*.

4) *Jajan*

- Proposition 1 : eat snacks
- Proposition 2 : relax
- Proposition 3 : Don't hold heavy items while eating and drinking
- Proposition 4 : food that is used as food is not heavy foods such as rice and the like.

There is also word *jajan*. This word is ambitransitive in the sampiran sentence construction in the text above. Basically the word *jajan* is an Indonesian noun. This word changes its word class position to become a verb because of its placement in the sentence construction.

5) *Pacaran*

- Proposition 1 : emotional connection between two different people gender (male and female)
- Proposition 2 : walking, sitting or standing on a stretch of sand
- Proposition 3 : talk about light topics of conversation.
- Proposition 4 : a set of activities that two people enjoy

Word *pacaran* in this sentence construction is a verb. This word contains four concepts at once. This word is a derivative word which consists of two morphemes, namely the free morpheme boyfriend and the bound morpheme -an. In this word, the bound morpheme -an occupies the final position so it is called a suffix. Furthermore, this suffix is a derivation morpheme because it changes the class of the basic word boyfriend (noun) to courtship (verb) and even the concept of the word also changes.

- 6) *Ingat*
 Proposition : event or events remember something passing think.

The word *ingat* in this text shows that the word remember is a verb in Indonesian. This verb is an ambitransitive verb because this verb can bind two arguments at once but sometimes only binds one argument. In this banner text sentence, the word remember is a transitive verb. Because this verb occupies a predicate position which binds two arguments at once.

- 7) *Pesan*
 Proposition 1 : important information that is useful for someone

In this written text, the word message is a noun. This word occupies the position of the object of the sentence. The object of this sentence becomes a sentence element which indicates that the subject of the sentence (reader) is benefactive.

3.2 Sentence Constructions

The mental construction of the lexicon in written texts found in public spaces, especially in the Kelan beach area, indicates that the creator of the text, in this case the beach area management, not only aims to protect and care for tourist friends but also strives to provide comfort to visitors, especially on the first impression of arriving at the location.

The use of words in the construction of written text indicates that there is a language style or stylistics, where words are played in their placement in sentence construction. The wording in the sentence below can be dissected into several parts:

1. *boleh healing, sunsetan jajan pacaran/ Cuma temen asal ingat pesan di bawah*

The construction of this sentence can be seen that the creator of the text omits the subject of the sentence. The subject of this sentence is free or whatever you like. Anyone can be the subject of a sentence. However, what is certain is that the element that is the subject of this sentence is the reader. Anyone who sees this writing will definitely place themselves as the subject of the sentence.

What is unique about this sentence is that the subject of the sentence is not stated, but the verb and object can stand alone and provide meaning.

Table 3.2.1 No Subject

	Boleh <i>healing, sunsetan jajan pacaran/ Cuma temen asal ingat pesan di bawah</i>
Subjek	Predikat

In the table above it is clear that there are no language elements that fill the subject of the sentence. This type of sentence allows the reader to become the subject of the sentence. It would be different if this sentence were studied from a different perspective. Note the mapping of these sentences in the table below.

Table 3.2.2 Verb more than one

<i>Boleh healing, sunsetan, asal ingat jajan, pacaran / cuman temen</i>	<i>Pesan di bawah</i>	
Subject	Predicate	Object

The sentence construction mapped out in table 3.2.2 above shows that five different verbs occupy the subject position, but the concepts contained in these verbs are nouns. That the attitude of allowing the word "allow" and the actions of healing, sunsets, and dating snacks are not seen as actions but as a series of activities. This means that the series of activities here contain noun concepts. Furthermore, it can be said that this text can create other constructions as in the table below.

Table 3.2.3 Successive Clause

<i>Boleh</i>	<i>healing sunsetan jajan pacaran cuma teman</i>	<i>asal ingat</i>	<i>Pesan</i>	<i>di bawah</i>
Predicate	Object	Predicate	Object	Lokative
<i>causer</i>		<i>caused event</i>	<i>Cause</i>	

In table 3.2.3 above, it can be said that the sentence construction can be broken down into two clauses. What's unique is that the clause may heal as a trigger so that as long as you remember it gets a position as a caused event in the semantic role of the sentence construction. The presence of the word may at the beginning of the text indicates that the subject of the sentence may or may not be mentioned.

Boleh healing, sunsetan jajan pacaran/ Cuma teman asal ingat pesan di bawah

Mohon periksa kembali barang bawaan anda
Pastikan barang diposisi aman dan terbaiknya

Jagalah pantai ini dengan membuang sampah pada tempatnya.

The written text on this banner also provides other interesting information regarding the object of the sentence. When the object of this sentence is the message shown in table 3.2.2, the next sentence that appears is a complement or adjunct.

Table 3.2.4 Adjunct in Sentences

	Table 5.2.4. <i>Phrasal in Sentences</i>				
	Healing Sunsetan				Mohon periksa kembali barang bawaan anda
Boleh	Jajan Pacaran Cuman temen	Asal ingat	Pesan di bawah		Pastikan barang diposisi aman dan terbaiknya Jagalah pantai ini dengan membuang sampah pada tempatnya
	Predicate	Predicate	Object	lokative	Adjunct

In the sentence above, it can be analyzed that the clause please check your belongings again, make sure they are in the safest and best position, and the clause take care of this beach by throwing rubbish in its place is an adjunct to the sentence "may heal, sunset, snack, date/just friends as long as you remember" message below. The uniqueness of this adjunct includes: *Klausa mohon periksa kembali barang bawaan anda.*

This clause indicates that the author of the text is the subject of this sentence and the reader is replaced with the second singular pronoun you.

- 1) Make sure the goods are in their safe and best position

This clause is preceded by a definite word (adjective) but this word undergoes a morphological process, namely affixation, where the suffix *-kan* is attached to the end. With the suffix *-kan*, the class of words will definitely change into a verb. The meaning under the suffix *-kan* is a command.

- 2) Take care of this beach by throwing rubbish in the right place

The same thing as the word ensure in clause (2) above, that guard contains two morphemes, namely the free morpheme guard and the particle *-lah*. The meaning carried by the particle *-lah* in the word guard is the meaning of asking.

4. Novelty

The result of this research indicates that Indonesian has unique characteristics. It has people as readers become subject of the utterances or sentences which is a publication text. It could be shown in the data which explicated in on the table 3.2.1 above. Further, in the language use of Indonesian, it indicates that serial subject could more than three subjects come in a similar sentence construction such as: *Boleh healing, sunsetan, jajan, pacaran / cuman temen*. In addition, there is also serial clause in Indonesian as in the table 3.2.3 above. Therefore, the sentence patterns could be:

- 1) Readers as subject just have *Predicate*.
- 2) Subject + Predicate + Object
- 3) Predicate + Object + Predicate + Object + Locative

5. Conclusion

Based on the description of the study above, it can be concluded that the mental lexicon carries the meaning of more than one concept. For example, the word healing contains a meaning marked by a proposition. These propositions include;

Proposition 1: recover

Proposition 2: get inner freshness

Proposition 3: peaceful environmental atmosphere

Proposition 4: relax

The meaning contained in the written text lexicon on the banner in the Kelan beach parking area is a meaning that refers to the activities and atmosphere of the natural environment. Furthermore, the sentence construction on banners in public spaces is an invitation sentence that carries the value of advice. Positive value in the form of advice is marked with the word permitted. Furthermore, the construction of this sentence does not contain a subject, but the implied meaning of this sentence can be understood well. This written text also provides a new understanding that you can place several verbs after the words may, please and the like.

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