



TECHNICAL TERMS IN SOP OF QUALITY SYSTEM DOCUMENT AT PT. NOK ASIA BATAM: SEMANTIC ANALYSIS

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ABSTRACT

Document is something tangible or evidence that records communication or facts with the help of marks, words, or symbols. Each company must have some documents, as in this research the writer analyzes the technical terms in SOP document quality system document at PT. Nok Asia Batam. The writer uses qualitative descriptive method because the data will be presented in the form of technical terms in research in PT. Nok Asia Batam and the writer analyzed the meaning of the technical terms according to the meaning of the SOP quality system document and according to the Oxford Dictionary of the technical terms will be analyzed based on Geoffrey Leech's theory of semantics that classifies the meaning into seven types: conceptual, connotative, effective, collocative, stylistic, reflective, and thematic.

Keywords: Semantics, Geoffrey Leech, technical terms

I. Introduction

English is becoming the world's first truly universal language. When we speak about language, there are four skills that we need for complete communication. When we learn our native language, we usually learn to **listen** first, then to **speak**, then to **read**, and finally to **write**. These

are called the four "language skills" and English has four skills like listening, reading, speaking and writing. Listening is receiving language through the ears. Listening involves identifying the sounds of speech and processing them into words and sentences. When we listen, we use our ears to receive individual sounds and we



use our brain to convert these into messages that mean something to us. Listening in any language requires focus and attention. It is a skill that some people need to work at harder than others. People who have difficulty concentrating are typically poor listeners. Listening in a second language requires even greater focus. Like babies, we learn this skill by listening to people who already know how to speak the language. This may or may not include native speakers. For practice, you can listen to live or recorded voices. The most important thing is to listen to a variety of voices as often as you can. Reading is the process of looking at a series of written symbols and getting meaning from them. When we read, we use our eyes to receive written symbols like letters, punctuation marks and spaces then we use our brain to convert them into words, sentences and paragraphs that communicate something to us.

When we talk about business so will be relation about document business. Document is something tangible or evidence that records communication or facts with the help of marks, words, or symbols. Document serves to establish one or several facts, and can be relied upon as a proof thereof. Generally speaking, documents function as evidence of intentions, whereas record function as evidence of activities. In document business that will be use part of linguistic, and linguistic have some part morphology, phonology, pragmatic, semantic, and syntax. But in this document only use semantic. Semantic is necessary in document business because to make people to understand meaning of the marks, words, symbol, technical term in SOP a company and etc. According to Charles F. Meyer (2009:2) linguistics is multidisciplinary, specialists in many disciplines bring their own expertise to the study of language. Linguistic has a branch



semantic that can help us exploring knowledge about meaning. Semantic is a branch of linguistics which studies about the meaning. Semantics is a study of meaning (Geoffrey Leech, 1974). Therefore, semantic is a technical terms referring to the study of meaning. The opinion above supported by Hurford & Heasley (1997), they state that semantics is the study of meaning in language. According to Lobner (2002) semantics is the part of linguistic that is concerned with meaning. The reason the writer choose this title because the writer found the problem at the employees of PT. Nok Asia Batam, especially for the new employees do not understand the meaning of the existing technical terms in the SOP that resulted in many problems in the work process and the writer want to know the meaning of technical terms that exist in the SOP Quality System Document at PT. Nok Asia Batam. Based on the explanation above the writer chose this title technical terms in

SOP of quality system document at PT. Nok Asia Batam: semantic analysis.

II. Review of Related Literatures

Semantic

Semantics is the study of meaning with the language as its object. What is the meaning of mean is learn in this study. To make the speakers understand and be able to explain what the meaning of their utterances. There are many definition of semantic according by expert linguists. According to Geoffrey Leech (1974:9), semantics is a study of meaning. Therefore, semantic is a technical terms referring to the study of meaning. Palmer (1976:1) says semantic is the technical term used to refer the study of meaning. The study of meaning can be used in document to understand meaning in technical term in SOP document in a company. Crystal (2008:428) says semantics is a major branch of linguistics devoted to the study



of meaning in language. Lobner (2002)

says semantic is the part of linguistics that is concerned with meaning.

Meaning of meaning

Palmer (1976:1) says treats semantics as the 'science' of meaning, and it was not primarily concerned with the historical change of meaning. The terms besides semantics has been used by some linguists, include semasiology, semology, semiotics, sememics, and semics. The terms are used to refer manipulation of language, mostly to mislead, by choosing the right word.

The term meaning is, of course, much more familiar to us all. But the dictionary will suggest a number of different meanings of meaning. It is stated also by Griffiths (2006:15) that semantics description of language knowledge is different from the encyclopedia maker's task of cataloguing general knowledge.

Types of meaning

The aim of distinguish types of meaning is we can show how they all fit into the total composite effect of linguistic communication and show how methods of study appropriate to one type may not be appropriate to another. Leech (1974:10) says, meaning can be distinguish into seven types of meaning, the importance is conceptual meaning, connotative meaning, stylistic meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.

Conceptual Meaning

Leech (1974:10) says "Conceptual meaning (sometimes called denotative or cognitive meaning) is widely assumed to be the central factor in linguistics communication, and it can be shown to be integral to the essential functioning of language in a way that other types of meaning are not (which is not to say that conceptual meaning is the most important



element of every act of linguistic communication).”

Leech points two structural principles that seem to lie at the basis of all linguistics patterning: the principle of contrastiveness and the principles of constituent structure. A very simple example of the principle of contrastive is provided by the words man, women, girl, and boy.

Connotative Meaning

Connotative is the opposite of denotative of conceptual. Leech (1974:14) says “Connotative meaning is the communicative value an expression has by virtue of what it *refers to*, over and above its purely conceptual content.” It can vary from age to age, from society to society, and from individual to individual. Connotative meaning of the term builds on the basic conceptual attributes to include the various additional non-criterion properties that we have come to learn to expect a referent poses. We may notice that

connotative meaning is not specific to language, but is shared by other communicative systems, such as visual art and music. Example: Father → strength, strong will, tolerance. Strength, strong will, tolerance are the characteristics of father generally. It is more closely describes rigid definitions of “father”.

Social Meaning

Leech (1974:16) says social meaning is the meaning which an expression conveys about the contexts or social circumstances of its use. It is the formality of the expression. We ‘decode’ the stylistic meaning of a text through our recognition of different dimensions and levels of usage within the same language.

Crystal (2008:460) says “Stylistics is a branch of linguistics which studies the features of situational distinctive uses (varieties) of language, and tries to establish principles capable of accounting for the particular choices made



by individual and social groups in their use of language". Example: Mother (formal), mom (colloquial), mama (child's language).

In a more local sense, social meaning can include what has been called the illocutionary force of utterance for example: whether it is to be interpreted as a request, an assertion, an apology, a threat, etc. The function an utterance performs in this respect may be only indirectly related to its conceptual meaning. The sentence I haven't got a knife has the form and meaning of an assertion, and yet in social reality (e.g. if said to the waiter in a restaurant) it can readily take on the force of a request such as "please bring me a knife".

Affective Meaning

Leech (1974:18) gives level of meaning that conveys the language user's feelings, including his attitude or evaluation in shaping his use of language

is called affective meaning or emotive meaning. For example, by scaling our remarks according to politeness. With the object of getting people to be quiet, we might say either: I'm terribly sorry interrupt, but I wonder if you would be so kind as to lower your voices a little.

Reflected Meaning

Leech (1974:19) says "Reflected meaning is the meaning which arises in cases of multiple conceptual meanings, when one sense of a word forms part of our response to another sense." It is the product of people's recognition and imagination. We are easy to find reflected meaning in poetry because heightened sensitivity to language in all respects. For example: Handsome woman and pretty woman are both acceptable, although they suggest a different kind of attractiveness because of the collocative associations of the two adjectives.



Collocative Meaning

Leech (1974:20) says Collocative meaning is the associations a word gets because of the meanings of words which tend to occur in its linguistic context. Example: Pretty (girl, flower, garden, etc). Handsome (boy, man, etc). In Oxford advanced learner's dictionary (2005:293) says collocation is noun, linguistics term, a combination of words in a language, that happens very often and more frequently than would happen by chance. For example, 'bitter' collocates with 'tears' but 'sour' does not. Handsome woman and pretty woman are both acceptable, although they suggest a different kind of attractiveness because of the collocative associations of the two adjectives.

Thematic Meaning

Leech (1974:22) says thematic meaning is the meaning arising out of the way in which the writer or speaker organizes his message. Thematic meaning means the meanings of language that

communicated by the way in which a speaker or writer organizes the message, of terms in ordering, focus, and emphasis. It is often felt, for example, that an active sentence such as (1) has a different meaning from its passive equivalent (2) although in conceptual content they seem to be the same:

(1) Mrs Bessie Smith donated the first prize.

(2) The first prize was donated by Mrs Bessie Smith.

The sentence bracketed together above obviously have, in a sense "the same meaning" but all the same, we need to acknowledge that their communicative value may be somewhat different: they will not each be equally appropriate within the same context.

Document

Document is something tangible or evidence that records communication or facts with the help of marks, words, or symbols. Document serves to establish one



or several facts, and can be relied upon as a proof thereof. Generally speaking, documents function as evidence of intentions, whereas record function as evidence of activities. Merriam Western says document is an original or official paper relied on as the basis, proof, or support of something.

Kinds of document

Every company definitely need a document as proof storage of data such as document management, contract documents, employee data documents, quality system document, shipping documents and etc. When we talk about business so will be relation about document business. In document business that will be use part of linguistic. Semantic is necessary in document business because to make people to understand like meaning of the technical term in SOP a company.

Definition of Standard Operating Procedures

Standard operating procedures are written instructions intended to document how to perform a routine activity. Many companies rely on standard operating procedures to help ensure consistency and quality in their products. Standard operating procedures are also useful tools to communicate important corporate policies, government regulations, and best practices.

1. Provide clear definitions or explanations of unfamiliar terms.
If you are using a specialized term that is not widely used in your audience, even if the audience is an expert one, be sure you provide a clear definition of your term.
2. Use a terminology list when you are introducing a variety of new terms into your discussion. The



use of a list, which is generally placed before your introduction or in an appendix, can greatly aid a reader who wants to remind himself or herself of what you mean by the term.

III. RESEARCH METHODOLOGY

This chapter explains about all step that writer does in researching. The step of the research are started from the writer go to the office ask a permit by manager quality system to get data in quality system document, after got a permit from manager quality system document I looking for the data and I found data that is technical terms in SOP of quality system document at PT. Nok Asia Batam.

The next step in this research, the writer decides to use descriptive qualitative method in this research. According to Sugiyono (2011:13-14), characteristic of qualitative research is

conducted in natural conditions, is descriptive, emphasize process rather than product, inductive data analysis, and emphasize meaning. And the research method is basically a scientific way to get data with a specific purpose and usefulness (Sugiyono, 2013:2). Based on the above explanation can be concluded that the research method is a scientific way to obtain data for the purpose and usefulness. According Hidayat (2010), descriptive research is a research method used to find the widest knowledge of the object of research at a given time.

Data Collection

The writer made the collecting data in this research uses descriptive qualitative method. Research done by using sample technical terms that is look for meaning in Quality System Document at PT. Nok Asia Batam.



Data Analyzing Method

Data analysis is the process of searching and arranging systematically data obtained from interviews, field notes, and other materials, so it can be easily understood, and findings can be informed to others (Sugiyono, 2013: 244). **Data analysis** is the process of systematically applying statistical and logical techniques to describe and illustrate, condense and recap, and evaluate data. According to Shamoo and Resnik (2003) various analytic procedures “provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data”.

An essential component of ensuring data integrity is the accurate and appropriate analysis of research findings. Improper statistical analyses distort scientific findings, mislead casual readers

(Shepard, 2002), and may negatively influence the public perception of research. Integrity issues are just as relevant to analysis of non-statistical data as well. Data analysing method using the looking for the data and meaning of Technical terms in SOP of Quality System Document at PT. Nok Asia Batam according dictionary oxford.

IV. FINDING

In this chapter the writer presents the result of the data findings and discussion. It was intended to answer the problems of the study. Writer analyzes the data that found during the research from technical terms in SOP of quality system document at PT. Nok Asia Batam according to meaning at quality system document and what is the meaning according to oxford dictionary. There are fifteen kinds of technical term used in SOP of quality system document at PT. Nok Asia Batam.



After analyzing the data, writer finds two types meaning of seven types meaning according to the Leech in technical terms in SOP of quality system document at PT. Nok Asia Batam. The result of analysis shows that two of seven types of meaning appears, there are: conceptual meaning, and social meaning. These two types of meaning are often appear in technical terms in SOP of quality system document at PT. Nok Asia Batam, meanwhile, the five other types are connotative, collocative, affective, reflected and thematic meaning do not appears in the data.

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