

Semantic Association of Businessperson in Indonesian Online Press

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ABSTRACT

It is remarkable how language plays an important role in delivering meaning. Starting from this point, this study tries to look at how the word 'pengusaha' (*businessperson*) appeared in two Indonesian online press websites; i.e. *detik.com* and *kompas.com*, brings semantic association that shape meaning to be perceived by readers. By looking at collocation of certain words towards the target word 'businessperson' and valence in semantic association of people in business context in Indonesia, this study seeks whether there is some positive or negative association to the word 'businessperson' in Indonesian online press and whether this association changes over time. This study employs quantitative approach using statistical tool. Besides, *Webcorp* is used to extract linguistic resources from website texts between 2012 and 2015. The result indicates that the word 'businessperson' is significantly associated with both positive and negative notions in two Indonesian online press website, with greater positive association compared to the negative association. Neutral association of the word is not found to be statistically significant. It is also found that exogenous factors within 2012-2015 such as corruption case and Indonesian president's speech did not give much impact to the association of the word 'businessperson'. From these results, this study contributes to an insight of how press reports lead readers to value a preference of word meaning existed in community and affect domestic or foreign participation decision in Indonesian business since the country is promising for businesspersons.

Key Words: *valence, exogenous factor, Indonesian businessperson, semantic association, collocation.*

1. INTRODUCTION

This study looks at semantic association of businessperson in two Indonesian *online* press websites namely *detik.com* and *kompas.com* by taking collocation and valence into account. Collocation has something to do with "relationship of habitual co-occurrence between words" (Stubbs, 1995, p. 23), and can be distinguished in terms of target word and other words that collocate with the target word. The words that precede and follow the target word can give potential semantic association for enabling us to assume that the target word has valence entailing "pleasant and unpleasant" (Stubbs, 1995, p. 25) of semantic feature in which the former is positive and the latter is negative word.

We can take benefit from adjectives which co-occur with the target word in order to get positive and negative notions. For example, given 'customer' as the target word, we might see negative association in (1) and positive association in (2)

(1) A really *bad customer*

(2) *A really good customer*

(Nelson, 2006, p. 223)

In (1) the adjective 'bad', which has negative sense, collocates with noun 'customer', whilst in (2) the adjective 'good', which has positive sense, also collocates with the same noun. Hence, these examples display that the word 'customer', as a typical word which might be found frequently in business context, collocates with both positive and negative association.

Since business context is concerned, a current work on semantic association is done by Nelson (2006). In his study, people in business are found to have positive and negative associations based on occurrence of their collocations. The word 'customer' is collocated with positive word around 3.7 % and with negative word around 0.65%. Thus, positive association of the word is greater than its negative association. Another word like 'manager' is also found "stressing the positive over the negative" (p. 224). Conversely, no positive word associated with 'boss' meaning that the study shows that the word 'boss' is associated with negative collocation in business environment under study.

Still, Nelson (2006) did not discuss the term 'businessperson' itself. He just elaborated people in business-related. Hence, this study is aimed at focusing on a more straightforward word for 'businessperson' namely *pengusaha* (in Indonesian language) in Indonesian online press.

This study is chosen because of two reasons. Firstly, semantic association in online press represents the role of media in contributing to shape word meaning. Collocation of certain words with both good and bad word meanings represent how press reports lead readers to value a preference of word meaning which exists in community. Secondly, valence in semantic association of people in business context in Indonesia is important since this study might contribute to domestic or foreign participation decision in Indonesian business as the country has a promising market for businesspersons. The growth of economy in the country has become influential in this decade (Investment, 2015; Exportbritain, 2015). This is to say that Indonesia is becoming an important country in business context. Therefore, apart from knowing about economic growth, it is also relevant to assume that people might also be interested in knowing how businessperson in Indonesian online press is represented. Therefore, this study is expected to contribute to provide some evidences in relation to positive and negative association about Indonesian businessperson in mass media. By getting insight about the association, people might get supporting consideration from how media disperse association preference of businessperson.

2. METHOD

The use of quantitative approach in analyzing collocation in corpora pertaining to semantic association study has emerged in current linguistic study (Stubbs, 1995). By this reason, I take benefit from statistical tool as quantitative measurement and *Webcorp* as corpus in this study.

2.1. Theoretical Review

2.1.1. Valence in semantic association in press

Positive and negative association can be assigned to any kind of word form. Apart from noun-adjective combination as quoted from Nelson's (2006) study above, it is also likely to look at verb as the target word which collocates with noun as in the following example:

(1) East German restriction which *caused* today's *trouble*

(Stubbs, 1995: 31)

This example shows occurrence of verb 'cause' which collocates with noun 'trouble' in which the noun has negative association. By studying the occurrence of 'cause' in Johansson's et al. (1978) Lancaster-Oslo/Bergen Corpus (LOB) which entails press reportage, press review,

and other types of document, Stubbs (1995) found that 80 % of occurrences are negative, 2% are positive, and 18 % are neutral.

Begagić (2013) also looked at collocation of phrase ‘make sense’ in Corpus of Contemporary American English (COCA) entailing newspaper and other document types. In newspaper corpus she found that word form ‘make sense’ occurred predominantly in “negative environment” (p. 409) rather than in positive one.

Both Stubbs (1995) and Begagić (2013) utilized corpuses which combine newspaper and other type of documents. The advantage of these corpus choice is that the possibility of comparing co-occurrence of words or phrases in diverse types of document. Yet, it potentially ignores the motivation beyond the documents in very detail when it comes to purpose of negative and positive associations. If the choice is focused on a single type of document, like newspaper, it is more likely to explain about what contribution of a document type in terms of shaping semantic change across time. Hence, this study will focus on newspaper corpus by looking at valence in word collocation in its trend in certain period of time. Moreover, by focusing on business-related word, especially person in business, this study is expected to explain the trend of valence in businessperson in Indonesia between 2012 and 2015.

2.1.2. Change in semantic association

By considering collocation and valence in semantic association of word, we might see the change across time. Some changes are motivated by endogenous factor namely the dispersion of meaning from grassroots, whilst mass media contributes to semantic change as exogenous factor (Ghanbarnejad, *et al.*, 2014). The former happens in mundane social interaction in which the changes tend to be relatively slow. The latter has something to do with external factor which contributes to the change such as a specific event which might interest press reporters to spread information together with its valence. To some extent, the event might influence a dramatic change of association.

The role of media as exogenous factor does not come alone. The news reports are motivated by certain issues which emerge in the community. Hence, this study also looks at the exogenous factor like the relation of association of businessperson to a potential influence of business-related event in Indonesia. I choose Indonesian president speech at APEC CEO Summit in Beijing on Monday, November 10, 2014 as a potential factor of semantic change. The president invited business leaders to come to invest in Indonesia and promised to more necessitate a friendly atmosphere for doing business in the country (The Jakarta Globe, 2014). I expect that there will be a difference of semantic association to the word “businessperson” prior to and after the speech by the reason that this kind of event will attract news reporters to broadcast information either positively or negatively.

In this case, Indonesian president’s speech inevitably contributed to dispersion of information through media. As the speech was aimed at inviting business investment in Indonesia, it seems that government tried to intervene business perception by means of choosing it as global issue in an international conference. The media must be there to record and report the information delivered by the president as it is global forum to gain any valuable information and issue which becomes main interest of any mass media.

2.2. Research question

From what has been elucidated above, research question for this study are the following:
Is there any positive or negative association to the word “pengusaha” in Indonesian online press? If the association occurs does it change over time?

2.3. Hypotheses

Semantic association in *online* press websites like *detik.com* and *kompas.com* is inevitably influenced by positive and negative issues in society. Since businesspeople in Indonesia are concerned, there are some issues that might influence its association in the media. Firstly, there is a stigma that people in business in Indonesia are associated with their cooperation with government officer. It has been widely known that when business person and government officer work together, it tends to lead to corruption, especially when the APBN which stands for *Anggaran Pendapatan dan Belanja Negara* (State Revenue and Expenditure Budget) and APBD which stands for *Anggaran Pendapatan dan Belanja Daerah* (Local Government Revenue and Expenditure Budgets) come into account. These budgets are typically used in Indonesia's public procurement. On the one hand, investment in infrastructure avails both Indonesian and investors' side. Indonesian government and people will have better public infrastructures whilst investors get big amounts of business capital in Indonesia.

On the other hand, one of the disadvantages is that these budgets lead to corruption as the consequence of illegal cooperation between government officer and people from private institution or companies who are in charge in building the infrastructures. A number of corruptions occur during procurement process (Wibowo, 2014).

For example, media portrayed one of big cases of corruption in Indonesia between 2012 and 2013 in procurement in which the suspects included one of the ministers of Republic of Indonesia and one of Indonesian prominent politicians from government officers and businessperson who got the procurement's project from government (Wibowo, 2012).

Corruption issue has been overtly broadcasted in Indonesian media at least since the freedom of press was emerged officially after Reform Era in 1998. It is also in line with the existence of *Komisi Pemberantasan Korupsi* (Corruption Eradication Commission), abbreviated as *KPK* in Indonesia since 2002 which contributes to dispersion of corruption news in the media as people from this institution become important informants for news reporters.

Hence, since then, it is expected that issue of the corruption in relation to businessperson might be found more significantly in the news. The spread of news about corruption could be more massive in press.

Still, the existence of *KPK* might also play significant role in diminishing corruption cases involving businesspersons in Indonesia, thus the media will report a lower degree of negative association to businessperson. Therefore, my first hypothesis is that **there is significant decrease of negative association to businessperson in Indonesia, between 2012 and 2015** and my second hypothesis is that **there is semantic association of businessperson with corruption between 2012 and 2015**.

Secondly, some factors might influence positive association of businessperson. Firstly, Indonesian president's speech in November 2014 might give rise to positive association of businessperson in the media especially after the speech. Secondly, the emergence of small and medium enterprises (SME) in Indonesia might contribute to positive association of people in business in Indonesia. SMEs are considered as significant foundation in Indonesian economy and since last decades have been surviving from economic crises (Ismail, *et al*, 2014). Normally, these enterprises have less cooperation with the government officers as they run their business with minimum budget. Besides, they focus on areas of business out of public infrastructure domain like food, fashion, farming, fishing, etc. Hence, it is less likely that the media will discuss negative association to people from these enterprises. If there is a report on SMEs' businessperson, it is likely that the media will focus on how they develop their business or how they survive in any business challenge. Thus, my third hypothesis is that **there is significant increase of positive association to businessperson in Indonesia between 2012 and 2015**.

2.4. Materials

Data for this study are taken from two leading online press website in Indonesia, namely *detik.com* and *kompas.com*. The former is known as a rapid update online media and the latter is known as an influential news company in Indonesia. The use of the press websites are also motivated by the fact that their written texts have undergone filtering and editing by editorial boards, thus the texts represent a normal use of words in Indonesian language in comparison to personal blogs or social media. Hence, the chosen media are expected to represent semantic association of people in business in Indonesia either in negative association or in positive one.

I am interested in looking at the trend of words association between 2012 and 2015 as there were two big issues in that period of time like corruption case in 2013 and the president's speech in 2014. Thus, I collected the data in 2012 monthly (from January to December). As this study is conducted around April 2015, I collected the data from April 2014 to April 2015.

I use *Webcorp* tool to look for collocation of the word 'pengusaha' (*businessperson*) in order to find its positive or negative association. It is a search tool available freely online aiming at retrieving data from commercial search Engine like Google to match with the need of linguistic data (Kehoe and Renouf, 2002; Renouf, Kehoe, and Banerjee, 2005). Recently, the tool is distinguished between Web-Corp Live and WebCorpLSE. As elucidated by Renouf and Kehoe (2013), the former is designed to enable linguist to type a word and pass them to the commercial search engine accordingly. Subsequently, the system sends the data back to the linguist "in the form of concordances in a choice of formats" (p. 168). Meanwhile, the latter is an offline corpus which enables linguist to make use of tool like download feature, and corpora Birmingham Blog Corpus, Novels of Charles Dickens, and others which are not available in Web-Corp Live. For this study, I use Web-Corp Live because I need to retrieve data in Indonesian language which is less likely to be conducted by using WebCorpLSE as the latter makes use of several English corpora.

2.5. Procedure

In collecting the data, I use the following steps:

1. I typed the word 'pengusaha' in the *search* menu.
2. I clicked *advance option* in order to enable me to specify my interest domain
3. In the option I typed the domain *detik.com* and *kompas.com* including year and month in the URL. I repeated doing it by distinguishing the months between 2012 and 2015.

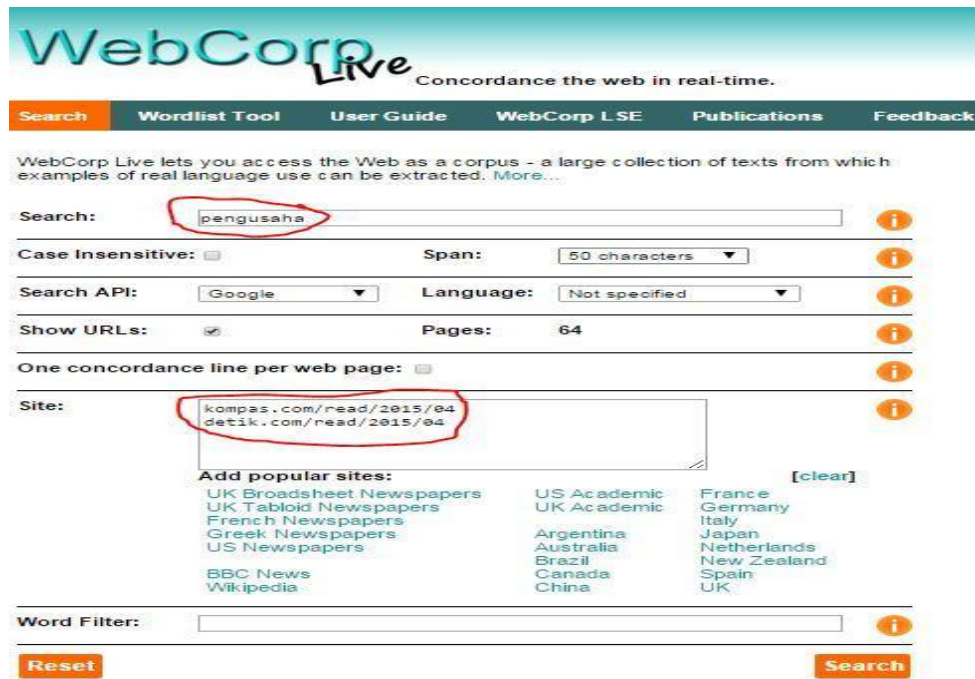


Figure 1: searching the word *pengusaha* and specifying the domain of *kompas.com* and *detik.com*

4. Figure 1 displays the step that I did from number 1 to 3. Once I did these steps, I clicked “search” button in order to let the system makes use of Google (as seen in the picture) to give me the result of the word ‘pengusaha’ in *kompas.com* and *detik.com*, in this figure, for April 2015 (2015/4). Web-Corp Live generates concordance results to the user (Renouf, Kehoe, and Banerjee, 2005) afterwards.

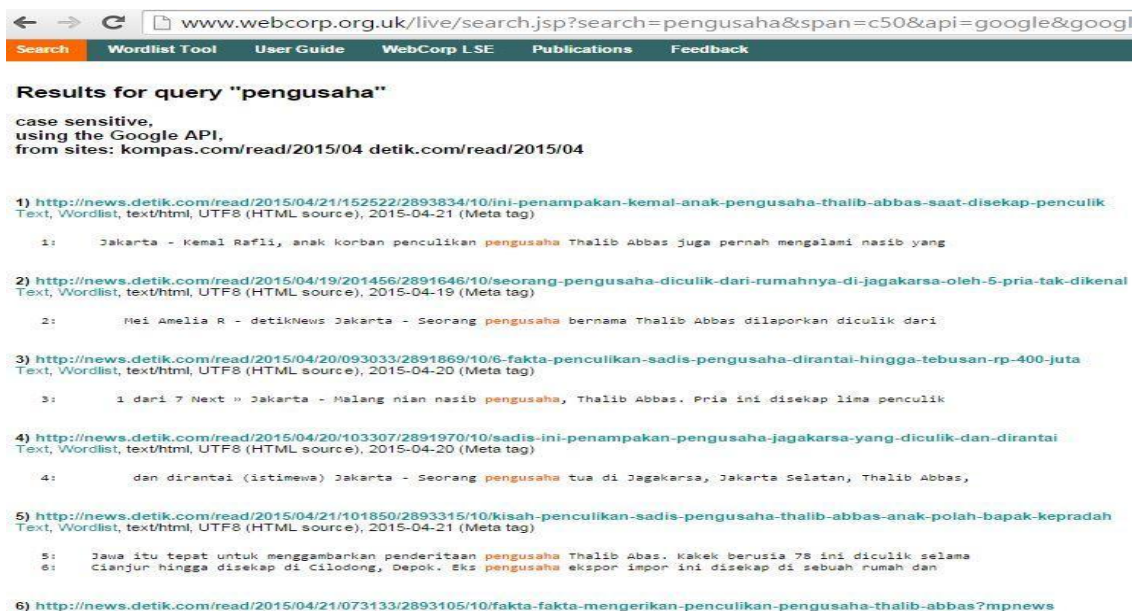


Figure 2: query result for the word *pengusaha* in *kompas.com* and *detik.com* for April 2015

5. Once the system gives me the result (as seen in figure 2), I continued with making use of *collocate* and *exclude stopwords* button as seen in figure 3. Then, I clicked *submit* button in order to get 50 characters of collocation.

Post Search Options

Show URLs: Span: 50 characters

Show Collocates: Exclude Stopwords:

Sort by: Default Position: 1

Make all above options case insensitive:

Filter by Date: No filter Range: YYYY-MM-DD – YYYY-MM-DD

Reset **Submit**

Figure 3: using *Show Collocates* and *Exclude Stopwords* buttons

6. The collocation list gave me quantification of four words that occur on the left side of the word “pengusaha” and four words in the right side (as seen in figure 4).

← → ↻ www.webcorp.org.uk/live/cache

Collocates

Word	L4	L3	L2	L1	R1	R2	R3	R4	Total
ini	1	2	4	0	0	4	3	2	16
yang	2	2	1	0	7	0	0	3	15
dari	0	0	3	2	6	0	1	1	13
dan	2	0	2	2	2	1	3	1	13
Jakarta	2	0	8	0	0	0	1	1	12
juga	0	3	0	1	0	0	4	1	9
menjadi	0	1	3	5	0	0	0	0	9
Thalib	0	0	0	0	7	2	0	0	9
Abbas	0	0	0	0	0	6	2	0	8
seorang	0	0	0	5	0	0	0	1	6
untuk	0	1	1	0	1	1	1	1	6
itu	0	0	3	0	1	1	0	0	5

Figure 4 : collocation list of the word *pengusaha* in *kompas.com* and *detik.com* for April 2015

L and R in figure 4 refer to the words which occur in the left and the right side, respectively. Once I got the list, then I copied it to excel file then quantified the percentage of the occurrence. I did it for the whole months of my interest. Subsequently, I filtered some adjectives which collocate with the word ‘pengusaha’. Once I found the adjectives, I looked up whether or not they occur in the whole data set. From this procedure, I found three adjectives which occurred in whole data namely ‘sukses’ (*success*), ‘takut’ (*fear*), and ‘gagal’ (*fail*). I assigned them into positive and negative meaning. Positive meaning refers to shared semantic feature of pleasant thing whilst negative meaning refers to shared semantic feature of unpleasant thing (Stubbs, 1995). I assigned ‘fear’ and ‘fail’ as negative and ‘success’ as positive. Eventually, in order to compare the trend of its collocation to businessperson, I also chose one word which always occurs. I decided to choose noun ‘ketua’ (*chairman*) as it gives neutral sense in meaning. This finding answers the research question that there is positive and negative association to the word ‘pengusaha’ in Indonesian online press.

3. DISCUSSION

3.1. Research Finding

Figure 5 shows the distribution of positive, negative, and neutral association to business person in Indonesia on *kompas.com* and *detik.com* between 2012 and 2015. It is found that positive and negative association of businessperson increase between 2012 and 2015, whilst neutral association is relatively stable.

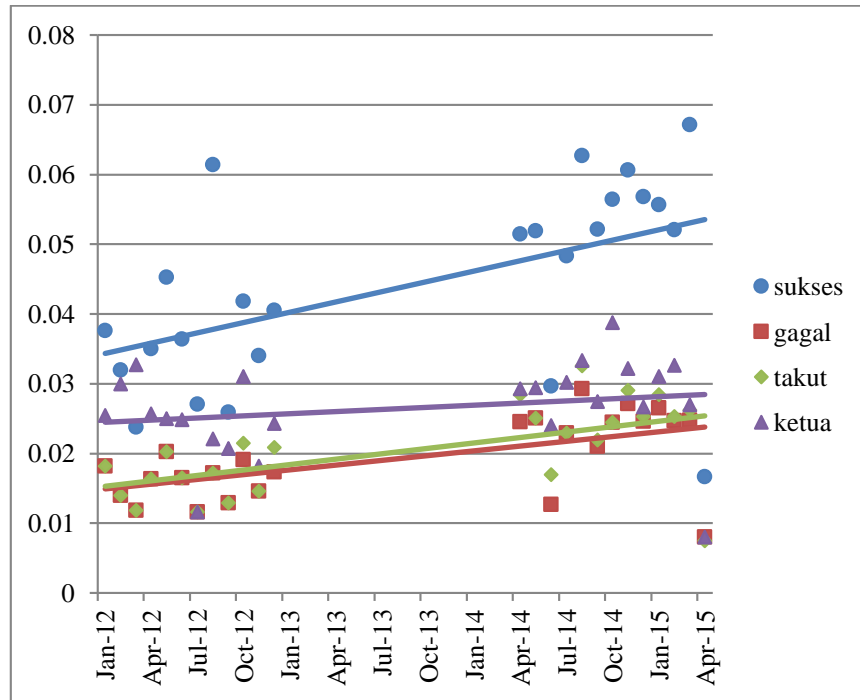


Figure 5: occurrence of association to the word *pengusaha* between 2012 and 2015

The word ‘success’ co-occurs with the word ‘businessperson’ in relation to description of people who tells the story of his success like in “Tips dari Mantan Sopir Angkot yang Sukses Jadi Pengusaha” (*success strategy from an ex bus driver who becomes a successful businessperson*) and in “banyak terinspirasi dari sang ayah untuk jadi pengusaha sukses” (*got inspiration from his father for being a successful businessperson*). ‘Fail’ collocates with ‘businessperson’ in relation to a description of activity like in “Prima Tirta gagal membatalkan merek OSO milik pengusaha air Ita Thaher” (*Prima Tirta failed to nullify OSO brand which belongs to Ita Thaher, a water businessperson*). ‘Fear’ occurs in the data as a title of news like in “Pengusaha: Jangan Takut Memulai Bisnis Meski Modal Minim” (*Businessperson: Do not be afraid of starting a business with a minimum capital*). Besides, it also occurs in the content of the news like in “Di Jabar pengusaha takut kalau Teten menang” (*In Jabar, businessperson fears Teten’s win*). ‘Chairman’ occurs in relation to reporters’ informant for their news report as in “Sikap ini disampaikan Ketua Asosiasi Pengusaha Indonesia (Apindo) Sofjan Wanandi” (*This outlook was expressed by Chairman of Indonesian Businessperson Association (Apindo) Syojan Wanandi*).

Figure 6 displays mean proportions of the four words between 2012 and 2015. On average, it shows, at glance, that the word “success” increases more dramatically compared to the other three words.

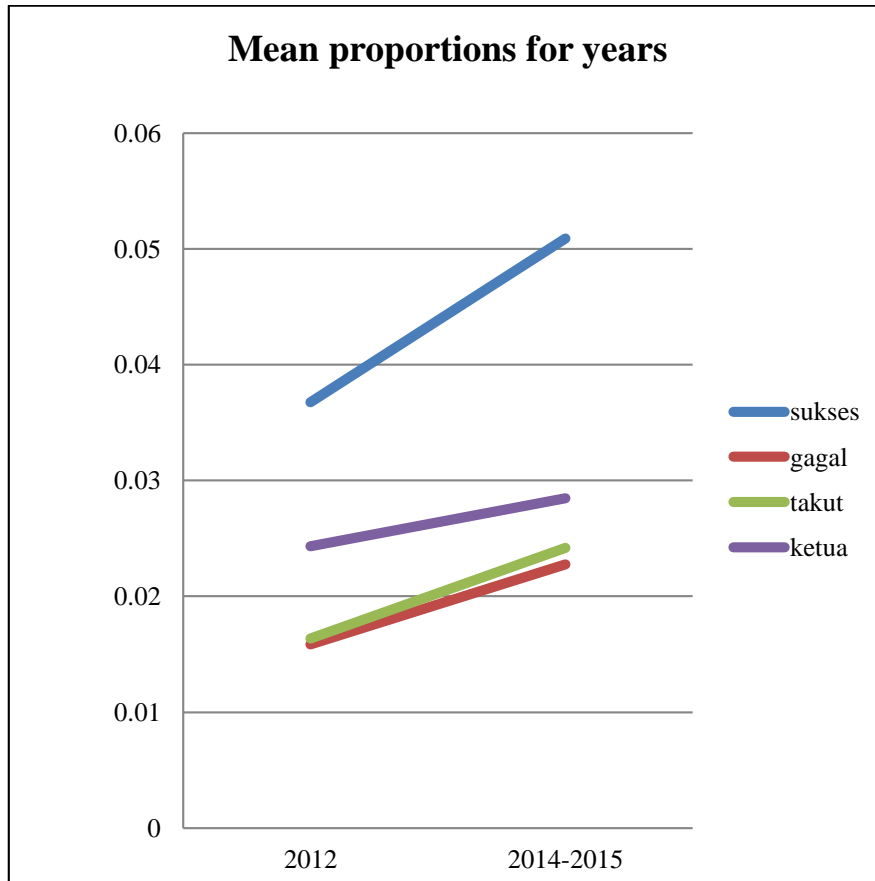


Figure 6: mean proportions of “success”, “fail”, “fear”, and “chairman” between 2012 and 2015

As mentioned in my first hypothesis, there is a significant decrease of negative association to businessperson in Indonesian *online* press websites, the data suggest different result. By using T-test (table 1) it is found that the frequency of ‘success’ changed significantly (mean frequency in 2012 = 0.036, mean frequency in 2014-2015 = 0.050, p value from t-test = 0.007, significant < 0.05). The frequency of ‘fail’ also changed significantly (mean frequency in 2012 = 0.015, mean frequency in 2014-2015 = 0.022, p value from t-test = 0.001 significant < 0.05). It also happens to the frequency of ‘fear’ which changed significantly (mean frequency in 2012 = 0.016, mean frequency in 2014-2015 = 0.024, p value from t-test = 0.000 significant < 0.05). Meanwhile, the frequency of ‘chairman’ did not change significantly (mean frequency in 2012 = 0.024, mean frequency in 2014-2015 = 0.028, p value from t-test = 0.124, significant < 0.05).

The results yield the increase of negative association of businessperson instead of the decrease as hypothesized. Hence, the finding did not show statistically significant decrease of the negative association.

Table 1: T- test result for mean frequency of ‘success’, ‘fail’, ‘fear’, and ‘chairman’ in 2012 and between 2014 and 2015 (significant < 0.05)

Word	Mean (2012)	Mean (2014-2015)	Difference	Difference (t-test p value)	STDEV
sukses	0.036755	0.050913522	0.014158478	0.007552138	0.010155289
gagal	0.015849	0.022777413	0.006928577	0.001225436	0.002828423
takut	0.016338	0.024199459	0.007861812	0.000854842	0.003427079
ketua	0.024321	0.028493125	0.004172463	0.124957594	0.005791147

Considering the research question about the change of association across time, these data suggest different trends of the association between 2012 and 2015. Both positive and negative association display significant changes whilst the neutral association does not. It leads us to assume that *Webcorp* is useful for finding valence and semantic change in relation to businessperson in Indonesian online press websites. Furthermore, first hypothesis is not supported since the result shows the opposite trend namely the significant increase of negative association to businessperson.

Regarding my second hypothesis about association of ‘businessperson’ with ‘corruption’, the data show the occurrence in a single month (December 2012). In the data, both *detik.com* and *kompas.com* have some contents about corruption. The occurrence can be seen from the table below.

Table 2: the occurrence of association of ‘businessperson’ with ‘corruption’ in December 2012’s data point

Word	L4	L3	L2	L1		R1	R2	R3	R4	Total	Percentage
korupsi	1	0	0	0		4	0	1	4	10	0.011587

Still, the occurrence is specific to one single month of total 24 months under study. The data in December 2012 shows the result like “tindak pidana korupsi yang terjadi diantara pengusaha dan pejabat negara umumnya dipicu oleh rumitnya” (*corruption that occurs between businessperson and government officer is because of the difficulty*) and in “Dilema, Beri Pungli Atau Usahanya Tidak Lancar Pengusaha: Korupsi Terjadi Karena Rumitnya Birokrasi” (*Dilemma, giving illegal charge or running the risk of failing in business: corruption happens because of red tape*). The data show that ‘corruption’ co-occurs with ‘businessperson’ when it comes to, among others, the report on a view from an informant about the cause of corruption as the result of cooperation between the businessperson and government officer and also red tape which occur in Indonesian bureaucracy. This finding is in line with the motivation of my first hypothesis regardless the result which shows the increase of negative association.

The third hypothesis of this study is consistent with the result which shows a significant increase of positive association to businessperson in Indonesia between 2012 and 2015. In addition the increase is greater than the increase of negative association to businessperson and also higher than the increase of trend in neutral association to businessperson.

Besides, we might also expect that the result might show collocation in relation to the Indonesian president’s speech on November for example ‘jokowi’ (abbreviation of Joko Widodo, the Indonesian president), ‘Joko Widodo,’ ‘speech,’ ‘APEC,’ ‘president,’ and ‘2014’, but none of them occurred. The possible explanation is that businessperson is not found to be correlated with the speech.

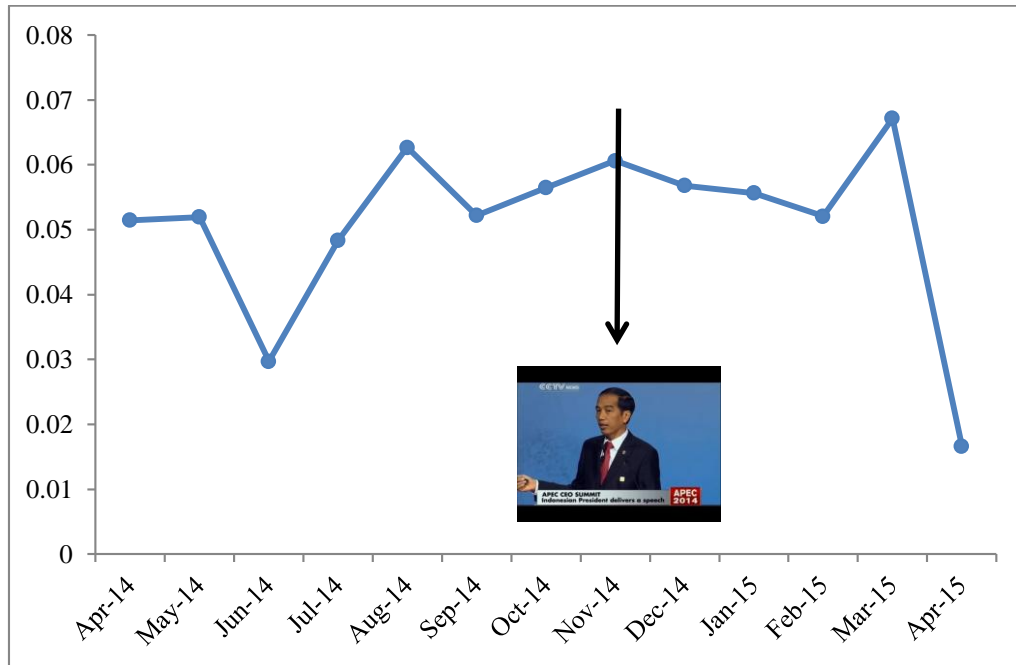


Figure 7: positive association to businessperson before and after Indonesian president's speech at APEC in November 2014. The picture was taken from http://article.wn.com/view/2015/03/24/Widodo_aims_to_use_China_visit_to_boost_ties_and_seek_detail/

Figure 7 shows that the president's speech did not yield dramatic change as seen from the graph. The trend of positive association in November 2014 is less drastic in comparison to the trend between June and August 2014 and between February and March 2015.

By using T-test to compare mean difference before and after the speech, it is found that mean difference was not statistically significant (mean difference = 0.983, $p < 0.05$). In addition, it is also found that mean difference of negative association and neutral were also not statistically significant (fail = 0.937, fear = 0.800, chairman = 0.296, $p < 0.05$). In other words, the speech did not affect significant change to either positive or negative association of businessperson in Indonesian online press websites.

3.2. Discussion

Businessperson's association in Indonesian online press websites yields the increase of positive and negative association. Exogenous factor like Indonesian president speech did not give much influence to the increase of positive association to businessperson. Yet, the examples provide evidence that the emergence of SME's becomes another exogenous factor which influences positive association to businessperson in Indonesian online press.

The greater increase of its positive association than negative association might lead the readers to assume that the websites can play significant role to exogenous factor in terms of constructive change of businessperson's association. The media consumers might have better perception than before when they engage as active readers pertaining to how businesspersons are represented.

Regarding unexpected increase of negative association to businessperson, people engaging with the dispersion of its negativity like media reporters and media owners seem to portray the fear and the fail aspects of businessperson to be broadcasted through their media. Fortunately, there was not much about corruption as it is one of the main concerns of this study.

Corruption as the consequence of cooperation between businessperson and government officer did not appear as predominant case of negative association to businessperson. Rather, it is mainly about personal aspect of businessperson regarding their unsuccessful achievement and

their internal-psychological factor in relation to business practice. Their failure and their fear are the two personal factors which might have nothing to do with cooperation between them and non-business people like government officers. Thus, these personal obstacles seem to happen not only for businessperson but for a mundane human being.

Furthermore, businessperson is assumed as someone who owns and runs his or her own business, it is relevant to call the person as boss of the business. Association about 'boss' in business was found to be negative (Nelson, 2006). It is different from this study which shows positive association is greater than the negative one. One of possible explanations is that this study needs more data in order to come with stronger argument that businessperson and boss are equivalent.

Since the use of *Webcorp* as gathering corpus of this study is concerned, it has strength and weakness. *Webcorp* is beneficial to extract linguistic information and derive linguistic data from web text which enables researchers to proceed the data for the sake of collocation study and other linguistic research (Kehoe and Renouf, 2002; Renouf, Kehoe, and Banerjee, 2005; Renouf and Kehoe 2013).

The weakness has something to do with giving noise to the data. For example, the output "Tips dari Mantan Sopir Angkot yang Sukses Jadi Pengusaha: Jangan Takut Gagal Ketua Umum HIPMI Bahlil" in the data entails all four words which become the concern of this study. This output occurs mostly in whole data. This repetitive occurrence might make us difficult to assign one token per one month as it is expected in this typical study.

Another weakness pertains to stop words which remain in the list of collocation. When I used 'Exclude Stopwords' button to compare the result of "businessperson" (English) and 'pengusaha' (Indonesian language), *Webcorp* was succeeded in excluding such kind of words from the list when search word is English, but it does not work well for Indonesian language.

Overall, this study is successful in giving insight about significant change in valence of association in businessperson in Indonesia between 2012 and 2015. The finding bears significant change of positive and negative association to businessperson in Indonesian media across time. *Webcorp* can be considered as the tool for extracting Indonesian online press web texts to enable us to conduct this association study. Furthermore, the association might become valuable input for people in making decision pertaining to business engagement in Indonesia by looking at the result about how businessperson has been perceived and represented in Indonesian online media.

4. CONCLUSION

It has been elucidated in this study that the word 'businessperson' is associated with both positive and negative notions significantly in two Indonesian online press websites. The positive association is greater than the negative association. Meanwhile, there was no significant change in frequency of neutral words.

When it comes to exogenous factors like the emergence of corruption report in news and the impact of Indonesian president speech at APEC in November 2014, this study concludes that both factors did not give much impact to the association of the word 'businessperson.' Besides, the existence of KPK in revealing corruption cases which are expected to be in line with the increase of news report about people involving in this case, including businessperson, was not found to be the case in this study. Yet, the result suggests that businessperson engaging in SME's seems to influence positive association to businessperson as they collocate with the association.

To conclude, this study is relevant for yielding valence in semantic association of businessperson in Indonesia. The use of *Webcorp* can be considered as tool for retrieving linguistic data for collocation which is useful in semantic change analysis.

Future studies might consider this finding by paying more attention to extension of amount of data such as adding more online press websites. The extension might be useful in

reducing data noise as it occurs in this study. The more data we have the more likely to remove repetitive tokens yielded by *Webcorp*.

Besides, one might be interested in measuring the value of valence in businessperson association, while others might focus on deeper analysis of single side of association either the positive or the negative one. It is likely to conduct a study by quantitatively rating positive and negative association of businessperson in Indonesia. For example, the study might come to question of how positive and negative the words like 'success', 'fail,' and 'fear' in relation to their association to businessperson in Indonesia. If the negative ones occur more than one word, one might ask if there is any difference between the negative words.

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