ABSTRACT

This study explores the use of Geoffrey Leech's (1981) seven types of meaning in Airbnb guest reviews, intending to identify not only which types of meaning are present but also conveyed the messages and impressions behind the reviews. Through a qualitative descriptive method, twelve reviews from guest stays between October 2024 and May 2025 were selected and analyzed. The findings revealed that affective meaning is the most dominant, appearing in 11 instances, followed by conceptual meaning in 8, connotative meaning in 5, social meaning in 2, reflected meaning in 3, collocative meaning in 3, and thematic meaning in 2. This suggests how emotional storytelling helps shape perceptions and influences others when making booking decisions. By examining the meaning behind these reviews, this highlights how language functions not just to inform but also to emotionally engage future guests. Due to the limited findings, future studies are encouraged to expand this analysis.

Keywords*: Seven Types of Meaning, Semantics, Airbnb, Reviews*