

ABSTRACT

This study looks at the seven kinds of meaning found in reviews of Trans Resort Hotel on TripAdvisor. To do this, both qualitative and quantitative methods were used. The data came from selected reviews of Trans Resort Hotel on TripAdvisor. The data were collected from the official TripAdvisor website through Google. The reviews were gathered directly from the TripAdvisor site to make sure the information was real and trustworthy. The theory by Leech (1981) about the seven types of meaning was used to look at the data, and a formula $\{p = f/n \times 100\%\}$ was used to find out what percentage of each type of meaning was most and least common. From the analysis, a total of 16 reviews were studied. Out of these, 2 were conceptual, 4 were connotative, 3 were affective, 2 were social, 1 was reflected, 2 were collocative, and 2 were thematic. The most dominant type was connotative with 25%, followed by affective at 18.75%, and then collocative, conceptual, social, and thematic all at 12.75%. The least dominant was reflected with 6.25%. These results show that the reviews from Trans Resort Hotel on TripAdvisor use a variety of meaningful words and phrases that have deep meanings and emotional expressions.

Keywords: *Seven Types of Meaning, The Trans Resort, TripAdvisor, Reviews*