ABSTRACT

This study explored the use of associative meanings in tourism advertisements posted on Instagram. The study aimed to identify the types of associative meanings found in the advertisement and to analyse the meanings conveyed through the language used in the texts. Based on the theory proposed by Leech (1981), specifically the classification the types of associative meaning which included connotative, social, affective, reflective, and collocative. This study employed a qualitative descriptive approach. The data were collected from selected Instagram posts published on the official @wonderfulindonesia account during November 2024, focusing on the language used in captions promoting Indonesian tourism destinations. The results revealed a total of 25 data entries that reflected different types of associative meanings. Connotative meanings emphasized natural beauty and tranquillity, social meanings were related to cultural and traditional values, affective meanings evoked emotional engagement, reflective meanings showed symbolic interpretations, and collocative meanings created thematic unity. These associative elements collectively contributed to a persuasive and meaningful depiction of Indonesia as an attractive tourist destination.

Keywords: *Associative meaning, Instagram, Semantics, Tourism advertisement.*