

Definisi without containing new elements that have been stated explicitly and implicitly stated on the sign kebahasaan. Theory of meaning analytic / referential which refers to the opinion that the meaning of Ogden and Richard is the relationship between reference and referent expressed through the sounds of language symbol or emblem in the form of words or phrases or sentences. Language symbols and references or referrals does not have a direct relationship. This theory emphasizes the direct relationship between the existing reference to the referent in the real world.

In this theory of mind or reference or in other terms called with meaning, sense or content that is placed in a causal relationship with the symbol (or penamaan language form), and referents between symbol and referent while there is a very close relationship. If the meaning of the reference in accordance with the meaning of an utterance is referennya, and no attachment, among others:

- 1) If an utterance has meaning, then the utterance referents.
- 2) If the two utterances have the same referent, the speech that has the same meaning as well
- 3) What is true of the referent of an utterance is true to its meaning

Defining referential meaning it raises the interesting things in the linguistic method. Because the meaning of a reciprocal relationship and reciprocal between meaning and name, then look for the meaning of the name in the sense that alfabetic as found in the dictionary and thesaurus. That it is also equated with the onomasiologi branch branch of linguistics who started his search for meaning and identity of the meaning of the name attached to it. In general that semantics deals with meaning, while onomasiologi associated with the name.

2 The definition of the meaning of an operational nature (contextual)

The formulation of the meaning of this definition was introduced by L.Wittgenstein emphasis on purely operational nature of this ilmiah.hal concept stated " the meaning of a concept is nothing more than a series of operations, the concept is the same as a series of interconnected operation known as operasionalme. Expanded from scientific concepts to words in general, and led to the famous formula. The true meaning of a word must be found by observing what people do not observe the word what it says about the word (Kaelan, 2002: 106-120).

The problem that arises is the comparison between the definition and the definition of the meaning of meaning referensial operating as a research tool, and as a hypothesis in the semantics.

- a) What is the importance of operational definitions in the study of certain words? The answer will depend on how it is interpreted definition. In trying to identify the use of lexicography khasdari a general word in the context of a representative, then he will soon return to the referential theory of meaning which refers to a real referent.
- b) Each definition of meaning should be regarded as a working hypothesis in which there shall be subject to the

description, interpretation, and classification of the meaning of symptoms.

Thus, it means that the operational definition should be ignored, and should be considered as an alternative to the referential theory but rather as a complement. It contains penegertian that a word can only be achieved by studying penggunaannya. hubungan between the two methods is the existence of relationships among them, and said that the relationship yaknibahasa. Assess the operational theory of meaning in tutr, while reviewing referensial theory of meaning in language.

Can the measure of meaning?

Referring to the referential theory of meaning that explore the meaning of the language and there should be a reference, giving rise to the notion of the meaning of measurement (the measure of meaning) by CE Osgood, et al which uses mathematical calculations, computerized to a sederhana.hal principle originated from a series of tests that look for tools of discrete categories, which form scale consists of seven sections that both ends contain two strong conflicting adektif --- weak, --- little big, and so on. Adjective scale was known as factor analysis which consists of three major parts:

- 1) Evaluation (good --- bad)
- 2) Potential (hard --- soft)
- 3) Activity (passive --- active)

F. The Name

Having the name is a privilege or privilege for each orang.tidak is no one who does not have a name at birth. NMA has an important role in the relationship between so the name was often followed by the magical powers and supernatural and taboo. That name is so close to its owner so identified with that name immediately illustrates reputation, good or bad. Synonyms include name dengankemashuran already mentioned. The concept of the name itself it happens rooted in tradition, and in everyday life is not difficult to find the names and distinguish them from nouns in umumnya.dengan how to write the proper name with the letter capital.namun not always easy to express the basic - elementary distinction proper name with a noun.

There are five criteria related to the name itself, namely:

- 1) Uniqueness, a proper name is a part of speech that cannot be changed, which refers an agency or an activity. So the name itself signifies the individual creature. Which specific bersift.
- 2) Identify many identification or identity marker. Not like a noun that serves a particular subordinate sebagaispesimen under the general concept. This is the label that contains the name to be able to identify and distinguish it from other elements.
- 3) Denotation and connotation, from a personal name that was never owned by the connotative nouns but refers to individuals who have possessed the attributes of the individual
- 4) Distinctive sound as a series of phonetic as the uniqueness of the name itself to identify differences in the sound.

5) Grammatical criteria, the difference between the function name and the name itself and the noun is also reflected in the grammatical peculiarities of which is owned by the proper name. (Leech, 2003)

2.2 Relevant Research

Research on self names and naming systems in Makassar ethnic communities has not been done. From several references and the authors explore research, no one has explained in detail the pattern, form, factors, and socio-cultural influences in naming practices. By him, it should be noted that some previous studies relevant to the object of this dissertation, such as research on behalf by Nuryatiningsi (2012) which examined ethnic names in Java. This study concluded that in the formation of ethnic Javanese word has abreviasi process that has a type. In this process, "can be found that the Javanese name is basically fragments of some lexemes that blended into complex shapes. Single form found the conversion process. Meanwhile, in the sense that it is using the triangular theory of meaning (meaning the triangle theory) as standard in research and can be obtained which has the meaning of the name meaning of the relationship between the elements of culture, which is based on the image name, institution prey, systematic birth order, interpretation of natural elements and creatures, and also based on prayer and hope. Additionally Slamet Riyadi (2010) also examined the Javanese ethnic self name and function in Society. Study emphasizes the translation function in the process of naming themselves in ethnic Javanese. Subsequently Widodo, et al (2006) examined the Javanese name: Diversity Elements and meaning. Research is framed of a interpretation that is the name of the social outcomes so as to know the social pespektif Dapa communities understood the name attached to the Javanese themselves.

Research on the semantics of proper names through the study conducted by Rona Almos, et al (2009) from the University of Andalas, entitled Self Name Meaning in Masyarakat Minangkabau, which examines the meaning of the name association with the presence or absence of motivation in the naming. This study is similar to that done by Rijal, Syamsul from the University of Hasanuddin which examined the selection of self Names Bugis ethnic communities; Semantics study which concluded that motivation Bugis community chose the name, among others, for the good, deemed fit, to beauty and health, success and joy - cia jobs, welfare, etc..

Research carried out on behalf and selfhood by Wahyuddin (2011) that highlight the community Kajang, one of the ethnic Bugis in the region Bulukumba. The results of this study explain that the system of public penaman Kajang change according to changes in the concept of culture see themselves according to what they understand.

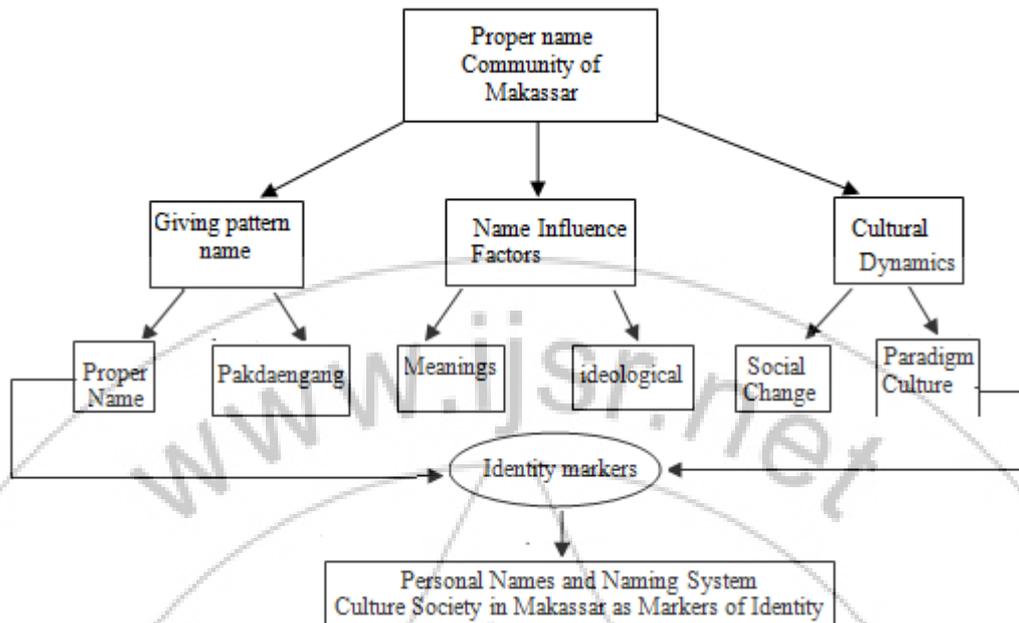
Orphans, Nurdin (1982) in his dissertation entitled Subsystem honorific Makassar Language: an analysis subsystem sosiolinguisik concluded that honorific is a soul in public life Makassar stating a desire to live in a society respectful of others.

Kosasih, et al. (2012) examined Onomastics in Sundanese Society Social Structure Change. The study describes the social perception of the provider name and the person's name, the naming can be one indicator of the socio-cultural structure of the society in which it takes place naming.

A similar study conducted by Lukmana (2010) from Indonesia University of Education, on Naming Practices in Culture Sundanese People: a diachronic study. In the present study found a shift in the culture of naming: the traditional pattern has a lot left, towards a new pattern that is not yet clearly defined. This shift appears to be influenced by demographic factors as well as Sundanese social preferences. The shift in the practice of naming this indicates two things, namely the search for a new cultural identity and openness to outside influence. This study also confirmed to a certain extent the claim that the practice of naming has a referential dimension and a social dimension. This study also confirms the claim that the practice of naming a part of speaking practice.

From the description of the results of some research on "proper name" above it is clear that the proper name and the naming system in Makassar ethnic communities need to be investigated more deeply to find patterns and shape changes of a naming system so that any Makassar ethnic communities have guidelines or reference in naming practices in society.

2.3 Conceptual Framework



Chapter III

3. Research Methodology

3.1 Research Procedures

A. Research Methods and Techniques

The method used in this research is descriptive analytical method, which is intended to describe the structure of Makassar society as reflected in the practice of naming, the following factors that affect it and the efforts made by the community in preserving and maintaining the naming pattern. It is expected to be revealed by using the conceptual foundation of theoretical sociolinguistic - antropologi - semiotic and semantic cultural dynamics perspective, the structural functional perspective.

Data collection techniques structured interview form. Researchers interviewed the respondents falls spaciousness and write the answer on the answer sheet respondent interview guide. This interview was also recorded using a tape recorder. The results of these recordings will be used as material to confirm the results of the interview notes, to improve the accuracy of the data. Information unearthed revolves around the process of naming, namely (a) the meaning of the name, if known ; (b) who gave the name ; (c) how social status, age / generation, gender, and giver of dwellings and person's name ; and (d) socio-cultural reasons underlying the naming practices. To obtain associated with the meaning of the name, the questionnaire will be used to determine whether a particular community which bears the name of knowing the meaning of her name or not.

B. Population and Sample

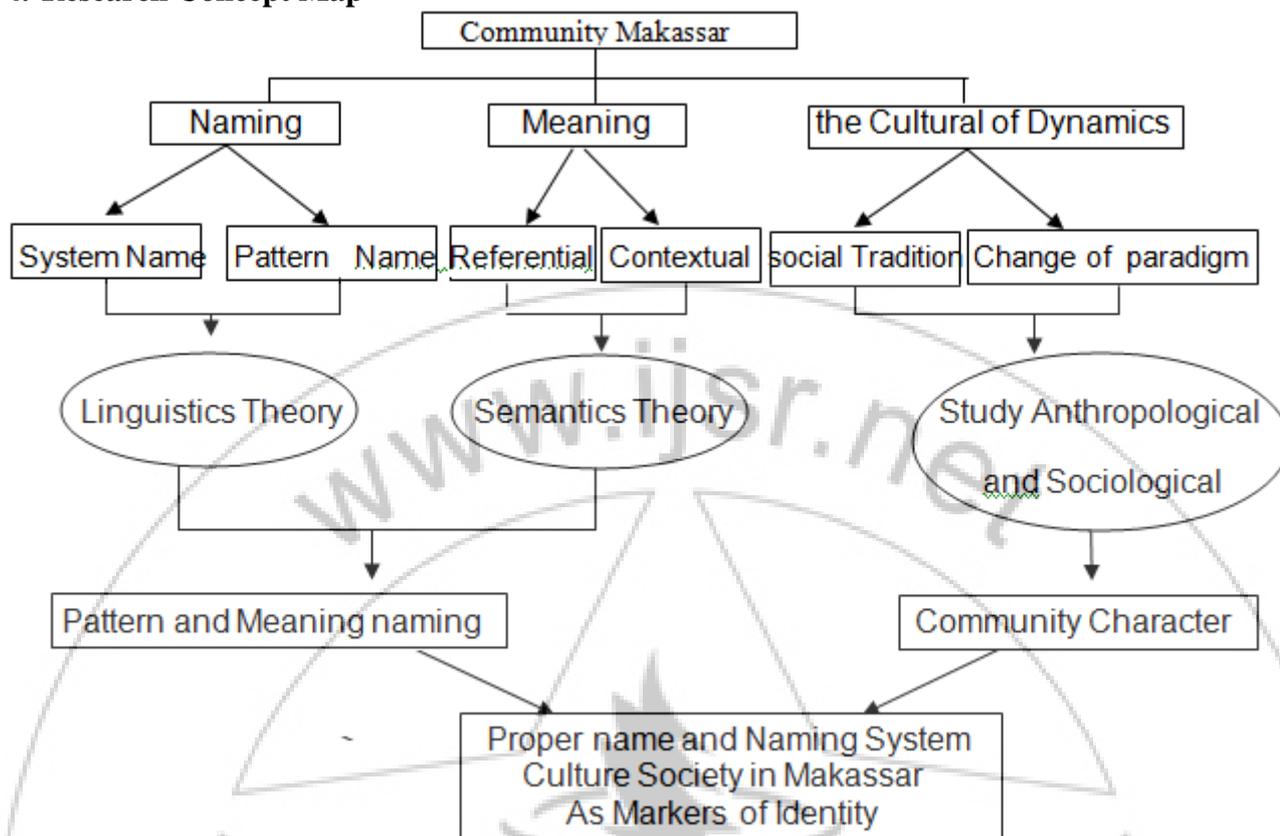
The population of this research is Makassar people living in the districts who have tribes such as Makassar Makassar, Gowa, Takalar. In this study, defined as the Makassar Makassar and native speakers who live in the community Makassar, Makassar people berorngtuakan good or not.

The sample of this study is first defined geographically, based on the distribution of the administrative regions in the areas of Makassar tribes. Furthermore, from each region were purposively drawn from two types of data location, the village and the town.

Furthermore, respondents will be grouped based on several variables. First, they will be divided by age group / generation, the first generation (children who are named by their parents), second generation (the parents of the boy, who was named by his parents i.e. grandfather), third generation (grandfather of the first generation, which was named by his parents or grandparents)

Second, respondents will be sorted based on gender. Finally, respondents will be sorted based on the social status of the giver of the name when naming it done. In this case, with the name assumed to have no part in giving the name because it is still a baby. The third group will be traced people who do not have tribes Makassar but they use the name "daeng" as a greeting or a familiar nickname among his community.

4. Research Concept Map



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