

DICTIONARY MEANING VS. ENCYCLOPAEDIC MEANING OF *HALAL*: Comparing Meaning in Dictionaries with Frame Semantics for The Sake of Conceptual Understanding

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Abstract

Halal is a concept that Islam propagates, which has been adapted into Arabic and Indonesian diction. However, it seems the use of that concept in Indonesian newspaper text is “uncontrolled”, in a sense it has been defined asymmetrically to the way it is interpreted. Definition of *halal* in Indonesian, Arabic, and English dictionaries are somewhat homogenous. It refers to a sort of status or a condition that does not violate Islamic law. Here, this study problematizes dictionary meaning of *halal* considering the experience of language-use stores meaning of dictions encyclopaedically in language-user conceptual system. This study posited a question how *halal* is framed semantically, thus understood as a specific word-bearing concept. This study conducts qualitative analysis on *halal* using the theory of Fillmore’s Frame Semantics, under cognitive semantics account. This study annotates frame elements activated by expressions to *halal*. In doing so, this study begins with comparing dictionary meanings from Indonesian, Arabic, and English, with the activated frame. Suggested in this study a hypothetical model of frame semantics of *halal* that can be empirically tested in future studies. Suggestions in this study can as well be based in formulating the conceptual understanding of *halal* in Indonesian, respectively to language meaning-making experience.

Keywords: *halal*, dictionary meaning, encyclopaedic meaning, frame semantics.

INTRODUCTION

The word *halal* is one of the concepts that Islamic teaching propagates. The spread of Islam has subsequently brought the word with it so to be adapted into a lexical unit in Arabic, and especially Indonesian. However, in terms of meaning, *halal* as in Indonesian does not seem to corroborate the way it is supposed to be perceived in Arabic. In Indonesian official dictionary *halal* is classified as adjective and is defined as a characteristic which is allowed or acquired as accordingly to Islamic law, if not Islamic teaching in general.

In google dictionary and oxforddictionaries.com *halal* refers to specific object (i.e. meat) which preparation complies to Islamic prescription. Already, the dictionary definitions differ across two languages. Whereas English dictionary defines *halal* more specifically that refers to meat, Arabic defines *halal* as to that which is

allowed, permitted or permissible, allowable, permissible, admissible, lawful, licit, legitimate, lawful possession (Wehr Hans). As addition *halal* has antonymic relation with *haram* and *mubah*, and has definition allowed and permitted (Al Akbar dictionary).

Dictionary meaning of *halal* seems to have no problem, except that it seems to neglect how the word is used extensively and accompanied with varying words (i.e. proses sertifikasi *halal*, produk *halal*, makanan *halal*, ekosistem *halal*, etc.). Language use grants its user experiences of what can be understood and perceived from a linguistic expression. And, it is difficult to imagine how one would acquire conceptual understanding of a given word without, at least, having the experience of using the word. Dictionary definition then seems to restrict itself from the experience of using the language. When it otherwise should attempt to take experience of meaning-making in mind into account, dictionary

definition establishes abstraction considered as conceptual reference of a given word.

Now that meaning derived from experience has been mentioned, central to cognitive linguistics studies is the thesis of embodied cognition which considers language, mind, and physical experience in environmental interaction are interrelated (Mark and Johnson, 1999; 2008; Lakoff, 2008; Barsalou, 1999). This interrelation taps into cognitive process, in case of word meaning, in structuring conceptual representation and constructing meaning as grounded in mind. In this sense, semantic structure of a given word corresponds to how the word is used. Having said that, at this point dictionary definitional meaning of *halal* is already considered problematic.

This study questions what concept does the term *halal* bear. By concept, this study does not intend to refer meaning suggested by its contextual underpinning. It does not as well refer to meaning that formulated in abstraction that covers dichotomy of form and sense as in dictionary. By concept, this study does refer to what it brings about in mind as it is perceived in form of sentence structure. Thereby, cognitive semantics appears more fittingly to be used as approach to the matter at hand.

Cognitive semantics is one of the branches under cognitive linguistics, which interest is to investigate conceptual structure and construction of meaning (Cruse and Croft, 2004; Evans and Green, 2006; Geeraertz, 2006). The approach has four guiding principles, they are (1) conceptual structure is embodied, (2) semantic structure is conceptual structure, (3) meaning representation is encyclopaedic, and (4) meaning construction is conceptualisation. Particularly under the principle of encyclopaedic meaning, though by no means excluding the rest, Charles Fillmore proposes a theory of frame semantics that investigates the way in which word meaning is organised against the presupposition or the understanding of the word itself (1982).

Fillmore's theory of frame semantics has been tested in diverse field of studies such as artificial intelligence. Studies in cognitive

psychology also have come up with hypotheses to test the theory (Barsalou, 1999). It also as well complemented with another theory under cognitive semantics called conceptual domain (Langacker, xxxx), and adapted in the other branch of cognitive linguistics (i.e. cognitive approaches to grammar) to theorize the nature of sentence structure (Goldberg, 1995; Langacker and Langacker, 2007).

Frames refer to details of knowledge structures or schemas derived from experience. Individual knowledge regarding a given word meaning is considered partial knowledge of the frame, with which her understanding of the word is constituted by nexus of meaning. Experience is schematised at some point, so that it is difficult for one to recall every detail of past event. More importantly, the experiential schema structures representation of knowledge about particular word, and this knowledge is represented in mind as it is stored in memory.

Fillmore exemplifies the case by suggesting COMMERCIAL EVENT frame is required for one to understand words such as buy, spend, cost, charge, etc. There is a number of attributes or participant roles included under the frame. Fundamental to frame semantics is the notion of valence or argument roles that refers to combination of words in constructing sentence, which is pertained by the frame. For instance, valence of buy involves particular number of obligatory participants and their semantic roles. There is no implication, though, that valence of a verb is fixed. In some occasions a verb may involve more participants than it is assumed.

A project called FrameNet has been introduced, which dedication is to provide some sort of corpora of contemporary English vocabularies with syntactic and semantic annotations. In his article and some other scholars (1998) Fillmore illustrates the function of FrameNet (FN) by performing analysis of ARRAIGNMENT frame on a short news article, that is comprised by frame elements like WEAPON, PROJECTILE, and TARGET. Another article (L'Homme, 2018) demonstrates frame semantic analysis on

words belonging to endangered species terms under environmental scope, which in so doing used mixed methodology that incorporates FrameNet, terminology dictionaries, and terminologists for coding process.

At present, FrameNet already gathered frame index for lexical units of language other than English namely Japanese, Chinese, Spanish, and German. Unfortunately, this study cannot really follow the steps taken in L'Homme (2018) remembering Indonesian is yet in rich possession of terminology dictionary. Studies of language that uses cognitive linguistics, let alone frame semantics, as approach in analysis of meaning representation of words are rare to find. Reflecting on that shortcoming at hand, this study then intends to merely annotates the frame onto participant roles in sentences and words accompanied with halal.

This study considers halal and phrasal expression that includes halal as the (i.e. halal, kehalalan, laboratorium halal, and produksi vaksin halal) as the frame-evoking lexical head. This study draws sentences that involves halal in news articles from republika.co.id posted around 11 September 2018 to 18 September 2018. The use of halal in phrases of sentences actually has more variants than those analysed in this study. The selection is considered necessary in order to align this study with the concern of International Symposium of Islamic Epistemology that takes the issue of halal vaccination controversy. The aim of this study is to suggest the importance of conserving conceptual meaning of halal that accounts the experience of linguistic meaning as proposed here. This importance is motivated as well by the instruction in Koran (2:168), that instructs Moslems to adapt the halal to live their life.

HALAL

HALAL denotes permission by Islamic principle, which is classified as adjective. For that matter the term requires obligatorily accompanying noun to realize its complementary function. The following is data excerpts taken from republika.co.id that includes the target term.

- (1) Kota Tangerang miliki [Laboratorium-attributed_entity] HALAL(REPUBLIKA.CO.ID).
- (2) Membeli [makanan-attributed_entity] HALAL dan berhaji termasuk dalam [pajak-attributed_entity] HALAL(REPUBLIKA.CO.ID).
- (3) Pihak Biofarma menyatakan proses produksi [vaksin-attributed_entity] HALAL butuh waktu lama(REPUBLIKA.CO.ID).
- (4) [Jaminan produk-attributed_entity] HALAL tingkatkan produksi ekspor(REPUBLIKA.CO.ID).
- (5) “Dengan adanya [standarisasi-attributed_entity] HALAL, ini justru berpeluang memperluas pasar dari produk Indonesia...”(REPUBLIKA.CO.ID).
- (6) Atau paling tidak dia sadar bahwa konsumennya mayoritas Muslim sehingga ia harus menyediakan [produk-attributed_entity] yang HALAL.
- (7) [Belum-negative_qualifier] HALAL [Tetapi Darurat-conceded_attribute], MUI tegaskan [Imunisasi MR-attributed_entity] Wajib
- (8) Majelis Ulama Indonesia (MUI) menegaskan sifat [imunisasi campak rubella (measles rubella/MR)-attributed_entity] memang TIDAK HALAL namun anak-anak Indonesia wajib mendapatkan imunisasi ini.

The examples describe HALAL is preceded by varying accompanying nouns such as makanan, vaksin, jaminan produk, produk, standarisasi., imunisasi campak rubella (measles rubella/MR), and laboratorium. Syntactic grouping of target term and the obligatory noun participant comprises a noun phrase. In a noun phrase, adjective modifies the noun so to embed certain attribute. Therefore, it seems the frame element activated by noun is proposed as attributed_entity.

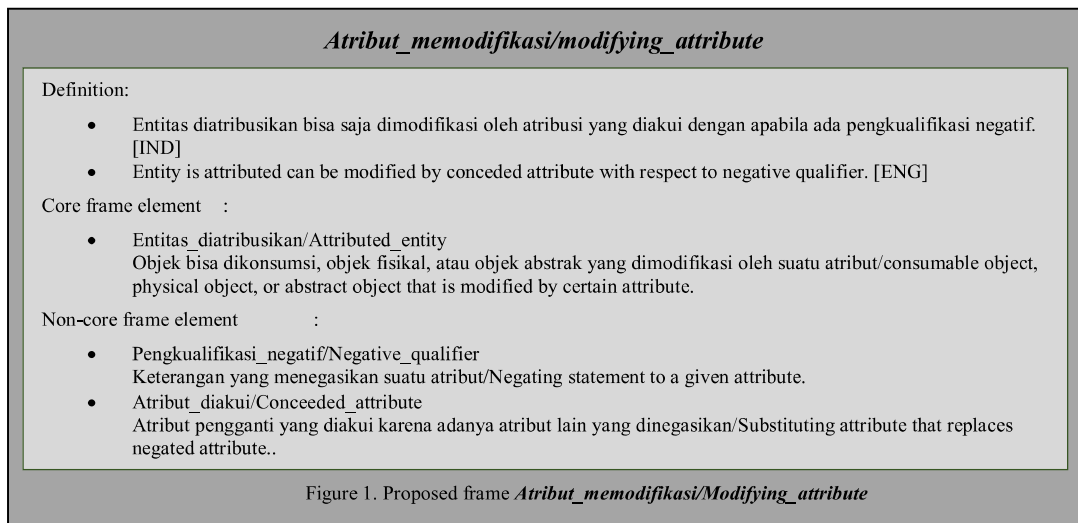
The activation of frame attributed_entity seems to have no restriction in terms of what concept the accompanying noun represents. That is to say the noun may be consumable object (i.e. makanan/food), abstract concept (i.e. jaminan produk/product warranty), or facility (i.e. laboratorium/laboratory). It is because of the variation that entity is preferred instead of object.

- (9) [Belum_{negative_qualifier}] HALAL [Tetapi
Darurat_{conceded_attribute}]. . .
 Adverbial clause

It should be noted (7) exemplifies specific condition wherein the target term requires numerous obligatory participants in constituting adverbial clause (9). In this case, the obligatory participants are adverbial expression (i.e. belum), and adjective phrase (i.e. tetapi darurat). The adverb belum activates frame element negative_qualifier in

MR, rather than HALAL. However, in this case the syntactic function of adverbial clause is modifying the noun. Considering the clause is not independent, one may argue frame elements activated in (7) are non-core frame elements. Whereas in the other example attributed_entity is obligatory, therefore it is core frame element.

Figure 1 illustrates a proposed frame that HALAL bears. This study calls the frame atribut_memodifikasi in Indonesian, or modifying_attribute in English. The frame implies the term HALAL activates frame element attributed_entity on given object. Also, there is an occasion in which modifying_attribute may be qualified negatively. In that occasion another adjective that in itself bears the frame modifying_attribute is conceded as licenced alternative for modifying the property of a given entity.



relation to HALAL, whereas the adjective phrase is the conceded with respect to HALAL. That makes it likely that tetapi darurat evokes frame conceded_attribute.

Furthermore, the activated frame conceded_attribute seems to replace HALAL as the modifying property of the noun (i.e. imunisasi campak MR). Therefore, one may understand that it is darurat that counts to characterize the property of imunisasi campak

KEHALALAN

KEHALALAN denotes the extent of halal in a given entity, which in itself is noun. In (10) the target term is parallel object in a sentence that consists of two clauses with stacks of adjunct in the main clause. To begin with, the target term requires obligatory participant of the other parallel object tentang fatwa haram. The target term activates frame element examined_principle_instance in

relation to KEHALALAN. This entails the target term activates frame element examined object to the noun phrase in the last adjunct stack suatu produk baik makanan atau minuman.

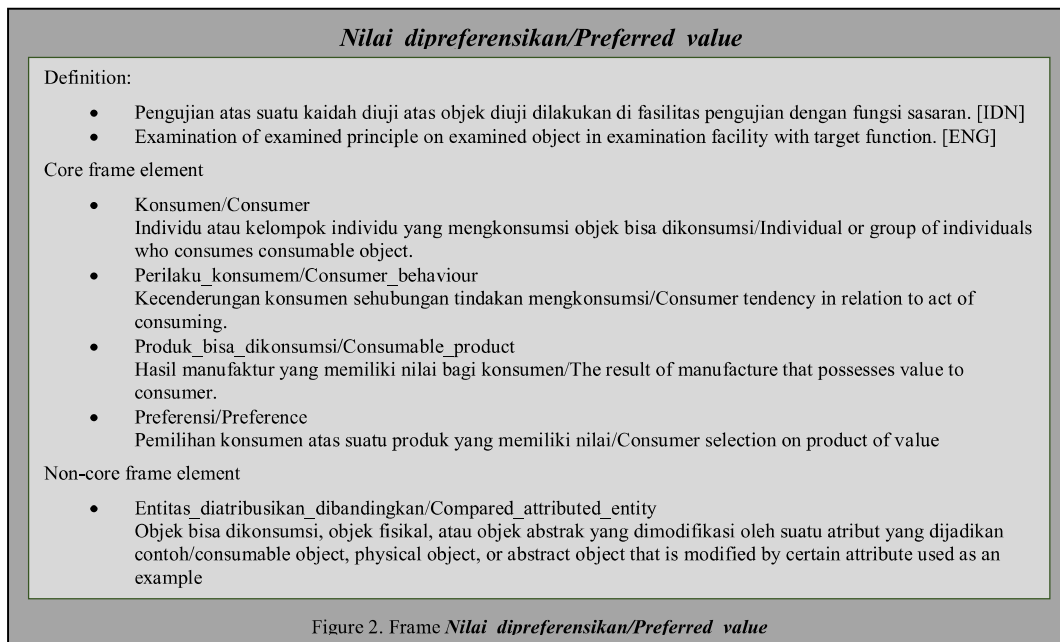
- (10) Selain menjadi [salah satu uji pelengkap dan penunjang untuk sertifikasi label halal_{target function}], [Laboratorium ini_{examination facility}] juga menjadi [uji konfirmasi atau pemastian analisis_{target function}] [dalam rangka pemeriksaan_{examination}] [yang berkaitan dengan aspek hukum syariat Islam_{examined principle}] [tentang fatwa haram_{examined principle instance}] atau KEHALALAN [suatu produk baik makanan atau minuman_{examined object}].

KEHALALAN activates frame element examined_principle to the noun phrase yang berkaitan dengan aspek hukum syariat Islam, and examination frame element to

phrase. This follows the sentence subject laboratorium ini frames examination_facility in relation to KEHALALAN. In the subordinate clause, which is adverbial, complementary noun phrase bears the frame target function, just as the complementary expression in the main clause.

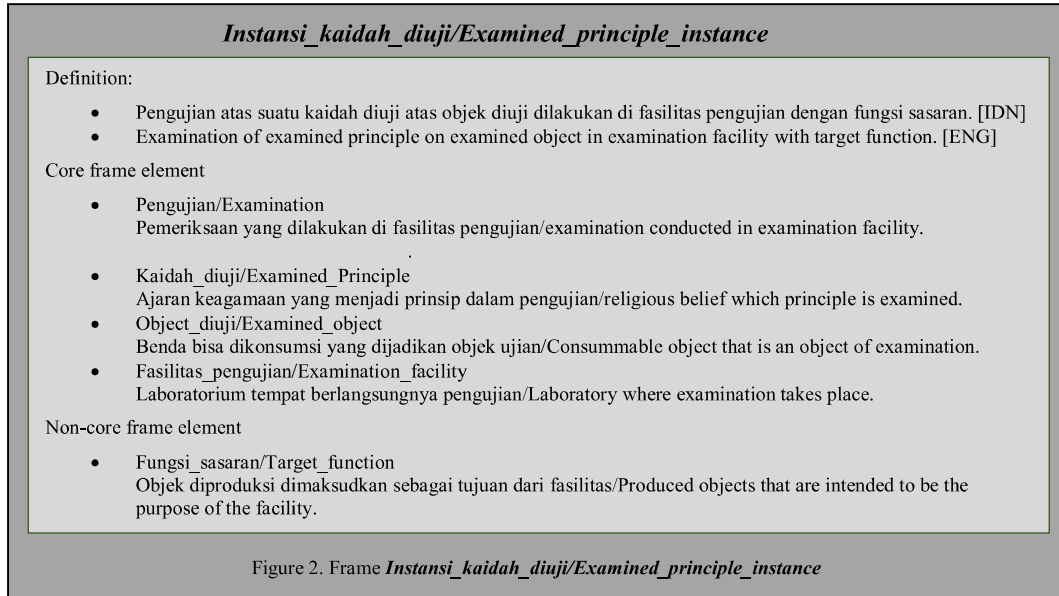
- (11) Ketika ada [produk yang masuk_{consumable object}] dan dijamin KEHALALANNYA meskipun [bentuk produknya sama_{attributed entity}] [dengan yang dijual produsen lokal_{compared attributed entity}], [konsumen khususnya Muslim_{consumer}] [tidak akan segan_{consumer behaviour}] untuk berpaling [ke yang lebih menjamin_{preference}].

Interestingly, example (11) demonstrates KEHALALANNYA activates distinctive frame elements compared to those in (10). It seems the sentence may be erroneous at some parts. Here, however, the target clause is part



prepositional phrase dalam rangka pemeriksaan. The noun phrase uji konfirmasi atau pemastian analisis holds complementary function in the sentence. In this case, the target term activates frame element target_function to the complementing noun

of the dependent when clause and is evoking frame element consumable_object to noun phrase produk yang masuk. The noun phrase is object predicated in the dependent clause. The target term also activates frame element attributed_entity to the phrase bentuk



produknya sama, and compared_attribute_entity to the phrase following dengan yang dijual produsen lokal. In the main clause the target term activates consumer frame on the sentence subject konsumen khususnya Muslim, frame element consumer_behaviour on tidak akan segan, and preference frame to the sentence object in form of prepositional phrase ke yang lebih menjamin.

The analysis begins with an assumption that KEHALALAN and KEHALALANNYA activates the same frame. In this case assumption as such appears to be unlikely. Both target term activates frame elements differently. Aside from that, it seems kehalalannya as a form of lexical has not yet registered in Indonesian dictionary. This, however, serves a very interesting point that unregistered word can still be processed as meaningful lexical unit when used. In relation to the differential feature of both target terms, one then can argue that they do not bear the same frame. This is so in spite the possible correspondence both terms may possess.

Taking into account the differences of both terms it is proposed that KEHALALAN bears the frame examined_principle_instance, while KEHALALANNYA preferred_value. The frame examined_principle_instance activates core frame elements examination, examined_principle, examination_facility and

examined_object. On the other hand, the non-core frame element activated is target_function.

Figure 2 models the proposed frame examined_principle_instance. The frame preferred_value activates core frame elements consumable_product, consumer, consumer_behaviour, and preference. In some occasions the frame may also activate non-core frame elements attributed_entity, and compared_attributed_entity. The frame preferred_value is modelled and suggested in figure 3. Notice that the figure does not account one of the non-core frame element attributed_entity as it has been accounted in figure 1.

LABORATORIUM HALAL

The argument role of the target term LABORATORIUM HALAL in (10) to (16) is object. In this sense, as noted in (10) obligatory participant to LABORATORIUM HALAL is sentence subject. In this case the sentence subject activates frame element owner (e.g. Kota Tangerang, MUI) to the target term. Considering the predicate, Kota Tangerang in (10) does not necessarily refer to particular city. Rather, the expression is a reference to the regional institution.

- (12) [Kota Tangerang_{owner}] memiliki LABORATORIUM HALAL(REPUBLIKA.CO.ID).

Albeit in (11) there is frame element owner, the different sentence structure draws some differences. Notice that the possessive verb punya is enclosed with parenthesis because it is not obligatorily used. In this sense MUI evokes frame element owner in relation to the target term. The sentence structure seems to describe object parallelism between the target term and laboratorium LPPOM Provinsi. The latter evokes frame element usable_facility, though the argument function of the parallel object laboratorium LPPOM Provinsi is not obligatory participant in the sentence.

- (13) LABORATORIUM HALAL (punya) [MUI_{owner}] dan [laboratorium LPPOM Provinsi_{usable facility}] membuat [masyarakat ataupun pelaku usaha_{user}] membutuhkan [waktu yang lama_{expense}](REPUBLIKA.CO.ID).

Furthermore, the object parallelism requires obligatory participant. In (11) the subject is represented by another parallelism (i.e.masyarakat ataupun pelaku usaha). It seems necessary to delineate both of the subject as they appear to activate the same frame element user. The sentence predicate generates transitive argument in which, object participant is required. Noun phrase waktu yang lama in (11) is an obligatory object participant, so to hold relation with the target term. The object participant waktu yang lama seems to evoke frame element expense.

- (14) LABORATORIUM HALAL bisa difokuskan [untuk proses sertifikasi hasil olahan pangan_{target function}] yang diproduksi oleh [Usaha Mikro Kecil Menengah (UMKM)_{target_function_producer}](REPUBLIKA.CO.ID).

Unlike (11), sentence (12) exemplifies passive voice which consists of two clauses. In this case the subject Usaha Mikro Kecil Menengah (UMKM) is part of the dependent

clause, which is linked by adverb yang. Arguably, the subject activates frame element target_function_producer. In the independent clause the target term LABORATORIUM HALAL functions as the subject. It requires object participant role which argument compliments the object. In (12) the compliment to target term is represented by prepositional phrase untuk proses sertifikasi hasil olahan pangan. The phrase evokes target_function frame element.

- (15) Bahkan saat [Republika.co.id-visitor] berkunjung [ke dalam_{locative relation}] RUANG LABORATORIUM HALAL tersebut, [sampel bakso_{target function}] masih tersimpan [dalam lemari es khusus_{instrument}] [dengan suhu minus 19 derajat Celsius_{instrument_descriptor}](REPUBLIKA.CO.ID).

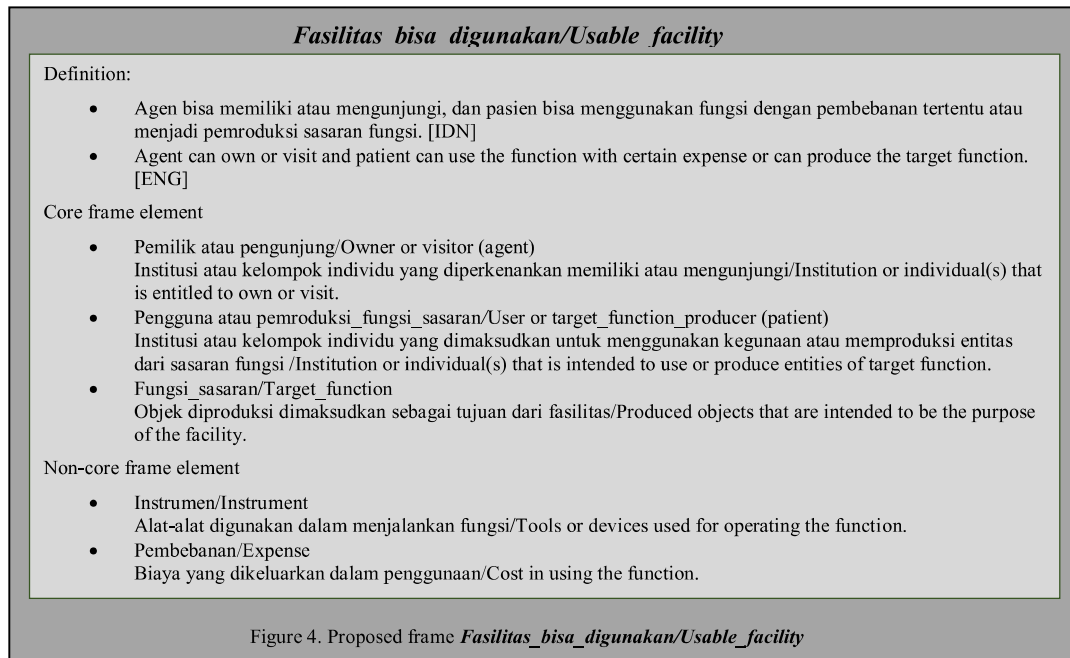
To some extent, there is a sort of similarity between (12) and (13) in the way the structure of both sentences consists of two clauses. Like (12), the target term in (13) is included in the dependent adverbial clause. Obligatory participant role for the target term in the dependent clause is subject republika.co.id. Here, with respect to the predicate the subject activates frame element visitor. Moreover, the target term also activates frame element target_function on the object sampel bakso positioned as subject of the independent clause in passive voice. The object participant of the independent clause that takes form prepositional phrase dalam lemari es khusus activates frame element instrument, whereas adverbial phrase dengan suhu minus frames instrument descriptor.

- (16) LABORATORIUM HALAL membantu meringankan dan mempercepat [sertifikasi halal_{target_function}](REPUBLIKA.CO.ID).

- (17) [Produk bakso tersebut_{target_function}] [merupakan produk pertama_{attributed_entity}] yang diuji [di_{locative_relation}] LABORATORIUM HALAL KOTA TANGERANG(REPUBLIKA.CO.ID).

Although there are, surprisingly if not perplexingly, three verbs in (14), the target term requires the obligatory participant complementary which is posited as sentence object. The complementary as object here is noun phrase *sertifikasi halal*. Here, the target term evokes frame element target function. Despite the different voice, (15) demonstrates similar characteristic in that frame element target_function is activated on the complimenting object produk bakso tersebut.

target_function_producer, and visitor at subject participant word expressions. Notice each frame implicitly shares similar trait of capable of executing action (e.g. owning, producing, using, and visiting). They also imply institution in general though distinct when considered individually. The distinction is that institution that owns LABORATORIUM HALAL may not be producer of certain goods, thus may not be the user of LABORATORIUM HALAL with



Notice, however, that the complimenting object is placed as sentence subject.

Following the subject is adjective phrase merupakan produk pertama, opted to be stated in the sentence structure. The phrase, however, bears correspondence to the target term that demonstratively modifies the property of the complimenting object. Thereby, it seems the target term activates frame element attributed entity on the adjective phrase. Additionally, the adverb di bears the frame element locative_relation in relation to LABORATORIUM HALAL KOTA TANGERANG.

In summary the target term LABORATORIUM HALAL activates varying frame element owner, user,

certain expense. Grouped together, owner and visitor can be perceived as agent. On the other hand, target_function_producer and visitor can be grouped as patient.

This study proposes LABORATORIUM HALAL evokes frame Fasilitas_bisa_digunakan/Usable_facility. This frame is similar to that annotated in (11). One can replace laboratorium halal with laboratorium LPPOM Provinsi, and predicts that it shares similar frame elements. The core frame elements of Fasilitas_bisa_digunakan/Usable_facility are agent, patient, and target_function, and the non-core frame elements are instrument, expense, locative_relation, attributed_entity,

and descriptor. Figure 4 models the frame Fasilitas_bisa_digunakan/Usable_facility.

HALAL VACCINE PRODUCTION

Similar to laboratorium halal, the argument role of target term PRODUKSI VAKSIN HALAL is object. This role requires agent participant obligatorily, as exemplified in (18). There, the target term activates frame element agent. The number of year complements the target term as sentence

MR_{attributed_manufactured_product}], [ia_{agent}] menyebut PRODUKSI IMUNISASI HALAL membutuhkan [waktu_{expense}] dan [sulit_{obstacle}].

Sentence (19) consists of two clauses. The frame element agent activated is located at the dependent clause. The target term is at the independent clause, positioned as sentence subject. There, it activates frame element expense on the complementing noun phrase waktu lama. Sentence (20) also consists of

Manufaktur produk teratribusi/Manufacture attributed product

Definition:

- Agen bisa berencana manufaktur produk teratribusi dengan beban biaya dan rintangan dalam waktu direncanakan. [IDN]
- Agent can plan to manufacture of attributed product with expense and obstacle in the way, under planned time [ENG]

Core frame element

- Agen/Agent
 Institusi yang memanufaktur produk teratribusi /Institution that manufactures attributed product

Non-core frame element

- Produk_manufaktur_teratribusi/Attributed_manufactured_product
 Benda hasil produksi yang dimaksud merupakan hasil manufaktur dengan suatu atribut/Object of production is result of manufacture that possesses certain attribute.
- Rintangan/Obstacle
 Kondisi yang menghambat manufaktur produk teratribusi/Condition hampers the manufacture of attributed product.
- Pembebanan/Expense
 Biaya yang dikeluarkan dalam penggunaan/Cost in using the function.
- Waktu_direncanakan/Planned_time
 Tenggat bagi inisiasi manufaktur produk teratribusi/Set time in initiating manufacture of attributed product.

Figure 5. Proposed frame *Manufaktur_produk_teratribusi/Manufacture_attributed_product*

object, and bears frame element planned_time. In (19) it is found as well the target term, though has an additional word embedded, activates agent frame on the noun phrase Pihak Biofarma. Notice that agent concept here is not individual, but corporate or institution.

(18) [Biofarma_{agent}] Targetkan PRODUKSI VAKSIN HALAL [2024_{planned_time}]

(19) [Pihak Biofarm_{agent}] menyatakan PROSES PRODUKSI VAKSIN HALAL butuh [waktu lama_{expense}]

(20) Disinggung mengenai mempercepat memproduksi [vaksin halal

dependent clause and independent clause. Notice there are two predicates in the independent clause. However, the target term is not positioned as sentence subject. It activates frame element agent on subject pronoun ia. The second predicate links the target term with a complementing object and an adjective. In relation to the target term, object waktu bears the frame expense as in (19), while adjective sulit bears obstacle.

The dependent clause starts with a passive verb, and followed by three other active verbs. Here, the subject is exceptionally unexpressed. The target term activates frame element attributed_manufactured_product on object

that comes after those verbs vaksin halal MR. In summary; it seems the target term activates in itself frame attributed_product_manufacture. The core frame element to attributed_product_manufacture is agent, and the non-core frame elements are expense, attributed_manufactured_product, expense, obstacle and planned_time. Figure 5 models the suggested frame.

DISCUSSION AND CONCLUSION

It should be noted the annotated frame in English will most likely have differences to that proposed in FrameNet. Considering this study aims to propose formulated frame in Indonesian, and the fact that the use of English here is merely to reach wider audience, therefore any dissonant found in the English formulation among the understanding of its native speaker should be regarded as a matter of technical issue. Having said that, the technical issue should not cloud the more essential points of discussion in the following section.

This study suggests the word halal does not necessarily refer to definitions formulated in dictionaries. Rather it activates entitas_diatribusikan (or attributed_entity) in the required participant in order to form a noun phrase. The word in itself bears the frame atribut_memodifikasi (or modifying_attribute). The obligatory participant is core frame element to halal. But, some instances demonstrate activation of non-core frame element to halal such as pengkualifikasi_negatif (or negative_qualifier) and atribut_diakui (or conceded_attribute).

One can then pose a question whether similar frame pattern would be activated by noun phrase constituted by different lexical such as sehat or ekologis. Similar question can be posed to frame activation in phrasal expression. Would there be any difference in terms of frame between laboratorium halal with laboratorium ekologis, or produksi vaksin halal with produksi vaksin sehat. One would argue that similar frame pattern would be activated as in halal and phrases that involves halal.

Certainly there are a lot of individuals, especially those whose religion adapts Islam, accrued already with culturally-specific background knowledge in understanding the word or the phrases. The problem is that the pre-existing background knowledge for understanding linguistic concept relies on the experience of using the linguistic concept. Sentences explaining the concept of halal and halal phrases are lack of explanation about the concept. In other words, the use of the word and the phrases take for granted the pre-existing background knowledge among readers, while promoting the experience given by the activated frame for understanding the concept.

It should be emphasised that experience would be schematised so to constitute the frame of understanding, so is the experience of having frames that do not capture what halal means essentially. In this sense, there seems to be a chance that the pre-existing background knowledge regarding the concept halal can be reduced to the extent of what it frames (i.e. modifying_attribute, preferred_value, and inspected_principle). Without proper stated explanation, then the value as in kehalalannya frame may be confused with what is understood by value in general, the same applies to the other frame.

An illustration in Evans and Greens (2006) might describe the point much clearly. There, the sentence John bought the salesperson is considered erroneous or counterfactual, thus it is difficult to interpret its meaning. However, activation of SLAVE TRADE frame would make the sentence sensible. That is to say that one would understand the salesperson as GOODS. Another example by Fillmore is phlogiston which was understood as chemical substance. The evidence that such substance does not exist entails the word is not used, thus it is not understood because language speakers already lost the frame for understanding the word.

This leads to an argument that halal has been used extensively without any optimal explanation about the concept stated textually. Of course, the argument is not as bold as to generalize the case, considering the conducted

study is restricted to the little number of data. But this does not hold suggestion to redefine the word under the account of frame semantic. This implies articles published for public should include clear explanation of the concept halal and halal phrase. In that way, the awareness about the conceptual meaning of halal can be enhanced, especially by those who plan to implement the concept of halal in their daily life.

Certainly, there are drawbacks in this study that should be mentioned. Future studies regarding the frame semantics of halal should incorporate larger data. The annotation needs to get further so to describe syntactic elements that are related to the concept, since this study has not made any take on to that matter. Moreover, studies in the future should as well attempt to analyse the frame of halal using empirical methodology. In that way, conceptual structure of halal can be captured holistically and can be generalised as a meaning-making phenomenon.

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