CHAPTER I

1. Introduction

1.1. Background of the Study

The main purpose of communication is sending messages to other human. In sending the message, the sender does not only use an explicit message but also uses an implicit message, that the meaning of message is different from usual message. Explicit message is directly and clearly expressing something and leaving little room for interpretation. Implicit message is not directly expressing something, it uses visuals, body language, colors, etc. to interpret the meaning.

The meaning of language is divided into two distinctions: literal and non-literal (figurative). Literal language uses words directly according to their proper meanings. In other words, the term of literal language denotes that all the words in accordance with their original meanings. It is often used when talking about facts or interesting information. There is nothing fancy in literal language, it is clear and precise.

According to Furniss (1996:106), a word, phrase, or statement is figurative when it cannot be taken literally. In other words, figurative language is a language that uses words or expressions with a meaning that is different from the literal interpretation. It is supported by Perrine's definition (1983:581), she stated that "figurative language is a language that cannot be taken literally or should not be taken literally only." Figurative language is saying one thing in terms of another

1

(Rozakis, 1995:28). It means that figurative language is to express something in another way to refer one thing by giving the implied meaning. In order to create a special effect, figurative language used not with their basic meaning but with a more imaginative meaning.

Figurative language is a persuasive language. Persuasive language is used for many reasons, for example, to help to sell products or services, or to convince people to accept a view or idea. Perrine (1992:61) stated that it is another way of adding an extra dimension to language, which can attract the reader's attention. Thus, the use of figurative language can be used to attract the attention of the reader. Some literary devices such as similes, metaphors, and personification can help create word pictures for the reader.

Similes is used to compare two things by using words "like" or "as". Thus, with the use of simile can make a direct comparison between a topic or issue that can give a vivid picture for the reader. Metaphor used to compare one thing to another without the use of "like" or "as". Metaphor can attract reader attention with creating a visual representation for the reader by comparing the topic or issue as something else. While, the use personification is used to produce a visual connection by assigning a human trait to an inanimate or nonhuman object. When figurative language is used in writing, it can attract the reader's attention and make the writing becomes more convincing.

Research about figurative language has been done with different focuses. The research by Nurita Widyanti (2013) focuses on the sentence of Harper's Bazaar

Magazine Advertisement. The researcher found six types of figurative language: simile, metonymy, metaphor, synecdoche, personification and hyperbole. The data were taken from advertisements in Harper's Bazaar Magazine that published in November 2012 to January 2013. The results show that the most often used figurative language in this research is metaphor.

Fitria Lonanda (2013) focuses on the characterization of the Nightingale and The Rose Short Story by Oscar Wilde. The results found 14 figurative languages that used in the short story, with details: eight similes, one metaphor, two personifications, two ironies, and one hyperbole. Based on these results, simile is a type of figurative language that is most used in the Oscar Wilde short story.

Another research is from Rashid Mahmood (2014). This research focuses on the use of figurative language in Pakistani English Newspaper. The researcher use four kinds of figures of speech that is, metonymy, metaphor, hyperbole and simile. The result shows that simile, metaphor and hyperbole are the most often used figures of speech by The News newspaper and metonymy is the most often used by The Nation newspaper.

Masruri (2011) analyse figurative language on the lyrics of Westlife's selected songs. The researcher focused on finding the kinds of figurative language, the general meaning of lyric and the message of lyric on Westlife's selected songs. The results found that hyperbole is figurative language that most often used in lyrics of Westlife's selected songs. For example, in the lyric "I'm holding a fortune" and

"That heaven has given to me" that is impossible to do by a human being, but the using hyperbole makes the lyric more interesting to listen.

Based on the previous study above, the research uses different sources of data, such as songs, short story, newspaper and magazine advertisement. This research aims to continue the research by using figurative language and newspaper as the source of the data. The researcher is interested to analyse figurative language in The Jakarta Post Newspaper because the previous study mentioned above has not been done a research using the specific part of the newspaper as the source of the data. So, the researcher uses The Jakarta Post Newspaper as the source of the data and it is focused on sports rubric from The Jakarta Post Newspaper because this section contains figurative language which is needed by the researcher.

Newspaper is a printed media that usually distributed daily or weekly in the form of a folded book of papers. In a newspaper, the most important or interesting news usually will be displayed on the front page. Newspapers may also include advertisements, entertainment, opinions and other general interest news. Some of the main function of newspaper is to inform, advise, practical, and entertain. Newspaper has a function to inform its readership. A newspaper often employs reporters to collect information about events, or they pay another publication to print out their stories.

In addition, newspaper may also have reviews and opinions on sports and commentary on personalities, cinema and comments and opinions on life in general. Furthermore, newspaper also publishes a wealth of useful information of a practical

nature that helps people undergo about their daily routine, such as weather forecasts, sporting schedules, classified advertising, television schedules, shipping news and cinema listings. Newspapers also as an entertainment. Many newspapers will publish puzzles, crosswords and games.

Based on the previous explaination in this research, the researcher wants o analyses the use of figurative language in sports rubric of The Jakarta Post Newspaper. Whereas The Jakarta Newspaper which uses was published in 1 June 2016 to 8 June 2016. From this research, the researcher hopes the result of this research can answer the problems of this research. Moreover, the researcher uses Evelyn Hatch's theory to conduct this research. In Evelyn Hatch theory consist of simile, metaphor, synecdoche, metonymy, hyperbole, allusion, personification and antithesis. So, the researcher would like to analyze it from the words which contain the figurative language.

1.2. Research Problems

In this research, the researcher will try to find out the figurative language used in Sports Rubric in The Jakarta Post Newspaper. The problems are formulated in the following questions:

1. What are kinds of figurative language used in Sports Rubric in The Jakarta Post Newspaper?

2. What are the function of figurative language used in Sports Rubric in The Jakarta Post Newspaper?

1.3. Research Objectives

1.   To understand kinds of figurative language used in Sports Rubric in The Jakarta Post Newspaper

2.   To understand the function of figurative language used in Sports Rubric in The Jakarta Post Newspaper

1.4. Significance of the Study

The significance of this research is to give an understanding about figurative language and also kinds of figurative language to the reader. Also, to make the reader understand how to analysis figurative language.

1.5. Scope and Limitations

This research will focus on observing the words that contain a figurative language in The Jakarta Post Newspaper. The data are from sports rubric in The Jakarta Post Newspaper which published in 1 June 2016 to 8 June 2016.

1.6. Definition of Key Terms

a)   Figurative Language   : Is a language that cannot be taken literally or should not be taken literally only (Perrine, 1983:581). In other words, figurative language is another way of saying something than the ordinary way.

b)   Literal Language   : Is a language that refers to words that do not deviate from their defined meaning.

c) Sports Rubric : Sports rubric is one of the special columns in newspapers which contains sports news, such as football, basketball, tennis, etc.