

ABSTRACT

Lestari, Rina Tri. "A Study of Figure of Speech Used by the Presenters of Infotainment: A Study on *Kiss*." A thesis submitted as a partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Letters Airlangga University, 2004.

The word gossip was originally a positive or at least neutral term. It is derived from Old English 'God-sibb' meaning a person related in God, a close friend or companion. Nowadays, we know gossip as having pejorative connotation. It is a term used to describe an activity of talking a person who is not present. We can see people gossiping at home, school, restaurant, or other public places with friend, family, or neighbors. Even our television today serves us with gossip about celebrities Television program that provides gossip as the main menu is named gossip show but people call it infotainment. *Kiss* is one of the famous infotainments in Indonesia that is broadcasted by *Indosiar*. In *Kiss* we often find that the presenters use figure of speech in carrying the show. Here the writer wants to study the use of figures of speech in *Kiss* and what the presenters imply to say when they use figures of speech by using qualitative approach as the method of the study. The data are taken from the conversation of the presenters by recording it. In *Kiss* the writer finds out that the presenters use eight types of figure of speech from three groups. They are figures of comparison: simile, metaphor, personification, figures of contradiction: hyperbole, irony, paradox, climax, and figure of association: rhetoric question. The writer also finds out that the figure of speech mostly used by the presenters of *Kiss* is metaphor. By using figure of speech the presenters are saved from saying something more than needed. It is an effective way of delivering messages. It can be used to strengthen the statement as the use of hyperbole or used as a criticism like the use of irony. The presenters can also get the viewers involved with the show by using rhetoric question

Key words: figure of speech, gossip, implied meaning.

CHAPTER I

INTRODUCTION