

# CHAPTER I

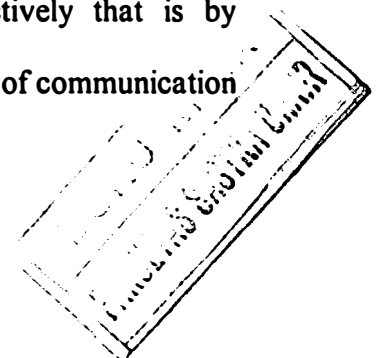
## INTRODUCTION

### I.1 Background of the Study

Nowadays, television has become an important part of our lives. It is all because as one of mass medias, television could bring the images to our homes that not all mass medias could do. Furthermore, television gives not only information but also entertainment. It has many programs that are designed so well to serve our need of information and entertainment. When we need information for example, we can get it by watching news program or when we want to relax television serves us with movies, music program, or infotainment.

What so-called infotainment is a television program that combines information and entertainment. There are many kinds of infotainment, for example reality show, quiz or gossip show. Among those infotainments, gossip show seems to be the most popular one. People even assume that what is meant by infotainment is gossip show itself. Almost every thirty minutes a gossip show is broadcasted by different television stations started from from 6.30 am to 5.30 pm.

The phenomenon of gossip show or popularly known as infotainment on television not only shows the development of the program but also shows the development of language. Since the purpose of the program is to inform as well as to entertain, the information needs to be delivered attractively that is by communicating it expressively. As a result, language as a mean of communication



plays important role in achieving the aim of the program. Infotainment then tries to promote the language function by developing various ways to communicate the news or gossips. The presenters as the main players in infotainment who conduct the show often use certain style. Some of them present the show formally by using standard or formal language and some of them prefer to speak a more informal language by using jokes or even figurative language.

Considering the presenters who prefer to speak informally, the use of figures of speech in delivering the information is what the writer pays her attention on. The use of figures of speech has some purposes. According to Keraf figure of speech can be used to explain, strengthen, stimulate association, raise humor sense, activate dead object, or as symbolize something (Keraf, 1985: 29). The purpose of the use of figures of speech by the presenter of course may differ from one another. It depends on the presenters themselves and also the type of figure of speech they use. As the presenters they are expected to give information clearly and avoid ambiguity. But in a kind of talk like gossip when we talk about somebody's business or secret, it seems important or even necessary not to talk straightforwardly. The presenters have to keep the viewers at home curious with the gossip so that viewers will not leave the television or change the channel until the end of the show. Even sometimes it is also expected to talk in a softer way in order to avoid cruelty.

As a starter, a presenter of a gossip show usually begins with "We are ready to serve you with the coolest gossip to fresh your day" or an utterance like "Don't go anywhere because we'll be back after you look at our shopping bag today" to

keep the viewers tuned in. Those two examples are commonly found in the infotainment used by the presenters to attract the viewers. The former example shows the use of figure of speech in which the presenters assume gossip as something cool as the nature of water to fresh up our day. While in the later example the presenters try to use some words to refer to the same thing. There are other examples that we could find regarding the use of figures of speech in infotainment.

Studying the use of language especially the use of figure of speech sometimes could be misleading if we do not understand the context or the message carried in it. Just like what the presenters do when they use figures of speech, they sometimes unconsciously lead the viewers at home to misunderstanding. When they use those figures of speech, they actually play with the words that not all of us could understand instantly. There are times when we, as the viewers, have to think twice before we understand what they actually want to say.

The writer, then, is interested in studying the figures of speech and concentrates on the use of figures of speech by the presenters of infotainment on *Indosiar*, one of private television stations, named *Kiss*. The study tries to investigate the types of figure of speech used by the presenters. Since there are so many types of figure of speech the writer limits the types of figure of speech into ten types and classifies them into three groups. They are figures of comparison: simile, metaphor, personification, figures of contradiction: hyperbole, paradox, irony, climax and figure of association or relationship: metonymy, synecdoche

and erotema or rhetoric question. The result of studying the types of figure of speech will bring analysis further on the implied meaning carried on by those figures of speech.

## **1.2 Statement of the Problem**

Based on the background of the study above the writer would like to find out:

1. What types of figures of speech are found in *Kiss*?
2. What do the presenters imply in their use of figures of speech?

## **1.3 Objective of the Study**

In order to answer the statements of the problem mentioned above the writer intends:

1. To find out the types of figures of speech found in *Kiss*.
2. To find out what the presenters imply in their use of figures of speech

## **1.4 Significance of the study**

Figure of speech is not a new thing in linguistic study. We learned it since we were in Elementary school. Many people use it in daily conversation unconsciously and not all of them learn it formally. Understanding the use of figure of speech sometimes could be difficult since it is not literally true and even could lead to misunderstanding.

By doing this study, it is expected that this study could give information about the figure of speech, especially the types of figure of speech used in infotainment and what the presenters imply to say when using them. Finally, it is also expected that they, who are interested in doing further study on the same object, could use this study as a reference.

## **I.5 Scope and Limitation**

The source of the data of this study is *Kiss*, an infotainment program that is broadcasted four times a week in Indosiar. They are Monday, Tuesday and Wednesday at 7.30 am and also Saturday at 9.30 am but because of time limitation the writer only use seven episodes. The data were taken from the program broadcasted on March 31<sup>st</sup> to April 14<sup>th</sup> 2004 randomly.

The writer thinks that the seven episodes of *Kiss* are representative enough to analyze the use of figure of speech by the presenters. The writer uses the conversation between the presenters of *Kiss*, Dave Hendrik and Novita Angie, during the show and limits the object to ten types of figures of speech that are classified into three groups. They are figures of comparison: simile, metaphor, personification, figures of contradiction: hyperbole, paradox, irony, climax and figure of association or relationship: metonymy, synecdoche and erotema or rhetoric question. The first figure of speech that is found during the conversation from the early date and that is considered to be simile is called data 1. The next data then follows.

## **I.6 Theoretical Framework**

In this study the writer uses three main theories. The first is the theory of figure of speech by Perrine. The second is discourse analysis theory which is used as the general frame theory especially the role of context in interpretation by Brown and Yule. The third theory is pragmatics by Yule.

Since this study deals with the use of figure of speech, the writer uses figure of speech theory that is proposed by Perrine. Perrine says that figure of speech is another way of saying something other than ordinary way (Perrine, 1969: 65). There are many types of figure of speech proposed by many linguists but to limit the study the writer only uses ten types of figure of speech, which are classified into three groups. They are figures of comparison: simile, metaphor, personification, figures of contradiction: hyperbole, paradox, irony, climax and figure of association or relationship: metonymy, synecdoche and erotema or rhetoric question. By using the theory of figures of speech, the writer attempts to find out the types of figures of speech used by the presenters of infotainment, here is *Kiss*.

The second theory is discourse analysis theory that is proposed by Brown and Yule. As said before that this study also tries to find out what the presenters imply to say when they use figures of speech, meaning we deal also with interpretation. Arriving at an interpretation in order to understand the intended meaning of the speaker, we have to consider first the context where the utterances happen. Brown and Yule say that when we study discourse analysis we should take account of the context in which a piece of discourse occurs (Brown & Yule,

1983:27). Brown and Yule also say that when we investigate the use of language in context by a speaker or writer, we are more concerned with the relationship between the speaker and the utterances (1983:27). There are four items that are considered to be the internal linguistic contexts that help us arrive at an interpretation which the speaker implies to say. They are reference, presupposition, implicature and inference. The writer analyses the presenters' intended meaning or what they actually imply to say when they use figures of speech by using this theory.

Brown and Yule (1983) say that doing discourse analysis is primarily doing pragmatics especially when it concerns with speaker's intended meaning. This is why as the third theory the writer uses pragmatics theory proposed by Yule but also supported by Searle's theory. Brown and Yule explain that in pragmatics we are concerning with what people using language are doing and accounting for the linguistic features in the discourse as the means employed in what they are doing (Brown & Yule, 1983:26).

Metaphor and other non-literal uses of language such as irony and indirect speech act are a matter of speaker's utterance meaning rather than word or sentence meaning (Searle, in Leezenbverg, 2001:118). In other words Searle says that metaphor and other non-literal uses of language is a matter of utterance meaning, hence a pragmatics problem. By using pragmatic theory the writer attempts to find out the presenters' intended meaning especially when they use figures of speech.

## **I.7 Method of the Study**

In this study the writer uses qualitative approach. In this study the data is not analysed statistically but by explanation. As Punch says in qualitative approach the data obtained is not in the form of numbers but in the form of words (Punch, 1998:61). The approach is used to describe the types of figure of speech used by the presenters and also to explain what the presenters imply when they use them.

### **I.7.1 Definition of Key Terms**

1. *Figure of Speech* is a term used to describe the devices employed to add color, decoration, and imaginative expression to linguistic use.
2. *Infotainment* is a television program that combines information and entertainment but recently was known as gossip show.
3. *Reference* is the relationship that holds between words and things.
4. *Presupposition* is what is taken by the speaker to be the common ground of the participants in the conversation.
5. *Implicatures* is a term used to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says.
6. *Inference* is a term used to account the connection between utterances to arrive at an interpretation.

### **1.7.2 Technique of Data Collection**

In collecting the data, as the first step the writer observes the use of figures of speech by watching the show every Monday to Wednesday at 7.30 am during



the study. As the second step or the last step of data collection she records the conversation between the presenters of Kiss to make the study easier.

In short, the steps of data collection are:

1. Observing by watching the show
2. Recording the conversation

### **I.7.3 Technique of Data Analysis**

The writer transcribes some dialogues in the orthographic transcription or in usual way of writing without considering either phonologic or phonetic transcription. Then she identifies figures of speech found within the conversation between the presenters and classifies the data that have been found into three groups of figure of speech. They are figures of comparison: simile, metaphor, personification, figures of contradiction: hyperbole, paradox, irony, climax and figure of association or relationship: metonymy, synecdoche and erotema or rhetoric question. Later she studies how the presenters use them, what they actually imply to say when they use them. Finally, the writer draws a conclusion.

Briefly, the steps of data analysis are:

1. Transcribing the dialogue in orthographic transcription
2. Identifying the figures of speech
3. Classifying the figures of speech into three groups
4. Interpreting the use of figures of speech as a discourse
5. Interpreting the implied meaning of the presenters
6. Drawing a conclusion.

# **CHAPTER II**

## **LITERATURE REVIEW**