

CHAPTER III

DATA PRESENTATION AND DATA ANALYSIS

III.1 Data Presentation

In this chapter the writer presents, analyses and explains the data taken from the conversation of the presenters of *Kiss* using ten types of figure of speech. Here figure of speech is classified into three groups. They are figures of comparison: simile, metaphor, personification, figures of contradiction: hyperbole, paradox, irony, and climax, figures of association or relationship: metonymy, synecdoche and erotema or rhetoric question.

The total number of figures of speech used by the presenter of *Kiss* is presented in the table below:

Table 3.1 The Total Number of Figure of Speech Used By the Presenters of *Kiss* from March 31st to April 14th 2004

No	Date	Number of Figure of Speech
1.	March 31, 2004	7
2.	April 5, 2004	7
3.	April 6, 2004	10
4.	April 7, 2004	7
5.	April 12, 2004	3

6.	April 13 2004	6
7.	April 14, 2004	3
		Total =43

III.2 Data Analysis

Before analyzing the data the writer presents the types of figures of speech used by the presenters of *Kiss* during the study as presented in the table below:

Table 3.2 The Types and Total Number of Figure of Speech Used by the Presenters of *Kiss* from March 31st to April 14th 2004

No.	Type of figure of Speech	Total Number
1.	Simile	2
2.	Metaphor	30
3.	Personification	2
4.	Hyperbole	1
5.	Irony	3
6.	Paradox	1
7.	Climax	1
8.	Metonymy	0
9.	Synecdoche	0
10.	Rhetoric Question	3

Based on the data of the use of figures of speech used by the presenters of *Kiss*, the writer analyses as follow:

a. Figures of Comparison

I. Simile

DATA 1

“*E kayak tenyom* glayut-glayutan.” (6-04-2004)

Analysis:

Reference

The word “tenyom” is a slank that derived from Malang dialect. It is used to call “monyet”, meaning monkey. The speaker spells the word from the back with sometimes a little adjustment. The word “tenyom” (monkey) in the statement above refers to an animal that likes to hanging on each others but the presenter addresses it to the couple of celebrities who is dating and acting like monkeys.

Pressuposition

The assumption is that monkeys like to hanging on each other. The presenter supposes that the couple’s attitude is just like monkeys.

Implicature

Grice said that when we use non-literal language or metaphorical utterance we actually flout maxim of conversation, especially maxim of quality. In the statement above the presenter does not be clear, she does not give more information that the couple is holding on each other hand so that they look like monkeys.

Inference

When we hear the statement above we, as the hearer, might not understand what the presenter actually intends to say. By inferencing or by looking the previous statement we will be given clearer information to understand what she means.

Dave :“Ini lho hubungan DJ Riri dengan Nova Eliza, mereka kan termasuk pasangan yang banyak diemnya. Udah gitu minggu malem kemarin mereka udah gak ragu-ragu lagi deh tampil mesra di publik...pegang tangan, glayut-glayutan...” (Do you know Dj Riri and Nova Eliza? They are a couple that hides their relation. Last Sunday night they seemed to be more open, they no longer feel shy to expose their relation in front of public, they held on each other' hand...hanging on each other).

When using this type of figure of speech the presenter is talking about a couple of celebrities. The couple is dating and they seem to be very happy because they are in love. They hold each other's hand and seem do not want to lose.

The presenter says that the celebrities are just like monkeys because she sees the similarity between the couple's attitude at that time and the monkey's attitude, which is like to holding on each other. The presenter uses the word “*just like*” to compare the couple and the monkeys that are obviously two different things. Here the presenters is using figure of simile. By using simile she intends to create humor sense in order to make the viewers laugh and also as a criticism to the

couple's attitude that seems to be overacting for people who are in love, meaning that the presenter wants to be a little cynical to the couple.

DATA 2

“Perfilman Indonesia itu *ibarat* baru bangun dari tidur panjangnya *kayak Sleeping Beauty*”. (14-04-2004)

Analysis:

Reference

In Indonesian the word “*ibarat*” is used to compare two different things. So has the same meaning with “just like” or “as” in English. In this statement the word “*its*” refers to *Indonesian cinema*. It is also clear that in this statement the presenters want to compare Indonesian cinema with *Sleeping beauty*, a princess from a tale who was poisoned by her step mother then she felt asleep for quite a long time until a prince came and woke her up.

Presupposition

The presenters have some ideas when they picture the condition of Indonesian cinema. First is that Indonesian cinema has a long sleep or here means that it has been a long time for Indonesian cinema in passive condition or we can say vacuum. Second is that they also have a picture of sleeping beauty who has slept for such a long time in the real definition of sleep. By seeing the similarity between both things the presenters intend to say that *Indonesian cinema* and *Sleeping Beauty* have undergone the same situation and that now they wake.

Implicature

By using simile the presenters intend to say that there is a similarity between the condition of Indonesian cinema and sleeping beauty, which is they both wake from their long sleep. Here the use of simile is floutation of maxim of quality in a way that as an object it will and cannot wake.

Inference

Without knowing the previous statement we might find a difficulty to understand why the presenters compared *Indonesian cinema* with *Sleeping Beauty*. In the previous statement the male presenter says:

Dave : "Nah pemirsa suatu kebanggaan sekarang bahwa perfilman Indonesia sudah mendapat tempat tersendiri." (Well viewers at home we should know that it is a kind of pride that Indonesian cinema has a special place).

We can also see the next statement that says:

Dave : "Ehm makanya gak heran banyak sekarti..sekarti, banyak sekali! selebriti kita yang berlomba-lomba terjun ke dunia perfilman mulai dari penyanyi, pemain sinetron sampe VJ." (That's why many celebrities seem to compete to join cinema, they are singer, soap opera actor and also VJ).

Here we see the condition of our cinema that it now attracts our celebrities to join.

The presenters are talking about Indonesian cinema that seems to be blossom again after for quite long time it is passive. They compare the condition

of Indonesian cinema with *Sleeping Beauty* that has just waken from her long sleep. They use “just like” to compare two different things, which is the characteristic of simile.

By using simile they want to play with our sense as said by Perrine that figures of speech can afford the readers imaginative pleasure. It provides readers sources of pleasure in the exercise of imagination (Perrine, 1969:79). The presenter uses the word sleep in a way that at that time our cinema productions were unproductive. Sleeping means that we do not have activities. We rest from doing activities but then we wake up or in other words someone who sleeps must be somehow wake. Here the presenter prefers to use “sleep” to “dead” for our cinema productions somehow will be productive again.

Two data above are the examples of simile used by the presenters of *Kiss*. In the two statements above the presenter uses “*just like*” to compare two different things, which is the characteristic of simile.

2. Metaphor

DATA 3

“Seiring dengan menyongsongnya *matahari* pagi hari ini, kita akan mulai membentangkan *matahari gosip...*” (31-03-2004)

Analysis:

Reference

In this statement the word “the sun” refers to sun in literal meaning of sun, which is a name of planet that produces light. The word “matahari gosip” above

is used to call gossip. The figure of speech above is not only used to show a comparison but also to create rhyme since the presenter uses the word “matahari” to show the time that it is early in the morning when the sun rises. It refers to non-literal meaning of sun. The presenter uses the term “matahari gossip” to refer to gossip itself but he adds “matahari” or in English we have sun as he assumes that gossip has a similar or even the same nature as the sun or light, which could brighten up our day. As Strawson (1950) says in Brown and Yule that referring is something that someone can use an expression to do (Brown and Yule, 28). Here, the presenter takes the nature of light or sun and attaches to gossip as he assumes that gossip is as important as the sun or light.

Presupposition

In the statement the presenter says, “ as the sun raises” meaning that he supposes the hearer to know that every morning the sun raises and that he also assumes that the hearer must be able to get the idea when he says “the sun” refers to literal meaning of sun. He also supposes that the hearer will accept his term of “the sun of gossip” to refer to gossip and that it only gives an attribute of sun to gossip.

Implicature

When the presenter says “the sun of gossip” he is flouting the maxim of quality since it is not true in literal meaning that there is sun of gossip but here the hearer could accept without a doubt that what the presenter mean by sun of gossip is actually gossip itself.

Inference

When we hear the presenter utters the statement above, as the hearer we can understand pretty well that what he means by *matahari gossip* is actually gossip itself. Although in the previous statement the presenters do not mention anything about something to refer to gossip but as the hearer and also as the viewer we could understand what they intend to say since we know that the show is about gossip and it is presented in the morning when it is time for the sun to rise.

In the statement above the presenter assumes two different things to be the same, which is the characteristic of figure of metaphor. The presenter uses “*matahari gossip*” to refer to gossip itself. He pictures gossip as something bright that can shine up our day just like the nature of “*matahari*” or sun. The presenter intends to say that gossip is like sun that is needed by human to live up our life. By using metaphor the presenters intend to ask the viewers to view gossip as something that can brighten up the day, something that is needed to support us facing brand new day.

Another data related to the use of the term “*matahari*” or sun that refers to gossip also found in the statement uttered by the female presenter when she says, “*Penasaran mataharinya?*”. Just like in the previous data the word “sun” here again refers to gossip. By using metaphor above she intends to say that she is about to deliver the gossip and she expects that the viewers must have been waiting for it. Again, as a morning show it meets the implied meaning where the sun, in its literal meaning, rise up.

DATA 4

“Yang pastinya kita sdah siap untuk menerbitkan *gossip-gossip hangat, gossip-gossip paling keren* dan sehangat apa gossip kita pagi hari ini.” (31-10-2004)

Analysis:**Reference**

The word “we” above refers to the presenters who are a male and female. While the term “*gossip-gossip hangat, gossip-gossip paling keren*” refers to gossips that becomes the topic of the show that day. In Indonesian the word “hangat” and “keren” are common to call something abstract that is considered new or good.

Presupposition

When the presenters say that they are ready to conduct the show they suppose that the hearer or viewer already understand that there are two presenters that conduct the show. Even when they say “the hottest and coolest gossip” they also assume that the viewers understand that the presenters will serve them with the attractive gossip, gossip that is up to date.

Implicature

Take what Grice says about the use of non-literal uses of language or metaphorical utterance which says that it is kind of floutation of maxim of quality when we say something which is not true to be true or accepted. Gossip is something abstract that does not have temperature to be said as hot or cool. Here the presenters only want to say something more effective that could be understood

easily by the hearer or viewer as one of the function of figures of speech. By using metaphor, they are saved from saying something more than is needed.

Inference

The presenters often use this term (the hottest and coolest gossip) during the show and I believe not only in this show but many other gossip shows. Even without inferring to previous or next statement as the hearer we could understand what the presenters mean since it is already obvious.

In this statement the presenters imagine gossip as something hot and cool as the nature of water that has a temperature. They assume that hot water for example is tasty to be consumed, as mixed with coffee or milk of course. There is no such way that gossip, something that is abstract, could have the nature of water to be hot and cool. Here they just want to explain and even strengthen their statement that the gossip is a pleasant thing to be discussed. They use metaphor because they consider it more effective since it saves them from saying something more than is needed. Anyway, this kind of metaphor is already common and is easily accepted or understood by the viewers who presumably love enjoying hot or cool things to comfort themselves.

The same term “hot gossip” that is considered as the use of metaphor by the presenters of *Kiss* also found on April the 6th, April the 12th and April the 13th, 2004. On April the 6th when one of the presenters says, “Kita balik lagi jam setengah delapan pagi menghantarkan gossip-gossip hangat dari dunia selebriti” she actually intends to say that she will be back with her partner tomorrow and that they will bring another newest gossip or information from the celebrities. The

presenter by using the utterance above also indicates that she and her partner have to close the show. On April the 12th the presenters also used the same term when they say, “*Kiss* dong hadir memberi *informasi-informasi hangat*”. By using the figure of metaphor they imply to say that *Kiss* will satisfy the viewers by giving the best that they could give (up to date information about celebrities). While on April the 13th by saying, “Kita balik lagi setengah delapan menghantarkan *gosip-gosip terhangat...*” the presenters again by using metaphor actually intend to say that they should close the show. They also want to emphasize that viewers should watch the show again tomorrow since they will bring another interesting topics.

DATA 5

“Kita liat dulu *kantong belanjaan Kiss* pagi hari ini!” (31-13-2004)

Analysis:

Reference

The term “*kantong belanjaan*” in English means a shopping bag. It is used to call a bag where we put our stuff or anything that we have bought. The term “*kantong belanjaan or shopping bag*” above refers to advertisement. The presenters give the attribute or take the idea of shopping bag to advertisement. The presenter asks the viewers to take a break for a moment and watch the advertisement.

Presupposition

When the presenters ask the viewers to check the shopping bag as refer to advertisement they suppose that the viewers at home understand what they mean

that they have to take a break for a moment. It also means that in *Kiss* there is a shopping bag (advertisement) that provides viewers with something they might need. The nature of shopping bag is something that is used to carry our stuff and that it may consist of many things that we have bought. Here the presenter assign the nature of shopping bag to advertisement in a way that the advertisement could provide what the viewers need.

Implicature

Here they presenters flout maxim of manner since they create an ambiguity by saying shopping bag to refer to advertisement. For some people who do not watch the show everyday they might be confused about the term whether what the presenter mean by shopping bag is really a shopping bag, but for them who often watch the show it is not a problem at all.

Inference

For they who seldom or never watch the show before they might misunderstand the term used by the presenters but when they watch the next session of the show they will soon find out what the presenters mean. Here inferencing is considered unnecessary.

The presenters of *Kiss* often use the term “*kantong belanjaan*” to refer to advertisement. They assume that advertisement has the same idea or figure as a shopping bag where we can find anything we want. They also use the term to replace advertisement in order to make the viewers at home stay tune on the show and they want to bring imagery that advertisement is something important to be watched since it provides everything we may want to shop. Here the presenters

are considered to use figure of metaphor since they assume advertisement and shopping bag as the same thing. As the product advertised, it is aimed to be shopped. The relationship between shopping bag and advertisement is then obvious. Furthermore, shopping, as it is identical to women who are gossip lovers, the implied meaning of this utterance is then identified.

As said above that this term is often used by the presenters of *Kiss* to replace advertisement, meaning whenever it is time for a commercial break the presenters always use them. The same data considering the use of the term “shopping bag” also found on April the 5th to April the 13th 2004. It means that during the study the same data found six times.

DATA 6

“Hari ini bangsa kita mengadakan *pesta rakyat*, PEMILU.” (5-04-2004)

Analysis:

Reference

The word “our nation” is obviously refers to our nation, Indonesia, since the presenters are Indonesian and that the show is broadcasted in Indonesia. The term “pesta rakyat” usually used to call any parties, which is held by Indonesian people. It is a kind of big party where many people get involved in it. In this case the term “pesta rakyat” refers to “PEMILU” or the Election Day as stated in the statement directly.

Presupposition

The presenters suppose that all the viewers are Indonesian as well as them. They also assume that there always becomes a party for Indonesian to hold the Election Day.

Implicature

As the nature of metaphor said by Grice that it always flouts the maxim of conversation especially the maxim of quality and manner in a way that “*pesta rakyat*” could mean more than the Election Day. It could be a real party where we celebrate some moment with feast or may be dance, but what the presenters mean is different from the real idea of a party. They take the idea of something that should be participated by many people, here is citizen, as one of the nature of a party. They also assume that the Election Day is a day when we as citizen can have our right and taste our freedom to determine our choice to vote.

Inference

In the statement is quite clear that what the presenters mean by “*Pesta rakyat*” actually refers to the Election Day since in the statement it is stated clearly. In this case the process of inferring is not necessary.

In data 6 the presenters use the term “*Pesta rakyat*” to refer to “PEMILU” or the Election Day. Viewers at home will understand what the presenters mean since they straightforwardly say the meaning after the term. Here the presenters give PEMILU a picture of a folk party and that they assume both to be the same thing in a way that PEMILU or the election should be participated by the entire citizen. The use of metaphor here is to give the viewers imaginative pleasure as

one of the function of figure of speech proposed by Perrine (1969). By using metaphor the presenters intend to say that as a special event that only happens once in five years the general election should not be missed. Furthermore, in this general election, Indonesians who have the right to vote could choose their president directly for the first time. That is why they assume it as a folk party.

DATA 7

“Bener. Tapi sebelum anda pergi nyoblos gak ada salahnya kalo anda nonton dulu *rentetan gosip* yang...” (5-4-2004)

Analysis:

Reference

The word “you” obviously refers to us as the viewers that are Indonesian people who have the right to vote. The word “rentetan” in Indonesian means a lining up or stretch of something.

While when they say “lining up gossips” it actually refers to the topic or gossips which have been prepared to be brought today as mentioned in the menu in the beginning of the show.

Presupposition

The presenters assume as in the data before that the viewers are Indonesians who have the right to join the General Election.

Implicature

Here the presenters flout the maxim of quality since they assume gossip as something real that can be put in a line. The presenters actually want to say that

they have prepared some hot gossips that are ready to be launched to the viewers at home.

Inference

Here the process of inferencing is assumed to be unnecessary since it is stated quite clear in the statement.

The presenters use the term “lining up gossips” or we might say a stretch of gossips as they assume gossip as something that is real that it can be in the form of line. Here they give an idea of people or another object to have the same idea as gossip and that is why it is considered to be a metaphor, which is saying two different things to be the same, although here the comparison is not stated in the statement. The presenters use metaphor above as a style to give the viewers a pleasure of imagination. They ask the viewers to get the picture of a line of gossips that will be served for them. They use it at the beginning of the show to encourage viewers to watch the show. In other words, they highlight gossips of the day to attract viewers’ attention.

The same term of “lining up gossip” is found used by the presenters of Kiss twice on April the 5th, 2004. The presenters say, “Ya udah kita balik lagi besok dengan *serentetan gossip* dan partinya selebriti” (Okay, we’ll be back tomorrow with *lining up gossips* and celebrity’s parties). By using the metaphor the presenters intend to say that the show is about to end and it should be closed but before the presenters close it they remind the viewers to be back to watch the show again tomorrow since they will bring another gossip from the celebrity.

DATA 8

“*Surat* untuk Presiden.” (5-04-2004)

Analysis:

Reference

The word “*surat*” used by the presenter above refers to letter in a sense matter, meaning that it does not refer to writing on the paper in the envelope. The presenter only uses the term to refer to something in a letter might consist, in this case is a suggestion or criticism (the next explanation will served in inference). While the word ‘the president’ obviously refers to our President, Indonesian President.

Presupposition

The presenters assume that as a citizen we have the right to give suggestion to the president through letter and that this is common for a citizen to mail the president.

Implicature

The presenters ignore the idea that a letter could be more than a suggestion or criticism when the use “letter” to represent the idea of a suggestion. For them it is already effective to use the term and that it is understandable enough to say a letter as refer to a suggestion since a letter for president usually about those things.

Inference

In the preceding statement, the presenters are talking about an artist who is asked what her wishes or her suggestion to the president.

Angie :”Harapan Dela sendiri buat presiden yang akan datang apa sih Del?”

(What is your wish for the next president?)

Dave :”Surat untuk Presiden.”(A letter for President)

Dela :”Untuk presidennya mudah-mudahan...e...bisa ngasih banyak job ke saya...”(For the President hopefully could give a lot of vacancies..)

When the presenters say “a letter for President” they actually refer to a suggestion addressed to the president. They use the term letter since as a citizen we can give our suggestion or even our criticism to the president through a letter beside of course to our representatives in the House of Legislative. Here also the presenters are considered to use figure of metaphor in a way that they assume a suggestion and a letter to be the same thing and that by using the term “letter” they are saved from saying more detail about the characteristic of a letter than is needed. For them the term “surat” is already representative.

DATA 9

“Kalo besok pestanya Kiss, kalo hari ini *pesta demokrasi*.” (5-04-2004)

Analysis:

Reference

The term “*pesta demokrasi*” in the statement above refers to the Election Day. It is common for Indonesian people to call a general election. The explanation will be clear by looking at the preceding statement in the process of inference.

Presupposition

The presenters suppose that there are two parties, which are held almost in the same time. They are Kiss's party and Party of Democracy that is actually the Election Day.

Implicature

In this statement, as most other metaphors, is the example of a floutation of maxim of manner in which the presenters say something that could lead to misunderstanding or in other words it creates ambiguity. Even though in this statement there is a floutation in the maxim of manner or the statement is ambiguous but the viewers or hearers can understand what the presenters mean since it is a common term in our society.

Inference

When we hear the statement above we might understand pretty well since it is a common term but to be more obvious we could see the previous statement to catch what the presenters mean by "*Party of democracy*."

Angie : "O nggak dong. Saya sebagai warga negara yang baik hari ini saya nyoblos partai pilihan saya." (O no. As a good citizen today I will vote for my party).

Here we see that what the presenters mean by Party of democracy is actually referring to The Election Day.

When the presenters say "pesta demokrasi" they are talking about the Election Day. Here they use the term "pesta demokrasi (Party of Democracy)" since they consider The Election Day as a day when the entire citizen who has the

right to vote can freely choose the president as they want. The presenters assume both things, the Election Day and the party of democracy as the same thing. The same data related to the use of the term “party of democracy” by the presenters found three times on the same day (April the 6th, 2004) since on the day there was a general election so it became the topic of the day.

When the presenters say, “Indonesia sedang merayakan pesta demokrasi” (Indonesia is celebrating the *party of democracy*) they intend to say that Indonesia has a party, an important moment that should be celebrated that is General election. As a part of course it should be celebrated, meaning it should be participated by the entire citizen who has the right to vote. The presenters also suggest that the General Election is a big opportunity for Indonesian people who have the right to vote for the first time in our country can choose the president directly. While when they say, “...selebriti yang terlibat dalam *pesta demokrasi...*” (...celebrities who involved in the *party of democracy*) they intend to say that not all of our celebrities are involved in the General Election or not all celebrities take part by voting in the General Election. By using metaphor above the presenters imply that as the member of this country or citizen, celebrities also have the right to take a part in the General Election.

DATA 10

“Itu kan berita lama banget, *gosip basi.*” (6-04-2004)

Analysis:

Reference

The word “basi” or in English we say stale is a common term that is used to call something which is out of date, something old. The term “a stale gossip” is used by the presenters refer to an old news or gossip as mentioned in the previous phrase. The presenter says it is old and stale since the gossip mention by his partner is already an old one and that everybody knows it.

Presupposition

When the presenter says ‘a stale gossip’ they assume that the viewers or hearers have already known the gossip and as the nature of something, which is old, it must be stale, meaning it is out of date.

Implicature

The statement above is also one of the examples of the floutation in the maxim of quality. The presenters assume gossip as food that can become stale if it is out of date. This is not true, though understandable, since gossip is something abstract that there is no way for it to become stale. The presenter wants to imply that everybody already knows the gossip and that it is no loner an interesting thing to be discussed.

Inference

Without inferring to the previous statement the viewers or hearers can understand what the presenters mean since they state it directly in the previous phrase that “a stale gossip” refers to the old gossip.

The presenters to refer to an old gossip use the words “a stale gossip”. They assume old gossip as something stale that should not be consumed. Here they

picture an old gossip as food that is stale, there is a turn in the sense of smell that old gossip has the same nature as a stale food. The presenters use metaphor by giving the same sense of an old gossip a stale food. By saying that old gossip is the same with stale food the presenter wants to emphasize that the gossip is no longer interesting to be talked about and that it should not be consumed. The presenters imply to say that they bring newest gossip that deserves more attention.

DATA 11

“Ih ada gosip *berhembus* dari pasangan selebriti yang bentar lagi statusnya jadi mantan-mantan, mantan Itje Trisnawati dan mantan Edi Sud.”

...(6-04-2004)

Analysis:

Reference

The word “berhembus” means blows. This word is used to describe wind that moves but it is sometimes also assigned to call news that spreads. The words “a couple of celebrities” as mentioned also in the statement refer to a couple that will soon divorced, Itje T and Edi Sud.

Presupposition

By looking at the statement we can assume that the couple is husband and wife. Second assumption is that the couple is about to divorce. The next assumption is that the news about the divorce of the couple is now being talked about by everybody or becomes a hot gossip.

Implicature

As the nature of figures of speech or metaphorical utterances most of them, if not all, flout the maxim of conversation. The data above is the example of the floutation in the maxim of quality since it says something, which is not true, in a way that it considers gossip as something that can blow like the wind. The presenter wants to imply that the news now becomes a hot gossip.

Inference

In this case the process of inference is not necessary since it is stated clearly in the statement that the couple the presenters talking about are Itje T and Edi Sud.

In data 11 the presenters assume gossip to be wind that could blow. They consider gossip and wind as the same things. Here they are using figure of metaphor to give an imagery sense to the viewers. By comparing gossip with wind that could blow they intend to say that the celebrities (Itje T. and Edi Sud) have interesting news about their marriage, which soon ends up with divorce. The news is now becoming the spotlight of gossip lovers that the presenters say it blows as a nature of wind.

DATA 12

“...kami akan *menyirami* anda dengan gossip hingga hari anda menjadi lebih segar.” (7-04-2004)

Analysis:

Reference

In metaphor where we compare to different things we can assign something that actually does not belong to another thing. Here the use of “menyirami” that is assigned to gossip is also a common example of metaphor in Indonesian.

The word “we” in the statement above refers to the presenters as the conductor of the show. While the word “you” refers to the viewers at home who watch the show.

Presupposition

The presenters assume that gossip has a nature of water that gossip as water could make our day fresher. They also believe that the gossip they are about to bring is an important and also interesting thing.

Implicature

Just like another metaphor here data 12 is also one of the examples of the floutation of maxim of quality.

Inference

The statement above is already clear that it does not need inference to interpret what they presenters intend to say.

Here in data 12 the presenters give the attribute of water to gossip. They consider gossip as something that can freshen up our day just like water. They take the nature of water to gossip and assume both things to be the same. They also assume that the viewers are thirstily longing for a new gossip. Data 12 shows the example of the use of metaphor in which the presenters want to give a certain style, imagery and ask the viewers to feel the sense of imagery they give.

DATA 13

“Nah selain sarapan makanan pagi kita juga harus *sarapan gosip* dong.”

(7-04-2004)

Analysis:**Reference**

The word “sarapan” or in English we know as breakfast refers to an activity of swallowing or consuming some food. Breakfast in the statement above refers to any food that we usually consume every morning. The presenters are asking us, the viewers, to consume gossip as we consume food and since the show is broadcasted in the morning it is called breakfast.

Presupposition

The presenters assume that as human it is our nature to have breakfast, consuming food in the morning before we do other activities.

Implicature

The statement above flouts the maxim of quality in a way that the presenters ask us to consume gossip as we consume food. This is not true since gossip is an abstract thing. The presenters assume that having breakfast is important to help us facing the day and that is why they ask the viewers to consume gossip too.

Inference

In this case it is not necessary to infer to previous or the next statement, since it is stated clearly in the statement, to understand what the presenters imply in their use of metaphor.

The data above shows another example of the use of metaphor by the presenters in which they consider gossip to be the same as food. They assume gossip as something important that we as human should consume it as we consume food. By using metaphor the presenters want to strengthen their idea about the important of watching gossip. The implied meaning is then obvious that the show is held in the morning when people have their breakfast. The presenters assure the viewers that they deserve a great breakfast by “consuming” gossip.

The same way also happens in the data found on the same day which says, “Kita liat yuk *sarapan* kita menunya apa!”(Let’s check our *breakfast menu!*). Here the presenters ask us, the viewers to check the menu. When they say “our breakfast menu” actually they refer to the menu of gossip they are about to give. The presenters assume that we, as human, must consume food or having breakfast the presenters also assume that all that we eat must have menu.

DATA 14

Yang namanya keluarga besar itu pasti ada *kerikilnya*. (7-04-2004)

Analysis:

Reference

Looking at the statement above without knowing the previous statement could be misleading since they presenters do not state what family they are talking about. The word “kerikil” literally in Indonesian means a small stone but it can be used to call trouble or problem. The term “kerikil” or in English we have “a stone

to stumble” above could be understood to refer to problem or trouble since it is already common in our society.

Presupposition

The assumption is that in every family there must be a problem.

Implicature

Although the statement above flout the maxim of quality but as hearers we could understand pretty well since the term is already common. The presenter tries to be more polite since her interlocutor is an artist who is married to a man from high-class family.

Inference

When the presenters use figure of metaphor above they are interviewing an artist who has married. They are asking whether the artist is happy and that her family is doing fine. The previous statement might give clear information about the metaphor above.

Dave :”Tapi kita juga pingin tau nih, seperti yang kita tau ibu ini juga masuk dalam keluarga Cendana. Ada kesulitan, ada keuntungan sih Jeng?”(But we want to know, as we know this lady is now part of Cendana Family. Is there any advantages Madam?)

By looking to the statement above we could find out that what the presenter means by a big family is actually “Keluarga Cendana” or Cendana Family, which is known as a family of our ex-president.

In data 14 the presenters see trouble or problem as a stone to stumble for a family. They assume problem as a stone that can stumble someone who step on it.

Here they use metaphor. They use it since the interlocutor is a member of a noble family in Indonesia so they try to be more polite.

DATA 15

Ada *gossip yang gak sedap*. (12-04-2004)

Analysis:

Reference

The word "gak sedap" usually assign to food, to say that the food is not delicious for example. But in figurative language especially metaphor the word "gak sedap" can be used to call something which is not right. The presenter uses the statement above to refer to news or gossip from a celebrity he is about to present to the viewers.

Presupposition

The assumption is that not all gossips are bad news some of them might be good ones. But here the presenter is about to present the bad one.

Implicature

By using metaphor above the presenter tries to give an introduction to the viewers about the gossip or news from a celebrity. He intends to make the viewers curious about the gossip. As another metaphor found in this study here the data 15 is also the example of the floutation of maxim quality in a way that gossip is an abstract thing that cannot produce smell.

Inference

The presenter is going to talk about a gossip from a celebrity. The next statement of the presenter could be used to understand what gossip it is.

Dave :”Oke. Cahya sebetulnya kan berita yang kita tau tuh Sukma jatuh, jatuhnya itu kenapa sih Jeng?*soalnya kita denger-denger gosip gak sedap...*(Ok. Cahya we know that Sukma Ayu fell down, how come? Because we heard a rumor...).

By looking at the statement above we know that what the presenter mean by something smell from the rumor is actually a gossip about Sukma Ayu.

The presenter in using metaphor as in data 15 above actually tries to be more careful about his statement since he is interviewing a member of the family of the celebrity who become the topic of the gossip. This data is also the same with data 10 where the presenter assumes gossip, which is an abstract thing as something that can produce smell. In our society this kind of language use is already common in which a bad news always considered as something that smells bad.

DATA 16

Dunia selebritis itu ada *pasang-surutnya*. (13-04-2004)

Analysis:

Reference

“Celebrity world” refers to the life of our celebrities or in other words it refers to everything about Indonesian celebrities from career to their personal lives. Literally, tide means a condition of the ups and downs of the surface of

water in the ocean but it also can be used to refer to a condition of ups and downs in any aspect. To say that there are always ups and downs, Indonesain people sometimes use the term "pasang surut". The use of the term is taken from the nature of tide in which the condition of the surface of the water in the ocean sometimes high and low. In the statement above what the presenters mean by "tide" is the situation that is faced a celebrity they are about to gossip.

Presupposition

The assumption is that nothing is static, there are always be ups and downs as a tide in the ocean.

Implicature

The use of metaphor above also flouts the maxim of manner since it creates ambiguity whether what the presenters mean is the ups and downs of financial condition, emotional condition (happy or sad) or that the celebrity is no longer exist in the celebrity world or other things. The implication is then rather blurry but we can see that the presenters actually imply that they are about to deliver a gossip about a celebrity who faces a problem or considered down.

Inference

When using the metaphor above the presenters are talking about a gossip from a celebrity. A presenter says:

Dave : "*Kadang berita baik kadang berita buruk, ada yang sakit ada juga yang lagi berantem.*" (Sometimes there is good news, sometimes the bad one. Some sick, some quarrel).

Here we are given a rather clear information about the gossip the presenters about to talk. The stress of the statement then falls into the last phrase "...some quarrels". Still we need to look at another statement to give further information in order to catch the meaning or the presenter's intended meaning.

Angie : "Eh ngomong-ngomong soal berantem kamu ngajakin aku berantem ya? Ngapain sih kamu sms aku kemarin?...dasar ini gitu lho." (Talking about quarrel, do you challenge me? Why did you send me a sms? You...)

Dave : "Liat baik-baik baca dulu jangan langsung nyolot dulu, dasar... cincin kamu dari perak, perak bukan..." (Look at it carefully. Don't be emotional... your ring is "silver"... "silver" not....).

Looking at the pieces of conversation above we are given further information about the implied meaning of the presenters when they use the term "tide". They actually want to talk about a celebrity who quarrels with her friend. The celebrity gets angry because her friend sent her a short message that insults her. The implied meaning is then obvious that the "tide" meant by the presenters is not related to financial problem of the celebrity or her existence in celebrity world but it has something to do with her social life where she has a problem with her friend.

The data 16 shows the example of metaphor in which the presenters assume "Celebrity World" to be an ocean where there is always a tide. The presenters use the figure as a style to bring the viewers into imagination. They use the figure since it is more effective and they assume everybody, in this case the viewers,

already common with the figurative language. In spite of saying there are always ups and downs in our lives when we have to face a problem the presenters choose to say “pasang surut” or tide.

DATA 17

“...Novita Angie dan Dave Hendrik sudah hadir dari Café Jakarta memberikan *vitamin-vitamin gosip*...”(13-04-2004)

Analysis:

Reference

Novita angie and Dave Hendrik mentioned above are the presenters of the show. They always mention their name in the beginning of the show as the introduction. The word “vitamin” in Indonesian and also in English means a substance or kind of medicine that is used to vitalize our body. While the term “vitamin gossip” above as it is stated refers to gossip itself that may vitalize the viewers.

Presupposition

The assumption is that there are two presenters that conduct the show. Second assumption is that they presenters assume gossip as important as vitamin by calling gossip as “vitamin gossip” like vitamin A for example.

Implicature

The presenters flout the maxim of quality in a way that gossip is an abstract thing that cannot act like a real vitamin that could vitalize our body.

Inference

In this case the inference is not necessary.

The presenters in the statement above consider gossip as vitamin. As the nature of vitamin it should be consumed for our health. By using figure of metaphor the presenters intend to say that gossip is important to be consumed as vitamin. They want to strengthen their message that gossip could act like a vitamin for our body. It can vitalize the viewers' feeling as the presenters of the infotainment think that gossip may keep them full of spirit. As said by Keraf that figure of speech can be used to strengthen our statement (Keraf, 1985:129).

Data 3 to data 17 are the examples of the use of figure of metaphor in *Kiss*. The characteristic of metaphor is comparing one thing to another as if they are the same things. In data 3, for example, the presenters prefer saying "matahari gossip (sun of gossip)" to saying only "gossip". Sun and gossip are two different things but the presenters assume them as the same things.

By using metaphor they intend to say that gossip is important for human as the sun. They use sun, instead of moon to represent gossip since the show is brought in the morning as the sun rises. They use sun as the symbol of gossip, which brightens up people's life. The use of metaphor also showed in data 11 and data 16 when the presenters compared gossip to wind and tide. They wanted the viewers at home to get involved in their imagination.

The presenters of *Kiss* seem to be creative in delivering their ideas about the importance of gossip through the use of metaphor. Data 13 for example, said that we should have gossip as our breakfast instead of only have food. Here they

intend to say that gossip is as important as food that needs to be consumed. In data 12 they compared gossip with water. The presenters say that they can fresh our day by watering us with gossip. Keraf says that metaphor is meaning shift that occurs because of two objects have the same nature of character (Keraf, 1985:98). When the presenter uses “sun”, “water”, and “wind” they actually assume gossip as having the characters of those things. We also can see data 4 that uses the term “gossip hangat (hot gossip)”. Gossip is an abstract thing, which there is no way that it, is hot or cool just like water for example. The presenters often use this phrase in order to stimulate the viewer’s association about gossip. The presenters want the viewers to view gossip as a cup of hot tea or another food that are delicious if they are served hot or warm.

A turn in the sense of smell showed in data 10 and 15 when the presenters say “a stale gossip” that refers to an old news or old gossip. The presenters give the attribute of food that is out of use to old gossip.

The main phrase that is often used by the presenters which is considered as metaphor is the use of phrase “shopping bag”. They often use this phrase whenever they have to break for commercial break or advertisement. They prefer using “shopping bag’ to advertisement in order not to make the viewers at home losing their mood to watch the show as what happen when there is time to take a break for commercial break. They also use it as their style.

3. Personification

DATA 18

Indonesia sedang *merayakan* pesta demokrasi. (6-04-2004)

Analysis:

Reference

The word "Indonesia" refers to Indonesia as a country and Indonesia as a nation. The word "merayakan" or in English means "celebrate" is usually used to call an activity done by human that aimed to honor something, to memorize some important event. While the term "party of democracy" refers to the Election Day.

Presupposition

The first assumption is that there is a party, a special occasion in Indonesia. The second assumption is that a party should be or usually celebrated.

Implicature

By using personification the presenters imply that the "party of democracy" or the Election Day should or even must be celebrated by Indonesia as a country and also as a nation. They celebration is shown by the participation of Indonesian to vote in the Election Day and also to strengthen the idea that it must be celebrated the presenters use personification, meaning that not only the people but all the dead and living things in Indonesian must celebrate it.

Inference

It is the topic of the day in *Kiss* that Indonesia is holding a big and special occasion, the General Election. So it is clear that what the presenters mean by party of democracy is the General Election or the Election Day.

Party of democracy is something big and important for our country which should be followed or participated by all the members of the country not only the citizen but also every living and dead things in this country. Indonesia is the noun that is personified in this context as to make it vivid. The use of personification in data 18 is to give sources of pleasure in the exercise of imagination as said by Perrine (1969:79). By using personification the presenters intend to say that the General Election is a special event that only happens once in five years and that it is important to determine our nation's faith since for the first time we could choose our president directly. Further they also imply to say that as good citizens who have right to vote we should participate in the event by voting.

DATA 19

“Perfilman Indonesia ibarat baru *bangun* dari tidur panjangnya...”

(14-04-2004)

Analysis:

Reference

The word “its” in a statement above refers to Indonesian cinema as stated. The word “bangun” is a human activity in which we wake up from our sleep. Although it is one of human activities, it is sometimes also assigned to an object or dead living. While the term “tidur panjang” or in English “long sleep” refers to a condition in which Indonesian cinema is not productive. The further explanation will be given in inference.

Presupposition

The assumption is that literally Indonesian cinema had been through such a long sleep. Metaphorically it suggests that "a long sleep" means unproductive.

Implicature

By using personification the presenters suggest that, by giving one of human attributes, Indonesian cinema is now become productive again.

Inference

What the presenters suggest or intend to say can be seen from the previous statement.

Dave : "Nah pemirsa suatu kebanggaan sekarang bahwa perfilman Indonesia sudah mendapat tempat tersendiri." (It is a pride that Indonesian cinema is now has a special place).

The presenters intend to say that Indonesian cinema is blooming again or becomes productive and has the attention again.

In data 19 "Indonesian cinema" which is an object or inanimate thing is given one of man's attributes, waking from sleep. By using this figure of personification the presenters intend to say that Indonesian cinema is unproductive for quite long time but then it is back and becomes productive again in producing the movie. The implied meaning is that as someone who sleeps somehow he will wake. The presenters choose to use the term "wake from sleep" in a way that when our cinema is unproductive it actually still produces movies but in a small number. It means that there is activity of producing movie. That is why they choose "wake from sleep" not "wake from death", for example.

In data 18 and data 19 the presenters gave human's attributes to inanimate things. They treat Indonesia and Indonesian cinema, which are dead thing or objects as human being by saying that "it is celebrating" (data 18) and "it wakes up" (data 19).

b. Figures of Contradiction

1. Hyperbole

DATA 20

Jangan terlalu percaya juga jaman sekarang, terlalu percaya *diboongin abis-abisan*. (31-03-2004)

Analysis:

Reference

In hyperbole where the use of language is exaggerated, it is common to use an overstatement just like the statement above when the presenter says "abis-abisan". The words "abis-abisan" themselves mean that there is nothing left.

When using figure of hyperbole above the male presenter is warning his partner to be aware and not to trust anyone too much. Actually when he uses hyperbole he intends to refer to the gossip he is about to discuss.

Presupposition

The assumption is that it is not good and even dangerous to trust anyone too much.

Implicature

By using hyperbole the presenters suggest that trusting anyone too much could be dangerous these days. They use hype to strengthen their idea that it is really dangerous and that they want to warn us.

Inference

Besides warning his partner and of course addressed also to the viewers the presenter intends to bring the viewer to the next gossip he is about to talk. We can see it by inferring to another statement.

Angie :”Ih pasti kita lagi ngomongin Lilis Karlina kan?” (You must be talking about Lilis Karlina, right?)

The presenters to give certain effect on what they are saying use the statement above. By using hyperbole, which is an overstatement or exaggeration, they intend to say that we should not believe in anyone too much. They try to strengthen their ideas of believing anyone by using hyperbole in order to make viewers beware. The presenters are actually going to talk about a celebrity named Lilis Karlina who has been cheated by her boyfriend who is considered as her closest companion that should be trusted. The fact is that her boyfriend cheated on her. That is why the presenters by using hyperbole want to warn us not to trust anyone too much in order not to be cheated as the celebrity.

Saying something greater or bigger than the fact is common in gossip but during the study the writer only found one example of hyperbole. It is because as a famous infotainment *Kiss* has to maintain its image. So the presenters want

viewers consider it as distinguished infotainment that gives the fact and not only rumor.

2. Irony

DATA 21

“Eh contoh dong artis kita yang berinisial DRS, udah *dua kali cerai* tapi *tetep ceria*.” (31-03-2004)

Analysis:

Reference

In irony where we say contradictory things in the same time, we actually intend to criticize thing. Irony occurs in all culture, included Indonesia. The statement above shows a contradictory n a way that it says “dua kali cerai” (divorce) and “tetep ceria” (happy). “DRS” refers to Indonesian celebrity who has just divorced as mention in the statement.

Presupposition

The assumption is that a person who has just divorced should be sad and it will be weird or not common for her to be happy after the divorce.

Implicature

The use of irony above flouts the maxim of quality since it shows a contradiction. The contradiction lies on the attitude of the celebrity who is happy although she has divorced for the second time.

Inference

This is not necessary to infer to another statements.

Data 21 shows a contradiction in it. It says that DRS who has divorced twice, meaning she has undergone such terrible time or crisis, is still happy. Most people think that get divorced is something sad and deserved to be mourned. What happens to DRS is considered uncommon, then, since after her second divorce she is still happy. As most people think, the presenters also share the same view related to divorce. When using irony the presenters actually try to be cynical to the celebrity or DRS. They question the attitude of DRS who looks happy after the divorce.

DATA 22

“Ih ngawur justru *persiapannya mantep banget*, buktinya wartawan *taunya last minute lo Jeng*.” (5-04-2004)

Analysis:

Reference

The word “it” refers to an occasion held by an artist. The reference lies outside the statement. While what it means by press refers to the journalist. The statement above once again as a nature of irony consists two contradictory things when it says “well prepared” and that “the press knew it last minute”.

Presupposition

The assumption is that there is an occasion. It is prepared to be hidden or to be secret though finally press find out.

Implicature

Data 22 above flout the maxim of manner since it says something not relevant. It says a contradiction by saying “well prepared” but press knew it last minutes. Something that is prepared well, in this case a wedding party should be known by others before the party is held so that they could come on time.

Inference

In analyzing data 22 we should refer to the previous statement, which says that there is a celebrity who is celebrating her wedding party that seem to be a little mess up.

Angie :”...tapi ada pernikahan yang keliatannya kurang siap lho Dave kayak pernikahannya Mbak Maya Rumantir sama Mbak Ineke itu lho.”
(...but there are wedding parties that seem to be not well-prepared like the wedding of Ms. Maya Rumantir and Ms. Ineke).

So what the presenters mean is actually the wedding of two celebrities, they are Ineke’s wedding and Maya Rumantir’s wedding.

Data 22 shows the use of irony by the presenters. One of the presenters said that it was not well prepared but her partner says that indeed it was well prepared because not all people knew it and even the press. In other words, the weddings were well prepared but the brides seemed successfully hide their preparation from the press and let them knew in the last minute. Here they want to criticize the celebrity by using irony. By using irony the presenters want to add emotional intensity to informative statements and conveys attitude along with information as said to one of the function of figurative language according to Perrine (1969: 79)

They actually intend to say that they are disappointed with the celebrity because as a member of press or journalist they also know the wedding late. For a presenter of a gossip show it is important to get the information or news of the wedding party of famous celebrities like Ineke and Maya Rumantir. What appears to be ironical is that as celebrities they are not expected to hide their career as well as their private life from the press.

DATA 23

“Orang yang *keliatanya baik* dalemnya *belum tentu baik*.” (7-04-2004)

Analysis:

Reference

“A person” mentioned in the statement refers to someone they are going to talk about, someone who looks good but somehow he is not as good as he seems to be.

Presupposition

By using figure of irony the presenters have an assumption that usually someone who looks good must be a good person but it is not always the case since they also aware that not all the people who look good reflect their attitudes to be the good person too.

Implicature

Here the presenters create an ambiguity in a way that they say something contradictory. The also flout the maxim of quantity because they do not state

directly that actually the person they are talking about is not a good person as he seems.

Inference

From the next statement we will find out whom the presenters are talking about.

Dave :”Kalo iti memang udah akut ya...tapi bukan itu yang aku omongin. *Hedi Yunus, Kang Hedi*, sapa sih yang nyangka dari luar keliatan alim gitu ternyata dulu bekas sabu-sabu dan ekstasi.”

Here we can see that the person they are talking about is Hedi Yunus who they consider to be a good person but actually has once involved with drug.

Data 23 shows that the presenters intend to say that “X” (a celebrity) is not as good as he seems but instead of saying it directly which can be very cruel they prefer to use irony. The implied meaning is that not all people who look good are truly good person too. That is what happen to a celebrity they are talking about. The celebrity seems to be a good person but actually he has engaged with drugs, which is then cannot considered as a good person since using drugs is something illegal and bad.

All three statements or data above are the examples of figure of irony used by the presenters of *Kiss*. The use of irony in three statements above provides a more effective mean of saying what something mean than direct statement as said by Perrine (1969:79). By using irony the presenters are saved from saying something straightforwardly because it can be considered as cruel thing, but the addressee or viewers can get what they actually mean.

3. Paradox

DATA 24

“Aku sebetulnya *tertawa* dalam *kekesalan*.” (14-04-2004)

Analysis:

Reference

In the statement above “I” refers to the male presenter who is the one who utter the statement. He is talking about himself who is very upset.

Presupposition

The assumption is that a person who laugh must be happy not angry. The presenter supposes that he hides his real feeling, bad feeling, by smiling.

Implicature

By using figure of paradox he flouts the maxim of manner and maxim of quantity because he does not say something briefly and straight to the point but he verboses and create ambiguity. When saying it he is actually upset and that he is trying to hide his disappointment by laughing.

Inference

The presenter chooses to use figure of paradox to show his feeling. When using the figure he is actually very upset and disappointed with someone who cancels her promise to him. We can see by inferring to the previous statement utter by the presenter.

Dave :”Dah denger. Abis aku sebel janji telpon-telponan pagi hari ini.”(I know.

I’m upset because she promised to call me this morning)

Angie :”Sibuk kali ya?”(May be she is busy)

Dave : "Sibuk apaan?" (What?)

Data 24 shows a contradiction when one presenter says that he is actually laughing in his anger. It seems like he wants to say that he is very disappointed or even angry but he tried to keep his feeling by laughing. The presenter wants to play with viewers' emotion so that they can feel what he feels. In this statement he uses figure of paradox, which is a statement, appears to be self-contradictory. Moreover, the presenter intends to express that it is his duty to entertain so he should keep the show lively for the sake of the viewers and not cause his own bad mood affect his performance.

4. Climax

DATA 25

"Ye yang terakhir itu sudah *putus di tengah jalan, kandas di tengah-tengah* karena perbedaan prinsip." (31-03-2004)

Analysis:

Reference

The "last couple" above refers to a couple mentioned by his partner before. The female presenter mentions several couple before finally her partner stops her. The word "they" also refers to the last couple mentioned by the presenter.

Presupposition

The presenters already know that the last couple is lover that has just broken up. The assumption might be that as a lover the couple should end up like Romeo and Juliet or Galih and Ratna who are considered as everlasting couples.

Implicature

The presenters are playing with the words by using a quite long statement just to say that the couple has broken up. Here they flout the maxim of quantity in a way that they do not state something briefly.

Inference

The previous statement when the presenter mentions several couples will help us understand which couple is being talked about. In the previous statement the presenter says: “Galih dan Ratna, Romi dan Yuli, Primus dan Desi...eh Primus dan Jihan, Desi dan Bagus...”. Here we can see that what is meant by the presenter when he says “the last couple” must mean Desi and Bagus since this couple is last mentioned by his partner.

Data 25 shows a stretch of statement in which the next statement is giving emphasis for the previous one. After saying that “a couple didn’t make it” the presenter then emphasizes the next statement by saying “they were stranded in the middle of nowhere”. This we call figure of climax. Here the presenter seems to intend to say that the couple broke up and will not make it. The presenters also contrast the breakdown of the couple to the everlasting couple like Romeo and Juliet. It means that actually as a couple Desy and Bagus should end up like Romeo and Juliet or in other words they feel sorry for the breakdown. As the nature of climax in which the statement consists of two parts or more the next part is always emphasizing the previous ones. The use of climax is usually intended to strengthen the statement itself, the idea or message carried in it. First the presenter says “putus” (broke up) and then he says “kandas” (stranded) as the emphasis.

c. Figure of Association or Relationship

Rhetoric question

DATA 26

“Kenapa hobi gosipin artis?” (7-04-2004)

Analysis:

Reference

When uttering the statement the presenter addresses his question to his partner since the statement above is taken from the conversation between him and his partner. While what they mean by the celebrities refers to the entire celebrities whom they are talking about or mention in the show.

Presupposition

The presenter assumes that his partner often talking about artist or in other words she likes gossip.

Implicature

The nature of rhetoric question as explained above is a question that is not expected to answer. Here the presenters flout the maxim of conversation especially the maxim of quantity since they are asking something, which actually they already know the answer.

Inference

When using this type of figure the both presenters are talking about the artists that become the topic of the show at that time.

Here one of the presenters asks his partner why she likes gossip. This rhetoric question as its nature does not require an answer since he knows very

well that his partner as well as himself are the presenters of a gossip show so it is their job to gossip. After all, when using the figure both of them are presenting the show, which is a gossip show. They only tries to attract viewers' attention.

DATA 27

“Nyindir yang ini?” (13-04-2004)

Analysis:

Reference

When the presenters say “nyindir yang ini” they actually refer to someone they are going to talk about that we could find out by looking on the next statement or information in the process of inference.

Presupposition

The assumption is that one of the presenter is being ironic to someone they are going to talk about.

Implicature

Here the presenters also choose to state something briefly but carried all the information needed. Although in the statement above the presenters do not state the person they are talking about directly but they assume the viewers will soon find out since they use this figure of rhetoric question to go to the next section of the show, which is the gossip. They avoid saying something more than is needed by obeying the maxim of quantity although they also flout the maxim of manner at the same time by creating ambiguity.

Inference

As the final process to interpret or understand what they presenters mean we should see the previous and the next statement state by the presenters.

Dave : "Nyindir yang ini?" (Try to be ironic to this one?)

Angie : "Gak ngerti ya." (I don't know)

D & A : "Gossip... gosip... gosip." (Gossip... gossip... gossip)

From the stretch of statements or pieces of conversation above we see that the presenters are talking about someone, an artist of course. The pieces of conversation above are not clear enough to give the information about whom they are talking about, but if we watch the gossip we will soon find out.

In data above the presenter even tries to be ironic by asking her partner such question but actually she knows the answer and she just want to be cynical. By using rhetoric questions the presenters want the viewers to participate emotionally or stimulate the association of the viewers. Further they also use it as a starter to come into the next gossip she is about to deliver. Again this question does not require an answer.

DATA 28

"Mau liat pesta demokrasi?" (6-04-2004)

Analysis:

Reference

The erotema or rhetoric question above is addressed to the viewers or hearers at home as the presenters of a gossip show ask it on television. The term "

party of democracy” refers to something mention before the statement and will be clear in the explanation of inference.

Presupposition

The assumption is that there is a party of democracy. Here the presenters suppose that as people who watch the show the viewers must want to know all the information including the information of “party of democracy”, that is why they use rhetoric question since they expect that the answer must be yes.

Implicature

When using figure of rhetoric question the presenters are so sure that the answer must be yes since they considered the information as something important. Here the presenters obey the maxim of quantity since they ask something briefly but could be understand well enough.

Inference

The rhetoric question used by the presenters is the final stretch of their information. In the previous statements they are talking about “party of democracy’ as it is a topic for today’s gossip and the rhetoric question above is just the final statement that is chosen by the presenters to jump into the information itself.

The main characteristic of rhetoric question or erotema is asking a question to differ or to assert something but it is not expected to answer. From the data above we see that the presenters seem to ask a question but actually they do not expect their question to be answered. They put some information formerly as to raise viewers’ curiosity. They encourage the viewers to watch “what is next”

through visualized information. Again, the use of rhetoric question above is the example of the use of language, which does not require an answer. The presenter uses it to get the viewers home involved with the show.

Three data above are the examples of the use of rhetoric question in *Kiss*. As the presenters they are demanded to involve the viewers at home to the show. So it is kind of their way to attract viewers. The data 27 and 28 are used by the presenters as a starter or the introduction to come to the gossip they are about to deliver. They raise the question in order to make the viewers curious with the gossip.

III.3 Discussion of the Findings

From the tables and also the analysis the writer concludes that the figures of speech used by the presenters of *Kiss* 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. She also concludes that the presenters mostly use metaphor.

The use of simile by the presenters is shown in data 1 and 2. In simile the presenters compare two different things and say that the things are like each others by using phase "just like". By using simile the presenters intend to criticize the celebrities they are talking about or in other words they use simile as a criticism as shown in data 1. In data 1 the presenters criticize the celebrities they are talking about by saying that the attitude is like monkey's attitude, which like to hanging on each others. Beside that they also want to play with our sense as said by

Perrine that figures of speech can affords the readers imaginative pleasure as in data 2 when they compare the Indonesian cinemas with Sleeping Beauty as princess from a fairy tale.

The use of metaphor is shown in data 3, data 4, data 5, data 6, data 7, data 8, data 9, data 10, data 11, data 12, data 13, data 14, data 15, data, 16, and data 17. By using metaphor the presenters could deliver their messages to the viewers effectively, in other words it saves them from saying something more than needed. In the use of metaphor the presenters compare two different things but unlike simile in metaphor the things are said to be the same. They use metaphor for some purposes and also with different intended meaning that depend on the context. Some metaphors are used to provide viewers at home with sense of imagination as in data 3, data 4, data 6, data 7, data 8, data 9, data 11 and data 14. Data 4 for example uses the term “gossip hangat (hot gossip)”. Gossip is an abstract thing, which there is no way that it, is hot or cool just like water for example. The presenters often use this phrase in order to stimulate the viewer’s association about gossip. The presenters want the viewers to view gossip as a cup of hot tea or another food that are delicious if they are served hot or warm.

Data 10, data 12, data 13, data 15 and data 17 are the examples of the use of metaphor that are aimed to strengthen the idea or the message delivered by the presenters. Data 13 for example, says that we should have gossip as our breakfast instead of only have food. Here they intend to say that gossip is as important as food that needs to be consumed. In data 12 the presenters compare gossip with water. The presenters say that they can fresh our day by watering us with gossip.

The use of personification is shown in data 18 and data 19. In personification the presenters give the attribute of humanness to inanimate things. In other words when the presenters use personification they assume an idea or object as human. By using personification the presenters intend to give viewers a pleasure of imagination and also to strengthen their statement. They treat Indonesia and Indonesian cinema, which are dead thing or objects as human being by saying that “it is celebrating” (data 18) and “it wakes up” (data 19).

The use of hyperbole by the presenters is shown in data 20. Figure of hyperbole is only used once during the study. Here, it implies that the presenters of *Kiss* avoid using exaggeration. They do not want their show to be considered as giving only gossip, an idle talk, but they want to be considered as giving the reliable information or news of the celebrity. The use of hyperbole is aimed to strengthen the statement, meaning that it is true and that we must aware of it.

The use of irony is shown in data 21, data 22 and data 23. The use of irony is indicated by the use of statement that shows contradiction in it. The presenters use irony as a criticism to the celebrities being talked about. By using irony the presenters want to add emotional intensity to informative statements and conveys attitude along with information. For example when one of the presenters says that we should follow a celebrity named DRS who has just divorced but still looks happy as in data 21. Here the presenter does not really want us to follow the celebrity’s attitude. We can see from some reasons. First is that the presenter only use the initial name of the celebrity not her full name. If it really a good thing that should be followed why should we hide the identity by calling only the initial.

Second is that the presenter assumes that as a person who has just divorce for the second time the celebrity should be mourned not happy as she shows in the public. The conclusion is that when the presenter uses the irony as in data 21 she is actually criticizing the celebrity.

The presenters use figure of paradox only once as in data 24. The use of paradox is indicated by the use of statement that shows contradictory things in it but somehow it is true. The presenters use it to strengthen their statement. He wants to play with viewers' emotion so that viewers can feel what he feels when he says that he is very disappointed or even angry but he tries to keep his feeling by laughing. So instead of saying that he is disappointed he says that he is laughing in anger.

The same way also prevailed to climax. In climax in which the contradiction could be shown in the stretch of statements, phrases or words and that the next statement, phrases or words are always emphasizing the previous ones. The presenters use climax as in data 25 to strengthen their statement. First the presenter says "putus" (broke up) and then he says "kandas" (stranded) as the emphasis. The intended meaning is then that they want to say that the celebrities or the couples they are talking about has broken up and will not be together as the everlasting couples that are mentioned in the previous statements.

The presenters use figure of erotema or rhetoric question three times during the study as shown in data 26, data 27 and data 28. The main characteristic of rhetoric question or erotema is asking a question to differ or to assert something but it is not expected to answer. From the data 26, data 27 and data 28 in the

analysis above we see that the presenters seem to ask a question but actually they do not expect their question to be answered. They put some information formerly as to raise viewers' curiosity. They encourage the viewers to watch "what is next" through visualized information as in data 26. By using figure of rhetoric question the presenters intend to make the viewers at home get involved with the show as. They are asking a question that obviously will not be answered by the viewers since it is not a kind of two-way communication where a speaker could get a direct feedback. They also use the figure as a starter or introduction to arrive at the next topic or gossip as in data. They intend to raise viewers' curiosity so that they stay tuned in the show as in data 27 and data 28.

CHAPTER IV

CONCLUSION