

## CHAPTER IV

### CONCLUSION

Nowadays, infotainment seems to be the most favorable television show. There are many kinds of infotainment provided by our television. They are quiz, reality show, gossip show and so on. Among those infotainment, gossip show seems to be the most popular one even some people consider it as infotainment itself. Almost every television station has its own gossip show, which is designed so well with a special characteristic so that it differs from another gossip shows. Not only the design that becomes the concern but also the presenter of the gossip show must have special style or way of conducting the show. Some presenters prefer creating a more formal environment in presenting the information or gossips. Some like to present it informally with jokes and less standard language. No matter kind of way the presenter conducts the show they often use figurative language.

Looking at the phenomenon the writer was interested in studying the language used by the presenter of gossip show (here the writer use term infotainment). The study concerned with the use of figurative language by the presenters of infotainment, especially the use of figures of speech by the presenters of *Kiss*, a gossip show broadcasted by *Indosiar*. The data were taken from the conversation between the presenters of *Kiss* during the show, which were held from March 31<sup>st</sup> to April 14<sup>th</sup> 2004. This study was conducted to find out

types of figures of speech used by the presenters and also the presenters' intended meaning when using the figures.

Figurative language or figure of speech is kind of language use that cannot be taken literally. It has something to do with the use of language that depends to the speaker as the user, meaning there might be a turn in meaning from what it literally says and what the speaker actually means or intends to say. By using three main theories, they are figure of speech theory proposed by Perrine and supported by Keraf, discourse analysis theory by Brown and Yule and pragmatics theory by Yule, the writer analyzed the data.

From all the data that have been analyzed above show that there are eight types of figures of speech, which are used by the presenters of *Kiss*. They are figures of comparison: simile, metaphor, personification, figures of contradiction: hyperbole, paradox, irony, climax and figure of association or relationship: erotema or rhetoric question. The data also show that the presenters use metaphor more often than other type of figure of speech. This is reasonable though that metaphor is often used since it is probably the easiest and the most effective way of delivering message. By using metaphor the presenters could deliver their messages to the viewers effectively, in other words it saves them from saying something more than is needed. The same way also happened to simile and personification. Both figures of speech are effective way of delivering message, though in simile as has been analyzed in the previous chapter could be used as a criticism. The writer also found the use of figures of contradiction such as hyperbole, paradox, climax and irony by the presenters. The use of hyperbole for

example only found 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. It is aimed to strengthen the statement, meaning that it is true and that we must aware of it. The same way also prevailed to climax and paradox. Although they are used rarely by the presenters but their use carried some messages. Both figures are used to strengthen the presenters' statement. Meanwhile, the use of irony by the presenters is intended as a criticism for the celebrities being talked about. From the study the writer also found that the presenters use figure of erotema or rhetoric question. By using it the presenters intend to make the viewers at home get involved with the show. 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.

Finally, the writer concludes that language plays an important rule in infotainment. She also concludes that the presenters, as the conductor of the show, are expected to bring the show lively by their use of language so that the viewers will not leave the show before the end of it. Further she concludes that the use of figurative language or figure of speech is effective in delivering message whatever it is.

# **BIBLIOGRAPHY**