

CHAPTER I

INTRODUCTION

1.1 Background of Study

Humans use language as a tool for social interaction. Language significantly influences social life, starting from expressing feelings, ideas, interactions, and aspirations, claims Mailani et al. (2022). Language is greatly influenced by the various ways people use it. It illustrates how the way a person uses language varies based on the context of interaction. Development and change in society today are reflected in the evolution and modification of language, where people with different thoughts can come together, share great ideas, and solve problems that need to be solved.

As social creatures, it will be easier for people to build closeness if they understand the language as native speakers. However, for a tourist, it will be difficult to understand the language in an area that is different from what they use in their daily lives, making it difficult for them to communicate with the people around them. If they want to establish good communication in a particular language such as English, they must improve their skills not only verbally but also in writing.

People use literal language to convey meaning precisely, for example: "The wind is blowing hard tonight." In this literal sentence, people want to explain precisely that sentence: that tonight, the wind is blowing very hard. Besides using literal language, people often use sentences, descriptive words, and phrases to convey meaningful messages without directly saying them. It is called figurative language. Additionally, Figurative is a literary device used throughout our society and helps convey essential ideas meaningfully. Many people try to use figurative language in literary works such as poetry, drama, prose, and even speeches. So that the speech or writing looks interesting and conveys its meaning. According to Honeck and Hoffman (2018), figurative language is pleasant. Figurative language also creates specific effects in a word. It means that figurative language is perceived by understanding the literal meaning of a word or phrase in a sentence and then relating it to the context in which the figurative language takes place to discover the hidden meaning and message that a writer or speaker wants to convey. Desfri (2019) categorizes figurative language as metaphor, simile, metonymy, irony, allegory,

personification, and hyperbole. This research will focus on the literal and figurative language used by vloggers on YouTube.

YouTube is a communication medium that displays moving images and sound, educating the public and increasing understanding of specific subjects through audio and visuals. According to Utami and Zanah (2021), YouTube is the audio-visual media that people like most for getting information. People tend not to get bored digesting information from YouTube because many channels convey information creatively, innovatively, and interestingly. However, vlogs on YouTube are interesting to discuss. Therefore, the researcher will choose a YouTube channel called "gypsy in Sneakers," which is the channel of a traveller who often shares her vlogs on YouTube. The activities she often shares in her vlogs are her travels exploring the beautiful places she visits while socializing with local people.

On the other hand, Pamuji (2020) states that travel vlogs will be very profitable if used to promote tourism. With the existence of popular travel vloggers who utilize social media, which is currently widely used, it can become an option for marketers and parties operating in the tourism sector. Therefore, this research will be exciting to examine in addition to helping YouTube viewers understand the intent and purpose of the speaker or vlogger in conveying information.

This research uses a qualitative research design. Any investigation that does not use this statistical approach is called "qualitative," as if it were a quality label (Ali & Yusof, 2011). According to Bhandari (2022), qualitative research consists of obtaining and analyzing non-numerical data (such as text, video, or audio) to better understand thoughts, opinions, or experiences. It can be used to gain a thorough understanding of a topic or to generate new research ideas. The researcher aims to explore the literal and figurative language used in the YouTube channel "Gypsy in Shoes." It precisely analyzes Susan's language as a channel owner, realizing the importance of language in creating different expressions. This research focuses on using literal and figurative language, considering his expertise as a travel vlogger featured on the channel.

1.2 Problem Identification

Currently, the number of vloggers is increasing due to rapid technological developments. One of them is a travel vlogger. A travel blogger will tell every detail about the events of places, regions, and even countries he has visited, with exciting reviews. This research examines the style of language and its functions. To avoid misunderstandings among viewers in different regions of the world, the travel vlogger "Gypsy in Sneakers" uses a style of language that accurately conveys what they mean.

1.3 Problem Statement

1. What tendency of language between literal and figurative is used by the travel vlogger "gypsy in sneakers"?
2. What is the function of literal and figurative language used by the travel vlogger "gypsy in sneakers"?

1.4 Purpose of Study

1. To investigate the tendency language between the literal and figurative language used by travel vlogger "gypsy in sneakers."
2. To explore the functions of tendency language between the literal and figurative language used by the travel vlogger "gypsy in sneakers".

1.5 The Scope of Study

Depending on this issue, the study will focus on the literal and figurative language employed by the "gypsy in sneakers" to transmit information about his travelogue and the locations he visited. It will also examine the purpose of the literal and figurative she employs to enlighten the audience.

1.6 Significant of Study

In this thesis, the researcher aims to convey multiple meanings to readers. The anticipated theoretical impact of the research lies in enriching readers' understanding of literal and figurative language employed by vloggers. The practical aspect benefits students, particularly those in the English Department, by helping them apply sociolinguistic knowledge to

everyday conversations, especially in formal situations and various conditions.

1.7 Definition of Key Term

This research is about literal and figurative language and its function in the use of travel vloggers. Its purpose is to provide clear insights and avoid misunderstandings.

1.7.1. Literal Language

Merriam-Webster (2024) defines literal language as using words solely by their defined or primary meanings, without metaphors or exaggeration. Purdue Online Writing Lab explains that literal language means exactly what it says, using words in their precise definitions.

Shutova (2019) states that literal language is fundamental in early education. It helps students grasp basic comprehension before they are introduced to more complex language forms like metaphors or idioms.

According to Nordquist (2020), a literal meaning is the literal or figurative meaning of a word or words. Language that cannot be considered symbolic, ironic, exaggerated, or ironic. Compare the symbolic or non-literal meaning. Noun: Literalness.

1.7.2 Figurative Language

A figurative language is a form of communication that does not use words' strict or literal meanings. It is often used as a metaphor to add creativity to spoken or written language or to express complex ideas.

Figurative language is a common technique in narrative writing, where the writer strives to establish an emotional connection with the reader or listener. According to Paul (1970), everyone has at least a vague idea of figurative language: figurative language is a fertile way of saying what one wants to say, natural in poetry and politics, but out of the question in strict law, science, and philosophy.

1.7.3. Travel Vlogger

Travel vloggers are travellers who share their travel experiences through videos for their viewers. Their content similar to a travel blog but packaged in a video. According to Sumarno (2018), a Travel vlogger is a hobby that can bring in money. Travel to exotic places

and share them with the public as a profession.

1.7.3. YouTube

YouTube is a popular video-sharing website today. Registered users can upload and share videos with anyone accessing the site. According to Ceceriyani and Sukendro (2018), One of the public's favorite media outlets is now YouTube. YouTube is a popular platform for content producers to showcase their ideas and talent.

