

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the background of the study, statement of the problems, purpose of the study, and significance of the study.

#### **1.1. Background of the study**

Reading is one of inseparable activity in humans' daily life. Reading is defined as the most powerful ways that provide numerous information for having knowledge about all the entities in life (Herlina, 2016; Surdyanto & Kurniawan, 2020). The current situation shows that a flood of information occurs in society in which the readers have been drowned to the jungle of language by the abundant sources. This conditions emerges passive readers who accept all the information from the outside without filtering the information that they read (Surdyanto & Kurniawan, 2020). It shows that reading is a beneficial activity that improves people's knowledge and understanding toward the world.

Nowadays, people tend to choose read a news as a simple way to do something in their daily lives. News is defined as a discourse where people can discuss its communicative context if the specific audiences and a particular objective addressed in that news (Bednarek & Caple, 2012 as cited in Puspita & Pranoto, 2021). Newspaper is a common means used by people to read news. Khorsheed and Rassoul (2018) newspaper is a pleasuring source for the readers in which it is considered as the prototype basic of modern socialization tools. Baruah and Paulus (2019) state that reading newspapers is beneficial for young citizens for

developing their language ability and having knowledge related to current situation in which newspapers indicate the policies, the corporate sector, and the government by providing a criticism of economic social – political issue and other information.

The rapid growth of mass media is a compatible situation relevant to the increasing necessity of information considering that mass media is widely used as a means for sharing and delivering messages from a communicator the public. Each mass media adopts an ideology due to the originality of their publishing news in maintaining public trustworthiness toward the media (Evianda et al 2019). The development of growth media is related to the innovation needed by people toward their reading activities considering that people will look for ways to make more efficient use of their time in reading news. A new innovation is needed by people, where newspapers are no longer needed and turn to something more efficient than newspapers. This will make it easier for people to read the news anywhere and anytime, moreover through Smartphone. It is currently widely used can access the latest news from various countries. People do not need to buy a newspaper anymore if they want to read just one section such as the economic section, sport section, and that will make other parts useless. This phenomena is supported by Sakarkar & Rangari (2019) who state that people tend to rely on the use of internet in finding the primary source of information particularly news. Therefore, most of broadcasting companies provide and update new information immediately through their websites.

Since, reading news has been one of routines of most people in the world, including students. However, problems arise when they deal with some words and phrases which contains of figurative language such as personification, hyperbole,

metaphor, metonymy, etc. Figurative language is a user of language to make the expression of language more beautiful and effective (Regmi, 2015). Figurative language often provides a more effective means of saying what people mean than a direct statement. In addition, figurative language is generally defined as any way of giving something different to say than the ordinary way (Ayu & Maili, 2016). Figurative language is a language commonly used in the form of words or expressions which has a different meaning from its literal interpretation. It shows the creativity or the aesthetic literary of the speakers or authors in which it is generally found in the articles, newspapers, advertisement, poems, novels, or even in daily conversation (Harya, 2017; Musfira, 2021). It is more specific definable as a way of saying one thing and meaning another in the word. The effective use of figures of speech brings to the life of language what would have been mere words, phrases, and sentences. Then, the use of figurative language can show the author's intent and take the reader on a journey through what he or she experienced at specific periods in time. It brings beauty, emphasis, and clarity to language.

On another side, figurative language is viewed as a challenging topic in EFL context considering its unusual meaning and symbols (Salwa & Liskinasih, 2016). There are several elements of figurative language widely discussed and observed in EFL classrooms. Metaphor is one of the language features quite widely used by journalist of papers. Students' comprehensions when reading news in some cases are always hampered due to the use of metaphor. It occurs with some of reasons, those are English metaphor receive less attention in news and lack of knowledge about metaphor. Metaphor is used for expressing a unique object and an attractive or creative meaning in which it is lexicalized in the form of words (Hadiyansyah &

Hidayat, 2019). The standard approach used in interpreting metaphor is the similarity of the person or the thing compared to another thing that is contrast and has a different form from them (Abuzahra & Salahat, 2018). The earliest theory shows that metaphor is a figure of speech in which an implied comparison between different things that actually have something in common and applicable (Pitcher, 2013). Moreover, metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. However, as time changes people have found that metaphor is pervasive in everyday life, not just in language but in thought and action. A metaphor is an imaginative way that people want to express especially in news. The use of metaphor is quite common in the news article. Moreover, using metaphor will cause a sort of specific feature of the paper itself.

Jakarta Globe is one example of news portal written in English language. The writers of articles in news portal tend to use metaphor in writing the headlines or inside news text. The use of metaphorical expressions by journalists sometimes leads up to give hidden message or information. Jakarta Globe has some information about problematic situations with the new through article every day such as domestic and international political issues, economic and business issues, lifestyle, etc. Inside economic and business segment can found metaphor that journalist uses, but the use of metaphor difficulty to understand the article in the segment. Those drive this research to be conducted. The idea then came to make the researcher interested in conducting a research about the analyses of the use of metaphor in the news portal, which is the economy and business news segment in Jakarta Globe news portal. The example of metaphor in economic and business news segment were taken from Jakarta Globe news portal on December, 2020

edition. To understand some information related the news portal, the researcher has explores the economy and business news segment in Jakarta Globe news portal before which is allowing researcher to do several primary observations directly. Then, the writer is more to choose one segment that is the economy and business in the Jakarta Globe news portal as material for this research because the information is needed by everyone and also economic and business is playing an important role for every country's future.

Enormous theories and empirics around metaphor in the news has been produced and conducted. Some of them come from Kesumayanti et al (2013); Marsuki and Damayanti (2018); and Brahwija (2018). Most of them investigate about metaphor in the news such as in the newspaper and news portal. Compared to the topic of metaphor in the newspaper in general, the discussion around the use of metaphor in the news portal inclines to be getting little attention. Though, it portrays that the topic about metaphor in the news portal needs to get more update because some people incline more reads the news through the internet.

Therefore, this research will focus on metaphor as the phenomenon of language on the news items in the news portal. The economic and business segment in the news is determined in this research because it was more interest in which Indonesian people highly paid attention about the segment of the news. This research further offers the information around the topic of the use of metaphor in Economy and Business news segment in Jakarta Globe news portal.

## **1.2 Problem Identification**

The simple thing that peoples usually do in daily life is read the news. Reading news has been one of the routines of most people in the world, including



students. However, problems arise when they deal with some words and phrases which contain figurative language consisting of personification, hyperbole, metonymy, metaphor, etc. The several elements of figurative language, metaphor is one of the language features quite widely utilized by the journalist of papers. Students' comprehension while analyzing news in some cases is always hampered due to the use of metaphor. It takes place with some of the reasons, the ones are English metaphor receive less attention in news and lack of understanding about metaphor. The use of metaphor is quite common in the news article. Moreover, the use of metaphor will cause a sort of specific feature of the paper itself.

Jakarta Globe is one example of a news portal written in the English language. The writers of articles in news portals generally tend to use metaphor in writing the headlines or inside news text. Jakarta Globe has some information about problematic situations with the new through article every day consisting domestic and international political issues, economic and business issues, lifestyle, etc. The economic and business segment can observe metaphor that journalist uses, but the use of metaphor difficulty to understand the article in the segment. Yet, little attention has been given to the topic of the use of metaphor in the news especially the economy and business news segment in Jakarta Globe news portals. Relating to these premises, the identified problem of this research denotes analyzes of metaphor in the news item in news portals.

### **1.3 Limitation of The Study**

Since the topic of this research covers broad coverage, the limitation must be done based on the researcher's availability. To create a focus discussion, this research further will implement several limitations, as follow:

- 1.3.1 The research was conducted in the form of qualitative research with document collection to obtain the data.
- 1.3.2 The context of the figure of speech will be limited into metaphor.
- 1.3.3 The observed news portal will be limited to Jakarta Globe News Portal.
- 1.3.4 The content of news items of news segment will be limited into one news segment that is the economy and business.

#### **1.4 Research Questions**

The research questions being formulated are:

- 1.4.1 What kinds of metaphors are used in the economy and business news segment of Jakarta Globe News Portal?
- 1.4.2 What kinds of metaphors are mostly used in the economy and business news segment of Jakarta Globe News Portal?

#### **1.5 Purpose of the study**

The objectives of this research, as follow:

- 1.5.1 To analyze the kinds of metaphors are used in the economy and business news segment of Jakarta Globe News Portal.
- 1.5.1 To analyze the kinds of metaphors that are mostly used in the economy and business news segment of the Jakarta Globe news portal.

#### **1.6 Research Significance**

### **1.6.1 Theoretical Significance**

The further supplied findings are expected to be able to expand and enrich the theories, data, and information around linguistics theory in the use of metaphor. Also, this research is predicted to support the empiric of the previous studies of experts and researchers.

### **1.6.2 Practical Significance**

#### **1.6.2.1 For the English teachers**

This research is expected to be used as material in teaching news items. In making interesting news items, it will need the figure of speech to make every word more colorful.

#### **1.6.2.2 For the English Language Education students**

This research is expected to enrich student's knowledge about the figure of speech, especially about metaphors.

#### **1.6.2.3 For other researchers**

This study is expected to be used by the other researcher as one among their reference and data sources about the topic of the analysis of metaphor used in the news segments in news portals.