

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is an important instrument. Language is a universal thing in human life that has many uses, that is, to make our feelings, our wishes, and our ideas known by another person. According to Labov, language is a form of social behavior. It is used by human beings in social context, communicating their needs, ideas, and emotions to one another (1976: 183). So, it means that language is one of communication instrument which is used by human being to state their thoughts and their feelings each others.

According to *Sapir in John Lyon*, language is purely human and instructive method of communicating ideas, emotions, and desire by means of voluntarily produce symbols (1984: 8). On the basis of above statement, it can be said that people can interact each other by using language to get what they want and what they need. So, without language people will get difficulty too.

Furthermore, the English language is the famous language of the world and it becomes international language. Therefore, when studying about the English language in university, all of students will know about linguistics and literature.

In the analysis, the writer discusses more in linguistics. Linguistics is a scientific study of language. There are many branches of linguistic studies and semantics is one of the branches of linguistics.

Semantics discusses meaning in language. The focus of the general study of semantic is on studying the normal patterns of semantics. But, it is also concerned with individual meaning because it is interesting as well as important to know how and why individual turns from the normal patterns. So, we can find idioms in semantic structure. According to *Pearsall Smith in Collins*, idiom is a part of any question of the current meaning of an expression, by two main problems. The first is its origin. There are a number of idiomatic phrases for which even specialists have not been able to find a completely certain explanation. Secondly, there may be a problem of the connection between the origin and the current use. It has often been necessary, in dealing with an idiom of which the current is clear and that is generally used correctly, to state that the connection between the origin and the meaning is unknown (1958: IX). So, idiom contain literal or denotative meaning and non-literal or connotative meaning. Sometimes, a company uses idioms to introduce the products for the consumers. The idiom is usually used to increase marketing target of a company. Moreover, idiom is used to attract the consumers to purchase their product.

Therefore, the writer chooses an analysis of idioms in printed media advertisements because some people do not understand the exact meaning and the deep meaning in printed media advertisements. Moreover, the idioms used in the printed media advertisements have dual meaning, there are literal or denotative meaning and non-literal meaning or connotative meaning.

Furthermore, the connotative or non-literal meaning in the printed media advertisements contain different meaning with the real meaning, which appropriates with the goal of the company that advertises it.

1.2 The Statement of the Problems

In this thesis, the writer analyzes an idiom in printed media advertisements that have denotative meaning and connotative meaning. And also, the idioms used in printed media advertisements has a certain function. The statement of the problems in this thesis are:

1. What is the meaning of idioms used in printed media advertisements?
2. What is the function of idioms used in printed media advertisements?

1.3 The Objective of the Study

The objectives of study are:

1. To describe the meaning of idioms used in printed media advertisements.
2. To describe the function of idioms used in printed media advertisements.

1.4 The Scope and Limitation

It is important to limit the study in this thesis especially about semantics. So, semantics is a study about meaning and meanings are ideas or concepts, which can be transferred from the mind of speaker into the mind of the hearer by embodying them. In this semantic study, the writer would like to focus an analysis

of idioms in printed media advertisements. The aims of the study are to get detailed information about the meaning and the function of idioms.

1.5 Source of the Data

The researcher takes the data from printed media advertisements in newspapers and magazines that contain idioms, such as:

- a. Jawa Pos Newspaper, Mon / 7 / 25 / 2005
- b. Kompas newspaper, Mon / 12 / 25 / 2005
- c. SWA magazine, No: 08 / XX / 4 / 15-28 / 2004
- d. SWA magazine, No: 15 / XX1 / 7-8 / 21-31 / 2004
- e. Tempo magazine, No: 30 / IX / 9 / 22 / 1999
- f. Tempo magazine, No: 18 / VII / 11 / 18 / 2000
- g. Gadis magazine, No: 14 / XXXI / 5 / 21-31 / 2004
- h. Gadis magazine, No: 20 / XXXII / 7-8 / 24-4 / 2005
- i. Forum magazine, No: 7 / XXI / 10 / 25 / 2002
- j. Forum magazine, No: 9 / V / 8 / 12 / 1996
- k. Gatra magazine, No: 18 / VIII / 3 / 23 / 2002
- l. Gatra magazine, No: 25 / XII / 1 / 1 / 2001
- m. Penabur magazine, No: 11 / XI / 5 / 3 / 2004
- n. Panji magazine, No: 5 / VII / 7 / 29 / 2005

Furthermore, the writer chooses those printed media advertisements published in the newspapers and magazines above because they are very popular and well known by many people, so that they are valid source of the data.

1.6 Organization of the Thesis

The thesis consists of five chapters. The contents of each chapter is as follows:

Chapter I

This chapter is introduction. It includes the background of the study, the statement of the problems, the objective of the study, the scope and limitation, source of the data, and organization of the thesis.

Chapter II

This chapter is underlying theories. It includes the theories of semantics, meaning, denotative meaning, connotative meaning, idioms, pragmatics, speech acts (which include locutionary act, illocutionary act, perlocutionary act, representatives, directives, and commissives).

Chapter III

This chapter presents the method of research used as a media to help the writer in analyzing the data. It consists of the types of research, population, sample, technique of data collecting, and technique of data analysis.

Chapter IV

This chapter discusses the analysis of the data. The researcher describes the meaning of idioms in printed media advertisements. Then, the researcher determines the function of idioms that found in the printed media advertisements.

Chapter V

This chapter states the conclusion drawn from the result of the analysis.