**Chapter I**

**Introduction**

* 1. **Background**

The ability of speaking by someone has been shown up since he was a child. But the development of language and literature had influenced the use of language by everyone. People use language to communicate with each other because they want to express their mind and ideas, not only by speaking but also by writing.

Every human being has the ways in expressing his mind to his relations. Sometimes, they use simple language but sometimes they use a language style (metaphor, personification, litotes, irony, parable and etc) and also making some signs. But all of them are very important for making a relation to each other. The use of style in every society is different to another. However, careful investigation of any human language demonstrates that a language is extremely complex, higly abstract, and infinitely productive system linking meanings with sound (Falk, 1990:3).

A journalist is basically a writer or author that convey information through the media to be read by the public. A journalist, basically not only master the technical aspects of journalism such as reporting, but also required to master the techniques and aspects of authorial style that the reader mainly interested in the information submitted

Language is a sound arbiter symbol system or a tool for communication purposing. As a symbol, The characters of language are systematic and systemic. It calls sytematic because language have certain rules and regulation, It calls systemic because language has a subsystem, there are : the phonological subsystem, subsystem grammatical and lexical subsystems.

Figurative languagae is the use of words, phrases, symbols, and ideas in such as way as to evoke mental images and sense impressions. Figurative language is often characterized by the use of figures of speech, elaborate expressions, sound devices, and syntactic departures from the usual order of literal language.Along with the times, as now, the language had also experienced growth in its use, if we know that the style of language used only in the manufacture of a poem, short story or poem, but now style widely used in the manufacture of news or articles in a newspaper.

Figurative or metaphorical language is a departure from the language used in everyday life,deviation from standard language or standard deviation of meaning, and deviations arrangement (sequence) of words in order to obtain a certain effect or a special meaning (Abrams, 1981:63) Figurative language is actually a style of figurative language. Altenbernd cited by Pradopo (1994:93) distinguish between figurative language and rhetorical devices (rethorical device).

In linewith the opinion Altenbernd, Abrams (1981:63) classifies style of figurative language and rhetorical devices in figurative language. According to him, the language of figurative language is actually adiversion from everyday language or the language of the standard to obtain a certain effect. Asstated by Abrams (1981:63) “Figurative language is adeviation from what speakers of a language apprehends as the ordinary, orstandard, significance or sequence of words, in order to Achieve some special meaning ’’.

Metaphors or figurative language by Abrams (1981:63-65) consists of similes (comparisons), metaphor, metonymy, sinecdoche, and personification. Mean while Pradopo (1994:62) figurative language divides into seven types, namely comparisons, metaphors, parables, epics,personification, metonymy and allegory. This study or this paper focus on the use of figurative language in *Inilah Koran* newspaper.

* 1. **Rationale**

Based on that statement , the writer decided to cocentrate this research only in the use of figurative language in the news headline of *Inilah Koran*.

*Inilah Koran* newspaper was chosen because its news title supports this paper. In Inilah Koran newspaper, the writer identifying the uses of figurstive language. In addition, this newspaper also published every day and it will facilitate writer in getting the data. The writer found a match in *Inilah Koran* and the cases describe in this papper.

As we know, the uses of title in headline news are so interesting. There are some language of style uses in *Inilah Koran* newspaper. But not all people understand with the meaning of the title appear on headline news title. As a student who took journalism as his major, the writer interested and want to know more about the uses figurative language.

In this research, the writer will try to analyze about the language style or usualy known as figure of speech or fogurative language in one of media that development in Bandung. That is *Inilah Koran* Newspaper. The writer decided to analyze about the kinds of figurative language, which is used in this media.

* 1. **Research Questions**

The research problem that can be describe from this study are as follow :

1. What kinds of figurative language is used in news headline of *Inilah Koran’s* headline?
2. What are the meanings of figurative language appear on news headline of *Inilah Koran’s* headline?

**1.4 The Objective of the Study**

The purpose of this study are :

1. To find out what kinds of figurative language that used in news headline of *Inilah Koran* headline?*.*
2. To find out what are the meanings of figurative language appear on news headline of *Inilah Koran”s* headline?.

This time the object of my research study focused on one medium that is being evolve in Bandung, West Java, namely *"Inilah Koran”* headline news, and the writer will focus to find what kinds of figurative language that used in the news headline of the *Inilah Koran.*

**1.5 Significances of the Study**

The result of the study are hoped to give benefits for the writer, the readers and for other reseacher.

1. For the writer

Through the research, the writer can increase his knowledge about the function of figurative language in media.

1. For the readers

Through the research, the readers can understand why the media must using figurative language in the news.

1. For other reseacher

Other researchers can use the result of this research as a comparative study.

**Chapter II**

**Figurative Language**

**2.1 Figurative Language**

Figurative language or speech contains images. The writer or speaker describes something through the use of unusual comparison, for effect, interest, and to make things clearer. The result of using this technique is the creation of interesting images. Appealing to the imagination, figurative language provides new way of looking at the world. It always make use of a comparison between different things. Figurative language compares two things that are different in enough ways so that their similarities, when pointed out, are interesting, unique and surprising.

According to Kamus Besar Bahasa Indonesia*,* Figurative or styleisthe use of property by a person tos peak the language or writing; discharging certain range to obtain acertain effect; over all characteristics of a group of authors of literary language; typical way to express through sand feeling sin written or oral form (Department of Education ,1995:297).

Figurative language or figures of speech by Kridalaksana called “*a figure or rhetoric or rhetorical figure is a tool to expand the meaning of a word or group of words to get certain effects by comparing or divide and associate the two things”.*

According to Abrams (1981:63):

“ *figurative language (figurative language)is a distortionof language use by speakers of understanding the language used everyday (ordinary), deviations from the standard language, or distortion sense of the word, adeviation of a series of words in order to obtain some special meaning”.*

According to all the experts above, I can make a conclution that figurative language is the use of words, phrases, symbols, and ideas in such as way as to evoke mental images and sense impressions.

**2.2 Kinds of Figurative Language :**

According to Tarigan (1985) that there are four groups of figure of speech, they are :

* Figure of comparison
* Figure of Opposition
* Figure of Connection
* Figure of Repetition

**2.2.1 Figure of Comparison**

Figure of Comparison is a kind of figurative language, which is used to find the similarities in different things. Figure of comparison is clasified into five types as follows:

* Simile is the comparison of between thing essentially unlike. In simile the comparison is expressed by the use of some words such as : like, as, than, similar to, or resembles.

For example: *The Eagles falls like thunderbolt*(Perrine, 1969:65).

* Metaphor is an implied comparison between two object without the use of words ‘like or as’.

For example: *Time is money.* (Perrine, 1996:65).

* Personification is consist in giving the attributes of human being to an animal, an object, or an idea.

For example: *England expects every man to do his duty.* (Perrine, 1996:65).

* Allegory is a narrative or description that has a second meaning beneath the surface one.

For example: *If we call commonwealth a ship, the Prince a pilot, the counselor’s mariners, the storm wars.* (Perrine, 1996:65).

* Antithesis is a method of empasis by the placing of opposed ideas or characteristics in direct contrast with each other.
* For example: *Extremism in defense of liberty is no vice, moderation in the pursuit of justice is no virtue.* (Wyne, 1989:520)
  + 1. **Figure of Opposition**

Figure of Opposition is a kind of figurtive language, which is use to show the contradiction or the opposite of an idea of a subject in sentences or phrases. Figur of Opposition is devided into seven types as follows:

* Hyperbole is anexpression inn extreme language so as to achieve intensity.

For example: *He had tones of money.* (Wyne, 1989:520).

* Litotes is the figure of speech in which an affrimative is expressed by the negative of its contary.

For example: *He’s no genius for he’s stupid.* (Murray, 1978:77)

* Irony is a contrast between what is being said, implied, or suggested and what is actually the case.

For example: *His house is clean and orderly.Nothing dust settled on the pictures and there was no furniture to clutter the living.* (Murray, 1978:69)

* Oxymoron is a figurative by which two cintraditory terms are united in an expression so as to give it point.

For example: *Faith unfaithful kept him falsely true.* (Drabble, 1998:724).

* Paronomasia is a play on word (s) in which the repeated words are similar but not identical.

For example: *Therefore I liewith her, and she with me. And in our faults by lies we flattered be.* (Drabble, 1998:735)

* Paralysis is figure in which pretended ommision the words or sentence for rhetorical effect.

For example: *Take me the money (sorry) give me the money, pease!* (Tarigan 1985:136).

* Zeugma is a figure of speech by which a single word is made to refer to two words in a sentence, but only one of it which is grammatically or logically applicable.

For example: *You have broken my heart and my best China vase.* (Wynne, 1989:522)

* + 1. **Figure of Connection**

Figure of connection is a kind of figurative language, which is use to show or express an idea, or a subject matter that is clearly associated or has a strong relationship. Figure of connection is devided into seven types as follows:

* Metonymy is the naming of a person, institution, or human characteristic by some objects or attribute with which it is clearly asoociated.

For example: *The white house,* for *the President of the United States.* (Wynne, 1989:522)

* Synecdoche is a figure of speech by wich a part is used to express a whole to express a part.

For example: *Twenty summers* for *twenty years.* (Wynne, 1989:522)

* Allusion is an explicit or implicit reference of events, figures, places mythologies, or famous masterpiece.

For example: *The tragedy of September eleventh.* (Keraf, 1994:141)

* Euphemism is a vague or a mild expression used to conceal a painful or a disagreeable truth.

For example: *“He passed on”* for *“He died”* (Wynne, 1989:520).

* Ellipsis is the omission of parts of words or sentences.

For example: *( I have been fine) Fine. And (how have) you?* (Drabble, 1985:736)

* Inverse is the transposition of normal word in the sentence.

For example: *One week’s notice become notice of one week.* (Drabble, 1985:736)

* Gradation is the figure that use the last words in the sentence became the first words in the sentence later.
* For example: *I love you, you have given me a wonderful love. A wonderful love tht was change my life.* (Tarigan, 19985:146).
  + 1. **Figure of Repetition**

Figure of repetition is a kind of figurative language in which the same words or phrases are use repeatedly is succesive clauses. Figure of Repetition is classified into four types as follows:

* Alliteration is the commencement of two or more words in close connection with the same sound.

For example: *Find me fifteen friendly friars.* (Drabble, 1985:18)

* Antanaklasis is a figure that repeats the similar words, but the meaning of dissimilar.

For example: *His body sweating after he runs, so he drinks the Pocari Sweat.* (Tarigan, 1985:149).

* Chiasmus is a figure of speech by which the other words in the first of two parallel clauses is reversed in the second.

For example: *He saved other, himself he cannot save.* (Drabble, 1985:189).

* Repetition is a figure of speech by which the same words or phrases are used repeatedly in successive clauses.

For example: *Awake up my glory, awake up my lute and harp, and I will awake right early.* (Tarigan, 1985:152).

* 1. **Methapor**

Figure of speech or figurative language is one of ways to expres something in anlogical meaning. It means that the language, which is used, cannot be taken literarily and it needs comprehension of the readers to get the indirect devices on it. It is a fact that many authors use figures of speech to express their ideas in writing. Basically, the use of figure of speech is based on the sense, habit and creativity of the authors. The author’s purposes in the usage of figure of speech are to beautify the language in their writing and also to involve the readers to the story they read. It is because the figure of speech can guide thethought of the readers by waht were written down in the literary works and the readers can catch the true message that were intended by author. So, figure ofspeech is an important matter in the literature because it can support an aesthetic target in writing as an art creation.

Although there are so many types of figurative language, but there are only some that are usually used by some outhors in their works, including figure of comparison ( simile, metaphor, personification, allegory and antithesis).

The word metapor comes from Greek, metaphora derived from meta means ‘over’ and pherein means ‘to carry’. It refers to a particular set of linguistic processes where by aspects of one object spoken has as if it was the first. Ametaphor is a direct comparison of two things. In hs book *The Complete Stylist* Sheriden Baker looks at the word “metaphor” at the embedded image in the original Greek, to drive home its meaning. The word metaphor breaks down in two parts, Baker (1972:15) says:

meta = across

phor = ferry or carry

According to Aristotle in Hawkes (1972:33) metaphor is the application to one thing of a name belonging to another thing. The analysis is carried out in terms of content and the transference involved may be as follows from one species to another and matter of analogy, Meanwhile, Quintilian in Hawks (1972) distinguishes four kinds of metaphorical transference such as from the inanimate to inanimate object, and from the animate to animate object.

Aristotle and Quintilian say that the essence of metaphor is language expression by which one object is transfered to another object. Aristotle explains the metaphor by genus and species, whereas Quintilian explain the metaphor by animate and inanimate.

Along the same line of thought, Newmark (1982) says that metaphor has some components, such as:

* The objet is what is described by metaphor

For example: *She has a sunny smile.* The object is *smile.*

* The image (means of comparator) is the picture or thing conjured up by the
* The sense (meaning) is the literal meaning of the metaphor.

For example: *She has a sunny smile.* If the smile is compared with the sun, it gives an impression that the smile *is warm, bright, cheerful ang happy*. So, the meaning of the metaphor is *she has a warm, bright, cheerful and happy smile like the sun.*

Keraf (1994) argues that the metaphor is an analogy that compares two matters directly but in a brief from. Metaphor as direct caomparison does not use the words *like* or *as,* so that the ebject is directly connected to the means of comparator. For example: buah tangan, lintah darat, kembang desa. While, Badudu (1993) says that *metafora merupakan majas yang memperbandingkan suatu benda dengan benda yang lain dengan benda yang lain. Kedua benda yang diperbandingkan itu mempunyai sifat yang sama.*

Accoding to Webster’s New Collegiate Dictionary in Murray (1978). A metapho is a word or phrase literally denoting one kind of object or idea used in place of another by way of suggesting a likeness or analogy between them.

Along the same line of thought, Wynne (1989:521) argues that metaphor is a figure of speech by which unlike objects are identified with each other for the purpose of emphasizing one or more aspects of resemblance between them. Asimple example is *the camel is the ship of desert.*

Ullman (1977) says that metaphor consist of two main parts. The tenor and the vehicle. The tenor is the subject to which the metaphor is applied. The vehicle is the metaphorical term through which the tenor is applied. These two parts come together to reach a point of similarity known as a ground. For example: *Life is a yo-yo.It’s a series of ups and down.* Here, life the tenor and yo-yo have ups and downs is the ground.

Hawkes (1972) and Shipley (1970) devided os metaphors are as follows:

* *A dead metaphor* is a metaphor in which the sense or transferred image is not present. For example: Time is money. The word *money* taken from the name of the temple of Juno Moneta where the first time it is minted.
* *A live metaphor* is a methapor that is relatively new has not become part of everyday linguistic usage. The readersknow that a metaphor has been used.

For example: *You are my sun.*

* *A complex metaphor* is a metaphor that mentioned one identity on another.

For example: *That throws some light on the question.Throwing light* is a metaphor and there is no actual light.

* *A compound metaphor* is a metaphor that catches the mind with several points of similarity.

For example: *He has the wild stag’s foot.* This sentence suggests grace and speed as well as daring.

* *A simple metaphor* is a metaphor that possesses one point of resemblance between the tenor and the vehicle.

For example: *Thou art the grave.* The phrase suggest to the death.

* 1. **News, Newspaper, and Headline News**

**2.4.1 News**

News is a report about an incident happening recently or latest information from an event. In other words, the news is an interesting fact or something important that was delivered to the people through the media.

News has an important position in social life and social progress. Its important used to broadcast a variety of news and information that happens. News in a country becomes a tool in informing to peoples about condition of goverment and the aspirationn from community to the government.

The meaning of news goes into learning about the mass media. Mass media is a tool used to inform news that happening, commentary and public opinion. News released different by mass media, its can be classifeid. The mass media can provide information quickly and more accurately. Audiences can find information on various events or events at the same time. The mass media fulfills the function of information so the public can make decision and the right attitude in the face of a situation. What kind informing to public? It is about political, criminal, social, culture, entertainment, education, economy and health, war, law and human interest.

According to Jurnalistik Indonesia which written by Haris Sumadiria, news based on material content (2008:32), can be grouped into :

* Economic news

News that present the development of global economy

* Political news

News that present the development of politics, particularly the formation and distribution of power in a country

* Social news

News that contains a public presence in terms of power, level or rank, and feelings.

* Education news

Educational developments and issues contained in there

* Crime news

Crime news is the breach of rules or laws for which some governing authority (via mechanism such as legal system).

* Entertainment news

News that present a self contained entertainment for readers of the artist’s, music, other unique things. This news is a complement of other news.

* Financial news

News about planning, organizing, directing and controling the financial activities such as procurement and utilization of funds of the enterprise. It means applying general management principles to financial resources of the enterprise.

* Sport news

Reported all forms of competitve physical activity which based in physical athleticism

* Law and Justice news

A scheme or system of law in which every person receives his/her/its due from the system, including all rights, both natural and legal.

* War news

News that focuses on activities that took place from around the country, especially in a state of war.

* Human interest news

News that containing of interest in human aspects or human interest.

All the classification above has a different quality, despending on how the news is packed with very interesting.

According to News Writing which written byAnna Mc Kane, Charles Dana, an editor of the Sun, in New York, during 19th Century said: “News in anything which interest a large part of the community and which has never been brought to their attention.” This stresses the two most obvious points: it needs to be something thet would interest you readers, and if they already know it, then it is not news.

Basically, news has important meaning for all people in this world who life with communication each other. With news people are becoming more advanced and dynamic. News every time changes lead to an interest coverage levels to be high.

* + 1. **Newspaper**

In general, people know what is mean by newspaper. Simply, Newspaper is print media interpreted as containing information that consist of several sheets. In the Dicionary of Communications, Effendy, (1983:241) the newspaper is defined as:

*“Lembaran tercetak yang memuat laporan yang terjadi di masyarakat dengan memiliki ciri, terbit secara periodik, bersifat umum, isinya termasa dan aktual, mengenai apa saja di seluruh dunia, mengandung nilai untuk diketahui khalayak pembaca.”*

(Printed page is report that contains a place in society with having the trait, published periodically, general and actual in the world, containinng unknown the value for the readers.)

Understanding that, there is a neswspaper in New Universal Dictionary, as follows:

*“Surat kabar adalah kertas yang di cetak dan disebarkan secara harian atau mingguan dan berisi tentang berita, opini dalam bentuk artikel, karangan khas dan periklanan”.*

( Newspaper is a paper print and spread daily or weekly and containing of news, articles of opinion, features and advertising.)

According to Jurnalistik Indonesia which written by Haris Sumadiria, news based on material content (2008:32), Newspaper is one product journalism that is used by the mass media to spread the information. Newspaper can be classified into three major groups:

* News
* Views
* Advertising

According to Agee by Elvinaro Ardianto in book Mass Communication, a contemporary newspaper has three primary functions and secondary functions which each have a role. The main functions of media are:

1. To inform (objectively inform to readers about what is happening in community, nation and world).
2. To comment (comment news is delivered and developed it into the focus of the news).
3. To provide information (provide thee required information for readers who need goods and services through advertising in the media (Ardianto, 2007:104).
   * 1. **Headline News**

Headline news is a hot news that is on the first page when read the newspaper. Headline news is defined as news headlines or titles. Headline in newspaper media has an important role. It is packed into an interesting news, but sometimes its title dictions does not synchronze it’s contain. Headline news aims to accelerate and shorten the attention of the news content. Generally, headline written by a copy editor, writer, or another editor. In this paper the writer analyzed uses of figurative language in headline news to explain the meaning of figurative language.

In this part reader interest may arise, the reader will decide to stop and read the news or it will pass away. Headline news good is that is ble to get people interested and curious to read the story to conclution. Because of the function of the news headline importance, the media sometimes uses a figurative language that is amazing or extraordinary to get the attention of the reader. In addition in terms of news title, headline news also could mean exciting new and mounted on the front page on a mass media.

Headline news or news tilte is the first thing the reader will see, and that will determine wether the reader will read that news or would miss it, and therefore need to be made interesting headline. Sometimes the ambition to create an interesting title there are also some ignore the code of ethics of journalism by using words exaggerating, In this case, the headline also contains provocative elements.

**Headline :**

**1.** The title or caption of a newspaper article, usually set in large type.

**2.** An important or sensational piece of news. Often used in the plural.

**3.** A line at the head of a page or passage giving information such as the title, author and page number.

**Head·lined, head·lin·ing, head·lines :**

**1.** To supply (a page or passage) with a headline.

**a.** To present or promote as a headliner: The Palace Theater headlines a magician.

**b.** To serve as the headliner of: He headlines the bill

From the statement above, the writer concluded that the headline is news worthy is placed on the front page, with astimulate headline, In this case, the write pick a few titles that are included in the title of an interesting and remarkable in *Inilah Koran’s* newspaper.

* 1. **About Inilah Koran**

**2.5.1 *Inilah Koran* Newspaper**

*Inilah Koran* is one of newspaper that was build on September 1 2011 in Bandung, West Java. The located of Inilah koran is in Pasteur 67 Street Bandung West Java. Even this media is new in Bandung, but this media can give the good information to all of the readers about many things such as politic news, economic news, profile news, sport news. kuliner news, opinion, aspiration,and all about West Java especially. During this period, of course there is progress to read in making the news especially in the use of language style to make the news become interesting news.

The owner of the companygavethe name *"Inilah Koran"* because the owner principled is “owned public information and may not be sold traded". And that sthe nature of journalism so that the result in geconomic motives were not for transaction but rather the ability to package the product information required of public journalism. This isa lso performed with news paper packing strategy, marketing and innovation strategies that anyone can get the information. Published everyday with 24 pages with 6 thousand copies per day. This despite countless newspaper media are still very new, manned This newspaper journalists and business people that are reliable in the field.

This is thenewspaper's office building has 3 floors, of which there is room on the first floor of the staff working as a HR, administration and other advertising. 2nd floor is journalist specialized workers such as editors and journalists, while on the third floor or last floor is a room for restand prayer houses or mushola. In addition, This media have a vision and mision, there are:

1. Vision

The vision of this newspaper is to be the leading newspaper in innovation news portal includes information needs, serving a variety of information is current, completeandin-depth analysis either through online media.

1. Mission

The mission of this newspaper is to make this newspaper that make the information as the needs of the community, a quality newspaper news content, commitmen raised in West Java to the National stage, and create jobs for the residents of London especially, and encourage improvement and achievement of business aggressively.

* + 1. **The Contents of *Inilah Koran* Newspaper**

This media newspaper published everyday, where each edition contains the following:

1. Cover  
   Cover/pages cover of this newspaper is the outside view, Covertailored to the various appointed headlines everyday
2. Jabar  
   Contains a collection of news around West Java
3. Inilah Bandung

Contains reviews about Bandung

1. Urban

Contains sections on lifestyle, hobbies, community activities and other

1. Education

Contains reviews - review on education

1. Healthy Care

Contains the following health with the tips

1. Gadget

Raised the issues about the electronic products that are hot in the market

1. Editorial

Contains opinions,opinions, attitudes This is the official newspaper media

1. Business Economics

Contains about economics, business and the world tourism

1. Indonesia Raya

Contains national news from Indonesia

1. News

Contains the latest news

1. Democracy

Review of political activity

1. Inilah Sport

Contains all the sports news

1. Maung Bandung

Countains a story on soccer club activities PERSIB Bandung and also the suporter bobotoh.

1. Liga Indonesia

Countains the reviews of football in the country

1. Football Maniak

Contains about international football

1. All Sport

Contains reviews of all the branches of sport

1. Love Sport

Countains The rubric of the private lives of sports stars

1. Republik Bobotoh

Contains fan club Persib Bandung

1. Iklan Baris

Contains commercial advertisements

1. Cheng Li

Contains a collection of reviews about Indonesian Citizens Chinese descent.

The object of the study is *Inilah Koran*, and the writer will make the analysis about what kinds of figurative language that used in this media and the writer will focus only on titles or news headline of this media.

**Chapter III**

**Research Methodology**

**3.1 Researh Design**

Based on objectives of study,the method is used of this research is qualitative method. This research design intends to identify and analyze about the title of this paper. This research design apply in order to make the research easy and successful.

Research method can be interpreted as a device or procedure used in order to collect, process, analyze and present data or solve the problems or to develop science. Research method is basically a way you can use to achieve a goal. In this study, the author use qualitative method.

According to Bodgan and Taylor (2007:4):

“The qualitative method is a research procedre that produces descriptive data in the form of words written or spoken of the people and bahviors that can be observed, This approach is directed at the individual’s background and holistic (whole)”.

Alwasilah (2002) said:

*“Hasil penelitian kualitatif bukan mencari generalisasi, tetapi mencari pemahaman suatu kasus dengan mengumpulkan dan melakukan analisa data”.*

(The qualitative result does not find generalization, but looking for comprehending toward a case by collecting and doing the data analysis).

Sugiyono (2009:9) said that:

*“Metode penelitian kualitatif adalah metode penelitian yang berlandaskan pada filsafat postpositivisme, digunakan untuk meneliti pada kondisi objek yang alamiah, (sebagai lawannya adalah eksperimen) dimana peneliti adalah sebagai instrumen kunci, teknik pengumpulan data dilakukan secara triangulasi (gabungan), analisis data bersifat induktif/kualitatif, dan hasil penelitian kualitatif lebih menekankan makna dari pada generalisasi”.*

(Qualitative research methods are research methods that are based on the philosophy postpositivisme, used to examine the condition of natural objects, (as his opponent is an experiment) in which the researcher is a key instrument, conducted the data collection technique of trigulation (combined), data analysis is inductive / qualitative, and qualitative research resluts further emphasize the significance of the generalization.)

Therefor, in this case should not be isolated in an individual or organization into a variable or a hpothesis, but it should be looked at part of something whole.

In data analysis, the writer uses descriptive research method in technique of data collection and tehniques analyze are reported are using a written report. This descriptive research method study can not be said as a tool to test the hypothesis, button describe the real situation. Descriptive method is a kind of method that solves problem, clarifying the data, analyzing the data and intepreting the data, which is analyzed. This type of research is descriptive because the data generate has characteristic descriptive, the aim to describe the variables or conditions that exist in the situation.

The writer read some books which is related figurative language, especially the usage of figurative language and he also learrn the contents of *Inilah Koran* newspaper headline where his finding and underlining figurative language. In analyzing the data, the writer investigative the content of figurative language based on the teories that exist in Chapter II to get the meaning and the categories

The writer use qualitative method entitle “The Use of Figurative Language in *Inilah Koran Newspaper’s* Headline” because this method is related to journalistic science. The qualitative method is also known as the artistic method, because the research process is more art (less entarched), the use of this method is easy to use because the reseacher can directly enter the object, reducing all the information and outlines the data more detailed. The final result of qualitative research is just not generating data and information, but should be able to produce meaningful information.

The writer will find and identify all the important variables that have the contribution to the history and development of the subject. This means researchers to collect data that includes the experiences and circumstances of the subject. The use of method to gather in a reality that exist or occurs in accordance with the objectives of the study.

Beside that in supporting the process of accomplishing the paper, the writer reads newspaper related to the uses of methapor and the writer reads the primary texts which is relevant with the topic. In qualitative method research have a double role in the process of data colection.

* 1. **Procedure of Data Collection**

The writer use several steps in colecting and analyzing the data, they are:

* Firstly, the writer collects data by focusing in the library to look for reference. Especially, the reference that has anyting to do with the tilte writer took and the same object from newspaper.
* The writer collect data from internet, because there are incomplete information from the books, libraries and newspaper.
* Colecting *Inilah Koran* newspaper. The writer went to *Inilah Koran* office and collecting newspaper from March 01th until July 31th. The periode is taken in April 23th to July 21th, 2013 so its mean there is 90 newspaper. There is not incomplete data approriate with period, because not all newspaper appropriate with the title in this paper. So the writer analyses randomly 90 newspaper titles and there are only titles that match with figurative language, because figurative language does not appear in every day’s headline news.
* Underline the news title in *Inilah Koran* newspaper headline which is used figurative language, and then the writer will try to descriptive what kinds of figurative language used in that news title.
* The writer understand the data and finds the meaning what kinds of figurative language in *Inilah Koran* headlines.
* And then finally the writer interprate the data. Longer explenation about research methodology and technique collecting data can be seen in Chapter IV.
  1. **The Technique of Data Colection**

According to Nursalam (2008:111)

*“Pengumpulan data merupakan suatu proses pendekatan kepada subjek dan proses pengumpulan karakteristik subjek yang diperlukan di dalam suatu penelitian”.*

(The data collection is a processed approach to the subject and the process of collecting the required characteristics of the subjects in a study).

Techniques of data collection in this study is used secondary data, where researcher collect data by observation and documents techniques.

According to Catherine Marshall, Gretchen B. Rosaman in book *Qualitative and Quantitative research methods R & D* that *“The fundamental method relied on by qualitative researcher for gathering information are, participation in the setting, direct observation, in depth interviewing, document review”.*

More clearly, instruments data collection and techniques in this study can tell us bellow:

1. Document

Document may take the form of writing, pictures, newspaper or the work of man. Document is a supplementary study of the use of observational method in qualitative research.

Guba and Lincoln (1981:228) in Moloeng:

*“Dokument ialah setiap bahan tertulis ataupun film, yang tidak dipersiapkan karena adanya permintaan penyidik”.*

(document is any written material or film, which is not prepared because of the demand for investigators).

In data collection, the writer used technique document, the researcher used a technique of official which are devided int two, namely: internal documents and external documents. Because the study was conducted in an institution, especially the mass media in *Inilah Koran* newspaper researcher use an external document. External document containing information materials produced by a social institution, such as magazine, newsletters, statements, and broadcast news to the media.

In this case, the writer analyzed the documents are Inilah Koran newspaper published in the last months. Search the data from Inilah Koran newspaper that has not been easy, therefore it is necessary to study the document.

In this paper, the writer use descriptive method to analysis data. After sorting the data collected is selected is selectively adjusted to the issues raised in the study. After that, the processing perfomed by the editing process, namely by examining back the data, wether the data is old enough and can be prepared for the next process.

As described above, the writer conducted several phases and the way in analyzing the data. *Firstly*, he gets the data from Inilah Koran newspaper. Then, he picks the data and reading. *Secondly*, after reading the data, he selects the data which is categorized as uses of figurative language according the theory. *Thirdly*, he determines kinds of figurative language of the headline news. *Fourthly*, he analyzed according to the researcher questions. Because the use of figurative language especially in news headline are Indonesian language, then he italicize the uses of figurative language. *Fifthly*, he identifies what kinds of figurative language, and what are the meanings appeared in *Inilah Koran* newspaper.

**Chapter IV**

**Data Analysis and Findings**

**4. Data Analysis**

This chapter consist of objectives analysis of the problem in research question. It isdevided into data analysis and finding.

The process of analyzing data through the stages,processing and interpretation. The writer identifies the uses of methapor in *Inilah Koran* newspaper.

In this study, the writer used a tool to support the process. The writer go to the library to find some reference that existing materials or of data that can be used as a reference. Data existing or acquired from multiple reference sources in accordance with the assesment in this study. After obtained the writer conclude all reference data.

The writer reads some books related to the subject matter. He also learned the content of figurative language. The writer use qualitative method in this paper to describe the data and findings. In this case, the writer analyzed the documents are Inilah Koran newspaper published in the several month ago. Search data from Inilah Koran newspaper that has not been easy, therefore it is necessary to study the document.

In this paper the writer use descriptive method to analyze data. After sorting the data collected is selectively adjusted to the issues raised in the study. After that, the processing performed by the editing process, namely by examining back the data, wether the data is old enough and can be prepared for the next process.

As described above, the authors conducted several phases and the way in analyzing the data. Firstly, He gets the data from Inilah Koran newspaper. Then, he picks the data and reading. Secondly, after reading the data, he selects the data which is categorized uses of figurative language according to the theory. Thirdly, he determines kinds of figurative language of the headline news. Fourthly, he analyzed according to the research question, because the use of figurative language. Fifthly, He identifies what kinds of figurative language, and what are the meaninngs appeared in Inilah Koran newspaper.

**4.1 The Data**

After the writer analyzed the data and identified all the data, it was found there were 9 newspaper titles in *Inilah Koran* containing fogurative language. The writer will makes a table:

|  |  |  |
| --- | --- | --- |
| NO | Headline News Title | Date of Publication |
| 1 | 2013 Menembus Akhirat | 02th January 2013 |
| 2 | Hujan Sehari Banjir Sebandung | 28th Maret 2013 |
| 3 | Susno Ditelan Bumi | 28th April 2013 |
| 4 | Buruk Rupa Wakil Rakyat | 16th Mey 2013 |
| 5 | Kinerja Wakil Rakyat Anjlok | 17th Mey 2013 |
| 6 | Jangan Resah Kertajati | 30th Mey 2013 |
| 7 | Warga Serbu Bensin | 19th Juny 2013 |
| 8 | Bandung Berkabung | 02th July 2013 |
| 9 | Harga Daging Gelo | 10th July 2013 |

After analyzed the category of each title, the writer will describe each one of the above findings. The explanationwillbedescribedin detailbelow:

1. **News title : 2013 Menembus Akhirat**

**Date of published : 02th January 2013**

**Kinds of Figurative : Hyperbol**

Description :

From the news title above, there is sentence used figurative language is marked with the word “Hujan Sehari Banjir Sebandung”. But in this sentence the word ”Hujan Sehari Banjir Sebandung” refers to.This statement was punctuated with quotations :

*“ Harapan Ahmad Heryawan tertancap di Pusdai Bandung. Tahun 2013, harus dihadapi dengan sebuah visi hidup. Tak hanya berorientasi duniawi, tapi juga menembus akhirat.”*

In the title contains the hyperbol meaning of the world *Menembus Akhirat*. The use of the word in this headline news is not true meaning, it called with figurative language. As explained above, the word *“akhirat”* used to describe afterlifein thenaturalworld; afterlife. the accordance with the figurative language in this title contains of hyperbol.

The use of title by using figurative language as it describes an effort to attract the attention of the reader. The headline title “2013 Menembus Akhirat” can be changed and should be “2013 Tahun Penuh Berkah”*.*

Comparing the two titles, there are some opinions that perceived them are expectional circumstances the first title, but the meaning can not be understood easly, while the second title describes the circumstances and meaning directly. With the second title is actually critical thinking is not required but it less attractive.

1. **News title : Hujan Sehari Banjir Sebandung**

**Date of published : 28th March 2013**

**Kinds of Figurative : Hyperbol**

Description :

From the news title above, there is sentence used figurative language is marked with the word “Hujan Sehari Banjir Sebandung”. But in this sentence the word ”Hujan Sehari Banjir Sebandung” refers to The road was cut off by a number of heavy rain which flushed all day Bandung, Bandung district in particular was again flooded. Worst, precisely in Cieunteung Village. Due to the flooding also hit several roads jammed. This statement was punctuated with quotations :

***“ Sejumlah Jalan Terputus.****Sebetulnya ini masalah klasik. Hujan deras, membuat Kabupaten Bandung lagi-lagi terendam banjir. Terparah, masih di Kampung Cieunteung. Macet pun melanda sejumlah jalan.”*

In the title contains the hyperbol meaning of the word *Hujan Sehari Banjir Sebandung*. The use of the word in this headline news is not true meaning, it called with figurative language. As explained above, the word *“Hujan Sehari Banjir Sebandung Sebandung”* used to describe Allareasof existingareasaffected by floodingin the citywhileonlyina fewplacesonly. the accordance with the figurative language in this title contains of hyperbol language style.

1. **News title : Susno Ditelan Bumi**

**Date of published : 28th April 2013**

**Kinds of Figurative : Hyperbol**

Description :

From the news title above, there is sentence used figurative language is marked with the word “Di Telan Bumi”. But in this sentence the word “*Di Telan Bumi*” refers to Susno is Lost from DPO (Daftar Pencarian Orang). This statement was punctuated with quotations :

*“ Terpidana Susno Duadji dikabarkan masuk daftar pencarian orang (DPO). Dia hilang seperti ditelan bumi.”*

In the title contains the hyperbol meaning of the world *Di Telan Bumi* . The use of the word in this headline news is not true meaning, it called with figurative language. As explained above, the word *“telan”* used to describe of the final process of the food that was we mesticate, the accordance with the figurative language in this title contains of hyperbol.

The use of title by using figurative language as it describes an effort to attract the attention of the reader. The headline title “Susno *di Telan Bumi*” can be changed and should be “Susno Menghilang Dari Pencarian Polisi”*.*

Comparing the two titles, there are some opinions that perceived them are expectional circumstances the first title, but the meaning can not be understood easly, while the second title describes the circumstances and meaning directly. With the second title is actually critical thinking is not required but it less attractive.

1. **News Title: Buruk Rupa Wakil Rakyat**

**Date of Published: 16th Mey 2013**

**Kind of Figurative: Hyperbol**

Description:

From the sentence above that headline "*Buruk Rupa* Wakil Rakyat" means that the representatives of the people are no longer profesioanl in working as a representative of the people, but are more concerned with other things, namely forward in the selection of candidates, and that means they no longer work forinterests of the people but works for private and to get a higher position. This statement interspersed with quotations :

***“ Mereka kini sibuk memperpanjang tugasnya sebagai Legislator. Alih-alih jadi wakil rakyat, para calon lebih banyak mengurus konstituen”***

In the Etymology of the title "*Buruk Rupa* Wakil Rakyat" means that the performance of the representatives of the people is no longer a professional because mencalonnkan more concerned for themselves as candidates. this is made clear by the ugly word that does not directly describe the bad side of people's representatives in the work.

In this title metaphorical meaning of the word *“Buruk Rupa”*.The use of the word in the headline news is not the true meaning, as described above, *“Buruk”* is a word used to describe the state of an object just as bad or not beautiful. while *“Rupa”* is the word used to describe face or face shape. then in accordance with figurative language, this title contains a Hyperbol that means comparing two things directly in the form of a short.

The use of language style is intended to draw the attention of the reader.The headline should be "Sisi Buruk Wakil Rakyat". From the above, it can be concluded that the headline using metaphorical language style.

1. **News Title: Kinerja Wakil Rakyat Anjlok**

**Date of Published: 17th Mey 2013**

**Kind of Figurative: Hyperbol**

Description :

From the title above, the writer analyzed that this headline title use figurative language. The kinds of figurative language in this title is hyperbol. This hyperbol appear on title Kinerja Wakil Rakyat Anjlok. In this headline news tells about Performance ofthe deputies, danger offallingdue tobusyequipfile, orwithconstituents. The statements can be seen below:

*“Di tengah banyaknya wakil rakyat yang berniat ‘melanjutkan’ tugas, setumpuk pekerjaan mengadang. Di DPRD Jabar, 29 raperda menanti pengesahan. Akankah terwujud tahun ini?”.*

In the literary meaning of a word Wakil Rakyat is noun, and the word Anjlok in this

title mean is the Performance ofthe deputies, danger offallingdue tobusyequipfile, orwithconstituents. The true meaning of the word “Anjlok” is jumpeddownfroma height(with bothlegsasthe pedestalposition). The headline title Kinerja Wakil Rakyat Anjlok can be changed and should be “Kinerja Wakil Rakyat Memburuk”. The methaporical meaning from this title is *Anjlok,* use this word in title is not true meaning. The word Anjlok should be use to describe the condition of soil or land.

1. **News Title: Jangan Resah Kertajati**

**Date of Published: 30th Mey 2013**

**Kind of Figurative: Personification**

Description:

From the news title above, there is sentence used figurative language is marked with the word “Jangan Resah Kertajati”. But in this sentence *“Resah”* refers to District residentsunrestKertajatiabout the fateof developmentWestJavaInternationalAirport(BIJB) Kertajatithatwouldharmlocal residentsdue tothe manyresidentswhousedthe landfor the construction oftheairport. However, toaddress theconcernsof citizens,Government of West Javaready toprovidecompensationfor theliberation oftheairportland.This statement was punctuated with quotations:

*“Pemprov Jabar siap memberikan ganti rugi pembebasan lahan Bandara Kertajati”.*

In etimology of the title Jangan Resah Kertajati means that West Java provincial governmentprepared to take responsibilitytoprovide compensationexemptiontolandtheserviceto the citizensKertajati.

The use of the title by using figurative language as it describes an effort to attract the attention of the reader. Use headline such regulation should “Kami Siap Ganti Rugi Warga Kertajati”.

From the explenation above, it can be concluded that the situation of figurative language is wearing personification is positive, which is a special pattern of metahpor, depicting inanimate objects act, act, talk, like human.

1. **News Title: Warga Serbu Bensin**

**Date of Published: 19th June 2013**

**Kind of Figurative: Hyperbol**

Description:

From the sentence above, the writer can describe headline "Warga *Serbu* Bensin" means that a lot of people who panic ahead of rising fuel prices bersubsisi that flocked to gas stations and resulting in long lines of cars and motorcycles in and keeping public refueling stations in Sukabumi. This statement interspersed with quotations:

***“Warga masyarakat Sukabumi yang panik menjelang kenaikan harga BBM bersubsisi ber­bondong-bondong ke SPBU sehingga terjadi antrean pan­jang mobil dan motor”***

.In this headline pesonifikasi contains the meaning of the word *"Serbu"*. The word *"Serbu"* in this headline means Many citizens Sukabumi flocked to the gas station to buy gasoline because gasoline fuel prices will rise . While the meaning of the word *"Serbu"* is camewiththe intention offighting(hurt, fight) attack. So according to figurative language, this title contains personification meaning of figurative language that describes the style of an inanimate object as if it has a human nature.

The use of the title as it can be replaced with a simple title that is “Warga Antri Membeli Bensin”*.* From the conclution above the writer conclude that the use of figurative language in this title contains of hyperbol which is containingan overstatement, toexaggeratesomething.

1. **News Title: Bandung Berkabung**

**Date of Published: 02th July 2013**

**Kind of Figurative: Personification**

Description:

From the sentence above, the writer can describe headline "Bandung *Berkabung*" means that manyleadersinthe city of Bandungareinvolved in corruption casesand it makes people in Bandung fell sosadandlookslikemourning.This statement can be seen below:

*“EDI Siswadi menyusul Dada Rosada: jadi tersangka kasus suap perkara Bansos. Dia terancam menghabiskan 15 tahun penjara. Kota Bandung pun berkabung karena pemimpinnya jadi tersangka!”.*

.In this headline pesonifikasion contains the meaning of the word *"Berkabung"*. The word *"Berkabung"* in this headline means many people in Bandung fell so sad because there are some their leaders are involved in corruption cases. While the true meaning of the word *"Berkabung"* is wearsackcloth(as a sign ofmourningBecausethere arefamilieswhodied). So according to figurative language, this title contains personification meaning of figurative language that describes the style of an inanimate object as if it has a human nature.

The use of the title as it can be replaced with a simple title that is “Warga Bandung Berduka”.From the conclution above the writer conclude that the use of figurative language in this title contains of personification which the meaning is not true, and it contain a verb.

1. **News Title: Harga Daging Gelo**

**Date of Published: 10th July 2013**

**Kind of Figurative: Hyperbol**

Description:

From the sentence above, the writer can describe headline "Harga Daging *Gelo*" means that increasingmeat pricesarequitehighin themarketahead ofRamadanwhichmakesthe tradersandconsumerscomplain. This statement can be seen below:

*“Harga kebutuhan pokok melonjak mengawali Ramadan. Pedagang mengeluh, konsumen apalagi”.*

.In this headline hyperbol contains the meaning of the word *"Gelo"*. The word *"Gelo"* in this headline means the meat pricessoaring. The word "Gelo" is the traditional language from West Java that is Sundanese, and the true meaning of the wrod “Gelo” is *“Gila”*. While the true meaning of the word “Gila” means painmemory(less wrong memory); mentalillness(neurotic orabnormalthoughts. So according to figurative language, this title contains hyperbol meaning of figurative language that describes an overstatementtoexaggeratea point or a thing.

The use of the title as it can be replaced with a simple title that is “Harga Daging Melonjak”*.* From the conclution above the writer conclude that the use of figurative language in this title contains of hyperbol language style.

**4.3 Findings and Discussions**

The step taken to discover the answer of the research question were started by analyzing data with uderline the kinds of figurative language. After that the process of discovering the result was continued by determining the types of figurative language. To find the kind of figurative language and meaning of figurative langauge that appears in this headline is the major target of this research.

The findings are presented by describe one by one the importance thing from the headline. The writer described the kinds of figurative language in this paper about personification and methapor. When the process analyze data, the writer try to remarkble the title to be a new title with the simple meaning. Because Inilah Koran newspaper use amazing and not true meaning word to readers.

The writer explained the data from three aspects. First, from the etimology. Second, from the literary meaning and Third, from the metaphorical meaning.The writer find that there are 9 news that used figurative language; 6 Hyperbol, 3 Personification. So Hyperbol mostly use in this headline titles. From the data gets that the headline mostly use personification.

Hyperbole is belong to figure of Opposition, and Personification is belong to figure of Comparison. All the conclution about this research is realy need critically mind and need understanding every meaning that in this title is not use the true meaning the conclution and suggestion from this paper will be explained in the last chapter (Chapter V).

The meaning of methapor in this headline is to compare two objects directly, one of them as the object and the other one as the comparator, in the condition of the words used are analogical meaning. The used methapor in this headline is life methapor.

The use of hyperbole language style in the news headline of *Inilah Koran* Newspaper is to explain the nature or state of a person, object or situation excessively.

In grammar, the term hyperbole also known to be quite popular. Hyperbole is a figure of speech which is a fairly common name found its use in both the fiction and non - fiction. Hyperbole is a figure of speech that the phrase "Hyper" or exaggerated, overstated, with the purpose or intent to acquire certain impression as noted by the writer above about the use of language style in newspaper titles.

The experts stated that the figure of speech hyperbole, there are two words or in any other form which is a marker. Usually the first word hidden or implicit while the second word will replace the first word that a form of words that has a meaning that far exceeds the first meaning of the word it replaces.

In pattern formation, the figure of speech hyperbole sometimes take other processes such as the establishment figure of speech figure of speech metaphor simile, metaphor and other figure of speech. But the hyperbole, the most important thing is the intensity of meaning that seem exaggerated.

In addition, the figure of speech personification is also often used in news headline in *INILAH KORAN* Newspaper. Figure of speech personification is one part of a comparative figure of speech. At personification figure of speech, will always furnish or embed nature - human nature or the other being the object-in animate objects so as-if these in animate objects have properties like living creatures.

The use of figure of speech personification can provide clarity and gives had owswishful or concrete imagery.

By giving 'life' on an object the object is expected to represent what you want delivered in this figure of speech personification.

From the statement above, the writer thinks that the use of figurative language is to make the news headlines have other meanings and also made ​​the news becomes different, so that it can attract the attention of the readers to buy and read the news. So the use of figurative language is needed in the headlines.

**Chapter V**

**Conclutions and Suggestions**

**5.1 Conclution**

Figurative language has some purposes in order to help convey meaning. Exspressions and ideas in writing are as an art creation. It is a device of the writer to deliver the ideas in writing. The purposes of figurative language is to develop the certain impression and condition, certain sense reaction, and beautify the pronouncing. The use of figurative language in headline news title ussualy make the title more interesting, having not true meaning and beautiful. The figurative language is also used in many literary works such as novels, short stories, poem and prose.

The figurative language consists of figure of comparison (personification, metaphor, alegory, antithesis), the figure of contradiction (hyperbole, litotes, irony, paradoks, aksimoron, sarkasme), the figure of contacting (Synecdoche, metonymy, ellipsis, allusion, euphemisme), figure of repetition (alliteration, chiasmus, repetition).

There are so many kinds of figurative language, but some used by several to make headline title. One of them is figure of comparison (personification, metaphor, allegory, antithesis) and figure of contacting (synedoche, metonymy, ellipsis, alusion, euphemisme).

Methapor is one of the language style which can help a writer to describe a description through comparison and contacting in this headlines. A metaphor is a rhetorical trope defined as a direct comparison between two or more unrelated subjects. A metaphor describes a first subject as being or equal to a second subject in some way. Metaphor is an analogy that compares two matters directly without use “like” or “as”.

And personification is a particular style of metaphor, which implies inanimate act objects, act, talk like a human. To make a literature work more interesting, the writer or author uses the personification. It is clear that personification has component as the metaphor, such as the object, the image (meaning of the comparator) and the sense (meaning).

In *The Use of Metaphor in Inilah Koran Newspaper*, there are 7 titles used Hyperbole. The headline are: *2013 Menembus Akhirat, Hujan Sehari Banjir Sebandung, Susno Ditelan Bumi, Buruk Rupa Wakil Rakyat, Kinerja Wakil Rakyat Anjlok, Warga Serbu Bensin, Harga Daging Gelo.*

There are 2 titles used Personification, the headline are: *Jangan Resah Kertajati, Bandung Berkabung.* After analyzing the headline, the writer takes the coclusion that in *The Uses of Metaphor in Inilah Koran Newspaper*, there are a lot of figuratie language. The writer concludes that the usage of personification and hyperbole are relevant eith the theorist.

**5.2 Suggestions**

The writer realizes that there are still many mistakes because of the limited source book that discuss the figurative language. In this research, the writer has four suggestions in the analysis of the uses of metaphor, as follows:

* The writer suggests to those who are interested in doing the research about figurative language, to analyze other parts of figurative language. There are so many figurative language that can be analyzed beside netaphor there is personification in order to enrich the study in English Literature.
* Exploring the books which are related to the figurative language to more know about it.
* Other researchers who are interested in doing the same reseach should be aware of translating the idiomatic form of figurative language.
* The use of figurative language is very helpful in sending ideas that want to be expres.

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**CURRICULUM VITAE**

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