# AN ANALYSIS OF FIGURATIVE LANGUAGE USED IN POLITICAL DISCUSSIONS AT PRIME TIME NEWS OF METRO TV

## THESIS

*Submitted as Partial Fulfillment of the Requirements to Obtain Strata One (S1) Degree at English Department*



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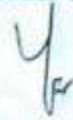
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# ABSTRACT

**Afifah, Nur. 2022. "An Analysis of Figurative Language Used in Political Discussion at Prime Time News Metro TV". Thesis. Fakultas Bahasa dan Senin. Univeristas Negeri Padang.**

Figurative language has greatly used in both spoken and written communications. However, there were only few studies which analyzed figurative language applied in spoken communication. Therefore, this research analyzed how figurative language used in particular spoken activity, political discussions. This research used qualitative method which according to this research means to collect data based on particular utterances consisted of figurative language. The data were collected from one of television program, Prime Time News Metro TV YouTube Channel; thus, the researcher already picked four videos. The data has analyzed based on two research purposes: to find the types of figurative language; and to find the types of meaning. By that the researcher found: first, there are seven types of figurative language found such as simile, metaphor, personification, synecdoche, irony, sarcasm and innuendo; then, the new relationship between metaphor, sarcasm and innuendo was appeared; last, there are five meaning classification such as conceptual meaning, connotative meaning, social meaning, affective meaning and reflected meaning.

# ABSTRAK

**Afifah, Nur. 2022. "An Analysis of Figurative Language Used in Political Discussion at Prime Time News Metro TV". Thesis. Fakultas Bahasa dan Senin. Univeristas Negeri Padang.**

Bahasa figuratif telah banyak digunakan di bergagai percakapan baik lisan maupun tulisan. Walaupun begitu, masih sangat sedikit studi yang menelaah penggunaan bahasa figuratif di dalam percapakan lisan. Maka dari itu, studi ini hadir untuk menelaah bagaimana penggunaan bahasa figuratif di dalam percakapan lisan khususnya di dalam diskusi politik. Penelitian ini menggunakan metode kualitatif yang pada dasarnya menngumpulkan data berdasarkan ujaran-ujaran yang semulanya dipercaya mengandung bahasa figuratif. Pengumpulan data diperoleh dari salah satu acara televisi yang berjudul Prime Time News di Metro TV kanal YouTube, dengan itu penulis memilih empat video. Analisis data dilakukan berdasarkan dua tujuan penelitian yakni: untuk menemukan jenis bahasa figuratif; dan juga untuk menemukan jenis makna dalam ujaran bahasa figuratif. Sehubungan dengan itu penulis menemukan: pertama, ada tujuh jenis bahasa figuratif ditemukan yakni simile, metafora, personifikasi, sinekdoke, ironi, sarkasme, dan innuendo; setelah itu, dari tujuh jenis tersebut ditemukan hubungan baru antara metafora, sarkasme dan innuendo; terakhir, ada lima jenis makna yang ditemukan yakni makan konseptual, makna konotatif, makna social, makna afektif dan makna reflektif.

# ACKNOWLEDGEMENT

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# CHAPTER I

# INTRODUCTION

## 1.1   Background of the Problem

Figurative language is a language that is used to convey meaning implicitly. Figurative language is commonly used in daily conversation and it is functioned to describe objects. Similarly to Gluckberg (2001), he believes that a "figure of speech in which a name or descriptive word or phrase is transferred to an object or action". For him, it delivers particular word or phrase to define an action or object.

Keraf (2009) agrees with Gluckberg (2001), but he describes that figurative language has more functions rather than describing objects. Keraf (2009) states figurative language is functioning to explain, strengthen, make alive an object, stimulate association, produce humor and decorate an object. Based on its functions, perhaps it could be reason of why figurative language is widely used in communications.

Along with the phenomena of how figurative language is widely used, unfortunately most of the users are not aware about types of figurative language. Not only have less knowledge about the types of figurative language but also have less knowledge about the functions and meaning of each figurative language. The disability of not knowing hidden meaning of figurative language can bring misconceptions between speaker and hearer. Thus, the function of figurative language is not achieved.

Previous functions of figurative language are the reason of figurative language is widely used. However, figurative language is not only appeared on spoken

communications but also in written communications like academics writings and mass media. Mass media often presents texts from both spoken and written form. Spoken texts in mass media are usually represented as news, interviews, discussions, and other shows appeared in Television, Radio and any other electronics devices. But, in written form, the texts are represented as news, opinion columns and headlines which are appeared in printed media like newspapers and magazine. Nowadays, these media are developed and it can be witnessed both offline and online.

Therefore there are several relevant studies that analyzed figurative language which are appeared in mass media. These studies are divided into two categories based on written and spoken texts. First group of studies analyzes figurative language based on written texts that mostly appears in online newspapers platform. These studies conducted by Rohani, T. (2018). While other group is based on spoken texts that conducted by Setiyadi, D.B. (2018), Tambunan, E. R. and Sinambula, E. (2018), Andry, R. (2020) and last is the study by Huang, C. (2022).

Based on these studies above, the analysis of figurative language on political discussions particularly appears in mass media are less developed. Most of relevant studies above focus on how figurative language used in written texts at online newspapers like The Jakarta Post and The New York Times. Moreover, most of them only focused on types of metaphor analysis rather than analyzes all type of figurative language.

In spoken texts, the object is more varied from political debates, political speeches and political discussions. However, half on them are focused in political debates and political speeches which makes it more focused on how figurative language applied by political actors. Therefore, this study is focused on how political actors, political observers and any participant in political discussions used figurative language

to deliver their ideas. Then, we can compare each participant to another and also gain general results of how figurative language applied in political discussion appeared in mass media.

This study is worth to be conducted based on these two reasons which are: firstly, since the analysis of figurative usage in political discussion is less occured; secondly, several previous studies that analyzed how figurative language used in political discussion are analyzed only particular types of figurative language like satire and euphemism.

Thus, this study is focused on analyze how figurative language used in one of television program in Indonesia called Prime Time News. Prime Time News is known as a program that shows political news, criminal cases and any social issue that may go viral. Prime Time News is not like any other news, it does not only present general news that reported by field journalist but also contains of political discussions. It invites several political actors, political observers and even scholars to attend the discussions.

Prime Time News is rather unique than other political discussions appeared in other television programs for instance *Dua Sisi* in TV One. In *Dua Sisi*, the discussion is divided into two groups which are pro and con while in Prime Time News the participants are not only divided into two groups because it will be neutralized by political observer. These appearances of political observer as neutral side are part of uniqueness of Prime Time News program. Thus, the political discussions appear in Prime Time News seems like more properly rather than political discussion at *Dua Sisi* which seems like debates.

## 1.2 Identification of the Research Problem

Figurative language is generally used in daily communications for either spoken or written. Therefore, mass media uses several figurative languages in their contents to attract society's attentions because it is correlated with society's behaviors. In this case, one of mass media in Indonesia named Metro TV is well-known as media which presented confidential news to Indonesian viewer. Metro TV is rather different from other mass media because is not only presenting general news but also providing several discussions with political actors and political observers. Although the use of figurative language can attract viewers' attentions, it also brings misconceptions because it consists of hidden meaning. Therefore, the researcher assumes that viewers need to understand the types of figurative language along with the un-literal meaning it is carried.

## 1.3 Limitation of Research Problem

This study is focused on types of figurative language used by participants at Prime Time news Metro TV. Prime Time News Metro TV as the media, presents political discussions based on viral political issues from time to time. Even though it is television program, in this study the researcher will collect the data based on Metro TV YouTube channel because YouTube Channel seems more flexible rather than Television itself.

## 1.4 Formulation of Research Problem

According to limitation of the research problem above, it leads into one big question which becomes the formulation of the problem. The question is "how does the

application of figurative language in political discusssion appeared at Prime Time News Metro TV?" Based on this question, this study is focused on how figurative language use in one of television program in Indonesia called Prime Time News Metro TV. Later, this study will analyze the types of figurative language by Keraf (2009) and will find out types of meaning from each figurative language by using Leech theory derived from Pardede (2016).

## 1.5    Research Questions

1. What are the types of figurative language used by all participants at selected news contains of political discussions Prime Time News (Metro TV)?

2. What messages/meaning are delivered by all participants to television viewers when using figurative language?

## 1.6    Purpose of the Research

1. To identify types of figurative language used by all participants at selected news contains of political discussions Prime Time News (Metro TV).

2. To identify messages/meaning are delivered by all participants to television viewers when using figurative language.

## 1.7    Significances of the Study

1. Theoretically

    This study expects to give contribution to linguistics studies especially in the study of how figurative language applies in particular phenomena like political discussion which appears in mass media.

2. Practically

This study is expected to enrich the understanding to readers about figurative language that appears in mass media particularly in political discussions. Also, hopefully this research might be helpful to researcher that also conducts similar research.

## 1.8  Definition of Key Terms

1. Figurative language is a language that is used to make the words to be more beautiful. Quinn (1982) states that "the simplest definition of a figure of speech is an intended deviation from ordinary usage".

2. Metro TV is one of television media which mainly focused on presenting integrated news, established on 25 November 2000 which is conducted and owned by Surya Paloh.

3. Prime Time News is one of television program in Metro TV. It presents general news with some discussions from experts as the guest stars.

# CHAPTER V

# CONCLUSION AND SUGGESTION

## 5.1 Conclusion

Basically, this study offers three findings which are different from previous relevant studies. Moreover, there are three things that can be conluded from this studyFirst, this study found great amount of metaphor used in particular spoken activity like political discussion. Then, this study offers great function of metaphor to other types of figurative language such as sarcasm and innuendo that delivers new relationship among them. Last, this study found compatible result to general assumption that figurative language is rich of imply meaning or in this case is connotative meaning .

## 5.2 Suggestion

Figurative Language Analysis is an interesting topic to explain how figure of speech used both in written text and spoken text. Moreover, figurative language is commonly used in daily conversation and sometimes become part of culture. Particular society uses figurative language to convey ideas, to create philosophies, and to become part of norms. Especially in Indonesia, most of its society uses figurative language both in daily conversations and traditional custom. The richness of figurative language usage make figurative language is far more interesting. Therefore, the next researchers need to investigate more phenomena of figurative language usage in spoken texts because it is more complex. Then, the results may become vary rather than in written texts that already arranged particularly by its writer.

Therefore, type of research which compared the usages of figurative language in several perspectives such as gender, culture, society, places is suggested because it is

also form in spoken texts. Another suggestion for next researcher is to conduct figurative language analysis in more limited object; therefore, the analysis can be deeper and specific. Then, for readers, figurative language is commonly used in daily conversations. Knowing types of figurative language and its meaning are necessary to avoid misconceptions in communications.

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