

CHAPTER I

INTRODUCTION

The chapter are concern into five sub-chapters. They are background of study, statement of the problems, objective of the study, significance of study and scope and limitation of the study.

1.1 Background of study

People as God's creation have a unique intelligence to communicate each other using language. It means that they are better than other creation. People use common words to make the hearer understand easier what they are talking. Sometimes, people use figurative language to make their utterance more interesting. Arp & Perrine (2002:33) implies figurative language affords people imaginative pleasure, it might be described in one sense as the faculty or ability of the mind that proceeds by sudden leaps from one point to another. It means that figurative language also helps people in daily communication to deliver their idea smoothly by using uncommon word in certain situation. Since, there are many kinds of figurative languages exist in the daily life, such as irony, metonymy, metaphor, etc.

Nowadays, metaphor grows up so fast. It is because the anomalies of the metaphor itself always develops over the decades. Johnson (1981:ix) stated that "we are in the midst of metaphormania, only three decades ago the situation was just the opposite, poets created metaphors, everybody used them, and philosophers ignored them but today people seem possessed by metaphor." According to the Johnson's statement people can notice that metaphor in the past time only contributes to literature but in the modern era metaphor gives contribution to the forms of

language. People might be helped by using metaphor in daily activities to explain and understand something that cannot be conveyed when using literal language. Somehow, people assume that metaphor is such a difficult to understand, in fact it is applied conveniently. It can be seen in many fields for instance, reality talent.

Reality talent seems pervaded in every television. Many reality talents such Idols, X-Factor, Got Talent, The Voice and others roaming with the different concepts to attract people to get a high rating. The Voice is one of a reality talent which has a high rating because of the unique concepts of the program. In case the audition, it does by hearing the contestant's voice without seeing their face. The coaches will turn their back when they like the contestant's voice. The concept of reality show succeeds to attract people to watch this program. Based on Bill Carter report in New York Times (2013), that "*The Voice* remains NBC's most potent weapon after *Sunday Night Football*. The show grew to a 4.9 rating in the 18-49 category, up from a 4.2 last year, and to 14.7 million total viewers, up from 12.3 million a year ago."

Metaphor is often used in the reality show to explain, clarify, describe, express, and evaluate the contestants. It happens when the coaches give their argument, critics, compliment and persuade the contestants to join with their team. C1 as the coach said that she wants to look for someone who have desire to be a winner by saying "I want someone that wants to go to the top". Her utterance indicates a positive point by saying "top" which means that she wants to look for a contestant who is passionate enough to be a winner.

Based on the example above, it makes the writer curious to conduct deep analysis about metaphor especially in the reality talent. The writer concerns to give deep understanding about metaphor that is used by the coaches. It needs to identify and consider the kind of metaphor and meaning of metaphor used by the coaches. This study is focused on coaches named Christina Aguilera, Adam Lavine, Cee Loo Green, Blake Shelton, Gwen Stephani and Pharrell Williams in the NBC channel reality talent program entitle “The Voice”. This study uses semantics and conceptual metaphor theory under the title *A Study of Conceptual Metaphor used by The Voice’ Coaches*.

1.2 Statement of the Problem

The research problem that identifies the variation of metaphor used by four coaches in reality talent show “The Voice” will be focused on these questions:

1. What kinds of metaphor are found in the six of “The Voice” coaches’ utterances?
2. What are the meanings of the metaphors found in the six “The Voice” coaches’ utterances?

1.3 Objective of the Study

The objectives of the problem are stated in the two points below:

1. To identify the kind of metaphors used by six coaches of “The Voice”.
2. To elaborate the meaning of the metaphors used by six coaches of “The Voice”.

1.4 Significance of the Study

The results of the paper are expected to give valuable contribution both theoretically and practically. Theoretically, the writer expects that this paper can give advantages and deeper understanding of the use of metaphor. The results of the research will give benefit and factual information to students of English study program especially about metaphor study. The research is hoped to be able as the reference in learning and understanding of metaphor for the next research. Practically, the research is purposed to prove the metaphor and explain the meaning of message in the utterances of “The Voice” coaches. Further, metaphor have a function as one of effective medias to deliver the speaker’s intention to the hearer understandable. In case, it can be used in mass media to convey ideas with appropriate word.

1.5 Scope and Limitation

The writer focuses on metaphor in the selected utterances which delivered by six coaches in the reality talent show “The Voice”. The scope of the study is semantics. The limitation of the study are the six coaches’ utterances, they are Christina Aguilera, Cee Loo Green, Adam Lavine, Blake Shelton, Gwen Stephani and Pharrell Williams in the reality talent show “The Voice”. The source of data will be taken from the video and script of “The Voice” in blind audition and knockout episode that is published in 2014.