

CHAPTER I

INTRODUCTION

This chapter presents some sub chapters, namely background of the study, statements of the problem, objectives of the study, significances of the study, and scope and limitation of the study. Those are important to be explained because they will describe this study generally.

1.1 Background of the Study

Human beings give and get information about what they need when they interact and communicate each other. It will increase their current knowledge about the community around them. Language as an oral or written code has functions to express and interpret thoughts, feelings, emotions, needs, and others. While, sometimes in interpretation discourse the readers gets misunderstanding by the writer's says and it will create some problems in communication because the reader has different assumption with the writer's thought. Thus, the intended meaning of discourse is necessary to be analyzed. It aims to correlate what message that the writer tries to convey to the readers. The analysis of discourse is known the analysis of language in use from the writer or speaker to the reader or hearer (Brown and Yule, 1983:1).

In daily communication, coherence determines the process of understanding between the speaker and listener, coherence also determines the quality of interpretation between the writer and the readers in the form of written sentence. According to Yule, "The key concept of coherence is not something which exists in the language, but something which exists in people" (1997:141).

It means that our understanding of what we read does not directly come from the words and sentences in the text, but from the interpretation we create, in our minds, of what we read. Public notice is a discourse form that is written to give positive information to the reader. The use of language in public notice has functions to make the reader know and understand what the writer's means.

Public notices become the object of this study. Public notice is the notices in the public area that aims to give informations to the people based on the place where the notices exist. If the public notice is there in the school so it aims to give new information to the students. It circumstance happens in the SMPN 1 Kamal. There are many public notices there that are used english version. It is like the public notice "I'm shy for coming late" the picture follows:



It is clear that, this public notice informs the students not to come late to the school, because of this public notice is found in the gate of the school. It is interesting to be analyzed because the public notices they are used is interesting, varies, creative, innovative and the motive of the background pictures are impressive. Besides, it is important to be interpreted because it may happen the students of SMPN 1 Kamal are mistaken in interpretation of the public notices which are found in their school. It happens also because they only know the literal meaning but do not know the message within the text.

In line with the elaboration above, the topic of this study is the intended meaning of the public notices in the SMPN 1 Kamal. Then, the theory which is going to be used is Hymes's theory of the situation of context and Coherence focus on frames' theory by Minsky that are quoted in Brown and Yule (1983). Furthermore, to make the readers able to comprehend the intended meaning of the discourse they must know about the situation of context of the discourse. It means they must know who is the person produces the language and to whom the discourse intended and the setting of the discourse. Besides, the reader also must be uses the frames in understanding the meaning of discourse. In addition, the theory is chosen because it is relevant with the study conducted under the title *A Study of Intended Meaning of Discourse in Public Notices at SMP Negeri 1 Kamal*.

1.2 Statement of the Research Problems

Based on the background of the study, the statement of the research problems are formulated as follow:

1. What are the intended meaning of the discourse in public notices that are found in SMP Negeri 1 Kamal?
2. What are the frames which is used by the students to comprehend the intended meaning of each Public Notices in SMP Negeri 1 Kamal?

1.3 Objectives of the Study

Based on the statement of the research problems formulated above, this study has several objectives. They are:

1. To explain the intended meaning of the discourse in public notices in SMP Negeri 1 Kamal
2. To identify the frames that were used by the readers to comprehend and interpret of the discourse in public notices in SMP Negeri 1 Kamal

1.4 Significances of the study

The significances of the study are:

1. Theoritically, this study is expected to give contribution to further study in the intended meaning of discourse by Coherence focus on the Frames' theory by Minsky and situation of context by Hymes are quoted in Brown and Yule *Discourse Analysis*.
2. Practically, this study is expected to be a reference by the student of University of Trunojoyo Madura who takes linguistics as the major. Besides, this study is expected to be able to help the students of SMPN 1 Kamal in understanding the intended meaning of the public notices in their school.

1.5 Scope and Limitation of the Study

The scope of this study is focused on Frames and the situation of context. It is aimed to analyze the intended meaning of discourse in public notices at SMPN 1 Kamal. Besides, it is also done to find the students' frames in understanding the intended meaning of the public notices.

In addition, this study limited on the public notices that exists in SMP Negeri 1 Kamal that has particular intended meaning and suitable situational context. The writer just focuses on the school in SMP Negeri 1 Kamal.