

CHAPTER I

INTRODUCTION

This first chapter consists of some subchapter such as the background of the study that expounds the rationale of the research, statements of the research problems, objectives of the study, the significance of the study that describe the benefits of the research, scope and limitation of the study that illustrate the focus of this research. These are important to be revealed for describing this study in general.

1.1 Background of the Study

A magazine is a part of media communication that is developing rapidly from the first it exists until now. Before the global era came with all its sophistication, the magazine was one of the media to convey a message or news that was happening in the society. Even though the various information nowadays can be accessed easily through the internet or online, the existence of magazines constantly are found. One of them is Reader's Digest which still can survive with its loyal readers. Reader's Digest is a magazine that has English as a primary language existed in 1922 until now and it has been intended for all ages. Reader's Digest is a monthly magazine that contains a lot of information in the form of articles that are useful for the reader.

As part of the mass media communication, the magazine is a process of exchanging the information that already happened in society, through mass media to the readers. Through mass communication, such a magazine, the information

can be transferred quickly to the reader who generally away from the society that an incident happened. Besides, the magazine also takes an active role in the form of reading material for readers. It exists to provide more knowledge about the information that accordance with the articles in the magazine. Also, “the magazine is part of mass media communication in print out form that serves present actual readings, which contains the latest data about information that attract attention, enriches the knowledge treasury, and arouses reading motivation” (Santysa, 2007: 13). In this case, it can be concluded that the magazine still takes an active role in the world of reading material.

There are a lot of articles published in Reader’s Digest magazine. They are developed to attract more readers because of the large amount of the information that they carry. One of them is health article. This section mostly tells about the information that related to the current issues, especially in the term of health. It relates to the reader’s life because health and human cannot be separated. The existence of this article is intended for the additional information and knowledge in the term of health so that the readers can understand the current issues of health.

Another article is language, this article talks about idioms and certain terms. Many things can be found in this part. Mostly, this part explains the words related to the idioms. In fact, the used of the word in the idiom has another meaning and it is more than literal meaning. In the term of idiom, the word that already conveyed by the speaker mostly has an expression that takes a figurative meaning. The idiom here is more playing words into a figure of speech that has a metaphor.

Moreover, this article can be such an additional information about idiom language, so the readers will be more understanding about the idiom. Then another article is animal kingdom which tells all about animals. This article refers to the unique behavior of animals.

In addition, another article is parenting. This article talks about the activity that the readers can do at home with their family, especially the positive activity. This article added some new information about positive ways to spend the time with their lovely person. Furthermore, this is very useful information which can be applied at home. Moreover, the last article is travel. This article mostly talks about the beautiful place that can refresh the mind of the readers. Because in this article, it served a lot of good pictures and good explanations regarding the place. This article can be such an information to the reader if they want to spend the time at some places that already wrote in the magazine.

In the form of magazine, the most components that readers can find in the articles is the text. Furthermore, the text of articles must contain of subject, verb, adjective, and others item that already affiliated with lexical items and grammatical items. In addition, some articles in other magazines have direct targets for adults, teens, and children, but the targets of the Reader's Digest magazine is known as general. So, it is hard to decide the articles that suit for the certain ages. Moreover, it is relatable with the lexical density and readability method that suits for this case.

Lexical density is an idea to measure the density of a sentence. To find out the lexical density, counting the lexical items is needed. Then the results will be

evaluated with the convenient theory. Magazine can be said to be worth it or not as the reading material for certain ages, is based on the result of calculating the lexical density. Furthermore Ure (1971) stated that “lexical density should be treated as the proportion for each number of lexical items in the words”. Then, this formula is refined by Halliday (1985) as his first approximation to measure the lexical density and then become further developed by O'Loughlin (1995).

In addition, the lexical density cannot be separated from the Readability concept. Readability is the quality of being legible in which the reading book can be understood properly and correctly by the reader. “Readability is the sum total of all the elements in the reading material that affects the success of a group of readers. Then the success of it is the extent to which they understand the material, can read it at an optimal speed, and find it interesting” (Dale & Chall 1948, in Dubay 2004).

From the brief explanation above, this study will conduct lexical density and readability in Reader's Digest especially on September 2019's edition, which is focused on health, language, animal kingdom, parenting, and travel articles. The topic of lexical density and readability is chosen because the age range of the selected article in the Reader's Digest magazine is general and the classification of the age is unknown. Therefore, the study of lexical density is conducted to find out whether this magazine appropriates to read or not and also measuring the readability to find the proper age of the readers that are addressed in the Reader's Digest Magazine.

1.2 Statement of the Research Problem

Based on the background of the study above, there are three statements of the problem. Those are:

1. What is lexical density of articles in Reader's Digest magazine?
2. What are the types of reading text that have a high result of density in each article in Reader's Digest magazine?
3. What is the relation between lexical density and readability in Reader's Digest magazine?

1.3 Objectives of the Study

Based on the statement of the research problem, the objectives of the study are:

1. To explain the lexical density and readability in the Reader's Digest magazine.
2. To find the types of each article which has a high density in the Reader's Digest Magazine.
3. To explain the relation between lexical density and readability of articles in Reader's Digest magazine.

1.4 Significance of the Study

There are two significances of this study. They are theoretical and practical significances. Theoretically, this study can enrich the existing theories and provide more information about lexical density and readability studies. Furthermore, this study provides a specific explanation about lexical density and

readability. Practically, this study is also expected that the readers can be more careful with the reading material. Then, this study is also expected to provide motivation, inspiration, and references for next studies.

1.5 Scope and Limitation of the Study

The scope of this study are lexical density and readability in Reader's Digest magazine on September 2019's edition. Furthermore, the limitation of this study will only focus on the lexical items, ASL (Average Sentence Length) and ASW (Average Syllables per Word) in Reader's Digest magazine; especially in the articles about the health, language, animal kingdom, parenting, and travel by using the theory of Ure (1971) and classify them with the readability concept using the theory of Flesch (1948).