

CHAPTER I

INTRODUCTION

This chapter consists of five sub chapters. They are background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the study

Communication is a certain thing needed by every living creature. People communicate to convey their thoughts, ideas, and feelings. It helps people to know many things around them. As human being, they tend to express the ideas through language. By using the language, the people can communicate and interact with other people well. Language is a connector which is used by people to communicate.

Language is a complicated matter. People use language in many different ways in daily life. There are two types of language which are used by human; spoken and written language. Spoken language is an utterance in the form of sound, for example conversation, speech, discussion, and others. Meanwhile, the written language is the utterance in writing form that can be found in magazine, journal book, traffic street banner, newspaper, and so forth.

Every people has their own style in expressing an idea. People speak and write by their own style. Verdonk (2002) stated that style in language is a “distinctive linguistic expression”. It means that style can make people easier to express their ideas or feeling. The style of language which is concerned with the

distinctive linguistic expression is examined in Stylistics. Verdonk (2002) also mentioned that stylistics does not only study the expression in language, but also the description of its purpose and effect. Stylistics focuses on analyzing the style of text. Stylistic is a branch of applied linguistics. It is the study and the interpretation of text in regard to the linguistic and tonal style. The concept of linguistic stylistics has the same concept with stylistics study that relies heavily on the 'scientific rules' of language on its analysis such rules will embrace the lexical, grammatical, figures of speech, context and cohesion categories.

Literary stylistics and linguistic stylistics have different emphases and different methods of operation. The literary stylistics operates on values and aesthetics while the linguistic stylistics presents a scientific analysis, working with such tools as grammatical, syntactic and phonological components of the language. In another words, stylistics is the way used by writer to express their idea with a beautiful language.

There are many ways of using language style in many activities. An interesting language style can be found in traffic street banners. Traffic street banners are one of the tool street equipment that includes symbols, letters, numeral or combination of them. It usually put on the edge of street as a guide for the rider's safety. Traffic street banners can be a warning, prohibition, and instruction for people. However, many people still do not obey the caution in the traffic street banners. Thus, the interesting way to improve the great care about safety is using communicative language. The aim of it can be an alert in driving carefully. These traffic street banners are very interesting to be discussed because

the style of language is fascinating. Here, traffic street banners that analysed are using Indonesia language. Moreover, the banners are communicated through the words containing a humour which is unique and attractive. For example: *matilah engkau di jalan yang lurus bukan di aspal yang lurus* and it can be translated into English as “May you pass away in a straight way, not on straight asphalt.” From the sentence it can be known that someone makes the banner by using communicative language.

Sometimes someone intentionally utilize Indonesian language in traffic street banners with funny diction and usually ungrammatically. These things are done in order to inform and notice to people to be more careful in driving and alert that is made can be delivered well. In making a sentence in the traffic street banners, the sign maker does not only use language style through the choice of words, but they also used figure of speech to make the sentences more attractive to understand. Many people don't realize that diction really determines to inform the meaning.

Related to this research, the writer concerned with the analysis of figure of speech in traffic street banners. The writer also wanted to know more about figure of speech and their functions using stylistic approach. The writer was motivated to observe the style of language in traffic street banner because the writer thought that each style of language in traffic street banners had its own uniqueness and its own way to be presented in the message and style.

1.2 Statement of the Research Problem

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

1. What are the types of figure of speech depicted on traffic street banners?
2. What are the functions of figure of speech used in traffic street banners?

1.3 Objectives of the Study

In line with the research problems above, the objectives of this study were:

1. To explain the types of figure of speech depicted on traffic street banners
2. To explain the functions of figure of speech used in traffic street banners

1.4 Significance of the study

Theoretically, the writer hoped that this study can help in understanding about the types and functions of figure of speech in traffic street banners. Practically, this study can be referenced for the other people who have the same topic with this study. The writer expected that the result of the study was beneficial and useful for reader especially students of English Department in University of Trunojoyo Madura.

1.5 Scope and Limitation of the Study

The scope of this study is in the field of stylistic. This study is concerned figure of speech used in traffic street banner. In addition, this study focuses on the types of figure of speech and functions of figure of speech. Furthermore, the

limitations of the study are sentences of 17 banners that become the data in this study.