

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is used as a means of communication. Matthew (1997) defines language as the use of vocal and written communication among human beings. Communication refers to the process of sending and receiving information between two or more people. Communication assumes a vital part in everyone's life; as individuals exchange their thoughts, information, opinions and feelings by communicating. Communication can be in form of non-verbal such as sign language, facial expressions, body movements, eye contacts, gestures or rates or pitches of voice and verbal such as spoken or written. Spoken communication is communication in which the message is transmitted in spoken and presented in either form of direct conversation between two or more persons like face to face communication, seminar and talk show. The written communication is communication in which the message is transmitted in written or printed form like letters, e-mails, journals, magazines, newspapers and reports. Written communication includes the writers and the readers. Some writers deliver their thoughts, information, opinions and feelings in academic writing, but some of the readers cannot imagine the context meaning of the text. It means that the readers just know the literal meaning or sentence meaning. Sentence meaning is called proposition. In this connection, the writers can use certain phrases to emphasize what they mean. One of the devices that they can use is boosters.

Boosters allow writer to express conviction, assert proportion with confidence, and represent a strong claim about a state of affairs.

*“In today’s society, education is **really** essential in order to be successful economically and society.”*

The adverb really is a booster of adverb categories. The word **really** makes the sentence far more powerful. The word **really** is used to make a sense that education is essential to be success. It is considered as boosters which mean to intensify the adjective *essential*. According to Longman English dictionary, the word **really** means *in fact*. The phenomenon of boosters can be found in many kinds of written texts. One example of the texts is *Explore More* magazine. The contents are used to give information to the reader. *Explore More* magazine is the exciting travel magazines that come from U.K. It is packed with anything that you need to know on how to choose, plan and book your Viking experience, as well as helpful city guides and expert advice on where you want to go, and what to do when you are get there. *Explore More* magazine is about business, Viking Cruises offers an exceptional journey on stunning river and ocean cruise ships, where the destination is the focus and you have more time to explore each awesome place. Wherever you want to explore: Europe, Russia or Asia, you can explore in comfort and style with Viking. *Explore More* magazine is digital magazine issue that available on the texture Magazine App for iPad, iPhone, Android tablets and smartphones as well as Windows 8 device. In this study the writer analyzes boosters in the English version of *Explore More* magazine. The magazine is chosen as the source of data because it is

published four times a year, each issue of *Explore More* is available to download for free and also there are many words and phrases appropriate with the booster words because in *Explore More* magazine has many force statement in a sentence. The writer analyzes booster in *Explore More* magazine. The writer would like to explain and break the core which is later the other reader get the initial idea or grasp the idea and understand how to use the booster. Especially, they who do not know how to use booster well. The writer intends to show that booster is important to learn because it contains a communication strategy which is to convince the readers about what the writer say in context. In addition, the writer chooses this study because after seen and thoroughly review the previous study only one researcher that conducted by English Study Program student in University of Trunojoyo Madura that uses this study, the writer interested to be analyzing because of its about certainty in delivering ideas which is very important thing to convince the readers about what the writer say in context. This study becomes the second study that conducted and explained about booster, especially in the types of booster and the positions of booster words which is appeared in the sentence.

There are a few previous studies related to boosters. The first was conducted by Alifah (2016), “*A Study of Boosters In An Inconvenient Truth Documentary Movie Of Global Warming*” analyses booster in a film, film decided into two parts: fiction and non-fiction, she taken non-fiction film. The second previous study was conducted by Haufiku (2016) “*An Examination of Hedging and Boosting Device Used in Academic Discourse: Case Of 2014 And 2015 Master Of Arts In English Studies Theses At The University Of Namibia*” analyses boosters in research articles. None of

them discussed the boosters in magazines, especially in *Explore More* magazine. Therefore, the writer of this study is interested in analyzing boosters in *Explore More* magazine, because the writer does not find other writers who analyze boosters in magazines.

1.2 Statement of Research Problem

Through this study, the writer emerges the following question:

1. What are the types of boosters found in *Explore More* magazine?
2. What are the positions of booster words found in *Explore More* magazine?

1.3 Objectives of the Study

Based on the statements of research problem, the purposes of the study are:

1. To explain the types of boosters found in *Explore More* magazine.
2. To explain the positions of booster words found in *Explore More* magazine.

1.4 Significance of the Study

Theoretically, this study is expected to increase reader's knowledge about the use of booster and positions of booster words which is appeared in the sentence and give a guideline for those whose want to conduct in the same field of this study. Practically, the readers can get knowledge about booster so they can use them in the form well a statement reveal the truth and also delivering a convincing text in academic writing.

1.5 Scope and Limitation of the Study

This study focuses on the types and positions of the booster words proposed by Kondowe (2014). Furthermore, the scope of this study is discourse analysis that discussed about booster words in *Explore More* magazine (2017) and also the limitation of this study is the sentence that contains booster words in *Explore More* magazine (2017).