

CHAPTER I

INTRODUCTION

This part introduces the present study. It describes background of the study, research questions, objectives of the study, significance of the study, scope and limitation of the study and the definition of key terms.

1.1 Background of the Study

Language is a characteristic of humans that makes them different from other creatures. Language is closely related to literature and language users themselves. It is undeniable that language is part of a social system. Various media can be accessed easily as a means of getting information and communication in the language. Make it easier for everyone to communicate with the interlocutor. The media is in the midst of the reality of people's lives with various needs (Sobur, 2012).

The development of the world of technology and information is growing rapidly and has even become a mandatory requirement for some people since the new normal era was implemented in 2020 which is the impact of the Covid-19 pandemic. This has an impact on literacy development in Indonesia. Communicating in online media to the public can happen anytime and anywhere. The internet not only gives rise to digital media as a new medium of media-audience interaction, which so far only consumes content with the presence of digital media can become content producers (Nasrullah, 2018).

In the modern era, the presence of digital media is very influential in all aspects of life, especially in a pandemic situation like this. The development of an increasingly sophisticated era is synonymous with technological developments, especially communication. The easier the technology, the more communication patterns develop in society, one of which is in terms of mass communication. Mass communication is communication that is carried out through mass media with various communication objectives to be conveyed to a wide audience (Romli, 2017).

One of the benefits of digital media is access to information about something that is happening or has happened. One next step of development that is now starting to trend in society is digital literature, namely literary works published on the internet world. Thus, the public and readers can enjoy literary works easily and quickly. This is a great opportunity for writers to write their literary works in the digital world. The author is free to write anything and is as creative as the author without any restrictions or set rules that tend to bind the creative writer.

In addition, digital media can make the mind wander widely because in digital media there are no restrictions on its use. After all, one of the characteristics of digital media is publicity and periodicity (M.Romli, 2012). One of the benefits of digital media is as access to information about something that is happening or has happened. One further development step that is now starting to trend in society is digital literature, namely literary works published on the internet. Thus, the public and readers can enjoy literary works easily and quickly. This is a great opportunity for writers to write their literary works in the digital world. The author is free to write anything and is as creative as the author without any restrictions or set rules that tend to bind the creative writer.

According to some people who have an interest in reading, they looking for digital media portals that have easy access and accuracy of content in every article they publish. Researchers found a platform called Vice Netherland which is still a part of Vice Group LLC. One of the platforms is a platform for various types of website-based digital news and has lots of interesting and latest daily news every day. This platform has many users and that is what makes researchers interested in making research objects.

Vice Netherland is one of the online media or online media that is useful as a provider of information, both the latest news and interesting things digitally. The existence of Vice Netherland as an online media makes communication and distribution of information easier to do. This is enough by accessing internet-connected communication devices, such as gadgets, computers, or laptops, humans can communicate with each other and transmit information. The growing popularity

of online media as an application used to share news with photos and videos has resulted in many readers being interested in reading news through Vice Netherland (Hananto, 2109). Vice Netherland has been a mass media since 1994 and started entering online media in 2010, so the existence of the news contained in Vice Netherland is quite valid and trusted by the public because of its credibility as new media.



Figure 1.1 Vice Netherland Visitor Diagram

Source: Data Processed based on the Official Website

Based on the data above, it can be seen that the number of users has increased significantly every year. Another thing that makes Vice Netherland also very popular with Gen - Z is because it contains some interesting information and comes from real situations every day. In digital media, Vice provides a dark theme so that it becomes a contrast in reading. Not only the appearance but also the use of an easy-to-understand language style makes Vice Netherland one of the destinations for finding the latest information through social media.

In general, language styles are divided into four, namely comparative language style, contradiction, linkage, and repetition (Tarigan, 2013). Every poet,

of course, has his own style of writing. According to (Keraf, 2009) language style is a way of expressing oneself, whether through language, behavior, dress, and so on. The style of language can be limited as a way of expressing thoughts through language that specifically shows the soul and personality of the writer. Language style becomes part of the choice of words or diction in delivering messages to readers or listeners with language.

The choice of rhetorical means or style of language is one of the most prominent elements and can make the delivery of daily news more memorable to readers. Style or language style in particular is known in rhetoric as style. Language style or style is a way of expressing thoughts through a distinctive language that shows the soul and personality of the author (language use). A good language style must contain three elements, namely honesty, politeness, and attractiveness (Keraf, 2007). Based on the opinion above, language style is the author's way of expressing his thoughts in order to obtain an effect in the form of certain feelings.

The writer is interested to analyse the articles because there are many expressions from the author that imagines about condition or situation in which the author write. So, the writer found figurative language in a short story to express the emotion from the author to be more interesting. To analyze, the writer uses literary approaches and literary devices such as allusion, and the figures of speech. Among the figures of speech, the writer uses metaphor, simile, personification, synecdoche, metonymy, symbol, paradox and irony, etc.

Figurative language is a way of expressing oneself that does not use a word's strict or realistic meaning. Common in comparisons and exaggerations, it's usually used to add creative flourish to written or spoken language or explain a complicated idea. Figurative language refers to the use of words in a way that deviates from the conventional order and meaning in order to convey a complicated meaning, colorful writing, clarity, or evocative comparison. It uses an ordinary sentence to refer to something without directly stating it. Understanding figurative language is an important part of reading the Management Discussion and Analysis (2020), where management may use a metaphor to help explain complicated concepts or directions

that the company is taking. As in the sentence, *He is **a strong tower***. In metaphorical sense, the sentence *he is a strong tower* indicates that the man who mentioned is a strong man. The word tower refers to the fact that man is as strong as tower. Based on the explanation above, it is possible to conclude that metaphor is a figurative way of expressing oneself by saying something else to replace the true meaning that one wishes to express. It must be remembered that the two things must share the same feature.

Related to the description above, the writer studies figurative language used in a selected short story posted online by the Vice Netherland. The main types of figurative language are metaphors, metonymy, personification, and synecdoche. Besides, the writer found some kinds of figurative language used also studies about the meaning of figurative language used in selected Vice Netherland.

Language style allows us to assess the personality, character, and abilities of someone who uses the language. The better the style of language, the better people judging it; the worse a person's language style, the worse the assessment given to him (Kerap, 2007). Based on the phenomena above, researcher is interested in conducting research under the title “**A Study Of The Figurative Language Used In The Vice Netherland Media Site Articles**”.

1.2 Research Questions

In relation with the background research that has been described previously, the research questions can be formulated as follows:

1. What are types of figurative language used in the articles on the *Vice Netherlands* media website ?
2. What are the functions for the use of figurative language in articles on the *Vice Netherlands* media website ?

1.3 Objectives of the Study

Considering the research question stated, this study aimed to investigate the following case:

1. To explain figurative language is used in the articles on the *Vice Netherlands* media website.
2. To explain the functions for the use of figurative language in articles on the *Vice Netherlands* media website.

1.4 Significance of the Study

This study expects to achieve better understanding of literature by giving theoretical and practical benefit. The result of this study is to provide contribution for teachers, learners and another researcher.

The benefits of this research in scientific development are expected to add to the wealth of research on the development of literary science. Especially in the development of digital media in Indonesia. It is hoped that this research can be a reference if further developed in the next research.

This research provides new knowledge and insight to the public regarding language style, diction, and also metaphors in the digital media of Vice Netherland. Through this research, it is hoped that it can increase the existence of Indonesian digital media platforms and can be a reference for further language research.

1.5 Scope and Limitations of Study

The scope of this research is figurative language, especially about figurative language used in four articles chosen from Vice Netherland. So in this study, the author only focuses on articles contained in Vice Netherland regarding the conditions and anticipation of several countries related to education. In this study, 4 articles were selected from 2015 to 2023. The four articles are entitled Study Finds High-Speed Rail Increases Happiness By Aaron Gordon, April 11, 2023, Kentucky Schools Can't Teach Kids About Puberty Anymore By Anya Zoledziowski, April 20, 2023, How Nickelodeon Educated a Generation of Kids About AIDS During the 1990s by Mike Pearl, October 14, 2015 and This Activist Uses Spoken Word Performances to Educate People on Climate Change by Kastalia Medrano, September 26, 2017.