

CHAPTER I

INTRODUCTION

In this chapter, the writer introduces the 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

Language is one of communication tools that always used by people in everyday of their life, by using language people can convey an ideas, ideas of thoughts, and others. Therefore through a language, we can share anything to other people what we want, such as share our feeling, knowledge, or even about culture. In fact, language is the most common tool to communicate among of people, In communicating each other, people has their own language style to be understand, as Keraf (2009) stated that style of language is a way of expressing the mind through language that typically shows the soul and personality of the author (language user). A good style of language should contain three elements of honesty, courtesy, and interesting.

While the study that relates to style is called Stylistics. Stylistics is a branch of linguistics which deals with different styles. Stylistic refers to the study of appropriate use of words or language in a sentence or writing. According to Leech and Short (1981) stylistics is the (linguistic) study of style, is rarely undertaken for its own sake, simply as an exercise in describing what use is made of language. The major aim of studying the stylistics is to explore the meanings

and understand the linguistic features of the text. In the stylistics study, language style is often called figure of speech or figurative language.

Figure of speech is the use of a word or phrase that diverges from its normal meaning or not based on the literal meaning of the words. According to Gray (2008) any form of expression or grammar which deviates from the plainest expressions of meaning are designated a figure of speech. There are many types of common figure of speech, such as metaphor, personification, alliteration, simile, antonomasia, onomatopoeia, metonymy, synecdoche, repetition, zeugma, and irony.

In this study the writer focuses on antonomasia. Antonomasia is a figure of speech closely related to both metaphor and metonymy (Lehtsalu and Liiv (1973). Moreover, antonomasia is the substitution of an epithet or the title for a proper name (Oxford English Dictionary, 11th edition). It means that the use of a proper name to express a general idea in giving a name for a person with a praiseworthy appellation like brave, coward, clever, and so on. Martha Pardede (2008) gives definition, “antonomasia is a figure of speech in which a proper name is used to indicate the class of people to which the person belongs because he or she possesses, similar qualities. The proper name that is used to substitute someone’s name usually applies a name of certain place or thing. For example :SaddilRamdani*Rocket*. The rocket refers to SaddilRamdanihe's dubbed as a rocket because he has a rocket-like kick.

The use of antonomasia generally found in public style such as: magazine, newspaper articles, essay, and military language. But in this study the writer use a football commentary of AFF Cup U-19 2017 as the source of study.

AFF Cup U-19 is one of the sporting events broadcasted by INDOSIAR television station that contains football matches. AFF Cup is a popular football competition in Southeast Asia today. The event was hosted by the host and commented on by the language-specific commentary in commenting on the matches he guided. A good commentary should be able to give the impression that he or she is mastering the event material to be delivered. The use of the right words is one of the requirements for commentary to appear attractive and interesting so that the event that has been commented run smoothly.

This research aims to analyze a varied and unique style of language used by the football commentators in the event of AFF Cup by INDOSIAR television. Compared to other television stations that also broadcast football games such as RCTI and Global TV, the comments presented in the affection event broadcast by INDOSIAR are more striking in their use of the language. the writer analyzes words or phrases as proper name that is found in the antonomasia that appears on the soccer commentary in the AFF Cup by Valentino Simanjuntak, especially in AFF Cup 2017, There are a lot of words or phrases in AFF Cup 2017 contain antonomasia style such as in the following example.

Egimessikelok Sembilan

His dribble like a number nine (9)

The example above was taken from the soccer commentary in the AFF Cup by Valentino Simanjuntak in AFF Cup 2017, (EgiMessikelok

Sembilan) is the example of metaphorical antonomasia as one of the type of antonomasia. It is because the word describe about EgyMaukanaVikri character as one of the humanity's great player football who made profound contributions in his team.

This study is conducted because the study of antonomasia here is recently there are many people use an unique proper name to call other people. It is often used by someone to give an epithet to famous figures, such as politician, public figure, scientist or historian. It is because intimacy factors, characters, professions and popularity or title. Usually the proper name shows person's attitude or character in certain situation. Moreover, in another reason this study has ever conducted by English Department Students of University Trunojoyo Madura. However, there are a few of people who conduct study about it in not specific and implicit. It is proved by the less existence of journals about the study. That's why the writer chooses this topic to be analyzed.

There are some related research studies that have been conducted by others writers, especially about language style related to antonomasia. The first is "*A Comparative Study of Antonomasia in English and Arabic*" by Ins. Shawqi K. Ismail (M.A.) and Ins. Eman R. Adeeb (M.A.) and the second is "*A Study of Antonomasia in News Articles of Time Magazine*" by Alimah. Both of them are very important as the supporting research for the writer's study. Moreover, it can help the writer to know what differentiate between the writer's study and the other study.

1.2 Statements of the Research Problem

Based on the background of the study above, the writer formulates the problems as follows:

1. What are the types of antonomasia found in soccer commentary in the AFF Cup by Valentino Simanjuntak in AFF Cup 2017?
2. What are the functions of antonomasia found in soccer commentary in the AFF Cup by Valentino Simanjuntak in AFF Cup 2017?

1.3 Objectives of the Study

Based on the statement of the research problems, there are two objectives of the study as follows:

1. To explained the types of antonomasia found in in soccer commentary in the AFF Cup by Valentino Simanjuntak in AFF Cup 2017.
2. To explained the functions of antonomasia found in the words or phrases in soccer commentary in the AFF Cup by Valentino Simanjuntak in AFF Cup 2017.

1.4 Significance of the Study

The significance of this study are to give contributions both theoretically and practically. Theoretically, the results of this study are expected to give a better understanding about antonomasia as figure of speech, especially about the types and the functions of it. Moreover, the writer expects the readers to get further explanation about the use of antonomasia in sentences. In addition, the writer also hopes this study can be reference and comparison for further study, actually in the same topic.

Practically the purpose of this study can be used to help people or readers in interpreting words or phrases that are substituted as a person's proper name. Moreover, this study is expected to give an additional knowledge and information about person's proper names 'antonomasia' that are used in the recorded media.

1.5 Scope and Limitation of the Study

The scope of this study is antonomasia as figure of speech based on Lehtsalu and Liiv's theory (1973) that focuses on the types and the functions of antonomasia. While the limitation of this study is words or phrases contain antonomasia as the proper name found in the antonomasia that appears on the soccer commentary in AFF Cup by Valentino Simanjuntak.