

ABSTRACT

Sha'diyah, C. 13.05.111.00132. *An Analysis of Iconicity in "Final All England 2017" Badminton International Event*. Thesis. English Study Program of Faculty of Social and Cultural Sciences, Trunojoyo University. Advisor: Dr. Masduki, M.Pd.

This study explains iconicity in Final All England 2017 Badminton International Event. The aim of the study is to explain the iconicity of sign language and the meaning of the sign language in Final All England 2017. With this study, the writer shows the readers if there are iconicity in communication between coach and players in Badminton.

This study used descriptive qualitative to answer the problems. Source of data in this study is iconicity which appears in Final All England 2017 used by the coach and the players. The method of collecting data was content analysis and data analysis used interactive data analysis.

The writer indicates the types and the meaning of iconicity in Final All England 2017. The types of iconicity are Transfer of Form (2 data), Transfer of Situation (11 data), and Transfer of Combination (2 data). Furthermore, the meaning of iconicity refers to Challenges, Flick service, the judge decision and intruction of the coach.

Key words: ***Sign Language, Iconicity, Badminton***