

CHAPTER I

INTRODUCTION

This chapter consists of some subchapters, those are background of the study, statements of the problems, objectives of the study, significances of the study, and scope and limitation of the study.

1.1 Background of Study

Sport is an important thing in society. With the sport, the people feel healthy and fresh. One of the sport is badminton. Badminton, the sport which uses racket as a media. There are many people who are join in a badminton's club to be the professional players. They will be trained by the coach. Actually the coach uses two ways to give instruction to them. These are spoken language and sign language to make easier to understand this instruction. Therefore, the aim of this study is to explain the phenomena about this sign language but the writer focus on the iconicity which are happened in *Final All England 2017 Badminton International Event*.

Sign languages is a language which uses manual communication to convey meaning, and as a opposed to spoken language.the iconicity uses many gestures of common words and fingers spelling for communication of obscure or proper noun. There is similarities between the iconicity and spoken languages which depend on linguistics.the iconicity shows the same linguistic properties with the spoken language. Then the main difference between the iconicitys and

spoken languages can be found in how the languages are perceived and produced. Spoken languages are perceived through hearing; the iconicity through seeing. Spoken languages are produced orally, but the iconicity is produced manually. Sadler (2006) stated that the iconicity is as rich and complex as any spoken language, despite the common misconception that they are not “real language”. It means that the iconicity is commonly developed in deaf communities, which can include interpreters, friends, and family of deaf people as well as people who are deaf or hard of hearing themselves. Actually the iconicity gives an arbitrary form to an iconic substance. There are iconicity of the iconicity, iconicity transfer of form, iconicity transfer of person, iconicity transfer of situation and iconicity transfer of combination. Besides that, signs are articulated with distinctive movements and configurations of the hands at different locations at or close to the body. The space in front of, above, and at the side of the signer is called signing space and plays an important grammatical role in the iconicity.

Iconicity is the conceived similarity or analogy between the form of the sign and its meaning as opposed to arbitrariness, be it a letter sound, a structure of words and the object or concept (signified) it refers to in the world or rather in our perception of the world. Iconicity also is a prominent form of non-arbitrariness, which aspects of the form and meaning of words are related by means of analogy perception. Gasser (2010) stated that evidence from spoken language and signed language shows that iconicity is not a binary property, but comes in different types and degrees.

The writer is interested to conduct an analysis the iconicity in badminton sport because the sign gives knowledges to the readers. Therefore, the writer analyzes the iconicity in Final All England 2017. The writer would like to know it, and the writer tries to introduce to other readers that the iconicity in this event there are iconicity that need to analysis and know the linguistic features. In order to, some people understand about sign's mean and don't just watch the event. Here, the writer gives an example of the iconicity that found in Final All England 2017:



Figure 1.1 The Coach's hand movement
On the top



Figure 1.2 The Coach's hand movement
a bit fall

The example above is taken in a double sector in Final All England 2017. In this example above, it can found the iconicity transfer of situation “*the coach's hand movement on the top*” it is categorized as iconicity transfer of situation because the iconicity represent the situation in the area when the coach give intruction to the player in order to give attack to rival. In this study, the writer analyzes the iconicity in Final All England 2017. This event is chosen as the source of data because almost all of the people in this world know and watch this event and this event is one of International event of badminton. Then in this event, Indonesia's players became the winner in man double and mixed double.

1.2 Statement of The Research Problems

Based on background of the study above, the problems can be formulated in three research questions, those are:

1. What is the types of iconicity in Final All England 2017?
2. What is the meaning of the iconicity in Final All England 2017?

1.3 Objectives of The Study

Based on the statement of the research problem above, the objective of study are as follows:

1. To explain the types of iconicity in badminton sport.
2. To explain the meaning of the iconicity in badminton sport.

1.4 Significances of The Study

The significances of this study are to give contribution both theoretically and practically. Theoretically, the result of this study are expected to give understanding about iconicity in the iconicity. the writer also hopes the readers understand the term of iconicity and to help other students or readers who look for references about it.

Practically, this study can be useful for the next researchers and people, and to give significant support of references for the students of English Study Program Trunojoyo Madura University for upcoming study. Besides, the writer hopes that this study can help the readers understand iconicity and get more

knowledge about iconicity in the iconicity, and it was referenced from parents to apply this study when they play or teach their children.

1.5 Scope and Limitation

The scope of this study is iconicity in the iconicity which found in Final All England Badminton International Event. The limitation of this study, the writer explains about handshapes and gesture movement used by coach and players in Final All England. The writer only analyzes the iconicity and the meaning of the iconicity.