



IDENTIFYING FIGURATIVE LANGUAGES IN THE JAKARTA POST NEWSPAPER

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ABSTRACT

The aim of this research are to identify the types and meaning of figurative language that found in the Jakarta Post Newspaper that was published on July, 22-26, 2024. The research used qualitative content analysis. The theory used was from Geoffrey N Leech (1969) about figurative language. Technique collect the data used theory John Creswell (2012). The researcher collected the data by non-participant observation, data was collected through documentation techniques. The research found 45 sentence that used figurative language. The researcher found that the most frequently sentence that used figurative language in the Jakarta Post Newspaper is Metonymy. There are 14 data is classified as the Metonymy. 9 data is classified as the Hyperbole. 8 data is classified as the Synecdoche. 5 data is classified as the Simile. 4 data is classified as the Metaphor. 3 data is classified as the litotes and the least used one was irony, only 2 data is classified as the Irony.

Keywords: Identify, Figurative Language, Newspaper

MENGIDENTIFIKASI BAHASA KIASAN DI SURAT KABAR THE JAKARTA POST

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis dan makna bahasa kiasan yang terdapat pada Surat Kabar The Jakarta Post yang terbit pada tanggal 22-26 Juli 2024. Penelitian ini menggunakan analisis isi menggunakan pendekatan kualitatif. Teori yang digunakan adalah sebuah teori dari Geoffrey N Leech (1969) tentang bahasa kiasan. Teknik mengumpulkan data yang digunakan adalah teori dari John Creswell (2012). Peneliti mengumpulkan data menggunakan observasi non partisipan, dan data dikumpulkan melalui teknik dokumentasi. Penelitian ini menemukan 45 kalimat yang menggunakan bahasa kiasan. Peneliti menemukan bahwa bahasa kiasan yang paling sering digunakan di Surat Kabar Jakarta Post adalah Metonimi. Ada 14 data yang ditemukan yang dapat diklasifikasikan sebagai Metonimi. Ada 9 data dapat diklasifikasikan sebagai Hiperbola. Ada 8 data diklasifikasikan sebagai Synecdoche. Ada 5 data diklasifikasikan sebagai Perumpamaan. Ada 4 data diklasifikasikan sebagai Metafora. Ada 3 data diklasifikasikan sebagai litotes dan yang paling jarang digunakan adalah ironi, hanya ada 2 data yang diklasifikasikan sebagai Ironi.

Kata kunci: Identifikasi, Bahasa Kiasan, Surat Kabar

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INTRODUCTION

Newspaper is used to tell an information to people that happens around the world. According to Rockie Sibanda (2021), that “newspaper may influence people’s thinking and change their views”. This means that the information contained in the newspaper can influence readers. This influence readers that the news provided is true and in accordance with the facts that occurs. However, in a newspaper there are several author's opinions added to make the news more interesting. This is based on the opinion of Abbas & Talaat (2019) in Rockie Sibanda's research (2021), that “printed news is not a reality, it is a reality constructed and recapitulated’.

The information contained in a newspaper can be in the form of facts and can also be in the form of opinions. In this case, the author makes every effort possible to arrange the words one by one to make a sentence that is interesting to read. To make reader be more interesting to read newspaper,



writers use figurative language to convey an information.

According to Sharmini et al., (2017) states that, “figurative language occurs whenever an individual describes something by comparing it with something else”. It means, figurative language used to hides the real meaning of the sentence. Figurative language is not only found in newspapers, figurative language is also often found in novels, poetry, songs and advertisements. Figurative language provides meaning and will give the words more significance and make them more beautiful.

In Indonesia there is a very famous newspaper, namely The Jakarta Post. The Jakarta Post is the daily newspaper which is exist in Indonesia. The Jakarta Post content is news and information about national and international. Based on information on social media and internet, there are now many global issue. The researcher assume that will find various news and information. There are still many people who do not understand and recognize every piece of the news writing, there is some deep meaning and it knows as figurative language.

The researcher goal in this study is to identify figurative language is used in the Jakarta Post newspaper. The researcher decided to use figurative language in newspaper as the data of the study, because many people assume that figurative language can only be found in the literary works. The Jakarta Post has figurative language to be identify. Many people who read newspaper do not recognize figurative language and kinds of figurative language.

LITERATURE REVIEW

In our daily conversations, we rarely use figurative language. Figurative language can be found in a variety of literary works. Written texts like books, novels, short story and ads often use figurative language and also can be found in spoken forms such as songs and speeches (Erniyanti, Didin,& Alek, 2020). According to Septia, Didin, Alek, & Nida (2021), the use of figurative language is not always obvious or exact. It means Figurative language use of sentence that have hidden meanings.

It is supported by Stella & Supriyatiningsih (2020), Figurative language uses special sentence with hidden meanings to illustrate the writer’s thought. According to Greg Johnson & Thomas R.Arp (2018:773), speaking figurative, you have been saying less than what you mean, you say opposite of what you mean or something other than what you mean. This refers to the use of figurative language to express a phrase or statement, when reviewed, has a true meaning. According Geoffrey N.Leech (1969) classifies figurative language into seven types, there are Metaphor, Metonymy, Simile, Hyperbole, Litotes, Irony, and synecdoche.

According to Songkhro, et al (2022) states that, English is spoken all over the world without sticking with the norms of the mother tongue, but the speakers use their own norms. It means, English is the universal language and English had a great influence over the world. Figurative language is also used in English. . In other ways, figurative language is used to give words the special meaning, but it does not the true meaning of the word in English literature or written texts.

Newspapers are print media that provide the most recent news as well as a variety of information. Newspaper convey an information, messages and opinions about information that is currently happening and is hotly reported at that time. Figurative language is used for a variety of reasons and in a wide range of situations. Newspapers are one of the places where it is used. According to Gulniso Lolayeva (2023), a person who writes an article in a newspaper uses figurative language for communicative purposes, that is, to entertain, persuade, or attract the attention and interest of newspaper readers.

Newspapers are print media that can be used as learning material. This is supported by research from Zachary Shrank (2020) which was quoted from the National Research Council 1999 that, “The New York Time as supplemental reading engaged student interest and experiences in a way that



assisted in deeper conceptual understanding of the course material”. The New York is one of newspaper that originate from New York. It means that reading newspapers not only obtains information, newspapers can also be used as learning material and can also improve students' skills in reading and writing. Newspaper can also be used as practice material for every student to learn to read. It supported by a research from Saeedi. Et al (2023), reading has been considered one of the most common and important ways of learning another language.

RESEARCH METHOD

In this study, the writer uses a qualitative research and content analysis to identify and interpret the newspaper. The researcher conducted the study from September 2023 to January 2025 in Pekanbaru. In this study, the data taken from The Jakarta Post Newspaper that was published edition was published on July 22 - 26, 2024. In the study, researcher only focus on several topic, namely Headlines, Business, Opinion, World, and Features. In this study, the researcher collected the data by non-participant observation. In this study, researcher uses qualitative content analysis to identify the data. In this research, the writer only uses document to collect the data. According John Creswell (2012:223) states that, document represent a good sources for the text (sentences) data for a qualitative study.

In qualitative data analysis, researcher have to the ability to organize world well. According to John Cresswell (2012:440), some qualitative researchers like to hand analyze all of their data. In *first step*, the researcher collect the data. Researcher taken the data from The Jakarta Post Newspaper. *Second step*, researcher prepares Data for analysis. In this step, researcher organizes the data into figurative language categories after it has been recognized. . In this step, researcher need data display to make it easy to identifying the figurative language. *Third step*, the researcher read through data. In this step the researcher examined each sentence that contain figurative language in order to analysis the meaning. *In the last step*, the researcher codes the data. In this step, researcher will assign a code label to the data.

RESULTS AND DISCUSSION

This finding answer the research problem that is which the types of figurative language found in the Jakarta Post Newspaper. After underlining the sentence and coding the data found. This study is discuss about identifying types of figurative language that found in the Jakarta Post Newspaper that was published on July, 22 -26 2024. Below is the table that classify the types and the amount of the data that found.

Table 1. The Types and the Amount of Figurative Language

| No | Types of Figurative Language | Amount |
|-------|------------------------------|--------|
| 1. | Metaphor | 4 |
| 2. | Metonymy | 14 |
| 3. | Simile | 5 |
| 4. | Hyperbole | 9 |
| 5. | Litotes | 3 |
| 6. | Irony | 2 |
| 7. | Synecdoche | 8 |
| Total | | 45 |

As the results show, figurative language has been widely found and is related to daily life. One of them



is reading. Reading is something that many people do to obtain information. It supported by Mahmood, et al (2014) States that function of figurative language in the English Newspapers. It explores how figurative language is used in communicating ideas to facilitate the readers and to uncover the manipulation through its usage.

Based on the finding above, there are seven types of figurative language found related to Geoffrey N Leech (1969) concept of figurative language. The researcher has found 45 data that contain figurative languages in the Jakarta Post Newspaper. 4 data are classified as the metaphor type. 14 data is classified as the metonymy type. 5 data is classified as the simile type. 9 data is classified as the hyperbole type. 4 data is classified as the litotes type. 2 data is classified as the irony. 8 data is classified as the synecdoche.

CONCLUSION AND RECOMMENDATIONS

Figurative language has several purposes to help convey a meaning. The use of figurative language is one method of expressing thoughts in writing. The purpose of figurative language is to develop a certain impression, enhance pronunciation, and grab the reader attention. The use of figurative language in any form will usually appeal to reader. Not only in newspaper, but figurative language are also used in many literary works such as short stories, poems, song, novel, and others.

The researcher hope that this study can be used as a reference source for a research related to figurative language type used in Jakarta post newspaper and others newspaper that related to this study. Researcher also hope that the next researcher can analyze in more detail and better than this this study then give innovation in this study.

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