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AN ANALYSIS OF EXPLICITATION IN THE NOVEL *PEMBUNUHAN DI MALAM NATAL*

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Abstract

This is a linguistic research of translation which presents an analysis of explicitation in the novel entitled Pembunuhan di Malam Natal which is the Indonesian translation of Agatha Christie's Hercule Poirot's Christmas. The problems of this research are: (1) what types of explicitation occurred in Pembunuhan di Malam Natal and (2) what reasons that trigger the explicitation. The method used by the researcher is a qualitative method through library research. The researcher takes the first 50 data of explicitation in the translation and analyzes them to identify the types and reasons of explicitation using related theories of explicitation. The results of this research show that the types of explicitation found in Pembunuhan di Malam Natal are scalar and categorical explicitation. Meanwhile, the reasons of explicitation identified are the necessity for correct and clear expression of the source meaning, the needed for naturalness of style or to create the same emotive effect as the source text, and to explicate the truly implicit information in the source text. There is no explicitation due to the requirement for the grammar of the target language since English language has more specific grammar rule, i.e., tenses than Indonesian language's rule. Thus it can be concluded that what occurs in case of grammar between the source text and the target text is instead implicature, not explicitation.

Keywords: *Categorical, explicature, explicitation, implicature, scalar*

INTRODUCTION

Language is a tool for people to communicate to each other. As there are a lot of language in the world, it becomes a problem for people having different languages to communicate with each other. One of solutions of this problem is translation. Translation itself according to Bell (2016) is the expression in another language (target language) of what has been expressed in another (source language) by preserving semantic and stylistic equivalences. There are many difficulties in translating a source language into another language by preserving semantic and stylistic equivalences. One of the difficulties is translating words which contain implicit meaning to make it explicit

in the target text, by preserving semantic and stylistic equivalences, so that the translation is understandable by the readers of the target language. Therefore, the researcher is interested to conduct a study which present an analysis of explicitation found in translation.

In this study, the researcher wants to find out the types and reasons of explicitation found in the Indonesian translation of Agatha Christie's *Hercule Poirot's Christmas* which is *Pembunuhan di Malam Natal*. She analyzes the explicitation found in the target text by referring to relevant theories of explicitation.

The researcher carried out this study in order to increase her knowledge in analyzing translation text. The result of this research can be used by students of translation as a

reference for their studies or by translators in general if they find difficulties in translating text related to explicitation.

Explicitation is a concept that was first introduced by Vinay and Darbelnet, who defined it as a stylistic translation technique consisting of making what remains implicit in the source language explicit in the target language because it is apparent from either the context or the situation (Baker and Saldanha, 2009). More specifically, Klaudy and Karoly (2003) explained that explicitation occurs when a) a general meaning of source language is replaced by a specific meaning of target language, b) a source language unit is distributed over several units in the target language, c) in the target language there appears new meaningful elements, d) one sentence in the source language is divided into several sentences in the target language, and phrases in the source language is raised into clause level in the target language. In addition, Hatim and Munday (2004) defined explicitation as explanation in the target text that renders the sense or intention clearer than in the source text. Furthermore, Murtisari (2011) said that explicitations do not only include substitution and introduce new words, but also shift formal/structural features that put more focus on parts of the target language text that would otherwise receive.

Several research have been conducted related to explicitation in translation. Becher (2011) and Erfiani (2017) conducted research

on explicitation and implicitation in translation. Specifically, they analyzed types of explicitation in translation. The theory they used in analyzing their data was the one by Klaudy (2008) which distinguished explicitation into four types; obligatory, optional, pragmatic and translation-inherent explicitation. Obligatory explicitation is caused by lexicogrammatical differences of the source language and target language. Optional explicitation is motivated by differences in stylistic preferences of the source language and target language. Pragmatic explicitation is influenced by cultural differences and/or shared knowledge by members of the source and target language. Whereas, translation-inherent explicitation is caused by “the nature of the translation process itself”. Erfiani (2017) didn’t find the fourth type of explicitation—translation-inherent explicitation, in her analysis and Becher criticized this type as the theorist herself had not provided any example of this type of explicitation. Since the classification by Klaudy (2008), especially for the fourth type, seems unclear, the researcher tries to find a newer theory which have a clearer concept of explicitation in translation to analyze the data taken in this research. Eventually, she decided to use a new theory of explicitation elaborated by Murtisari (2013).

Murtisari (2013) proposed a new alternative typology of explicitation and implicitation based on Relevance Theory’s concept of explicitness. She stated that

Relevance Theory itself is a further elaboration of Grice's theory of meaning by Sperber and Wilson (2004). She chooses to use this theory as the basis of her typology because it has clear view of the inferential nature of communication and the theory has a non-literal approach to meaning and interpretation. According to this theory, there are concepts of explicature and implicature which represent the distinction between the implicit and explicit. Explicature is defined as "what is said" or an assumption of what is communicated by an utterance which is explicit if and only if it is a development of a logical form encoded by an utterance in a different language. The term "logical form" here refers to a string of concepts which is

structured syntactically with some slots of free variables that indicate where certain contextual values in the form of concepts must be supplied' (Carston, 2002). Whereas, implicature is an assumption communicated by an utterance that is implicit. It is, in short, what is implicated in an utterance. See Figure 1, 2 and 3 as a comparison of Traditional Explication, Explication based on Relevance Theory and the one According to Murtisari.

As seen in Figure 1, according to Traditional Explication, explication is a shift from the inferred source text into the encoded target text so that what is implicit in the source text becomes explicit in the target text.

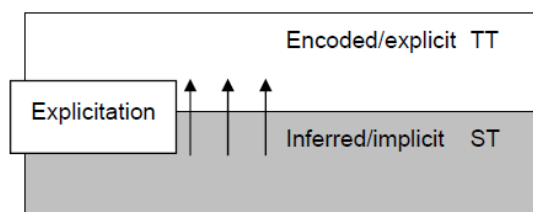


Figure 1. Traditional Explication

Source: Murtisari (2013, p. 329)

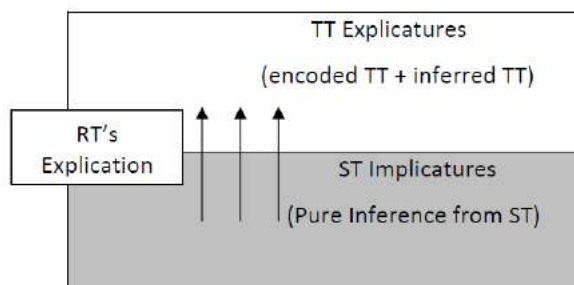


Figure 2. Explication According to Relevance Theory

Source: Murtisari (2013, p. 330)

Meanwhile, in Relevance Theory, the term explicitation covers explicitation from implicatures into explicatures (See Figure 2). As stated before, implicature means an assumption communicated by an utterance that is implicit, whereas explicature means an assumption of what is communicated by an utterance which is explicit as it is a development of a logical form encoded by an utterance in a different language. Thus, explicitation here occurs when an assumption communicated by source text that is implicit is explicated into inferred assumption communicated in the target text.

In Figure 3 we can see that there are areas of inference in the Relevance Theory that are not included in the concept. These are elements within explicatures. So, according to Murtisari, explicitation can also occur within explicatures. This means that the inferred information from the source text's explicature is encoded into the target text's explicature; what is already explicit in the source text

becomes more explicit in the target text.

Furthermore, Murtisari (2013) categorized explicitation into two categories; scalar and categorical explicitation. Scalar explicitation refers to explicitation shifts within the explicature. In terms of translation, this takes the form of the encoding (in TT) of inferred information from the source text's explicature. In scalar explicitation, the inferred meanings spelled out are already explicit, therefore, the explicitation only makes them more explicit in terms of degree. This kind of shift is possible because explicitness is also comparative in nature. The second type of explicitation, the categorical type, is basically the same as the Relevance Theory term "explication". It refers to shifts of meaning from the implicature to explicature. Categorical explicitation transforms the shifted meaning from one category to the other, i.e., from the implicit to the explicit. Table 1 presents examples of scalar and categorical explicitation.

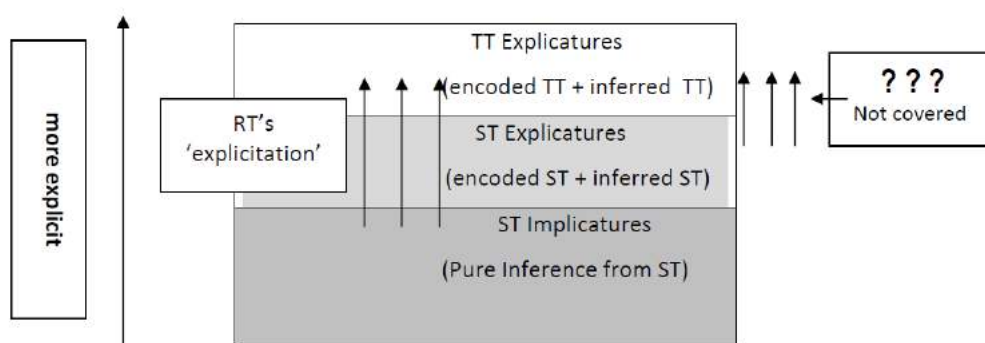


Figure 3. Explicitation According to Murtisari

Source: Murtisari (2013, p. 330)

Table 1. Examples of Scalar and Categorical Explicitation.

No	Source Text	Target Text	Types
1	<p>“<i>Mau pergi ke mana?</i>”, tanya Anton kepada Sari.</p> <p>Will(inf) go to where? Ask Anton to Sari.</p>	<p>“Where are you going?” Anton asked Sari.</p>	Scalar
2	<p>‘<i>Dinginnya!</i>’ kata wanita itu. [‘So cold!’ said the woman’] <i>Ia segera menutup jendela besar itu dan meminta maaf.</i></p> <p>[‘He immediately closed the big window and apologized’]</p>	<p>‘It’s freezing! Could you close the window, please?’ the lady said.</p> <p>He closed the big window immediately and apologized.</p>	Categorical

Source: Murtisari (2013, p.331-332)

In the example of scalar explicitation, the source text “*Mau pergi kemana?*” (Will go to where?) is translated into “Where are you going?”. The source text which is in Indonesian language does not identify the subject “you” and the time frame as in Indonesian language there is no tense system. However, the subject “you” and also the tense “are going” and “asked” are encoded in the English translation. Thus, there are three shifts in the rendering, and these shifts is considered as “scalar” as they are a development of the source text forms. The target text share the same explicature as the source text, and the meaning spelled out in the target text is already explicit in the source text.

The next example is categorical explicitation. In the target text, the spelling

out of “Could you close the window, please?” is considered categorical. Although it is an implicature of “so cold!” in the source text, it is part of explicature in the target text. Thus, the information moves to a different category. It also makes the spelled out meaning becoming more accessible.

From the elaboration of the examples of scalar and categorical explicitation, we can define explicitation as shifts of meaning from the implicit to the explicit or just to higher degree of explicitness.

In this research, the researcher does not only analyze the types of explicitation found in the Indonesian translation of Agatha Christie’s *Hercule Poirot’s Christmas*, but also identifying the reasons of those explicitations.

Table 2. Examples of Reasons of Explicitation

No.	Source Text	Target Text	Reasons
1	“ <i>Mau pergi ke mana?</i> ”, tanya Anton kepada Sari. Will(inf) go to where? Ask Anton to Sari.	“Where are you going?” Anton asked Sari. (Murtisari, 2013)	the requirement for the grammar of the target language
2	“Just opposite the Wigmore Street Office they have taken up the pavement and thrown up some earth, which lies in such a way that it is difficult to avoid treading in it in entering” (Doyle, 2014).	“Tepat di seberang Kantor Pos Wigmore Street sedang ada penggalian, yang letaknya begitu rupa, sehingga sulit untuk menghindarinya kalau mau masuk ke kantor pos” (Doyle, 2011).	the necessity for correct and clear expression of the source meaning
3	A man of desk and files. (Christie, 2012)	Orang kantoran. (Christie, 2013) Office person.	the necessity for naturalness of style
4	‘ <i>Dinginnya!</i> ’ kata wanita itu. [‘So cold!’ said the woman’] <i>Ia segera menutup jendela besar itu dan meminta maaf.</i> [‘He immediately closed the big window and apologized’]	‘It’s freezing! Could you close the window, please? ’ the lady said. He closed the big window immediately and apologized (Murtisari, 2013).	the truly implied information in the source text

Larson (1984) as cited in Setyawan (2014) stated that there are four reasons for explicitation; (1) the requirement for the grammar of the target language, (2) the necessity for correct and clear expression of the source meaning, (3) the necessity for naturalness of style, and (4) the truly implied information in the source text.

In the example number 1, the source text “*Mau pergi kemana?, Tanya Anton kepada Sari.* (Will go to where? Ask Anton to Sari) is translated into “Where are you

going?” Anton asked Sari. The source text which is in Indonesian language does not identify the subject “you” and the time frame as in Indonesian language there is no tense system. However, the subject “you” and also the tense “are going” (present progressive tense) and “asked” (simple past tense) are encoded in the English translation. Thus, the explicitation shifts here occur because of the reason number 1—the requirement for the grammar of the target language. If the word “you” is not inserted, the target text will be

ungrammatical since in an English sentence, there should be at least a subject and a verb. Furthermore, in translating text into English language, it is important to identify the time frame as English has tense system in its grammar. If the ST is translated literally into (Will go to where? Ask Anton to Sari), without applying any tense in it, the structure as well as the sense of the sentence becomes unclear for the readers of the target text.

In the example number 2, the noun phrase “The Wigmore Street Office” is translated into “Kantor Pos Wigmore Street” (Wigmore Street Post Office), which makes the target text more explicit than the source text. The reason of this explicitation is the necessity for correct and clear expression of the source meaning. The adding of the word “Pos” (Post) in the target text is to give more information about what kind of office “The Wigmore Street Office” is. It is not clear enough for the readers of the target text if the verb phrase is translated literally without the adding of the word “Pos” in the target text.

In the example number 3, “A man of desk and files” is translated into “Orang kantoran” (office person) which makes the target text more explicit than the source text. This explicitation occur due to the necessity for naturalness of style. If the utterance “A man of desk and files” is translated literally, it becomes “Seorang pria yang berhubungan dengan meja dan berkas-berkas” which sounds unnatural in the target text. Thus, the translator makes the target text more explicit

than the source text because it is necessary to produce natural equivalence of the source text so that it becomes understandable by the readers of Indonesian language.

In the example number 4, the reason of this categorical explicitation is the truly implied information in the source text. The utterance “Could you close the window, please?” is implicit in the source text, and it is explicitated in the target text.

METHODS

In conducting this research, the researcher uses a qualitative method through library research. Library research is done by taking sources from related books and journals.

There are several steps done by the researcher in conducting this research. First, she reads Agatha Christie’s *Hercule Poirot’s Christmas* (2003) as well as its Indonesian translation—*Pembunuhan di Malam Natal* (2013)—which is translated by Mareta. Second, she compares every sentence of the source text with one of the target text to see if there are any explicitations occur. Finding out that there are a lot of explicitations in the translation, she takes the first 50 data of explicitation found in the translation to be analyzed.

She analyzes all the data to determine the type of each explicitation shift found in the translation. She uses the categorization of explicitation proposed by Murtisari (2011)—scalar and categorical explicitation—to analyze every datum in this research. After analyzing the types of explicitation, she tries

to find out the reasons of those explicitation shifts. In this matter, she uses Larson's theory of explicitation which stated that there are four reasons of a translator making explicitation; (1) the requirement for the grammar of the target language, (2) the necessity for correct and clear expression of the source meaning, (3) the necessity for naturalness of style, and (4) the truly implied information in the source text.

RESULTS AND DISCUSSION

In this part, the researcher is going to discuss the types of explicitation which are found in the Indonesian translation of Hercule Poirot's Christmas. The researcher is also going to explain the factors influencing the occurrences of explicitation in the translation based on the theories that the researcher uses. Some data of explicitation are presented in Table 3.

Table 3. Some Data of Explicitation

No	Data	Types	Reasons
1	ST: They have started. TT: Mereka mulai berangkat . They start to leave .	Scalar Explicitati on	2
2	ST: " It was a nuisance, too," explained Pilar. TT: " Perang juga merupakan gangguan," kata Pilar menerangkan. " War also is nuisance," say Pilar explaining.		
3	ST: She was prepared for every eventuality. TT: Dia siap menghadapi kemungkinan kemungkinan. She ready to face eventuality eventuality.	Scalar Explicitati on	3
4	ST: Pilar seemed puzzled by a word which had not previously entered her vocabulary. TT: <i>Pilar bingung dengan kata yang belum pernah didengarnya itu.</i> Pilar confused of word that have never heard by her that.		
5	ST: For a moment he thought, 'I wish I hadn't come . . .' TT: <i>Dia berpikir sejenak, "Rasanya aku ingin membatalkan rencanaku..."</i> She think a while, "It feel like I want to cancel my plan..."	Categoric al Explicitati on	4

6 ST: She had not looked at him once directly, but she knew perfectly how often he had looked at her and exactly how he had looked.

TT: Dia memang belum pernah memandang langsung kepadanya, tetapi dia tahu laki-laki itu sering **diam diam** memandang dan bagaimana dia memandangnya.

She has never look directly at him, but she know that man often secretly look and how he look at her.

Information:

ST: Source Text

TT: Target Text

2: the necessity for correct and clear expression of the source meaning

3: the needed for naturalness of style or to create the same emotive effect as the source text

4: to explicate the truly implicit information in the source text

The source text is already explicit without the adding of “to leave”. However, in the translation, the adding of the word *berangkat* (to leave) makes the target text more explicit. Thus, in Datum 1 occurred scalar explication where the target text is more explicit in degree than the source text. The reason of this explication is the necessity for correct and clear expression of the source meaning. If the target text only say “Mereka mulai.” (They start.), it does not sound clear enough for the readers of the target text. This makes the translator add the word “*berangkat*” (to leave) in the target text.

Explication occurs in Datum 2 as there is a new meaningful word appear in the target text—“*perang*” (war). This presents a scalar explication because the pronoun “it” in the source text is translated into its antecedent, “*perang*” (war), which makes the target text more explicit than the source text.

Both the source text and the target text share the same explication; the characters are talking about a war. The reason of this explication is the necessity for correct and clear expression of the source meaning. The word “it” is “itu” if translated into Indonesian Language. The target text sounds not clear if “It was a nuisance, too,” is translated literally into “*Itu adalah sebuah gangguan, juga,*”, so it is necessary for the translator to encode the pronoun “it” into “*perang*” (war) in the translation to make it clearer for the readers of the target text.

The same as Datum 1 and 2, Datum 3 also presents scalar explication. The source text “She was prepared for every eventuality.” is translated into “*Dia siap menghadapi kemungkinan kemungkinan.*” (She ready to face eventuality eventuality). The word “for” is inferred into “*menghadapi*” (to face) so that the target text becomes more

explicit than the source text. The explicitation also occurs here because the single unit “every eventuality” is translated into “kemungkinan-kemungkinan” (eventuality-eventuality)/ (eventualities) which is considered plural in the Indonesian language. Unlike the previous data, here the reason of the scalar explicitation is the needed for naturalness of style or to create the same emotive effect as the source text. The target text is natural and has the same emotive effect as the source text.

In datum 4, the words “entered her vocabulary” are translated into “didengarnya” (is heard by her) to make it more explicit in the target text. Thus, here occurred scalar explicitation as the source text is already explicit and the target text is just more explicit in degree than the source text. The reason of this explicitation is the needed for naturalness of style or to create the same emotive effect as the source text. If the source text is translated literally, it becomes “*Pilar terlihat bingung oleh sebuah kata yang belum pernah masuk kosa katanya.*” which sounds less natural than “*Pilar bingung dengan kata yang belum pernah didengarnya itu.*” for the readers of the target text.

In contrast with Data 1-4, Datum 5 presents a categorical explicitation. This is categorical since the sentence “I wish I hadn’t come...” is translated into “*Rasanya aku ingin membatalkan rencanaku...*” (It feel like I want to cancel my plan) which makes what is implicit in the source text explicit in the

target text. The words “rencanaku” (my plan) are implicit in the source text, and the translator makes them explicit in the target text. Thus, in data 4 categorical explicitation occurs. The reason of the explicitation is to explicate the truly implicit information in the source text.

The same as Datum 5, Datum 6 also presents categorical explicitation. The clause “how often he had looked at her” is translated into “*laki-laki itu sering diam diam memandang*” (the man often secretly look). The way he look, “*diam-diam*” (secretly), is implicit in the source text. The translator add the word “diam-diam” (secretly) so that it becomes explicit in the target text. Just the same as the previous datum, here the reason of explicitation is also to explicate the truly implicit information in the source text.

From the data that the researcher collected and analyzed, she found both scalar and categorical explicitation. Out of 50 data of explicitation in this research, there are 45 data (90%) of scalar explicitation and only 5 data (10%) of categorical explicitation. The number of data of scalar explicitation is far more than the number of data of categorical explicitation.

Meanwhile, for the reasons of explicitation, out of four reasons of explicitation the researcher only found three reasons; 19 data of the necessity for correct and clear expression of the source meaning (38%), 26 data of the needed for naturalness of style or to create the same emotive effect

as the source text (52%), and 5 data of to explicate the truly implicit information in the source text (10%). The first reason, to have the requirement of the ST grammar, is not found in the data taken. The results of this research can be seen in Table 4.

The researcher tries to find out why the reason number 1, to have the requirement of the ST grammar, does not exist in the data of explication taken. She suppose that this is because English language has more specific grammar rule, i.e., tenses than Indonesian language's rule. Below is her elaboration by taking some data from Table 3.

In Datum 1, "They have started." is translated into "*Mereka mulai berangkat.*" (They start to leave). The source text is a present perfect tense sentence and as in Indonesian language there is no tenses rule, the target text only say "They start..." This means that the source text is more specific in time reference than the target text. In fact, there is a word in Bahasa Indonesia that can

replace the auxiliary verb "have". The word "have" can be translated into "sudah/telah". However, the translator does not regard it necessary to translate that word, and make the target text having the same structure or time reference as the source text, because her translation "*Mereka mulai berangkat*" (They start to leave) is already clear for the readers of the target text.

Datum 3 shows a comparison between English and Indonesian grammar rule. "She was prepared for every eventuality." is structured using simple past tense. It refer to something that happened in the past. We can identify it from the word "was" which is a past form of "is". Meanwhile, its Indonesian translation, "Dia siap menghadapi kemungkinan-kemungkinan." does not include any word which refer to time reference. Thus, what occurs here in case of grammar is not explication, but instead implicitation because there is a change from specific into general or indefinite time reference.

Table 4. Results of the Research

Types of Explication	Number	Percentage
Scalar	45	90%
Categorical	5	10%
Total	50	100%
Reasons of Explication		
1.	0	0%
2.	19	38%
3.	26	52%
4.	5	10%
Total	50	100%

In Datum 5, the source text “For a moment he thought, ‘I wish I hadn’t come . . .’” is arranged using simple past tense “For a moment he thought, . . .” and past perfect tense “I wish I hadn’t come...” However, in the Indonesian translation it becomes *Dia berpikir sejenak, “Rasanya aku ingin membatalkan rencanaku...”* (She think a while, “It feel like I want to cancel my plan...”) which does not show any time reference. Though the time reference is not shown, it is considered clear and natural in the Indonesian Language.

From the analysis of Datum 1-3 above, the researcher found that what occurs in the Indonesian translation in case of grammar is not explicitation, instead it is implicitation. This is due to the fact that English language has more specific grammar rule i.e., tenses to show time reference. Meanwhile in Indonesian language, there is no rule of tenses. To show time reference in Indonesian language, people only use adverb of time. There is also a finding in Datum 3 where a singular form is translated into plural form. This also shows implicitation in case of grammar.

CONCLUSION

From the research results above, we can see that in *Pembunuhan di Malam Natal* there are scalar and categorical explicitation of the source text in the target text. The number of data of scalar explicitation (45) is

far more than the number of data of categorical explicitation (5). This shows that in translating the English novel, the translator tends to make what is already explicit in the source text more explicit in the target text to make the target text clear and natural for the readers of the target text.

For the reasons of explicitation in the Indonesian translation of *Hercule Poirot’s Christmas*, out of the four reasons proposed by Larson (1984) in Setyawan (2014) , the researcher only found three reasons of explicitation; (2) the necessity for correct and clear expression of the source meaning, (3) the needed for naturalness of style or to create the same emotive effect as the source text, and (4) to explicate the truly implicit information in the source text. The translator tends to add some information in the target text to make it clearer for the readers of the target text. Some information is added in the target text so that it sounds more natural. In addition, some information is also added to explicate what is implicit in the source text so that the translation more understandable by the readers of the target text.

There is no explicitation due to (1) the requirement for the grammar of the target language is according to the analysis in the present research is influenced by the fact that English language has more specific grammar rule, i.e., tenses than Indonesian language’s rule. Thus it can be concluded that what occurs in case of grammar between the

source text and the target text is instead implicitation, not explicitation.

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A SEMIOTIC ANALYSIS OF SHAKESPEARE'S "O MISTRESS MINE" USING RIFFATERRE'S SEMIOTIC THEORY

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Abstract

Analyzing literature works has been widely known as a complex spectrum because the words choice and construction in any literature works can be done in free way. However, literature is known as a free instrument for people to express their feeling. The research discussed about a song entitled "O Mistress Mine" using Riffaterre's semiotic theory. The song is chosen as signifier from Shakespeare's play Twelfth night due to it represents lead characters' situation for having unrequited love and a message for them to seize the day (*carpe diem*). O Mistress Mine might appear as a short song in the whole play but the meaning behind the lyrics convey the love line of the leads. Shakespeare's literature works has been known as a complex literature work because of his choice of words and words construction speak within his era. Meanwhile in this era people might find out that grasping meaning from Shakespeare's literature works is counted as complex work. Thus, the researcher chose Riffaterre's semiotic theory that includes three ways of analyzing the poem or song lyrics, in correlation to analyze further about figurative language and lead us to understand the meaning of the song. The research used qualitative method to find out symbols from the song and also using Riffaterre's semiotic theory. Purposive sampling is also used to pick the signs that have correlation with the message from Twelfth Night. The finding revealed there are three ways to analyze named displacing meaning, distorting meaning and creating meaning. Thus, there are 5 data used displacing meaning, 3 data used distorting meaning and 2 data used creating meaning. Furthermore, this research practically and theoretically can be used for the readers and students of English literature. this research practically and theoretically can be used for the readers and students of English literature.

Keywords: O Mistress Mine, riffaterre, semiotic, Shakespeare, Twelfth Night

INTRODUCTION

Language is the effective way for people to communicate with each other. It can be delivered through written or spoken version. People have more preparations when they write things to communicate but when they speak it, most of the cases they speak more honest. There are some forms of spoken language such as conversations, songs, film, etc. In this research, the writer chooses song as a variable to find out. Songs are commonly used to express people's emotion, to the fact

that people can be more sentimental when they write the lyrics.

Song lyrics are also form of poetry disclosure because of the similarities of its elements. In accordance with the meaning of poetry, song lyrics also use a compacted language, given a rhythm with unified sounds and the imaginative choice of words. As well as poetry, the lyrics are also created by the author to express what they feel, seen and experienced in a community. From those explanations, it can be concluded that the

language is actually not very different from the language of song lyrics. It echoes to the understanding of the lyrics of the song according to Semi's study conducted in 1988 as cited in Pauzan (2018) who stated that lyrics are short poems that express emotions.

Furthermore, when it is viewed from the form and type of poetry, the lyric of the song is included into the lyrical poetry. As has been explained above, poetry or lyrical poetry has a very solid language. Siwantoro's study in 2005 as cited in Pauzan (2018) stated the language of poetry is short, dense and full of meaning. It is able to accommodate various dimensions of meaning behind what is expressed. It makes a meaning of poems are complicated. According to this statement, it is hard to understand the meaning since the language usage is very complex. So, in understanding the meaning of the poem or lyrics, it cannot be separated from understanding the poetic signs in them. Riffaterre's study in 1978 as cited in Lesmana (2018) explained poetic sign is a word or phrase pertinent to the poem's significance. Poetic signs become very important in understanding a poetry since a poetry consists of signs. It becomes very important for the reader to interpret and elaborate the words and poetic signs in the poem for getting the clear meaning of it. Based on this fact, the researcher wants to understand the poem by analyzing the signs found in the poem and find the meaning of each sign.

In this research, the writer chooses one song from Shakespeare era named "O Mistress Mine", during his era there are many songs written to express his emotion through some plays. Meanwhile in this era there are some of Shakespeare's words choice carries hidden message. It motivates the writer to use semantic approach to find out the meaning behind "O Mistress Mine."

Everything in this world is a sign, although there are some things without intrinsic meaning, they can be classified into signs if we invest them with meaning. According to Saussure in Danesi's study in 2004 as cited in Pauzan (2018), the name of semiotics or semiology is taken from the Greek language "semeion" meaning a sign. Semiology would show what constitutes signs, what laws govern them, then Saussure in Chandler's study in 2007 as cited in Pauzan (2018) also stated that semiotics studies the role of signs as part of social life. Furthermore, Umberto Eco's study in 1986 as cited in Pauzan (2018) explains semiotics is concerned with everything that can be taken as a sign. So, we can conclude that anything can be a sign as long as someone interprets it as "signifying", or standing for something other than itself. It means, every existing thing in our life is looked as a sign, that is something that we should give them meaning. Shortly, semiotic is study of signs, in correlation with literature works in Shakespeare's era bring many signs then the researcher will deliver the message behind

song “O Mistress Mine” by understanding the signs in better perspective

Twelfth Night is a romantic comedy by William Shakespeare, believed to be written around 1601-1602. The play focuses on the twins Viola and Sebastian who are separated in a shipwreck. Viola who is disguised as a guy named Cesario falls in love with Duke Orsino who is on the other hand falls for Olivia. Meanwhile Olivia falls in love with Cesario who is actually a woman named Viola. In Act II, Scene III opens in Olivia’s vast house. As Olivia is a rich noblewoman in step with the fashion of the day, she keeps a clown on staff whose name is Feste. Feste is a witty jester dressed in crazy clothes. His job is to say clever things, tell his mistress the truth. It is quite late at night when Sir Andrew and Sir Toby have been drinking a lot. Then, Sir Toby gives Feste sixpence to sing a love song and he sings beautiful song entitled “O Mistress Mine” is an ode to free-spirited and impulsive.

According to the explanation above, it is not an easy task to interpret the meaning behind poem or lyrics. Thus, the writer chooses to use Reffaterre’s semiotic theory in his book Semiotics of Poetry conducted in 1978 as cited in Lesmana (2018) that includes three steps of analyzing as shown in Table 1. There are several studies that are related to this research. First, Pauzan (2018) in his research “A Semiotic of The John Wick 1 Film Using Charles Peirce’s Semiotic

Theory” is talking about signs that appears in film John Wick 1. The researcher revealed that nine kinds of signs were found in the film including qualisign, sinsign, legisign, icon, index, symbol, rhyme, decisign, and argument. Second, Hadiyanto (2018) in his journal “Denmark as A Prison of Life” in Shakespeare’s *Hamlet* (A Semiotic Approach in Literature)” discusses about signs that represents the characters in Shakspeare’s Hamlet. The researcher found out there were important symbols that could justify the feeling of the main leads from “Denmark as A Prison of Life”. The main leads feel that Denmark is a prison for their heart. Prison is a symbol of unpleasant place where the dwellers do not feel happy since they cannot live happily. Third, Culpeper (2009) in his journal “Keyness: Words, parts of speech and semantic categories in the character talk of Shakespeare’s *Romeo and Juliet*” talked about signs from dialogues in Shakespeare’s *Romeo and Juliet* by making list of words spoken by the characters to find out the message. The researcher addressed a set of issues relating to the definition of keywords and their history, the settings used in deriving keywords, the choice of reference corpora, the different kinds of keyword that emerge in one’s results and the dispersion of keywords in one's data.. However, the finding revealed there were 66% for part of speech categories and 40% for semantic categories. Fourth, Lesmana (2018) in his thesis “Love in The Beatles’ selected song lyric” is talking about

the poetic signs in The Beatles' selected lyrics through two stages of reading poetry by Riffaterre. Those are heuristic and hermeneutic reading. Heuristic is the first interpretation take place, while hermeneutic focuses on the transformation of signs into complete arrangement of semiotic system.

The result revealed five poetic signs of love. They are Honey, go to him, Honey Pie, ans I want to hold your hand. The poetic signs could appear in some different forms of words, phrases and idea but with the same kind of love.

Table 1. Riffaterre's Semiotic Theory

No	Steps	Definition
1	Displacing meaning	It can be said as a change in the meaning of the words that exist in the poem which is not using the actual meaning. According to Riffaterre in Lesmana (2018) displacing, when the sign shifts from one meaning to another, when one word "stands for" another, as happens with metaphor and metonymy.
2	Distorting meaning	Riffaterre in Lesmana (2018) stated distorting, when there is an ambiguity, contradiction, and nonsense. Ambiguity means that a word or phrase or even a sentence has more than one meaning. It can occur because of the usage of the word or sentence that creates the different interpretation based on the context. Contradiction is the usage of paradox, irony, and antithesis. While nonsense is the words which have no certain meaning, but it can be given the meaning when it takes on the arrangement of the poem.
3	Creating meaning	Riffaterre in Lesmana (2018) said creating, when textual space serves as a principal of organization for making signs out of linguistic items that may not be meaningful otherwise (For instance, symmetry, rhyme, or semantic equivalences between positional homologues in a stanza). In other word, it is about a process of giving the meaning towards the things that do not have a meaning in common language.

The first research done by Pauzan somehow similar with the present research, both researches analyzed semiotic approach. However the instrument of data and the semiotic theory are different. The previous research used film while the present used song lyric. Moreover, Pauzan used Charles Peirce's semiotic theory while the present research used Riffaterre's semiotic theory. Then the research is also similar to the second conducted by Hadiyanto. Both research investigated about the meaning of symbols through semantic approach. Nevertheless the instrument of the data is different. The previous one used Shakespeare's play entitled Hamlet and analyzed the whole story while the present research used O Mistress Mine, a song from Shakespeare's play entitled Twelfth Night. Moreover, the third research by Culpeper was somehow similar to the present research, both discussed about semiotic approach in analyzing the symbols. Though, the instrument of the research differs, the previous used Shakespeare's Romeo and Juliet then investigated the characters' dialogue meanwhile the current one used Shakespeare's song O Mistress Mine then explored the meaning of its lyrics. Also, the research is similar to the fourth done by Lesmana, both discussed about semiotic approach in analyzing the song meanwhile the previous used The Beatles' and the current one used Shakespeare's.

Therefore, the current research used Shakespeare's O Mistress Mine and Riffaterre's semiotic theory in analyzing the lyrics, those instruments were not used in those four previous research stated beforehand. Due to the researcher's concern that people still have difficulty in catching the meaning behind literature works that mostly used figurative language in their era. Moreover, this research practically and theoretically can be used for the readers and students of English literature.

METHODS

The research uses qualitative method. Hancock (2009) explains that qualitative research is concerned with developing explanations of social phenomena. Furthermore, Sugiyono (2014) states that a qualitative research or interpretative method is a method which is concerned with the interpretation of data collected in the field. Thus, the writer uses the descriptive qualitative method because it can help the writer collect and analyze the data for this study further. Besides, this method is used to describe and interpret the results and explain about the signs or symbols expressed in the song O Mistress Mine.

The writer also uses sampling technique which is purposive sampling, which means the samples that the writer took depends on some reasons. Some of the data that the writer took in lyrics has chosen because some consideration, like the context

of situation in a scene, the hidden meaning on some sign in a scene and also the writer who wants to know some meaning of the signs in film. The main data for this study were collected from "O Mistress Mine", a song from Shakespeare's play Twelfth Night. For completing the data that the writer found, the writer used only one instrument in collecting the data namely the note taking sheet that consist of identifying and analyzing.

In collecting the data the compatible between Shakespeare's O Mistress Mine and Rifaterre's semiotic theory were applied. First of all the researcher examined the play by Shakespeare entitled Twelfth Night to make the researcher caught the meaning behind O Mistress Mine then after that the researcher made the list of the data based on the lyrics and classifying the data based on the three ways of Riffaterre's semiotic theory. Then, the researcher rechecked the classified data. In analyzing the data, the writer

analyzed the chosen data using Rifaterre's semiotic theory then provided the clearer meaning from the symbols in song lyric.

RESULTS AND DISCUSSION

As the first step the writer watches Shakespeare's Twelfth Night to get better interpretation of the whole plot then after watching it and listening to O Mistress Mine repeatedly and carefully then the writer found out that the song has important meaning to conclude all the plot in the whole play.

After knowing the importance of the song "O Mistress Mine" then the writer identifies lines from O Mistress Mine. Furthermore, the lyrics of "O Mistress Mine" are classified from line to line along with signs from some lines that represent one of the main characters named Olivia.

The full lyric of O Mistress Mine that was happening on Act II, Scene III as follows:

*O Mistress mine, where are you roaming?
O stay and hear, your true love's coming
That can sing high and low
Trip no further, pretty sweeting.
Journeys end in lovers meeting
Every wise man's son doth know.
What is love? 'Tis not hereafter
Present mirth hath present laughter
What's to come is still unsure
In delay there lies not plenty;
Then, come kiss me, sweet and twenty
Youth's stuff will not endure*

The writer found eleven signs that convey the meaning behind the song to seize the day (*carpe diem*). The central of this song is Olivia's love for Cesario who is actually a woman named Viola and Olivia's naïve way to interpret love itself until she does not realize that Duke Orsino was there to love her and accept her current situation of mourning to the loss of her father and brother. The findings will be analyzed further by classifying

the lyric and the signs within.

The signs were analyzed using Riffaterre's semiotic theory that includes three ways to analyze named displacing meaning, distorting meaning and creating meaning. The signs found in Shakespeare's *O Mistress Mine* as followed: 5 data of displacing meaning, 3 data of distorting meaning and 2 data of creating meaning. The details are shown in Table 2.

**Table 2. Classification of Signs in O Mistress Mine
Riffaterre Semiotic Theory**

Displacing meaning	5
Distorting meaning	3
Creating meaning	2

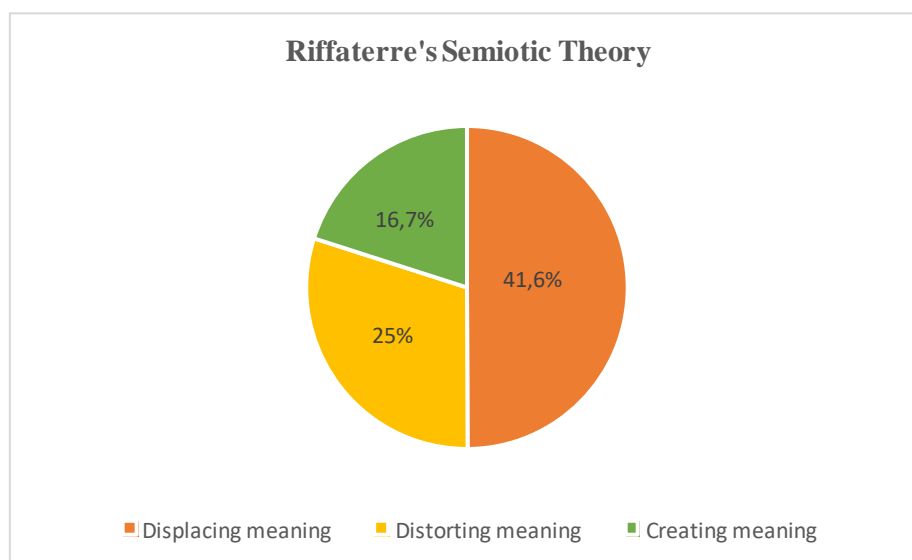


Figure 1. Riffaterre's Semiotic Theory Percentage

The data shown in Figure 1 41,6 % O Mistress Mine lyric uses displacing meaning, 25% uses distorting meaning and 16,7% uses changing meanings.

Displacing Meaning

The data that use displacing meaning means the signs shift from one meaning to another when one word “stands for” another, as happens with metaphor and metonymy. The signs from O Mistress Mine that carries another meaning besides their literal meaning are categorized as displacing

As stated in Table 3, the first line “O Mistress mine, where are you roaming?”. The word “roaming” represents the situation where the mistress named Olivia was looking

to another direction in terms of her affection. In this situation, she falls in love with Cesario who was actually Viola. On the other hand, Duke Orsino loves Olivia dearly but her roaming mind and affection cannot help her to realize the gem in front of her eyes. She spent her time to the idea that she must be the one for Cesario without knowing his real identity that was actually a woman in disguise.

The word “roaming” stands for another meaning in this context. It refers to a situation of love and someone’s heart which keeps looking to the opposite direction instead of catching what is standing in front of her eyes. Thus, the word “roaming” applies the step of displacing meaning.

Table 3. Displacing Meaning

Lyric	Sign
O Mistress mine, where are you roaming? (Line 1)	Roaming

Table 4. Displacing Meaning

Lyric	Sign
That can sing high and low (Line 3)	High and low

Table 4 explained the third line “That can sing high and low”. Through this “high and low’ is a sign of unconditional love. Olivia was currently mourning over her loss of his father and brother. Although Duke Orsino knew her lowest state after losing two important persons in her life but that fact did not change an inch of his affection for Olivia. He was still there showing and showering her with care. That situation describes Duke Orsino can accept Olivia’s hardest situation. Thus, the sign high and low was used to describe Duke Orsino’s unconditional love for Olivia, although she did not realize at all. The word “high and low” is not standing for the literal meaning which is something high and low but it has metaphorical meaning. High and low represents the condition of Olivia that is currently mourning the loss of two important persons in her life then Duke Orsino is going to accept her through the happiest and saddest moments of her life. Thus, “high and low” is using the step of

displacing meaning from Riffaterre’s semiotic theory.

As stated in Table 5, the sixth line “Every wise man’s son doth know”. Through “Every wise’s man” is a sign where every people know that the journey can reach the ending when two lovers or people meeting. It means if Olivia realizes her condition that Duke Orsino is so close to her and currently offering sincere love for her then her journey to find the true love can be ended. This situation is common but Olivia is clueless on what is happening on her side. Due to she focuses on getting Cesario’s love instead of looking at Duke Orsino.

The word “every wise man’s son” in this lyric is standing for another meaning. It does not hold the literal meaning of the word wise but it refers to people in general know how to realize the existence of their true love. Thus, “every wise man’s son” is using one step from Riffaterre’s semiotic theory named displacing meaning.

Table 5. Displacing Meaning

Lyric	Sign
Every wise man’s son doth know (Line 6)	Every wise man’s son

Table 6. Displacing Meaning

Lyric	Sign
What is love? ‘Tis not hereafter (Line 7)	Hereafter

As stated in Table 6, the eleventh line “What is love, ‘Tis not hereafter. In this line the word “hereafter” is a sign for life after death. It is better for Olivia to stop thinking too far for having infinity love that exists until afterlife. Olivia’s character was known as a rich woman who was naïve when it came to affection or give a score for love. In correlation to Olivia situation to consider catching a lover who would accompany her until the afterlife which her belief went to Cesario. In this situation, Olivia believed her love for Cesario is a love that will exist for a long time. She thought that Cesario was worth to wait. In contrary Olivia’s thought brought her missed the chance to realize Duke Orsino’s love and his sacrifice to show his love for her.

The word “hereafter” is having a methaphorical meaning in this context. It does not stand for its literal meaning but it represents the meaning of afterlife love. Love that exists for a long period. Thus, the word “hereafter” is applying one step from Riffaterre’s semiotic theory namely displacing meaning.

As explained in Table 7, the tenth line “In delay there lies not plenty”. The word “delay” is counted as sign where stands for Olivia’s situation for wasting her time chasing after Cesario’s love instead of looking at Duke Orsino. Moreover, Cesario’s real identity as Viola which got skipped by Olivia’s sight in this context. While wasting her true love to chase for someone else, Olivia does not realize that there are many lies lying within. This lyric wants Olivia to get thing which is standing right in front of her rather than something which is uncertain and brings many lies that might hurt her in many ways after figuring it out.

The word “delay” is having a methaphorical meaning in this context. It does not stand for its literal meaning but it represents the meaning of wasting time.

The condition where Olivia does not grab a chance that is standing right on her reach but he is chasing a love that does not refer to her. Thus, the word “delay” is applying one step from Riffaterre’s semiotic theory namely displacing meaning.

Table 7. Displacing Meaning

Lyric	Sign
In delay there lies not plenty;(Line 10)	Delay

Table 8. Distorting Meaning

Lyric	Sign
O stay and hear. Your true love’s coming (Line 2)	True love

Distorting Meaning

The data that use distorting meaning, when there is an ambiguity, contradiction, and nonsense. Ambiguity means that a word or phrase or even a sentence has more than one meaning. It can occur because of the usage of the word or sentence that creates the different interpretation based on the context.

Contradiction is the usage of paradox, irony, and antithesis. While nonsense is the words which have no certain meaning, but it can be given the meaning when it takes on the arrangement of the poem. As explained in Table 8, the second line “O stay and hear. Your true love’s coming.” The sign in this line refers to the phrase “true love”. The part of the story where Duke Orsino came to offer true affection for Olivia. The lyric conveys the situation where Olivia should stop having wandering thought and try to see what was happening around her. If she was able to cherish than expecting, in this situation she could realize that her true love was actually Duke Orsino.

The term “true love” in this song is ambiguity or something that has more than one meaning. “True love” is commonly used

by many people in this world to express their preference about true love. Due to that situation where people generally can make their assumption about the term true love but in this context, it stands for Duke Orsino’s love for Olivia that has not recognized yet by her. Thus, “true love” is counted using Riffaterre’s semiotic theory in terms of distorting meaning.

As shown in Table 9, the eleventh line “Present mirth hath present laughter”. In this line the word “present” is counted as a sign for Olivia to seize things that she has around her. The previous line stated about her thought to catch a love that stayed until afterlife and because of the way of she formed her thought then she missed a chance to stay happy and loved by Duke Orsino. It would be better if she stops thinking too far and loving someone whose feeling was vague and if that person must open his real identity that happened to be a woman, Olivia’s love for Cesario would remain invisible. Moreover, the present situation was easier to catch, in this term Duke Orsino was actually standing right in front of her while offering the most ideal affection. So, Olivia should have cherished the present rather than the uncertain future.

Table 9. Distorting Meaning

Lyric	Sign
Present mirth hath present laughter (Line 8)	Present

Table 10. Distorting Meaning

Lyric	Sign
Youth’s stuff will not endure (Line 12)	Youth’s stuff

The term “present” in this song is ambiguity or something that has more than one meaning. “Present” is commonly used by many people in this world to express any event that is happening in front of their sight. Due to that situation where people generally can make their assumption about the term present but in this context, it stands for Olivia’s situation where she should cherish someone who is in front of her and stop wandering. Thus, “present” is counted using Riffaterre’s semiotic theory in terms of distorting meaning.

Table 10 stated the twelfth line “Youth’s stuff will not endure”. In this line the word “youth’s stuff” is counted as a sign where was mentioned previously that Olivia’s perspective about love was not something that could come up from people in their 20s. Thus, the word youth’s stuff is highlighting her current situation and all the problematic sides about giving meaning to the word love. As a matter of fact, she was only focusing on her love for Cesario (Viola) to the point where she once missed many things during her youth including, she missed the opportunity to be loved dearly by Duke Orsino. As stated on the lyric that youth’s stuff will not endure, it means what was happening on Olivia’s youth got no guarantee that it would happen again the next time. Shortly It implies that Olivia stumbled upon unnecessary hardships, she could find her way to avoid it all but she chose Cesario over Duke Orsino as well as waiting over accepting.

The term “youth’s stuff” in this song is ambiguity or something that has more than one meaning. “youth’s stuff” is commonly used by many people in this world to express their youth’s stuff. Due to that situation where people generally can make their assumption about the term youth’s stuff but in this context, it stands for Olivia’s situation where she should love a person in her youth perspective Thus, “present” is counted using Riffaterre’s semiotic theory in terms of distorting meaning.

Creating Meaning

The data use creating meaning, when textual space serves as a principal of organization for making signs out of linguistic items that may not be meaningful otherwise (For instance, symmetry, rhyme, or semantic equivalences between positional homologues in a stanza). In other word, it is about a process of giving the meaning towards the things that do not have a meaning in common language.

As explained in Table 11, the fourth line “Trip no further, pretty sweeting”. In this line “trip no further” is counted as a sign where Olivia stumbled upon wrong situation and love. In this state she should stop looking to further direction and begin to realize the man who was waiting in front of her. In fact, Olivia was currently tripping to the further direction by loving Cesario who is actually a woman in disguise.

Table 11. Creating Meaning

Lyric	Sign
Trip no further, pretty sweeting. (Line 4)	Trip no further

Table 12. Creating Meaning

Lyric	Sign
Then, come kiss me, sweet and twenty (Line 11)	Twenty

On the other hand, she could avoid to stumble further if she could limit her sight to catch what was nearer to her than wasting time to think about a person whose feeling was vague. Furthermore, if Olivia knew about Cesario's real identity then her stumbled feeling might get worse than it used to be.

The term "trip no further" in this context is a process of giving a meaning towards the thing that do not have deep

Table 12 showed the eleventh line, "Then come kiss me, sweet and twenty". In this line the word "Twenty" is counted as a sign where explained the image of love which most likely to happen during people 20s. To highlight the fact that Olivia was failed to cherish love who was standing right in front of her, waiting without any terms conditions, underlined that her character wanted a love which would definitely exist for a long time. Meanwhile, the current situation that once made her tripped, happening around her 20s. The lyric conveys the idea that she should not think too far when it comes to love, she could be there enjoying the idea of love based on

meaning in the common language. "Trip no further" can be explained literally where people should not trip but in this song, it has particular meaning that is not literal. Furthermore, the one who is tripping in this context is Olivia but she is not tripping on the way she walks but more likely to the way she loves. She is tripping far from her love Duke Orsino who is so close to her direction. Thus, the term "trip no further" is using Riffaterre's semiotic theory namely creating meaning. her age and grab the opportunity to be happy and loved. Thus, Olivia's current situation of interpreting love did not represent the youth.

She should come and realize that Duke Orsino was waiting her to respond. In conclusion, the word twenty represents people on their youth tend to fetch things that exist in front of their sight.

The term "twenty" in this context is a process of giving a meaning towards the thing that do not have deep meaning in the common language. "twenty" can be explained literally as the number only but in this context, it has something to do with the lead characters' situation. "Twenty" refers to

Olivia's situation where she should enjoy what she has within her reach and think within her age and stop finding uncertain thing to be caught. Furthermore, the one who represents the term "twenty" is Olivia, if she follows her intuition to love as if she is on her 20s, she can meet Duke Orsino and realizes what the guy has for her, the ideal love.

Shortly, the term "twenty" has different meaning in this song, it is applied for a special message to Olivia for grabbing the opportunity to love that exists in front of her eyes. Thus, the term "twenty" is using Riffaterre's semiotic theory namely creating meaning.

In conclusion, the findings confirmed that analyzing literature works need better understanding because one simple symbol can carry multiple meanings. That is shown from the discussion above that Shakespeare's O Mistress Mine has several symbols which might appear as simple things but after getting to know the meaning behind those using Riffaterre's semiotic theory, the researcher figure out the wide meaning behind one song.

CONCLUSION

Based on the findings, the researcher found out ten symbols in Shakespeare's O Mistress Mine lyric and based on Riffaterre's semiotic theory the data were classified into 5 data using displacing meaning, 3 data using distorting meaning and 2 data using changing meaning. In percentage the finding revealed

41,6 % O Mistress Mine lyric uses displacing meaning, 25% uses distorting meaning and 16,7% uses changing meaning. The most used semiotic theory in analyzing Shakespeare's O Mistress Mine was displacing meaning.

It can be concluded that to understand the literature works, people need to examine the deeper meaning of each word because the word choices and construction have been done in free way without any strict rules. The aim of literature is the freedom of people to express their emotion. Thus, if people want to understand the meaning behind any literature works, they should know the symbols and the meaning behind those.

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TYPES OF HEDONISM ON THE MAIN CHARACTER SIR WALTER ELLIOT IN THE NOVEL PERSUASION BY JANE AUSTEN

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Abstract

Hedonism is a view of life in philosophy that seeks to avoid pain and make pleasure as the main goal in life. People who embrace hedonism tend to over-pursue pleasure. The hedonism lifestyle is mostly carried out by 18th century people especially the nobles who live in high culture. They are as close to hedonism as they are in the Persuasion novel by Jane Austen. Sir Walter Elliot the main character is a nobleman who did a lot of hedonism. Hedonism which is seen as too glorifying personal pleasure to ignore others. The purpose of this study was to find out the types of hedonism done by Sir Walter Elliot in Persuasion. This research uses descriptive qualitative method because all data are in the form of sentences. The researcher uses a philosophical approach and analyzes data using Weijers' theory as the main theory. The results of this study found that Sir Walter Elliot performed two types of hedonism, namely aesthetic hedonism and selfish hedonism.

Keywords: *Aesthetic, hedonism, selfish*

INTRODUCTION

Until now, literature is still living victoriously in the era of globalization among all technology that encompasses us. Literature is still alive through writings on the internet and also in more modern forms such as films, and in the most classical forms such as written books. As long as the human occurrence is still there on earth, it is also valid that literature will always accompany and behold the steps of human evolution on earth all the time.

Speaking of literature, novels are one of the most widespread forms of literary work. The novel usually comprises the life story of a character and other figures that exist around him. Through novels, we can

grasp a glimpse of life in a different world from the world we breathe in now. Novels accommodate us to dive into that life. Of the many brilliant romance novel researchers of all time, such as Emily Bronte, Ernest Hemmingway, Stephanie Meyer, Nicholas Sparks, Danielle Steel, Virginia Woolf, and others. Jane Austen is one of the most famous researchers of romantic novels for women in history. Although initially, Jane Austen wrote under a pseudonym during her life, towards the end of her life many people already recognized her as a remarkable novel researcher as well as a noblewoman. Until now there are still countless fans of Austen's works throughout the world. They even created a special club for fans of Austen's

works and cherish them with several occasions they held. One of Jane Austen's fan clubs in North America arises with a website with the address jasna.org abbreviation for Jane Austen Society of North America. One lifestyle that is described in Jane Austen's novels is the lifestyle of hedonism which was close and sticks to noble class society and middle class during her time who liked to live in enormous mansions had a wide amount of lands and hold extravagant parties.

Hedonism is a lifestyle that places personal pleasure above all else. A hedonist makes all his life a place for the pursuit of pleasure. This personal pleasure is usually achieved with luxury and leaves aside important things that do not bring pleasure to him. This lifestyle cannot be belittled since it can lead people to the abyss of life and leaves people chasing tails. Some hedonism impacts which are quite familiar nowadays are online debt and corruption. Only to fulfill fancy satisfaction in life people are chased by online debt debt-collector and some are in jail due to corruption. Although hedonism aims to have the greatest pleasure in life, ironically Steve Taylor claims hedonism does not bring people happiness in his article published in psychologytoday.com. This fact is quite interesting to be learned more.

Although each of her novels has its own unique story that exists to entertain and color the literary world. Jane Austen's last novel published a year after her death, *Persuasion*, is best used to explain the

lifestyle of hedonism. *Persuasion* itself is number twenty in the list of 100 best British novels according to a BBC article published in 2015 by Jane Ciabattari. The novel was aired on television as the first telenovela in 1960 on the BBC miniseries and starred by Daphne Slater as Anne Elliot and Paul Daneman as Captain Wentworth. In 1971,

Persuasion was remade again for ITV miniseries played by Ann Firbank as Anne and Bryan Marshall as Captain Wentworth. Sony Pictures had also adapted *Persuasion* into a film made for television which was also released in theaters in the United States in 1995. It was played by Amanda Root as Anne and Ciaran Hinds as Captain Wentworth. In 2007, *Persuasion* returned to the cinema and screened in Bath in September 2006 for ITV1 with Sally Hawkins as Anne and Rupert Penry-Jones as Captain Wentworth.

Not only on television, but *Persuasion* is also adapted to the theater stage. In 2010, *Persuasion* first played by the Chicago Opera continued in 2011, in 2013 through 2015. In 2011 the Luscombe team produced and adapted the play of *Persuasion* by the Salisbury Playhouse (Repertory Theater). In 2019 this play went back on stage by the Genesis Theater. Again, Jon Jory replayed this adaptation on stage for his theater in the world-premiere at the onstage playhouse in Chula Vista, California. Jeff James was a director for another adaptation with James Yeatman and held at the Royal

Exchange Theatre in Manchester in May and June 2017. The last, the Jane Austen Society of North America's New York Metropolitan Region with assistance from the HB Playwright Foundation made an adaptation of *Persuasion* for theater.

Persuasion tells the story of unapproved love between Anne Elliot and Frederick Wentworth. Of all the characters, Anne's father, Sir Walter Elliot was the most powerful reflection of the attitude of a hedonist. This novel also described how the lifestyle of hedonism adopted by Sir Walter Elliot the main character as a nobleman. This hedonism lifestyle of Sir Walter Elliot blinded him and made it to the point of persuading his daughter Anne to cancel her engagement to a man he considered unworthy of their aristocratic family, namely Frederick Wentworth. The hedonism lifestyle of Sir Walter Elliot also made his family go bankrupt. Even though he already went bankrupt and had fallen into the abyss of debt Sir Walter Elliot remains reluctant to leave his hedonism lifestyle. It was the people around him who had to work hard to help Sir Walter Elliot's family's finances so that all his assets would not be lost in debt. They were finally forced to mortgage his large mansion to the brother-in-law of Frederick Wentworth, Admiral Croft.

The first previous research is taken from a research called '*An Analysis of Hedonism in Oscar Wilde's the Picture of Dorian Gray*' conducted by Lilis Karlia

(2018) from University of North Sumatra. The aims of this research is to discover what types of hedonism found in the novel *The Picture of Dorian Gray* by Oscar Wilde through the main character Dorian Gray and what the impacts. In conducting the research, the researcher focused on the hedonism portrayed by Dorian Gray as the main character of the novel by using Weijers' theory. The methods used in this research were qualitative descriptive and psychology of literature. From this research, the researcher found three types of hedonism were captured in the novel including ethical, aesthetic and egoistical hedonism. The bad impact of the main character hedonism made him being lack of empathy, selfish and self-destruction person.

The second previous research is conducted by Dian Apriyanti (2014) entitled '*Hedonism Reflected in The Beautiful and Damned Novel by F. Scott Fitzgerald*' from Brawijaya University. The purpose of this research was to analyze the hedonism lifestyle in novel *The Beautiful and Damned* and also the impact. The researcher focused on finding out the hedonistic lifestyle done by Anthony Patch and Gloria Gilbert as the main characters of the novel. This research used hedonism theory as the main theory to scrutinize the problem and sociological approach. This research showed how hedonism caused the formation of two groups in society which are the insider and outsider. The results were seen hedonistic lifestyle

stick to the main character tightly and how hedonism broke down relationship, self-esteem and psychology of the main characters.

The last previous research is from an article written by Putu Dyah Permata Korry and Ni Wayan Suartini in 2019 with a title “*Hedonism and culture toward impact of shopping behavior: Case study in small medium enterprises in Bali*”. The research is aimed at finding out how the influence of hedonism behavior on Balinese culture and buying interest through Balinese culture. The data used in this study are primary data by distributing questionnaires to 100 MSME consumers in Bali. The data analysis technique used is path analysis (path analysis) with SmartPLS software version 3.0.m3. The results of the t-test in this study indicate that the hedonism behavior variable has a significant effect on Balinese cultural culture with t-statistic of $0.809 > t\text{-table } 1.97$ and the value of p-values is $0.000 > 0.05$. The effect of hedonism behavior on buying interest is positive and significant with t statistic value of 1.037 t-value of table 1.97 and p-value of values of $0.000 < 0.05$. While the influence of Balinese cultural variables on buying interest is not significant it is so that true Balinese cultural variables as full mediating variables. The adjusted R-Square value for Balinese cultural variables only explained 74.2% of the hedonism behavior variable. The construct of buying interest is only explained at 69.7% of the Balinese cultural construct. The calculation results Q Square can be seen that the value of

0.798 is higher than 0 which means that the model has a good predictive value of relevance.

This research contains some differences and similarities with the previous research; Lilis Karlia (2018). The first similarities are the topic which is hedonism, the method used that is qualitative descriptive method and the theory used; it uses hedonism theory and the last is the object of the research; both use novels. The difference with the previous research is the data source of the research; it uses *The Picture of Dorian Gray* while this research is using *Persuasion* novel.

The second differences and similarities are from second previous research is conducted by Dian Apriliyani (2014). The similarities are first is the topic; both discuss about hedonism, the second is method used; it is qualitative method, and the object; it is novel. The differences are first, the theory used; the previous research used hedonism theory and sociological approach, while this research is only using hedonism theory, and the second is the data source of the research; the previous research used *The Beautiful and Damned* novel yet this research uses *Persuasion* novel.

This research has a similarity with the third research which is about hedonism. Whereas, the differences found in both of the researches are first, the focus of the research: this research focus on finding out the types of hedonism on Sir Walter Elliot on the novel *Persuasion*, while the third previous research

focused on finding out how the influence of hedonism behavior on Balinese culture and buying interest through Balinese culture. The second difference is on the technique of collecting data. The previous research collected the data by distributing questionnaires, while this research uses documentation as a technique of collecting data. Adding to that, the scope of the previous research is to analyze the shopping behavior on 100 MSME consumers in Bali, while this research focus on analyzing the types of hedonism on Sir Walter Elliot on the novel *Persuasion* based on Weijers' theory.

The problem of this research is: what are the traits of hedonism reflected on Sir Walter Elliot as the main character of the novel *Persuasion*?. Thus, to answer the problem, this research aims to discover the hedonism lifestyle traits done by Sir Walter Elliot. The scope of this research is the researcher focuses on finding out the aesthetic hedonism and selfish hedonism done by Sir Walter Elliot in the novel *Persuasion* by referring to the hedonism theory according to Weijers. The researcher conducted this research so that it could give better understanding and knowledge to the students and the society about hedonism philosophy that becomes trend and taken by so many people as their way of life. People nowadays seems to be enjoying their life and are happy by being hedonists since they can push aside everything which can bring any pain to them. In this research, the readers can

see some attitudes and behaviors reflecting hedonism done by Sir Walter Elliot as the main character of the novel *Persuasion* which the readers might unconsciously have done in their life. In the future, this research hopefully would be able to be a reference for the students who want to conduct a research with the same topic that is hedonism or using the same data source, the novel *Persuasion*.

METHODS

According to Creswell (2009:3) research design is a set of plans and procedures of study to specify methods of collecting data and analysis. Research design usually explains about what kind of certain way used to treat the data to attain the final result in form of conclusion of this result. This research uses qualitative research method to uncover the data since all the data collected in the form of words. Qualitative method is more proper for based on naturalism philosophy research such as literature research like this one. The researcher applies this method to gather all data found to investigate hedonism traits done by Sir Walter Elliot in the novel *Persuasion* by Jane Austen.

All the data to support this research primarily come from novel *Persuasion* by Jane Austen as the source of the data. *Persuasion* novel is written by Jane Austen, a British author. It was released in 1818 in London by John Murray Publisher.

The researcher uses documentation

as a technique of collecting data. According to Sugiyono (2008: 240) documentation is a way of collecting data by writing down and picturing to get certain information needed. The researcher writes down all data in form of words and sentences that show hedonism. The steps of analyzing the data are: 1). Classifying; the researcher classifies traits of aesthetic and selfish hedonism that can be found from the data source, which is the novel *Persuasion* that done by Sir Walter Elliot. 2). Analyzing; the researcher analyzes the data using Matthen's theory of aesthetic hedonism and Weijers' theory of selfish hedonism. 3). Drawing conclusion.

RESULTS AND DISCUSSION

Aesthetic Hedonism

According to Matthen (2018), aesthetic hedonism is when we achieve happiness in life by the help of focusing on looking beautiful physically. Aesthetic hedonism is defined as a way to obtain happiness through beauty. People who embrace aesthetic hedonism will get happiness when she looks beautiful. Being beautiful is the main goal that will be achieved in any way. People who embrace aesthetic hedonism are usually less able to appreciate people who are not beautiful.

They consider people who are not beautiful cannot bring happiness when in fact beauty is very subjective. That is why adherents of aesthetic hedonism always make their appearance very important. They get

satisfaction from the compliment of their stunning physical appearance. When they get satisfaction from praise about the physical this is called aesthetic hedonism. Physical beauty to self-esteem is a hallmark of aesthetic hedonism as happened to Sir Walter Elliot. Sir Walter Elliot was too proud of his physique and looked down on those around him who were not as handsome as he was as in the following data:

Vanity was the beginning and the end of Sir Walter Elliot's character; vanity of person and of situation. He had been remarkably handsome in his youth; and, at fifty-four, was still a very fine man. Few women could think more of their personal appearance than he did, nor could the valet of any new made lord be more delighted with the place he held in society. He considered the blessing of beauty as inferior only to the blessing of a baronetcy; and the Sir Walter Elliot, who united these gifts, was the constant object of his warmest respect and devotion. (Austen, 1818 p.4)

In this first quote it is explained that Mr. Walter Elliot was a very handsome man when he was young. Even at the age of 54, he still looked handsome. Besides being handsome Sir Walter Elliot is also very concerned about his appearance. His concern for appearance even exceeds the concern of women. Even so Sir Walter Elliot considers his handsome gift to be lower than his gift as a nobleman.

A few years before, Anne Elliot had been a very pretty girl, but her bloom had vanished early; and as even in *its height, her father had found little to admire in her, (so totally different were her delicate features and mild dark eyes from his own), there could be nothing in them, now that she was faded and thin, to excite his esteem. He had never indulged much hope, he had now none, of ever reading her name in any other page of his favourite work.* (Austen, 1818 p.6)

Sir Walter Elliot has three daughters namely Elizabeth, Anne, and Mary. Of the three, Elizabeth is the prettiest daughter of Sir Walter Elliot. That is why Sir Walter Elliot is very fond of Elizabeth and tends to be selective with his other daughters. One of the victims was Anne. Sir Walter Elliot thought Anne was not beautiful, inversely proportional to himself and beautiful Elizabeth. That is why Sir Walter Elliot tends to ignore the existence of his second daughter, Anne Elliot. Even seeing Anne's name in the Baronetage book, he was reluctant.

It was so with Elizabeth, still the same handsome Miss Elliot that she had begun to be thirteen years ago, and Sir Walter might be excused, therefore, in forgetting her age, or, at least, be deemed only half a fool, for thinking himself and Elizabeth as blooming as ever, amidst the wreck of the good looks of everybody else; for he could plainly see how old all the rest of his family and acquaintance were growing. (Austen, 1818 p.7)

Sir Walter Elliot is very proud of the beauty of his daughter Elizabeth who is in harmony with her good looks. When people around them age and begin to show signs of aging. But Sir Walter Elliot lowered the people around him who were getting older without realizing he too was aging. His good looks face not like it used to be, as well as the beauty of Elizabeth's face that fades as she ages. Sir Walter Elliot's arrogance made him unknowingly forget Elizabeth's age that was old enough to get married. But Sir Walter Elliot still seems ignorant and is still proud of their beauty.

'Then I take it for granted,' observed Sir Walter, 'that his face is about as orange as the cuffs and capes of my livery.' (Austen, 1818 p.26)

In this quote, Sir Walter Elliot is seen insulting the face of another person who is a naval officer. Sir Walter Elliot said the man's face 'as orange as the cuffs and capes of my livery' to show how unflattering he was. This is a form of aesthetic hedonism in which a person is infatuated with beauty and tends not to be reluctant to insult others physically which is considered not aesthetic.

Sir Walter, without hesitation, declared the Admiral to be the best-looking sailor he had ever met with, and went so far as to say, that if his own man might have had the arranging of his hair, he should not be ashamed of being seen with him anywhere; and the Admiral, with sympathetic cordiality,

observed to his wife as they drove back through the park, 'I thought we should soon come to a deal, my dear, in spite of what they told us at Taunton. The Baronet will never set the Thames on fire, but there seems to be no harm in him.' reciprocal compliments, which would have been esteemed about equal. (Austen, 1818 p.37-38)

In the above quote, Sir Walter Elliot praised Admiral Croft as the most handsome sailor he had met when Admiral Croft visited Kellynch Hall to see Sir Walter Elliot's house that Croft wanted to rent. Instead of assessing the attitudes and actions of Admiral Croft, the first thing that Sir Walter Elliot realized was precisely the grace of Admiral Croft himself. Here it is very clear that Sir Walter Elliot judged someone physically.

From the quotations above it is clearly seen how Sir Walter Elliot is infatuated with the physical beauty that is characteristic of someone who possesses the philosophy of aesthetic hedonism. He devoted himself to physical beauty to demeaning others who were not born with physical beauty like himself. Even including her own children like Mary and Anne.

Selfish Hedonism

According to Weijers (2012) hedonistic egoism is selfish hedonism. People who embrace hedonistic egoism tend to do anything to achieve satisfaction in life.

Achieved satisfaction can be either material or spiritual. People who embrace hedonistic egoism tend to ignore ethics just for the sake of pursuing what can make them happy. Although it is not clear the satisfaction value limit is pursued. People who embrace hedonistic egoism also tend not to care if the way they pursue satisfaction must sacrifice other innocent people around them. For example, a Hedonistic Egoist who did not feel saddened by theft would be morally required to steal, even from needy orphans (if he thought he could get away with it). Would-be defenders of Hedonistic Egoism often points out that performing acts of theft, murder, treachery and the like would not make them happier overall because of the guilt, the fear of being caught, and the chance of being caught and punished. The data bellows are some of the hedonistic egoism done by Sir Walter Elliot in Persuasion:

Sir Walter Elliot, of Kellynch Hall, in Somersetshire, was a man who, for his own amusement, never took up any book but the Baronetage; there he found occupation for an idle hour, and consolation in a distressed one; there his faculties were roused into admiration and respect, by contemplating the limited remnant of the earliest patents; there any unwelcome sensations, arising from domestic affairs changed naturally into pity and contempt as he turned over the almost endless creations of the last century; and there, if every

other leaf were powerless, he could read his own history with an interest which never failed. This was the page at which the favourite volume always opened: (Austen, 1818 p.3)

In the above quote, the story in the novel is opened by the scene of Sir Walter Elliot which is being opened by Baronetage. Sir Walter Elliot introduces as a nobleman who lives at Kellynch Hall in Somersetshire. In the quote above it also appears that Sir Walter Elliot is very proud of his peerage. Whenever he was bored, he would open a Baronetage and admire his own peerage. His favorite chapter on Barentage is of course the page that lists his own exit information, The Elliots. However, over time, more and more nobles are married to lower and middle class people. This person from the lower and middle classes finally joined the Baronetage. According to Sir walter, this phenomenon tarnished his peerage so it did not feel as special as before.

Thirteen winters' revolving frosts had seen her opening every ball of credit which a scanty neighbourhood afforded, and thirteen springs shewn their blossoms, as she travelled up to London with her father, for a few weeks' annual enjoyment of the great world. (Austen, 1818 p.8)

The quotation above shows one of the forms of hedonistic egoism carried out by Sir Walter elliot, namely traveling to London

with his daughter Elizabeth every winter. This winter traveling is one of the fancy things that Sir Walter Elliot does to get pleasure. But Elizabeth was only invited to travel because Sir Walter Elliot did not like to show off Anne who was not beautiful and began to age. Not only did she not invite Anne, Sir Walter Elliot even just bought a cheap winter gift for Anne each time she traveled.

She had, while a very young girl, as soon as she had known him to be, in the event of her having no brother, the future baronet, meant to marry him, and her father had always meant that she should. He had not been known to them as a boy; but soon after Lady Elliot's death, Sir Walter had sought the acquaintance, and though his overtures had not been met with any warmth, he had persevered in seeking it, making allowance for the modest drawing-back of youth; and, in one of their spring excursions to London, when Elizabeth was in her first bloom, Mr Elliot had been forced into the introduction. (Austen, 1818 p.8-9)

In the above quotation explained after the death of the late Lady Elliot, Sir Walter Elliot was increasingly unable to control himself. He was making allowance for the modest drawing-back of youth; and went for their spring excursions to London. In London Sir Walter Elliot forced Elizabeth to get acquainted with her cousin, William Elliot. At that time Elizabeth was just

blooming and very beautiful. That was solely so that Elizabeth could marry her own cousin who was a fellow nobleman. So that the wealth of the Elliot family inherited from Sir Walter Elliot can be passed back to Elizabeth and William Elliot. This also in order to avoid the pain of having to give the legacy of Sir Walter Elliot to others.

Sir Walter has resented it. As the head of the house, he felt that he ought to have been consulted, especially after taking the young man so publicly by the hand; 'For they must have been seen together,' he observed, 'once at Tattersall's, and twice in the lobby of the House of Commons.'

His disapprobation was expressed, but apparently very little regarded. Mr Elliot had attempted no apology, and shewn himself as unsolicitous of being longer noticed by the family, as Sir Walter considered him unworthy of it: all acquaintance between them had ceased. (Austen, 1818 p.9)

In this quote it is explained that William Elliot refused an arranged marriage to Elizabeth and chose to marry someone else. That made Sir Walter, who had hoped to marry Elizabeth with William, become angry. Sir Walter Elliot did not care then ignored William's presence in Elliot's extended family because his wishes were not fulfilled and Sir Walter Elliot did not get satisfaction.

But now, another occupation and solicitude of mind was beginning to be added to these. Her father was growing distressed for money. She knew, that when he now took up the Baronetage, it was to drive the heavy bills of his tradespeople, and the unwelcome hints of Mr Shepherd, his agent, from his thoughts. The Kellynch property was good, but not equal to Sir Walter's apprehension of the state required in its possessor. While Lady Elliot lived, there had been method, moderation, and economy, which had just kept him within his income; but with her had died all such right indedness, and from that period he had been constantly exceeding it. It had not been possible for him to spend less; he had done nothing but what Sir Walter Elliot was imperiously called on to do; but blameless as he was, he was not only growing dreadfully in debt, but was hearing of it so often, that it became vain to attempt concealing it longer, even partially, from his daughter. He had given her some hints of it the last spring in town; he had gone so far even as to say, 'Can we retrench? Does it occur to you that there is any one article in which we can retrench?' and Elizabeth, to do her justice, had, in the first ardour of female alarm, set seriously to think what could be done, and had finally proposed these two branches of economy, to cut off some unnecessary charities, and to refrain from new furnishing the drawing-room; to which expedients

she afterwards added the happy thought of their taking no present down to Anne, as had been the usual yearly custom. But these measures, however good in themselves, were insufficient for the real extent of the evil, the whole of which Sir Walter found himself obliged to confess to her soon afterwards. Elizabeth had nothing to propose of deeper efficacy. She felt herself ill-used and unfortunate, as did her father; and they were neither of them able to devise any means of lessening their expenses without compromising their dignity, or relinquishing their comforts in a way not to be borne. (Austen, 1818 p.10-11)

In the quote above mentioned the economic situation of Sir Walter Elliot. In the midst of stress about the financial crisis Sir Walter Elliot always chose to reopen Baronetage. Mr. Sheperd, his agent, has repeatedly warned Sir Walter Elliot about his financial situation. But Sir Walter Elliot still does not care. He continues to live a lavish lifestyle no matter if the pleasure he can sacrifice is something else. It was other people who actually worked hard while trying to maintain the economy of Sir Walter Elliot so as not to go bankrupt. While Sir Walter Elliot does not want to stop his luxurious lifestyle. He was afraid to look as luxurious as a wealthy nobleman. This makes Mr. Sheperd, Lady Russell and Anne were overwhelmed. Because Sir Walter Elliot is not actively working. On the other hand he

diligently spends money to buy luxury goods and travel out of town. Sir Walter Elliot was reluctant to stop the hedonistic egoism lifestyle that he did. Because it reduces his self-esteem, status and inner satisfaction.

There was only a small part of his estate that Sir Walter could dispose of; but had every acre been alienable, it would have made no difference. He had condescended to mortgage as far as he had the power, but he would never condescend to sell. No; he would never disgrace his name so far. The Kellynch estate should be transmitted whole and entire, as he had received it. (Austen, 1818 p.12)

In the above quotation, it is explained how Sir Walter Elliot leased his house to cover debts. Initially he was hesitant to rent out his house on the idea of Mr. Shepherd. But until whenever he would never sell his house. Because it is tarnished by his good name. Sir Walter Elliot is determined for the sake of pride he will again pass down what has been passed down to him.

Their two confidential friends, Mr Shepherd, who lived in the neighbouring market town, and Lady Russell, were called to advise them; and both father and daughter seemed to expect that something should be struck out by one or the other to remove their embarrassments and reduce their expenditure, without involving the loss of any indulgence of taste or pride. (Austen, 1818 p.12)

In the above quotation, at the end, it is clearly stated that Mr. Walter Elliot and his daughter Elizabeth have understood they are almost bankrupt. This is because their expenses are greater than their money, but they cannot do much. Sir Walter never expected anyone else, namely Lady Russell and Mr. Shepherd to overcome their financial problems. Sir Walter Elliot hopes that his financial problems are resolved without having to lose pleasure or pride. The egoism of the hedonistic nature made Sir Walter Elliot still want to look luxurious no matter the financial condition. Being frugal makes Sir Walter Elliot not get the satisfaction he gets from his luxurious lifestyle.

'In acknowledging his judgement to be fully on that side. It didn't seem to him that Sir Walter could materially change his lifestyle in a house that had the character of old-fashioned hospitality and dignity to be supported. In any other place Sir Walter might judge for himself; and will be respected, such as regulating the way of life in whatever way he chooses to be his household model. (Austen, 1818 p.16)

In the above quotation, how Mr. Walter Elliot attaches great importance to his lifestyle in a home. Not only having a modest house, but the house that is able to show high self-esteem. Mr. Walter considers that wherever they are people will judge it from the house he has.

Two material benefits from Bath over London have of course been given all the weight: a more comfortable distance from Kellynch, only fifty miles, and Lady Russell spends part of every winter there; and to the great satisfaction of Lady Russell, whose first view of the projected change was for Bath, Sir Walter and Elizabeth were encouraged to believe that they could not lose the consequences or the pleasure of settling there. (Austen, 1818 p.16)

From the quote above it is said that finally Sir Walter Elliot chose to rent his house to someone else. Instead, Sir Walter Elliot moved to Bath over London. The reason Bath was chosen as a destination city was because Bath was close to Kellynch. In addition, more important is Sir Walter Elliot believes he will not lose satisfaction in life by moving to Bath.

It was too much to wish Sir Walter to go down to a small house in his own neighborhood. Anne herself would find more torture than she had predicted, and according to Sir Walter's feelings, it must be terrible. (Austen, 1818 p.17)

In the quote above it is mentioned that Sir Walter Elliot will feel very tortured if he has to rent a big and luxurious house and then move to a smaller house. Although it was done in order to save finances that are almost bankrupt. It was terrible because it was not in accordance with the philosophy of

life of Sir Walter Elliot who got satisfaction from the luxury of his life.

Sir Walter could not have degraded because he was known to be planning to let his house. Shepherd once mentioned the word 'advertise', but never dared to approach him again. Sir Walter rejected the idea in any way; get rid of the slightest hint that he has such intentions; and only on the assumption that he was spontaneously requested by some of the most unacceptable applicants, on his own terms, and as a big help, he would leave it at all. (Austen, 1818 p.18)

In that quote Mr. Shepherd financial advisor of Sir Walter Elliot tried to offer a solution to the financial problems of Sir Walter Elliot by renting his house. For the sake of renting out the house they should advertise the announcement of the house of Sir Elliot for rent, but of course Sir Walter Elliot refused because it was tantamount to lowering his pride.

Sir Walter only nodded. But soon afterwards, rising and pacing the room, he observed sarcastically— 'There are few among the gentlemen of the navy, I imagine, who would not be surprised to find themselves in a house of this description.' (Austen, 1818 p.21)

In the quote above, Sir Walter Elliot said how surprised Navy would be to rent his mansion when he saw how luxurious the mansion was. Implicitly, he also admired his

luxurious tastes reflected in his home. His house along with luxury furniture is one of the things that bring satisfaction to fulfill the hedonistic egoism of Sir Walter Elliot.

The house and grounds, and furniture, were approved, the Crofts were approved, terms, time, everything, and everybody was right; and Mr Shepherd's clerks were set to work, without there having been a single preliminary difference to modify of all that 'This indenture sheweth.' (Austen, 1818 p.37)

The quote above shows one form of Sir Walter Elliot's hedonism, which is luxury items that he bought with debt. For the sake of having luxury furniture that is able to meet self-satisfaction, Sir Walter Elliot is willing to be in debt to buy luxury furniture. So before renting out his house to Admiral Croft, Sir Walter Elliot made sure that his furniture would be fine while he moved while out of town.

From all the data obtained from the excerpts of the *Persuasion* novel, it is clear that Mr. Walter Elliot is getting satisfaction from his noble lavish life. No matter this satisfaction contradicts others and harms others. When he goes bankrupt, he still has his pride and ego to not be looked down by the others. Even to the end, he still maintains to look luxurious in order to avoid pain without luxury.

CONCLUSION

Throughout the novel there are two types of hedonism performed by Sir Walter

Elliot namely: 1) egoistic hedonism, such as being proud of his peerage, doing fancy things to get pleasure, buying luxury items even though it puts him in debt, wanting to look luxurious no matter how his financial situation is and 2) aesthetic hedonism, such as assessing the physical beauty first instead of attitudes and actions, insulting others physically which is considered not aesthetic, putting high concern on the appearance.

It shows that Sir Walter Elliot is infatuated about his good looks and the beauty of his daughter, Elizabeth. This made her look down on her other daughters, Anne and Mary, who were considered not beautiful. It also can be seen that Sir Walter Elliot who admires his own peerage. He also felt sorry for himself because more and more nobles were married to commoners and were seen as tarnishing the lineage of the nobles. That is why when Anne was engaged to Frederick Wentworth who was not from nobility or the rich. Sir Walter Elliot who is not pleased with this engagement does not want to show his dislike directly. Instead, he appointed Lady Russell, a friend of his late wife, to persuade Anne to cancel his engagement. Anne finally complied. But then Frederick returned as rich Wentworth captain. Sophia Croft, Frederick Wentworth's older sister hired the Sir Walter Elliot family mansion that was rented because she fell into debt. When Anne finally returned with Frederick, Sir Walter Elliot did not refuse again because Frederick was

already rich. This shows that Sir Walter Elliot attach great importance to the status of nobility, luxurious lifestyle and beauty until he looks down on others around him.

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STUDENTS' POLITENESS STRATEGIES IN TEXTING (A) LECTURER

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Abstract

Being polite linguistically is one issue that is faced by the students right now. The way they text their lecturer reflects their politeness. This research aimed at finding out the students' politeness in texting their lecturer which in this research was their final project advisor. The research was conducted in qualitative and the data were taken from the students' texts received by the lecturer. In this research, the text was collected from WhatsApp application. There were 37 messages collected and analyzed. Most of them were texts from the students to their advisor. The data were analyzed by using theory from Brown and Levinson (1987) as the guidance. The result showed that most of the students started their text with the greeting but mostly in informal way. Then, some FTAs were also found in the students' texts which were possibly done by the students by coincidence. They seemed to be unaware to destroy the hearer's face (in this case the lecturer). The most used politeness strategy by students in texting the lecturer was bald on-record (18 messages) and the least used was off-record (one message). Then, a few texts showed that some students applied negative politeness strategies where they considered status, time and apology for interrupting the lecturers. Positive politeness was also found in the students' texts to the lecturer. This research is expected to inspire other researchers to conduct more comprehensive research related to the students' politeness in texting their lecturers. This research did not only offer an analysis of students' politeness to the lecturers which has been commonly done, it showed the politeness of the students to their advisor. This research focused more on investigating the students' politeness in texting their advisor through WhatsApp Text.

Keywords: Face Threatening Act (FTA), politeness, politeness strategies

INTRODUCTION

The rapid growth of technology has enabled people to communicate easily. They can communicate by using their Smartphone. Besides the existence of Short Message Service (SMS), there are a lot of chatting applications today like WhatsApp, Messenger, WeChat and Line. Those applications help people to text each other effectively. The use of these communication applications in education world cannot be avoided. The communication via these applications is not only done among lecturers

themselves, but also between lecturers and students. Instead of meeting the lecturers in person to discuss or ask something, the students can text the lecturers first. The students can also make an appointment with the lecturers or the lecturers can inform the students everything related to academic matters through those applications.

The use of these texting applications in academic setting raises concern related to politeness. Based on the observation on the field, a lot of lecturers shared that the students had issues related to politeness in texting the

lecturers. It can be the content of messages, the styles in texting and even the time in texting. Then, the students sometimes do not mention their names and directly state their intention to send the message. Most of the lecturers admitted that the students did not realize their position in selecting the words or terms. This condition seems annoying for the lecturers personally and they admitted that they sometimes just ignored the text and did not reply it. Some of them informed that they texted back and lectured the students about attitude.

Politeness is one of the important aspects in order to make communication run successfully. As stated by Leech (1983), politeness is the fundamental of social rule in interaction. It means that politeness has role in people's social life and interaction. Yule (1996) defines politeness as a way to show recognition of another person's face. Understanding and recognizing people's face for people who are socially distant are portrayed as being respect and polite. Understanding and recognizing people's face equally for people who are socially close are seen to be friendly, loyal, and solid. Holmes (2013: 285) adds that "being linguistically polite involves speaking to people appropriately in the light of their relationship to you." Those experts' theory clearly claims that the way people treat each other depends on their relationship. Treating other in the right way will help you understand and recognize their face correctly.

When people interact, there will be face wants that appear. Face wants is people's expectation of their public self-image (Yule, 1996). Face wants consists of face threatening act (FTA) and face-saving act (FSA). As described by Yule (1996: 61) "if a speaker says something that represents a threat to another individual's expectations regarding self-image, it is described as a face threatening act". It means that Face-threatening acts are the action which threatens the face of the hearer in communication process. He adds that "alternatively, given the possibility that some action might be interpreted as a threat to another's face, the speaker can say something to lessen the possible threat" as definition of face-saving act (Yule, 1996, 61). This means that the speaker can actually find ways to save the hearer's face by selecting the words that are polite. Then, Wardhaugh (2006: 260) also informs that "when we interact with others, we must be aware of both kinds of face and therefore have a choice of two kinds of politeness."

Brown and Levinson (1987) state that face is the desire to be supported and respected in particular situation. It means that when people interact each other, they actually can recognize the hearer's desire related to the face whether they want to be approved or unimpeded. The approval and respect will be determined in the way the speaker say their statement. Brown and Levinson (1987) and Yule (1996) also argue that there are two faces; positive face and negative face.

Positive face is the desire to be accepted, liked, treated, and recognized that her or his desires are known and negative face is the desire to be independent and not interrupted or disturbed.

As classified by Brown and Levinson (1987:68-69), there are some politeness strategies. First, on record occurs when the speaker wants to say something if it is obvious for the hearer what his purposes in stating it. Then, off record is the situation where the speaker addresses his intention indirectly. Actually, when speaker does an action baldly (without redress), he does it in the most direct, clear, unambiguous and concise way. FTA is usually done in this way if (a) speaker and hearer believe that the relation of face needs may be stopped in the interest of urgency or efficiency (b) the danger to hearer's face is very small, as in offers, requests, suggestions that are obviously in hearer's concern and do not need big loss of speaker and (c) speaker has more power than hearer or can let destroy hearer's face without endangering his own face. Then, redressive

action is an action that "gives face" to the hearer.

Positive politeness is done to the positive image of hearer. This strategy chooses the face of the addressee by showing that "s wants H's wants". Speaker can treat the hearer as a member of an in-group, a friend, a person whose desires and characteristics are respected. Holmes (2013: 285) says that "positive politeness is solidarity oriented". The example is when a boss suggests her employee to call her by her first name. However, negative politeness is aimed at reassuring hearer's negative face. Brown and Levinson (1987) and Holmes (2013) mention that negative politeness focuses on the hearer's face and tends to show respect, concern of other's time, and show apology for interruption. Holmes (2013: 225) highlights that negative politeness pays attention to social and status differences. Using title and last name to your senior and to older people you are not close with are the examples of negative politeness (Holmes, 2013: 285). The figure 1 below shows Brown & Levinson's politeness strategies (1987):

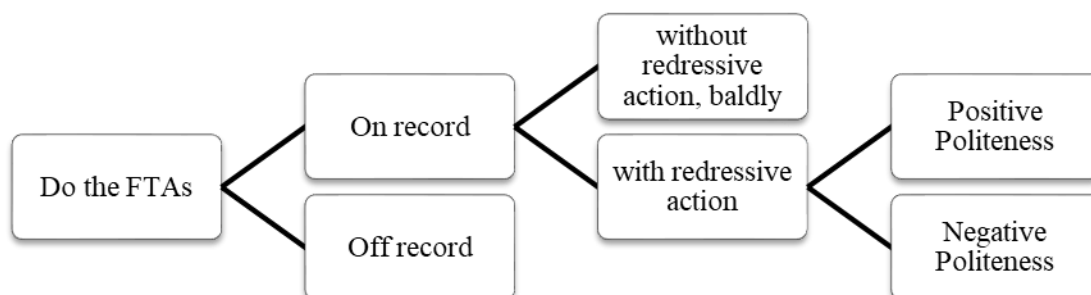


Figure 1. Strategies in performing FTA (Face Threatening Act)

Table I. Brown and Levinson's sub-strategies of politeness strategies

No	Sub-strategies of politeness strategies			
	Positive	Negative	Bald on-record	Off record
1	Notice, attend to hearer (his interest, wants, needs, good)	Indirectly	Urgency/desperation	Give hints
2	Exaggerate (interest, approval, and sympathy with the hearer)	Question, hedge	Channel noise	Give association clues
3	Intensify interest to hearers	Be pessimistic	Task – oriented	Presuppose
4	Use in group identity markers	Minimize imposition	Where speaker wants to satisfy hearer's face is small	Understate
5	Seek agreement	Give deference	Speaker wants to be rude	Overstate
6	Avoid disagreement	Apologize	Sympathetic advice/warning	Using tautologies
7	Presuppose/raise/assert common ground	Impersonalize speaker and hearer	Granting permission form something that hearer has requested	Using contradiction
8	Joke	Stating the FTA as a general rules	Welcoming	Be ironic
9	Assert/presupposes knowledge and concern for hearer's wants	Nominalize	Farewell	Using metaphor
10	Offer, promise	Go on record as incurring a debt	Offers	Using rhetorical question
11	Be optimistic	-	-	Be ambiguous
12	Include both speaker and hearer in the activity	-	-	Be vague

13	Give (or ask) reason	-	-	Over-generalize
14	Assume or assert reciprocity	-	-	Displace hearers
15	Give gifts to hearer (goods, sympathy, or understanding)	-	-	Be incomplete, use ellipsis

Therefore Brown and Levinson (1987) also propose the sub strategies of the politeness in the table 1. Brown and Levinson (1987: 74) claim that there are three factors influence speakers in choosing FTA; social distance, relative power and absolute ranking. Additionally, Holmes (2013: 9-11) informs that there are four factors influence politeness; a social distance, a status scale, a formality scale and two functional scales (the referential and affective function scales). Eshghinejad and Moini (2016: 3) argue that people need to think about culture norms to behave politely because the places might have different cultures. A culture might be acceptable in one place, but not in another place. Furthermore, Wardhaugh (2006: 260) believe that people need to consider some following points when they speak: the thing to say, the way you say it, types of specific sentences, words, and sounds that combine thing you say and way you say it.

The reality in the academic setting is actually far beyond what people expect as they send their children to school. The students learn how to communicate well but they do not apply it in real life. Cohen

(2004:3), as cited in Elmianvari & Kheirabadi (2013: 376), argues that the students learn grammatical and lexical items but they cannot deliver the message in appropriate ways because they lack of pragmatic and functional knowledge to inform their intention in sending text. It can be seen from the students' texts to their lecturers, especially their academic advisors or thesis advisors. Language learning process itself aims at mastering the communicative competence and skill like sociolinguistic competence. When the students have this competence, they will be able to use and give response to language accordingly and understand the setting, the topic and the relationships among the people involved in communication (NCLRC Home, 2007 in Yulia, 2016).

Research about students' politeness have been conducted before. Manipuspika and Sudarwati (2017) investigated politeness strategies in text messaging between the students and lecturers in English Study Program in Brawijaya University. The study found that various politeness strategies were used by the

students in texting the lecturers. This research and the current research analyzed politeness strategies by using Brown and Levinson's politeness theory. Both of these qualitative studies focused on analyzing the language used by the students in texting the lecturers. The differences between those studies were the previous research focused on analyzing the texts that were sent by the students to request for information to the lecturers and the recent research just focused on analyzing the texts sent by the students to their advisor. It means that the current research studied how politeness strategies used by the students in consulting their final writing task or in scheduling their consultation. Another research related to politeness was done by Mahmud (2019). This research investigated the use of politeness strategies in the classroom context by English students. Both of the studies were conducted in descriptive qualitative design and used Brown and Levinson's theory in analyzing the data. Different from Mahmud's research where the data were taken from individual student presentation, the current research used students' WhatsApp text to their advisor as the data sources.

This study investigated politeness strategies used by the students when texting the lecturer. This qualitative study focused more on analyzing text sent by the students who were in the process of writing their project. So, their politeness strategies in

texting their advisor would be analyzed. The data were taken purposively from a lecturer in English Department. This research is expected to be description of the students' politeness to their lecturer and references for the students on how to contact the lecturers appropriately and how they should behave towards their lecturers.

METHODS

This qualitative descriptive research was conducted in a private university in Jakarta. As stated by Wallace (2001), qualitative is a research which explains the data and the research can be subjective instead of objective because it does not have to be related to numbering and counting.

The participant was the lecturer who was also the advisor of the students in writing the final projects. The participant was selected purposively. As informed by Maxwell (1996: 70) and Alwasilah (2011:103), the participants selected in the research are the ones who can provide the information researcher needs that cannot be taken from other people. The data were collected by using document analysis. Document analysis is a technique to gather data by searching and analyzing the information that are related to the study (Connole, Smith and Wiseman, 1993; Emilia, 2011). In this research, the data were text or message sent by the students to their lecturer. The students were said as the speakers and the lecturer was said as the hearer.

The data were analyzed by following Maxwell's theory (1996: 78-79). There are three steps in analyzing the data; writing memo during analyzing the data, categorizing and coding the data, and contextualizing the data. The students' WhatsApp texts were typed and categorized based on the theory from Brown and Levinson (1987). Then, the researcher coded the data and contextualized it based on their category.

RESULTS AND DISCUSSION

After analyzing the findings, it was found that there were 36 data about students' texts to their lecturer. Most of texts were about students' questions related to their final project where they asked for information or negotiate time to discuss their projects with the lecturer. The result of this research shows that the students applied almost all the politeness strategies proposed by Brown & Levinson (1987) in contacting the lecturer. The data were categorized by following politeness theory from Brown and Levinson (1987). The data show that some students were not aware of damaging the lecturer's face by sending text that contained Face-threatening Acts (FTA). FTA happened because the speakers were not aware of their position and hearer's position or status. The speakers did not realize that they actually damaged the hearer's face by directly stating their desire and needs. The speakers or the students could actually save the hearer's face by applying the right politeness strategy.

Most FTAs occurred when the students texted the lecturer by applying bald on-record strategy.

The data found were 36 texts which can be classified into eight data of positive politeness strategy, ten data of negative politeness strategy, eighteen data of bald on-record and one for off-record. Bald on-record was the most dominant strategy used by the students and it implied that FTA occurred. Off-record was the least strategy used by the students. The speakers unconsciously damaged the hearer's face. The discussion can be seen in the following explanation.

Positive politeness strategy

Most of the students stated greetings when they texted the lecturer. The greetings varied; formal and informal. Some still applied Islamic greeting, *Assalamualaikum Warahmatullahi wabarakatuh*, which is considered to be polite in Indonesia and some just said "Malem Miss" which is regarded as being impolite and informal to be said to someone with higher status than the speaker. The data below show the students' texts to their lecturer that contained positive politeness strategy.

Excerpt 1 (Student A)

Malam miss, Saya mau tanya, boleh gak miss saya neliti youtuber Indonesia Mr. xxxxx, video ketika dia main games gitu miss. Saya akan meneliti swear words dan jadi sudah nemu

judul miss “an analysis of swear words in Mr. xxxxx’s YouTube videos”.
 Good evening, Miss. I want to ask something, can I conduct research about Indonesian YouTuber named Mr. xxxxx, it is a video when he played games, Miss. I’ll conduct research about swear words and I’ve already got a title for my research, Miss, “An analysis of swear words in Mr. xxxxx’s YouTube video’s”.

The student’s text above shows that she said informal greeting to her advisor. She said “*Malem*” which is usually said to someone who is close and has the same power with the speaker. In this context, the speaker actually already damaged the hearer’s face. Based on the speaker’s question, “*boleh gak miss saya neliti youtuber Indonesia Mr. xxxxx, video ketika dia main games gitu miss*”, it can be said that she applied positive politeness (Brown & Levinson, 1987). The speaker sought agreement by stating the question. However, the speaker also threatened the hearer’s positive face by saying “*Saya akan meneliti swear words dan jadi sudah nemu judul miss “an analysis of swear words in Mr. xxxxx’s YouTube videos”.*” The statement shows that the speaker decided by herself what she was going to research. However, based on the text, it can be said that she was still in the process of determining the topic for her research and she needed the lecturer’s agreement whether the topic was

right or not. FTA occurred here (Yule, 1996: 61).

Excerpt 2 (Student B)

11.33 p.m.

Assalamualaikum. Miss, maaf chat jam segini. Kalau bimbingannya rabu bisa ga miss? Terimakasih sebelumnya.

Assalamualaikum. Miss, sorry for texting you at this time. Can I have consultation in Wednesday, Miss? Thank you in advance.

The data above show that the speaker used positive politeness strategy. She was actually doing FTA because texting the lecturer at 11.33 p.m. But she apologized for doing it. The speaker sought an agreement by saying “*Kalau bimbingannya rabu bisa ga miss*”. The statement implies the speaker’s offer to seek agreement (Brown & Levinson, 1987). The speaker actually threatened the hearer’s positive face although she used positive politeness to minimize the threat itself.

Excerpt 3 (Student C)

7.09 PM

Selamat malam miss, saya John dari 3sa02... kira2 bsk miss bisa bimbingan ga?

Good evening, Miss. I am John from 3sa02... Can I perhaps have consultation tomorrow, Miss?

The excerpt above shows that the speaker applies positive strategy where he tried to seek agreement with the lecturer. He minimized the damage of hearer's face by saying "kira-kira". Actually, it could be negative politeness, but the speaker stated the time for consultation which can be threat for the hearer's positive face. He said, "kira2 bsk miss bisa bimbingan ga?". It can destroy hearer's face because in this case, the hearer has higher power than the speaker. As stated by Brown and Levinson (1987: 74), social distance, relative power and absolute ranking are the factors influencing FTA.

Excerpt 4 (Student D)

11.14AM

Assalamualaikum Miss, mohon maaf hari ini tidak bisa ikut bimbingan karena aku ada acara keluarga. Kalau tugasnya dikirim ke Miss bisa tidak?

Assalamualaikum. Miss, I am really sorry for being absent in consultation session today because I have family gathering. Will it be okay if I send the paper to you, Miss?

This excerpt is another example how positive politeness strategy was applied by the student. The student could not come to the consultation session. She gave the reason by saying "Miss, mohon maaf hari ini tidak bisa ikut bimbingan karena aku ada acara keluarga". Then, she also sought agreement

by asking "Kalau tugasnya dikirim ke Miss bisa tidak?" She tried to minimize the threat to the hearer's positive face by applying the strategies of Brown & Levinson (1987) which are seeking agreement and giving a reason.

From the data above, it can be seen that the speakers greeted the hearer both in formal and informal ways. Most speakers used to seek agreement in their texts. In some texts, the speakers unconsciously threatened the hearer's face by doing FTA. It occurred because some students were not aware that the hearer's had higher power.

Negative politeness strategy

The following data contain negative politeness strategy that was applied by the speakers in their texts to the hearer. The sub-strategies used were question, being pessimistic, apologize, and give deference.

Excerpt 5 (Student E)

11.19 AM

Assalamualaikum miss hari ini kira2 bimbingannya jam berapa? Kalau habis jumatan bisa ga miss?

Assalamualaikum. Miss, what time is the consultation for today? Can it be done after Friday Prayer (Jummah Prayer)?

The data above indicate that the speaker used negative politeness strategy. He greeted the lecturer and stated "Assalamualaikum miss hari ini kira2 bimbingannya jam berapa?". He asked question and said "kira-

kira” to soften the damage he caused to hearer’s face. His action is in line with Brown & Levinson (1987) that categorizes question as sub strategy of negative politeness. The speaker unconsciously damaged the hearer’s face by stating “*Kalau habis jumatana bisa ga miss?* “. It can be said that he indirectly informed his request.

Excerpt 6 (Student F)

4.02 PM

Selamat sore bu, mohon maaf mengganggu waktunya. Bu saya Katy dari 3sa01, saya belum daftar sidang karena saya takut waktunya bertepatan dengan jadwal bepergian saya bu dari 3 September, pulang tgl 15. Kalo boleh bertanya, apa ada jadwal batas sidang bu? Saya sebenarnya tinggal mengumpulkan saja berkas acc bu, tapi saya takut jadwalnya bentrok dengan tanggal saya pergi. kalau menurut ibu gimana ya? Apa saya kumpulkan saja berkas ACC nya? Mohon maaf sekali lagi mengganggu waktunya ibu dan terima kasih.

Good afternoon, Miss. I apologize for disturbing you, Miss. I am Katy from 3sa01, I haven't registered yet for final examination because I am afraid the schedule is colliding with my departure from September 3rd to September 15th. May I ask question, is there a deadline for examination

registration, Miss? I actually only need to register the files, but I am afraid that the schedules are colliding. What do you think, Miss? Should I just register? I am apologizing for interrupting your time, Miss. Thank you.

The data above show that the speaker used negative politeness strategy in texting the lecturer. There were some sub strategies of negative politeness that were used in this text; question, be pessimistic, give deference, and apologizing (Brown & Levinson, 1987). Question is used when she wanted to find out the deadline of examination schedule and what action she should take. Furthermore, she also informed the lecturer how worried and afraid she was if the examination and her schedule were colliding. Her statement implied that the pessimistic strategy was used. Deference was applied as the speaker stated her apology for interrupting the lecturer in the opening and closing of the text. She also asked for the lecturer’s solution which implied that she believed and respected the lecturer. She saved the lecturer’s face by saying “thank you” in the end of conversation. This speaker’s text reflects the theory of Holmes (2013:285) that is “politeness involves contributing to social harmony and avoiding social conflict.” The speaker kept being polite and knew her status. She avoided conflict by involving the lecturer in determining the solution of her problem.

Excerpt 7 (Student G)

10.12AM

Assalamualaikum miss, saya Susi dari 3SA02. Miss mohon maaf sebelumnya handphone saya mati dari kemarin, saya baru dapat kabar barusan kalau miss pembimbing PI saya dan tadi sudah memulai bimbingan. Mohon maaf atas kelalaian saya sebagai mahasiswa ya miss. Mohon bimbingannya.

Assalamualaikum, Miss. I am Susi from 3sa02. Miss, I am sorry. My handphone has been out of battery since yesterday, I just found out that you are my advisor, Miss, and the consultation has already started. I apologize for my carelessness as a student, Miss. Please guide me, Miss.

The data show that the speaker had trouble in the first day of consultation with her advisor because she did not come. She tried to minimize the threat she caused to the hearer's face by greeting the hearer, informing her situation, apologizing and giving deference. This situation shows that the speaker used negative politeness strategy (Brown & Levinson, 1987). Her statement in stating her apology and admitted her carelessness was reflection of her understanding that the hearer had higher power and status. She highlighted it by saying, "Mohon bimbingannya." and it clearly saved the hearer's face. This is in line with Holmes (2013: 285) that argues people

should know values around here to make her communicate politely. The excerpt above indicates that the speaker understands well how to text her lecturer politely.

Excerpt 8 (Student H)

Assalamualaikum Ms, Saya Doni dari 3SA03, Saya ingin mengirim background of the research dan jurnal, boleh minta email nya Miss, maaf sebelumnya Miss.

Assalamualaikum. Miss, I am Doni from 3sa03, I want to send my background of the research and journal. May I ask for your email address, Miss. I am sorry, Miss.

The data above show the students applied negative politeness in texting the lecturer. He greeted the lecturer, mentioned his name and class, and stated his intention. He indirectly asked for the lecturer's email and said "boleh minta email nya Miss, maaf sebelumnya Miss." This indicates that he respected the hearer and did not directly ask for hearer's email. He also apologized for texting the lecturer.

Bald on-record

This strategy was the most used by the students in texting the lecturer. Once this strategy is performed, the damage to hearer's face cannot be avoided. The action can be considered rude and irritating. In this research, 18 data containing this strategy were found.

Excerpt 9 (Student I)

9.49 AM

Miss, miss hari ini di e kan? Saya mau konsul dong miss. saya ganti dan sudah fix in judul miss.

Miss, miss, today is in E, right? I want to consult with you, Miss. I replace the title of paper and It is fixed.

The data above reveal that the student did FTA and threatened the hearer's face. She did not greet the lecturer and directly said "Miss, Miss hari ini di e kan". She did not attempt to minimize the FTA. She mentioned her intention directly and did not consider the hearer's status. She damaged the hearer's power by saying "saya ganti dan sudah fix in judul miss."

Excerpt 10 (Student J)

11.14 AM

Miss tungguin miss, saya lagi di jalan.

Miss, wait! I am on my way to campus.

The data unveil another style of the student in texting the lecturer. The student clearly applied bald on-record in this text and damaged the hearer's face. This text sounds irritating and impolite. The consultation itself is for the process of finishing students' paper which contributes to their graduation from college. It means that the students need the

lecturer's guidance in finishing that paper. Being late is already impolite and inappropriate and stating "Miss tungguin miss, saya lagi di jalan" "can be considered rude. As stated by Holmes (2013: 285), inappropriate linguistics choices may be considered rude".

Excerpt 11 (Student K)

Miss, saya ga jadi bimbingan ya miss besok aja miss oke

Miss, I am not consulting today, so it will be tomorrow, Miss. Okay.

The data show that the speaker cancelled her consultation with her advisor (hearer). The way she delivered her statement was impolite and rude. She said "Miss, saya ga jadi bimbingan ya miss besok aja miss oke." She decided by herself to cancel the meeting with the lecturer and find another time. Her text and choice of words can be said rude (Holmes, 2013: 285) because it is not appropriate to say this statement to someone with higher status and power.

Excerpt 12 (Student L)

Assalamualaikum miss, aku mau bimbingan. Miss ada di kampus D ya?

Assalamualaikum, Miss. I want to see you. Miss, are you at campus D?

The student's text above shows that the student used direct way in texting the

lecturer. The student did not try to soften the language and the text sounds like a command. The lecturer who read this text might find the text was irritating and impolite. The statement “*aku mau bimbingan* “ was considered direct and “*Miss ada di kampus D ya?*” was impolite. The student’s statement, “*aku mau bimbingan*”, was direct and the student did not apologize for interrupting the lecturer’s time. In Indonesia culture, this behavior is considered to be rude. The speaker did not ask the lecturer’s location and it can be annoying for some lecturers because the students seemed unaware of her behavior. The bald-on-record was used because the speaker did not attempt to satisfy the hearer's face. It can be said that the speaker preferred doing FTA to satisfying hearer's face (Brown & Levinson, 1987:95). The face is not minimized and face is ignored.

Excerpt 13 (Student M)

Miss, hari ini belum selesai ternyata hahah jumat aja yah aku bimbingan. OH iya miss mau tanya, terakhir ACC itu kapan ya miss? Denger2 tgl 14.
Miss, I haven't finished it yet hahahaha, I'll meet you on Friday, Miss. Oh right, I have a question, when is the deadline for ACC? Is it at 14?

The data show that the speaker damaged the speaker’s face. It can be said

that she unconsciously gave order to the lecturer. Her statement, “*Miss, hari ini belum selesai ternyata hahah jumat aja yah aku bimbingan.*” is threatening the lecturer’s face.

Off-record

This strategy was found in one text. The sub-strategy used was giving hints.

Excerpt 14 (Student N)

Selamat malam miss, saya sudah mengirim PI saya yang sudah saya revisi. Terima kasih.
Good evening, Miss. I have sent paper that I have revised. Thank you, Miss.

The data above show that the student used off-record in texting the lecturer. He gave hints that he already revised the paper and he expected that the lecturer will check the paper again and give feedback to him. Giving hints is one of the sub strategies for off-record. The student also stated greeting, said thank you and addressed honorific terms, Miss, to the lecturer. Out of all strategies by Brown & Levinson (1987), only one student used off-record.

CONCLUSION

This study investigated the students’ politeness strategies in texting the lecturer. The study was conducted in a private university in Jakarta. The data were taken from students’ text in WhatsApp application.

The data were analyzed by using politeness strategies theory proposed by Brown & Levinson (1987). This current research has found 37 data from 37 students' texts to the lecturer. Out of all the politeness strategies used by the students in texting the lecturer, bald on-record was the most used strategy. It was found that 18 messages contained bald on-record, 10 messages applied negative strategy, 8 messages used positive strategy and only one message used off-record. Most of the students stated greeting like *Assalamualaikum, Malam, Malem, Pagi, Siang, Selamat siang, sore and selamat sore*. A few of the students did not greet the lecturer and directly talked about their intention. FTA often occurred and the students threatened the lecturer's face. The students' choice of words could affect the lecturer's feeling and sounded informal. The students seemed unaware of social distance, roles and status, and power relations when they interacted with the lecturer. Some of the students treated the lecturer like they were equal and it sounded rude and impolite. For the future research, it is highly suggested that the next researcher can elaborate this topic and discuss it in the larger context and wider area. Further research may discuss this topic from different perspectives. This research is expected to give information to the society about the students' politeness where in this case, it was found some students had issue with politeness strategy. The society is expected to work together to build the

generation that still has politeness and understands how to apply the politeness strategy. This research was conducted in English department and it is expected that in the next research, it can be done in wider context like in the university where it can investigate more participants.

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SOUND SYMBOLISM OF FRONT VOWELS IN ENGLISH ONOMATOPOEIC WORDS

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Abstract

This is a qualitative research that focuses on the meaning represented in the phoneme contained in English onomatopoeic words. Onomatopoeia is a word that imitates the sounds of human, animal, things, actions, and nature in the world. Onomatopoeia exists in many reading materials such as comics, fables, tales and poetry. This research focuses on the onomatopoeic words which are contained in Oxford English Dictionary for the dictionary is regularly updated. Out of two kinds of phoneme, which are consonants and vowels, this research limits the investigation for only English front vowels. Based on the manner of articulation, English front vowels are divided into front high tense unrounded vowel /i/, front high lax unrounded vowel /ɪ/, front mid tense unrounded vowel /e/, front mid lax unrounded vowel /ɛ/, and front low lax unrounded vowel /æ/. This approach used in this research is called sound symbolism which is a study of relation between sound and meaning. This research applies low-level properties, a mechanism in sound symbolism that is associating the sound to the meaning based on the shared perceptual feature in both phoneme and associated stimuli. The mechanism is used as the method of the research for the researcher explores the characteristics of front vowels contained in English onomatopoeic words that are used to represent the sounds produced by human, animals, natures, machines, and other things. Based on the investigation, the result indicates that the higher vowels the more diminutive meaning it indicates, while the lower vowels the more augmentative meaning it indicates.

Keywords: meaning, onomatopoeia, sound symbolism, vowels

INTRODUCTION

The term of onomatopoeia is not widely recognized or noticed by many people, so the importance is quite ignored to be discussed. Furthermore, Saussure as the expert of linguistics (1857-1913), stated that "... onomatopoeic formations are never organic elements of a linguistic system. Besides, their number is much smaller than is generally supposed.", so people do not consider and do not know further about the term of onomatopoeic words and its relation to the linguistic field. In fact, the existence of this term appears in all languages in the world and

used in many reading materials such as comics, fables, tales and poetry. Even it exists in holy book such as Qur'an, as a research conducted by Seyyedi and Akhlaghi (2013). The result is one nine thousandths of the whole words in Qur'an are onomatopoeic.

Onomatopoeia is a sound imitation word that is created based on natural sounds around us. The sounds of these words resemble sounds related to the meanings of these words. It can be animal, human, nature and other sounds. It is originated from Greek word *onomatopoeia* means 'word-making'. It is the combination of *onomen* means 'name'

and *poieó* means ‘make’ (Shipley, 1984: 280:341). Some of English dictionaries define onomatopoeia as “...the formation of a word from a sound associated with what is named” (<http://oxforddictionaries.com>), “...the naming of a thing or action by a vocal imitation of the sound associated with it; it is the use of words whose sound suggests the sense (<http://www.merriam-webster.com>), “... the formation of words whose sound is imitative of the sound of the noise or action designated (<http://www.collinsdictionary.com>), “...the use of words such as ‘buzz’ and ‘thud’ that sound like the sound which they refer to” (Macmillan English Dictionary, 2002: 992).

Some linguists define onomatopoeia as “a restricted sense refers to imitation of natural sounds, e.g. of animals” (Nordberg (1986) in Abelin 1999, p.3). Rungrojuswan (2007, p.254) defines it as “a group of words used to designate sound in nature...the meaning of referent of an onomatopoeic word is usually the sound of a particular thing or the sound of action of a particular thing in reality.” An onomatopoeic word in the opinion of Kirtchuk (2012, p.1) is “the well-known cross-linguistic phenomenon by which a linguistic element is phonetically inspired on the sound of the reality it conveys.”

Studies of relation between a word or a name and the concept had been done by many philosophies and linguists since Plato era. Many of them have a notion that a word or a name is created arbitrary and conventional. One of them is Ferdinand de

Saussure (1857-1913) which proposes “signifier” and “signified”. In his dichotomy, a language consists of both signifier and signified that the aspects cannot be separated. However, he also stated that there is no reason why a word becomes the signifier of the thing signified and it becomes the signifier because it is the result of a convention. For example, there is no particular reason why people call a big animal with trunk as an “elephant”, but people agree to use “elephant” as a name of the concept of a big animal with trunk.

Departing from the explanation of experts about the theories of how language begin, such as the bow-wow theory, the ding-dong theory, the la-la theory, the pooh-pooh theory, the yo-he-ho theory, and so on (Northquist, 2019, retrieved from <https://www.thoughtco.com/where-does-language-come-from-1691015>), the researcher assumes that the beginning of the emergence of human language as a means to represent objects or concepts begins with human intuition. Based on human witnessing of the shape and the movement of an object and human hearing of the sound generated from the reaction of the object, the word they created to represent it must contain similar sound as the sound produced by the object intuitively, and must not as ‘arbitrary’ as Saussure proposed. This notion is similar with a theory proposed by some expert about the relation between sound and the object. It is called sound symbolism.

Sound symbolism is a study of relation

between sound and meaning. An example of sound symbolism is onomatopoeia, a word representing the sound produced by human, animal or other things. Not many people realize the importance of learning onomatopoeia. In fact, this 'sound word' exists in all languages in the world and used in many reading materials such as comics, fables, tales and so on but people do not consider and do not know further about the term of onomatopoeic words and its relation to the linguistic field as stated by Saussure (1857-1913), "... onomatopoeic formations are never organic elements of a linguistic system. Besides, their number is much smaller than is generally supposed." Whereas learning onomatopoeia to find out how a word related with the concept it contains is very interesting because onomatopoeias are words invented by echoing sound to which it refers. On that ground, this research use onomatopoeia as the object of the research.

Sound symbolism is a theory supporting the opinion of non-arbitrary relation between sound and concept. Linguists have different names to call this term. Abelin (1999: 16) stated in her dissertation that sound symbolism is a general term for an iconic or indexical relationship between sound and meaning, while Nordberg (1986) (in Abelin, 1999: 3), uses a name of phonestheme and defines it as "the combination of synesthetic a certain sound or sound sequences with a particular notion or a particular connotative

content." Jacobson and Waugh (1979) explains sound symbolism as

The intimacy of the connection between the sounds and the meaning of a word gives rise to a desire by speakers to add an internal relation to the external relation, resemblance to contiguity, to complement the signified by a rudimentary image.

Malkiel in Abelin (1999:3) uses the term of phonosymbolism for sound symbolism. It is about 'real-life sounds or noises' phonosymbolism analyze the ability of the sound to convey meaning. It is the pronunciation of the word reflects the sound it refers. Disregarding the difference of term used, it can be concluded that sound symbolism a theory indicating a distinct relation between sound and meaning. Since onomatopoeia is a kind of word which the sounds form related to the sounds that the word referents, the onomatopoeia is included into sound symbolism.

Some researches about the relation between sound and the concept of an object in the form of words have been conducted numerous times. The result of the research conducted by Nobile (2015) in French indicated that there is correlation of phonemes to the graphic features of acuity, continuity, curvature, regularity, and density.

Mulyadi (2008) in his research of Simbolisme Bunyi dalam Bahasa Indonesia found out that there are some relations of phoneme with emotive interjection in Bahasa such as phoneme /ε/ to represent emotive interjection of surprise or phoneme /o/ to represent emotive interjection of astonishment. Another research is conducted in 2008 by Carolis, et.al which is a further experiment of two pseudowords, *bouba* and *kiki* in Gama. The previous studies used as references in this research indicated that *bouba* is associated with round object, while *kiki* is associated with spiky object. The research resulted further indication that the phenomenon is in respect to the visual saliency of angular shapes, priming, brain activation, synaesthesia and ideasthesia. Those researches showed significantly that indeed there is a phoneme preference based on the features obsessed by the object referred. This justification gives the basic assumption to conduct this research.

In the research, the onomatopoeic words are classified into 3 (three) classifications namely onomatopoeic words based on human sounds (1), onomatopoeic words based on animal sounds (2), and onomatopoeic words based on natural sounds (3).

Onomatopoeic words based on human sounds

The onomatopoeic words in this category are based on human activity that

produce sound such as coughing, sneezing, snoring, farting, burping, chewing, laughing, etc. for example “hahaha”, “burp”, “slurp”, etc.

Onomatopoeic words based on animal sounds

The onomatopoeic words in this category are based on sound produced by various animals such as bee buzzing, bird singing, cat meowing, chicken clucking, cow mooing, dog barking, etc. for example, “meow”, “moo”, “cluck-cluck”, etc.

Onomatopoeic words based on natural sounds

The onomatopoeic words in this category are based on sound produced by collisions, bursts, strikes, machinery, and physical and natural phenomena such as bomb exploding, gunshot, knocking, etc. for example, “bang”, “boom”, “knock”, etc.

Phonetics

In linguistics, a study of speech sound is phonetics. Phonetics analyzes the sound waves released and how human’s hearing organ can accept the sound to be analyzed further by human brain. (Ladefoged, 1982: 1), and Gorys Keraf (1978) stated that phonetics is the science of language that discusses the speech sounds used in utterance and how the sound is produced by human speech organs. Clark and Yallop (1990) defined that

phonetics is a field related to how human speaks and hears and processes the utterance they accept. Further, phonetics is important to some purposes such as teaching of diction, mastering speech sound in foreign language or betterment the quality of speaks for the ones who lack in hearing.

Articulatory Phonetics

Articulatory phonetics is a study of how the vocal tract produces the sounds of language. It is the study of the way speech sounds are articulated by the vocal organs; Limberman (1977:3) used the term of physiology phonetics, a science analyzing about the physiological function of human. On the other hand, if someone wants to analyze speech sound of a language, he/she must know and understand the various and the function of mechanism of human speech

organ and the role in producing sound (Singh dan Singh, 1876: 2).

Fromkin (2003: 240) explains that production of phoneme involves the movement of air through vocal tract consisting of glottis, the opening between the vocal cords which is located in larynx, pharynx, the tubular part of throat above the larynx, oral cavity or mouth, and nasal cavity, the nose and the plumbing that connects it to the throat and sinuses.

Phonemes

Phonemes are produced by the movement of articulators to the air stream from lungs when someone articulating it. If the air stream from lungs is not intervened, then the phoneme is vowels. In converse, if there is intervention in streaming of air from lungs, then the phoneme is consonants.

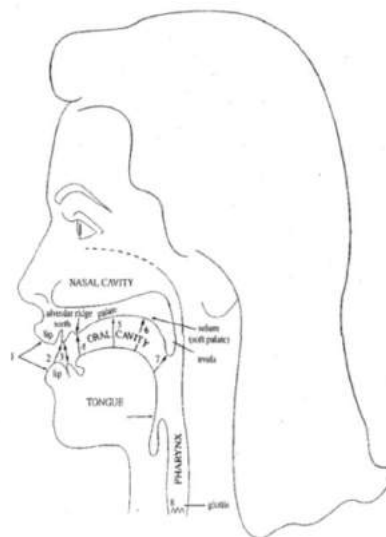


Figure 1: the vocal tracked by Fromkin (2003)

English Vowels

Vowels are phonemes produced by non-intervened air stream from human lungs. Vowels are sounds articulated without complete closure of mouth or a degree of touching of any articulators which would produce audible friction. English has 12 phonemes of vowel. Fromkin (2003: 252) pointed out that English vowels are distinguished by three ways.

1. High level of tongue. In this category, vowel is distinguished by the degree of highness of tongue. The highest raise level of tongue produces phonemes /i/, /ɪ/, /u/ and /ʊ/, thus they are called as high vowels. Lower raise level of tongue produces phonemes /ɜ/, /e/, /ə/, /ɛ/, /ɒ/, and /ʌ/, thus they are called as middle vowels. The lowest raise level of tongue produces phonemes /æ/, /a/, and /ɔ/, thus they are called as low vowels.
2. Part of tongue involved. In this category, vowel is distinguished by the difference part of tongue involved. The front part of tongue involved produces phonemes /i/,

/ɪ/, /ɜ/ and /æ/, thus they are called as front vowels. The central part of tongue involved produces phonemes /ʌ/, /e/ and /ə/, thus they are called as central vowels. The back part of tongue involved produces phonemes /ɑ/, /ɒ/, /ɔ/, /u/, /ʊ/, thus they are called as back vowels.

3. Form of lips. In this category, vowel is distinguished by the form of lips. The rounded lips produces phonemes /ɔ/, /u/, and /ʊ/, thus they are called as rounded vowels. The unrounded: /ɑ/, /ɒ/, /ʌ/, /e/, /ə/, /i/, /ɪ/, /ɜ/ and /æ/, thus they are called as unrounded vowels.

Other than those ways, English vowels are also differentiated by the duration. The duration is influenced by muscular effort of the tongue used in producing sound. The greater the great tension of the tongue muscles than its counterpart, the longer sound in duration. Long sound of the vowels is called tense which consists of phonemes /i/, /æ/, /u/, /ɔ/, /ɜ:/ and /ɑ/, while short sound of the vowel is called lax which consists of phonemes /ɪ/, /e/, /ɒ/, /ʌ/, /ə/, and /ʊ/

	Front	Central	Back	
High	[+tense] /i/ (s <i>ea</i> t) ----- [-tense] /ɪ/ (s <i>i</i> t)		/u/ (s <i>ui</i> t) ----- /ʊ/ (p <i>u</i> t)	Rounded vowels
Mid	[+tense] /e/ (s <i>ay</i>) ----- [-tense] /ɛ/ (s <i>e</i> t)	/ɜ/ (b <i>ir</i> d) ----- /ə/ (s <i>ofa</i>)* /ʌ/ (s <i>ud</i> s)*	/o/ (b <i>oa</i> t) ----- /ɔ/ (c <i>au</i> ght)**	
Low	[+tense] ----- [-tense] /æ/ (s <i>a</i> t)	-----	----- ----- /a/ (s <i>oc</i> k)**	

* don't confuse /ə/ and /ʌ/ — /ə/ is used in unstressed syllables, while /ʌ/ is in stressed syllables
 ** some speakers (including most Californians) don't have /ɔ/ in their dialect; they use /a/ instead

Figure 2: English vowels

METHODS

This is a qualitative study because this study is aimed at describing onomatopoeic words being constructed this research. This method will be flexible to answer the statement of the problems suggested in the first chapter. Besides, the data are interpreted and displayed descriptively and systematically based on the supporting theory. The strategy used in this research is case studies. In the strategy of case studies, the researcher deeply explores a program, event, activity, a process, or one or more individuals. The case(s) is bounded by time and activity, and researchers collect detailed information by using a variety of data collection procedures over a sustained period of time (Stake, 1995 as quoted by Creswell 2003: 17). The onomatopoeic words in this research takes several steps: 1). to collect Marking the onomatopoeic words

listed in the Oxford English Dictionary; 2). Selecting the onomatopoeic words containing front vowels; 3). Noting the meaning. As for the analysis, some steps are taken as follows: 1). Analyzing the manner and place of articulation the research; 2). Analyzing the visual, the movement, and the reaction produced by the object referred by the words

This study collects the English onomatopoeic word from Oxford English Dictionary (OED), because the OED is a reliable source as it is not only edited by a large group of native speakers, but it has also been continuously updated. The following is the data collection which is analyzed in the research. The researcher found 80 onomatopoeic words constructed in the Oxford English Dictionary, which distinctively indicate the significance difference in meaning as attached below:

No	Onomatopoeic words	Phonetic Transcription	Things/Activities indicated
1	Baa	/ba:/	the cry of a sheep or lamb
2	Bang	/bæŋ/	strike or put down forcefully and noisily
3	Bark	/ba:k/	the sharp explosive cry of a dog, fox, or seal
4	Beep	/bi:p/	a high-pitched sound emitted by electronic equipment or a vehicle horn
5	Bleep	/bli:p/	a high-pitched sound made by an electronic device as a signal or to attract attention
6	Boohoo	/bu:hu:/	representing the sound of someone crying noisily
7	Boom	/bu:m/	loud, deep, resonant sound e.g thunder or explosion
8	Burp	/bɜ:p/	belch after feeding.
9	Buzz	/bʌz/	a low, continuous humming or

			murmuring sound, made by or similar to that made by an insect
10	Caw	/kɔ:/	the harsh cry of a rook, crow, or similar bird
11	Chink	/tʃɪŋk/	a light, high-pitched ringing sound, as of glasses or coins striking together.
12	Chirp	/tʃɜ:p/	utter a short, sharp, high-pitched sound. of a small bird or a grasshopper
13	Clack	/klæk/	a sharp sound as of a hard object striking another
14	Clang	/klæŋ/	a loud, resonant metallic sound
15	Clap	/klæp/	strike the palms of (one's hands) together
16	Clash	/klæʃ/	strike (cymbals) together, producing a loud discordant sound
17	Click	/klɪk/	a short, sharp sound as of two hard objects coming smartly into contact.
18	Clip-clop	/klɪp-klɒp/	the sound of a horse's hoofs beating on a hard surface
19	Cluck	/klʌk/	a short, low sound of hen
20	Clunk	/klʌŋk/	a dull sound such as that made by heavy objects striking together
21	Cock-a-doodle-doo	/kɒkə du:dl du:/	sound made by a cock when it crows.
22	Coo	/ku:/	a soft murmuring sound of a pigeon or dove.
23	Crack	/kræk/	a sudden sharp or explosive noise.
24	Crackle	/krækl/	a rapid succession of slight cracking noises.
25	Crash	/kræʃ/	collide violently with an obstacle or another vehicle.
26	Creak	/kri:k/	a harsh sound when being moved or when pressure is applied.
27	Crisp	/krɪsp/	a wafer-thin slice of potato fried until crisp and eaten as a snack.
28	Croak	/krɒk/	a characteristic deep hoarse sound made by a frog or a crow.
29	Crow	/krəʊ/	the cry of a cock.
30	Crunch	/krʌntʃ/	crush (a hard or brittle foodstuff) with the teeth, making a loud grinding sound. .
31	Ding	/dɪŋ/	a ringing sound e.g. a bell
32	Dong	/dɒŋ/	a deep resonant sound e.g. a bell
33	Fart	/fɑ:t/	wind from the anus
34	Honk	/hɒŋk/	Sound made by a goose or ship's horn
35	Jangle	/dʒæŋgl/	a ringing metallic sound
36	Jingle	/dʒɪŋgl/	a light ringing sound such as that made by metal objects being shaken together
37	Knock	/nɒk/	strike or thump together or against something

38	Moo	/mu:/	Sound of cows
39	Miaow	/mjao/	Sound of cats
40	Pat	/pæt/	touch quickly and gently with the flat of the hand
41	Phew	/fju:/	Exhaling for relief
42	Ping	/pɪŋ/	an abrupt high-pitched ringing sound e.g. sound of a small bell
43	Plop	/plɒp/	a short sound as of a small solid object dropping into water without a splash.
44	Poof	/pɒf/	describing a sudden disappearance or expressing contemptuous dismissal.
45	Ring	/rɪŋ/	Sound of telephone
46	Roar	/rɔ:/	Lion growling
47	Screech	/skri:tʃ/	a loud, harsh, piercing cry or sound.
48	Slap	/slæp/	hit or strike with the palm of one's hand or a flat object
49	Slurp	/slɜ:p/	eat or drink with a loud sucking sound
50	Smack	/smæk/	a loud, sharp sound made by or as by such a blow
51	Snap	/snæp/	break with a sharp cracking sound
52	Sniff	/snɪf/	draw air audibly through the nose
53	Snore	/snɔ:/	a snorting or grunting sound in a person's breathing while they are asleep
54	Snort	/snɔ:t/	an explosive sound made by the sudden forcing of breath through the nose
55	Splash	/splæʃ/	strike or move around in water, causing it to fly about
56	Splosh	/splɒʃ/	strike or move around in water, causing it to fly about
57	Squeak	/skwi:k/	A short, high-pitched sound or cry
58	Swirl	/swɜ:l/	move or cause to move in a twisting or spiralling pattern.
59	Swoop	/swu:p/	seize with a sweeping motion
60	Swoosh	/swu:ʃ/	a sudden rush of air or liquid
61	Tee hee	/ti:hi:/	a titter or giggle
62	Thud	/θʌd/	a dull, heavy sound, such as that made by a large object falling to the ground
63	Thwack	/θwæk/	strike forcefully with a sharp blow
64	Thump	/θʌmp/	a dull, heavy blow or noise of heavily hit, especially with the fist or a blunt implement
65	Tick	/tɪk/	a regular short, sharp sound, especially that made every second by a clock or watch
66	Ting	/tɪŋ/	a sharp, clear ringing sound e.g. a small metal object hitting something made of metal, glass, etc.
67	Tweet	/twi:t/	the chirp of a small or young bird
68	Twinkle	/twɪŋkl/	shine with a gleam that changes

69	Vroom	/vrʊ:m/	constantly from bright to faint the roaring sound of an engine or motor vehicle
70	Whack	/wæk/	Strike forcefully with a sharp blow
71	Wheeze	/wi:z/	Rattling sound as a result of obstruction in the air passages.
72	Whirr	/wɜ:z/	Something rapidly rotating or moving to and fro
73	Whistle	/wɪsl/	A clear, high-pitched sound made by forcing breath through a small hole between partly closed lips, or between one's teeth.
74	Whoomph	/wɒmf/	A loud muffled sound
75	Whoosh	/wʊ:ʃ/	Move quickly or suddenly and with a rushing sound.
76	Woof	/wɒf/	The barking sound made by a dog.
77	Zap	/zæp/	a sudden burst of energy or sound, or other sudden dramatic event.
78	Zing	/zɪŋ/	Move fast with a quiet high sound
79	Zip	/zɪp/	move or propel at high speed
80	Zoom	/zu:m/	move or travel very quickly.
81	Zzz	/zzz/	sleeping sound

RESULTS AND DISCUSSION

In the research, it is found that there are contributions of front vowels and back vowels in some particular meaning components that describe characteristics of the object referred by the onomatopoeic words constructed in OED. It is also found that some vowels are not productive in contributing particular non-acoustical meaning components. Therefore, the next discussion only discusses about vowels that contribute significant difference in meaning.

Front vowels

Based on the process of articulation, front vowels are articulated by the raising or

lowering front part of the tongue. In the research, front vowels are divided into high front tense unrounded vowel, high front lax unrounded vowel, and low front tense unrounded vowel.

High front tense unrounded vowel

This sound is represented by /i/ and articulated by rising the front part of tongue (but not the tip) until it almost touches the front part of palatal. The space of mouth becomes narrow and small because the space of lips is almost close. This sound produced by the great tension of the tongue muscles than its counterpart. The consequence is the sound is longer in duration.

Table 1: Onomatopoeic words involving high front tense unrounded vowel

Data number	Onomatopoeic words	Phonetic Transcription	Sound or Activity Referred	Meaning Component
4	Beep	/bi:p/	a high-pitched sound emitted by electronic equipment or a car horn	Small equipment or car
66	Tweet	/twi:t/	the chirp of a small or young bird	Small bird
70	Wheeze	/wi:z/	Rattling sound as a result of obstruction in the air passages.	Narrow passage

From the source of data, it was found that onomatopoeic words which employ this phoneme contain some particular non-acoustical meaning components describing the size of the object producing the sound, namely “small” and “narrow”. The evidence was found in the cases as shown.

From the examples above, the phoneme of high front vowel /i:/ plays a part in describing the size of the object. The /i:/ sound in “beep” indicate the smallness of the equipment producing the sound. The similar case is also found in “tweet”, which describes sound of small bird. The sound can be compared with onomatopoeic word involving back vowel such as “honk” /hɒŋk/ which is used to describe sound produced by a ship’s horn or by a goose. Empirically, ship is bigger in size than a car, while a bird producing “tweet” such as a canary is bigger in size than a goose. Another description of size indicated by /i/ is “narrow”. The evidence can be proved by “wheeze” /wi:z/, a sound of air flows through an air passage. The “narrow-ness” in the sound describes the size of the passage

hole which causes high pitch sound of air as it flows out of the passage.

The sense of “small” and “narrow” sense of the sound is expectedly influenced by the high pitch-ness of the sound which is caused by the raising tongue and narrowness space of mouth when articulating the sound. High-pitch sound is conventionally and intuitively associated with such characteristics of an object.

High front lax unrounded vowel

The articulating process of front close lax unrounded vowel is similar with high front tense unrounded vowel, those are articulated by slightly lowered the front part of tongue. This sound is shorter than high front tense unrounded vowel, which is why it called lax. This sound is represented by /ɪ/. From the source of data, it was found that onomatopoeic words which employ this phoneme contain non-acoustical meaning components describing the size of the object producing the sound, namely “thin”, “small”, and “fast.” The evidence was found in the cases as shown.

Table 2: Onomatopoeic words involving high front lax unrounded vowel

Data number	Onomatopoeic words	Phonetic Transcription	Sound or Activity Referred	Meaning Component
27	Crisp	/krɪsp/	a wafer-thin slice of potato fried until crisp and eaten as a snack.	Thin snack
31	Ding	/dɪŋ/	a ringing sound e.g. a bell	Small bell
36	Jingle	/dʒɪŋɡl/	a light ringing sound such as that made by metal objects being shaken together	Small objects
68	Twinkle	/twɪŋkl/	shine with a gleam	Fast gleam

From the examples above, the phoneme of high front vowel /ɪ/ plays a part in describing the size of the object producing the sound. The “smallness” sense in the phoneme is proved by “ding” /dɪŋ/, a ringing sound e.g. a bell, and “jingle” /dʒɪŋɡl/, a light ringing sound such as that made by metallic objects being shaken together. /dɪŋ/ indicates the sound produced by a small bell. It can be compared by /dɒŋ/ which indicates the sound produced by a bigger ball. The similar case is also found in /dʒɪŋɡl/ which the phoneme of /ɪ/ plays a role describing the small size of the metallic objects producing “jingle” sound. It can be compared with /dʒæŋɡl/ which is an onomatopoeic word describing sound of “bigger” metallic objects.

The phoneme /ɪ/ also plays a part in describing the sense of “thinness” as shown in “crisp” /krɪsp/ and “ping” /pɪŋ/. /krɪsp/ indicates the sound produced when biting a dry snack such as potato chips. Empirically, potato chip is thin than, for example, Indonesian chip, *kerupuk* which sounds /krʌʊk/ when it is bitten.

Another sense described by the phoneme is “fast” as in “twinkle”/twɪŋkl/ which describes the sound of gleaming. The “fastness” refers to the process of gleaming: fast and constantly changes from bright to faint.

The sense of “thin” and “fast” sense of the sound is expectedly influenced by the high pitch-ness of the sound which is caused by the raising tongue and narrowness space of mouth when articulating the sound. High-pitch sound is conventionally and intuitively associated with such characteristics of an object.

Low front tense unrounded vowel

When articulating this sound, both sides of lip are little bit pulled aside. This sound is represented by /æ/. From the source of data, it was found that onomatopoeic words which employ this phoneme contain some particular non-acoustic meaning components describing characteristics which are “bigger”, “wider” and “thicker” than the ones described by high front vowels. The evidence was found in the cases as shown.

Table 3: Onomatopoeic words involving low front tense unrounded vowel

Data number	Onomatopoeic words	Phonetic Transcription	Sound or Activity Referred	Meaning Component
23	Crack	/kræk/	a sudden broke of object such as wood.	Thick object
55	Splash	/splæʃ/	strike or move around in water, causing it to fly about	Wide or big object
77	Zap	/zæp/	a sudden burst of energy or sound, or other sudden dramatic event.	Big object

From the examples above, the phoneme of high front vowel /æ/ plays a part in describing the size of the object producing the sound. The “big” sense in the phoneme is proved by “zap” /zæp/, a sound describing something moving in high speed. The phoneme /æ/ intuitively impresses the bigger size of the moving object if it compared with “zip” /zɪp/.

“Splash” /splæʃ/, the sound describing an object falling into water, also proves the superior meaning of the sound. The phoneme /æ/ of the onomatopoeic word impresses the bigger size of the object or the wider area of the water where the object falls into than the ones described by “splish” /splɪʃ/.

Another sense indicated by this sound is “thick” which is proved by “crack” /kræk/ which is an onomatopoeic word describing sound of a sudden broke of object such as wood. It can be compared with “crisp” /krɪsp/, sound of a sudden broke of a potato chip when it is bitten. Empirically, a wood is thicker than a potato chip.

The sense of “big”, “thick” and “wide” sense of the sound is expectedly influenced by the low pitch-ness of the sound which is caused by the lowering tongue when articulating the sound. Low-pitch sound is conventionally and intuitively associated with such characteristics of an object.

Central vowels

Based on the process of articulation, central vowels are articulated by the raising or lowering central part of the tongue. In the research, middle vowels are divided into middle central tense unrounded vowel, middle central lax unrounded vowel, and middle central lax unrounded vowel. From the source of data, it was found that the phonemes included this class do not show any distinctive meaning in the onomatopoeic words which employ the phonemes.

Back vowels

Based on the process of articulation, back vowels are articulated by the raising or lowering back part of the tongue. In the

research, back vowels are divided into back high tense unrounded vowel, back high lax rounded vowel, back middle tense rounded vowel, back low lax rounded vowel, and back low tense rounded vowel

These vowels are articulated by lowering the tongue. The space of mouth opens widely because the upper jaw moves up, away from the lower jaw. The air stream also flows freely because no articulators intervene it. Most of the back vowels are rounded which are articulated by forming a rounded mouth. Back vowel consists of. From the data analyzed, the senses of the diminutive are found in the onomatopoeic employing front vowels. They include: big, heavy, hard, dull.

CONCLUSION

Language is formed by many aspects. One of the aspects is phonological one. This aspect plays a role to determine the meaning of words used in a language based on the sound. Phonological aspect can be used to investigate the meaning from the sound it employs. The sounds investigated in this research are vowels and consonants. One of kinds of words is onomatopoeic word; the sound of word represents the sound it refers to. This kind of word is considered by the researcher as suitable words to be investigated based on the sounds. From this study, it was found that a particular sound in nature can be composed of more than one sound component. Each sound component has

different degree of significance or saliency in perception.

A certain vowel influence a certain meaning of onomatopoeic words. There are two kinds of vowel observed in this research: front vowels and back vowels. The results of investigation show that mostly front vowels dimmed the sense of the words which employ the sounds. The diminutive sense of the words is influenced by the front vowel's manner of articulation. The senses included into diminutive which are found from the investigation are *small*, *thin*, *light*, *sharp* and *high resonance*. In converse, back vowels' manner of articulation effect the augmentative meaning of the onomatopoeic words. The senses included into augmentative which are showed by the results are *big*, and *low resonance*.

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THE POVERTY AND STRUGGLE OF FRANK MC COURT IN ANGELA'S ASHES

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Abstract

One of the literary works is novel. In novel we can find many kinds of characterization. The researcher chooses this novel as the data source because the novel is good to be analyzed about the struggle of human life. It will be a great inspiration and motivation to people who was born in poverty. So, this research aims to find out the characteristics of poverty of Frank McCourt by using a sociological approach and to describe the indicators of poverty as a social problem. The character starts from the child until Frank McCourt to be succeed to face the obstacles in poverty. Besides that, the writer wants to know the struggles of Frank McCourt's life and how he can survive in poverty as a child. As a result, the reader can get the spirit of Frank McCourt's struggle and about his thought in many kinds character. This research used qualitative method in analyzing the data. The data was collected from a novel of Frank McCourt "Angela's Ashes" and in the form of quotation from novel that related to Frank McCourt's character. The result of this research is the characteristics of poverty of Frank McCourt influenced by charity, health, government, justice institution, Limerick community, family, ethnocentrism, and employment office. There are also some indicators of poverty that show the struggle of Frank McCourt to survive in poverty, including: struggle in starving, in the bad situation that makes his father becomes alcoholic and her mother becomes a beggar, poor clothing and housing, and suffers from ill health.

Keywords: *Frank McCourt, novel, poverty, struggle, sociological approach*

INTRODUCTION

Literary works often describe about human's life that are related to culture, religion, social, moral and so on. Almost the whole literary works give impact to the readers when they have finished to read. Sometimes, the impact can be sad or happy and like or dislike, for them this impact is influenced by the kind of the story that they read. That's why literature as part of life because literature can give the impact to the society, and also the society can give the impact to literature. Endraswara (2013) found the following:

Literature will basically reveal the incident. But the incident was not "real facts", but rather a creator of mental facts. The creator of literature has been refined process using objective facts imagination, so an imaginative mental fact. (p. 22)

From the statement above we can conclude the literature cannot be separated from the real incident and the imagination of the author. Many people choose novel as a favourite literary work because the content of novel includes many aspects. In novel, we can

see how the author describes the story in wonderful plot, good setting and unique character. Beside that, we can get a moral value or an advice which is good or not. In this research, the writer analyzes and clarifies more deeply about the character of Frank McCourt in the novel "*Angela's Ashes*" written in 1996 by Frank McCourt.

In this research the researcher wants to analyze the novel because to find out the character of Frank McCourt that is good to be analyzed as inspiration and motivation to people who was born in poverty. Besides that, the writer wants to know the struggles of Frank McCourt's life and how he can survive in poverty as a child. As the result, the reader can get the spirit of Frank McCourt's struggle and about his thought in many kinds character. The writer conducts this research entitled "*The Poverty and Struggle of Frank McCourt in Angela's Ashes*". And the writer thinks that it is very interesting for doing a research by using a sociological approach. What is poverty and what is struggle? According to Aristotle in the book *Sociology inquiring into society*: poverty is the parent of revolution and crime. (p. 179). Then Haskin (2002) stated the effect of poverty as the following:

The effects of poverty on families and children cannot be overlooked, or overemphasized. Adults generally lack quality, affordable housing and are therefore at risk for homeless-ness or living in

nonstandard housing, both of which can lead to health risks. Maternal depression is quite common among adult women, and men and women are likely to experience chronic health problems, poor nutrition, and increased mortality rates. (p. 136)

The researcher found the research that related to this research. There is no many researches that discuss about poverty based on the novel, but the researcher only found how to conduct the character's research. To know the situation and condition of poverty, the researcher found this former research. Theresa C. Davidson, A Dissertation. The Department of Sociology. Doctor of Philosophy. Louisiana State University. United State: August 2005. She wrote about "*Loat in Transition: Welfare to Work in Lusiana*". From her research it can be concluded that the findings from this research show that many former recipients have left TANF and many of these leavers are working in the formal labor market. However, many are still mired in poverty and experience significant hardships. While they have a variety of strategies and rely on various forms of support, struggles continue. As the years since reform legislation continue to pass, it will be crucial to continue studying the effect that these policies have had on the poor.

Further, as more recipients continue to exit welfare for work, given what we know

about wages and incomes, research must focus on the experiences of the “working poor”. Policy will need to be redesigned to deal with the unique needs of those who no longer have welfare as a “back-up”, but must struggle to maintain employment. In addition, more research must be done on those who have exited welfare without work. They may have unique needs that are not currently addressed due to the assumption that eventually they will find work. Overall, we must expand our understanding of poverty in a way that reaches beyond static income measures and even beyond material hardships. Even though this research is not specific explain about the poverty, but it is adequate to realize that poverty related to welfare, wages, working poor, and social policy. That’s make the research to explain more detail about the poverty that happen in the novel of Angela’s Ashes.

Besides that, another former research that support this research is about character. Berlia Cahyo Widowati, Faculty of Letters: English Department As partial Fulfillment of the requirement for undergraduate Degree in English Literature Gunadarma University. Jakarta, July 2006. She wrote about “*A Character Analysis of Miss Marple in Agatha Christie’s ‘Nemesis’*”. Based on her research we can find kinds of Miss Marple’s character such as Miss Marple, she is an ordinary old woman who gets a mission to reveal the injustice case of Mr. Rafiel son, Michael Rafiel who is executed as the main suspect in

murder case of the young girl named Verity Hunt. She is a person who was born with the gift or natural genius and talent. Miss Marple has a good memory by considering her age; she is also a critical person in judging people is character. Her mind is practical but she is also hard working, organized and clever in her job; Those are all combined together with her great instinct to know the situation. That capability makes her becoming a wonderful and unofficial detective in her period.

In the first relevance research analyze about welfare, this related to the poverty that the writer want to write. The second relevance research analyzes about character, those are related to character analysis that the writer want to do. So, This research is related to the previous research in analyzing character according sociological approach. But in this research, the writer will specify the research in social problem and one of the main character in *Angela’s Ashes*.

To all poverty, there are so many people who keep struggling. Then definition of struggle as follow: According to Oxford Advanced Learner’s Dictionary (2000), struggle: 1. (For something) to try very hard to do something when it is difficult or when there are a lot of problems. 2. To move somewhere or do something with difficulty. 3. (Against/ with somebody/ something) to fight against somebody or something in order to prevent a bad situation or result. 4. (With somebody) to fight somebody or try to get away from them. 5. (With somebody) (for

something) to compete or argue with somebody, especially in order to get something. (p. 1343)

Besides that, the researcher used the sociological approach to analyze the data, Semi (1993) Sociological approach in the early history of the emergence of literature as a mirror looking at history, especially the history of economic and technological development, as well as the history of class conflict. Any kind of community life activities, such as culture, economy, industry and encourage greater influence to the authors. A growing number of social phenomena and dialectic that occurs in a society increasingly rich with new ideas and writer. (p. 92)

Then Semi stated the detail of step works that used for sociological approach. Semi (1993) found the concepts and criteria described, the use of sociological approaches in the research literature should be considered work methods or steps as follows:

The talks are the most used to do about the figure of the author, the social aspect that is in the works, the reader or audience in terms of support discussed after talking about the author. The author discussed beforehand due to the assumption that the author is a key determinant of whether and how the social aspects of culture used, and also to determine the author of a large-size community the opportunity to accept and refuse the creation of a literary work. By knowing the background of the author of life would be easier to study other aspects.

It is important to discuss about the author is on the philosophy that was followed, political ideology, social status, education, socialization, and religious life. All of this is to determine the vision of authorship and patterns of struggle, which eventually poured into the works they wrote.

Intrinsic aspect of literary study is associated with the public interest and the mission of literature in raising living standards. The theme must be viewed in relation to the interests of society. The greater the benefits to society are many more high value given to the work. The desired character is a character that shows the struggle persistence in defending many aspect, not the character of the struggle for personal interests or the character adrift in a world of romance. The most awarded language is the language most familiar to the public.

Reception, impression, and welcoming the community to literary work also need to be analyzed. A rating of good literature, is literature that directly or not community use as a handle. Even though elements of moral and didaktive is overlooked by no means a problem not addressed the beauty of literature.

In addition the image reflects readers in the study, it also reviewed and considered the influence of the work is a problem for readers and for writers. What positive effects they have received.

Another thing that should receive the assessment and review of the values, ethics, culture, philosophy in literature. The assessment of this done while assessing aspects of indoctrination, dogma, didactic, and social protest contained therein. (p. 94-95)

METHODS

This scientific research paper uses a qualitative method by using a sociological analysis. Endraswara (2013) Descriptive research means explanation the data in the form of words or pictures, and the result is not in the form of numbers. The data is generally in the form of recording, and also is not the numbers. The data is generally in the form of notes, photographs, recordings, documents, or other official records. In qualitative research reporting with thorough verbal language is very overlooked because of all the interpretations and conclusions drawn conveyed verbally. Descriptive qualitative approach is the view that all things exist in the form of a system of signs that should not be underestimated, they are all important, and all of them have influence and connection with others. By describing all kinds of sign systems (semiotics) may provide a more comprehensive understanding of what is being studied. (p.30)

The source of data in this thesis is a novel entitled "*Angela's Ashes*" written by Frank McCourt in 1996 as the primary data. The novel is used as the primary data, to analyze the characteristics of poverty of Frank McCourt in this novel. The Data are taken

from the quotation that related to poverty and struggle of Frank McCourt. The descriptive method in this research aims to provide an outline of poverty and struggle of Frank McCour in Angela's Ashes novel. According to Best and Kahn 1982:119) descriptive research is a research method that try describe and interpret object appropriate with situation.

The steps of collecting data are: Reading the Frank McCourt's novel "*Angela's Ashes*" thoroughly while identifying the sentences related to poverty. Underlining the quotation related to the characteristic of poverty of Frank McCourt. Dividing quotation into 2 aspects: Deciding the quotation that support the social problem aspects that influence poverty of Frank McCourt. Deciding the struggles that influence Frank McCourt to survive in poverty. After collecting the data, the researcher analyzes the data by doing: Editing the data, this step includes checking all the data, in this case all the quotations related to poverty and struggle, in terms of appropriateness of the data with the theme of this research. Next step is classifying the data, All the data in this research are concerned in related to poverty and struggle of Frank McCourt. The last step is analyzing the data, doing the analysis of data that consider the certain theory. The researcher explores the data analysis with that theory. And the researcher analyzes to prove the aspect which the writer wrote in techniques of collecting data.

RESULTS AND DISCUSSION

The result of the research is explained as follows. From quotation poverty and struggle, the 90 data found as a proof of problem of the research. Based on the theory of Sami, 90 data which are the most appropriate with the theory. The descriptive qualitative method used for analyzing these 30 data are: (1) Poverty: 65 data, Epistrophe 25 Data.

The characteristics of poverty of Frank McCourt in “Angela’s Ashes” by using a sociological approach.

Data 1 (Poverty)

One of the purposes and functions of religious institutions in terms of both manifest and latent is as follows: the solidarity in society will be strength and develop mutual aid. Over the life of the poor in Limerick, McCourt family also relies on the assistance given religious institution. One of them obtained the assistance of the St. Vincent de Paul of Society. There is no reason for embarrassment for a hungry stomach. Thus, the McCourt family regularly represented his mother Angela Sheehan always take allowances and assistance from St. Vincent de Paul of Society.

McCourt family who always obtained the assistance of the St. Vincent de Paul of Society:

*“Mam say ‘tis all right
for her to be begging at*

*the St. Vincent de Paul
Society for a docket for
food.” (AA,1996: 103)*

Indeed, when Christmas, McCourt family in difficult circumstances. They do not have anything to eat. Angela Sheehan brings Frank and Malachy to the St. Vincent de Paul society to get the lunch special. However, it turns out, hope it was worth it. They only got coupons for groceries. In this poor condition, Frank McCourt’s Mam asked her children to beg even in Christmas when other people happy to celebrate the moment and eat well, but it was not happening to them.

Data 2 (Poverty)

Many people argue about expensive healthcare. It makes difficult for poor people who can seek treatment when ill. They just treat pickup only. In fact, sometimes they make the wrong diagnosis.

A little knowledge about health in poor people it’s too bad. They often do not care the disease for a long time, it causes the death. This situation the same as in McCourt family life. McCourt has twin brother. But they were dead because of having a complicated illness. Besides that, Grandmother’s Frank was also dead because of being late treated.

McCourt family have bad health till
dead:

Little brother of Frank McCourt was
dead:

“Six months after Oliver went, we woke on a mean November morning and there was Eugene, cold in the bed beside us. Dr. Troy came and said that child died of pneumonia and why wasn't he in the hospital long ago? Dad said he didn't know and Mam said she didn't know and Dr. Troy said that's why children die. People don't know. He said if malachy or I showed the slightest sign of cough or the faintest rattle in the throat we were to be brought to him no matter what time of day or night. We were to be kept dry at all times because there seemed to be a bit of a weakness in the chest in this family.” (AA, 1996: 87)

That's the poor condition when your family was sick and you cannot bring them to the hospital. It's hard to get money for eat, moreover to get the family in hospital. So, the thing that they can do is let their family be healthy naturally or to be critics and nobody can help them anymore.

Data 3 (Poverty)

Routinely, McCourt family was dependent on government dole. Little brother of Frank had just died from an illness. The People sympathetic to the Labour Office that

Frank got a few pennies from there. Even, the dole was never enough for McCourt family, moreover the dole was also according to the number of McCourt family.

Frank McCourt's family got the dole from the Labour Exchange:

“The morning after Oliver's burial Dad went to the Labour exchange to sign and collect the week's dole, nineteen shilings and sixpence. He said he'd be home by noon, that he'd get coal and make a fire, that we'd have rashers and eggs and tea in honor of Oliver, that we might even have a sweet or two. He wasn't home by noon, or one, or two, and we boiled and ate the few potatoes the shopkeepers had given the day before. He wasn't home anytime before the sun went down that day in May. There was no sign of him till we heard him, long after the pubs closed, rolling along Windmill Street, singing.” (AA, 1996: 80)

Exactly McCourt family get the dole every week from the Labour Exchanges, but his father always misapplies the money for drinking alcohol in the pub, and he never thought about his wife and children, that's why the condition keep getting worse because of irresponsible father.

Data 4 (Poverty)

Occasionally the extended family of Angela Sheehan still help McCourt family when condition is so bad. However, they often helped McCourt family by poor action, criticize, insult and be rude before. Beside that, they blame Malachy is the cause of every problem in the McCourt family. This is what makes Angela ostracized by her family, including her mother.

The bad treatment of Angela Sheehan family to McCourt family:

“A year later another child was born. Angela called him Malachy after his father and gave him a middle name, Gerard, after his father’s brother. The MacNamara sisters said Angela was nothing but a rabbit and they wanted nothing to do with her till she came to her senses. Their husband agreed.” (AA, 1996: 11)

The poverty that McCourt's family went through continued to drag on. Even Angela's family isolates them. So that there's no family will want to help them through this poverty.

After analyzing the data that related to social problem that effect the poverty of Frank McCourt, the researcher then analyzing the struggle of Frank McCourt to Survive in poverty in ‘Angela’s Ashes’

Data 5 (Struggle)

Frank told to his father that his brothers and him was hungry, but his father only laughed:

“I tell him we’re all hungry and he lets out a crazy laugh. Hungry? He says. Och, Francis, your wee brother Oliver is dead. Your wee sister is dead and your weebrother is dead.” (AA, 1996: 77)

Because of McCourt’s father is a heavy addict of alcoholic, he always ignores his children. Once, McCourt felt very hungry and wanted to eat. Then he told his father, but the father's reaction was just laughing. Though he is a child, but he did not get the responsibility from his parents. In this situation, McCourt should think about looking for food by himself.

Data 6 (Struggle)

Basic human needs almost related to the food, cloth, and house. In *Angela's Ashes*, story about cloth was very bad. Frank and his brothers who still baby did not wear good diapers, and also the clothes that they wore every day. The clothes that they wore was the clothes that every time exist on their body. If the clothes they were there's a hole, his mother would patch the outfit, and so on.

When Frank got a job as telegram boy, he was confused because he only had

one cloth with the bad condition, so many holes, and the colour had changed. Exactly, he was very embarrassed. But he did not care of everyone that insulted him. When Frank washed his cloth before he went to post office and started his work as a telegram boy, he wore Grandma's dress, because at that house did not another cloth anymore.

Frank McCourt rinsed the dirty diapers in the lavatory in order they used the next day:

"She sends me down the hall to rinse the dirty diapers in the lavatory so that they can be hung up to dry and used the next day. Malachy helps her wash the twin's bottom though he's ready to fall asleep himself. I crawl into bed with Malachy and twins. I look out at Mam at the kitchen table, smoking a cigarette, drinking tea, and crying. I want to get up and tell her I' be a man soon and I'll get a job in the place with the big gate and I'll come every Friday night with money for eggs and toast and jam and she can sing again anyone can see why i wanted your kiss." (AA, 1996: 21)

Many people think this will not happen anywhere. For example, the use of disposable diapers many times, washed and

used it again. This happened because the McCourt family did not have money to buy new diapers, so the existing, used, washed, dried and used again. How poor.

Data 7 (Struggle)

In absolute poverty discuss about sanitation facilities, Frank family initially did not know the lavatory in front of their rent house is only one lavatory in the lane. It was used for 11 families there. So, any family that threw anything into the lavatory that always smelled odor by them. If warm condition was not too severe, but when the rainy season, The lavatory would be poor. Because the dirty water spread till their house for months. This made their house dirty and full of flies.

Besides the smell of the lavatory, beside their house there is a stable. And the smell of the stable and stables were attracted to the rats.

Frank McCourt family tried to fight against the rats and the stink from lavatory:

"We fight the rats and we fight the stink from that lavatory. We'd like to keep our door open in the warm weather but you can't when people are trotting down the lane to empty their brimming buckets. Some families are worse than others and Dad hates all them even though Mam tells him it's not their fault if the builders a hundred years ago put up

house with no lavatories but this one outside our door. Dad says the people should empty their buckets in the middle of the night when we are asleep so that we won't be disturbed by the stink." (AA, 1996: 241)

In front of their rental house is a toilet, they have been very clean. But in all conditions the lavatory disturbs cleanliness. When floods, water overflows, when dry, the odor stings. So that dirty animals like rats roam their homes.

Data 8 (Struggle)

Frank got diseases but they could not go to doctor because of poverty.

Frank McCourt got bad eyes infection, but he cannot do something:

"There's a sore at the top of my nose between my eyebrows, gray and red and itching. Grandma says, don't touch that sore and don't put water near it or it'll spread. If you broke your arm, she'd say don't touch that with water it'll spread. The sore spreads into my eyes anyway and now they're red and yellow from the stuff that oozes and makes them stick in the morning. They stick so hard i have to force my eyelids open with my fingers and Mam has

to scrub off that yellow stuff with a damp rag and boric powder. The eyelashes fall off and every bit of dust in Limerick blows into my eyes on windy days." (AA, 1996: 256)

Prolonged eye pain that occurs cannot make McCourt do something to save himself. Allowing pain, infection, blurred vision, until finally healed naturally. All happened because he did not have money and do not have parents who are responsible for their children.

CONCLUSION

The characteristics of poverty of Frank McCourt in "*Angela's Ashes*" by using a sociological approach, that viewed social problems that happened in Limerick and influenced Frank McCourt. The aspects that influenced Frank McCourt involve charity institution, health institution, government institution, Limerick community, family, ethnocentrism, employment office, and justice institution. Those aspects have a big interaction with the characteristics of poverty of Frank McCourt by a sociological approach to define social problems. All aspects in analyzed the poverty based on sociological approach are nothing really saved him from poverty. As like as this institution did not exist and not going well. So that Frank McCourt saves himself from poverty not the institution or someone.

The struggles of Frank McCourt to Survive from poverty in “*Angela’s Ashes*” are related to the indicators of poverty, including: struggle in starving; Frank stole the food from the store and farm, Frank worked to the post office and the other place that could get money. After the researcher do deep analyzing how does Frank McCourt get food. he once stole, begged, worked or asked many people for help. But all ignored him, including his parents. But he keeps struggling in many ways.

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PIERCE'S SEMIOTICS ANALYSIS ON BENNY'S CARTOONS RELATED TO COVID 19 ISSUES

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Abstract

This journal article focuses to analyze signs contained in Kartun Benny regarding to issues of coronavirus happened these days in Indonesia and many countries in the world. Kartun Benny is cartoon which is published in online portal media, Kontan.co.id. Kartun Benny is published regarding to the current issues happened in Indonesia. The aim is to find the meaning contained Kartun Benny regarding to the coronavirus issues. To analyze the cartoon, Pierce's theory of semantic is used. From the three levels of trichotomy, only one level which is the second level is used to find the meanings. Qualitative method is used in conducting the research. After analyzing the meaning of the Kartun Benny on the 3 editions, which are 18th, 21st and 29th of March 2020, the result shows: Kartun Benny is categorized as a humorous cartoon. The function of the release of this cartoon is a sense of humor to the citizen, not to give critic or satire to the government, to picture the condition of how the people live in the situation of the spreading of coronavirus, and after knowing every policies and instruction given by the Government. In addition, Kartun Benny shows the condition and the respond of the society regarding the issues, the news, and the policies given by the government about the spreading of coronavirus.

Keywords: *Cartoon, Corona virus, Semiotics*

INTRODUCTION

Cartoons are portrayals in the form of paintings or caricatures about people, ideas, or situations designed to influence people/society. According to Sanaky (2013:100) cartoons are a form of graphic media that contains interpretive images that use symbols to convey message quickly and concisely or a message of attitude towards certain people, situations or events (Priyatmi, 2007). Cartoons are visual works coming as representative forms to convey messages which is in the context of media, cartoons can be divided into 2 categories, namely political

cartoons and humorous cartoons. A humorous cartoon is a cartoon that 'job' is conveying humor without any political content. This cartoon is also commonly called gag cartoon, and the main purpose it to bring laughter to the reader/viewer. This cartoon raised humor that was generally understood by the public (Nuriarta, 2019). Humorous cartoon is usually presented in the mass media with a simple and lightweight appearance.

Kontan.co.id is an online news portal under the company of PT Grahana Mediatama, which is about financial data news. Besides providing financial data news,

Kontan.co.id is also presenting humorous cartoons by the name 'Kartun Benny'. *Kartun Benny* provides pictures of the actual news, current events, hot issues in the community related to the latest topic which is nowadays the current issue is about coronavirus and the effects. Each cartoon presented in Kontan.co.id, it must have meaning or message to be conveyed to the citizens.

In order to be able to understand of the meaning of *Kartun Benny* presented in online portal media Kontan.co.id, the analysis of text and image is needed. Semiotics is the study of sign, and the sign conveys information. As stated in Fiske 1990, that semiotics is the study of signs and meanings of signs, how the meanings are constructed in the media texts or the study of how signs of any types of work in society who need meanings (Fiske, 1990). Pierce, in his book states that semiotics itself is the concept of the sign where the sign is not just a language and communication system composed by signs, but the world itself goes so far related to the whole human mind consists of signs, because otherwise humans cannot do it with reality (Sobur, 2013).

News and issues regarding corona virus called Covid 19 becomes popular in various mass media, not including radio, television and online media in the last few weeks since the first positive case was announced on 2nd of March 2020 by the President. Until today the amount positive case for this virus has reached more than four

thousand patients. As stated in the official document posted in the Indonesian Ministry of Health website, coronavirus is a large family of viruses that causes diseases ranging from mild to severe symptoms. At least there are two types of corona virus known to cause diseases with severe symptoms such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS) (<https://www.kemkes.go.id/>). There are various ways used by mass media to convey information, news update of the amount of the patients, the area of virus spread, information about things to prevent, etc. The various ways use such as using text articles, video animation/moving picture, caricatures and cartoons so that the messages conveyed can be received by the public.

The writer is interested to conduct this research because usually analyzing cartoon in mass media only takes political cartoon as the object of the research such as the research conducted by I Wayan Nuriarta which was published in MUDRA Journal article in 2019 by the title "*Tanda dan Makna Kartun Politik Jawa Pos tahun 2019*" (Nuriarta, 2019). In his research, he analyzed political cartoon in Jawa Pos Newspaper in order to give critic the candidate of President and Vice President. The research conducted in 2019 which is the year when the general election of President and Vice President was held. Another research that used cartoon as the object is the research conducted by Setiawan with the title "*Pemaknaan Gambar*

Kartun CLEKIT pada Harian Koran Jawa Pos (Studi Semiotika Gambar Kartun CLEKIT pada harian Jawa Pos 19 November 2016” (R. Dimas F. Setiawan, 2017). Based on the background, the writer is interested in conducting the analysis of *Kartun Benny* related to the corona virus issues in Indonesia. Kontan.co.id released the serial of *Kartun Benny* related to corona virus issues since March 18th, 2020. *Kartun Benny* can be download in kontan.co.id/kartun_benny page. Different from those two research which used the cartoon from newspaper and used political cartoon as the object. To observe the meaning from the cartoon, the writer uses the Triadic concept of Pierce where according to him signs relate to the objects that resemble them, their existences have causality with the signs or because of the conventional bonds with those signs.

METHODS

The purpose of this research is to find the meaning of text and symbol of *Kartun Benny* in the online portal media Kontan.co.id related to the current issues of coronavirus. The writer uses qualitative method to conduct the research in collecting and analyzing data as stated by Cresswell that qualitative research examines the meaning emerged from the data and often presented in words. The aim of qualitative research is to find the patterns that emerge after the observation, documentation, and analysis of

research topic (Cresswell, 2007).

In analyzing the meaning of text and picture in *Kartun Benny*, the writer uses the cartoon that was published on March 21st and March 29th 2020. The series of *Kartun Benny* regarding to the coronavirus issues was first published since March 18th 2020. The research focuses on analyzing the meaning of the text and image, and symbol in *Kartun Benny* using the Triadic concept of Peirce. Pierce’s theory of semiotics is known as triadic concept (triangle meaning semiotics), and the trichotomy concept which consist of representamen, object, and interpretant. Representamen or sign is something representing something else in some capacity or respect. Object is something represented by a loading representative by reference or something translated on the sign. While interpretant is the understanding comes to mind of recipient of the sign about the object being referred to a sign. Interpretant will appears when a sign is captured and understood as a ‘meaning’ (Peirce, 1994).

The Pierce’s triangle model shows each point is connected by a line in two directions, means that every term can be understood only in relationship one another. Pierce uses different terms to explain the sign function, which for him is a conceptual process, in ongoing and unlimited, he calls it “the infinite semiosis”, the chain of meaning-decision by new signs interpreting the previous signs or a set of signs.

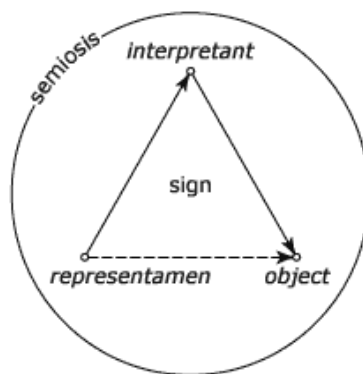


Figure 1: Triadic Semiosis Model
Source: Peirce, C.S (1994)

Peirce's Classification of Sign

The main point of Charles Sanders Peirce's theory of semiotics is a trichotomy that consists of three levels and nine sub-types of signs. The first level trichotomy, representamen consists of qualisigns, sinsigns, and legisigns. The second level trichotomy is object which consists of icon, index, and symbol which are the classification of signs based on the project. Icon is the sign which resembles the shape of the original object. The relationship between sign on the object is similar. Index is a sign which has causality, and symbol is a sign shows the natural relationship between the sign and its marker and it is arbitrary, the relation is based on the agreement. The last level trichotomy is interpretant, and it consists of rheme, dicent sign, and argument.

Before conducting the research, the writer made observations on humorous cartoons on online media which relate to the issues of coronavirus. Some media, such as Tempo publishes cartoons related to coronavirus, but they are political cartoons which

mostly contains critics to the government or the policies made by the government. The documentation method is applied by reading a number of writings related to cartoons, the semiotics theory in textbooks, journals, and even mass media. The cartoon which is analyzed uses the second trichotomy of Peirce's theory that is based on the object including icon, index and symbol.

RESULTS AND DISCUSSION

After being analyzed by using semiotics theory of Peirce, *Kartun Benny* which is published in online portal media shows that this cartoon is categorized as humorous cartoon, not a political cartoon. It shows that there is no satire or critics to the government regarding to coronavirus issues. The purpose of this cartoon released is to respond the government instruction, to respond the news about coronavirus and the effect in mass media. To give sense of humor to the citizen related the serious news mostly published in many mass media, therefore the citizen will not only consume serious news

about the corona virus.

In this research, *Kartun Benny* which has been downloaded from online portal media of Kontan.co.id. The cartoon then is

analyzed by using the semiotics theory of Peirce based on the second trichotomy which is the object that includes icon, index and symbol.



Figure 2. picture of *Kartun Benny* edition 18th of March 2020

First, the picture seen from the icon showed in the cartoon. According to Peirce, Icon is the sign which resembles the shape of the original object (Peirce, 1994). The first icon from the cartoon picture above is a family consist of father, mother, and a son. The father is wearing a shirt with a tie. He wants to work, it can be seen from the writing '*Terpaksa bekerja di rumah*'. The second icon is the amount of small balls surrounding with a lot of antenna. The small balls are flying in the air. They are spreading. This small balls are the descriptions of coronavirus. The expressions of their face show the disappointment.

Index is a sign which has causality (Peirce, 1994). The index from the cartoon picture is the picture of the amount of small balls surrounded by antenna outside the house. They are flying in the air. These small

balls are the interpretation or the description of coronavirus. Because of these flying ball described as coronavirus, the family must stay at home. They must do their activities at home, such as work from home, study from home, pray from home, etc.

Symbol is a sign shows the natural relationship between the sign and its marker and it is arbitrary, the relation is based on the agreement (Peirce, 1994). The expressions from each family members as shown in the writings are a symbol which because of the spreading of coronavirus, they are forced to stay at home. The father must work from home, the son must study at home, and the mother is forced to cook.

Interpretation

The title of the cartoon picture above is "*Gara-gara Virus Corona*". On the cartoon

picture above there are: (1) a family member consists of a father, a mother, and a son looking out of the window. Their face expressions do not show happiness. (2) The writings which shows their expressions of mind. (3) The amount of small balls which surrounded by antennas are flying in the air outside the house. The small balls flying in the air outside the house are shape of coronavirus. Because they are spreading, the family should stay at home. They should do their activities at home. It is a must for them to stay at home as the Government has appealed the instruction. But seeing from their face expressions, they seem not happy for this instruction. This is also evidenced the writing.

Kartun Benny published this cartoon on 18th of March 2020. Indonesian Government published the instruction to stay at home, work from home, study at home since 16th of March 2020. From this cartoon, there is no sense of against the government, or give critic to the government. The cartoon shows only how the society now do their usual activities after the spreading of coronavirus, after the instruction from the government. This cartoon is also a humorous cartoon, seeing from how *Kartun Benny* describe the shape of the virus, how the expressions of the family members, and the writing, especially the writing from the mother, that she must learn how to cook in this condition.



Figure 3. picture of *Kartun Benny* edition 21st of March 2020

First, the picture seen from the icon showed in the cartoon. There are two men on the cartoon picture, one of the man is wearing a mask, a shirt, and carrying a shoulder bag. The other man is not wearing a mask, and he is wearing a t-shirt. There are three parts of

the cartoon picture. the man who seems more tidy by wearing a shirt, carrying a shoulder bag can be described as a worker or employee, a person having a job. While the other man who is wearing only a t-shirt, can be described he has no job or works at non-

formal sector. The next icon is *meterean* (wood meter) brought by the man who is wearing a mask.

Second is index. Index is a sign which has causality (Peirce, 1994). On the cartoon picture, on the first part, there are two men that seeing from the picture, they are friends who have not met for some time. The first man start to greet his friend. The distance between the two looks quite close. Then on the second part of the picture, the man who is wearing mask seems want to take something out from his bag. And on the last part, as we can see, he take *meteran* (wood meter) to measure the distance between he and his friend who doesn't wear mask. The wood meter (*meteran*) is an index. Index according to Pierce's theory is a sign which causes casualty. The man wearing a mask take out his wood meter to measure the distance because he does not want to take a risk of the contagion of coronavirus, so he should keep the distance at least 1 meter. Besides the man which is his friend do not wear a mask. The second index is a mask. Because if the man does not wear a mask, he will have the risk of contracting the coronavirus. So that he wear a mask.

Symbol is a sign shows the natural relationship between the sign and its marker and it is arbitrary, the relation is based on the agreement (Peirce, 1994). When one of the man take the wood meter out and measure the distance, he said to this friends "*Jarak aman 2 meter... Tapi 1 meter masih oke lah!*" (the

safe distance is 2 meters... but 1 meter is still okay!). The wood meter is a symbol of the writing that shows in the cartoon. The wood meter is a tool to measure the length. In this picture it is used to measure the distance between the two man. And one of the man believe by keeping the physical distance will decrease the risk of contracting coronavirus.

Interpretation

The title of the cartoon picture above is "*Awas Covid 19, Jaga Jarak*" (Beware of Covid 19, Keep distance). This cartoon picture was released on March 21st 2020. Before the cartoon picture is released, the Government made intruction to keep physical distance. Physical distance is a must to do when a person is doing activities outside minimally 1 meter, in public transportain, workplace, and everywhere. After the Government instruction of this appeal, many mass media release this news, this information. And Kontan.co.id create this Kartun Benny as one of the respond of the government instruction. This cartoon is categorized as humorous cartoon, because there is no description of critics or satire to the government. But Kartun Benny seems support the government isntruction which is to keep physical distance, by creating this cartoon edition. The sign which makes this cartoon is categorized as humorous cartoon is when one of the man on the picture spread the woodmeter to measure the distance between him and his friends.



Figure 4. picture of *Kartun Benny* edition March 29th, 2020

First, the picture seen from the icon showed in the cartoon. A woman (mom) and a boy (son) are seen in the picture, while the woman is operating a smartphone. The son is pointing to the smartphone hold by his mom while talking to his mom, he seems happy. On the picture, the outfits of the woman are *kain or jarik and kebaya*. Those outfit is usually wearing by traditional woman, or a person who comes from middle class living in an area for lower class in a city. The boy is wearing a t-shirt. It means that his daily life outfit is a casual or simple. From those outfits, wearing by the mother and the son, it can be seen that they are not coming from rich family, they are one of the people who affected by the spreading of coronavirus.

Second is index. Index is a sign which has causality (Peirce, 1994). On the cartoon, the mother seems is operating the smartphone. It can be seen that there are pictures of vegetables and a fish which as if they come out from the smartphone. The point of these vegetables which come out

from the smartphone, to show the readers/the viewers that the women on the picture is operating the smartphone and is searching for vegetables and fish on the smartphone. Seeing his mom is searching for some vegetables on smartphone, on e-commerce, the boy then comment to his mom “*Waaah... Emak! Sekarang udah canggih, yaaa?! Belanja ke pasar tradisional onle!*” He comment his mom, that his mom now is becomes modern for she now shopping for buying vegetables from smartphone, by online shopping. The mother answers “*Musim corona gini, ke pasar beneran serem juga, Tong...*” from the writings on the picture, it can be seen that there is a casualty of what makes the woman now using smartphone for shopping, the activity she never did before. The woman is forced by the condition of the spreading of coronavirus that makes her cannot do her daily activity which is going to traditional market for buying daily need such as vegetables.

The symbols of the cartoon above are smartphone which is showing the pictures of

vegetables and fish, and the mask that the woman is wearing. By the condition where the spreading of coronavirus, makes everyone whether they are from rich background or low class society, they nowadays do their activities by using smartphone, and one of them is shopping for daily needs. The mask, is a thing that everyone must wear these days to prevent the spreading of the virus.

Interpretation

This cartoon was published on 29th of March 2020. The government has appealed to all people, society to do their activities at home, such as working from home, studying from home, and praying from home. They are appealed to decrease the outdoor activities which they used to do before coronavirus. This cartoon shows us that the call to stay at home applies to all class of society. The cartoon shows us that these days, the people's behaviors that they are not only working from home, or studying from home, but they are also shopping from home by using smartphone. Therefore *Kartun Benny* creates this cartoon as one of the respond from the government appeal. It shows us the condition and situation happened to the people regarding to the coronavirus issues. This cartoon is categorized as humorous cartoon because there is no satire or critics for the government. Besides it becomes humorous cartoon from the writing. The language used in the picture such as the words '*Emak, onlen, Tong...*' are usually used by people

who live on the edge of Jakarta. The using of those words make the cartoon has sense of humor.

CONCLUSION

This research shows that there are two kinds of cartoon, political cartoon and humorous cartoon. After being analysis by using the Pierce's theory of semiotics, *Kartun Benny* is categorized as humorous cartoon. It functions to give sense of humor to the citizen who are worried of this coronavirus issues. It can be seen whether from the first cartoon, second or third cartoon. In the first cartoon, which is entitled "*Gara-gara Corona Virus*", the cartoon shows how a family should act in the condition of coronavirus pandemic. By showing the shape of coronavirus flying in the air, the family must stay at home in order not to get infected. The second picture, the title is "*Awas Covid 19, Jaga Jarak*". On the picture one of the men bring wood meter to measure the distance. He tries to keep physical distance by bringing the wood meter. On the second picture, a son and his mother who is trying to shop the daily needs by using smartphone and the son comment to his mother. By the conversation, the using of the word "*Emak, Onlen, and Tong*", it has a sense of humor from the cartoon.

Besides, there are various mass media which only present the news about coronavirus, the effects of coronavirus, the number of patients, and so on. From the

levels of trichotomy of Pierce theory, only the second level, namely object is used to analysis the cartoon. From the three objects analyzed. After interpret the cartoon, it shows that *Kartun Benny* is create and publish after there is a new information or a new update regarding the coronavirus issues. In addition, *Kartun Benny* is published to respond to the news update and government instruction about coronavirus, not to give critic the government.

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PERSUASIVE STRATEGIES USED IN BURGER KING'S INSTAGRAM POSTS CAPTION

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Abstract

Burger King is the one of the most successful fast food restaurant in the world. According to Wikipedia, there are 17,796 locations of Burger King all over the world in 2018. Burger King also has its Instagram account. Now this account has been followed by 1,6 million people and has posted 938 posts. That statistic shows that Burger King is active in social media especially in Instagram platform. The writer see the indication of the using of Persuasive Strategies because in promoting their product. In this research the writer wants to know the persuasive strategies that applied in Burger King's Instagram post caption and the most used strategy. This research applied Qualitative Method as research method. This research has two results, first, there are 13 strategies that appear in Burger King's Instagram post caption they are, Anecdote, Assonance, Cliché, Connotation, Evidence, Everyday/Colloquial Language, Hyperbole, Imagery, Inclusive Language, Pun, Repetition, Rhetorical Question, and Simile. Second, the most used strategy is Everyday/Colloquial Language.

Keywords: *Discourse analysis, instagram post, persuasive strategies*

INTRODUCTION

Persuasion is the one of the ways of how human being communicates each other. Bebbe (2012) stated in his work that persuasion is the process of modifying and confirming other people attitudes, belief, value, or behavior. When someone persuade, they are influencing their hearer's attitudes, belief, value, or behavior. The researcher wants to find out the persuasion strategies. In this research, the researcher will analyze persuasion strategies within Burger King's Instagram post caption. The reason of choosing this topic and the subject because Burger King is the one of the most successful fast food restaurant in the world. According to Wikipedia, there are 17,796 locations of Burger King all over the world in 2018.

Burger King also has its Instagram account. Now this account has been followed by 1,6 million people and has posted 938 posts. The reason of choosing Instagram is because Instagram is the most popular social media this day.

There are three previous researches that the writer found to be a relevant research to this research. First is Hilda Yumnawati Nurrosyidah's *Persuasive Strategies in Joko Widodo's Political Speeches* (2016). There are two objectives, to classify the kinds of persuasive strategies used by Joko Widodo in his speech and to describe how Joko Widodo used persuasive strategies in his speech. The method that is employed is qualitative method. This research uses the Aristotle's theory of persuasion strategies (*pathos, logos,*

& *ethos*) as a guiding theory. There are some results, first, all the three appeals of persuasive strategies (*pathos, logos, & ethos*) are equally important to persuade the audience in the area political speeches. Second, the most frequent persuasive strategies that appear in Joko Widodo's political speeches are *pathos* and *logos* strategies.

Second previous research is a hand-work of Nuckfi Mukarromah, *Persuasive Strategies Used in Slogan of iPhone Advertisements*. There are two objectives, to identify the kind of persuasive strategies used in slogan of iPhone advertisements and to describe the way of the persuasive strategies applied in slogan of iPhone advertisements. The method that is employed in this research is qualitative method. This research employs Keraf's seven strategies to persuade people (*rationalization, identification, hypnotic, conformity, compensation, projection, and displacements*) and Aristotle's theory of persuasion (*pathos, logos, & ethos*) as guiding theory. This research produces some conclusion. First, the researcher found that there are six kinds of persuasive strategies used in slogan of iPhone advertisements. They are rationalization, identification, hypnotic, conformity, compensation, and displacement. Second, the most frequent strategy used in slogan of iPhone strategy is rationalization, compensation, and hypnotic strategy. Third, the writer found that the advertiser used *pathos, logos, & ethos* in implementing the persuasive the persuasive

strategies in slogan of iPhone advertisement.

The last previous research is Izzah Shabrina's "*Persuasive Strategies Used in Hillary Clinton's Political Campaign Speech*". There are two objectives of this research, they are, to identify the kinds of persuasive strategies used in Hillary Clinton's speech and to describe the persuasive strategies occurred in Hillary Clinton's speech. This research uses Aristotle's theory of persuasion (*pathos, logos, & ethos*) as guiding theory to formulate the data and employs qualitative method. This research found that Hillary Clinton uses all of the persuasive strategies proposed by Aristotle in her speech in order to persuade her hearer.

METHODS

This research employs the qualitative approach. Cresswell (2013) stated in his book that Qualitative method is type of method that depends on text and image data, also has a distinctive step of analyzing the data and draws on various data. The writer uses this method for this research because this research uses text as data and uses some steps in analyzing the data. The data was taken from the internet in post caption form at this website <https://www.instagram.com/burgerking/>. The data that the writer uses to be analyzed in this research is in the form of post caption, which are sentences and phrases. In collecting the data, the writer uses three steps, they are, read the post caption in order to understand the content of the caption, sort the post caption in

order to pick the post which introducing new menu, and make the list of data that have been picked. In analyzing the data, the first thing that the writer did is to classify the data according to persuasive strategies by Lamb (2014). The next thing is to interpret the data that have been classified. The last on is to make a conclusion of the analysis.

RESULTS AND DISCUSSION

There are 25 strategies that Lamb has revealed in his persuasive strategies, those are Alliteration, Analogy, Anecdote, Appeals, Assonance, Attacks, Cliché, Connotation, Emotive Language, Euphemism, Everyday/Colloquial Language, Evidence, Expert Opinion, Hyperbole, Generalization, Inclusive Language, Imagery, Jargon, Logic/Reason, Metaphor, Pun, Repetition, Rhetorical Question, Sarcasm, Simile.

There are 13 strategies of persuasive in 39 data which are taken from the caption of the post which introducing new menu in Burger King's Instagram post caption. Those strategy are Anecdote, Assonance, Cliché, Connotation, Evidence, Everyday/Colloquial Language, Hyperbole, Imagery, Inclusive Language, Pun, Repetition, Rhetorical Question, and Simile.

Anecdote

Anecdote is the short story that is used to illustrate the thing that we want to explain to the reader and can engage the reader emotionally.

We asked bacon where it wanted to go next. It said, "cheesy tots". Introducing Bacon Cheesy Tots™ now at BK.

This data is introducing a new menu *Cheesy Tots*. It is a melted cheese potato bites covered in crunchy bread crumb coating. Anecdote strategy is implied in this data. We can see from statement, "*We asked bacon where it wanted to go next. It said, "cheesy tots"*". This statement is a brief story that Burger King brings before revealing the new product. The story itself is not a real story and it tends to be a humorous story. The story is used to guide the reader to the point. The point is the new product Bacon Cheesy Tots.

Assonance

Assonance the repetition of words which have similar vowel sounds that can make a pleasing sound and can emphasize the main topic.

Rise and fire. New #FieryChickenFries are here

This data is introducing the new menu, Fiery Chicken Fries. It uses Assonance strategy. The uses of Assonance strategy can be seen from statement "*Rise and fire*". There is a similar vowel sound in "Rise" and "Fire". That vowel sound is "ai". It is used to make the reader familiar with the product and can

be easy to remember. The words “Rise” and “Fire” also describe the new menu which is a spicy dish.

Cliché

A cliché is an overused phrase or statement. Writers are often use this strategy in order to be more effective and simpler to convey ideas to the hearers.

*Crunchy, cheesy tacos
didn't used to be our
thing. Now they are.
Introducing the \$1
Crispy Taco, now
available at Burger
King*

This data is introducing new menu, *Cheesy Taco*. The use of Cliché strategy can be seen from word *Crunchy*. If we ask people how is taco tastes, they will answer that the Taco is crispy and crunchy. It is obvious and we have known that the taco is crispy and crunchy. Crunchy has overly used to describe Taco and it is a usual description of taco.

Connotation

Connotation is the meanings that is not the literally meaning where the words are associated with the feelings and ideas.

*Meet the perfect amount
of **heat**. The Spicy
Crispy Sandwich has
arrived*

This data is introducing a new product Spicy Crispy Sandwich. In this data, the writer uses Connotation strategy to persuade the reader. The using of Connotation strategy can be seen in the word *heat*. The word *heat* has a literal meaning as high temperature, but in this context, the word *heat* is associated with the idea of *spicy*. This data is promoting a spicy dish, so it is fit if we use word *heat* to represent spicy. The data said *meat the perfect amount of heat*, that means the customer will get a perfect amount or the complete spiciness of the *Spicy Crispy Sandwich*.

Evidence

Evidence is a strategy of using statistics data or other forms of data in an argument in order to support the argument of the topic and persuade the reader when they read the argument about the topic.

*With 175% more flame-
grilled beef *than the Big
Mac. Just calling it 'big'
didn't really cut it.
Introducing the Big King
XL* (based in pre-
cooked patty weight; Big
King XL 8.8 oz. v. Big
Mac 3.2 oz.)*

This statement uses Evidence strategy. It can be seen from statement “*based in pre-cooked patty weight; Big King XL 8.8 oz. v. Big Mac 3.2 oz*”. This statement shows

the comparison of the measurement of the pre-cooked patty weight of Big King XL (burger product of Burger King) and Big Mac (burger product of Mc'Donalds). This measurement is used to show that Big King XL is bigger and more satisfying than Big Mac. This strategy can be an effective way to persuade the reader to choose Burger King rather than their competitor Mc'Donalds.

Everyday/Colloquial Language

Everyday/Colloquial Language is a language that can be found in daily life. The writer uses it in order to make them seem realistic, down-to-earth, and practical.

*Burger King's next big thing **isn't** a burger. **It's** a #GrilledDog. And **it's** made with 100% beef.*

This data is introducing a new product Grilled Dog which is a hotdog. It is really new for Burger King to sell a hotdog product since we know that the main product of Burger King is burger. In introducing and promoting Grilled Dog, Burger King's Instagram account uses Colloquial Language strategy. The Colloquial Language can be seen from the word "*isn't*" and "*it's*". Those words are the informal style of "*it is*" and "*it is not*". Those words are used in everyday life situations where and not in the formal situation. #GrilledDog can be included into

Colloquial Language strategy because it is an informal written form. The use of hashtag is popular in social media, not in the formal written text.

Hyperbole

Hyperbole is the synonym of exaggeration. This strategy is used by the writer to heighten the effect of the issue or the main point of the discussion. The result of that heightening the effect of the issue is mobilization of the reader to agree to the issue.

U always remember every sip of BK café because our coffee is carefully brewed to perfection so as soon as u smell the sweet Arabica-ness u know you're in for the coffee of a lifetime except u get to have it every day and even set reminders with your phone

The using of Hyperbole can be seen from the statement "u know you're in for the coffee of a lifetime except u get to have it every day and even set reminders with your phone". They say that when the reader smells the aroma of the coffee they want to get the coffee every day and even they will set a reminder in their phone to get a coffee. The writer argues that this statement is

exaggerated because they say that people will set a reminder just for a cup of coffee every day. That is exaggerating.

Imagery

This strategy is the using of descriptive writing that makes the reader create an image in their mind. The writing gives a clear image that can help the reader to think about the topic in a certain way.

*Two flame-grilled patties,
cheese, bacon, six onion
rings, and BBQ sauce.
The RODEO® KING™
has arrived*

The using of Imagery strategy can be seen from statement *two flame-grilled patties, cheese, bacon, six onion rings, and BBQ sauce*. This statement describes ingredients that contained in the dish like, two flame-grilled patties, cheese, bacon, six onion rings, and BBQ sauce. This statement can lead the reader to imagine when they are eating the dish with flame-grilled patties cheese, bacon, onion rings, with BBQ sauce. It will raise their appetite and makes the reader wants to try the dish.

Inclusive Language

The kind of language which can create an impression that the writer and the reader are in the same side of the issue. The reader and the writer have the same opinion about the issue. The characteristic of this

language is the using of “we” and “our” to create impression of the similarity of opinion between writer and reader.

*Sweet or savory breakfast?
We solved the biggest
morning question with a
sandwich– introducing the
new French Toast Sandwich*

We can see Inclusive Language strategy in statement “*We solved the biggest morning question with a sandwich*”. In this statement, Burger King uses word “we” in order to create an impression that they are in the same side with the readers or customers and they have the same issue and they understand about it. The issue that they face is the question that always come when they have to decide to choose the breakfast menu. With this strategy, Burger King try to inform to the other that they have solved this issue and it will be the happiness of the customers which is also their happiness.

Pun

Pun is the using of a word or words that has similar sounds but the meanings are different. The difference of the meaning can create a joke in order to make light of an issue.

*Donut worry, these are
real. Whooper Donuts
are now available (for
one day only) at select
BK locations*

This data is introducing a new menu Whooper Donuts. It is a modification of Whooper Burger. The bun is not an ordinary burger bun but it is a Donut shape bun. This data uses Pun strategy in promoting the new menu. The uses of Pun strategy can be seen from the first sentence “*Donut worry, these are real*”. The word “*Donut*” in that statement has a function as “*Do not*” but the researcher plays with sound. The reader read it like “*Do*” as in “*Do*” and “*nut*” as in “*walnut*” and “*peanut*”. So it sounds “*Do not*”. The use of the strategy is to attract the readers to the new menu. So the reader can catch easily that the new menu is a Donut (Whooper Donut). So it is a play of different meanings of a word.

Repetition

Repetition is the using of repeated words or phrases in order to emphasize the main topic. The writer has a hope that when the words or phrases are repeated, it will persuade the reader to agree with the issue.

*It's sweet, it's fun, it's
got waffles for buns.
Try the new Maple
Waffle Sandwich, now at
Burger King*

Repetition strategy can be seen from statement “*It's sweet, it's fun, it's got waffles for buns*”. There is a repetition of “*It's*”. “*It*” refers to Maple Waffle Sandwich. The writer wants to emphasize the product. The

emphasizing of the product uses the repetition of the characteristics of the dish. The dish is got a sweet taste because of the waffle buns. The dish brings a fun when the customers eat the dish because it has a contrast between sweet flavor that comes from the buns and savory taste that comes from the filling which are egg and sausage. The last is it's got waffles as a bun. In opposite with others sandwich, this sandwich uses waffles as a buns while the others use ordinary bun.

Rhetorical Question

Rhetorical Question is the using of question that does not need to be answered because the answer is made obvious. It is used to bring the hearer to the conclusion and it is used to reveal the point rather than to get an answer.

*You want more? We got
you. You want less? We
got you. Basically, we
always got you. The
stacker king is here in
three delicious sizes*

This data is promoting Stacker King Burger. It uses Rhetorical Question strategy. In this statement Burger King ask the reader if they want to have more size of stacker king burger or just the smaller size. This rhetoric question is used to show that Burger King can afford all the customer's preferences of menu, whether they love to have the big one in order to get satisfying dish or the small one in order

to just taste the dish without getting very full.

Simile

Simile is a comparison between two different things. In simile, we often use the help of words “as” and “like”

*Introducing the new
#SteakhouseKing. It's
like a steakhouse, that
you can eat*

This data is introducing a new menu Steakhouse King burger. This data uses Simile strategy. The use of Simile strategy can be seen from statement “*It's like a steakhouse, that you can eat*”. It refers to the Steakhouse King. The writer wants to compare the dish like a real steakhouse because the dish uses a slap of steak meat which is a steak meat that is available in a real steak house in the burger. The writer wants to tell the reader that it is like a steakhouse and it feels like at a steakhouse while you are eating the dish.

CONCLUSION

In this research the writer analyzes the persuasive strategies in Burger King's Instagram post caption. The writer has found 39 data that applied persuasive strategies. From 25 types of speech act which are Alliteration, Analogy, Anecdote, Appeals, Assonance, Attacks, Cliché, Connotation, Emotive Language, Euphemism, Everyday/ Colloquial Language, Evidence, Expert

Opinion, Hyperbole, Generalization, Inclusive Language, Imagery, Jargon, Logic/Reason, Metaphor, Pun, Repetition, Rhetorical Question, Sarcasm, Simile, the writer only found 13 out of 25 they are Anecdote, Assonance, Cliché, Connotation, Evidence, Everyday/Colloquial Language, Hyperbole, Imagery, Inclusive Language, Pun, Repetition, Rhetorical Question, and Simile with the elaboration 3 data of Anecdote, 1 data of Assonance, 1 data of Cliché, 2 data of Connotation, 2 data Evidence, 9 data of Everyday/Colloquial Language, 2 data of Hyperbole, 7 data of Imagery, 1 data of Inclusive Language, 2 data of Pun, 2 data of Repetition, 5 data of Rhetorical Question, and 2 data of Simile. The strategy that is dominant is Everyday/Colloquial Language.

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