



AN ANALYSIS OF FIGURATIVE LANGUAGE IN VIEWS (*OPINION COLUMN*) OF ONLINE *PADANG EKSPRES* NEWSPAPER

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ABSTRACT

Language is a media of communication that has an important role in human life. The background of this research because of interesting issues in terms of figurative languages that contained in Online Padang Ekspres Newspaper. The use of these figurative languages sometimes makes the reader difficult to know the meaning of the sentence, because the form of figurative languages cannot be known the meaning literally. This paper aims to identify the type and meaning of figurative language used by the author in Online Padang Ekspres Newspaper in March until May 2016 editions. The paper focuses on the types of figurative language in Opinion Column of Online Padang Ekspres Newspaper, because the writer finds many sentences in form of figurative language in that column. The writer collected data by downloading opinion column of online Padang Ekspres Newspaper. In analyzing the data, the writer groups the data into specific types based on the theory Keraf (2009). Then the writer translated it in English and discussed based on the theory. From the results of this study found as many as 100 words / phrases that categorized into figurative languages. From 100 data, found metaphor as many as 66, 25 phrase belongs to simile, and 9 pieces personification. From these results we conclude that the style of the dominant language used in newspapers Padang Express Online is metaphor and most dominant meaning is positive meaning.

Keywords: figurative language, opinion columns, Online Padang Express Newspaper

A. INTRODUCTION

Figurative language is a language that uses words or expressions with a meaning that is different from the literal interpretation. In addition, figurative language is used in any form of communication, such as in rarely used in daily conversations, opinion in newspaper, advertisements, novels, poems, etc. Moreover, figurative language is the use of words that go beyond their ordinary meaning. It requires the readers to use his/ her imagination to figure out the

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author's meaning. It makes figurative meaning is difficult to understand because the readers cannot find the meaning of the figurative language in the dictionary just like the other vocabulary words that the readers usually use in our daily conversation. To know the meaning of figurative language the readers need to use his/her imagination to imagine what the words are said or what the words refer to.

Yuri (2013) studied about figurative language found in an advertisement like personification, hyperbole, simile, and metaphor that tend to be used in internet advertisements. The advertisements were classified into male and female products. These classifications are in order to show types of figurative language which is dominant and not dominant between male and female products. She concluded that the use of figurative language in advertisement making these advertisements more exciting and interesting, the advertisers used figurative language to make the product become alive. The use of figurative language in advertisement like in internet advertisement, gives big influence in promoting the product. It is easier the producers deliver the message of their product to the consumers.

Further, figurative language is not only added in advertisements but also in news. As source of information or news, the presence of opinion column has a very important role in delivering the opinion to the readers. By reading the opinion, the reader can increase their knowledge; they can follow the progress of issues in the world that is developing rapidly. In conveying the opinions the journalists used many techniques to make their opinions interesting to read. One of these techniques is the use of what is called figurative language. That is why the journalists apply figurative language in the opinions.

The writer interested to find out the figurative language that is used in local newspaper in West Sumatera called Padang Ekspres newspaper. Padang Ekspres newspaper is one of newspaper that has many readers in West Sumatera. The writer read Padang Ekspres newspaper and found many figurative languages in Padang Ekspres newspaper than other newspaper. In this case, the writer choose opinion column as source of data, because in this column the writer found many figurative languages.

Commonly figurative language found in written language, for example, in the opinion column. In this column the journalism used figurative languages to persuade the reader to read opinion. The properties are a thing that must be met by a variety of language journalism given the newspaper read by all levels of society are not the same level of knowledge. This is because not everyone interested to read the newspaper. Therefore the language of journalism, is prioritizing aspects that can interest readers, for example, by using figurative language.

Figurative language is using figures of speech to be more effective, persuasive and impactful. Figures of speech such as: metaphors, similes, allusions go beyond the literal meanings of the words to give the readers new insights. The journalist used these figurative languages to compare something with another thing. In the other words, they used figurative language to make the sentence more effective and persuasive. Figurative language can appear in multiple forms with the use of different literary and rhetorical devices.

Based on the explanation above, the writer interested to find out the figurative language that used in local newspaper in West Sumatera called Padang Ekspres newspaper. Padang Ekspres newspaper is one of newspaper that has many readers in West Sumatera. The writer found many opinions are frequently written by the journalists in the form of figurative language. Furthermore, the writer thinks that not all of the readers understand the meaning of figurative language in the opinion column.

There are two reasons why the writer chooses the opinion column online Padang Ekspres newspaper. First, opinion column is an interesting column that discusses trending topics or hot issues. Then, there are many figurative languages that can be a source of data from opinion column Padang Ekspres Newspaper.

B. LITERATURE REVIEW

1. Semantics

Talking about figurative language, it cannot be separated from semantics. Semantics may be defined as the study of meaning. According to Crystal (1980: 237) "semantic is the major branch of linguistic devoted to the study of meaning in language" Semantics concern the meaning of individual words contained in the language, and also meaning, which result when these words are combined in the various ways, semantic is the systematic of meaning, while linguistic semantic is the study of how languages organized and expressed meaning, the linguistic meaning is derived from linguistic form. Linguistic form is any meaningful pieces of language.

According to Goddard (2011:1), semantic is the study of meaning present when linguists try to understand the nature of language and human language abilities. It means that semantics purpose is helping us to understand the language meaning. And semantics also stand at the centre of the linguistic effort to understand the nature of language and human abilities. In addition, Goddard (2011:1), states that semantic is important to the purpose of depicting and accounting for linguistic competence-that is, the knowledge that people must have in order to speak and understand a language. It means, semantic is significant knowledge that helps us when speak and understand a language.

Moreover, Crane et al (1981:129), states that semantics is the study of the meaning of words and sentences, and explains how they interrelate. This will entail studying the nature of semantic representations, the relationships among words and larger constructions such as phrases and sentences, and the ways in which semantics might be incorporated within the grammar. It is also supported by Fromkin (1993:215), who states that semantics is the study of meaning in human language of words, phrases and sentences. In semantic, human can express the meaning and everything about the feeling; it is showed in words, language, phrases and sentences.

Semantic is a kind of linguistic field that the study of meaning the human language. As one branch of linguistics, semantics takes an important role in this function. According to Barnet (1993:42), semantic is the study of linguistic meaning that is the meaning of words, phrase, and sentence in human language. It

means that semantic is the study that focuses on the meaning that is used by people in their language.

Besides that, Kreidler (2001:3) states that semantic is the systematic study of meaning and linguistics semantic is the study of how language organizes and expresses meaning which mainly concerned of the use of the language system to produce meaningful utterances and processing utterances. It means that semantics only talking about the meaning of the language and the advancement of the meaning of word. By aspect of their meaning, words and phrases may enter into a variety of semantic relations with other words and phrases in the language.

Moreover, Leech (1981:2) in Ervina, (2007:9) also states that semantics is the study of the meaning of words, phrases, or sentences in the language. It is concerned with what sentences and other linguistics object expressed, not with the arrangements of their syntactic parts of with their pronunciation. Furthermore, a semantic theory should attribute to each expression in the language which the semantic properties and relations.

Based on the fact above, the writer categories her research in semantics one because she wants to reveal the meaning according to the text, but it does not have any relationship to context at all. So that, the use of words and sentences to express meaning in human language, is a conceptual system capable of organizing and classifying every imaginable aspect of experience, from inner feeling and perceptions in cultural and social phenomena.

It can be concluded that semantics is the study of the meaning present when linguists try to understand the nature of language and human language abilities. It means that the aim of semantics is to describe the variety meaning of languages. In addition, semantics is the study of meaning of words and sentences, and explains how they interrelate. Therefore, the use of figurative languages is a field of semantics which try to understand the meaning of language. It means that figurative language does not try to find the literal meaning of words or sentence but figurative language is used in non literal sense to give a particular emphasis or to generate a special effect.

2. Concept of Figurative Language

Talking about figurative language, it cannot be separated from the concept of figurative language itself. There are some definition of figurative language that proposed by some linguist. According to Larson (1984:111), states that the figurative senses cannot regularly be translated with a literal form of the word. It means, we have to imagine the other translation of the word. We cannot use the literal meaning of the word and we should find another meaning. Perrine (1988:565), says figurative language is the language cannot be taken literally (should not be taken literally only) and say something other than ordinary way or saying one thing and mean another. It means the figurative language is the way of saying something other than ordinary way, or different from the original one. Because, almost everyday people always express figurative language to interact with another people to make special effect more understandable what is being told.

Meanwhile, Matthews (1997:128), explains that figurative language not intended to be interpreted in a literal sense. Appealing to the imagination,

figurative language provides new ways of looking at the world. It means we should find a new meaning of the word that exists in figurative sentence. The meaning of the word or phrase in the figurative sentence does not exist in the sentence. It always makes us think about a comparison between different things.

Figurative language is using figures of speech to be more effective, persuasive and impactful. Figures of speech, such as metaphors, similes, allusions go beyond the literal meanings of the words to give the readers new insights. On the other hand, alliterations, imageries, or onomatopoeias are figurative devices that appeal to the senses of the readers. Figurative language can appear in multiple forms with the use of different literary and rhetorical devices. According to Merriam Webster's Encyclopedia, figurative language has five different forms: understatement or emphasis, relationship or resemblance, figures of sound, errors and verbal games.

Figures of speech are imaginative tools in both literature and ordinary communications used for explaining speech beyond its usual usage. The Collins English Dictionary (2006) in Elaheh(2010:19) defines figure of speech as "an expression such as a simile, in which words do not have their literal meaning, but are categorized as multi-word expressions that act in the text as units" (Alhasnawi, 2007: 3).

Based on the explanation above, it can be concluded that the figurative senses cannot regularly be translated with a literal form of the word. It means, we have to imagine the other translation of the word. We cannot use the literal meaning of the word and we should find another meaning. In addition Figurative language is using figures of speech to be more effective, persuasive and impactful.

C. FINDINGS AND DISCUSSION

a. Data Description

The data of this research are all of phrases or sentences that contain figurative language found in online Padang Ekspres Newspaper. The data focus on types of figurative language. The edition of online opinion column that the writer analyses was during March until May edition of opinion, there are fifty eight opinions that writer has to be read and analyzed. From those fifty eight opinions there are 66 data categorized into metaphor, 25 data categorized into simile, and 9 data categorized into personification.

NO	Figurative Types	Data	Total	Example
1	Metaphor	1,4,5,6,7,8,9,10,13,15,16,17,18, 20,21,24,25,26,27,28,30,33,34, 38,41,43,45,47,51,52,53,55,56, 57,60,61,62,63,64,66,67,69,70, 71,74,75,76,77,78,79,80,81,82,	66 data	<i>Angin segar</i> (fresh air), <i>gelap mata</i> (eye darkness), <i>panjang tangan</i> (extended arm), etc

		84,85,86,87,88,89,90,91,92,93,96,97,98.		
2	Simile	11,12,14,19,22,32,35,36,37,40,42,44,48,49,50,54,58,59,72,73,83,94,95,99,100.	25 data	<i>Seperti main kucing-kucingan</i> (like playing cat and mouse), <i>seperti tumpukan salju</i> (like pile of snow), etc.
3	Personification	2,3,23,29,31,39,46,65,68.	9 data	<i>Akar budaya yang bermartabat</i> (cultural roots that have prestige)

b. Analysis of Figurative Language in Opinion Column of Online Padang Ekspres Newspaper

1. Metaphor

Metaphor is an analogy identifying one object with another and ascribing to the first objects more quality than the second. It means that metaphor is a kind of figure of speech that revealed the expression directly in the form of the analogical comparison. According to Keraf (2009:139), metaphor is a kind of analogy that compares two things directly, but in the short form.

Datum 8. “a half eye”

*Selama ini isu terkait kebencanaan masih dipandang **sebelah mata** bahkan terkesan disepelekan.*

‘During this time disaster issues are still looked by **a half eye** even they are likely Underrated’

The sentence above is figurative language which categorized as metaphor. The phrase of “a half eye” in literal meaning usually refers to noun (part of body). But in this sentence “a half eye” functions as adverb (the way to look at). The function of a half eye as noun has been change in adverb. The meaning of that phrase refers to part of body (noun) neither the way to look at (adverb). Contextual meaning of “a half eye” is underrated. It gives positive meaning.

1. Simile

Simile is generally the comparison of two things essentially unlike, on the basis of a resemblance in one aspect. Simile uses the words “like” or “as” to compare two explicitly unlike things as being similar. According to keraf (2009:138), equations or simile is a comparison that is explicit.

Datum 12. “eyes are the window”

*Jagalah matamu karena **mata adalah jendela** untuk mengarungi duniamu*
‘Keep your eyes because the **eyes are the window** to navigate your world.’

The sentence above is figurative language which categorized as simile. From the data above, it can be seen that the word like comparing eyes with window. It does not mean eyes look like a window, but window describes eyes. The type of figurative language of the expression is simile. The simile identified through words 'eyes are the window'. The meaning of the sentence above state that the eyes are the tools that we use to see and navigate the world. It gives positive meaning.

2. Personifications

Personification is the commutation of human characteristics to an object. According to Keraf (2009:140), personification is a kind of figurative language style depicting inanimate objects or goods lifeless as if it has human nature.

Datum 3. "train's progress that quickly"

*Mereka tak mau ketinggalan dari kereta **Kemajuan yang berlari kencang** hingga mereka memakai gaya westernisasi yang keblabasan.*

'They do not want to pass **train's progress that** run quickly so they wear westernization excessively.

The sentence above is figurative language which categorized as personification. The word *run* usually used for the human characteristics, it is a kind of human movement from one place to another place move quickly or go forward with a continuous motion. It can be seen that the word *progress* as a human being that can *run quickly*. It means that the progress will develop vastly. This is a type of personification, that the attribution of human feeling or characteristics to an inanimate object.

D. CONCLUSION AND SUGGESTION

1. The Conclusion

The writer just found three types of figurative language; they are metaphor, simile, and personification. First, metaphor in online opinion column at Padang Ekspres newspaper is an implied comparison between two things of unlike nature that yet something in common. Second, simile in online opinion column at Padang Ekspres newspaper is compare between two items directly by used of word such as *like* or *as*. Third, personification in online Opinion column in Padang Ekspres newspaper is a figure of speech describing inanimate objects is giving human traits.

2. Suggestion

In this paper, the writer analyzed per period and all theme of opinion in online opinion column in Padang Ekspres Newspaper. The writer hopes next researcher can analyze opinion in online opinion column in Padang Ekspres Newspaper or other Newspaper per period but in one theme and per author and different theme. In addition, the writer suggests for the future researcher to analyze why author use figurative language. For the theory, it is good to use

recent theory from Keraf and search in Google. Moreover, theories which were used in this study can be applied for further studies.

Note:This article was written based on Nurhaida's paper under the supervision of Leni Marlina, S.S., M.A.

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