

# CHAPTER I

## INTRODUCTION

### A. Background of Study

According to Radna and Pratomo (2019), a group of people use language, a signaling system that uses symbolic vocal sounds to carry out a communication, to exchange messages. Language plays a crucial role in facilitating various social interactions, including daily communication. It goes without saying that language is essential to us. As emphasized in Al-Qur'an, surah Ibrahim (14:4):

وَمَا أَرْسَلْنَا مِنْ رَّسُولٍ إِلَّا بِلِسَانٍ قَوْمِهِ لِيُبَيِّنَ لَهُمْ فَيُضِلُّ اللَّهُ مَنْ يَشَاءُ وَيَهْدِي مَنْ يَشَاءُ وَهُوَ الْعَزِيزُ الْحَكِيمُ

The verse above explained that Allah the Almighty sends messengers (prophet) to the people from among themselves who also speak their language so that they could comprehend the messages that were sent to them (Ibn Kathir).

Language can refer to either the ability of human to acquire and use complicated communication systems, or to a specific instance of such a system. The scientific study of language in any of its forms is known as linguistic. By studying linguistics, we will learn about semantics, the study of meaning. In English, understanding the meaning is important because it influences

someone's comprehension of what the speaker is saying or the way to which the listener is able to take in certain information.

According to Syafitri and Marlinton (2018), figurative language is a persuasive language. It's an additional method of giving language a deeper meaning that may catch the reader's interest. Figurative language enhances effect or conveys meaning; it highlights the meaning of the words while also adding additional meaning.

Utami (2024) stated the results of their study about teaching figurative types, it shows that the two most common types of figurative language used by teachers at SMPN 3 Bandar Lampung are simile and metaphor. These are preferred by teachers more because metaphor and simile can evoke deep emotions and vivid images. Thus, students can learn efficiently and retain information better.

There are approaches that can be used for teaching figurative language. One of them is using visualization approaches. There are various ways for students to visualize or image the language using this approach. The teacher can use form of sketches or drawings, but they might also use other forms of imagery, such as pictures, dramatizations, etc. (Mokif, 2017).

According to Syafitri and Marlinton (2018), figurative language is possible to use on both writing and speech. In speech, figurative language can be heard on radio, movies, and in other unwritten media. Meanwhile in writing, it can be found in written works such as poem, novel book, comics, etc. Webtoon is one of the example of comics.

Webtoon is a free online comic that is accessible through the web or mobile devices such as iOS and Android. Currently, there are seven languages available in webtoon application (2024): English, Thai, Chinese, Spanish, French, Dutch and Bahasa. Numerous genres also can be found in webtoon application including action, horror, romance, drama, fantasy, comedy, thriller, superhero, sci-fi, supernatural, mystery, historical, sports and slice of life. One of the most popular comic in action-fantasy genre is "*Omniscient Reader's Viewpoint*".

"*Omniscient Reader's Viewpoint*", or often abbreviated to "*ORV*", is an action-fantasy fiction written by two Korean author namely Sing Shong and illustrated by Sleepy-C. It is originally a web novel and they decided to make a comic out of it and published it on Line Webtoon, 12<sup>th</sup> of August 2020.

The story of this comic is about Dokja Kim, an office worker, who likes to read the unpopular web novel that has over 3000 episodes named "*Three Ways to Survive the Apocalypse*". It seems that Dokja is the only reader of the web novel. While he was reading the last episode in a train, suddenly the train started to shake harshly. Buildings are destroyed and a numerous monsters can be seen outside the train. It turns out that the novel story that he has been reading until now became reality. He is the only person who knows the whole story and also how the world will end. Then he decided to survive until the end. The reason the researcher chose this for study is that the story might caught the student's interest and attention and also it can be found many types of figurative

language in it. Hence, the students can learn using this media as one of learning approaches for figurative language.

Many researchers conducted research of the study of figurative language. One of them is Simatupang, et al., (2023) titled "Figurative Language in Ariana Grande Song Lyrics". The purpose of the previous study is to identify and evaluate each form of figurative language that used in the song lyrics. The data in this study is using qualitative descriptive methods and based on semantics-related language theory. The result is the researcher found 6 similes, 5 metaphors, 6 personification, 9 hyperbole, 8 synecdoches and there is 6 metonymies.

Another researcher is Syafitri & Marlinton (2019) titled "An Analysis of Figurative Language Used in Edgar Allan Poe's Poems". The purpose of the previous study is to explain the many types and meanings of figurative language that found in the poetry of Edgar Allan Poe. The titles of the Edgar Allan Poe's poems were "*Annabel Lee, The Sleeper, a Dream Within a Dream, To One in Paradise, Alone, Spirit of the Death, The Lake and Evening Stars*". The result show up that there are 96 figurative language that can found in the poetry. Various analyses have been conducted on the figurative language used in Edgar Allan Poe's works. There were 25 personifications, 6 similes, 16 metaphors, 11 hyperboles, 2 ironies, 9 paradoxes, 6 metonymies, and 21 symbols. The meanings of figurative languages found in his poem were classified into 42 connotative meanings, 30 social meanings, 16 reflected and 8 collocative meanings.

Based of the statement above, the previous ressearchers focused on analyzing the figurative language in song lyrics and poem. While in the current research, the primary subject is the analysis of figurative language as it occurs in the comic titled "*Omniscient Reader's Viewpoint*". Other than that, the researcher finds it fascinating to carry out research on comics since it can also be a useful media to learn languages. Therefore, the researcher conduct research titled "The Analysis of Figurative Language in "*Omniscient Reader's Viewpoint*" Webtoon"

#### **B. Research Questions**

Based on the background above, the questions of the study are as follows:

1. What are the types of figurative language that used in "*Omniscient Reader's Viewpoint*"?
2. What are the types of meaning that used in "*Omniscient Reader's Viewpoint*"?

#### **C. Objective of Study**

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

1. To find out the types of figurative language that used in "*Omniscient Reader's Viewpoint*".
2. To find out the types of meaning that used in "*Omniscient Reader's Viewpoint*".

#### **D. Significance of Study**

This research is important from a theoretical and practical perspective.

1. Theoretically, this research can be used as a reference because it offers a theoretical explanation of the types of figurative language and types of meaning.
2. Practically, this research hopefully can be applied for teachers in teaching the students by using digital comic that might interests them to learn and understand types of figurative language.

#### **E. Definitions of Key Terms**

The researcher provides the following key terms definitions for further understanding:

##### **1. Figurative Language**

Figurative language refers to language that uses expression words with meanings that differ from their literal interpretation. When a writer uses literal language, he is simply stating the facts as they are. Comparatively, figurative language modifies language in order to convey a specific meaning.

In this study, the researcher will find out the figurative language types and meaning that can be found in "*Omniscient Reader's Viewpoint*".

##### **2. Line Webtoon**

Kim (2015), the creator of Line Webtoon, stated that Line Webtoon is a very popular reading platform, it has more than 29 billion reads. It is a South Korean webtoon platform launched in 2004 by Naver Corporation. It is a global storytelling platform where creators and users can explore, create, and share stories (Line Webtoon).

In this study, "*Omniscient Reader's Viewpoint*" can be found in Line Webtoon.

3. "*Omniscient Reader's Viewpoint*" webtoon

"*Omniscient Reader's Viewpoint*", often abbreviated to "*ORV*", is an action-fantasy fiction written by two Korean author namely Sing Shong and illustrated by Sleepy-C. In English version of Line webtoon, this comic has over 325.6 millions viewer.

In this study, the researcher conduct a research about figurative language types and meaning that can be found on this webtoon.