

CHAPTER I

INTRODUCTION

In this chapter, the researcher describes the introduction. It consists of a background of the study, research question, objective of the study, significance of the study, and definition of key terms.

A. Background of Study

Language is a communication device that is an arbiter symbol of the sound in which one can interact, work, and know oneself. Language as a means of interacting with others is a part of a culture that grows over time. Brown (2001, p. 118) stated, “English is increasingly being used as a tool for interaction among non-native speakers”. English is one of the international languages used as a means of communication in international relationships and widely used in all branches of knowledge. Allah stated in the Holy Qur’an (Al-Baqarah: 31).

وَعَلَّمَ آدَمَ الْأَسْمَاءَ كُلَّهَا ثُمَّ عَرَضَهُمْ عَلَى الْمَلَائِكَةِ فَقَالَ أَنْبِئُونِي بِأَسْمَاءِ

هَؤُلَاءِ إِنْ كُنْتُمْ صَادِقِينَ ﴿٣١﴾

This verse explains that Allah taught names to Adam, these names can be said to be part of the language symbol. There is no description of how

the teaching-learning process took place between Allah and the Prophet Adam a.s, but it is clear that the first human being, Prophet Adam a.s, learned languages through the process of learning, not created an automatic tool. However, the language tools that have been created by God and installed in the human body, including mind, hearing, vision, mouth, throat, and so on. This verse tells us that humans are blessed with the potential for language and knowledge of the name or function of the characteristic of things. It has relevant with the semantic that branch of linguistic which study of meaning.

Nowadays, English is used almost in various areas for example: in education, politics, economics, mass media, magazine, etc. In the field of a magazine, a lot of magazines uses English as the language communication. A Magazine is a periodical publication that is printed in gloss-coated and matte paper or electronically published (sometimes referred to as an online magazine). Magazines have a national audience who has a very specialized interest in one particular topic. The magazine is published monthly, instead of daily. Therefore readers expect articles that are longer with much more in-depth analysis of issues and trends. Magazine, a publication issued at regular intervals, usually weekly or monthly, containing articles stories, photographs, advertisements, reviews, illustrations, and other features that color the contents of the magazine. Therefore, the magazine is used as one of the reading information centers that are often used as reference material by readers in finding something they want, with a page size that is usually

smaller than that of a newspaper but larger than that of a book. Magazine today is an important source of information. It performs entertainment function very well and builds the opinion of the reader on the other hand.

The digital magazine has completely changed the way we read our favorite publications. By definition, it is an electronic product designed to be read on a screen. In other words, there are no physical pages. At first, the only way to access them was online, but now you can read them on smartphones, iPads, and e-readers.

Although a digital magazine could rightly refer to any magazine read digitally, most would agree that a digital magazine is a digital edition. A replica edition is fairly simple, with print content digitized on pages exactly as the print edition does it.

Usually, this means simply uploading PDFs of the pages into the software of some kind, or having someone else do it. The layout, advertising, and content are the same as the print version, no more or less, and each page, accessed by swiping horizontally, is identical to the print original.

The type of magazine is determined by the intended target audience. That is, from the beginning the editor has determined who will be the reader, whether children, adolescents, adult women, adult men, or general readers means from children to adults. It could also be the intended target readers from certain professions, such as business people or readers with certain hobbies such as farming, raising livestock, and cooking. For

millions of readers, magazines are an affordable source of daily life reference. The categories of the magazine are entertainment, commentary or culture elite, business, and finance, fashion, beauty, health and fitness, shelter, travel, service, and so on (Benson & Charles, 2014, p. 16).

The type of digital magazine that chosen by the researcher is a Digital Replica. It is typically a PDF of the magazine that has been formatted for a tablet reader. A digital replica is a version in which print content appears on the tablet screen exactly as it appears on a print page. The layout, advertising, and content are exactly the same as the print version, no less, and the pages are accessed by swiping horizontally. The researcher was interested in the magazine entitled *101 WORLD'S GREATEST CITIES*. The magazine focuses on stunning destinations. Each page of the magazine contained fantastical urban imagery. In this magazine, each city is described in various meaningful words that are almost there with another city but have a different use of the word.

Linguistically every article in a magazine has a language level. Linguistics is the scientific study of language. It involves analyzing language form, language meaning, and language in context. Linguistics is very broad, with many different fields. While studying linguistics we will learn about aspects of the human language including phonetics and phonology (sounds), morphology (words), syntax (sentence structure), and semantics (meaning).

Andersen (1990, p. 327), “A semantic field is a technical term in the discipline of linguistic to describe a set of words grouped in a certain way”. The term is also used in other academic disciplines, such as anthropology, and computational semiotics. A semantic field is a group of words that are related because they are from the same area of knowledge or interest, e.g. the semantic field of *agriculture* includes: *farm, farming, tractor, meadow, crop*, etc. Lexical is the focus study in the semantic field. Lexical was analyzed based on its componential meaning to get a description of lexical and the semantic field structure.

Componential analysis is a way of formalizing and stating precisely the sense relations that hold among words. It involves analyzing the sense of the word into its components; therefore, an alternative term for componential analysis could be “lexical decomposition” (Lyons, 1981, p. 76). It is a process of breaking down the sense of the word into its semantic features (Leech, 1981, p. 89). By this process, words can be defined componential in terms of formula. These componential definitions reduce the word’s meaning into its ultimate contrastive elements. The dimensions of meanings are given (+, -) labeling system so that marked features carry (+) and unmarked features carry (-).

These features are called also semantic components and they refer to the theoretical constructs which characterize the vocabulary of a language (Lehrer, 1974:46). To describe the presence and absence of feature binary rules are used. The symbol ‘+’ means the feature is present, while ‘-’

means the feature is absent (Saeed, 2009, p. 260). For example, the term bonus and reward refer to an extra payment that is accepted by an employee. For showing differences between two terms, must be explained by using componential analysis. Using componential analysis, it can be explained by the semantic component of them. The semantic component of *bonus* is /+ given in form of money/, /+given in form of not money/, /+given when still work/, /-given when did not work/, /+given in every month/, /+given indefinite time/, /-caused by employee works/, /-caused by employee achievement/, and /+caused by company achievement/, and the semantic component of the *award* is /+given in form of money/, /+given in form of not money/, /+given when still work/, /-given when did not work/, /+given in every month/, /+given indefinite time/, /-caused by employee works/, /+caused by employee achievement/, and /-caused by company achievement/.

From the explanation above, it can be summarized that by using componential analysis will be found the difference between bonus and reward. That difference is the lexicon component cause by company achievement for bonus and the lexicon component by company achievement for the reward.

To understand the content of columns, it is needed good lexical comprehension so, any misunderstanding such as the reader's misinterpretation of the written text can be avoided. Lexical comprehension is studied scientifically in the semantics field.

To correlate, there are several previous studies about the semantic field. The first previous study is a thesis written by Ilham Fatur Rahman entitled *An Analysis of Semantics Field on Health text on The Jakarta Post Newspaper*. He tabulates lexemes in constructing the Semantic Field on health text on *The Jakarta Post* newspaper and to describe the component of meaning in lexemes. The research data were collected from 13 texts of health text on *The Jakarta Post* Newspaper. He explains the data were analyzed by using the componential analysis theory. The theory was used to identify components of meaning containing simultaneous semantic field.

The second previous study is a thesis entitled *An Analysis of Semantics Field on Health text of The Global Health and Travel Magazine*. The objectives of this research are to know the forms of semantic fields that contain in the health text of the Global Health and Travel Magazine and to know the relation among lexeme of the semantic field in the health texts of the Global Health and Travel Magazine. The researcher uses health magazines to clearly understand the types and the meaning of the semantic field in the medical term.

In this research under the titled “AN ANALYSIS OF SEMANTICS FIELD ON *101 WORLD'S GREATEST CITIES* DIGITAL MAGAZINE”. The researcher is interested in focuses on travel & place magazines specifically about the stunning destinations.

Different from the previous study that focused on health text, in this research the researcher choose the magazine that focussed on some terms about building or the text of stunning destinations on *101 World's Greatest Cities* Digital Magazine and describes semantic components that exist in its semantic field of the text.

B. Research Question

Based on the background, the problem statement to be analyzed in this research are:

1. What are the kinds of semantic fields of the text stunning destinations on *101 World's Greatest Cities* Digital Magazine?
2. How are the componential analysis describe every term in its semantic field of the text stunning destinations on *101 World's Greatest Cities* Digital Magazine?

C. Objective of Study

Base on the statements of problems above, the purposes of this research are:

1. To describe the kinds of semantic fields of the text stunning destinations on *101 World's Greatest Cities* Digital Magazine
2. To describe semantic components that exist in its semantic field of the stunning destinations on *101 World's Greatest Cities* Digital Magazine.

D. Significance of Study

The researcher hopes this paper can be a reference and useful for students or researchers who are interested in linguistics. The researcher hopes this research can be useful to enrich the researcher's knowledge about the semantic study, especially in the semantic field and componential analysis theories.

Furthermore, it is hoped that this research can give more information about kinds of the semantic field that exist in the magazine, to know some terms about building or the stunning destinations.

E. Definition of Key Terms

There are some terms that are used in this research, in order:

1. Semantic Field is a group of words that are related to the stunning destinations texts on the digital magazine. A Semantic field is the organization of related words and expression into a system which shows their relationship to one another.
2. *101 World's Greatest Cities* is the title of the digital magazine. It is the first edition published in 2019. The magazine consists of 101 articles about the greatest cities in the world. It is divided into five continents, there are Europe, Africa & the Middle East, Asia, The Americas, and Australia. The researcher focuses on 13 texts of the greatest cities in Europe.
3. Digital magazine is typically a PDF of a magazine. Digital magazine formatted identically to the print version. It is also called a digital

edition that has the benefit of reduced cost to the publisher and reader by thrift the time and expense to print and deliver paper edition.