

CHAPTER I

INTRODUCTION

A. Background of Study

As social creature, human cannot live alone, so they have communicate with others to fulfill their necessities. The purpose of communication is to send message to others. Human can communicate each other through languages. That makes language can be defined as the most important things in life.

The importance of language is essential to every aspect and interaction in our everyday lives. Humans use language to inform the other humans around them of what they feel, what they desire, and question also understand the world around them. They communicate effectively with words, gestures, and tone of voice in a multitude of situation. It also makes humans language when talk to a small child is different when they talk in business meeting. Being able to communicate with each other, form bonds, teamwork, and it's what separates humans from other animal species.

Language sets people apart from all other creatures. Every known human society has had a language and though some nonhumans may be able to communicate with one another in fairly complex ways, none of their communication systems begins to approach language in its ability to convey information.

Demyanovic (2004) wrote in her article, *Why Didn't Anyone Tell Me This Before*, "Language touches the life of every human being on the planet, in one way or another. It's something every group shares: we all have a language, a culture, and a history. It's innate and natural and beautiful; used well, it can bring people to tears or to a revelation or together." People use language to communicate their ideas and thoughts in many ways, to communicate themselves to other people.

Since human is divided by race, ethnic and nation, and each has its own language, therefore there are so many different languages that are used on earth. This difference is seen as the sign of the existence and the power of Allah the Almighty, as it is stated in the Holy Quran, at Suraah Ar-Ruum, verse 22, as following:

وَمِنْ آيَاتِهِ خَلْقُ السَّمَوَاتِ وَالْأَرْضِ وَأَخْتَلَفُ اللَّسَانَاتِ

وَاللَّوَانِكُمْ إِنَّ فِي ذَلِكَ لَآيَاتٍ لِّلْعَالَمِينَ ﴿٢٢﴾

Language as a instrument of communication, people use it to be able to communicate with others in society, in order understanding the meaning each other-between the speaker and the addressee. In the process of using language in communication, both speaker and addressee negotiate

the meaning. Therefore, there is a relationship between what is said by speaker attempts to convey the message or information he has a certain choice of words or constructions in order to know the effects on the addressee. Furthermore, they have the same perception of what is being discussed or being talked about and the same understanding of the situational setting coloring the conversation.

Language is adaptable and lends itself to imaginative usage; people can express the same idea in different ways. People can get many ways to learn and practice language, one of them is by watching television series.

Television series is an excellent way to get a view into ideas, myths and values of the culture they represent and while they seem the perfect way to learn English. With television series, people learn how they speak English. English television series is a practical and enjoyable tool for learning the language and improving language skills.

In English television series generally the character always use some kinds of language; People may make a direct; informative statement of fact; or they may use indirect, language that has an emotional appeal. Indirect meaning needs more efforts to be understood instead of using a direct meaning. It is because the meaning is not only what it is stated, but the audience also must reveal the additional meaning to understand what it is all about. One example of indirect meaning is figurative language.

A figurative language is a rhetorical device that achieves a special effect by using words in distinctive ways (Nordquist). Figurative language goes beyond the literal meanings of words to achieve particular effect.

Figurative language is often associated only with literature. But the fact is, whether we notice it or not, we often use figurative language in our own writing and conversations. Figurative language is no longer considered special or limited to poetic situations. On the contrary, it has become a part of everyday life. People use metaphors and similes completely automatically, without even realizing it. For example, common expressions such as phrase "I'm starving" is for hyperbole, "falling in love" is a metaphor, "break a leg" is idiom, "as white as snow" is a simile, which all of those are part of figurative language.

Besides hyperbole, metaphor, irony, alliteration and idiom, the most frequently used linguistic device in English television series is simile. Therefore, the writer find out that there is simile in every episode of *SpongeBob SquarePants The Series*. Simile is one of the well-known figures of speech in which one item is compared to another in order to clarify and introduce an image (Cuddon, 1992). In simile, the comparison is explicitly recognized by using words such as 'as' and 'like' (Leech, 1969).

Stephen Hillenburg makes use of different forms of simile in every short episodes . He introduces various simile markers. The two markers which are the most productive in the series are 'like' and 'as'. The latter

combines with other words to form different structures. Thus, represent the types of simile markers that are accounted for in this study:

1. Using like

The phrase 'He fights like a lion' and phrase 'He is running like cheetah' are the example of simile that using like.

2. Using as

The phrase 'He was as mean as bull' and phrase 'She wasn't as smart as Vanessa' are the example of simile that using as.

3. Without like or as

The phrase 'Shall I compare thee to a summer's day?', and phrase 'I'm happier than a tornado in a trailer park!' are the example of simile that not using like or as.

The terms 'tenor', 'vehicle', 'ground', 'marker' and 'topic' are applied to refer to the component elements of simile (Chapman, 1973). Thus, in phrase 'He fights like a lion' the tenor is 'He', the vehicle is 'a lion', the ground is 'the way he fight', and the marker is 'like'. and the topic is 'a description of He'.

The writer chose simile because it's very common in daily life language. Simile as a part of figurative language, is very important in learning english because it is very frequent in everyday spoken and written language, but still some people don't know what is it. Also, the writer considered that many English Department researchers took literature area,

especially about figure of speech, simile, in TV series. Mostly people think figurative language is a kind of heavy language that only used in poem, sonnet, opera, etc. Actually, figurative language is very interesting and attractive part of literary language to learn.

B. Statement of the Problems

The study is conducted to address the following problems:

1. What are the similes found in the SpongeBob SquarePants The Series?
2. What are the meaning of similes found in the SpongeBob SquarePants The Series?
3. What kind of simile is most frequently found in the SpongeBob SquarePants The Series?

C. Objective of Study

Based on the problem above, the purpose of the research can be set as follows:

1. To find out the similes that appeared in SpongeBob SquarePants The Series.
2. To find out the meaning of simile that appeared in SpongeBob SquarePants The Series.
3. To find out the simile that most frequently appeared in SpongeBob SquarePants The Series.

D. Significance of the Study

The result of this research is expected to contribute to the field as follows:

1. Enriching the writer's knowledge and experience in this specific research.
2. Giving information and knowledge the importance of learning English through television series.
3. Providing information and consideration for future researchers.
4. Enriching literary source of the IAIN Antasari's library.

E. Research Method

1. Subject and Object of the Study

The subject of this research is 15 episodes (7,8% from total 191 episodes) of SpongeBob SquarePants The Series and the dialogue transcripts. While the object of this research are similes, their patterns, their elements, and their meanings that appeared in the dialogue transcripts in those television series.

2. Data and Sources of Data

The data which will be gained in this research are:

- a. Similes and their patterns that appeared in the SpongeBob SquarePants The Series.
- b. Element and meaning of simile that appeared in the SpongeBob SquarePants The Series.
- c. Kind of simile that most frequently appeared in the SpongeBob SquarePants The Series.

The source of those data is:

- a. SpongeBob SquarePants The Series.
- b. Dialogue transcripts in the SpongeBob SquarePants The Series.
- c. Some literary books that related to the research

3. Techniques in Collecting the Data

In collecting the data, the writer uses documentation method which is according to Arikunto (1998), documentation method is searching data about things or variable in the form of notes, transcripts, book, newspapers, magazines, meeting notes, ledger, agenda, and any other written media.

The data collected is a qualitative data, which is the data that draw with words and sentences, clustered follows its category to gain conclusion.

The technique in collecting the data in this analysis involves several activities:

- a. Watching the television series, listening and transcribing the dialogue

The first step of data collection procedure was watching and listening to dialogue of the SpongeBob SquarePants The Series.

- b. Identification

After the first step was done, the next step was identification. The writer identified the simile appeared in the dialogue transcripts of SpongeBob SquarePants The Series.

c. Classification

The next step was classification. The data has been identified was then classified based on their pattern.

d. Analyzing

The last step was analyzing the data. The writer analyzed in what scene the simile appeared in SpongeBob SquarePants The Series. The writer searched the meaning of those similes. After that, the writer found the most frequently appeared simile in SpongeBob SquarePants The Series. The complete analysis will be presented in the chapter IV as the result of this research.

4. Techniques in Analyzing the Data

After finish collecting the data, the next step is analyzing the data.

There are three steps in analyzing the data as follow:

- a. Searching the similes and analyze their patterns in the television series.
- b. Searching the element of simile in the television series.
- c. Searching the meaning of the simile.

d. Searching the simile that most frequently appeared in television series.

5. Reasearch Procedure

There are some steps that are passed through in completing this research, as follow:

1. Preliminary Step

To make a research design proposal to be submitted to the Tarbiyah Paper Bureau to approve it.

2. Preparatory Step

To hold a seminar on the research design proposal.

3. Research Step:

a. To study and analyze all similes from each television series.

b. To collect all the data.

c. To process the data in procedural way, and then analyze them properly.

4. Organization Step:

Being all the obtained data is complete. The writer soon organizes them in form of this study based on continual guide and consultation with writer's counselor.

F. Definition of Key Terms

In avoid any misinterpretation toward the title of this study, the writer here by feels necessary to explain some terms in regard of the title as follows:

1. An analysis is a study of something by examining its parts.
2. Simile is one of the well-known figures of speech in which one item is compared to another in order to clarify and introduce an image (Cuddon, 1992). It's usually use 'like' or 'as' as the marker.
3. SpongeBob SquarePants The Series is an Emmy-award winning American animated television series, created by animator Stephen Hillenburg.