

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Communication is a social event. The spread of information through a group of people is one of the most important social events that can occur. Communication is also pervasively important in all walks of life that every branch of the social sciences is concerned with it, studies it, and adds to the general fund of knowledge about it (Miller, 1963).

People communicate, and by doing that, they impart or exchange information to others through speaking, writing or using some other medium. Travel writing is aimed to report deep and full information, by exploring a place or a destination, to readers by writing an honest, fair, objective and accurate portrayal of that place (George, 2005).

There are some reasons for choosing the discourse stylistic devices in travel writing. They are, first, traveling has been becoming a trend in society nowadays (Tathagati, 2013). A lot of people are looking for information about their next destination from travel writings. Travel writing varies in genre. It is often written in narrative, prose, essay and diary style. Travel writing is part reporting, part diary and part providing traveler information. Many travel stories overlap several categories because writing is always growing and changing. Travel writing evolves as its practitioners broaden their experience and hone their skills. Second, Travel writers create their art using a multitude of different styles and techniques in communicating

their story. That is why every travel story is different. The field is broad and there are unlimited ways of viewing it. Personal ideas and experience distinguish one piece of writing from another (O'Neil, 1996). It should be objective yet personal as the purpose of stylistic is to explore language and more specifically, to explore creativity in language use (Simpson, 2004). Third, in order to impress the readers, sometimes writers urge to make prose powerful by overwriting, using high-flown adjectives, adverbs or other devices. It could cause the sentences collapse under the weight of such words. However, the use of stylistic devices is one of the critical elements to determine the success or failure of a travel story (George, 2005). That is why the discussion about stylistic devices is important to be done.

Fourth, stylistic devices in travel writing have never been observed yet. The stylistic device in travel writing of *The Naked Traveler's* book, written by Trinity, was observed as the source of this study. This book is a Travel Literature that is the notes of a traveler containing the impression of the journey, descriptions of events, and observations. The language used in *The Naked Traveler's* book is written with light as well as humorous style.

The Naked Traveler book was chosen to be the source of data in this study for some reasons. They are: (1) the *Naked Traveler* book is a compilation of thoughtful and informative traveling stories by the author from her traveling around the world. (2) Up to now, the *Naked Traveler* has been published in its forth sequel and all are Indonesia's best – selling travel book to date. (3) The author, and her works, has been acknowledged by the largest travel guide book publisher in the word, Lonely Planet.

She has won Indonesia Travel; Tourism Award as Indonesia Leading Travel Writer and dubbed as Heroine for Indonesia Tourism by The Jakarta Post.

Stylistics is the study of style in spoken and written text. By style is meant a consistent occurrence in the text of certain items and structures, or types of items and structures, among those offered by language as a whole. A full stylistics analysis of a given spoken or written text would describe the text at all the traditional levels of linguistic description, like, sound, form, structure and meaning, but it will not typically look at patterns created by long stretches of text. In stylistics analysis, items and structures are isolated and described using terminology and descriptive frameworks. The immediate goal of stylistics is to show why and how the text means what it does (Halliday, 1983, p. x).

The text studied may be those produced in a certain period of time, or by creating certain group of users or by individuals, and the purposes of the analyses range from the purely descriptive through the explanatory to the interpretive.

Stylistics is a method of textual interpretation in which primacy of place is assigned to language. The reason why language is so important to stylisticians is because the various forms, patterns and levels that constitute linguistic structure are an important index of the function of the text.

Stylistic methods are enriched and enabled by theories of discourse, culture and society. The preferred object of study in stylistics is literature, whether that be institutionally sanctioned 'Literature' as high art or more popular 'noncanonical' forms of writing (Simpson, 2004).

According to the Linguistic Encyclopedia, the distinction between what is literary and what is not is often questioned, but it is possible to maintain it in purely practical terms. There are some texts that become literature by being attended to in the special way which involves among other things their inclusion in courses on literature and subsequent special treatment, including special attention to their language. It can then be argued that non-literary stylistics differs from literary stylistics simply in that in the case of former, the texts which are being given the type of attention typically given only to literary texts are not, in fact, normally classed as literary texts. But basically, any text is open to stylistics analysis. The methods and aims of non-literary stylistician are the same as those of the literary stylistician, but non-literary stylistics may be seen as derivative, in so far as modern stylistics as a whole has developed from an interest in what is special about the way language is used in literary texts from a belief that literary language does differ from non-literary language, at least in terms of its function or based on its genre (1991: 439).

Genre is quite easily used to refer to a distinctive category of discourse of any type, spoken or written, with or without literary aspirations (Swales, 1991). The sense of travel writing as a genre was, where it manifested itself, often crude and restrictive, but articulated concept or a corpus or tradition was in fact useful, especially to social historians, in showing contemporary readers how to be proficient at reading with grain of older account (Campbell, 2002).

Language is ultimately a matter of choice (Swales, 1991). The style of language in travel writing is vary, mostly written in narrative, descriptive and aesthetic language to

entertain, to inform as well as to encourage the readers to read more what has been plotted as the purpose of the writing.

To enrich the voice, the pace as well as the language of the writing, travel writer uses various styles of language and it is called stylistic devices. The use of metaphor, simile, alliteration, etc in travel writing, as some examples of stylistics devices, is one of critical elements to determine the success or the failure of travel story (George, 2005).

The information to be searched through these styles is called discourse. So, discourse stylistics devices are the variation of informing language users' intention through language. These variations can be available in spoken and written media. Travel writing book is one of the media used for informing about travel story. The focus of this study was given only to *The Naked Traveler* book written by Trinity. This book is called a Travel Literature. It is often written in narrative, prose, essay, and diary style.

The Naked Traveler is brought to its readers in a form of light reading with humorous style of language. For example:

...lagi asik-asiknya nongkrong di pinggir kolam renang kampus, tiba-tiba seseorang berlari kearah saya dan berteriak, "Ku ku ku! There's ku!" Kirain apaan "kuku-ku, nggak taunya coup (dalam bahasa inggris di baca "ku ") atau coup d'etat alias kudeta. Hah! (Trinity, 2010).

From the example we can see that the story is presented using informal style and it is a light reading with humor and contains some stylistic devices such as repetition for the expression ‘*Ku ku ku! There’s ku!*’ and colloquialism as in *nongkrong* which means ‘to hang out’.

1.2 The Problems of the Study

In line with the background, the problems are formulated as the following:

1. What types of discourse stylistic devices are used in *The Naked Traveler*?
2. How are those types used in *The Naked Traveler*?
3. In what context is the dominant type used in the way it is?

1.3 The Objectives of the Study

In relation to the problems, the objectives of the study are:

1. to describe the type of discourse stylistics devices used in the travel writing of *The Naked Traveler*,
2. to describe how are those types used in the book,
3. to elaborate the reason of why the dominant type is used the way it is.

1.4 The Scope of the Study

This study attempted to investigate the discourse stylistic devices used in travel writing taken from *The Naked Traveler* book, where this study was only focused on describing the types of the stylistics device and the dominant types used in the travel

writing, then it was followed by the elaboration of the reason why it was so. Colloquialism, Hyperbole, Metonymy, Tautology, Enumeration, Simile, Metaphor, Personification and Code Switching were the focus of the study. The data was taken from the stories in *The Naked Traveler* book.

1.5 The Significance of the Study

The findings of the study are expected to be theoretically and significantly relevant to some aspects. Theoretically, The findings are expected to enrich the theories of stylistics device, specifically in the written language written by certain community with certain purposes.

Practically, since this study focused on stylistic devices in a travel writing, hopefully it would be a great deal for teachers and lectures of pragmatics or sociolinguistics to apply the analysis of stylistics device towards the students, either at school or at university, and to enrich their perspective on the use of language in various fields or genres.