

CHAPTER I

INTRODUCTION

A. The Background of the Study

Newspaper plays an essential part in most human lives. It is one of the means of communication that is reasonably priced whereby status is not an obstacle for people to reach out each morning, to get hold of the daily paper to obtain current events of the day worldwide. In this digital era, people are easier to gain information around the world by their gadget freely. People not only rely on printed newspaper but also on online newspaper. In Indonesia, many newspapers can be accessed by both in printed and also online. One of them is the daily of *The Jakarta Post*.

Content of newspapers are various, one of them is headline. The headlines are important; the reader's eyes go to them first. The headlines initially attract the readers, not only in printed newspaper but in online newspaper as well. Newspaper headlines look different from regular English sentences because headline writers or the editors don't want to use too many words. The headlines often leave out grammatical structures like articles and auxiliary verbs. They use simple forms of verbs to describe something that has happened. They use infinitive forms to describe something that is going to happen. Headlines also use abbreviations, idioms and metaphors.

Metaphor usually as variation in the use of words or in the expression of meanings (Halliday 1994:341). According to Saragih (2006), lexical metaphor is classified into five concepts namely; noun-noun, noun-verb, noun-adjective, sound concepts and social concepts. Metaphor not just enriches the headline but also extend the meaning of a textual message, creating a lot of interpretation.

There have been some studies about the use of lexical metaphor in different objects. Pasaribu (2013) has discussed "*Lexical Metaphor in Bon Jovi's Selected Songs*" and found that lexical metaphor formed by comparing Noun with Verb was the most dominantly in Bon Jovi's selected songs, because Bon Jovi described the meaning and represented his feeling. There is something to be pictured in the kind of metaphor that is to add the taste of being able to figure out the songs with real meaning and closer to experiences of life.

Triartha (2012) also found Noun-Verb as the dominant type of lexical metaphor in "*An Analysis of Metaphor in People Magazine's Advertisements*". It indicated that the copywriters want to make advertisement as events that happen in life and considered as a thing that move or alive.

"*Metaphor and Metonymy in Apple Daily's Headlines*" by Chuang (2012) investigated the same object with this study. Chuang compared and analyzed the differences of metaphor in headlines between each genre in one single newspaper. Chuang found that the word 'fighting' may be the most important usage of metaphors in *Apple Daily* to attract readers' attention. Although Chuang investigated much on differences of metaphors and metonymies in headlines

between each genre of one single newspaper, Chuang did not pay attention to the lexical metaphor of those headlines.

So, this study is investigated lexical metaphor in newspaper headlines in Indonesian newspaper, *The Jakarta Post*, which is published in English. For example:

Teachers would be the ‘backbone’ of the curriculum’s implementation.

Headline *The Jakarta Post* Edition Sunday, December 07th, 2014.

If the readers read this sentence, they will try to understand the real meaning of ‘backbone’. The word ‘backbone’ is lexical metaphor. ‘Backbone’ means line of bones down the middle of the back to support the body of human or vertebrate. Of course, it is not true say that teachers would be the line of bones down the middle of the back of the curriculum’s implementation. It means that teachers have big role to support the curriculum’s implementation.

Other example:

It is important to promote good governance and keep ‘healthy competition’ in infrastructure project development.

Headline *The Jakarta Post* Edition Sunday, December 20th, 2014.

Here, healthy is lexical metaphor, which means it is important to promote good governance and to keep the fair competition in infrastructure project development.

Another example: **He is crocodile.**

The word 'crocodile' is metaphorically used. As we know, such as the sentence above, an image will describe in our mind that there is someone whose attitude resembles like a crocodile. It can be seen that the word 'crocodile' is used to describe the attitude. Crocodile is known as an animal which has a characteristic that has no dignity, greedy, shameless and wild or cruel. Therefore that a man and a crocodile are compared based on the crocodile's characteristic.

In reality, readers of mass media are still confused about metaphor especially lexical metaphor and its use in the newspaper. There is always comparison inside the headline maker's mind. So it is not easy to understand the composition if the readers don't know what lexical metaphor is.

In relation with background, it is interested in analyzing metaphor used in newspaper. It is expected that by applying these theories, it may enable us to obtain a practical way of understanding lexical metaphor in headlines of The Jakarta Post.

Therefore, this study is focused on analyzing lexical metaphor used in the headline of The Jakarta Post and the formulating of the problem is made.

B. The Problems of the Study

The problems of the study are formulated in the followings:

1. What types of Lexical Metaphor are used in Headline of *The Jakarta Post*?
2. In what context is Lexical Metaphor used in Headline of *The Jakarta Post*?

C. The Objectives of the Study

Dealing with the problem of the study, the objectives of the study are:

1. To find out the types of Lexical Metaphor used in Headlines of *The Jakarta Post*.
2. To elaborate the context of Lexical Metaphor used in Headlines of *The Jakarta Post*.

D. The Scope of the Study

The study is focused on analyzing the lexical metaphor used in the headlines of *The Jakarta Post*, based on Systemic Functional Linguistics (SFL) suggested by Halliday (1994). Lexical metaphor divided into five; noun-noun, noun-verb, noun-adjective, comparing two social concepts and sound concept.

E. The Significance of the Study

After completing this study, it is expected to be useful for:

1. The students or language learners, to use the findings as their references to learn about metaphor, especially in identifying the types of lexical metaphor.
2. Other researchers to do a depth research related to study.
3. The readers to understand more about metaphor used in headline.