

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of Study

Figures of speech or figurative language are words or groups of words used to give particular emphasis to an idea or sentiment. A figure of speech expresses an idea or experience vividly, forcefully, and briefly. Sometimes figure of speech may seem even more direct than literal language because it helps the listener grasp important ideas immediately.

In other words, the figures of speech are forms of expression in which words are used differently from their normal meanings. According to Croll (1986:65) figures of speech are forms of expression that departs from normal word or sentence order or from common literal meanings for words, for the purpose of achieving a special effect.

In broad outline, figure of speech can be divided into four kinds (Kosasih: 2007:121) 1).Comparison figure of speech; 2).Substitution figure of speech; 3).Addition or amplification figure of speech; 4).Omission or Suppression figure of speech. Comparison figures of speech consist of simile, metaphor, allegory, and personification. Substitution figures of speech consist of metonymy, synecdoche, merism, euphemism, and irony. Then, addition or amplification figures of speech consist of parallelism, repetition, hyperbole, climax, and anticlimax. And the last is omission or Suppression figures of speech consist of ellipsis, erotesis, and meiosis.

Most important, language used in a wedding ceremony such as Gayo wedding ceremony always uses figurative language to express an essential

aesthetic purpose, widening and deepening the range of perception and response to the word of objects and ideas. Figure of speech has function to make the listener more impressed to the sentences or the utterances.

This statement can be seen from one of type of figures of speech that is euphemism. Fromkin and Rodman (1997:96) argue that euphemism is a word or phrase which substitutes a taboo word or it is used to avoid something frightening and unpleasant. From this statement can be concluded that figures of speech are also keep the listener feeling by make the word or phrase softer. That is one of the functions of figure of speech or figurative language.

Gayo language is one of ethnic languages in Nanggroe Aceh Darussalam. Gayo ethnic group lives in three regions namely central Aceh (Takengon), Bener meriah, Gayo Lues (Belang Kejeren), and some of them live in other regions such as south-east Aceh (Kutacane), several villages in Aceh Tamiang, Nagan Raya, South Aceh (Tapak Tuan), and East Aceh (Langsa). All of ethnic Gayo are Moslem and they are very faithful. Ethnic Gayo use Bahasa Gayo in their daily life. (Al Gayoni: 2006)

In Gayo ideology, the use of language is known as a term (*becerak mutempat and becerak lembut* which means *speak based on the place and speak softly*. It means when Gayonese speak should be based on the place, context and should be polite. (*Lentayon magazine: 2009*). In social interaction, bahasa gayo has functions as a medium of communication and also as a medium of cultural expression, for example in wedding ceremony.

In Gayo wedding ceremony, there exist *melengkan*. *Melengkan* is a kind of cultural address, where the terms used are different from what we always hear in

daily communication. *Melengkan* consist of three parts, namely: opening, body of speech, and closing. The function of *melengkan* is to make communication and diplomacy easier when wedding ceremony is taking place. If there is miscommunication, the bride side will make the process of ceremony more difficult. And it will give bad effect on the wedding ceremony.

In *Melengkan* use many figures of speech that are difficult to understand by common people because *Melengkan* words or utterances are different from daily conversation. The following are examples of the differences between opening speech in *Melengkan* and common language.

In *melengkan* for example: *Reje... tuan imem, tuan tue ari kite kemana rata bewenne* (honorable king..... the leader of communal prayer, the leader of tradition and common people...!) in this expression two figure of speech all use at once that are anticlimax and metaphor. From the order of the words using anticlimax, it can be seen by the arrangement of respecting start from the very high level one that is king, leader of communal prayer, and followed by the leader of tradition and the last is common people. From the meaning of the words, the utterance uses metaphor. The words *king* here is not really *King* but it is referred to delegation of the bride. In common speech for example: *Si kuhormati sodere-sodere ku meh ne.* (honorable all the audience).

The writer feels interested in finding the kinds of figures of speech used at *Melengkan* in Gayo wedding ceremony. The use of figurative language in *melengkan* is suitable with the ideology in Gayo that is speaks based on the place, and polite in order not make the listener feel offended. But, Gayo people who know the meaning of utterance in *melengkan* are limited. Only certain person can

understand the meaning that is the leader of tradition and the people who has high knowledge about literature Gayo. Whereas, theory of communication states that communication is consists of transmitting information from speaker to listener. Communication will be successful if listener can understand the message (Miller: 2005). In the fact by using many figures of speech, make the listeners do not understand the meaning of *melengkan*. It means the function of communication does not run well.

As Trudgill (2000) argues that, language is closely associated with social structure and culture value system. And he also states that language as a social phenomenon is closely tied up with the social structure and value system of society. It is mean that language cannot be separated with the social structure and culture value system. By language a culture will be exist and the other hand.

The researcher will focus on studying figure of speech at *Melengkan* in Gayo wedding ceremony. All figures of speech in *Melengkan* ceremony will be explained. *Melengkan* is one of cultural values in Gayo wedding ceremony. To make gayo culture exists, the researcher feels important to conduct the study on the use of figures of speech at *Melengkan* in Gayo wedding ceremony, because by this research common people and new generation will understand the meaning of *Melengkan* and the function of communication will run well.

### 1.1 The Focus of Study

The focus of this study is to find “How figures of speech are used in Gayo wedding ceremony”? In order to answer the question, the problems of research are formulated as in the following:

1. What figures of speech are used in Gayo wedding ceremony?
2. What kinds of figures of speech are dominantly used in Gayo wedding ceremony?
3. How do these figures of speech reflect the cultural values of Gayo?

### 1.3 The Scope of Study

In Gayo wedding ceremony there are several steps and one of them is Mah Bai. Mah Bai is the top of ceremony in Gayo wedding ceremony. In Mah Bai, there exists *Melengkan* before marriage agreement. They use *Melengkan* as a welcoming utterance and the utterance uses figure of speech. In this case, the study is limited on figure of speech that is used at *Melengkan* in Gayo wedding ceremony.

### 1.4 The Objective of Study

Related to the problem of study above, the objectives of the study are to describe:

1. Figure of speech in Gayo wedding ceremony
2. Figure of speech dominant appear in Gayo wedding ceremony.
3. Figures of speech reflect the cultural values of Gayo.

### 1.5 The Significance of Study

Theoretically, the researcher assumes that the research finding useful for:

1. Lecturers in teaching sociolinguistics, they can use this research result to enlarge their knowledge about the kinds of figures of speech that is used in Gayo wedding ceremony.
2. Better understand deeply the use of figure of speech in Gayo wedding ceremony especially for Gayonese to know about their culture.
3. Other researcher, this research will be useful as a relevance of study.

Practically, these research findings useful for:

1. Those who are interested in Gayo wedding ceremony.
2. As a device to maintain Gayo's culture from the extinction.

