

CHAPTER I

INTRODUCTION

A. The Background of the Study

Every country or region has different characteristics and identity embodied in the form of traditional or typical clothing, customs, folk songs, ceremony and language. It can be used as a characteristic of each country or region that is generally intended to be easily recognized by the public. One of the identity of region that related to culture is marriage ceremony. According to Kottak, Conrad Philip (1186 - 1190) Culture is a term used by social scientists for a way of life. Every human society has a culture. Culture includes a society's arts, beliefs, costumes, institutions, invention, language, and values.

Every human has a culture. In every country or region also has a different culture. Tradition is idea of culture that consists of the value, norms, costumes, institutions, and customary law is commonly done in a region. Culture is not genetically inherited, and cannot exist on its own, but is always shared by members of a society (Hall 1976, p. 16). Hofstede (1980, pp. 21-23) define culture as the collective programming of the mind which distinguishes the members of one group from another, which is passed from generation to generation, it is changing all the time because each generations adds something of its own before passing it on.

Culture is a set of shared and enduring meaning, values, and beliefs that characterize national, or other groups and orient their behavior (Mulholland 1991).

Especially in culture, as we know Indonesia as a country that has many kinds of culture that we have to develop and protect. So as young generation we must protect our culture and do it event in modern era. So, we need the language in culture to share the culture to the world and our young generations, in culture so many text, sign, art, and image, sounds, gesture, and event an object that have meaning. So, we have to know the symbolic in every aspect of language, by knowing the symbolic and meaning so we don't miss understanding to interpret the meaning of text, sign, word. In this condition, so many Karo's people from the old man, adult, and young generation don't know what is the meaning of Ngembah Belo Selambar. When I asking some people about Ngembah Belo Selambar they are confuse to explain it. They only know it's a culture of karonese. Thats why the writer want to analysis the semiotics. Ngembah Belo Selambar is one of culture of Karonese. And this is one of the stages before celebrating wedding ceremony. My data will be taken from the utterances in Ngembah Belo Selambar.

For Example :

A : Kami kalimbubu sisada kuta, reh kujenda bereken amak ras sekin bandu anak kami si Ginting mergana.

(We are your relatives that come from the same village, come here to give mat and knife to our child the Ginting surname.)

From the utterances, the writer will identify the semiotics, for instance from above, the semiotics are amak (mat) and sekin (knife). And the author will categorize these words to the types of semiotics.

In this proposal, it is important to study semiotics. Semiotic is the study of signs. Signs is important role in human life because life is filled with and covered by the signs. Elements meaning of the expressions is realized by the form of words or sounds, writing, or sign in language. Both of these elements are major components of semiotics. This suggests that language is semiotic. Roman Jakobson (1990, 6) wrote that 'Language is a purely semiotic system, the study of signs, however must take into consideration also applied semiotic structures, as for instance, architecture, or cuisine. Saussure argued that 'nothing is more appropriate than the study of language to bring out the nature of the semiological problem' (Saussure 1983, 16). Semiotics draws heavily on linguistic concepts, partly because of its influence, and also because linguistic is a more established discipline than the study of other sign-systems. The linguist and semiotician Roman Jakobson(1970,455) was in no doubt that 'language is a system of signs, and linguistic is part and parcel of the science of signs or semiotics' (Roman Jakobson 1949a, 50; cf. 1970, 454). A LinguisticExpression is any physical form (sound, visual image or sequence thereof) used to represent a linguistic unit. A linguistic expression may be spoken, written, or signed. A linguistic

expression is distinct from the actual process (speaking, writing, signing) that produces the expression. Meanings are objects. Linguistic expressions are objects. Linguistic expressions have meanings. Semiotics approaches meaning by studying the signs that make up sign system. In communication, a speaker sends a fixed meaning to a hearer via the linguistic expression associated with that meaning. (Lakoff & Johnson 1980:206)

Semiotics is the study of signs, the function of the sign and the production of meaning (SumboTinarbuko, 2008:12). And the sign conveys information that is communicative. He was able to replace something else that can be thought or imagined. This branch of science is progressing in the field of language later developed also in the field of art and visual communication design (SumboTinarbuko, 2008:16). Referring to the theory of Pierce (North, 1995:45), based on the object. Pierce divides the signs in the image and can be seen from the types of sign that are classified in semiotics.

By knowing and understanding semiotic, people can easily know what is meaning and function of Ngembah Belo Selambar.

B. The Problems of the Study

The problem of the study from linguistic expression with reference to semiotic principle of the Ngembah Belo Selambar can be stated as follows :

1. What types of semiotic expression are used in Ngembah Belo Selambar?

2. What is the most dominant type of semiotic expression in Ngembah Belo Selambar?

C. The Objectives of the Study

Relative to the problem of the study, the objectives of this study are :

1. To describe types of semiotic expression are used in Ngembah Belo Selambar.
2. To find out the most dominant type of semiotic expression in Ngembah Belo Selambar.

D. The Scope of the Study

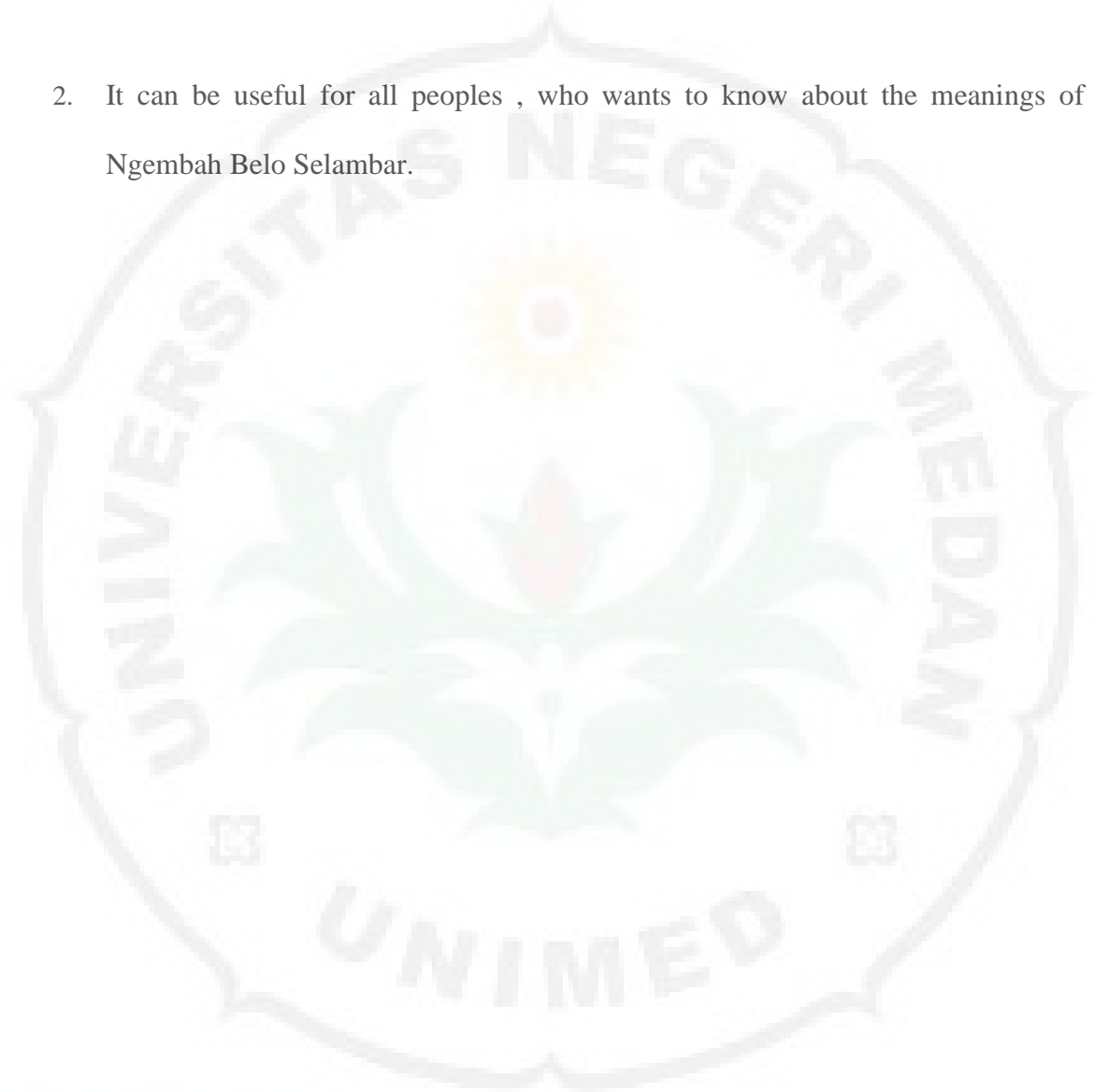
There are many various events in wedding ceremony of Karonese such as Narohken, NgulihkenTudung. But in this proposal just examine about Ngembah Belo Selambar which is one of the events that Karonese do in Jambur (outlying place). Ngembah Belo Selambar is also an event in Karonese culture before wedding ceremony. This study will describe about semiotic in Ngembah Belo Selambar.

E. The Significances of the Study

It is very interesting to discuss the semiotics of Ngembah Belo Selambar, because in modern era so many young generation begin to forget their culture. The findings of study are expected to be useful in some respects as the following :

1. The students especially the students of English Department to enlarge their knowledge about semiotic especially semiotic in culture (karonese).

2. It can be useful for all peoples , who wants to know about the meanings of Ngembah Belo Selambar.



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