

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

A language is a source of human life, it also has a crucial role in the development of human intellectuality, social and emotions. Language can be defined as a society shared those combinations of symbols and rule governed those combinations of symbols (language can be defined as a socially acceptable code or conventional system for delivering concepts through the use of symbols and combinations of the desired symbols are governed by the provisions) (Owen, 2006). Human expresses communication in a word and signs. Sign takes the form of words, images, gesture and objects. Language is a system to communicate an idea or information to the others. The system of sign in language has arbitrary relation and meaning of a language object, it means that the relationship between the form (the sounds / words / letters / characters) have no natural/meaningful relationship with their meaning, therefore this relationship (between form and meaning) is said to be arbitrary.

In view of linguistic theory which is influenced by Chomsky, language is a number of unlimited sentences and each sentence is single, which means that each sentence is only one time knocked in a certain form (Kratz, 1974), it means that the sentence consists of a limited number of language signs and so-called codes, only by compiling according to certain rules, the signs of this language can turn into an

expression. Language does have the ability to express more than what is conveyed. Language is more than a means of communicating reality, but language is a tool for constructing reality. (Spradley, 1983) To summarize all the explanations about the definition of a language, a linguistic expert summarizes one of them is that language is essentially human, although it may not be limited to humans, language is obtained by all people or nations in almost the same way, language and learning have characteristics universality (Brown, 1991).

Semiotic also called semiology is the study of signs and sign-using behavior, it also studies about how sign convey the meaning and all of the relations between them; way of function, the relationship with other sign, dispatch and acceptance by users. In semiotics, a sign is something that can be interpreted as having a meaning, which is therefore able to communicate information to the others interpreting or decoding the sign.

Sign could work through any kind of the sense visual like the things that can be seen and their meaning can be clearly understood, such as a word uttered with a specific meaning or maybe unintentional like a symptom which usually used by a doctor to their patient. Sign usually takes the forms of images, words, gesture or even objects. The system of sign in language has their own relating and meaning of language object. In other words, every sign may have their true meaning.

A symbol of language manifested by many kinds of form like in the ceremonies, logos or even in an advertisement. The symbol on signs gives a message or meaning to their viewer, reader or user itself.

Color plays an important role in our lives. A single color can have many different meanings in different culture. Color is a concept that helps us recognize the nature of various objects and define them more precisely, because each color has a strong motive or characteristics to define various objects (Hartman, 2004). Every culture and tradition has a unique color symbol heritage and humans are the main source of inheritance. The type and cultural environment are obliged to know the background or meaning and perceptions of every detail in their culture like the colors that influence the culture. Color elements have very unlimited variations. According to its nature, the color elements consist of young colors, old colors, bright colors, dark colors, dim colors, and brilliant colors. Color features consist of hot colors, cool colors, soft colors, striking colors, light colors, heavy colors, sad colors, and happy colors. (Soekarno, 2008). This modern era makes young people less knowledgeable about their own culture, they are not really interested in holding the traditions that have been passed down from generation to generations.

Indonesia is a unitary state crossed by the equator. Indonesia is located between Australia and the Asian Continents. In addition, Indonesia is also the largest archipelago, which means Indonesia has a diversity of cultures. Culture was born from humans and also developed by humans. (Drs. Isma Tantawi, 2016). Culture is also able to influence someone in interpreting symbols. A symbol is something that is abstract, symbol consists of images, letters, numbers, and a combination of colors that have a distinguishing power so that it can be used for various things according to the desired needs. Traditional culture is a culture that still uses models, methods, types,

functions, and traditional forms compared to the culture of the next generation. Traditional culture is owned by every tribe in Indonesia. Each tribe has the privilege of being different from one tribe to another.

Javanese ethnic as one of the largest ethnic groups in Indonesia has diverse cultures. Javanese strongly adheres to tradition or customs that they have and always carry them out well. Javanese culture, having values of nobility, every tradition in the Javanese community has deep and noble philosophical meanings. One of the important traditions in Javanese community is Tedak Siten.

For married couples, the birth of a child is a gift. Since the birth of a child every parent always has hope for their child. The expectation of parents to their child is manifested in the form of a traditional ceremony that starts from the child still in the womb of the mother until the child is born.

Tedak Siten is part of the customs and traditions of the Javanese people, as in Javanese belief, that human life is influenced by four elements there are earth, fire, wind and also water. This Tedak Siten ceremony was held to honor the earth (Utomo, 2002). This ceremony introduces the child for the first time on the ground or learning to walk, with the hope that the child will be strong or able to stand on his own feet when he is living a life full of challenges. Usually the ceremony is carried out in the morning in the yard right on the day of his birth.

There are several steps of Tedak Siten ceremony;

1. The baby will be bathed with water from seven different spring sources. Each source has its own shade with the aim for the baby will get help in their future life.
2. The baby will step on the seven colors of Jaddah in here Jaddah was made of glutinous rice mixed with grated young coconut with salt to make the taste less savory, with seven different colors. Jaddah seven colors are arranged from dark colors to light colors.
3. Then the baby climbs the stairs with the helps from his parents, The stairs are made of a sugar cane type “arjuna”, which is a ladder made of sugar cane stems and decorated with colored paper, it is believed that the baby will be able to get through various obstacles in his life, while climbing stairs means the baby is expected to be able to improve his future life.
4. After that, the baby will enter in the chicken’s cage as a symbol for worldly life. The cage contains various kinds of objects such as toys in the form of kitchen utensils, stethoscopes, pens, balls, even combs. The baby must choose one of the many objects placed in the cage, it is a symbol of the child to choose his profession later when he grows up.

5. The next process, the baby is placed on a mat that has been given coins and yellow rice. It means, fortune and life symbolized by rice. The meaning of philosophy in this process, although wallowing in money and welfare, should not be deceived, then the baby and parents help distribute coins by throwing them at people. The meaning of these activities is, we must always share to others. Javanese culture and Islamic teach us to share or give alms to others.
6. The last activity, the baby is left to play with friends of the same age, the meaning is, and we always need friends and socialize. Islamic teachings also teach to always have good relations with other humans.

This research explains that this growing age, individuals can balance their development of the time and technology and the value of local wisdom to continue to be valued and introduced form generation after generation, so that many individuals will appreciate the culture and traditions of each different tribe, empirically researchers have made direct observations to examine it, because in reality now we are in a state of moral crisis. Young people lose manners. This is because they forget culture, not many people really understand about their own tribe and culture or tradition. Those phenomena are very interesting to be investigated because the Javanese young generation should be more able to understand what is in the culture, as well as the symbols and meanings that exist behind each tradition. By doing this research, the researcher hopes that this research can be a teaching material and a

source of knowledge and information for individuals who want to learn more and appreciate their culture, especially for Javanese individuals.

There are several research have ever done, that related and can be used as a comparison in this study such as Yose Julis Situmorang, 2014. Semiotic Analysis on Color Symbols in Tobanese Batak Ulos. Farah Disria Hariani, 2018. Semiotic Analysis on Idol Group Logo: A Study of Type of Sign and Meaning of Korean Groups Logo. Siti Uraida, 2014. Semiotic Analysis of McDonald's Printed Advertisement. The study that I will do is certainly different from the previous research, with the title Semiotic Interpretation of Color in Javanese Tedak Siten Ceremony Text. This study will focus on finding the meaning of the color sequence in Javanese traditional ceremony with Pierce's Trichotomy theory and Roland Barthe's theory.

1.2 The Identification of the Problems

Based on the background of the study, some problems were identified as follows:

1. Many of Javanese people who live in the city did not care anymore with their own culture.
2. Many young Javanese generations were not interested in learning about Javanese culture.

1.3 The Problem of the Study

Based on the background described above, then there are several issues that are important to be studied further in the study:

1. What kinds of colors for semiotic interpretation are used in Tedak Siten Javanese tradition?
2. How are the colors realized in semiotic interpretation of Tedak Siten Javanese tradition?
3. Why are the color used in the ways they are?

1.4 The Objectives of the Study

In the case of the problem, the objectives of the result are:

1. To analyze various types of colors that are in the Javanese culture of Tedak Siten
2. To investigate the realizations and meanings of the coloring symbol used in the Javanese culture of Tedak Siten
3. To explain the reason for the readers

1.5 The Scope of the Study

To avoid an overlapping and misleading discussion, this study is only focused on symbols that are based on Peirce semiotic theory also the Barthes theory . This research was conducted by Tedak Siten ceremony in Jakarta by using Peirce's triadic theory, connotation denotation and myth's Barthes thory.

1.6 The Significant of the Study

The findings of the study are both theoretical and practical significances Theoretically, the research findings are useful for :

1. Linguist to enrich and increase their knowledge about the theory of semiotic analysis, especially the use of analytical semiotic to observe or identify the signs.
2. Other researcher to get information of what the semiotic elements used to describe the true meaning of the sign or symbol, especially in cultural symbol.
3. For English Department students, to help them more about Semiotical symbol, especially in context of situation

Practically, the research findings are expected to be valuable for:

1. For the readers, this research will give more information about the Semiotic Interpretation especially symbol in Javanese society.

2. For further researchers, this result can be used as a reference for further research that uses Semiotic Interpretation especially focus on symbol in their researchers.



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