

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Metaphors are figures of speech that state one thing is actually another thing. They are a way of creating a comparison that while not literally true, provides a figurative meaning. Metaphors for life are a way of comparing life to other things in a way that may help people think about their lives and problems in a different way.

Collectively, metaphors not only help people describe and make sense of their lives, but can serve as a source of encouragement, motivation, or gratitude. There are number of common metaphors that can be used to inspire and help people get out of a rut in your daily life.

Ghazala (2012) states that metaphor is the key figure of rhetoric that usually implies a reference to figurative language in general. Therefore, it has always been attended to carefully by linguists, critics and writers. Traditionally, being originally a major aesthetic and rhetorical figure, it has been analyzed and approached in terms of its constituent components (i.e. image, object, sense, etc.) and types such as cliché, dead, anthropomorphic, recent, extended, compound, etc. metaphors.

In personal development, motivators use metaphors to inspire or motivate their followers to change their lives. Personal development is a key component for the excellence lifestyle. It is an often used but rarely explained term. It is about

investing in ourselves so that we can manage ourselves effectively regardless of what life might bring our ways.

Personal development allows people to be proactive. Rather than wait for good things to happen, they must get out and make it happen. They might not always achieve their objectives, but they will experience a richer and more rewarding life when we commit to pursuing our own objectives. Making that commitment to personal development is the first step on the path to personal fulfillment.

Maslow (1970) suggests that all individuals have an in-built need for personal development which occurs through a process called self-actualization. The extent to which people are able to develop depends on certain needs being met and these needs form a hierarchy. Only when one level of need is satisfied can a higher one be developed. As change occurs throughout life, however, the level of need motivating someone's behavior at any one time will also change.

Maslow's hierarchy of needs is divided in five levels. At the bottom of the hierarchy are the basic physiological needs for food, drink, sex and sleep, i.e., the basics for survival. Second are the security needs: Comprises of needs for safety, security, stability, protection, order, and freedom from fear and anxiety. Thirdly, social needs: Include the needs for belongingness, love and affection, mostly satisfied through involvement in personal relationships as well as through social, community or religious groups. The fourth level refers to esteem needs: Primarily of two types: esteem derived from others and self-esteem. The former comprises of externally derived esteem based on reputation, admiration, status, fame, prestige, social success and all characteristics of how others think and react to

people. Self-esteem, on the other hand, results from internal feelings of adequateness and worthiness based on the confidence and feelings of being secure inside, in a person. This is the level most closely related to self-empowerment. Finally, at the top of Maslow's hierarchy is the need for self-actualization.

Self-actualization refers to the desire that everybody has to become everything that they are capable of becoming. In other words, it refers to self-fulfillment and the need to reach full potential as a unique human being. For Maslow, the path to self-actualization involves being in touch with your feelings, experiencing life fully and with total concentration.

There are some ways to develop our personalities. One of them is reading books. The more people read and cultivate new interests, the more interesting they are to others. When they meet new people it gives us the opportunity to share what they know and to exchange their views with them. In sharing and exchanging their views and ideas to others, they always use metaphors.

Essentially, Saragih (2011) states that metaphor is defined as representing meaning or interpreting meaning from two sides of perspectives. He also says that metaphor is coding by one of signified (expression) by the other signifier (meaning) and produce the similarities between them.

Metaphor is the common device that can be found in almost any text, and personal development book is no exception. *Awaken The Giant Within* written by Anthony Robbins is one of the best books for personal development.

This book is interesting to be investigated because it tells some inspiring stories of successful people and offers some ways to develop people's personalities such as how to take control of mental, emotional, physical and

financial destiny. The ability to take control those aspects will be benefit for the readers to face industry 4.0 and 5.0 era.

Anthony Robbins used some types of metaphor written in his book to give deepest understanding for the readers so, they can be inspired or motivated and then they can change their lives. For examples, the title of his book itself is a kind of metaphor: *Awaken The Giant Within*

The above example showed a feature of one verb being applied to noun and adverb. Generally, *Awaken* means to stop sleeping or to make someone stop sleeping while the meaning in this book is to use, *The Giant* is a legendary humanlike being of great stature and strength. *Within* is inside of something. However the giant showed meaning the unlimited power. Metaphorically *Awaken The Giant Within* means to use the unlimited power inside of a person. There are some examples found in the book:

Example 1: Those *dreams* have become so *shrouded* in the frustrations and routines of daily life that we no longer even make an effort to accomplish them. The sentence above shows that (Noun) is compared to (Verb). Literally, The word *shrouded* usually used to wrap or dress a body for burial. But in this case, it is used for the dreams. The word *shrouded* is used to explain the word *dreams* that is hidden or covered in frustration and routines of daily life.

Example 2: They're "struggling *to keep their head above water*"

This sentence shows that *to keep* (Verb) is compared to *head* (Noun) and *above* (adverb) *water* (Noun). *To keep* literally means to continue to do something. *head* means upper part of our body. *Above* means at a higher level and *Water* means a colorless, transparent, odorless that forms the seas, lakes, rivers

and rain and is the basis of fluids of living organisms. But in this case, metaphorically. The phrase *to keep their head above water* means to manage or to continue to live in difficult situation

The example 2 is different from Saragi's theory (2011) which states that lexical metaphor is divided into four types, they are, noun-noun concept, noun-verb concept, noun-adjective concept, noun-verb/adjective-circumstance concept. In this case, the researcher found a gap in this study. It can be seen in the example 2. The sentence shows that lexical metaphor compares verb-noun-adverb and noun

Halliday (2014) also states that lexical metaphor can be classified into four concepts namely; noun-noun, noun-verb, noun-adjective, and noun-adjective and circumstances. In addition, lexical metaphor may occur in social context. Lexical metaphor in Systemic Functional Linguistics (SFL) refers to representing meaning or interpreting meaning from two perspectives. In lexical meaning referred to understand another meaning. If further analysis, there are many sentences shaped metaphor that can be found in the book which is still to be understood deeply. Linguistically, lexical metaphor potentially occurs in comparison. Specifically, metaphor occur with nouns compared with other kinds of words; nouns and nouns, nouns and verbs, nouns and adjectives, nouns and adverbs are compared.

There are some of metaphors studies done related to this research, such as; metaphors in language of gays (Samardžic, 2015), children literature, holy scripture, financial crisis text, emotion, economic headlines, politics and health. The use of metaphors in these articles is to concretize the abstract things to be

the concrete ones. By concretizing them, people can get the deepest understanding of them.

Hakim (2017) described about lexical metaphor in Lombok Post Newspaper about political news. His research was intended to find out the type of lexical metaphor in Lombok Post Newspaper, to describe the meaning and the function of lexical metaphors, and to describe the results of his study if used as teaching material for discourse learning in elementary school. He described that there are six types of lexical metaphors found in his study, namely lexical metaphors with a comparison of concepts Noun-Noun, Noun-Verb or Verb-Noun, Noun-Adjective or Adjective-Noun, Noun-Verb-Circumstance, Verb-Verb, and Noun Adjective-Circumstance.

Related to the concept above, the writer wants to conduct a study of lexical metaphor in the book of *Awaken The Giant Within* with reference to Systemic Functional Linguistics. To analyze and investigate the unusual form of linguistics, SFL is the appropriate theory to be used. The focus of the writer is to analyze the lexical metaphor in that book, so the readers can be easier to understand the message contained in it.

1.2 The Problems of the Study

Based on the background of the study, the problems are formulated as follows.

- 1) What kinds of lexical metaphors are used in *Awaken The Giant Within*?
- 2) How are lexical metaphors used in *Awaken The Giant Within*?
- 3) Why are lexical metaphors used the way they are?

1.3 The Objectives of the Study

In line with the problems of the study, the objectives of the study are

- 1) to analyze the kinds of lexical metaphor used in *Awaken The Giant Within*
- 2) to describe lexical metaphors used in *Awaken The Giant Within*, and
- 3) to elaborate the reason for the use of lexical metaphors used in *Awaken The Giant Within*

1.4 The Scope of the Study

A limitation is needed as scope of the study to make the clear discussion to the research. The scope of the study will be limited in terms of the lexical metaphors found in *Awaken The Giant Within*.

1.5 The Significance of the Study

The findings of the study are expected to be useful theoretically and practically for those who are interested in analyzing metaphors especially lexical metaphors in written text.

- 1) Theoretically, the readers can enlarge their knowledge on theories of Systemic Functional Linguistics in order to interpret the meaning of lexical metaphor.
- 2) Practically,
 - a) As a reference for university students who are interested in investigating lexical metaphor in other field.

- b) For the readers, the result of this study can realize the demand Awaken The Giant Within to guide and to understand the information which can improve their personality.
- c) In addition, the findings of this research are expected to gain benefit because it provides some valuable information particularly to another researcher who would like to conduct research on lexical metaphor.

