CHAPTER I

INTRODUCTION

A. The Background of the Study

As social being, human need to interact each other. It is used to express our reaction to certain situations, and to reveal our thoughts, ideas, emotions and feelings. Language also plays important roles to development of human and technological civilization. Algeo (2005) states that a language is a system of conventional vocal signs by means of which human beings communicate. This definition has several important terms, each of which is examined in some detail. Those terms are system, signs, vocal, conventional, human, communicate. When it is used in context of communication, it is bound up with culture in multiple and complex ways. It expresses, embodies and symbolizes cultural reality.

In order to build a good communication, it is needed an understanding, between the speaker and the listener. Davis (2010) states that communication is a process of conveying and understanding from one person to another. The objective of the understanding is to encourage the indication of something that is known as meaning. Meaning is very important to understand. The listener has to comprehend the meaning the speaker says in order to avoid misunderstanding of the word.

Kreidler (2002) states that there are three disciplines concerned with the systematic study of meaning in itself psychology, philosophy, and linguistics. In

this research, the researcher is focusing on the discussion of the study of meaning learn in linguistics. Kreidler (2002) adds that linguistics need to understand how the language works. Linguistics also deals with the meanings expressed by modulations of the speaker's voice and the processes by which hearers and readers relate new information to the information they already have.

The study of meaning in linguistics is known as semantics. (Yule, 2006) stated that semantic is the study of the meaning of words, phrases, and sentences. Moreover, semantics are concerned with the meaning of syntactic units larger than the words. Geeraerts (2010) stated that lexical semantics as an academic discipline in its own right originated in the early nineteenth century, but that does not mean that matters of word meaning had not been discussed earlier. The meaning can be interpreted literally and to get knowledge of it.

Meanwhile, there is a metaphor in the term of semantics. According to Simpson (2004) said, a metaphor is a process of mapping between two different conceptual domains. The different domains are known as the target domain and the source domain. The target domain is the topic or concept that you want to describe through the metaphor while the source domain refers to the concept that you draw upon in order to create the metaphorical construction. So the metaphors can describe a source domain while the meaning is truth. When she draws a thing there are two meaning different on it, the first meaning is original of the sentence

and the second is meaning of mapping of the metaphors or only to the imaginations.

In the other discussion about metaphor, Lakoff and Johnson (2003) introducing the conceptual metaphor. The metaphor is for most people a device of the poetic imagination and the rhetorical flourish a matter of extraordinary rather than ordinary language. Moreover, the metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. For this reason, most people think they can get along perfectly well without metaphor. On the contrary, that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature. According to Knowles and Moon in his book introducing metaphors (2006), metaphor is the use of language to refer to something other than what is originally applied to, or what it 'literally' means, in order to suggest some resemblance or make a connection between the two thing.

As we all know that each region has different customs and cultures. Wedding ceremony is one of the traditional ceremonies which until now the wedding ceremony is implemented and continued in the society. The implementation of traditional ceremonies, such as ceremonies of birth, marriage, pregnancy and death, will not be separated from the role of language as the introduction. In Javanese ethnic marriages, ritually used in nine Javanese weddings that is

responsive discourse in the event of surrender to hands or handover of candidates groom, marriage contract, *"panggih manten"*, performing Javanese traditional ceremonies, ceremonies of respect, carnival, giving advice to the bride and groom, cover. *"panggih manten"* is a traditional ceremony of meeting between brides man and woman.

During the ceremony, there is a speech institution or commonly called the *pranatacara*. The *pranatacara* here plays an important role in the process of the wedding ceremony. In the process of *panggih manten* wedding ceremony, *pranatacara* accompanies each of the process by using poetic and beautiful Javanese language. The researcher focuses at this event was because of the use of language used as a *pranatacara* of Javanese wedding story is very beautiful and full of meaning. The description of all those who are involved in this event will be explain to know the relationship between the metaphor used and the actual situation.

For example, *"panggih manten"* ceremony which contains metaphor in it as follows :

" *tindakira sri atmaja temanten putri hamucang kanginan"*
"the bride's steps like an areca tree blown by the wind"
The data above is in the description of the bride. It can be seen in the metaphor/ vehicle above in the word "areca tree blown by the wind". The meaning/topic describes areca tress as the graceful of the bride. The

connection/ground explains how the beauty of the bride's steps like an areca tree blown by the wind.

Several studies have analyzed using metaphorical meaning. The first study is from Sholichati (2013) on her study "Analysis of Metaphorical Expressions on Everlasting Love Songs". The aim of the research is to identify the types of metaphorical expressions based on Human Perceptual System and explain its meaning in the everlasting love songs. The technique of data analysis is using Michael C. Haley's theory. The writer found six categories of Human Perceptual System in the everlasting love songs that include abstract, energy, terrestrial, substance, thing, and man concept.

Then, the study by Tjitrakusuma (2016) entitled "Metaphorical Expressions Used in Foods Products Advertisements and Their Inferences". The finding in this article shows that advertisers like to use ontological metaphor, specifically personification that treats the advertised product as if it were a human being and the human characteristics in the source domain are mapped on the target domain. It gives the conclusion that by using ontological metaphor, the advertises can make readers understand the inferences of the metaphorical utterances more easily since readers as human beings can compare the advertised product with human characteristics better than with other comparison.

Next, another study by Cetin (2016) entitled "An Analysis of Metaphors Used by High School Students to Describe Physics, Physics Lesson and Physics

Teacher". This study aims to investigate how high school students describe physics, physics lesson and physics teacher concepts, which metaphorical icons are produced to describe them. Which conceptual categories and themes can be produced from these metaphors and whether there is a relationship between codes, categories and school types off students or not.

And, a thesis by Nanang (2013) with study "*Panyandra Dalam Upacara Pengantin Adat Jawa Di Kabupaten Kebumen (Tinjauan Semantik Budaya)* from Semarang State University. This research use descriptive qualitative approach. Data source of this research is an utterance which is spoken by a person who contains a ceremony Javanese *panyandra* and the respondent's or informant's responses to utterance *pranatacara* in a traditional Javanese bridal wedding ceremony. The methods used are retrospect and generative methods, while the technique of data collection are observations, interviews, and documentation.

From previous studies above, the researchers research at the song, advertisements, and classroom interaction. Other than that, from this traditional Javanese marriage we can learn a lot of cultural values that are owned by the Javanese. Not only to know *panggih manten* or the ceremony, but must understand the meaning spoken by *pranatacara*. Considering the statement, the researcher was interested in doing this research with the entitled "Metaphorical Meaning Used by *Pranatacara* in Javanese Wedding Ceremony "*Panggih Manten*".

B. The Problems of the Study

The problems of this study are formulated as the following:

1. What types of metaphorical meaning are used by *pranatacara* in *"panggih manten" wedding* ceremony?

2. What are the elements of metaphorical meaning used in *"panggih manten"* wedding ceremony?

3. How is the realization in *"panggih manten"* wedding ceremony?

C. The Objectives of the Study

Related to the question, the aims of the research of analyzing *pranatacara* in "*panggih manten"* wedding ceremony based on Knowles and Moon theory:

1. To investigate the types of metaphorical meaning used by *pranatacara* in "*panggih manten"* wedding ceremony.

2. To describe the elements which are in metaphorical meaning was used by *prantacara* in *"panggih manten"* wedding ceremony.

3. To describe the realization of sequence by *pranatacara* in *"panggih manten"* wedding ceremony.

D. The Scope of the Study

In this study, it is necessary to limit research problems. In this research, the metaphor meaning was analyzed using the theory Knowles and Moon (2006) The data were Identified of metaphorical meaning in "*panggih manten*" wedding ceremony in Aek Songsongan, Kab. Asahan, North Sumatera.

E. The Significances of the Study

The result of the research is expected to give contributions to the researcher theoretically and practically.

a. Theoretically, the findings of this study are expected to be one of the references and alternative information about Applied Semantics, especially metaphorical of various phenomena and objects. The results of this study are expected to fill the gap from previous studies in the same field.

b. Practically, the researcher wants to explore the metaphorical meanings found in ethnic Javanese wedding ceremonies, especially the ceremony to celebrate marriage. Hopefully, this research can inspire and enhance resources for readers analyzing languages based on semantics studies. Besides that, it can also increase knowledge about the beautiful pheasant mastermind on Javanese culture.