

CHAPTER I INTRODUCTION

A. Background of the Study

Semantics is a branch of linguistics, a scientific study of language (Zuhdah et al., 2020). Semantic (as the study of meaning) is central to the study of communication, and as communication becomes more and more a crucial factor in social organization, the need to understand it becomes more pressing (Leech, 1981). In semantic, discussion about meaning is spread in real-life contexts. Meaning plays a role as a tool to convey the experience of the soul, mind, and purpose and there are two types of meaning, they are literal meaning and non-literal meaning.

Besides that, the literal meaning is based on the actual word or the actual meaning and does not use figurative or symbolic words (Sihombing et al., 2015). When the speaker literally speaks, he or she has no hidden meaning in his or her words. Non-literal meaning occurs when the speaker's meaning differs from the actual meaning of the word or phrase (Nugroho, 2020). It can be said that when a speaker speaks something like a sentence or utterance that implies a meaning different from the actual meaning, or they have a hidden meaning and non-literal meaning.

Non-literal uses of language are traditionally called figurative and are described by a host of rhetorical terms including hyperbole, simile, personification, synecdoche, metaphor, and etc (Hutabarat, 2018). It is not an easy thing to differ between literal and non-literal use of language (Sundaray et al., 2018). But it will give the writer and the reader of this research a big benefit to know and understand more about non-literal meaning used in language by reading the result of this research.

People use non-literal meanings in spoken and written language (Dennaya & Bram, 2021). Non-literal meaning in figurative language has a special influence on the use of written information. The written information can be found in the mass media such as newspapers and magazines. In both magazines and newspapers, people find advertisements that promote products, services, businesses, and ideas. This is usually done by a specific sponsor.

According to White (2000, as cited in Hutabarat,2018), advertising interactions take place between copywriters and viewers as recipients. From this point of view, it is known that advertising exists “to help sell and branding a thing”, which is limited to giving effective information about the product to give the consumer productive information about the necessity and the importance of the commodity advertised.

Therefore, in this study, the writer seeks to analyze the non-literal meaning of the language used in fashion advertisements in Vogue Magazines. Fashion advertisements are selected for analysis because it is proven to be able to convince consumers to buy the advertised product. The writer also sees language used in advertising has a significant impact on consumers to buy the product.

B. Limitation of the Study

In this research, the researcher only explore non-literal meaning in magazine. Specifically, it just explores fashion advertisements in Vogue Magazine.

C. Research Questions

According to the background of the study about Analysis Non-Literal Meaning In Fashion Advertisement In Vogue Magazine, the research questions of this study are:

1. What kinds of non-literal meanings are found in fashion advertisements in Vogue Magazine, February - April 2022 USA edition?
2. How does non-literal meaning appear in fashion advertisements in Vogue Magazine, February - April 2022 USA Edition?

D. Purpose of the Study

Based on the research questions that are written above, the purposes of this study are:

1. To describe the kinds of non-literal meanings are found in fashion advertisements in Vogue Magazine, February - April 2022 USA edition.

2. To explore how non-literal meaning appear in fashion advertisements in Vogue Magazine, February - April 2022 USA Edition.

E. Significance of the Study

There are several benefits which are expected by this research:

1. For the teachers, this study can be an additional knowledge about linguistics especially in non-literal meaning.
2. For the students, the result of this study can help the student to learn about non- literal meaning seriously because having good knowledge about non-literal meaning will improve their English either written or spoken.
3. For other researcher, the result of this study can be a reference for conducting other research related to this study.
4. For Readers of magazine, especially English magazine, to understand the kinds and meaning of non-literal meaning well, so that they do not wrongly understand the message contained in the writing.

F. Definition of Key Terms

There might be some difficult terms that have to be explained further in order to make a better comprehension of the reader. There are some definitions that can be considered.

1. Non-Literal Meaning

Non-literal meaning occurs when the speaker's meaning is different from the actual meaning of words and phrases. It can be said that when a speaker speaks something like a sentence or utterance that implies a meaning different from the actual meaning, or they have a hidden meaning and no literal meaning. (Sihombing et al., 2015)

2. Fashion Advertisement

Fashion advertisement is a marketing strategy used to promote fashion and services to get potential customers. The goal of fashion advertisement is to reach people with information about fashion and services that create a potential customer base.

3. Vogue Magazine

Vogue is an American monthly fashion and lifestyle magazine that covers many topics, including haute couture fashion, beauty, culture, living, and runway.