

A STUDY OF HYPERBOLE IN *THE JAKARTA POST*

A Thesis

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ABSTRAK

Di dalam skripsi ini penulis membahas penggunaan hiperbola dalam media cetak berupa surat kabar. Dimana, melalui bahasa dalam surat kabar, orang-orang mendapatkan informasi mengenai ekonomi, politik, bisnis, sport, dan lainnya. Hiperbola adalah ucapan (ungkapan, pernyataan) kiasan yang dibesar-besarkan (berlebih-lebihan), dimaksudkan untuk memperoleh efek tertentu, bukan dalam makna yang sebenarnya.

Dalam penelitian ini, penulis menggunakan metode penelitian yang dikemukakan oleh Sudaryanto yakni tahap pengumpulan data, analisa, dan penyajian hasil analisa. Data diambil dari surat kabar berbahasa Inggris *The Jakarta Post* edisi April dan Juli 2009. Penulis menggunakan teori gaya bahasa yang dikemukakan oleh Perrine.

Berdasarkan penelitian ini, ditemukan bahwa penggunaan gaya bahasa hiperbola memainkan peran penting dalam menciptakan berita agar lebih menarik dan menggemparkan. Selain itu, gaya bahasa hiperbola juga terbukti sangat diperlukan dibidang jurnalistik sehingga berita atau informasi yang disampaikan tidak sekedar informasi saja, tetapi juga mengandung gaya penyampaian yang efektif serta mendapat respon atau perhatian yang lebih besar dari pembaca atau public. Dari analisa data penulis ditemukan 21 buah bentuk hiperbola dengan gambaran maknanya masing-masing.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In daily activities, language cannot be separated from human being. It plays an important role as a part of human life and civilization. It is used to interact and communicate with each other to maintain the social relationship and to improve the knowledge. In the process of communication, people are able to convey what in their mind and thoughts to others. Mind can be in form of idea, information, opinion, and things in mind. Therefore, by using language, people can show what they are thinking about others and facts. The language in journalism is used to inform the readership even though there is no direct communication and interaction between them.

Newspaper is one of the processes of communication through mass media. It is a media to convey written information that has differences with other information. It has an important role in human's life because it presents various local, national, and international information and events. In order to attract reader's attention, journalists make the headlines as ambiguous and confusing as possible so that readers are curious to know the content of the whole story and they would read it. So that, journalists give the information that should be clear and brief in order that the reader will understand their messages. In this thesis, the writer identifies the uses of Hyperbole in *The Jakarta Post* as one of the

prominent newspapers published in Indonesia. In providing information, the newspaper has certain style for emphasizing the news to various backgrounds of readers.

Perrin (1983: 571) states: "A figure of speech is any way of saying something other than the ordinary way." In other word, it can be said that a figure of speech is a way of saying one thing with another means.

In expressing opinion and idea, each person has particular style in writing. Figure of speech is one of stylistic devices in order to analyze the style of language. Figures of speech mean ways of saying something rather than ordinary way which gives another way in adding extra dimension to language (Perrine, 1984, p.61). The function of figure of speech itself is that people can say less than what he or she means or more than what he or she means, or the opposite of what people mean, or something other than what people mean (Perrine, 1984, p.61). Figures of speech are usually used by the writer in order to give special impression by creating special atmosphere and setting the message to be distinctive and sharp.

This is one of examples that uses figure of speech which belongs to hyperbole "*Win the fight against hair loss*". It shows that hyperbolic expression takes a part in getting interest of readers. It can be seen that most of women have been struggling to prevent hair loss because it damages their beauty. The statement is written exaggeratedly so that the readers know that the product is effective and able to solve their problem.

CHAPTER 4

CONCLUSION

After analyzing figure hyperbole which is found in *Jakarta Post*, it can be summed that hyperbole contributes several advantages in conveying information to the readers. Thus, hyperbole does not only inform some important news, but also to present certain sense in the reader's mind so that the news sounds remarkable and interesting. Moreover, this style is found effective to attract the interest of readers who read the newspaper although the other figures of speech can also be found.

In relation to hyperbole, most of these types are found in all pages of newspaper because exaggerate statement or information is needed to accomplish the aim of the news itself, for instance in current issues such politics and natural disaster. The newspaper has to use hyperbolic expression as one of the strategies to attract the readers who are plural and come from different socio-cultural background. Based on the fact above, it is inferred that hyperbole is applicable in journalistic in order to make an interesting and persuasive information as seen in *The Jakarta Post*.

As found in analysis, hyperbole functions to strengthen the idea of writer related to certain topics, so that make the readers are interested in the conveying the news.

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