CHAPTER I

INTRODUCTION

This chapter presents the introductory information of this study. It consists of several main sections, they are the background of the study, research question, the objective of the study, scope and limitation of the study, significance of the study, and the definition of key terms.

A. Background of The Study

In communication, language is the primary source. Finegan (2008) states in his book that language is often known as a vehicle of thought, it has meant a system of expression that transfer the thought from one person to another. Language also has a role to serve social functions and emotional functions. To understand and communicate with others, people must know the meaning of language. In English, there is a study that studies talk about the meaning of language. The name is semantics. Semantics is the study of the language's structure meaning, especially in words and sentences.

A word, as well known, has two meanings: literal and figurative. The literal meaning is that it is identical to the original. Connotative meaning is synonymous with a figurative meaning. It is concerned with the definition of an unfamiliar word, as most words have many meanings. Figures of speech are often used in figurative meaning. People will always utilize both of these to communicate what they want to say. However, some writers, poets, motivators, and others always utilize figurative language to communicate their thoughts and feelings in a language since the figurative language demonstrates the beauty of the language.

Humans use language in a variety of ways to express their thoughts, opinions, and facts, and figurative language is one of them. Figurative language makes the use of "figures of speech" which are a way of expressing anything different than the literal meaning of words. One of the literary components is figurative language. It is a form of expression that is employed

to enhance something's beauty or emotional intensity (Hutajulu & Natsir, n.d.).

Some people are more interested in listening to and watching electronic media rather than reading a scientific or literary book. The reason is watching and listening more entertain them. After their activities on the outside like working or studying, they need to relax time to take a rest. With electronic media, they get their own time. The other reason is, with watching and listening, can make them see, feel, human beings, and be open-minded (Sihite, 2016).

TV-show are one electronic media that provide a variety of entertainment to people. In the case of consuming TV-show from electronic media, especially on television, people usually respond to the meaning expressed by the artist or celebrities. But, on other hand, people do not care about the hidden meaning of every sentence expressed. All the information expressed also contents of language, especially figurative meaning.

Kitchen Nightmares is a reality TV show in the United States which adapted from a famous English TV show of the same title. Fox television show is well-known for the rude and severe criticism provided by their hosts. The host of this TV show uses scathing criticism and commentary to inspire restaurant owners to get their businesses back on track.

The figurative language is mostly used in literary works such as; poems, music lyrics, novels, etc. Such as the study (Harya, 2017) under the title *An Analysis of Figurative Languages Used in Coelhos's Novel Entitled "Alchemist"*, and the other studies came from (Gunawan et al., 2021) under the title *Figurative Language Used in Blackpink Featuring Selena Gomez's Song Lyric "Ice Cream": A Discourse Analysis*. Advertisements or commercials are also analyzed with figurative language. Such as the study from (Sofyan et al., 2020) under the title *Using Figurative Language in Cosmetic Advertisements on Indonesian Television*, Wibowo (2016) under the title *Figurative Language of Maybelline Cosmetics Advertisement Found in Catalogue Online on Pinterest*, and the other beauty products such as the

study from (Yunaningtyas, 2018) under the title *Functional Semantic Analysis on Nivea's Printed Advertisement*. The research that analyzes figurative language on TV-show is very rare or difficult to find and/or may be very few. The TV-show that found is using news such as the study (Sihite, 2016) under the title *A Stylistic Analysis of Figurative Language Style Found in English News Broadcasting Program*, and talk show such as (Hutajulu & Natsir, n.d.) under the title *The Figurative Language in Mata Najwa Talkshow's Notes*. The research on figurative language conducted on reality shows is hard to find. *Kitchen Nightmares* is one of the famous TV programs. The host is Chef Gordon Ramsay that famous for his criticism that contains several connotative meanings on it. Therefore, the researcher is interested in analyzing *Kitchen Nightmares* TV shows. Hence, the topic of figurative language is generally used, but it reassures the researcher that the more data there is, the stronger evidence will be in the findings.

B. Research Question

According to the background of the study, the problem of the study can be formulated below:

1. What types of figurative language are used in *Kitchen Nightmares* TV shows?

2. What is the most dominant figurative language in *Kitchen Nightmares* TV shows?

C. Objective of The Study

The objectives of the study were:

1. To find the types of figurative language as the expression used in *Kitchen Nightmares* TV shows,

2. To find out the most dominant types of figurative language in *Kitchen Nightmares* TV shows.

D. Scope and Limitation

This study focuses on the figurative language used in the TV show. The researcher chose *Kitchen Nightmares* TV shows. As we know, *Kitchen Nightmares* TV show is one of the most popular reality culinary shows around the world. So it can be interesting to analyze it. As one of the most famous programs on TV, certainly not just *Kitchen Nightmares* is the only reality TV show in the world, there are many other TV programs. And *Kitchen Nightmares* TV show is not only found on television, *Kitchen Nightmares* TV shows can be found in other media such as social media. But in this research, the researcher limits this research to only *Kitchen Nightmares* TV shows found on the official YouTube channel of *Kitchen Nightmares*.

E. Significance of The Study

Theoretically, this study is to understand the figurative language in the TV show. This research would be useful to the reader especially to the director as a reference to make interesting TV programs.

Practically, the significances are:

1. This study will give information about the figurative language used in the TV show,

2. This study will help the readers learn the figurative language used in other media such as on television, radio, print ads, etc.

F. Definition of Key Terms

1. Analysis

The analysis is the process of doing something carefully by using a certain method to understand and then explain in detail. The function of analysis is to identify and understand the needs of the product, project, or service (what does it do and what must it do).

2. Figurative Language

Figurative language is an expression that does not use a real meaning. Figurative language does not have a literal meaning. It used the unique sentence to refer to something without directly state.

3. TV-show

TV-show is the content that is produced for viewing that can be broadcasted via satellite, cable, etc. TV-show is also defined as a single episode of a series/serial/any form of entertainment.