

## CHAPTER I

### INTRODUCTION

This introductory chapter presents the research context, research focuses, research objectives, significances of study, scope and limitation, and definition of key terms.

#### A. Research Context

At present, written language often attracts attention because of the trend of using social media. Instagram is one of most popular social media that is often used by Indonesians. Many Indonesian people use Instagram to share stories about their activities, especially college students. Indonesian college students have a high interest in taking pictures whenever and wherever they are. Therefore, they usually upload pictures and write the captions for their photos on Instagram. College students will also adjust the situation and the goal is to allow writers in written languages to choose the variations used, figuratively is one way to make language variations.

There are so many college student accounts of Instagram we can find in Instagram, we can find that from most of biggest and popular account, such as @mahasiswa.id @mahasiswabaperan, @mahasiswa\_surabaya, @mahasiswamalang, @mahasiswa\_jatim, @mahasiswa\_indonesia.id, and @mahasiswa.milenial\_. The researcher focus on @mahasiswa.milenial\_ account to research because it has many account followers of college students

that reposted in that account and most of reposted used many interesting caption to research, like metaphor.

Metaphor is a figure of speech comparing the position of two things being the same or comparable because both of them are almost the same meaning. Keraf said that the metaphor is a kind of analogy that compares to things directly.<sup>1</sup> According to Knowles and Moon, metaphor is the use of language to refer to something other than what it was originally applied to, or what it literally means.<sup>2</sup> Based on the definitions above, it means that metaphors are often used in everyday life consciously or unconsciously. Metaphor is not only used in speech, but many writings in everyday life apply metaphor. One of the metaphorical theories that support this statement is the conceptual metaphor theory.

The conceptual metaphor is one of the theories about metaphor initiated by George Lakoff and Mark Johnson which is strengthened by Knowles. Lakoff and Johnson state that metaphors exist in everyday life, and not only in language activities, but also exist and are arranged in thoughts and action. It has two components namely: the target and source domain.<sup>3</sup> According to Lakoff and Johnson strengthened by Knowles target is usually more abstract and source is more concrete. To be able to understand the

---

<sup>1</sup> Keraf, Gorys. *Diksi dan gaya bahasa*. Jakarta: PT Gramedia pustaka utama. 1994.

<sup>2</sup> Knowles, M & Moon, R. *Introducing metaphor*. New York: Routledge. 2005; 2.

<sup>3</sup> Lakoff, G, & Johnson, M. *Metaphors we live by*. Chicago : The University of Chicago press.2003.

intentions contained in the metaphor is found the similarities between the characteristics of the target and source.<sup>4</sup>

The present researcher examines the phenomenon of using conceptual metaphor in instagram captions in english language by college students on mahasiswa milenial\_ account followers. The researcher analyzes the type of conceptual metaphor commonly used on instagram captions by college students on mahasiswa milenial's account followers based on the metaphor theory of lakoff and johnson and koveeses. This study has different discussion from previous study. The researcher describes whether there are any significant differences between male and female college students' perspective in using conceptual metaphor in instagram captions.

## **B. Research Focuses**

Research focus or problem refer to questions raised in a research project which clearly reflects what kind of answers is expected to be discovered though the process of research .<sup>5</sup> Research problems are the educational issues, controversies, or concerns that guide the need for for conducting a study.<sup>6</sup> Problem in research is one of the most important aspects of doing research in any field because there is no way to do research untill a problem is recognized.<sup>7</sup>

---

<sup>4</sup> Konvesces, zoltan. *Language, Mind and culture*. Oxford: Oxford University press.2006

<sup>5</sup> Adnan Latief, *Research Methods on Language Learning an Introduction* (Malang UM Press 2001), Page 16.

<sup>6</sup> Creswell, John W. *Educational Research,planning, Conducting and Evaluating Quantitative and Qualitative Research*,59.

<sup>7</sup> Ary Donald, *Introduction to Research in Education*, Second Edition (New york: Holt, Rinchan and Winston,1979), 41.

Based on the description above, the researcher formulated the research focus:

1. What are the types of conceptual metaphor commonly used in instagram captions on @mahasiswa.milenial\_ account followers?
2. What are the differences between male and female college students on @mahasiswa.milenial\_ account followers in using conceptual metaphor in instagram captions?.

### **C. Research Objectives**

In educational research book, objective of study is the major intent or objective of the study used to address the problem.<sup>8</sup> Research objective is the formulation of sentences which show a something that are gotten in the end of study.<sup>9</sup> And Research objective is a statement of intent used that species goal that the investigator plan to achieve in study.<sup>10</sup> Therefore, research objectives is the aim or result of research that would be gotten in the end of study.

Based on the focus mentioned above, the objectives of the study are:

1. To find out the type of conceptual metaphor commonly used in instagram captions by male and female college students on @mahasiswa.milenial\_ account followers.

---

<sup>8</sup> John W Creswell, *Educational Research*, (Boston: pearson Education, 2012),p. 111.

<sup>9</sup> Suharsimi Arikunto, *Prosedur Penelitian: Suatu Pendekatan Praktik* (Jakarta: PT. Rineka Cipta, 2006), page 58.

<sup>10</sup> Ibid. 111.

2. To describe the differences between male and female college students on @mahasiswa.milenial\_ account followers in using conceptual metaphor in instagram captions.

#### **D. Significance of Study**

Significance of study is a part of the introduction of a research. It should determine who benefits from the study and how that specific audience will benefit from it findings.<sup>11</sup> Significance of study is the urgent of study which would be research by researcher. There are two kinds of significances of study, they are theoretical significances and practical significances. In the following both significances will discuss.

##### 1. Theoretically Significant

the study will give contribution in semantics. By conducting this study, the researcher hopes that it will become an example of study using semantics theory especially conceptual metaphor theory in instagram captions.

##### 2. Pratically Significant

- a. this study will give contribution for students and lectures of english department and the next researcher who want to conduct similar study.
- b. For the students of english department, they can learn about semantics especially metaphor from this study.

---

<sup>11</sup> Draven Cueva, *What Is Significance Of Research*, (<http://www.quora.com/what-is-the-significance-of-the-reseach-study>), on 3rd October 2019,8.45.

- c. The findings found in this study could be useful for other writers who want to conduct the similar study.

### **E. Scope and Limitation**

Scope and limitation of the study explains about limitation of the variables that observed population or subject of the study and location of the study.<sup>12</sup> The framework of this study is semantics and the scope of this study is about figurative language especially metaphor.

Limitations may address problems in data collection, unanswered question by participants or better selection of purposeful sampling of individual or sites for the study.<sup>13</sup> This study is limited on the use of conceptual metaphors in instagram captions by male and female college students on @mahasiswa.milenial\_ account followers based on gender perspectives because the researcher focuses on finding the type of conceptual metaphor commonly used by male and female college students on @mahasiswa.milenial\_ account followers in instagram captions and to describe the differences between male and female college students on @mahasiswa.milenial\_ account followers in using conceptual metaphor in instagram captions.

---

<sup>12</sup> Tim Revisi, *Pedoman Karya Tulis Ilmiah*, (pamekasan: STAIN Pamekasan Press,2015), Page 11.

<sup>13</sup> John W. Creswell, *Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research* (Boston: Pearson Education, 2012), Page 259.

## F. Definition of Key Terms

John W. Creswell suggests us to begin our research by narrowing our topic to a few key terms using one or two word or short phrases.<sup>14</sup> Additionally, key terms are provided to avoid misunderstanding and misinterpretation of difficult word for the readers in classifying about the key term. The researcher also hopes the readers have the same perception in discussing of this research. In the other hand, to avoid misunderstanding of this research, the researcher needs to provide definition of key terms. There are several key terms in this research to make the reader understand easily. The key terms are: Conceptual metaphor theory: the concept of metaphorical views by George Lakoff and Mark Johnson and it becomes famous as the “cognitive linguistic view of metaphor”

1. Metaphor is the analogy which compare two things in the same contextual meaning.
2. Instagram : A social media, owned by Facebook Inc, which allow the users to communicate with others, photo and video sharing, add captions, and other.
3. Instagram captions: the captions in sentences to explain and contextualize the subject of the photos added by an Instagram @mahasiswa.milenial\_ account followers reposted in @mahasiswa.milenial\_ account.
4. Gender perspectives: a view of an issue based on the gender of subject.

---

<sup>14</sup> Ibid. 82.