

CHAPTER I

INTRODUCTION

In this chapter, the researcher will presents research context, research focus, research objective, definition of key terms, significance of study, previous study, as well as review of related literature

A. Research Background

Language is human property that used to communicate with other. It helps us to communicate and understand what other mean. On both a personal and cultural level, language defined as inextricably linked to our perceptions of who we are. When using the language, people interact their individual thoughts, as well as the social value and Our families, social groupings, and other affiliations practice the practices of the community in which we live.¹ A systematic means of interacting by the use of sounds or conventional symbols is called by Languages. It may be written, spoken , or signed with the hands. Language can be find in any kind of life. Everybody can use and understand the language since they were child. In this world, especially in our daily life, as social being, we need to communicate with others. We need interaction also to fulfill the necessities of our life. Language not only as a means of communication, it can also works in some

¹ Amberg and Deborah J. Vause, *American English: History, Structure, and Usage*, (Cambridge university press), 3.

parts of our life.² To study deeply about language, there is a scientific study about language called linguistics. It has main branch such as pragmatic, semantic, phonology, morphology and syntax that has a relation with human life. Nowadays, language becomes an inseparable part of life, because with language we can communicate with others to get information, ask for help, or so on. To be able to understand a language, we must know the meaning of each of the words. One kind of linguistics that studies meaning is semantic.

The study of meanings is called by semantics. The term is delivered by Greek Semanen. It relevant with the relation between other symbols and objects or concepts with word which they refer.³ The meaning is very important in language. It is different to capture individual word without knowing the meaning of speech, it is difficult to identify the separate words that form it. That is meaning is very important because of the way it is conveyed or understood something so that it can make easier to study about figure of speech.

Figurative language intend a non-literal meaning which means a style of language that an actual meaning or literal meaning that is not used. The term of figurative language use language to communicate which the

² Tira Nur Fitria, "Figurative Language Used In One Direction Album Entitled Up All Night", *ELITE Journal*, Volume 05 Number 01, (June 2018): 70.

³ Himlan pardede, *Semantic: a view logic of language*(sumatera utara : pematang siantar, 2016), 11.

meaning does not straight to the point.⁴ To convey a deeper meaning in any situation, it can be used figurative language, and it encourages someone for using their imaginations to come up with a meaning that is unclear. It is used to add interest to the spoken or written word. Figurative language include in language style that is hard to understand or acquire since the point confuses someone about what figurative language actually means. According to Tarigan, figurative language can be separated into four group , such as comparison figurative language, contradiction figurative language, linkage figurative language and repetition figurative language. Contradiction figurative language separated into 21 types, some of them are hiperbole, litotes, irony, paronomasia, innuendo, etc. Linkage figurative language are divided 14 types, some of them are metonymy, sinechdoche, asyndeton, etc. Repetition figurative language are split into 13 types, some of them are alliteration, assonance, anaphora, etc.⁵ But, the researcher concentrate on the kinds of figurative language in the youtube video of "English speeches" channel, as anaphora and innuendo. Innuendo can be called by an indirect intimation about a person or thing, especially of a derogatory nature or disparaging something. Innuendo are typically used in daily conversation as a criticism of social political. For instance, *I have found a way to get some "extra help" on the test.* The innuendo above is marked by in the word "extra help". This implies in a special way that the phrase is being used and

⁴ Arini Egi Tiarawati, Tri Wahyu Retno Ningsih "Figurative Language Analysis On The Ugly Love Novel By Colleen Hoover" *Journal of Language and Literature*, Vol. 7, No. 2 (jawa barat, 2019) : 80.

⁵ Henry Guntur tarigan, *pengajaran gaya bahasa*, (bandung: angkasa, 1985), 5.

allows your friend to cheat without admitting that he is cheating. It is allowed to talk about doing something that is prohibited. Rhetorical device that consist of repeating a sequence of words at the beginnings of neighboring clauses, that emphasize something is called by anaphora. It can be very stylized affective technique in speeches, lyrics, poetry and prose to use the repetition word in the beginning of each phrase in a group of sentences or clauses. Instance, we come, we saw, we conquered.

Figurative language not only found in written, it can be found in a spoken way. Such as in speech to make the context heard interesting. Speech is an activity of public speaking in order to share information or knowledge to other people. Based on the dictionary, speech is power of oral communication, speaking, or ability to express someone's emotions by using speech sounds and gesture. Speech means by which oral communicate; however, we can interact in other forms, including by using written text.⁶ In conveying some speech. Some speakers need to use their best sentence to as the tool of communication to the other people. the majority of a person's way of communication involves language attitudes and behaviors that dominated by personality speaker (psychologist). In the other word, the speaker must pay attention to the surrounding conditions so that he can deliver his speech clearly and appropriately using language, tone, and gestures when in front of the general public. When we want to conveying some speech, We should speak in different ways in different

⁶ Sharynne McLeod & Jane McCormack, *What are speech, language, and literacy*, (oxford university press, 2015) , 4.

social contexts because our speech is influenced by social factors that influence the choice of appropriate ways of speaking.⁷⁷ It means that the speaker must pay attention to social factors, such as with whom we speak; the social context in which it occurs interaction (where they talk); topic, what being discussed; and conversation's function. Nowadays many people use speech to share their knowledge or give some motivational support for people who need it. When watching a speech, sometimes some people don't focus on the purpose of speech, they like the presenters or something else but it is foremost to understand the meaning and speech's purpose so that a knowledge and information from the speaker. This kind of literature is socio-psycholinguistics. Psycholinguistics is an interdisciplinary field of study whose aim is to understand how people acquire language, how people use language to speak and understand one another, and how language is represented and processed in the brain. It used to make the sentence processed the sentence that will be delivered by the speaker in order to make the speech more understood and clearly enough. While sociolinguistics is Sociolinguistics is an interdisciplinary science between sociology and linguistics, two related fields of empirical science very closely. Both of them is used in this speech because the speaker use the word, and topic related with person or another thing they want to delivered in order to deliver information or speech that is right on target. The researcher choose speech to be analyze because, there is a little research who conduct the

⁷⁷ Huriyah Saleh, *Bahasa dan Gender dalam Keragaman Pemahaman*, (Jawa Barat : Eduvision, 2017), 4-5.

research in figurative language of speech. And the research realize that now, many people like watching more than reading a text in order to get the information. So this research in line with current people's preference. We can find many speeches not only in some place but also in media social. Many speeches is shared in media social to make someone easier to get information although they were not at the place of speech event. We can replay or watch the speech after doing something because we can watch it in our home using media social. In speech there many word that use imaginative meaning or not the real purpose, sometimes it used figurative language. So the researcher interest to analyze the figurative language in a speech. The researcher gets the data from youtube, because it's difficult to get the data with recording it directly in that place.

Youtube is an online video platform owned by google. It is the world's second most popular website. As a reason, it is the most appropriate means for providing knowledge or watching educational videos. Youtube is a website that share a video that allows users to upload any kind of video and allowed someone to watch other people's videos. People from all around the world, from all kinds of backgrounds, post videos on YouTube such as Music videos, beauty blogger videos, speeches, short films, and etc. If someone wants to share their video or leave a comment on someone else's video, they must first create an account or channel. Everyone who becomes a member of YouTube has access to a personal channel. One of channel that posted many speeches is English speeches cannel. English speeches is one

of youtube channel that share many speech which help us to watch the speech. English speech is one of youtube channel that has many subscribers and there are the subtitle in the speech they post. So it can help the viewer to understand the speech. But when watching the speech, we must understand the meaning too, because nowadays, many speakers use figurative language in their speech to make it more interesting and interest the audience. That's why the researcher want to make study about figurative language in English speeches channel, to find out deeply about figurative language especially anaphora and innuendo in speech.

From the explanation in the previous section, researcher interest to identify the speech that has a figurative language, because almost people like to watching a video such as speech although sometimes they don't fully understand the meaning because of the use of figurative language in a speech. Whereas every speech has a point of meaning or message to convey the listeners or audience. Therefore in this research, the data that will be analyze is from five youtube video that posted in youtube by English speeches that related woman and equality topics. The researcher choose that video because nowadays it refers to women's rights in life, the issue of gender equality will remain to be of interest to watch. Both men and women have the same legal status. Women, on the other hand, face more challenges in expressing their views in everyday life. Many women continue to face difficulties to expressing authority and enjoying the benefits of growth in many aspects of their lives. Differences in social roles between men and

women result in social status differences, with men perceived superior to women. It is effective to minimize gender equality, empower women, and have anaphora and innuendo that used by the speaker to make the thing that will they given approved quickly. Therefore, the researcher interested to elaborate the anaphora and innuendo in woman and equality topic on English speeches. The researcher choose anaphora and Innuendo as the topic of this research because both of them are kind of figurative language that appear frequently in the speech which is become a data source of this research. In woman and equality speech that used those kind of figurative language has aims to encourage the point of the speech and also if there is some satire it can be sound like not a satire. So that the researcher interest to research about it.

There are some researchers who has conducted about figurative language its self. One of them is an analysis of figurative language in songs of Avril Lavigne of the best damn thing album , by sutiyono from nurjati state institute for Islamic studies. Those researcher analyze all of kind of Figurative of the song, But the unique of this research is the focus of research. In this research, the researchers focus on the speech and focus only in anaphora and innuendo figurative analysis.

The research use this topic in order to know the real purpose of the speeches, and use the title “ Analysis of Anaphora And Innuendo Of Woman And Equality speech On “English Speeches””

B. Formulation of Problem

Another term of research focus is called research problem, According to Ary, Jacob, Rozavich said in Adnan Latief's book the research problem is some questions to be answered in the research project. Based on the research context above, the research problem can be formulated below:

1. What anaphora and innuendo in the speech of woman and equality speech on English Speeches ?
2. What are the meaning of those figurative language in those speech?

C. Research Objective

The objective of the research are:

1. To identify anaphora and innuendo that is used in speech on English Speeches.
2. To explain the meanings of those anaphora and Innuendo in the speech.

D. Significant of Study

On basis of the objective above, the significance of the study can be stated as follows:

1. Theoretical significant

This lesson is used to develop knowledge and add new information from the theory. On the other hand, the research will give a contribution to discover new knowledge and useful for many students

especially for linguistics and figurative language subject and for the teacher to manage and make the students more understand the lesson.

2. Practical Significant

a. For English Teacher

This study can helps the teacher to give their student more references in understanding figurative language in a speech or in the other context.

b. For the Students

The students can be understand more when the teacher explain about figurative language and can practice it personally

c. For the Researcher

It can become a reference for the future researcher and also make researcher more understand when facing figurative language correctly.

E. Definition of Key term

Creswell suggests we are better to begin our research by narrowing our topic to a few key terms using one or two words or short phases.⁸

1. Innuendo is an indirect intimation about a person or thing, especially of a disparaging or a derogatory nature.
2. Anaphora is a rhetorical device in which a word or phrase is repeated at the start of several sentences, phrases, or clauses.

⁸ John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, 4th ed (Boston: Pearson, 2012),82.

3. Speech is a formal talk given to an audience.⁹
4. English speeches is one of youtube account that consist of various English speech.
5. Meaning is the relation between object and meaning to which refer to them.¹⁰

F. Previous study

It is important to know the previous study for researcher in conducting a research. It will help the researcher develop the study and it can become interested when the research have a different with the previous study although the topic same. Some previous study from this research are reported by sutyono from Syekh Nurjati state institute of Islamic studies entitled “an analysis of figurative language in Avril Lavigne’s songs of the best damn thing album”. In his research, the researcher use documentation qualitative method and content analysis because the data that will be analyzed is the lyric of songs, especially selected Avril Lavigne’s song. The researcher use some of steps in conducting data, such as 1) Listening Avril Lavigne’s song in album of “ the best damn thing” . 2) Reading Avril Lavigne’s songs’s lyrics in album of “the best damn thing”. 3) Identifying all the AvriLe Lavigne’s lyrics in the album of “ the best damn thing”. 4) Underlining and Giving mark to the lyrics that has figurative language. 5) coding on each classified data. The researcher also use Henry Guntur

⁹ Oxford Learner’s Pocket Dictionary, Fourth Edition, (Oxford University Press, 2011),426.

¹⁰ Hilman parade, *semantic: a view logic of language*, 11.

Tarigan book as the references of figurative language. And The result of these research is there are seven kind of figurative language that found in best damn thing album in Lavigne's song namely metaphor, personification, simile, anaphora, hyperbole, repetition, parallelism and anaphora and hyperbola is the most dominant.

In the second previous study is from thesis "rhetorical figures analysis on mike pence's speeches" by Nisa Lutfia Agustina from Universitas Islam Maulana Malik Ibrahim Malang, 2017. The similarities with this research is both of them collect the data from speeches while the differences is nisa's research analyze kind of figurative language such as rhyme, chime, alliteration, anaphora, parison, antithesis, rhetorical question, and metaphor, meanwhile this researcher is only focus to analyze anaphora and innuendo. And the result of these research is a datum of rhetorical question ,five rhyme, three chime, fourteen anaphora, two parison, one antithesis, and five metaphor, and one alliteration.

The third previous study is a thesis entitled "majas perulangan dan majas sindiran pada naskah drama "karma sang pendosa" oleh Rosyed E.Abbi by Klementini Pneumatis Rana(2019). These research has a use to identify the repetition figurative language and contradiction and to know the pragmatic meaning of it. The researcher use descriptive qualitative method that analyze the script of drama. Because the source of data is from script of drama and it will be describe without using statistic. The researcher use triangulation to check the validity of research. and This research different

with that research in the object of research, klementini's research explain about kind of figurative language in a drama script while this research explain about kind of figurative language in a speech script. And it has the similarities in the kind of figurative language. The researcher explain about anaphora and innuendo same like this research.

The forth previous study is by Nur Komariah Universitas Muhammadiyah Mataram 2019 entitled " penggunaan majas sindiran pada mahasiswa suku Mbojo di Lingkungan Kos BTN Pagesangan indah kota Mataram". This research has differences in subject that will be analyze. Those research analyse some of contradiction figurative language such as irony, sarkasme, sinisme, antrifrasis and innuendo but this researcher only analyze one contradiction figures, it is innuendo and anaphora as kind of repetition figurative. And other differences is the data that will be analyze in nur's research is from daily life conversation by collage student who lives in boarding home of BTN Pegasangan indah while this research analyze the data from speeches. And the similarities is both of them analyze figurative language. Those research use descriptive qualitative method and the researcher describe the meaning and function of the use of contradiction figure of speech in the daily conversation of a student from the Mbojo tribe in the Pagesangan Indah boarding house environment. The method used by the researcher to analyze the data is the documentation , proficient, introspection and translation . and the result of these research is forms of allusions that are irony, cynicism, sarcasm, antifrasis and innuendo.

From those previous study that has the researcher explain and found, hopefully it can become a reference in writing this research.

G. Review of Related Literature

1. Anaphora

Anaphora is one of repetition figurative language that shows about the repetition of beginning word or phrase. The use of repeating words to highlight meaning is known as repetition. Repetition is a figure of speech that shows the logical emphasis that is necessary to attract a reader's attention on the key-word or a key-phrase of the text. It implies repeating sounds, words, expressions and clauses in a certain succession or even with no particular placement of the words, in order to provide emphasis. There is no restriction in using repetition but too much repetition can be dull and even spoil its stylistic effect.¹¹ According to keraf, repetition takes the form of repetition of sound, syllables, words, or part of sentence that are considered to give the pressure in appropriate context.¹² he classified repetition as kind of figurative language based on the structure of sentence. According to Groys Keraf, figurative language or language style is a way of showing mind through a special language that

¹¹ Nino Kemertelidze, Tamar Manjavidze, "Stylistic Repetition, Its Peculiarities And Types In Modern English": *European Scientific Journal*, (2013), SPECIAL edition: 2.

¹² Dafirah dkk," Language style of didek text in the island of slayar south Sulawesi province", *e journal of linguistics*, vol. 9, no 2, (surakarta): 48.

shows the soul and the characteristic of the writer.¹³ and also in Balaghah books, figurative language is a word that is used not in its original meaning because there is a relationship and there are indicators that prohibit the use of the original meaning.¹⁴

Repetition is classified according to compositional patterns, one of them is anaphora. According to Tarigan, Anaphora is a figurative language repetition which is repetition of first word in every line or sentence.¹⁵ It same with Fransori's opinion, he state that Anaphora is a style of repetition in the form of repetition of the first word in each line of a sentence.¹⁶ Gorys keraf also state that anaphora is repetition in the form of repeating the first word in each subsequent line or sentence.¹⁷ In rhetorical grammar, anaphora means the repetition with emphasis of the same word or phrase of the beginning of several successive clauses. For example, "**Ignorant** of the long and stealthy march of passion, and of the state to which it had reduced Fleur; **ignorant** of how Soams had watched her, **ignorant** of Fleur's reckless desperation .. , **ignorant** of all this, everybody felt aggrieved."¹⁸ There is the repetition of word *ignorant* in the beginning of sentence, so it's called by anaphora. And another

¹³ Radna Tulus Wibisono, Pratomo Widodo, "An Analysis Of Figurative Language In Online Short Story Posted On The Jakarta Post", e Journal of Linguistics, Vol.4, No.2, (Yogyakarta: 2019), 158.

¹⁴ Mamat Zaenuddin, Yayan Nurbayan, *Pengantar Ilmu Balaghah*, (Bandung : PT Refika Aditama, 2007), 31.

¹⁵ Henry Guntur tarigan, *Pengajaran Gaya Bahasa*, (Bandung : Alfabeta),

¹⁶ Dian uswatun hasanah, dkk, "Analisis Penggunaan Gaya Bahasa Pada Puisi-Puisi Karya Fadli Zon", *KEMBARA: Jurnal Keilmuan Bahasa, Sastra, dan Pengajarannya*, Vol. 5, No. 1, (Surakarta: April, 2019), 17.

¹⁷ Gorys Keraf, *diksi dan gaya bahasa*, (Jakarta : PT Gramedia Pustaka Utama, 2006), 127.

¹⁸ Nino Kemertelidze, Tamar Manjavidze, Stylistic Repetition, its Peculiarities and types in modern English, 5.

example is : “**Go back to** your believe, **Go back to** your soul, **go back to** Allah, and knowing that somehow this situation can and will be changed.” Anaphora is the repetition of the same words at the beginning of successive phrases, clauses, or sentences.¹⁹ Anaphora not only find in a book, or speech or etc, it can be find in poetry, for example :

Farewell to the mountains high covered with snow!

Farewell to the straths and green valleys below!

Farewell to the forests and wild-hanging woods!

Farewell to the torrents and loud-pouring floods!²⁰

In order that the researcher choose the theory from gorys keraf and Hendry Guntur tarigan as the main theory of this research especially anaphora and innuendo because both of these reference are complete reference that explain about both of anaphora and innuendo. And also many research use those book as their reference so the researcher believe in those book.

As a literary device, anaphora serves the purpose of furnishing artistic effect to the passages of prose and poetry. Moreover, it lends rhythm to the lines that becomes a pleasure to read and is easily memorized. Also, we cannot overlook the emphasis that it adds to the ideas. As a rhetorical device, it is used to appeal to the emotions of the

¹⁹ Yulmi Siswandari, “Rhetorical Style In Longing Expression Found In William Saroyan’s Going Home”, *Journal of Literature, Linguistics and Cultural Studies*, (Semarang : rainbow, 2012), 4.

²⁰ Nino Kemertelidze, 5.

audience in order to persuade them and also to inspire motivation and courage. The purpose of anaphora are for :

- Express a strong feeling, The speaker emphasizes key words or ideas, often with great emotional pull.
- Create rhythm in text, whether that rhythm is pleasing, rousing, or relentless. The speaker's words have rhythm and cadence.
- More clearly link two or more ideas through the repeated phrasing.
- Make a phrase more memorable for the reader/listener. Repetition makes the line memorable.²¹

2. Innuendo

According to Tarigan, Innuendo is a kind of figurative language that is consisted insinuation with minimizing the truth reality.²² While Nurdin said Innuendo is a satire that minimizes the true meaning. It same with keraf's opinion, that Innuendo is a kind of satire by belittling the actual reality. For example, "He managed to move up the ranks with a small bribe."²³

²¹ Litcharts, *Anaphora*. Acces on <https://www.litcharts.com/literary-devices-and-terms/anaphora> on 12 august 2021 at 23:25.

²² Henry Guntur Tarigan, Pengajaran Gaya Bahasa,

²³ Siti Nurul Halimah, Hilda Hilaliyah, "Gaya Bahasa Sindiran Najwa Shihab Dalam Buku Catatan Najwa" : *Deiksis*, Vol. 11 No.02, (Mei-Agustus 2019) : 159.

According to Ade Nurdin, Yani Maryani, and Mumu Innuendo is a satire language style that minimizes the true meaning.²⁴ Innuendo is a style of contradictory language in the form of satire by minimizing the actual reality. this style of language equates a criticism with an indirect suggestion.²⁵ It mean that this figurative language is satirical language that is expressed indirectly so that listeners don't feel offended. Here are the examples: *When the parties always be held, his face often seen clearly; You become a rich man because you did a bit an official commercial.*²⁶ The examples are Innuendo, because it show a critic with an indirect suggestion without hurting people's feelings. It has explained by keraf in arni susantian's book that This style of language expresses criticism with indirect suggestions and does not seem to hurt the listener.²⁷ *When the parties always be held, his face often seen clearly* from this statement it is to critic someone who always come in all parties be held, he or she comes to party is invited or uninvited by the owner of party. *You become a rich man because you did a bit an official commercial* from the statement it's like to betray someone who gets a position without knowing clearly status.²⁸

²⁴ Dewi puspita, hasnah faizah, charlina, " the satire in the 2019 presidential election debate", *jurnal pendidikan bahasa & sastra Indonesia*, Vol.9, No. 2, (Riau : sastronesia, 2021), 130.

²⁵ Dian uswatun hasanah,dkk, "Analisis Penggunaan Gaya Bahasa Pada Puisi-Puisi Karya Fadli Zon", 16.

²⁶ Bertaria sohnata hutauruk, "The use of figurative languages on the student's poetry semester v at FKIP Universitas HKPB NOMMENSES", *journal of English language and culture* vol. 9, no. 2, (2019): 133.

²⁷ Arni susanti Octavia, *mengenal gaya bahasa dan pribahasa* (Bandung : CV Rasi Terbit, 2017), 13.

²⁸ Bertaria Sohnata Hutauruk, 133.

Another example is from In Fadli Zon's poem entitled "Sajak Orang Kaget", there is the use of an innuendo language style which can be seen in the following quotation of the poem.

*“Not long after opening the palace gates
But in the palace don't know what to do”*

Based on the fragment of the poem, it can be said as a form of innuendo language style, which is marked by the scathing satire delivered by the poet. In this case the poet assumes that the government does not know what to do after opening the palace gates. The existence of a satire language style that refers to the piece of poetry above, illustrates the feeling of uncertainty about the government in running the government.²⁹

3. Meaning

Meaning is the relation between words and objects to which they refer. If we say chair, we are concerned with an object (a seat with a back or arms).³⁰ Hartman states “Meaning is the thing one intends to convey especially by language, significant quality implication of hidden or special significance, the logical connotation of word or phrase”.³¹ In every word, sometimes has different meaning. The varieties of meaning occurred because a speaker may use a word to mean something different from what it denotes. In other words, what he has in mind differs to the

²⁹ Dian uswatun hasanah,dkk, “Analisis Penggunaan Gaya Bahasa Pada Puisi-Puisi Karya Fadli Zon”, 16.

³⁰ Hilman pardede, 11.

³¹ Rama Yanthi Sihombing, Rotua Pangaribuan, Hotnida Simanjuntak, “An Analysis Of Non-Literal Meaning in Beyonce’s Selected Song Lyrics” : *The Episteme Journal of Linguistics and Literature*, Vol. 1, No.3 : 2.

word form he uses based on the special context, which accompanies the utterances.³² There are type of meaning, such as literal meaning and non-literal meaning (figurative language).

a. Literal meaning

According to Gray “Literal meaning is its most exact, precise and limited meaning, without reference to secondary or symbolic or metaphorical meaning”. Holman and Harmon also stated that literal meaning of a word is the exact meaning of the original without embellishment.³³ Literal refers to the use of actual words or real means rather than figurative or symbolic language. When a speaker speaks literally, he or she does not use words with hidden meaning. There is no confusion or misinterpretation between the speaker and the listener in the literal sense. The following examples illustrate the literal meaning:

-She is eating an ice cream

-I am sitting now

-He goes to school

All the sentences above are easily understood as long as the speakers mean what they say lexically.

b. Non-literal meaning

Non-literal meaning or called by figurative is the opposite of literal meaning. Abcarican states “when the speaker speaks something

³² Ibid.,

³³ Ibid.,3.

like words or sentences, which implies the different meaning from its really mean, that is the time as non- literal meaning”. In additional the words or sentences which are spoken by the speaker have hidden meaning besides the lexical meaning.³⁴ Non- literal uses of language is traditionally called figurative language that described by Personification, Hyperbole, Metaphor, Simile, Litotes, Euphemism, anaphora, Synecdoche, Symbol, Paradox, Understatement, innuendo and etc.³⁵ Many non-literal meanings can be found in speech, literature, and so on. Non-literal meaning is very important in order to make our sentences more beautiful and imaginative, and it may also be the best alternative to recover any offensive words or replacement for unpleasant for some people. The following examples illustrate the non-literal meaning:

- *Fian is as brave as lion.*

- *I am walking in the sunlight.*

All the sentences above have non- literal meanings, it means that they do not have the real meanings. *Fian is as brave as a lion* in this case Fian’s braveness is compared with lion. *I am walking in the sunlight*, in this sentence is consider as non- literal meaning, in fact of this sentence we can not walk in the sunlight. It means that the

³⁴ Ibid.,3.

³⁵ John I.Saeed, Semantics, (Australia : Blackweel, 2003), second edition, 15.

condition of someone who is falling in love, so he or she always feels happy.³⁶

4. Speech

Speech or public speaking is a deliberative type of communication. A good communicator is a person who can give motivation to audience. Speech is process of transferring message to audience. It is delivered by paying attention to the good wording to be conveyed to many people. Based on oxford dictionary, speech is formal talk given to audience.³⁷ According to Bebee, speech is much like a conversation which requires you to organized your thought into words to be presented to the audience.³⁸ Speech refers to how someone communicates ideas in a way that allows listeners to fully understand information. Speech is the act of transferring knowledge to others in front of a large group of people using good language. It is used to persuade others to freely follow our thoughts or goals. Speech is defined as an activity of public speaking to convey ideas, thoughts or information, as well as the purpose of speak to others verbally. Speech can also as the art of persuasion, which is defined as the art of persuade/influence. Speech is usually used by a leader to convey his ideas, views or vision to the general public.

³⁶ Rama Yanthi Sihombing.,15-16.

³⁷ Oxford Learner's Pocket Dictionary, Fourth Edition,426.

³⁸ Neviana Wahyuni, Rismaya M, Endang S, "students speaking problem in speech subject, English education stufy" *program of teacher training and education faculty* ,(tanjungpura university, Pontianak), page 2-3.