

CHAPTER I INTRODUCTION

In this chapter, the researcher is going to presents about background of the research, statement of the problem, objectives of the research, significance of the research, scope and limitation, and operational definition.

1.1 Background of the Research

Figurative language constitutes sentences or expressions used in a language that presents something different from the real meaning. Glucksberg (2001) states that “figurative language has particular meaning that is different from its literal meaning”. Figurative language has a deeper meaning from the literal meaning that makes figurative language cannot be analyzed only from the literal meaning. The differences in figurative language make the language have more varieties to express or present someone's thought and emotion. However, figurative language can be used in unwritten and written form. In the unwritten form, figurative language can be found in movie, radio and so on. Meanwhile, in the written form, figurative language can be found in comic especially in Webtoon.

Webtoon is a free online comic that can be found in mobile phone (iOS and Android) or web. In Line webtoon application (2020), webtoon has been translated into six languages those are Bahasa Indonesia, English, Thailand, China, Spanish, and French. Webtoon recruits newbie author to join them to make a new comic for the webtoon's zone. Webtoon also has many genres those are romance, drama, fantasy, comedy, thriller, action, horror, slice of life, and others. Based on Line webtoon application (2020), one of the best webtoons in the genres of drama on Line webtoon application that has 9.83/10 ratings is *Odd Girl Out*.

‘*Odd Girl Out*’ webtoon is a popular webtoon in Line Webtoon which has 446.016 subscribers and a lot of readers. ‘*Odd Girl Out*’ webtoon also has an interesting story. ‘*Odd Girl Out*’ webtoon is a drama online comic about a girl named Nari and her friendship written and illustrated by a Korean female named Morang and originally published by Naver Webtoon Corp.

Nari who just wants to blend in ends up forming a squad with the three prettiest girls in her first day of high school. The creator described Nari is 15 years old. Her hair is naturally straight but essentially perms it throughout the whole webtoon, becoming a main topic and reason of her problems. She is one of the purest souls in this story and always wants (and works) for the best for everyone. Often stuck in the middle of the problem, she finds a way to make everything okay. A very honest and relatable character, Nari gives us glimpse into the other side of “pretty”.

The research of figurative language has been investigated by a number of researcher such as Damayanti (2018), The title of the previous study is “The Analysis of Figurative Languages Used in the Novel *The Book of Forbidden Feelings* written by Lala Bohang” that is done by Damayanti in 2018. Her study is looking for the types of figurative language, describe the meanings, and the dominant types of figurative language in the novel *The Book of Forbidden Feelings* written by Lala Bohang. In the result of her research, she found that there are 5 types of figurative language used in the novel. They are simile, personification, metaphor, apostrophe, and hyperbole. The meanings of figurative language are described based on the clue of every sentence they belong into the types and the contextual meaning of figurative language. Metaphor is the dominant used of figurative languages in the novel.

As one of the students of English Education Department, the researcher has studied about poem, narrative in short story and figurative language during literature and vocabulary classes, but not in details. So, It can give more benefits for the students of English Education Department that is understand figurative language can better interpret texts and analyze them on a deeper level. This figurative language is useful in daily life. By understanding figurative language increases reading comprehension. Figurative language also is found in all types of writing especially short story in webtoon, movie, and poetry.

Based on the explanation the researcher provided above, this research focuses on analyzing figurative languages that is used mainly in ‘*Odd Girl Out*’ webtoon. There are two reasons why the researcher wants to conduct this research. The first reason is the researcher will analyze the same case of figurative language

especially about figurative language found in webtoon. This research is different from the other researches because the researcher analyses about webtoon not novel or song or movie. In stories of *Odd Girl Out* webtoon, there are phrases and sentences has literal meaning or figurative meaning. The second reason is '*Odd Girl Out*' webtoon has an interesting story that attracts the researcher to know more about it. Also, the researcher wants to know because there are some types of figurative language in *Odd Girl Out* webtoon. Therefore, the researcher becomes interested in it with the title "Figurative Language Used in '*Odd Girl Out*' Webtoon".

1.2 Statements of the Problem

Based on the background of the topic and the reasons above, the research questions are as the following:

1. What are the types of figurative language are used in '*Odd Girl Out*' webtoon?
2. What are the meanings of figurative language used in '*Odd Girl Out*' webtoon?

1.3 Objectives of the Research

Based on the research questions above, the objectives of the research are as follow:

1. To find out the types of figurative language used in '*Odd Girl Out*' webtoon.
2. To find out the meanings of figurative language used in '*Odd Girl Out*' webtoon.

1.4 Significance of the Research

Based on the explanation above, the significances of the research are:

1. Theoretically

The researcher expects to provide something new in developing knowledge about figurative language. The result of the research also may

enrich the knowledge about figurative language and help to understand the figurative language better.

2. Practically

This research is to give a contribution to the further researcher especially for English Education Department's students who want to study about figurative language or for students who want to use this research as the previous research for their reference and additional knowledge in analyzing figurative language not only in comic especially webtoon but also novel, poetry, song, and movie.

1.5 Scope and Limitation

The scope of this research is specific on analyzing of the figurative language used in '*Odd Girl Out*' webtoon that written by Morangg. The limitation of this research is '*Odd Girl Out*' webtoon that has been uploaded in Line Webtoon application on July 12, 2018 until August 8, 2018 which are episode 1 up to episode 30.

1.6 Operational Definition

The researcher explains some word definitions to help the readers understand this research as follows:

a. Figurative Language

Figurative language is one way to make the languages have more beautiful words and rich in meaning.

b. Webtoon

Webtoon is a free digital comic service that allows the readers to enjoy the extensive library of exclusive featured webtoons and content on the open platform (Line webtoon application, 2020)

c. Line Webtoon Application

According to Kim (2015), Line webtoon application is a free platform both on the web and on mobile phone devices available for both iOS and

android. Also, Line webtoon is a free service where fans can discover new webcomic content regularly.

d. *'Odd Girl Out'* Webtoon

Odd Girl Out webtoon is an online comic about a girl named Nari who just wants to blend in ends up forming a squad with the three prettiest girls in her school on her first day of high school. The *'Odd Girl Out'* webtoon is still ongoing (in July 12, 2018 until now April 2020). The comic has reached 200 episodes in Line Webtoon application on April 7, 2020.

