CHAPTER I

INTRODUCTION

1.1 Background of the Research

The proverb is a sentence that consists of advice and beautiful word to express someone feeling indirect. People already use proverbs in daily life, like teachers give an advice in the class, they often use proverb to talk with their students to make the language sound softer than give an advice directly. According to Gotthardrt and Varga (2014, p.1), Proverbs summarize all human activities and general observations concisely and figuratively. Proverbs have been used by humans for thousands of years and passed as expressions of wisdom and truth from generation to generation and proverb reflected the soul of a nation (Gotthardt and Varga, 2014, p.167).

Every region has its proverb, even every area has its own proverb, people like to use in English more than others language, especially in social media. - Base on (Kaplan and Haenlein 2010) social media are considered platforms people use to post their photos and share their daily life stories to others, people build networks and share information or sentiments in social media. (Li, Larimo, and Leonidou, 2020, p. 52). Anyone could watch the activity of someone if they are linking each other and sharing a post on their social media. People who have been mutual they could chit-chat through direct messages and tag their posts if they did the same activity or do something together. Social media could be another communication tool for humans so that people can keep in touch and distance no longer matter. Almost everyone around the world uses social media right now, from children to adults, knows how to use social media.

Indonesia is the most social media user, Indonesia is ranked third in terms of time wasted by people to access social media; approximately 3 hours 21 minutes per day [25]. The use of social media in Indonesian is relatively high. (Anwas, Sugianti, Permatasari, and waesihna, 2020, p. 42). The use of social media increases the people interesting to use English and people learn English increase because of social media (p. 43). Sometime people who do not wise to use social media post and write a caption in English but they do not understand the meaning inside, they post it for fun and do not understand the content that they post, that might something offensive. The worse is they will be in trouble.

English department student at Universitas Andalas uses English more often than other students on campus. 89 students in English department commonly use English in their social media. Every student has a social media account; they publish their activities there and always use the caption to explain their movements. The student of the English department 2019 like to post something with a proverb. Half of English department students in Universitas Andalas post proverb temporary in their story and a quarter of students post proverbs as caption on their Instagram feed. Several English proverbs that people like to post on their social media are:

1) **"Don't judge a book from its cover"**

2) **"No pain, no gain"**

3) **"Love is blind"**

These English proverbs are common proverbs used by others in their social media. English department students like to use English because they have to use English at campus almost in every classes. It is common for English department students to post proverb in English, beside that the meaning feels deepen than the caption just written in English than usual way. English department use English proverb that already exist and the other like to use quotes that they get in social media, sometime they take a quote that kind of advice from other platform or advice that they made in figurative way.

Social media user is full of variation people that from different background, not all of them understand the meaning of English proverb. Some of them just post it because they like without do not know the meaning. People create a caption when they post a picture on their social media is something to do. Captions consist of one or more words that explain the photo or video that a social media user posted. The author could make the caption themselves or quote it from someone who inspires them the most. A caption is essential so it could impact the photo or video that has been posted. It could be behaviour judgment for people who post something with an offensive caption. People should take the caption carefully to make others understand. One of the ways to make a caption not sound offensive is to use a proverb as a caption.

In the linguistic study, there are several subjects that discuss about the meaning, and there are the concept of metaphors and the study of the proverb itself. Metaphor is the branches of linguistics study that focus on the implicated meaning of each word. In this course, every sentence has a meaning base on the context. In real life, every speech

and thinking are full of metaphors. When people are outside talking to others and use a proper sentence to make a safe conversation and not offend each other, it is appropriate that people use metaphors in their conversation.

Metaphor has their own class, and several classes of metaphor include it base on the types of metaphor itself. Each type is classified into a class base on the meaning. The use of the sentence should relate to something that people want to explain, so the purpose should match with the phenomena or the event that people want to explain. The types consist of sarcasm, irony, happy things, sadness, and everything that could not be explained directly because it could cause misunderstanding with someone's post if the moment did not match the metaphor that people want to use.

1.2 Theoretical Framework

1.2.1   Proverb

The proverb is a daily life lesson that people create through their experiences. Several proverbs already exist and have been used by people for many long times. Usually, people use proverbs to express their feeling indirectly it helps people free to confess and tell what makes them in trouble. Sometimes people want others to know what they feel without make it sound silly, and they use proverbs to explain it but do not lose the meaning (Mansyur and Said, 2019, p. 259). The proverb has eight features, and each feature is classified based on the meaning (Gotthardt and Varga, 2014, p.17), explained in their book *Introduction to Paremiology*: *A Comprehensive Guide to Proverb Studies.*

1. Polysemy

Polysemy is the type of proverb that explain two meaning in one word or one sentence. Example:

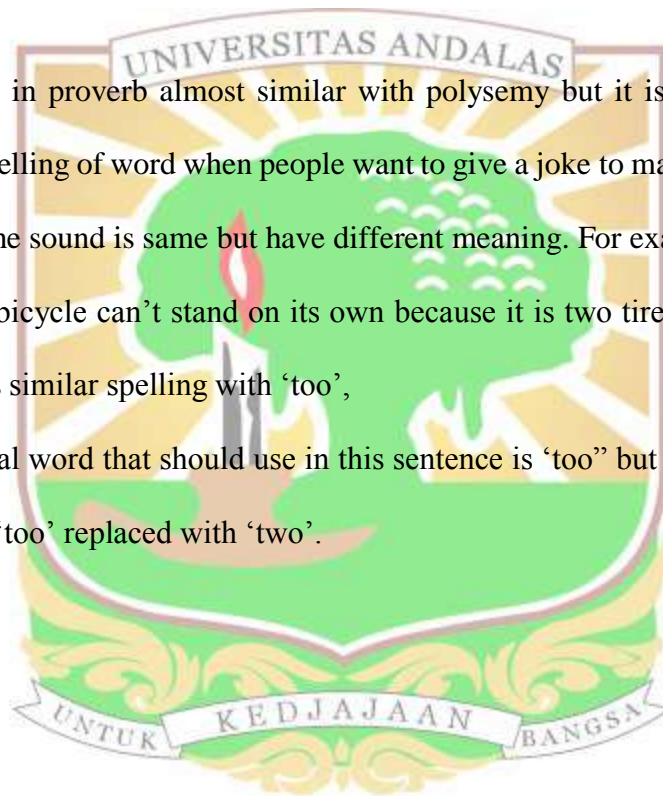4) "get in the car, get it, get angry" word 'get'

in this context could have three meaning, come, become, and understand. The use of word get could explain the actual expression, it could represent word, come, become, and understand.

2. Pun

Pun in proverb almost similar with polysemy but it is a similar sound or similar spelling of word when people want to give a joke to make people laughing, because the sound is same but have different meaning. For example:

5) "A bicycle can't stand on its own because it is two tired." The word 'two' has similar spelling with 'too',

the original word that should use in this sentence is 'too" but to make it more joy the word 'too' replaced with 'two'.

3. Hyperbole

Hyperbole is the type of proverb that express something with over expression from the actual situation. The example quotes from song lyric:

6) "Die for you" by The Weeknd "Just know that I would die for you"

The weeknd (2016), nobody wanted to die, it is just hyperbole that the singer wanted to explain how deep his love to his lover.

4. Irony

Irony as a satire expression that people use when they want to make a fun with other indirectly with said the opposite situation. For example:

   7) "Your voice is so beautiful it is almost breaking my ear",

the voice disturbs the listener but, the listener said the opposite to safe the face of the singer.

5. Tautology

Tautology is repeat the same word without gave an effect with the sentence meaning, just to make the sentence more pressure to people that listen it, so this is just to inform the important part that people should know.
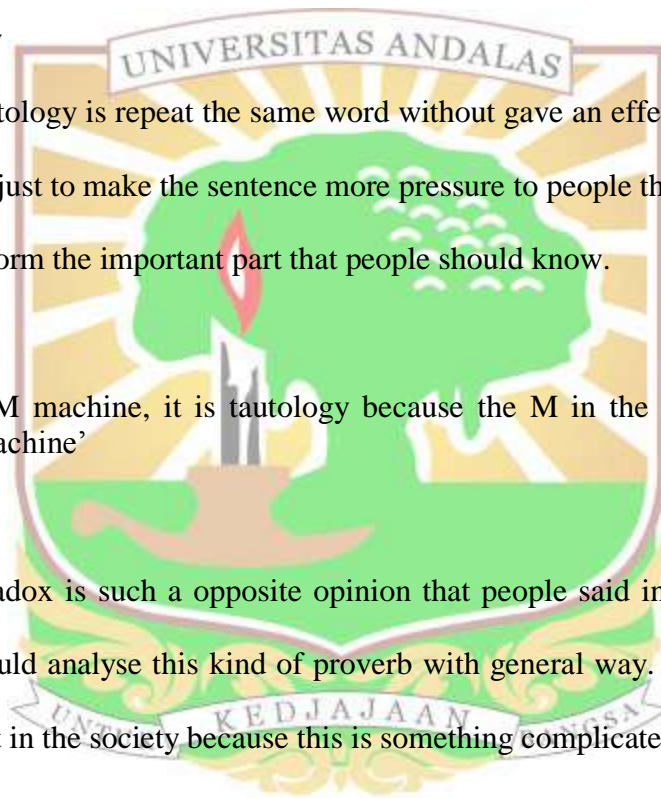
Example:

   8) ATM machine, it is tautology because the M in the last of ATM is for 'machine'

6. Paradox

Paradox is such a opposite opinion that people said in society but not all people could analyse this kind of proverb with general way. Paradox almost did not accept in the society because this is something complicated to understand, but in the proverb, this is just a sentence that people want to say when express something did not happened but it is having the effect to the future. Example takes a quote from Lauv song lyric "Modern loneliness":

   9) ….we're never alone but always depressed, love my friends to death but I never call and I never text… Lauv (2020).

7. Connotation

Connotation is representative language to explain something more dramatic or to make it sound really touched. It is same as one of part from song lyric "Superheroes" by The Script:

10) …You'll see fire in their eyes…,The script (2014),

the word 'fire' in this lyric is just a connotation the actual word that the singer wanted to say is the hard work or the spirit of someone who try to catch something in their life.

8. Imagery

Imagery is the type of proverb that explain something with beautiful word and involved the visualisation, the sound, the shape, the smell of the object. Example quote from song lyric "Back to December" by Taylor Swift:

11) "I miss your tan skin, your sweet smile, so good to me so right". Taylor Swift (2010).

1.2.2 Metaphor

Every sentence that has a connotative meaning is also known as a metaphor. Understanding the metaphor word is difficult because it has a message that relates to the culture and habits of people around the metaphor. Metaphor and proverb link each other, proverb is explicitly to as metaphor (Gotthardt and Varga, 2014, p.167). The concept of metaphor was proposed by Lakoff and Johnson (2003) in their famous book Metaphor we live by; there, they explain that metaphor is the reflection of people's culture and human behaviour. Lakoff and Johnson (2003, p.6) demonstrate that to understand the meaning of the metaphor, people should understand the structure of the

sentence, how people perceive the world, how people live, and how one person relates with others. Learning the meaning of the metaphor is like censoring the word meaning based on the context (Saragih, 2021, p. 2016).

Figurative language usually has a connotative meaning, which means the sentence's meaning is not literal. The construction of proverb built from figurative language and imagery is the central characteristic of proverb. Imagery interpretate the implicature meaning inside the proverb (Gotthardt and Varga, 2014, p.167). It has another meaning that could explain the feeling of the author or the writer who wrote the figurative language. To analyse the meaning of the metaphor, the first thing that should be found is the point of the sentence. Analyse the meaning of the metaphor is analysing only some of the sentences. Just find the effectiveness of the sentence and search for the meaning because, in one sentence, it is just one or two words of them has connotative or non-literal meaning. The others word has just supported the metaphor to explain the sentence.

The concept of metaphor comes from Greek, it comes from "meta" and "pherein". The meaning of "meta" is transfer, and "pherein" means carry (Saragih, 2021, p. 2015). On the other side, metaphor is the new understanding of the human mind about something that could explain more profoundly than the usual sentence when explaining something. When people say something commonly, it does not have a special meaning. It is just a word that people talk about in daily life. Metaphor gives the common word a new sense to explain something important, like the word 'home'. Home is a building, but in a metaphor pint of view, 'home' is a place where people feel comfortable. It could be parents, family, friends, and lovers.

1.2.3 Meaning

Meaning is something that implicates inside. The meaning of language is the aim of the text or the purpose of someone saying that word. Word always has its function for what that word conveys to others. In conversation or text, knowing the meaning is an important rule that people should pay attention to when they interact with others. Say something meaningless wastes the time, and it will affect people's personalities. Meaning is the idea, the concept, and the context of the text or conversation (Saragih, 2021, p. 2015). People could not just know the meaning from the original one, and people should understand the context, the idea of the text, and what the point of the conversation itself.

People communicate and interact with others as long as they live life. When others convey something through their mouth or in writing, something or some message must be implicated inside. Meaning is an important as the point of the conversation itself. Without knowing the meaning, the conversation just wastes the time. The concept of meaning is to transfer someone's opinion to others with the proper word (Saragih, 2021, p. 2015). Palmer (1981), as cited by Saragih (2021: 2015), meaning is divided into two types, there are literal meaning and non-literal meaning, traditionally called figurative. The literal meaning is the actual meaning. It does not have something implicated inside. Non-literal meaning is something that someone involves when they write a text or speak to others.

1.2.4 Literal Meaning

The literal meaning is the real meaning of the already familiar word to society. There is no implicate meaning inside the word that has a literal meaning. In this case, people convey something directly, and it conveys as it should hear. There is nothing hidden inside the word that the speaker wants to express. When people say, "I need water," or "I want to study," another expression that people already know just has one meaning and nothing special from this expression. Sometimes several words express literal meanings because some message the speaker wants to implicate just in case, they do not want to make the conversation clumsy.

Several words exist in the sentence that takes a role that just has a literal meaning, or the meaning is the same as it should, nothing special. The literal meaning is a meaning that explains the actual meaning of a word. There is no representation of something inside.

The example of literal meaning:

12) **Love is blind,** In literal meaning, it means that love cannot see anything because it is blind. Love is something that does not has the eye to see others. It has to implicate meaning inside, but in literal meaning, it does not implicate meaning.

13) **She is nutshell**, in literal meaning it says that a girl who is nutshell, the actual meaning is implicate.

As Leech (1981:9) states in Nabila, Thamrin, Supian, and Rusmana (2022:49) quote in their article, we can differentiate each meaning and how it integrates and is

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influenced by linguistics communication till one word has one meaning becomes several meanings. Meaning divide into seven component there are conceptual, connotative, social, emotional, reflective, collocative, and thematic meanings (Nabila, Thamrin, Supian, and Rusmana, 2022, p.49).

1.2.5 Non-Literal Meaning

Talking about meaning is not just about understanding but it should relate to the purpose, the soul and mind of the expression itself (Saragih, 2021, p. 2015). A sentence that has non-literal meaning always has value inside the text. To analyse non-literal meaning in a sentence, the concept of the sentence and the purpose of the sentence are really needed. A sentence with non-literal meaning usually has a marker word that point of the message that could take the analysis to the meaning of the sentence. Analyse non-literal meaning usually found in the metaphor that use for explain something beautiful or hurtful that could say directly (Nugroho, 2020, p. 26). The type of sentence that should analyse with non-literal meaning usually has representative word that could explain the message, it is like a comparison between two words that has a similarity that could explain the same thing in a smooth way.

Analyse the meaning of word and sentence with non-literal meaning is limitless meaning for example:

14) **Time is money:** in non-literal meaning, it means that to not waste your time with something useless because so many things you could do in your life that useful.

15) **Do well is better than say well:** in non-literal meaning it means that when people say something too much than the action, they did not create anything, they just brag in front of other.

In a sentence with figurative language, it could find three or more meanings in on word just in case the context is related to the author's situation. The meaning could be found by finding the similarity of the word used in the sentence, which is why non-literal meaning is different from literal meaning. Three are differences between literal meaning and non-literal meaning are:

1. Figurative meaning or non-literal meaning is limitless, it is just not about language communication it is also the rhyme and the beauty of the expression.
2. Non-literal meaning is unstable, it could change based on the taste value of the writer.
3. Non-literal meaning or figurative meaning could develop through the growth of society and the culture.

Meaning is really important for someone who really mean their writing. Every value, every sentence they create from their deepest heart should be conveyed as it should (Nugroho, 2020, p. 28). The value, and the message in the figurative language make non-literal meaning analysis is needed to make others not misunderstand with someone's post on their social media if someone posts and write a text with figurative language to explain their feeling on their post.

In this research, the theory of metaphor in the presentation of meaning is related to proverbs so that it could make it easier to analyse non-literal meanings. Lakoff and

Johnson's theory which describes meaning in the book *Metaphor We Live By* becomes a reference in analysing the meaning of proverbs on this occasion. Support from the presentation of other experts regarding language style, literal meaning, and non-literal meaning can be discussed using these theories

1.3 Review Of Previous Studies

In this section, the researcher would like to explain several findings and articles that relate to the research. The explanation consisted of a comparison between the article and finding the gaps of the article and compare it to this research that is "The Meaning of English Proverb in Social Media That English Department Student 2019 Univeristas Andalas Post In their Instagram Account". The topic of the article will be different from this research. The differences will be studied and completed, something that the article forgets to take. The differences between the article and this research complement each other's deficiencies.

The first related study that will be reviewed is an article that arranged by Addisu Asefa (2021) with title "Exploration of human-bird relationships: Oromo proverbs associated with the Northern Ground-hornbill in Ethiopia" This article explains about proverbs that related to the hornbill relationship with humans that people in Ethiopia use as their proverb. The similarity between this article and this research is that this article also used social media to take the research data. People in Ethiopia use the hornbill as the icon of humanities and advice. Hornbill is an important bird in Oromo communities in Ethiopia.

The Oromo proverb posted on the Facebook communities page explains how worth the hornbill is for their community. This article analysed the Oromo proverb that consists of hornbill through traditional ethnographic with a netnogrphic approach proposed by Kozinets, 2010; Kozinets et al., 2014. The Oromo community on their Facebook page, conveys the proverb that use the "hornbill" as a symbol of enormous messages. When the Oromo community wants to say something about society, humanities they use the word "hornbill" to represent their message. This article missed adding the meaning of the Oromo proverb. It just explained the use of the Oromo proverb and why people in that community really save the flock of bird in their area. The article did not explain the meaning of the proverb, which will be analyse in this research. This research would like to analyse the meaning and the class of the proverb that this article missed adding.

The second study that relates to this research is "Cultural Values and the pragmatic significance of proverbial sayings in Tafi and Ewe," this article was arranged by Mercy Bobuafor (2021). This article discussed about the function of the proverb in Tafi, a Ghana-Togo Mountain language. The article explains that a proverb is advice that humans get from everyday life lessons. The proverb has a socio-cultural value that makes people use this way to talk when they want to give others some advice. This article used pragmatic and semantic theory to analyse how people in Tafi and Ewe use proverbs in their social life.

The same analysis between the article and this research, the article also explain that people like to use proverb when they talk with other because the aesthetic of the

proverb itself when people listen it. People in Tifa and Ewe also quote proverb from song lyrics, slogans, and poetry. Beside that the implicate meaning inside the proverb no less important than just the aesthetic of the proverb. Sometime people in Africa use proverb when they argue with others. Proverb consist of many values, if it looks from discourse approach the, woman right if it says in proverb the morality and the message will be for get in others feeling than just say it in common way.

This article explained that people in Tafi and Ewe use proverb to explain their goals, one of the Tafi proverb example is "To gain anything, one must be prepared to make some sacrifice." The use of proverb in Tafi and Ewe almost similar. They use proverb to give an advice, to explain something important about their village, to catch their goals, to argue with other, and to explain about social culture there. The article used theory Natural Semantic Metalanguage that proposed by Goddard and Wierzbicka, 2014 to analyse the meaning of the Tafi and Ewe proverb. The gap from this article is the article did not explain about pragmatic in the research in specific way but it claims that the research will be use pragmatic approach. It should be analysed through in semantics way if the data do not support to analyse in pragmatic studies.

The last related study entitled "Gender ideologies and power relations in proverbs: A Cross-Culture Study" this article arranged by Benedicta Adokarley Lomotey and, Sewoenam Chachu (2020). The article investigates European Spanish and French proverb. The theory analysis that the article used to analyse the data is ambivalent sexism theory and feminist critical discourse analysis. The data taken from

internet sources. The investigate is consist of how men express some proverb to women when it refers to physically, emotional, intellectual, financial, and leadership qualities.

The article shows how essential people interaction use proverb and the social perception about the proverb through discourse analysis. The article explain how language influence the human thought and demonstrate that language is not just a communication tool. However, woman talk longer than man, this is how the study analyse through discourse about woman interaction with man that effect to society perception. The paper aims to analyse European ideology and French proverb that promote polarization in society. The article used several experts to support the argument in the paper and to help analyse the data collected, the expert consisted of Whorf, 1956; Sapir, 1958; Lucy, 1992, this theory supported the scholar linguistic approach. Boas (1966) help the anthropology approach, Kuhn,1962; Lakoff and Johnson, 1980 and psychology that explain by Pelechano Barbera (1990).

The study helped the understanding of human thought analyse a proverb, how proverb influence could be analysed and how it influenced the prevailing gender orders. The data taken from internet sources that are forum discussions (Tripadvisor Espana, Proverbes-francais) and personal blogs. The proverb analysed through metaphor theory by Lakoff and Johnson (1980). The investigate highlight relation between human and their thought analyse the language if they talking with other use a proverb. The article could help people understanding in analyse a proverb, the theory that the article use explained in simple way that make reader easy to understand what the article wanted to convey and analyse. The limitation from this article is the use of others theory, the

suitable theory that could analyse the meaning of proverb is theory by Lakoff and Johnson (1980) but the paper use supported theory that not really effect the explanation in the paper.

1.4 Research Question

This research will answer the following question.

1. How many types of proverbs exist in the chosen English Department student 2019 Instagram account.

2. How to differentiate literal meaning and non-literal meaning through concept of metaphor in English proverb that posted by English department student 2019 Universitas Andalas.

Proverbs are languages that are used to express something indirectly, but the meaning is conveyed to the person that is the target. Proverbs are indeed designed to have an implied meaning that can represent feelings, but the message contained in them does not reduce the delivery of the message to the reader.

The proverb that existed in English department student Universitas Andalas 2019 Instagram account will be analyse through metaphor analyses. Metaphor is the study that could help analyse implicate meaning because metaphor discusses about figurative language that proverb used. Analyse the meaning of English proverb through metaphor analyses the understanding of English culture is needed to make sure that the meaning is sarcastic or advice or just a life lesson. Understanding the culture when analyse the original proverb is the important part because each proverb has its own rule.

1. 5 Objectives

The objective of this research is to determine the type of proverb in chosen data. The used of proverb by the others make this research important to analyse the meaning in English proverb, to make other did not misunderstood with the proverb that someone posted in their social media. This research will be focus to analyse the meaning in English proverb that found in 2019's English department student personal Instagram account. Beside that this research also going to see the relation between the meaning of proverb and the picture that 2019's English department student personal account posted in their feeds. the result of the research could be read as the references to others who want to understand someone point of view from caption and feeds by linked both and try to figure it out with non-literal meaning, read the message inside the picture and linked it with the caption.

1.6 Scope of The Research

This research will be discussed about The Meaning of the English Proverb Posted by English Department Student 2019 Universitas Andalas in Their Instagram Account on their Instagram account. This analysis will be utter the implicated meaning of the proverb and find the context of the sentence to choose which one the type of proverb that English department student use on their caption and find the meaning. Context of the sentence is important in determining the meaning of a sentence, especially in English text. After determining the context, this research will classify the proverb into several classes based on the proverb types. This research will be found the

proper meaning of proverb that English department student use in social media Instagram base on metaphor studies.