

CHAPTER I

INTRODUCTION

This chapter presents the introductory part of the study. It is divided into seven sub-chapter. They are background of the study, statement of problem, purpose of the study, significance of the study, scope and limitation of the study, definition of key terms, and organization of The Study.

1.1 Background of the study

Barack Obama made a great history for the United States, because it is the first president AS who has a dark skin. Barack Obama is phenomenal, its emergence into a highly popular figure and desirable world. One factor is the victory of Obama during the campaign slogan of “change” (2010:2).

According to Adhi S (2010:8) when the new U.S. President Barack Obama entered the White House, as if to have different strategies in implementing foreign policy. When the Obama campaign seemed to suggest it. A message of “change” (change) that brought Obama also favored the “Change has come to America”, Obama's statement in his victory speech in Chicago. Obama's victory makes the world feel confident that the world order will change with the election of Obama as President of the United States who has the first dark skin (photo attached: Appendix 1, page: 39). Many various groups hope that an Obama victory will bring a breath of fresh air for the world. However, there are expectations of some, the most uniform is that Obama will be able to change the situation, not only in the U.S. but also the world. All countries in the hope that Obama has become

president of the United States and has a strong influence to change the paradigm of the world as it carries the slogan *Change, We Can Believe In*.

In our life, we can not be separated in the presence of communication is more important than persuasion. Persuasion is often referred to as an attempt to change attitudes or beliefs, to get friends, influence people seek unity or even sell a product or idea. Persuasion is not the same as a coercion, persuasion is not the same as telling someone to do something with will give you a gift. Persuasion is a communication to get a response from the recipient in Bormann and Bormann (1991:209)

In etimologies, hermeneutics word from the Greek "*Hermeneuin*", meaning interpret. In Greek mythology, the word is often associated with a character named *Hermes*. Messenger who alone has the duty to deliver the message. A messenger who has the task to deliver the message. The task of delivering the message has meaning translate words into the language of the gods that can be understood by humans. Translating identical to interpretation. So then the sense of hermeneutics has to do with the interpretation (Saidi, 2007: 15).

Hermeneutic is a process of interpretation by using three steps that is: 1) to say, 2) to explain, 3) and to translate. Hermeneutic presented are expressed Hans Georg Gadamer. Hermenutic is the study of understanding, particularly the task of understanding the text. Text should be left standing alone, the reader is open to the text as a subject rather than as objects. Hermeneutic put pressue on the historicity, not only in humans but also in language and meaning. Gadamer man will not be able to find the real truth (axiomatic truth), though using hermeunitic philosophy and the essence of truth is relative. Gadamer's

hermeneutic covers both object and subject of history, events, and historians, interpreters and interpreted (Palmer, 2005: 15).

A metaphor is a figure of speech that is typically used in persuasion. Because of it, metaphor frequently used is linguistic representation, employed discursively in rhetorical and argumentative language such as political speeches in Charteris-Black (2004:7).

Metaphorical style that saw something through the medium of another object. Metaphor as a direct comparison does not use words: such, as, and others, so the first point directly connected to the second principal. One of the elements being compared, the image, has a number of components is usually only one meaning and significance of the relevant components and is also owned by the second element, that is the topic, in Pamungkas and Azhar (2009).

Comparison of the metaphor is not visible but it is hidden. Without mentioning the comparison we will know the ratio of the objectives of the words used in the sentence. To know the metaphor is not easy, but it would be easier if we understand the elements of a discourse or text. Metaphor language in figurative derived from the human environment as the natural environment, plants and flowers, weather, wind, and so forth. And other sources of metaphor is the social environment, the natural environment that we are familiar in our life in Frederik (1988: 32).

Translating meaning a word or sentence that is utilized in Obama's inaugural speech lingual style and communication method. Because of a language is allusion, that is not pure gets character "literal". Therefore, describing metaphors in Obama's inaugural speech use specially hermeneutic method which is based the short allusion language principle (Sutanto, 1995:246)

1.2 Statements of the Problems

Based on the explanations above, the problems are formulated as follows:

1. What metaphors are used in Obama's inaugural speech?
2. What is the intended meaning of each of the metaphors in Obama's inaugural speech?

1.3 Purpose of the Study

1. To identify some metaphors which are used in Obama's inaugural speech.
2. To analyze the intended meaning of each of the metaphors in Obama's inaugural speech.

1.4 Significance of the Study

This study is expected to enlarge knowledge about metaphor. It is also hoped that this study becomes a references for students of Universitas Muhammadiyah Surabaya especially students of English department. It will be useful in the process of making an text of speech.

1.5 Scope and Limitation of the Study

This study only focused on metaphors in Obama's inaugural speech. The data of metaphors used is Obama's inaugural speech are 36 (Mulyana, 2005). Selected data the Obama's inaugural speech in the viva news.com which contain metaphors.

1.6 Definition of Key Terms

- a. Metaphor : is allusion language of word or phrase was used indicate something to literal meaning, (Frederik, 1988:32).
- b. Metaphor : is a figure of speech that is typically used in persuasion, (Charteris-black, 2004: 19).

1.7 Organization of the Study

The research consists of the five chapters. The first chapter is introductory part, which describes the background of the topic was choosen, statement of the problem, purpose of the study, significance of the study, scope and limitation of the study, definition of key terms, and organization of the study. In the second chapter, the writer presents the review of related literature, which consists of the main theories and supporting theories that the writer uses to analysis the data. The third is research method used by the writer in doing this research. Findings and analyze of this research are explained in chapter four, while chapter five is conclusion.