

CHAPTER I

INTRODUCTION

This chapter contains introduction that consist of the background of the research, statement of problem, research objective, research significance, definition of keys terms, and organization of writing.

1.1. Background of Research

Proverbs are popular sayings, which contain advice or statement that make inspiration generally. Sometimes people say the proverb to give advice to a friend or the people use it in writing and their conversation. In addition, it is used to support arguments, to provide lessons and instruction, and to stress shared values.

In this modern period, proverbs are used as media to communicate something to the public. It is often found in many kinds of advertisement on the television or on a billboard, which the function is to attract people attention in order to be more interesting. In addition, people often use proverb in speeches, especially religious speeches as to refine the language politeness. In this case, the researcher is found the proverbs in pages of some the Indonesian famous brand of notebooks such as Sinar Dunia, Kiki, Big Boss, and Vision.

In this research, the researcher chooses Sinar Dunia as an object because it is a famous brand of notebook at Indonesia. Automatically, people who have ever and know Sinar Dunias's notebook, it will know the proverb that is existed in the notebook.

Furthermore, in this notebooks, the researcher found four the proverbs. Those proverbs are a) You'll never know till you have tried, b) experience is the best teacher, c) Never put off till tomorrow what you can today, and d) Practice makes perfect.

Sinar Dunia is produced by PT. Pabrik Kertas Tjiwi Kimia, Tbk. located at Jl. Raya Surabaya – Mojokerto Km. 44 Mojokerto Jawa Timur at Indonesia.

Certainly, the producer of notebook has aimsto attaching the proverb in sheets of notebook, whether as an adornment or marketing strategy in order to makes the buyer to be more interesting or it is just give some brief message to the user in order to do what is written. Therefore, to find the answer, the researcher observes through the respondents.

In addition, the researcher wants to know the benefit of proverb whether the user of notebook is really to uses the entire proverb in their daily activities or not. Therefore, to find the answer about it, the researcher also needs the respondent assumption.

Besides that, as knowledge the researcher, there are kinds of proverb in Sinar Dunia's notebook. It will be explain in chapter 2.

Regarding the meaning, certainly, everyone is knows its meaning. On other hand, it can be said that the user of notebook is comprehend immediately the

meaning without looking the dictionary. However, in this case, the researcher collects it meaning from the respondent accordance their interpretation entire proverbs. Subsequently, it will be known that how far the comprehension each respondents.

Mieder defines the term of proverb as “a short, generally known sentence of the folk which contains wisdom, truth, morals, and traditional views in a metaphorical, fixed and memorizable form and which is handed down from generation to generation,” (Mieder 2004: 3).

From the definition above, the researcher concludes that proverbs is a short statement that generally known sentence of folk which contains wisdom, advice, truth.

Based on the description above, the researcher is going to examine proverbs in the Sinar Dunia’s notebook within the title *The Analysis of proverbs in the Indonesian Notebooks Produced by Sinar Dunia*.

1.2. Statement of problems

From the above description, the researcher tries to concern about the producer of notebook has aim to attaching the proverb in sheets of notebook and its proverb contains advice and meaning. The researchers use semantic as grand theory and supported by Mieder’s and Barajas’s theories of proverb. It is to find relations about function, types, and meanings. Finally, the problem of the researcher as formulated as follows:

1. What are the functions of proverbused in Sinar Dunia's notebook based on the respondent's interpretation?
2. What are the types ofproverbs based on the respondents?
3. What are the students interpret those proverbs?

1.3.Research Objective

Based on the research question above, there are three purposes of this research, they are:

1. To know the respondent assumption about which situation is the proverb in Sinar Dunia's notebook used, whether as an argument, advice, or entertain.
2. To knowskind of proverbs in Sinar Dunia's notebook.
3. To knows the interpretation of respondent about those proverb in Sinar Dunia's notebook.

1.4.Research Significance

The significance of research, the researcher will be wished as follows:

1. Academically, this research is as an apply and improve to the sub material in linguistics study; semantics study. In addition, the study on proverbis still limited, at least a brand of notebook. Therefore, this research is significant for those who want to study more about proverb sand its characteristics.

2. Practically, this research is expected to help users comprehend proverbs in Sinar Dunia's Notebook.

1.5. Definition of key terms

The researcher uses some terms in this research. There are notebooks, Proverbs, and users.

1. **Function of Proverb** : The usage of proverb that attached in Sinar Dunia's notebook by the users.
2. **Types of Proverb** : Kind of proverbs.
3. **Meaning** : The researcher defines the meaning according to Leech's theory and collects the respondent interpretation of meaning to know their comprehension.
4. **Proverbs** : It is synonym with wise saying that offer advice which can be understood by everyone.
5. **Notebooks** : The researcher uses a famous brand of notebook in Indonesian produced by PT. Pabrik Kertas Tjiwi Kimia, Tbk. located at Jl. Raya Surabaya – Mojokerto Km. 44 Mojokerto Jawa Timur at Indonesia.

1.6. Organization of Writing

This research is divided into five chapters.

CHAPTER I : In this chapter the researcher explain about the background of the problem, statement of problem, research objective, research significance, and definition of key terms and organization of writing.

CHAPTER II : The second chapter is theoretical foundation. In this chapter the reseacher relates about subject matters, they are: about proverbwhich is divided into the definition and function, about type of proverbs, which is divided into the definition and kinds of those types, and then about semantics and meaning which divided into the definition and kinds of meaning.

CHAPTER III : The third chapter is methodology. In this chapter the researcher divides methodology into the research of design, research site and participant, research instrument, sample of data, technique of collecting data, technique of analyzing data.

CHAPTER IV : The fourth chapter is the analysis of function, types and meaning of proverbsthe Indonesian notebooks produced by Sinar Dunia. In

this chapter the researcher will answer the statement of problems, they are :the producer of notebook has aims to attaching the proverb in sheets of notebook and its proverb contains advice and meaning.

CHAPTER V : The fifth chapter consists of conclusion of the whole analysis and suggestion for better understanding.

