

# CHAPTER I

## INTRODUCTION

This chapter begins with background of research, statement of problem, research objective, research significance, and definition of key terms.

### 1.1 Background of Research

The mass media is communication tools that uses media and provides information to the public. The mass media is also useful for conveying information related to the changing times. Mass media is an important role in socializing the borrowing word to public, such as newspapers, magazines, and books. The mass media plays an important role at the present time. The mass media has a huge influence in order to change the mindset and community. People would know little of events that had happened and growth in the world, without the media. The developments in mass media can be seen from the usage of the language is used in the mass media. Media should use language that can attract to readers every times.

The mass media has interesting role in the expansion of language change. The mass media can affect and expand new techniques for using these languages. Actually, the mass media can only reflect the changes that have occurred or expand new ones. Thus, the role of the mass media as a tool to expand a new English phrase is quite effective. However, the roles of the mass media as a new trend follower. Therefore, at this point a lot of mass media are using English. The

mass media has modern values, by using the English language. The mass media follows a trend that is happening automatically, by language that have been developed.

Many mass media are published based on trends in this present time. It is affected the attractiveness of the reader to enjoy the information which is presented. The continued development of mass media affects the language in which is used to mix with the terms of a foreign language. So, the mass media is published to using modern language. Its information is following a growing trend at the moment. It makes the mass media more qualified.

Trend is tradition or lifestyle that is developed at this time that is followed by public from among the children, teenagers and event parents as well. Thus, many people are looking for the latest information that is developed through the mass media to follow the trend. Mass media that is growing rapidly at the moment is a *hijab* creation book. Many authors are writing books about how to use the hijab creations. One example is the book of *Optimize Hijab Your Style: Modifikasi gaya berhijab untuk tampil memesonā* by Inarovi.

The *Optimize Hijab Your Style* Book by Inarovi is a book that contains collection of creations *hijab* styles which are trends this year. In addition, the language is used to determine the quality of the book that to be published. Language plays a very important in human life because human beings as social creatures who must interact and communicate. Language is a system of arbitrary vocal symbol used for human communication (Wardough, 1972: 3). Humans can communicate to channel and share variety of meanings, ideas, emotions, feelings

and variety of other life problems with language. In general, the mass media cannot be separated from the usage of language so that messages can be received well. The use of language in this book is to be one of the important aspects to make the mass media become more attractive.

According to Barker (2005: 90), “ language has three functions: first, *labeling function* is referring to the object identification, acting or human name, so that can be used in communication. Second, *interaction function* is emphasizing to all ideas and emotion, in order to be understood furious and confusion. Third, *transition function* is a information can be presented to another people by media, such as Magazine, Book, Newspaper, etc”. Inarovi’s *Optimize Your Hijab Style* Book that is used English terms in its sentences. It likes to use certain English terms on its sentences in conversation or statement. It seems that people prefer to use some English words rather than Indonesian words.

English terms is a gradually become Indonesian and they are called as lexical and borrowing word from other languages. English in the kinds of level like sport terms, technology terms, fashion terms, etc. Language development can be seen on the mass media of Indonesia that is using English terms in it. In the Inarovi’s *Optimize Your Hijab Style* Book, there are many English terms like English fashion terms used. The development of the advanced *Hijab* style has affected the enrichment of fashion terms that is used in this time. *Hijab* fashion trends is affecting language development. The use of english terms in media has been spread out widely especially in the media of fashion book, one of the example is fashion terms. The reader often confuses with the terms of fashion that

there are on the book. They usually misunderstand to meaning of the English fashion terms on Inarovi's *Optimize Your Hijab Style Book*. There are a lot of English terms that used such as :

1. *Kita bisa kenakan bergo dengan **outfit** celana panjang , kaus dan **flat shoes**. (Page of 6)*
2. ***Scarf** berbahan sifon sangat nyaman dikenakan saat santai. (Page of 10)*
3. *Tambahkan **cropped blouse** putih untuk menyempurnakan tampilan agar lebih **stylist** ! (Page of 11)*

The readers who read the Inarovi's *Optimize Your Hijab Style Book* must to have the ability to conceive the content of a text in English fashion terms. To know the English fashion terms is contained in the book, so readers can use their interpretation to understand about English fashion terms it. To know the interpretation of English fashion terms is by using the interpretation theory.

This research uses Semantic theory from John I. Saeed, and Chaer theory that is using semantics to analyse description of lexical meaning, grammatical meaning, and contextual meaning. This research also uses interpretation theory from Ricoeur theory. The researcher makes conclusion of the data analysis. This research is taken from the previous of the study. The previous of study that deals especially with the variety of The fan's Interpretation about football terms in Indonesian Football Newspaper by Liviandini (2010). She discusses about understanding of football fans on the use of English terms in Indonesian Newspaper. She analyzes about semantic processes in lexically and contextually meaning from Chaer and Kempson theory. Results of her research are many

English terms found in Top Skor, a sport newspaper i.e football newspaper. The respondents who are classified by age, education, and occupation are answering entire the questions by using a lexically and contextually meaning in semantics field.

For the reason, the researcher is very interested to analyse *Hijaber's* interpretation about the English fashion terms in the book “Inarovi’s *Optimize Your Hijab Style*”. To know English fashion terms in Inarovi’s *Optimize Your Hijab Style* book, to know how interpretation of the *Hijaber* about English fashion terms, and to know *Hijaber's* interpretation about the meaning of English fashion terms based on Semantics approach. The researcher feels that this research is important to do the investigation. Based on the results of this research, those can generate new knowledge about learning of the English terms that contained in a discourse or the mass media. From of these terms, many authors can create dictionary of fashion terms. Therefore, the researcher would like to do this research. The research titled: ***“The Hijabers Interpretation About The Use of English Fashion Terms in Inarovi’s Optimize Your Hijab Style Book”***

## **1.2 Statement of Problem**

Based on the background of the problem, the reader might have several assumptions in these terms. For the reason, the researcher tries to find out, analyse, and categorize some understanding from the *Hijaber* (reader). To limited research problem, the researcher the questions formulated as follow:

1. What are English fashion terms in Inarovi's *Optimize Your Hijab Style Book*?
2. What are the *Hijaber's* Interpretations about English fashion terms in Inarovi's *Optimize Your Hijab Style Book*?
3. What are the *Hijaber's* interpretation about meaning of English fashion terms based on semantic approach?

### 1.3 Research Objective

In accordance with the formulation of the problem, then the objectives of this research are as follows:

1. To know English fashions terms that are written in Inarovi's *Optimize Your Hijab Style Book*.
2. To know the *Hijaber's* Interpretations about English fashion terms that are written in Inarovi's *Optimize Your Hijab Style Book*.
3. To know the *Hijaber's* interpretation about meaning of English fashion terms based on semantic approach.

### 1.4 Research Significance

The result of this research is expected to be beneficial to all parties concerned primarily for the following parties: Practically, this research is directed to make a new learning innovation and useful for reader especially the students of English Department who focus on linguistic discourse. In this research, the readers have to be able to understand the meaning of English fashion

terms in the book or another Mass media. Academically, this research is directed to those who are interested in improving their knowledge about English fashion terms and Semantics. Theoretically, this research is done with semantic approach which this research aims to more understand the meaning of English fashion terms to the theoretical interpretation of the reader.

### 1.5 Definition of Key Terms

To resolve ambiguity in terms of research, especially as related to the terms theoretical and often interchangeable terms are relatively equal in area/other disciplines in order to understand the terms contained in this thesis. Those are :

- 1) *Hijab* is head covering worn in public by some Muslim women or religious system which controls the wearing of such clothing (Oxford Learner's Pocket Dictionary, 2008: 209).
- 2) Interpretation is explanation or understanding of something (Oxford Learner's Pocket Dictionary, 2008: 233).
- 3) Semantics is study of the meanings of words. (Oxford Learner's Pocket Dictionary, 2008: 233).
- 4) Style is quality of being fashionable and elegant (Oxford Learner's Pocket Dictionary, 2008: 442).
- 5) Inarovi's *Optimize Your Hijab Style* is a book that includes variety of creations woman in full *hijab* style casual, ranging from rectangular *hijab*, scarf, and mentioned by Inarovi ( Inarovi, *Optimize Your Hijab Style : Modifikasi gaya berhijab untuk tampil memesona* )

- 6) Word is a free form which does not consists entirely of (two or more) lesser free forms in brief, a word is a minimum free form (Bloomfield, 1984: 178).
- 7) A lexical item is the body of information that follows general linguistic tradition and assume that must have a list of all the words in language, together with idiosyncratic information (Saeed, 1997: 55).

