An Analysis of Figurative Language in Cnn International News Headlines Post on Facebook

Sergius Kasma[1], Ni Made Verayanti Utami[2], I Gusti Agung Sri Rwa Jayantini[3]
Faculty of Foreign Language, Mahasaraswati Denpasar University, Jl. Kamboja No 11
Denpasar Utara, Bali 80223
Correspondence Email: Sergiuskasma1221@gmail.com

Abstract
This study aims to analyze the figurative language found in CNN news headlines, especially about the types and meanings of figurative language that contained in headlines of CNN news. The problem discussed in this study are (1) what types of figurative language in CNN international news headline, and how the meaning of the figurative language that contained in CNN international news headline post on Facebook. Thus, in collecting the data the researcher used the descriptive qualitative method by doing several ways such as: reading news headlines, grouping news titles based to the figurative language type, write down the news headlines. As the result of this analysis the researcher found that are 5 types of figurative language in CNN. They are: Metonymy 2 or 40%, simile 1 or 20%, hyperbole 1 or 20%, and metaphor 1 20%. And the meaning as many as 3 meaning such as: conceptual meaning 3 or 60%, connotative meaning 1 or 20%, social meaning 1 or 20%.

Keywords*: Figurative Language, CNN International News, Headline.*

Abstrak
Tujuan dari penelitian ini adalah untuk menganalisis tentang bahasa kiasa yang tedapat di judul berita dari CNN internasional, secara khusus tentang jenis dan makna dari bahasa kiasan yang terkandung didalam judul berita. permasalahan yang dibahas didalam penelitian ini yaitu jenis bahasa kiasan apa saja yang terdapat didalam judul berita dari CNN internasional yang di posting di halaman Facebook serta bagaimanakah makna dari bahasa kiasan tersebut. kemudian, dalam mendapatkan data peneliti menggunakan metodologi qualitatif deskriptif dengan melakukan beberapa cara seperti: membaca judul berita, menulis judul berita, mengelompokkan judul berita sesuai dengangaya bahasa yang digunakan. Dari hasil penelitian ini, penulis menemukan setidaknya ada 5 jenis bahasa kiasan seperti: metonymy 2 atau 40%, simile 1atau 20%, hiperbola 1 atau 20%, dan metapora 1 atau 20%. Dan ada 3 makna yang ditemukan yaitu: makna konseptual 3atau 60%, makna konotasi 1 atau 20%, dan makna social 1 atau 20%.

Kata kunci: *Bahasa kiasan, CNN international,Judul berita,*

Introduction

Language is one of human or society introduction media in daily life. The by human or society to communicate with each other in the environment, language aims to get some information from the other person by interaction. Language could be

either in written form or even in spoken form, but inside of the language contains the meaning. Language has an important role for humans in terms of communicating. In daily life, everyone definitely needs language in interacting with others, because basically, humans are social creatures who need and complement each other, that's why the presence of language really helps humans in their survival in the midst of social life. Besides, language also can be interpreted as the ability possessed by humans to communicate with others by using signs, such as words, movements, and also written which in scientific studies is referred to as linguistics. In this world, there are at least 6000 to 7000 types of languages with different dialects. In linguistics, there are several types of language, one of which is figurative language.

Figurative language basically can be used in various forms of written work and is also found in spoken form. This is because the function of figurative language is to make a written work or spoken form look attractive. In addition, there are several definitions of figurative language according to linguists, such as: Gluckberg (2001, p. 4) state that a figure of speech in which a name or descriptive word or phrase is transferred to an object or action. Then, Picken (2007, p. 2) declared that figurative language is noticed and frequently interpreted inconsiderable detail, and evaluation takes place. Another opinion emerged from Keraf 2019 which defines figurative language as that figure of speech has the function to explain, strengthen a live, stimulate, and decorate an object. Figurative language itself is a way used to express something outside the usual way. The use of figurative language in a literary work certainly has a very important role. Because we need to know that without figurative language, every literary work will be monotonous or not varied, which causes the contents of the literary work to be easy to understand by readers or listeners. Figurative language is often used in poetry, novels, drama, and also in news headlines. News headlines are a description of the core of the news written in capital letters which serves to inform about what news is presented in an outline so that it can attract the attention of readers to read the whole news. There are many Types of News headlines that are published in both online and mass media that use figurative language in writing the headlines, one of them is CNN International News post on Facebook.

This research is not the first research on figurative language, but there are several previous researchers who have conducted an analysis of figurative language which has similarities with this research entitled 'An analysis of Figurative language in CNN international post on Facebook'. They are: Ibrahim Ibrahim, Muhaiminah, Ruslan (2019) entitle *The Analysis of Figurative Language in "Endless Love" Song Lyric.* the objectives on their paper is to fine out the types of figurative language and to find out the most dominant figurative language that used in endless love song lyric. thus, as the data source they collected the data from song lyric, and of course in that process they used the step like, take note, listening to the song, read the song lyric, atc. Finally, as the result they found as many as 7 types of figurative language that found in the endless love song lyric, while the most dominant figurative language is repetition with accuracy 9 data or 36%. The second researchers are Radna Tulus and Pratomo (2019). The title of them study is '*An Analysis of Figurative Language in Online Short Story Posted on The Jakarta Post'*. On them research they focus to analyzed the types

and the most dominant of figurative language that contained in online short story post on Jakarta post, the theory that used in analyze the data they used two theory namely theory of Figurative Language by Perrine (1982) and, Short Story theory by Klarer (1998) and the result of their analysis, they found several types of figurative language in online short story such as: personification, simile, symbol, and onomatopoeia, and the figurative language of personification is the most dominant that they found. The third researcher is Tira Nur (2018), she analysis about the figurative language in song lyric entitle '*figurative language used in one direction's Album entitled up all night*'. In collected the data she used the qualitative method and she used the song lyric as the data source, the problems of her study is what are the types of figurative language that contained in one direction album entitle up all night. As the result she found there are 6 types of figurative language, they are: repetition, parallelism, personification, metaphor, and simile also hyperbole. The fourth researcher who has been done to analysis figurative language is Bertaria Sohnata (2019), she is study analysis about the figurative language on poetry task of students at FKIP nomensen university, but study focus just to discuss the type and the most dominant figurative language that contained poetry task of students at fkip universitas hkbp nomnensen. There she found as many as 3 types of figures of speech in her researcher, such as: symbols, metaphors and personifications, while personification is the most dominant figurative language she has found. . The fifth author is Nurhaida and Marlina (2017) their paper entitles *an analysis of figurative language in views (opinion column) of online padang ekspres newspaper.* The of them studies are to find out the type and the menaing of figurative language that used in opinion column of online padang express newspaper. In analyses the data they used the qualitative descriptive method as well as the theory they used in analyses the data is Keraff 2009. As the result they found 3 types of figurative language namely personification, simile, metaphor, and for the most dominant meaning is positive meaning. Of the many previous researchers, the analysis that is most often carried out is about the type of language style both contained in song lyrics, newspapers, student work, and in other written works.

Based on the explanation of the several researchers above, that can be concluded if the figurative language basically has an important role to makes the every written form looks more attractive and of course to attract the reader attentions. And the use of figurative language in a written work is very good for increasing reading interest for readers, not only that the use of figurative language can also make the written work look interesting and colorful.

Method

The research method that was used in collected the data; the researcher used the qualitative method. The data that used on this study was taken from CNN International News Headlines posted on Facebook, with a period July to December, 2020. In process collected the data the researchers did several ways, such as; reading the news title, take note, grouping the news title based on the types of figurative language. And to

analyzed the data the author used two different types of theories, the two theories in question are, the theory of figurative language 1 proposed by Perrine 2018, and the theory Study of meaning proposed by Leech 1985. These two theories certainly have links with the content discussed in this paper.

Figurative language can be interpreted as a type of language contained in linguistics which has a role to make a written work more interesting, besides that figurative language also can be interpreted as a way of conveying thoughts, ideas, or messages not using the original way, but use another method. Here the writers are advised to be able to pay attention to the type of language style that is appropriate to use based to the context that they will write in the them literary work.

Result and discussion

After analyzing the data from CNN international news headlines posted on Facebook, the researcher found as many as five types of figurative language. They are: metonymy 2 data or 40%, simile 1 data or 20%, metaphor 1 data or 20%, and hyperbola 1 data or 20%. Meanwhile, for the meaning of the figurative language contained in CNN international news headlines, the researcher found 3 types of meaning, such as; conceptual meaning 3 data or 60%, connotative meaning 1 data or 20%, and social meaning 1 data or 20%. The following were the completed explanations of the amount of data obtained based on the type of figurative language. And the most dominant of the types of figurative language that are contained in CNN international news headlines posted on Facebook is metonymy. There are as many as 2 data points or 40% of the total, followed by similes, metaphors, and hyperboles, each with 1 data point or 20%. Meanwhile, for the types of meaning, the most dominant is the conceptual meaning, which amounts to 3 data points or 60%.

Table 1 types of figurative language in CNN international news headlines posted on Facebook

Figurative language	Amount of figurative language	Percentage
Metonymy	2	40 %
Simile	1	20 %
Metaphora	1	20 %
Hyperbola	1	20 %
Total	5	100 %

Table 2 the types of meaning of figurative language in CNN international news headlines posted on Facebook.

Type of meaning	Amount	Percentage
Conceptual meaning	3	60 %
Connotative meaning	1	20 %
Social meaning	1	20 %
Total	5	100 %

Analysis of Figurative Language in CNN International News headlines posts on Facebook. According to Perrine (2018), there are many kinds of figurative language, such as: personification, hyperbole, metaphor, metonymy, simile, synecdoche, alliteration, paradox, irony, and allusion. Then, for meaning, there are at least 7 types of meaning contained in linguistics (Leech, 1985). The seven types of meaning, according to Leech (1985), are: conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning.

Metonymy

Datum 1
Rock legend Jhon Fogerty issues president Trump a cease and desist order from plying His song, *(August 28, 2021).*

These news headlines can be categorized as the headlines of the news that uses figurative language, namely metonymy. That can be seen from the word rock. The word rock is used here to change the word music. According to Perrine (2018) on page 68 of the book Figurative Language, metonymy is a figure of speech that uses something closely related to the thing actually meant.As we know, rock music is one of the most famous kinds of music from the United States of America.

While the meaning of the figurative language that is used in the news headline above is the conceptual meaning, which is that rock itself is the music that can be defined as the type of music that was popular in the mid-1950s, which has a simple tone. Then, the characteristic that distinguishes rock music revolves around the electric guitar with distortion and the use of back beats that are very noticeable in the rhythm section of the bass guitar and drums, also use various types of keyboards as additional instruments, such as organs, pianos, or synthesizers (starting in the 70s). So, if we look at the rock syllables above, it can be concluded that the word rock is a specific form

of the word music. Music is a general word in which there are several types, such as pop music, reggae, country, slow, nostalgia, and rock itself, as well as many other types of music. As Leech 1985 explains, conceptual meaning, or denotative or cognitive meaning, is widely assumed to be the central factor in linguistic communication and the most important type of meaning among the others.

Datum 2

Lionel Messi wants to leave Barcelona, (Jun 25, 2020)

These news headlines were exposed by CNN International News on June 25, 2020, and included the headline that uses the word "metonymy." It can be seen from the use of the word Barcelona. According to Perrine (2018), a metonymy is a figure of speech that uses something closely related to the thing actually meant. It means the word Barcelona is used here by the news writers as a substitute for the word football club. As a result, when readers read the word Barcelona, their minds will unconsciously turn to one of La Liga's participating teams, namely the Catalan football club, also known as Barcelona.

Meanwhile, the meaning of the figurative language word contained in the headline above is the connotative meaning. That is because Barcelona which is meant by the news written in the headline above is Barcelona which is related to the football team. But in fact, Barcelona is a city located in the southern part of the country of Spain, and it is the second-largest city in the country. According to Leech (1985), connotative meaning is the communicative value an expression has over and above its purely conceptual content. By looking at the definition of the connotative meaning conveyed by Leech, it can be concluded that the use of the word Barcelona above is classified as a connotation because the meaning of the word Barcelona itself is as described previously.

Simile

Datum 3

Biden and Trump aim at each other as the Labor Day election sprint begins (August 8, 2020)

The news above is one of the stories published by CNN International News on August 8, 2020. CNN journalists use the figurative language of simile in writing the title. It is clearly seen in the use of one of the comparison words in the title, namely the word as. The role of the word as above as a comparison between the sentences is also reinforced by a statement from Perrine 2018, which defines the simile as a means

of comparing things that are essentially unlike, and is expressed by the use of some word or phrase such as: like, as, than, similar to, seem, resembles.

Thus, the meaning contained in the word "news" in this news headline is conceptual. The word as above has the meaning of a word to compare between two sentences. They are "Biden and Trump aim at each other" and "Labor Day election sprint begins." It is important to note that if the two sentences in the title in the news above stand alone, then they both have different meanings and certainly do not coincide with one another.

Well, basically we have to pay attention to the context we are talking about. According to Leech 1985, conceptual meaning or denotative or cognitive meaning is widely assumed to be the central factor in linguistic communication and the most important type of meaning among the others.

Metaphor

Datum 4

Australia's deadly wildfire is showing no sign of stopping. Here's what you need to know, (June 4, 2020)

The kind of figurative language of metaphor sometimes makes it a bit confusing for readers if they don't understand the meaning. The function of this figure of speech is caused by the use of a figurative language that is slightly similar to the simile. But these two figurative languages have differences that not everyone knows. The basic difference between these two figures of speech is the use of the comparative words, whereas simile uses the comparative word, while metaphor does not. One example of the figurative language of metaphor is the news headline above. As it can be seen in the news title above, there are two sentences that have different meanings. Thus, when both sentences are used in a context, they produce a new meaning and it makes the readers understand what the whole news is about. According to Perrine (2018), metaphor and simile are both used to compare as a means of comparing things that are essentially unlike.

Besides, the meaning of the figurative language contained in the news headline above is the conceptual meaning, because the two sentences above explain the fact it's happened in a true situation. The first sentence explains how a major fire event that occurred in Australia has not shown signs of stopping or that fires occur continuously. While the second sentence in the title can be categorized as a form of emphasis on a person's experience of something that is happening both in the future and what has already happened. But if we look at the context that the author intends in this title, then we can conclude that the title explains how the big fires that occurred in Australia did not stop. Therefore, we have to recommend that you not take commendable actions

such as throwing cigarette butts carelessly, burning trash indiscriminately, and so on, so as not to trigger a big fire. As Leech 1985 states, "conceptual meaning, or denotative or cognitive meaning, is widely assumed to be the central factor in linguistic communication and the most important type of meaning among the others."

Hyperbola

Datum 5

China is trying to revive its economy without risking more lives. The world is watching, (July 24, 2020)

The figurative language of a hyperbola is basically a figure of speech that is used to exaggerate something. This figurative language aims to suppress, intensify, and even give an excessive impression. According to Perrine (2018), hyperbole is simply an exaggeration, but an exaggeration in the service of truth. And there are many examples of the figure of speech of hyperbola. One of them is the news headline that was uploaded by CNN International News on July 24, 2020 edition, entitles "China is trying to revive its economy without risking more lives. From the sentences in that news title, "The world is watching." The use of these sentences is certainly very excessive, because in reality the economic problem is not only based on economic development in China, but every country has full responsibility for its own economic problems, both at the national level and the international level. So, economic development does not always depend on the economy in China, but it should be reminded that there are indeed some types of development in the economic field that are controlled by the Chinese state.

While the meaning of the figurative language contained in the news headline above is the social meaning. Social meaning is that which a piece of language conveys about the social circumstances of its use (Leech Study of Meaning, 1985: p27). The sentences the world is watching can be interpreted as having social meanings because these sentences explain the state of social life. This sentence can have a different meaning or purpose if it is conveyed or said in different places or different situations. In the context of the title above, the word economy is interpreted as something related to the social life of the community, because basically the economy is part of the needs of society.

Conclusion

After analyzing the data in detail, using the theory as described above, the researchers found that there were at least five types of language styles used by CNN international news journalists in writing news titles in the 2020 period. The five

language styles were metonymy 2 or 40%, simile 1 or 20%, metaphor 1 or 20%, and hyperbole 1 or 20%. While for the meaning contained in the figurative language in the news title in question, the researchers found 3 types of meaning, namely, conceptual meaning 3, or 60%, connotative meaning 1 or 20%, and social meaning 1 or 20%.

Reference

Ain, Qurrotul.2013.*An Analysis of Figurative Language in the song lyric by Maher Zain.* Cirebon: English Education Department of Tarbiyah Faculty of Syekh Nurjati   State Institute for Islamic Studies.

Fitria, Tira Nur.2018. *Figurative language used in one direction's album entitled up all night*.Volum 05 No 01 pp 1.Surakarta: http://journal.uinalauddin.ac.id/index.php.

Gluckberg, S. (2001). *Understanding figurative language: From metaphors to idiom.* Oxford: Oxford University Press.

Hutauruk, Bertaria Sohnata 2019, "*The use of figurative languages on the student's ̈poetry semester v at fkip universitas hkbp nommensen*.Vol. 9 No. 2: 128 – 137.Medan: University of HKBP Nommesen.

Ibrahim Ibrahim, Akib Muhaiminah, Hasyim Ruslan.2019.*The Analysis of Figurative Language in "Endless Love" Song Lyric.*Sorong:Department of English Education, Faculty of Teacher Training and Education, Universitas Muhammadiyah.

Keraf, G. (2009). *Diksi dan gaya bahasa*. Jakarta: PT Gramedia Pustaka Utama.

Leech, Geoffrey.1985. Semantics study of meaning. Edition 02 pp 22- London: penguin books. https://b-ok.asia/

Marlina, Leni and Nurhaida.2017.*'An analysis of figurative language in views (opinion column) of online padang ekspres newspaper'*.Volum 06 No. 2 Serie A.Padang: http://ejournal.unp.ac.id/index.php/jell

Perrine, 2018. *Sound and Sense: An introduction to poetry, "figurative language 1"*. Edition 13 pp 28-59.New York: Archbisho Moeller English Department. https://b-ok.asia/

Picken, D. J. (2007). *Literature, metaphor and the foreign language learner.* New York: Palgrave Macmillan.

Pratomo, Widodo and Wibisono Radna Tulus.2019. *'An Analysis of Figurative Language in Online Short Story Posted on The Jakarta Post'*.Volum 4 No. 2. Yogyakarta: State University