



## CHAPTER I INTRODUCTION

### 1.1 Background of The Study

In our daily lives, people must encounter various human utterances as a means of communication or interacting properly. Besides that, human speech is also used to describe the expression of all the ideas that are in the mind and the expression of the feelings that are being experienced. Indirectly humans are taught how to pronounce things correctly and use language properly and creative. Therefore that you can get the effect of language which makes literary works not only look more beautiful but also look more alive, especially by using figurative language. One of the types of figurative language is metaphor.

Metaphor is one of the beauties of using a comparative figure of speech from a part of figurative language. Many metaphors are defined by experts from various ways of meaning. One of them is by (Charteris-Black, 2004) argues that metaphor is "a linguistic representation that results from a shift in the use of a word or phrase". Classe (2000: 941) also describes the metaphor is the transfer of image, meaning, or the quality of an expression to another expression of the transfer is carried out by referring a concept to another concept to signal the similarity, analogy or relationship between the two concepts.

The metaphor comes from the Greek *meta* which means with and *phor* which means to carry. Literally, the word metaphor means to move. Thus, from these various opinions, metaphor can be defined as a language that contains beauty and creativity in the process of transferring one language to another to code the similarities of two languages spoken by humans.

Metaphor are widely used in literary works such as songs, novels, poetry, or movie. One of them is the movie. *Cruella de Vil* movie is a rare movie that happens on different disney normally shown, namely is Cinderella, Snow White, Aladdin, Beauty and The Beast, atc. Usually Disney movies are related to dreamy and family-friendly themes, however, it is different from the *Cruella de Vil* movie which shows the character as the main villain in 101 Dalmations, which has darker life in other Disney movies. This movie is a bit different from other Disney movies.



This movie adapts as the character of the villain named Estella, a smart and creative girl is determined to achieve success through her utterances and her fashion designs. He befriends a pair of young thieves who admire his love for trouble, and together they build a life of their own on the streets of London. One day, Estella's talents catch the attention of Baroness, a fashion legend who is both elegant and classy. However, their meeting sparks a chain of events and surprises that will lead Estella to embrace her evil side and become the cruel, fashionable and vengeful Cruella. All the characters' utterances in this movie can show creative utterances when speaking. Thus, it is easier to find out the meaning of the metaphors used in *Cruella de Vil* movie. Utterances can be found in this movie, one of which is:

Cruella: "Like she was nothing" (00:38:09)

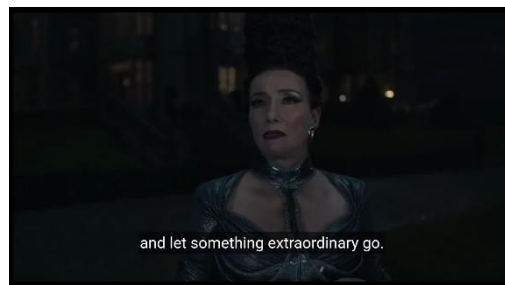


Picture 1 Structural Metaphor

This utterance by Cruella to Jasper and Horace when Cruella tells about Baroness who turns out to be the one who killed Cruella's mother. The utterance "like she was nothing" contains a structural metaphor. In the *Cruella de Vil* movie (2021), this utterance can be interpreted as something the Baroness considers which seems like nothing happened, even though the incident of Cruella's mother's death means a lot to Cruella. Basically "she" and "nothing" are 2 different things but have the same meaning if she has a bad character then it does not mean much to nothing.

According (Rabiger, 2008) movie is entertaining and also interesting, so that it can make the audience think deeper. Even though there are different opinions from various experts, movie itself can be concluded that a communication medium in the form of audio-visual to convey a message to a group of people. Therefore not a few people think that the purpose of this movie is only for entertainment. Even though there are many things that function in movies such as educational, persuasive, and to find out the latest news. Movies also have many types of genres that impress

people in their spare time. One of them is Horror, Romance, Drama, Thriller, colossal, comedy, action, mystery, Sci Fi (Science Fiction), and fantasy movies. Meanwhile, this research choose a drama of comedy but a crime because in terms of the title *Cruella de Vil* which means cruel like a devil therefore many scenes are shown as criminal-comedy. According (Endraswara, 2008) comedy drama is a light drama that is entertaining in nature and contains humorous dialogue that is satirical and usually ends happily. This *Cruella de Vil* movie (2021) is interesting to study because this movie contains utterances that use metaphors. Metaphors are also widely used in comedies. One example of comedy in this movie is:



Picture 2 Orientasional Metaphor

Baroness: “and let something extraordinary go” (01.58.04)

This Baroness said to Estella when Estella was about to be pushed into the abyss by him. Including the comedy drama in this scene because there is a funny scene when after the Baroness pushes Estella into the ravine it turns out that the invitees witness the murder committed by the Baroness and know that the Baroness is a cruel person. From there, a group of Cruella's friends laugh at the plan they have devised to keep Cruella from actually dying. Then the word "and let something extraordinary go" is called an orientational metaphor because it is related to spatial orientation, namely "go" and can be interpreted as getting out of something bad they have been through.

There are same related previous study used in this research. The first previous study was titled *A Semantic Analysis of Metaphor Found in Selected Lyric of "The Script", "Katy Perry", and "Michael Buble"* by Rifki Maulana Muhammadiyah University of Surakarta. He analyzed the data using metaphorical classification theory from Crystal, Beckson, & Ganz (1999) and *tenor* and *vehicle* theory from





Richards and Leech (1969). He found 259 data of metaphorical expressions in selected lyrics of “The Script”, “Katy Perry”, and “Michael Bubl  ” (Maulana, 2016). The second previous study was *An Analysis of Figurative Language Used In The Lyric of “A Whole New World” By Zayn Malik and Zhavia Ward* by Siti Nursolihat and Evie Kareviati IKIP Siliwangi. This is a descriptive qualitative research. The data are the song lyric which taken from Genius website. They found metaphor is figurative language that the most repeatedly come up in this song’s lyrics, the percentage reaches 40% meanwhile the others are only 10% to 20% (Nursholihat, 2020). The third previous study was *An Analysis of Impoliteness Strategies In Film Cruella 2021* by Wahyu Tri Sanjaya Jambi University. The data in *Cruella de Vil* movie was analyzed using Culpeper’s impoliteness theory. The research results showed that the movie uses five strategies of impoliteness with negative impoliteness as the most dominant strategy (Tri, 2022).

From all the previous studies above, there was a researcher choose the same topic with different object. Researcher Rifki Maulana Muhammadiyah choose the Lyric of “The Script”, “Katy Perry”, and “Michael Buble” as the objects. There are researchers who choose different topic and object but some of the topics discuss the same topic of this research. Siti Nursolihat and Evie Kareviati choose figurative language as the topic and they found metaphor is figurative language the most repeatedly comes up to the object. In addition, the previous studies that have the same object “Cruella de Vil Movie (2021)” had also been done previously by researcher with the different topic, as Wahyu Tri Sanjaya choose *Impoliteness Strategies* as the topic of this study. Then, this study chooses *Cruella de Vil* movie as the object of research and metaphor as the topic of research. Based on the explanation above, several points that are different from the previous studies are the topic and research object. Therefore, this study chooses to determine the characters’ utterances that contain metaphorical meaning in the *Cruella de Vil* movie applying the theory of metaphor proposed by Lakoff & Johnson (2003) with the research title is “Metaphors Use in Characters’ Utterances on *Cruella de Vil* Movie (2021)”.

## 1.2 Statements of The Problem

This was intended to analyze metaphors used in characters’ utterances on *Cruella de Vil* movie (2021) by Craig Gillespie. The problem that were solved were:

1. What types of metaphors are found in characters' utterances on *Cruella de Vil* movie (2021)?
2. What are the purposes of metaphors applied in characters' utterances on *Cruella de Vil* movie (2021)?

### 1.3 Objectives of The Study

The objective of the study were:

1. Identifying the types of metaphors found in characters' utterances on *Cruella de Vil* movie (2021).
2. Explaining how the purpose of metaphors applied in characters' utterances on *Cruella de Vil* movie(2021).

### 1.4 Significances of The Study

1. Theoritically

This study gives a benefit to the readers to increase the knowledge that perhaps becomes the basic of the further for researches that also interest investigating the same area with different focus an objective.

2. Practically

The finding of this study becomes some short of guidelines for writer, movie audiences and for readers.

- a. For writer, this research can enrich knowledge in linguistic especially in metaphor and help to comprehend the meaning of in the movie specially in *Cruella de Vil* movie (2021).
- b. For movie audiences, this research can be a good reference for further research whose field of research also discusses metaphors.
- c. For readers, this research provides benefits to the readers in order to be able to understand how someone uses language that is more beautifully utterances through metaphors in everyday life.

### 1.5 Scope and Limitation of The Study

The scope of this research is semantics approach. The study is focused on metaphor are figurative language in the characters' utterances on *Cruella de Vil*



movie (2021). The data that will be analyzed by using metaphor theory proposed by Lakoff & Johnson (2003)

### **1.6 Definition of Key Terms**

To help understanding on this study, definition of key terms was provided below:

1. Semantics: Semantics is the study of the “toolkit” for meaning: knowledge encoded in the vocabulary of the language and in its patterns for building more elaborate meanings, up to the level of sentence meanings, (Griffith, 2006).
2. Figurative language: Figurative language is language which uses figures of speech (a way of saying one thing and meaning another), (Sohnata, 2019).
3. Metaphor: Stated that metaphor is for most people a device of the poetic imagination and the rhetorical flourish – a matter of extraordinary rather than ordinary language, (Lakoff, 2003).

### **1.7 Organization of Study**

This study is divided into five chapters as follows, the first chapter of this study introduction consisting of the background of study, the statement of problems, the objective of study, significance of the study, the scope and limitation of the study, the definition of key terms, and the organization of study. Furthermore, chapter two explains the theory consisting of semantics, figurative language, metaphor, movie, and previous study. Meanwhile, chapter three discusses about research method. It consisted of the research design, the source of data and data, the technique of collecting data and the technique of data analysis, chapter four is finding and discussion. The last chapter is conclusion and suggestion of this research finding. It discusses about the conclusion and continuance of this research.

