ABSTRAK


Key words: Function, Type and Meaning

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 conversations. In this case, the researcher uses the proverbs in Sinar Dunia’s notebook. Sinar Dunia is a famous brand of notebook in Indonesia. The researcher observes through the respondents, in who are users of notebooks. Based on this problem, the researcher proposes three problems related to the function, type, and meaning of proverbs in the Sinar Dunia’s notebooks.

Furthermore, in analyzing particular proverbs, the researcher used semantics as grand theory and then supported by Mieder’s and Barajas’s theories of proverb.

In this research, the researcher uses qualitative method as the basic of research that consists of descriptive method to explain proverbs, which appear in Sinar Dunia’s notebook. As qualitative method, these aspects related to the respondent because they are interpreted meaning based on their knowledge.

The results show that there are four functions of proverb in Sinar Dunia’s notebook. It consists of arguing, advising, entertaining and uniting function. Furthermore, the respondents give their reason what their choose this function in proverbs. In term of type of proverb that the only one type of proverbs found in sinar dunia’s notebook, it is synecdoche. Then, the results of study also show that kind of meanings in the proverbs comprise conceptual, connotative, effective, thematic, and reflective, colocative, and stylistic meanings.

Based on the findings above, it is concluded that respondents dominantly use functions of proverb as an advice. The type of proverbs that frequently used is synecdoche. Regarding the meaning, it is also concluded to variety of proverbs is conceptual meaning.