CHAPTER I

INTRODUCTION

In this chapter, the researcher put down the background of study, research questions, purpose of study, significant of study, clarification of terms and organisation of writing.

1.1   Background of Study

As social creatures, people need to interact with each other. As a function, language is a system to communicate or interact with other people. Finocchiaro in Baddulu (2009: 1) says that language is a system of arbitrary vocal symbol which permits all people in a given culture or other people who have learned the system of that culture to communicate or to interact. According to A. A. Hill (1958: 9) language is the primary and most highly elaborated form of human symbolic activity.

Language is communication tool in human life. The use of language in human life is needed to communicating each other. Humans as social creatures use the language is to interact in their life. Besides human is a member of the society, they need a way to understanding each other and express their cultures as their characteristic. The characteristic itself then became an identity of them. The heterogeneity of culture makes them partials and became a group of people in general society.

Language is system of arbitrary vocal symbol used by human communication. Language is a communication tool in human life. Providing two language understanding. The first nation of language as stated means of communication between members of the public in the form of a symbol of the sound produced by means of said Human. Second, language is a communication system that uses symbols vocal (speech sound) which are arbitrary. (Keraf. 2005: 1). Human being can communicate with each other. We are able to exchange knowledge, beliefs, opinions, wisher, threats, command, thanks, promises, declaration, feeling. Language as defined above is an exclusively human property.

Among the characteristic that make a relatively clear distinction between linguistic and non-linguistic communication meaningful. Language is essentially a means of communication among the members of society. According to owen (2006: 1) language can be defined as a socially shared those combinations of symbols and rule governed those combinations of symbols (language can be defined as a socially acceptable code or conventional system for delivering concepts through the use of symbols and combinations of the desired symbols are governed by the provisions). In the expression of culture, language is a fundamental aspect. Language is a tool used to shape the mind and feelings, desires and deeds, a tool used to influence and be influenced, language is a clear sign of a good personality or bad, a clear sign of the family and the nation, a clear sign from the mind of humanity (Syamsuddin, 1986: 2). From those definitions particularly means that language can be identified by looking at who spoke the language. That way, can identified aspects which relating with the human, specifically as member of society.

As social human being, people cannot be separated from interaction among individuals, people also share their ideas with interacting each other. The way that they can share their ideas is commonly by direct and non-direct speech. But nowadays, people can share their ideas with uniquely way according to their passion which is show their identity as a group of society. While, language is their media to share their ideas that convey the messages, such as social media, web page, newspaper even pictures or banner. There are tools of Communication while is a process of delivering messages that can in the form of ideas, information, emotions, skills and so on through symbols that can causes effects in the form of behavior.

In delivering the ideas that convey the messages, people have specifically way that boarder their identity in general society. In Indonesia, there is many of cultures which is heterogeneity with each other. Every society groups have diversity of languages, such as idiom, dialect, slang, slogan and jargon. While, every language has its own variations that people has also varied depending on whom they are speaks to cause of language is a system which is not separated from the characteristics of its speakers, and the sociocultural values applied by its speakers.

There have been numerous studies focusing on diversity of language in a society by concern at fanaticism in Persib's attributes which is made by *Bobotoh* as a supporter of Persib Bandung. The researcher chooses Persib's attributes which is made by *Bobotoh* as Persib's supporter to analyze, Persib is a football club from west java based in Bandung and *Bobotoh* is fanatic fans of Persib. Persib is one of football club in Indonesia which have history in development football in Indonesia. Previously, Persib is organization of nationalist at 1923 which name is ***Bandoeng Inlandsche Voetbal*** Bond (BIVB). as a manager is Mr. Syamsuddin then forwarded by son of feminism Dewi Sartika, R. Atot. Persib became a champion at 1937 in Solo in the union era competition. Persib itself born on 14 march 1933 and the community of Persib's supporter born on July, 17 1993 which name is Viking.

In history of development, *Bobotoh* have a long history in shaping of community football supporter in Indonesia. Before the community of supporter more existence massively in 1990, the Persib's community supporter (Viking) was existence with the largest number of members. Firstly, Viking is just a part of *Bobotoh* who always comes to stadium in every Persib's matches. Commonly Viking is a Persib's fans who always watching Persib's matches and unfurling banner at southern tribune of stadium. Yana Mulyana as the one of Viking founder, claims that the Viking's own name inspired by Viking clan from Scandinavia which famously revel to exploration, because there was a similarity with Viking cause of always follows Persib in everywhere in his matches, That is the reason why they are known as a fanatic fans. In showing their support, *Bototoh* will doing any way to shows their loyalty to Persib, it proved when they are goes to stadium they always uses Persib's attributes such as shirt, flag, scarf, hat even banner with contain their support or motivation for Persib. They are willingly spending their money to buy Persib's attributes, it is shows how they are support Persib loyalty.

The phenomena of *bobotoh*'s loyalty nowadays has grew up, it means that the development in this case is always keeping up with the times. *Bobotoh* is always placing himself as people who brings the identity of Persib Bandung. If in before, they speak up about their support with attending Persib's matches even in city or

island. They singing a chant of support with some of music instrument, they lighting flare, even some of them coloring his body with paint, it is all they do to support their favorite team.

According to Viking commander Ayi Beutik, he said "if we counting our profits and our losses in support Persib, then support is impure anymore". From this statement, the researcher looked at *Bobotoh's* loyalty in support Persib Bandung. Nowadays, especially after Persib has a champion of Indonesia Super League (LSI) in 2014, there was new phenomena of *Bobotoh* in support Persib. The phenomena it is the way how *Bobotoh* speaks up their support to Persib Bandung. if previously, they just speak up their support with attending in stadium in Persib's matches and it is just dominated by menfolk, there was barely *Bobotoh* from womenfolk and what more children, they did not go to stadium cause of safety reasons.

Supporters become part of the club that plays, fanaticism of supporters is common or common in every football event, both the league and the presidential trophy, from year to year continues to increase. The more football club trophies, the more supporters. Where the club game is always followed by supporters, tirelessly, how far or how much money must be spent, to support the club's pride in playing. Football supporters always have the desire to watch their favorite team or country either directly to the stadium or just watching television (Berger, 2019, p. 7). This phenomenon is familiar to all of us and is a natural thing because football is an inexpensive and inspiring entertainment and can create a different euphoria for all. The shortcomings or objections of people to football, when compared to the goodness, is really a far balance. It is this reality that explains why football is so widespread and favored by all people all over the world (Saelan, 1970, p. 23).

But nowadays, everyone was no doubt to go to stadium in Persib's matches even they womenfolk or children. In speaks up their support, they make anything which is inscribed their support to Persib, such as make a shirt with special design, Persib's flag, banner even a fantastic choreography which is written Persib's slogan. From the phenomena, the researcher has found a language's phenomena in *Bobotoh* as a group of society, the language that they use is inscribed a denotative and

connotative meanings and it is become an object to be analyzed. Those are attributes is an object to analyzed by the researcher by concern to denotative and connotative meanings in Persib's attributes.

The reasons why the researcher chosen *Bobotoh*'s attributes an object to analyzed, because in every slogan are contain meanings specifically is made to show their support to their favorite club Persib Bandung. with that's word which their made on the banner, choreographer even pictures they can speak up their support and show that they are have loyalty support for Persib. In this research, the researcher discusses about the signification process in *Bobotoh*'s attribute as a case of their fanaticism which made by the *Bobotoh*. The analysis of meanings that contain in *Bobotoh*'s attribute such as in their banner, t-shirt, choreographer and all thing that show the identity of Persib. deals with two components, namely denotative and connotative meanings. Kridalaksana (in Pateda, 2001: 98) states that the meaning of denotative is meaning of words or groups of words based on straightforward relationships between unit of language and form outside the language that the language unit treats appropriately.

Different with denotative meanings, the connotation of a words or phrases is the associated or secondary meaning it can be something suggested or implied by a word or thing, rather than being explicitly named or described. Denotative meaning is sometimes called conceptual meaning or cognitive meaning, it is widely assumed to be the central factor in linguistic communication. Larson noted that denotative meaning is also called as primary meaning, that is the meaning suggested by the word when it used alone. It is the first meaning or usage which a word will suggest to most people when the word is said in isolation. it is the meaning learned early in life and likely to have reference to a physical situation (Larson, 1984: 100).

According to Leech (1974: 40-41) connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. It will be clear if people are talking about connotation, we are in fact talking about the "real word experience". It is something that goes beyond mere referent of a word and hints at its attributes in the real world. It is something

more than the dictionary meaning. Someone associates with an expression when someone uses and hears it. The fact that if people compare connotative meaning with denotative meaning is that connotations are relatively unstable that is they vary considerably they have seen, according to culture historical period, and the experience of the individual. Although all the speaker of particular language speaks the language exactly the same conceptual framework, actually each of them has individual perception of words. Connotation is more complicated than denotation, the other important thing whenever people are talking about connotations is that the involvement of affective and emotive in their mind. Connotation meaning can also happen in a sentence: usually people can know the real meaning of the sentence by looking at the context and people can know the relation of picture with text as a sign.

The researcher has a reason to choose *Bobotoh*'s quotation, in the past, *Bobotoh* speaks up their support orally, they scream over the tribune of stadium and it is they doing orally such as singing a chant and it just using Sundanese language. But now, they speak up their support in written even in picture design that they upload on their social media, on the shirts and banner, they make some choreography that contain they quote for Persib as kind of their support and loyalty. Commonly, *Bobotoh*'s quotation become a new phenomena because they used English language on their quotation even on their choreographer. Some reason is caused by heterogeneity of *Bobotoh* itself, many of Bobotoh from educated people, and it is indicated the appearance of *Bobotoh*'s group from academic such as university and schools.

One method to analyzing data is trough semiotic using Roland barhes's theory of signification or level of meaning these are includes myth or ideology and connotative and denotative meaning because it is very effective to help the researcher express what those attributes meaning for Persib through their expressions, so what are *Bobootoh* made is representating something it means that contain connotative and denotative meaning.

The researcher focuses on analyzing connotative and denotative meaning in *Bobotoh*'s attribute. Because this object or the texts it produces contain meaning, and it is

connotative and denotative. Therefore, these quotes are very interesting to study from researcher's perspective with concern on connotative and denotative meaning.

This research refers to several published research relating to the object and research topic. This previous studies serve to be a reference for relevant studies. And also as sign that the research has never been done before, and researcher have not plagiarism from some of the previous studies that have been selected. The study of Interpersonal Meaning has been carried out by many people. The first previous study is " Denotative and Connotative Meaning In Masha and The Bear Movie" by Dewi Mustika Muslimin(2017), the second is done by Hartoyo Ariyadi(2014) " Denotative and Connotative Analysis on the Advertisement of New Axe Provoke Even Goddesses", the third is done by Moch Chalid Firdaus(2018) " The Meaning of Beauty in Advertisement (Analysis of Roland Barthes's Semiotics in Citra Sakura Fair UV Advertisement Version Febby Rastanty)".

The first study is aimed to find denotative and connotative meaning in Masha and the Bear movie and to find the types of connotative meaning in Masha and The Bear movie. The object of this first study is selected episodes by the researcher to found and analyze the denotative and connotative meaning in part of episodes, the researcher watching the movie then used note taking to collect the data and target some picture from masha and the bear movie to analyzed.

The second study is aimed to analyze denotative and connotative meaning in new axe provoke even goddesses, the researcher obtains the data from advertisement of new axe provoke (even goddesses will fall) version on internet by taking nine samples to analyze based on Barthes's theory. The matter in this study is analyze the gesture or body language of the advertisement actor. The first step of analyzing is describing the advertisement itself, the second is analyzes denotative meaning of that advertisement, and the last one is analyzes connotative meaning of that advertisement. So the researches just intends in only two part of Barthes's theory, they are: denotative and connotative meaning.

The third study is aimed to analyze signified and signifier of beauty in citra sakura fair UV advertisement. The matter of this study is intends to found what kind of signified and signifier that representing of beauty and the meaning of beauty that found in citra fair UV fall advertisement version Febby Rastanty. The object of this study is the advertisement with duration in 30 second, the main object is audio and visual on that advertisement. The data is collected by selected part that contain a sign of beauty.

1.2   Research Questions

Based on the background of the study, there are some problems of analysis which are discussed:

1. What are connotative and denotative meaning in *Bobotoh***'s** attribute?

2. What are sign that can be identify from *Bobotoh***'s** attribute using Barthes's theory?

1.3   Purpose of Study

The research purposes are expected, as follows:

1. To analyze the meaning context in *Bobotoh***'s** attribute.

2. To analyze connotative and denotative meanings in *Bobotoh***'s** attribute.

1.4   Significance of Study

There are theoretical and practical and significances that can be taken from this research:

Theoretically

This research can be used from the researcher and the readers. This research is expected to the student of English Department to expand their knowledge about the meaning of the text in Semantics theory. The researcher hopes the result of this study is valuable for student who are interested in learning and understanding of meaning of sign. Moreover, this study may also be reference for language learners who are interested in analysis of text. Researcher use semiotic theory to facilitate the analysis process to explain each data from an object by analyzing the meanings that appear in the slogan. Researcher hope that this research can be useful for

students of the English Department as a reference in analyzing semiotics of Persib's attributes. This study can also contribute to other fields and for readers who are interested in understanding the implied meanings of some of the attributes in football clubs is Persib Bandung, the football team from West Java.

Practically

This research contributes in the method of analyzing data using Semiotics and this research is expected to gives contribution to the knowledge of meaning and relation meaning with analysis study. May it can give more information or new sense in analysis text about type of meaning, connotative and denotative meaning which analysis language in text.

1.5 Clarification of Terms

1. Signification: According to Barthes, signification can be understood as a process in the form of action, which binds the signifier and signified, and which produces a sign. In this process, two parts of a sign depend on each other in the sense that the signified is expressed through the signifier, and the signifier is expressed by the signified. For example, the word "cat". When we integrate the signifier "cat" with the signified "four-legged animal meowing", then the sign language of "cat" emerges. This process is known as signification or a system of significance.

2. Fanaticism: fanaticism can be defined by According to Wolman (in Patriot, 2001), fanaticism is an enthusiasm for a fanatical view and is manifested in an extreme emotional intensity. Or defined as extraordinary devotion to an object, where devotion consist of passion, intimacy, and dedication.

3. Supporter: the word "supporter" comes from the verb in English to support and ending (suffix)-er. To support means support, while the suffix –er indicates the doer (KBBI). So supporters can be defined as people who provide support. So supporter in this context can be defend is people who provide support to their favorite football club.

4. Attribute: attribute have meanings as a sign of completeness (KBBI). the word attributes have a meaning in this context is a sign or things that can identified by people as an identity of something, in this context is a supporter of specific football club. From the attributes people can identify whom they are, because the attributes itself is more relevant with that football club.

1.6 Organization of writing

The researcher will begin from preface, abstract the divided by five chapter. The first chapter is consist of background of study as an introduction, the second name theoretical bases of signification, the third name methodology of study, the forth name analysis of signification of fanaticism in Persib's supporters attributes, and the fifth name conclusion and recommendation from this paper.

In the first chapter, the researcher will jot down the background of the study, research question, purpose of study, significance of study, clarify of terms, and organization of writing.

In the second chapter, the researcher will jot down theoretical foundation which is used in this study. It provides the definition of signification process, and basic areas in signification process are level of meanings.

In the third chapter, the researcher will jot down the methodology which is used in this study, design of study such as type of the study, data, sample data, and technique of analyzing of data.

In the chapter forth, the researcher will jot down the analysis and explanation of this study, it is about signification process of fanaticism in persib's supporter attributes, and basic areas in signification process are level of meaning.
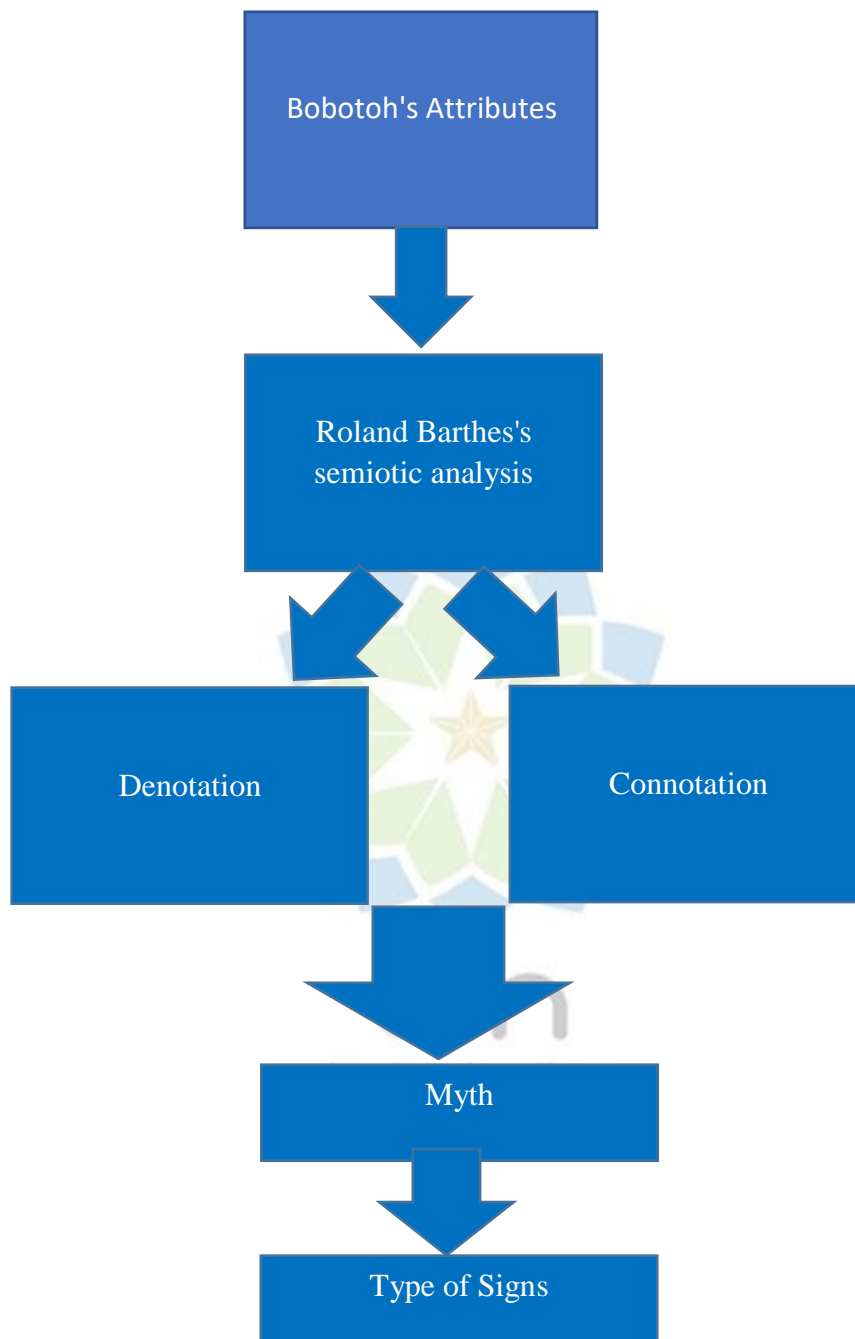
In the last chapter, the researcher will jot down the conclusion and suggestion of this paper to the other researcher.

1.7 Frame of Thinking

Researcher designs a frame of thinking that will be cover and benchmarks in the study to makes researcher easier in analysis to find out the conclusion of the study. According to Uma Sekaran on his book name Business Research, 1992 in (Sugiyono, 2010) states that frame of thinking is a conceptual model about how the theory relates with the various factors that have been identified as a matter of importance. The relevant frame of thinking will describes theoretically the relations between variable which will be researched. So it is theoretically necessary to explain the relationship between independent and dependent variables. If in the study there are moderators and intervening variables, then it is also worth explaining why they involve in the research. They are further formulated into a research paradigm. Therefore, the drafting of a research paradigm should be based on a framework of thought (Sugiyono, 2010:60).

The researcher chooses the attributes of Persib's supporters as the object that will be studied. The form of attributes here means all thing which is identically with Persib Bandung, examples are shirts, Banner, flags, choreography, slogan and others. The attributes which are texts and images is aimed by selecting the semiotics analysis model. The researcher uses the semiotics model of Roland Barthes hopefully can helps the researcher to finish this research. The researcher is examines the connotative and denotative meaning, and also the type of signs that contains in Persib's supporter attributes.

From the explanation above, the researcher jot down the frame of thinking as follows:

Gambar 1. Semiotic Concept of Roland Barthes

From the frame of thinking above, the researcher hopefully find out what are Bobotoh mean on the attributes, even its slogans or others. On KBBI, slogan have meaning short words or sentences that attract or conspicuous and are easy to remember to make a point. In others, slogan is interesting, striking, and easy words

or sentences to explain the purpose of an ideology of class, organization, political, and so forth. The typical of slogans is favour the density of meaning and durability of words. Slogan is a word or phrase that is easy to remember, in term used by political party or in advertising to attract people's attention or to suggest an idea quickly (Oxford Dictionary, 1116).

In this case, slogan uses to campaign the existence of organization in football territorial. The organization here means a football supporter. As a class football time, Persib have supporters with a fraction of the size. That's confirmed with a few supporter groups, as like Viking as the first supporter group which existence, then Bomber, Ultras or Casual. Each one of the supporter groups is divided into branches or district in each region. It shows that Persib is the one of football team that have a big supporter in each region. The variety of the group supporters is also makes a different colour in Persib's supporters itself. The attributes that they make is also different, they will make an attributes that represents their groups. The researcher is aim to find out the context of meaning using Barthes's theory with analyse the connotation and denotation, and also the type of signs. Part of the objects is importance for the researcher to find the meaning as detail as possible.