FIGURATIVE LANGUAGE
USED BY MARVEL CINEMATIC UNIVERSE (MCU) FANS
TO EXPRESS THEIR INTERESTS TO MCU RELATED THINGS

UNDERGRADUATE THESIS

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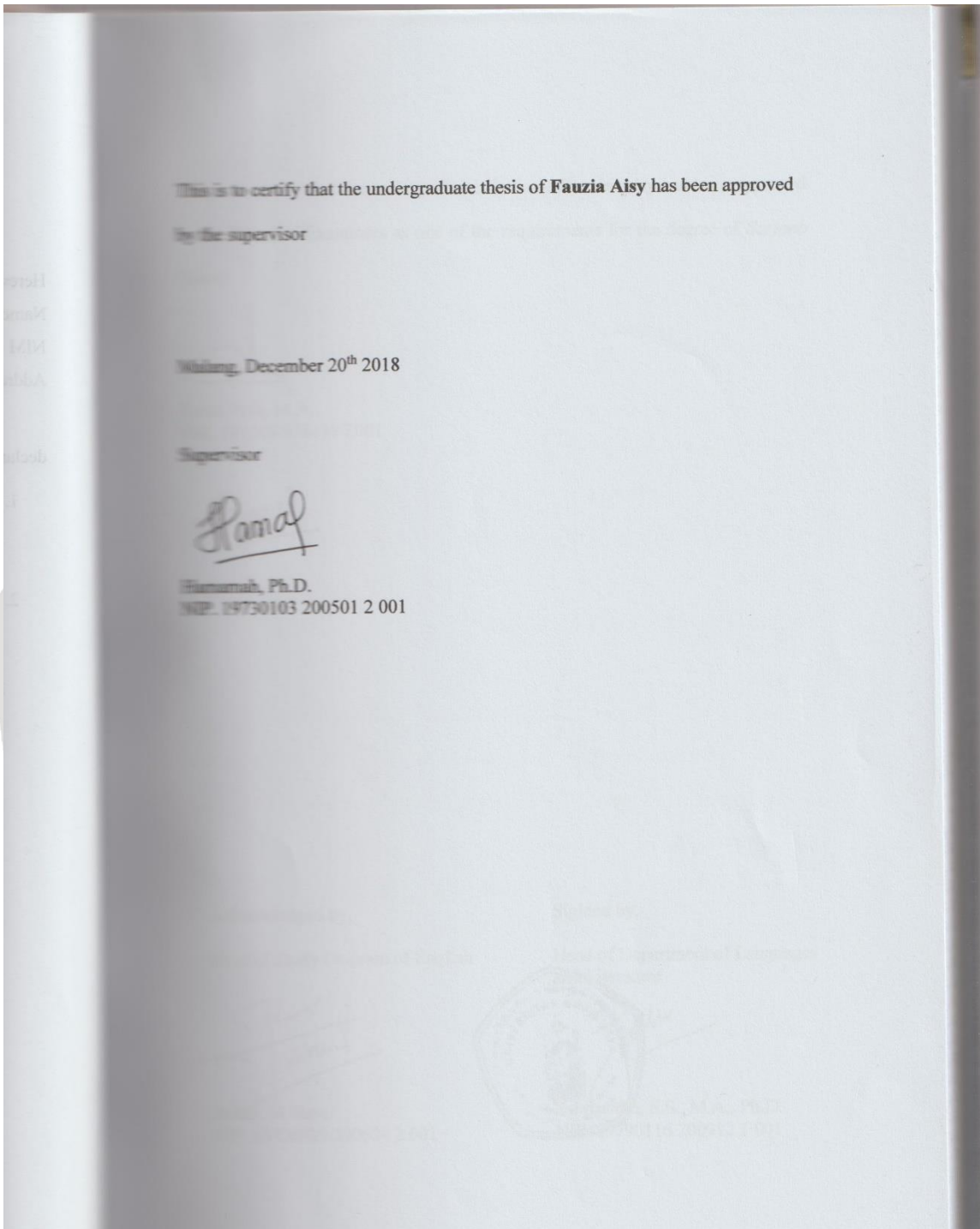
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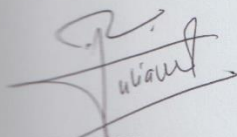
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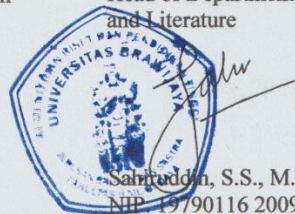NIP. 19730103 200501 2 001

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ABSTRACT

Aisy, Fauzia. 2018. **Figurative Language Used by Marvel Cinematic Universe (MCU) Fans to Express Their Interests to MCU Related Things**. Study Program of English, Department of Language and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Hamamah.

Keywords: *Figurative Language, Fan, Popular Culture, Social Media, Marvel Cinematic Universe*.

Figurative language is one of language style or a way of saying something other than the literal meaning of the word and can make a language more beautiful to listen. In this study, the writer analyzed the figurative language used by Marvel Cinematic Universe (MCU) fans toward MCU-related things like the actors, movies and characters since the writer wants to know what kind of figurative language they used and the meaning in the figurative language they used. Therefore, there are two research questions that needed to be solved, namely: (1) what are the types of figurative language that are used by Marvel Cinematic Universe (MCU) fans to express their interests? And (2) what are the utterances containing figurative language used by Marvel Cinematic Universe (MCU) fans to express their interests towards the MCU actors, movies and characters?

In this study qualitative approach was employed, and to analyze the data, Kennedy's theory (1979) and Abrams's theory (1999) on figurative language were used.

The writer found 15 data on the utterances that contained figurative language by Marvel Cinematic Universe (MCU) fans. There were 4 types of figurative language found which are: hyperbole (5 data), metaphor (5 data), irony (3 data), and symbol (2 data). Hyperbole and metaphor are the figurative languages that are mostly used by fans since fans usually tend to be excessive and because hyperbolic/exaggerated language makes people curious about something and more interested in knowing or finding out more about the thing that is being discussed or talked about.

The next writers are suggested to find a different theory for their semantics or figurative language related study, find a different research design (approach/method) other than qualitative descriptive and stylistic, and find a different study object than Marvel Cinematic Universe fans/fandoms.

ABSTRAK

Aisy, Fauzia. 2018. **Figurative Language Used by Marvel Cinematic Universe (MCU) Fans to Express Their Interests to MCU Related Things**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Hamamah.

Kata Kunci: Bahasa kiasan, Penggemar, Budaya Populer, Media Sosial, Marvel Cinematic Universe

Bahasa kiasan adalah salah satu gaya bahasa atau cara mengatakan sesuatu selain makna harfiah dari suatu kata dan dapat membuat suatu bahasa lebih indah untuk didengarkan. Dalam studi ini, penulis menganalisa bahasa kiasan yang digunakan oleh penggemar Marvel Cinematic Universe (MCU) terhadap aktor, film dan karakter MCU karena penulis ingin tahu jenis bahasa kiasan apa yang mereka gunakan dan arti dalam bahasa kiasan yang mereka gunakan. Oleh karena itu, ada dua pertanyaan studi yang perlu dijawab, yaitu: (1) apa saja jenis bahasa kiasan yang digunakan oleh penggemar Marvel Cinematic Universe (MCU) untuk mengekspresikan minat mereka? Dan (2) apa saja ujaran-ujaran yang mengandung bahasa kiasan yang digunakan oleh penggemar Marvel Cinematic Universe (MCU) untuk mengekspresikan minat mereka terhadap aktor, film dan karakter MCU?

Dalam studi ini digunakan metode/pendekatan kualitatif, kemudian untuk menganalisis data, teori Kennedy (1979) dan teori Abrams (1999) terkait bahasa kiasan-lah yang digunakan.

Penulis menemukan 15 data pada ujaran yang berisi bahasa kiasan oleh penggemar Marvel Cinematic Universe (MCU). Ada 4 jenis bahasa kiasan yang ditemukan yaitu: hiperbola (5 data), metafora (5 data), ironi (3 data), dan simbol (2 data). Hiperbola dan metafora adalah bahasa kiasan yang banyak digunakan oleh penggemar karena penggemar biasanya cenderung berlebihan dan karena bahasa hiperbolik / berlebihan membuat orang penasaran tentang sesuatu dan lebih tertarik untuk mengetahui atau mencari tahu lebih banyak tentang hal yang sedang dibahas atau dibicarakan.

Penulis-penulis di masa berikutnya disarankan untuk mencari teori lain untuk studi yang berkaitan dengan semantik atau bahasa kiasan, mencari desain penelitian (pendekatan/metode) selain pendekatan deskriptif kualitatif dan metode gaya bahasa, dan mencari objek studi lain selain penggemar atau kumpulan penggemar dan Marvel Cinematic Universe (MCU).

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CHAPTER I

INTRODUCTION

This chapter describes the background of this study, problems of this study, objectives of this study and the definition of the key terms or the important/highlighted words that are used for this study.

1.1   Background of the study

From time to time, the era is always changing. As time passes, there will always be changes or differences in the ways of living. For example, the language and the style we use when we talk, speak, joke or communicate with each other; the style or the method we use to socialize with new or other people, the activities we do in school, college or house; the way we spend our leisure times. There was a time when usually interaction and socialization can only be done by meeting face to face with each other, where people in the close neighborhood (and usually of the same age) would gather around together, play games together, share stories together, tell jokes together, or even sing songs together. However, that was in the past, when globalization and technology have not come to our daily life yet. Nowadays, people (mostly of the young age) have conversations, interact and socialize using smartphones and social medias all the time.

There are good effects that we can get from this media usage. Some good examples of the media usage is that from the media we can gain a lot of new

informations and find out the latest news or what is happening recently and can also be used to expand our general knowledge and insights (Smart Social, 2018). Moreover, media enables us to communicate and keep in touch with others in the distance, whether it is family members, relatives, friends, and others (Parrack, 2017). Media can even be used to make new acquaintances or even friends, to communicate or interact with new people from all ages, interests, places, locations, regions and countries in the world (Sharma, 2018). Another good thing that can we get from media is how media can unite fans of a particular thing from all over the world or how a group of fans of a particular thing from all around the world is formed.

A 'fan' is a person who likes, admires, or loves a particular thing, but the writer has taken more precise definition of words related to 'fan' from dictionaries and explained here. According to Cambridge Advanced Learner's Dictionary (1995), a fan is someone who admires and supports a person, sport, sports team, etc. Macmillan English Dictionary for Advanced Learners (2002) stated that a fan is someone who likes watching or listening to something such as a sport, films or music very much, or who admires a famous or important person very much. They may form a group or community for the thing they love and this is what everyone usually calls a 'fanclub', 'fan base' or a 'fandom'. A fan club is an organization for people who like a particular famous actor, singer, player etc. very much (Macmillan English Dictionary for Advanced Learners, 2002). A fan base is the fans of a singer, group, team, etc. considered as a group (Cambridge Advanced Learner's Dictionary, 1995). Fandom is the state of being

a very keen fan of a sports team, band, type of entertainment etc (Macmillan English Dictionary for Advanced Learners, 2002) or a term used to refer to a subculture composed of fans characterized by a feeling of empathy and camaraderie with others who share a common interest (Wikipedia).

Popular culture, on the other hand, are the types of entertainment that most people in a society enjoy, for example films, television programmes, and popular music (Macmillan English Dictionary for Advanced Learners, 2002). When a fan is admiring the thing they love, they usually like to use figurative language in expressing their admiration toward that thing. Figurative language is sequences of standard words which are used by the user language, to achieve the meaning or special effects, Abrams (1999: 96). According to him, figures are sometimes described as a primarily poetic; it is to integrate the function of language and is necessary for the capital discourses. Fans usually express their interests to their favorite popular culture such as artists, movies, television shows etc through social medias. Social media is technology platforms that allow people to interact on the Web or using mobile phones: can be followed by a singular or plural verb (Macmillan English Dictionary for Advanced Learners, 2002). It is usual for fans to express their interest to their favorite stuff by making something like posts, comments or tweets about their favorites using many kinds of figurative language on the internet, more specifically on social media, and the writer decided to conduct a study regarding it. There are several studies regarding fan's language, one example is a study titled "The Influence of the Korean Wave on the language of International Fans" by Touhami (2017), but

this study focused on the daily or familiar Korean words that international fans used as a result of their love towards Korean popular culture meanwhile the writer's study focused on figurative language used by fans of a particular franchise.

Several examples of the research that has been conducted about figurative language is a thesis made by Listiani from English Education Department of IAIN Salatiga in the year 2015 titled "An Analysis of Figurative Language Found on The Song Lyric by Taylor Swift's "Speak Now" Album". The next is a thesis made by Prahetta from English Department in Faculty of Cultural Studies of Brawijaya University in the year 2015 titled "A Study of Figurative Language found in Metropolis Rubric of Jawa Pos Newspaper". The similarity of these two theses with this proposed theses is all of them discuss about figurative language, while the differences of those theses from this theses are the areas where the figurative language is studied and discussed. The first theses studied figurative language in the songs of a particular artist's album, the second theses studied figurative language in a particular famous newspaper's rubric and this theses studies figurative language made or written by fans of a particular franchise on Twitter, one of various social media on the internet.

The writer discusses about how a group of particular fans express their admiration toward the things or more specifically the popular culture that they love using a style of language of other than the literal meaning of the word or other than the ordinary way. The writer focuses on the fans or the fandom of Marvel Cinematic Universe (MCU) especially the fans of the actors and

characters in it. The reason why the writer chose this object or this fandom to be studied is because this fandom is worldwide huge, especially contained of mainly teenagers and young adults and has actually already been around from a long time ago (Pal, 2018). Moreover, the writer believes that doing this study would make these fans learn that what they are doing is not just something for fun, instead there is something that can be learned from their behavior or what they do such as discovering and learning figurative languages and the meanings from the words, sentences and texts they post on the internet especially on Twitter. The writer herself is also a fan/a part of this fandom so this would make this study more interesting to be studied for the writer.

1.2 Research questions

1. What are the types of figurative language that are used by Marvel Cinematic Universe (MCU) fans to express their interests?

2. What are the utterances containing figurative language used by Marvel Cinematic Universe (MCU) fans to express their interests towards the MCU actors, movies or characters?

1.3 Research objectives

1. To find out the types of figurative language that are used by Marvel Cinematic Universe (MCU) fans to express their interests.

2. To find out the utterances containing figurative language used by Marvel Cinematic Universe (MCU) fans to express their interests towards the MCU actors, movies or characters.

1.4   Definition of Key Terms

1. Figurative language: Sequences of standard words which are used by the user language, to achieve the meaning or special effects, sometimes described as primarily poetic (Abrams, 1999, p96).

2. Fan: Someone who likes watching or listening to something such as a sport, films or music very much (Macmillan English Dictionary for Advanced Learners, 2002).

3. Popular Culture: The types of entertainment that most people in a society enjoy, for example films, television programmes, and popular music (Macmillan English Dictionary for Advanced Learners, 2002).

4. Social media: Technology platforms that allow people to interact on the Web or using mobile phones; can be followed by a singular or plural verb (Macmillan English Dictionary for Advanced Learners, 2002).

5. Marvel Cinematic Universe: An American media franchise and shared universe that is centered on a series of superhero films, independently produced by Marvel Studios and based on characters that appear in American comic books published by Marvel Comics. The franchise has expanded to include comic

books, short films, television series, and digital series. The shared universe, much like the original Marvel Universe in comic books, was established by crossing over common plot elements, settings, cast, and characters (Wikipedia).

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the theoretical frameworks of this study which consists of semantics, figurative language and types and example of figurative language, fan, popular culture and social medias, and also the previous studies for this study.

2.1   Theoretical Frameworks

Semantics: one of the theoretical frameworks that is discussed in this chapter is Semantics. Semantics theory is suitable for this study because figurative language is part of semantics and because semantics is the branch of linguistics and logic concerned with meaning. The two main areas are logical semantics, concerned with matters such as sense and reference and presupposition and implication, and lexical semantics, concerned with the analysis of word meanings and relations between them and not everything in English is literal – consider figurative language like humour, irony, sarcasm, personification, similes, and metaphors, so figurative language is also related to or in giving meaning, more specifically figurative language deals with giving meaning to words which have a meaning that is not literal.

According to a linguistic essay titled What is Semantics by Thomason (1996) Semantics is the study of the meaning of linguistic expressions. The language can be a natural language, such as English or Navajo, or an artificial language, like a computer programming language. Meaning in natural languages

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is mainly studied by linguists. In fact, semantics is one of the main branches of contemporary linguistics. Theoretical computer scientists and logicians think about artificial languages. In machine translation, for instance, computer scientists may want to relate natural language texts to abstract representations of their meanings; to do this, they have to design artificial languages for representing meanings.

Several experts such as Lyons (1977) asserted that Semantics is the study of meaning. Hurford and Heasley (1983) stated that Semantics is the study of meaning in language, while Lobner (2002) stated that Semantics is the part of linguistics that is concerned with meaning. Kreidler (1998) has also stated that Semantics is the study of how languages organize and express meanings.

After reading all the definition of semantics given by the experts above, the writer draws a conclusion that semantics is the study of meaning and all that is related to meaning or giving meaning to something that is expressed by language or the use of language.

2.1.1 Figurative language

Figurative language is language that uses figures of speech. A figure of speech is a way of saying something other than the literal meaning of the word. Figure of speech maybe said to occur whenever a speaker or writer, for the sake of freshness or emphasis, departs from the usual denotations of words (Kennedy, 1979:187) while Abrams (1999: 96) describes figurative language as sequences of standard words which are used by the user language to

achieve the meaning or special effects, sometimes described as a primarily poetic; it is to integrate the function of language and is necessary for the capital discourses.

According to Risdianto (2011:33) figurative language is wording that makes explicit comparisons between unlike things using figures of speech such as metaphors and similes. Figures of speech convey shades of meaning that can't be

expressed exactly any other way, they convey a great deal in a shorter time than would otherwise be possible, and they are immediate because they embody the meaning in imagery instead of expressing it abstractly (Potter, 1967:56-57).

Figure of speech is a word or words used in an imaginative rather than in a literal sense in the same manner (Hadges, 1984:253). Potter (1967:53) states the general term that we will use for the figures of speech that make up figurative language is metaphor, much as the term imagery, which narrowly refers to visual phenomena, is nevertheless used to cover other sense impressions as well. The basic process of metaphor is the comparison if the things that are largely dissimilar, but have at least some one characteristic in common.

Figurative language is one of language style or figure of speech or a way of saying something other than the literal meaning of the word. Figurative language are very common in poetry, but is also used in prose

and nonfiction writing as well. This is very useful to writer because it can make their language more beautiful to listen. This chapter discusses the types of figurative language, the meaning and the uses of it on the language or in texts and writing. Otherwise, the literary and imaginary elements will also be discussed.

1. Types of figurative language

There are kinds of figurative language expression such as metaphor, personification, simile, etc. Each expert has their own definition in each type of figurative expressions.

a. Simile

Kennedy (1979:490) affirms that simile is comparison of two things, indicated by some connective, usually like, as, than or verb such as resembles. Generally, simile is defined as a type of figurative language that used to explain the resemblance of two objects (in shape, color, characteristic etc). For example:

1) Her cheeks are like a rose when she is shy or nervous, blushing red.

2) His jaw is as sharp as a knife.

The meaning of the first example is her cheeks are so red when she is shy that it seems like the color of a rose. For the second example, the word "jaw" and "knife", can be called explicit comparison because it express those words with the same purpose. The both of the example above used the key word like and as to compare between two things.

b. Metaphor

The second type of figurative language is metaphor. It is like simile that is to comparison but in metaphor does not use "as" or "like" to create the comparison. According to Kennedy (1979:490) metaphor is a statement that one thing is something else, which in a literal sense, it is not. It doesn't use connective words such as like or as.

Metaphor only makes sense when the similarities between the two things become apparent or someone understands the connection.

For example:

1) I am a big, big world.
2) All the world's a stage.

In the first example, the first main word is connected with the second main word directly. Thus, "I am" connected with "big world" directly. The second example means that this world is like a stage because the way we live this life is like in a drama or a play; with the dialogues or conversations, conflicts or problems, beginnings and ends, etc. Both of statement above compares two things.

c. Personification

It is a figure of speech in which a thing, an animal, or an abstract term (truth or nature) is made human (Kennedy, 1979:495). Personification gives human characteristics to inanimate objects, animals, or ideas. This

can really affect the way the reader imagines things. This is used in children's books, poetry, and fictional literature.

For example:

1) The sun played hide and seek with the clouds.

2) The moon dances with the stars on the night sky.

The meaning of the first statement is the weather of that day is always changing, and the meaning of the second statement is the sky of that night is very beautiful because it can even be stated that the moon is dancing with the stars on that night. Both of the sentence above describe the sun, the moon and the stars playing and dancing as human do. The word playing and dancing has a connotative meaning.

d. Metonymy

According to Perrine (1978:57), metonymy is the use of something closely related for the thing actually meant. It is figure of speech which the name of one object is replaced by another which is closely associated with it. For example:

1) Somebody wants your love so open the door.

2) The pen is mightier than the sword.

The meaning of the first sentence is someone falling in love and asked the other person to accept the love. The second example describe not only sword, weapon, knife that can hurt someone else, but pen (texts, written

rumours etc) can hurt other as sharp as sword or a weapon. Both sentences is closely related for the thing actually meant.

e. Symbol

According to Diyanni (2004:569) symbol is any object or action that represents something beyond its literal self. An apple pie, for example, can represent an American Lifestyle. Natural symbols like light and darkness, fire and water can stand for contradictory things.

The meaning of any symbol whether an object, an action, or a gesture, is controlled by its context. A symbol can be defined simply as any object or action that means more than itself. For example:

1) Music is nature's painkiller. Sing him a song.

2) I'm ready on jail.

The meaning of statement above is they believe that music can heal pain, and the meaning of the second sentence is the man is ready with anything that will happen to him.

f. Synecdoche

Synecdoche is the use of a part of a thing to stand for the whole of it or vice versa (Kennedy, 1979: 479). From the definition above a synecdoche is a figure of speech in which a part is used for the whole.

For example:

1) All eyes on me.

2) Well, because Medicare doesn't cover old ladies falling off of giant bees. Get down.

The meaning of the first example is all people are looking at him/her. The meaning of the second statement is Medicare does not always cover all of old ladies of their sickness. The words eyes and giant bees are used to designate a part things for the whole.

g. Paradox

Paradox is statement which seems to contain two opposite facts but is or may be true (Oxford, 1991:298). Paradox occurs in a statement that at first strikes us as self-contradictory but that on reflection make some sense (Kennedy, 1979: 497). For example:

1) He was dead in the middle of his riches.
2) We just need to move quickly but carefully.

The meaning of the first statement is the man was dead when he was in the top in his riches or when he still has much money. The meaning of the second statement is they need to move as fast as possible but they still have to be careful. The both of example are contradictory statement because it does not make sense, but it could happen.

h. Hyperbole

Kennedy (1983:496) affirms hyperbole is emphasizing a point with statement containing exaggeration. It can be ridiculous or funny. Hyperbole is figure of speech that is intentional exaggeration or overstating, often for

emphasis or vivid descriptive. Hyperboles can be added to fiction to add color and depth to a character.

For example:

1) They jumped so high they could reach the sky.

2) I was so hungry that I could eat that whole cornfield for lunch.

The meaning of the first sentence is they jumped really high that it can be expressed as if they could reach the sky. The second statement describe that I was so hungry that it can be expressed like I could eat everything at once. The statements above are the expression of over-statement.

i. Oxymoron

Murthy (2003:507) affirms an oxymoron is a figure of speech which is used to express two contradictory qualities of the same thing. Oxymoron is when two words are put together that contradicts each other (opposite). For example:

1) Takes a big man to play a little guitar.

2) Big man's afraid of a little mouse?

The first sentence explains how it still takes a big man to play a little guitar. The second statement describes how a big man who has a big body is afraid only because a little mouse (can still also be afraid of a little mouse). The meaning of these sentences are different with the reality.

j.   Litotes

Litotes is opposite from hyperbole. It is kind of understatement where the speaker uses negative of a word ironically, to mean the opposite. According to Hornby (2000:451), litotes is expression of one's meaning by saying something is the direct opposite of one's thought, it to make someone's remarks forceful.

For example:

1) I shan't be sorry when it's over.

2) It was no easy matter.

The meaning of the first example is he/she will not regret anything after something had already happened. The meaning of the second statement is the person thinks that the problem he/she has is not easy (hard).

k.   Irony

Irony has a meaning that extends beyond its use merely as a figure of speech. According to Diyani (2004:933), irony almost arises from a contrast or discrepancy between what happens and what has been expected to happen. For example:

1) He is so discipline that he comes to the 8.00 o'clock meeting at 10.00 o'clock.

2) Their house is very neat and tidy that there are so many things on the floor.

The meaning of the first example is he actually comes too late to the meeting. The meaning of the second statement is the house is actually very untidy because there are many things everywhere. The statements above are a contrast between what happens and what has been expected to happen.

2.1.2 Fan

Stromberg (2011) has stated that fan is a person or a group of people with all of behaviors that suggests that they share something in common – a person becomes involved in something to a degree that is so excessive that it pushes other ideas or activities out of the way. Fanaticism always entails a lack of balance in a person's life and thoughts. Some addiction experts, such as Bruce Alexander, define addiction in this way: An addict is likely to be a person who is adrift from their moorings in the values of their community and as a result they are desperate for self-definition.

Thus, like the fanatic, the addict loses his or her balance and becomes focused on just one desire. He also mentioned that a person who is firmly committed to a broad range of personal values is better able to resist addiction or fanaticism. In its relentless pursuit of economic growth and profit, contemporary society erodes people's commitments to their families, their traditions, their communities, and their ideals. In so doing, our society leaves people more vulnerable to addiction and fanaticism.

Seen from popular culture or fan culture's perspective, 'Fan' is an abbreviation of 'fanatic' a word that comes from the Latin word 'fanaticus'. While the term originally meant, quite simply, 'of or belonging to the temple, a temple servant, a devotee,' its meaning quickly slipped towards more negative connotations, including 'frenzy', 'madness' and 'obsessive' (Jenkins, 1992: 12). Cultural studies' approaches to fandom have usually tried to debunk such associations and present less value-loaded analyses of fandom. Tulloch and Jenkins (1995: 23), for instance, make a distinction between 'followers' and 'fans', along the axis of engagement with the object of fandom. Unlike a 'follower', a fan claims a social identity. Brooker and Brooker's (1996: 141) distinction in 'admirers', 'fans' and 'cult fans' echoes a similar mode of distinction (see also Meers, 2006).

2.1.3 Popular Culture

According to Storey (2001), popular culture is simply culture that is widely favored or well liked by many people and undoubtedly, such a quantitative index would meet the approval of many people. One could examine sales of books, sales of CDs and videos. One could examine attendance records at concerts, sporting events, and festivals. One could also scrutinize market research figures on audience preferences for different television programmes. Such counting would undoubtedly tell us a great deal.

Other way of defining popular culture is a 'mass culture'. The first point that those who refer to popular culture as mass culture want to establish is that popular culture is a hopelessly commercial culture. It is mass produced for mass consumption. Its audience is a mass of non-discriminating consumers. The culture itself is formulaic, manipulative (to the political left or right, depending on who is doing the analysis). It is a culture which is consumed with brain-numbed and brain-numbing passivity.

Another definition contends that popular culture is the culture which originates from 'the people'. It takes issue with any approach which suggests that popular culture is something imposed on 'the people' from above.

2.1.4 Social medias

Cothrel (2011) broadly defined social media as media which consists of any online platform or channel for user generated content. By this definition, for example, WordPress, Sharepoint, and Lithium qualify as social media, as do YouTube, Facebook and Twitter.

Social media more narrowly defined includes only channels for user-generated content, as distinguished from platforms, which are referred to as social technologies. By this definition, for example, YouTube, Facebook, and Twitter are social media, and WordPress, Sharepoint and Lithium are social technologies.

Greenstein (2011) stated that social media are the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. They are media for social interaction.You can tell social software because it is no fun to use by yourself – an account with no friends connected has no value.

2.1.5 Twitter

Twitter is a social networking and microblogging online service designed by Jack Dorsey in March 2006 that allows users to send and receive text-based messages or posts of up to 140 characters called "tweets". The full version of this service was publicly introduced in July of the same year. The initial project code name for this service was twttr. The first Twitter prototype was used as an internal message service by Odeo employees (Techopedia, 2011).

After the online sign-up process, users can post their tweets by using a computer or other Twitter-compatible device such as a smartphone, and can view tweets posted by other "followed" users. Twitter is also referred to as the SMS of the Internet because of its unmatched popularity and its similarity to the SMS text messaging system used on cellphones.

Twitter has been used to inform people about various TV events such as the Oscars, MTV Video Music Awards, etc. Because of this, Twitter is sometimes called the virtual watercooler or social television. Twitter has also been used as a platform for a wide variety of purposes in many scenarios by

different industries. It is used as the means for direct communication among social groups and organizations, especially with the use of hashtags, which enable a tweet to be viewed by all users who follow a given topic that starts with the hash (#) symbol.

As of 2011, Twitter has 200 million users who generate 350 million tweets a day. Twitter is reputed to handle more than 1.6 billion search queries per day.

2.1.6 Marvel Cinematic Universe

Marvel Cinematic Universe (MCU) is an American media franchise and shared universe that is centered on a series of superhero films, independently produced by Marvel Studios and based on characters that appear in American comic books published by Marvel Comics (Wikipedia). The franchise has expanded to include comic books, short films, television series, and digital series. The shared universe, much like the original Marvel Universe in comic books, was established by crossing over common plot elements, settings, cast, and characters.

The Marvel Cinematic Universe fandom usually consists of teenagers and young adults, from the age range of 13 until late 30s or 40s. They usually express their interests towards the MCU through the internet by making contents like tweets (Twitter), comments (LINE and Youtube), text posts (Tumblr) etc. and often gain/make friends with the same interests through it. The amount of

fans like these in various social media or on the internet now are quite a lot, and even as the work and franchises of the Marvel Cinematic Universe increase, the number of these fans grow more and more over time. In his article about Marvel audience's interest and fan culture, Pal (2018) mentioned that the generational disparity is a rising pattern. Whereas the distinction in person IMDb scores between the 2 teams do not yield a robust correlation, there may be nonetheless a semblance of 1: the deeper we dive into the Marvel Cinematic Universe (MCU), audiences age out of the market. Eighteen movies into the universe, the cracks are starting to look.

2.2   Previous Studies

This chapter covers definitions and theories which are related to the research objects. In this thesis, the writer uses several the other previous studies which can be found in the following paragraphs.

The first review related to this study, the title is "An Analysis of Figurative Language Found on the Song Lyric by Taylor Swift's "Speak Now" Album" which has been researched by Listiani (2015), the student of State Islamic Studies Institute (IAIN) Salatiga. The writer used descriptive qualitative method in her research. In her study, she has analyzed about the figurative language found in the songs. According to her, the figurative languages used in Taylor Swift's songs are simile, metaphor, personification, metonymy, hyperbole, symbol, synecdoche, paradox, oxymoron, litotes and irony.

The second review related to this study is "A Study of Figurative Language found in Metropolis Rubric of Jawa Pos Newspaper" which has been researched by Prahetta (2015), the student of Brawijaya University. This research used descriptive qualitative as a research methodology. In his study, he has analyzed about the figurative language found in the rubric of a particular famous newspaper. According to him, the figurative languages used in Metropolis rubric of Jawa Pos Newspaper are simile, personification, metaphor, repetition and hyperbole.
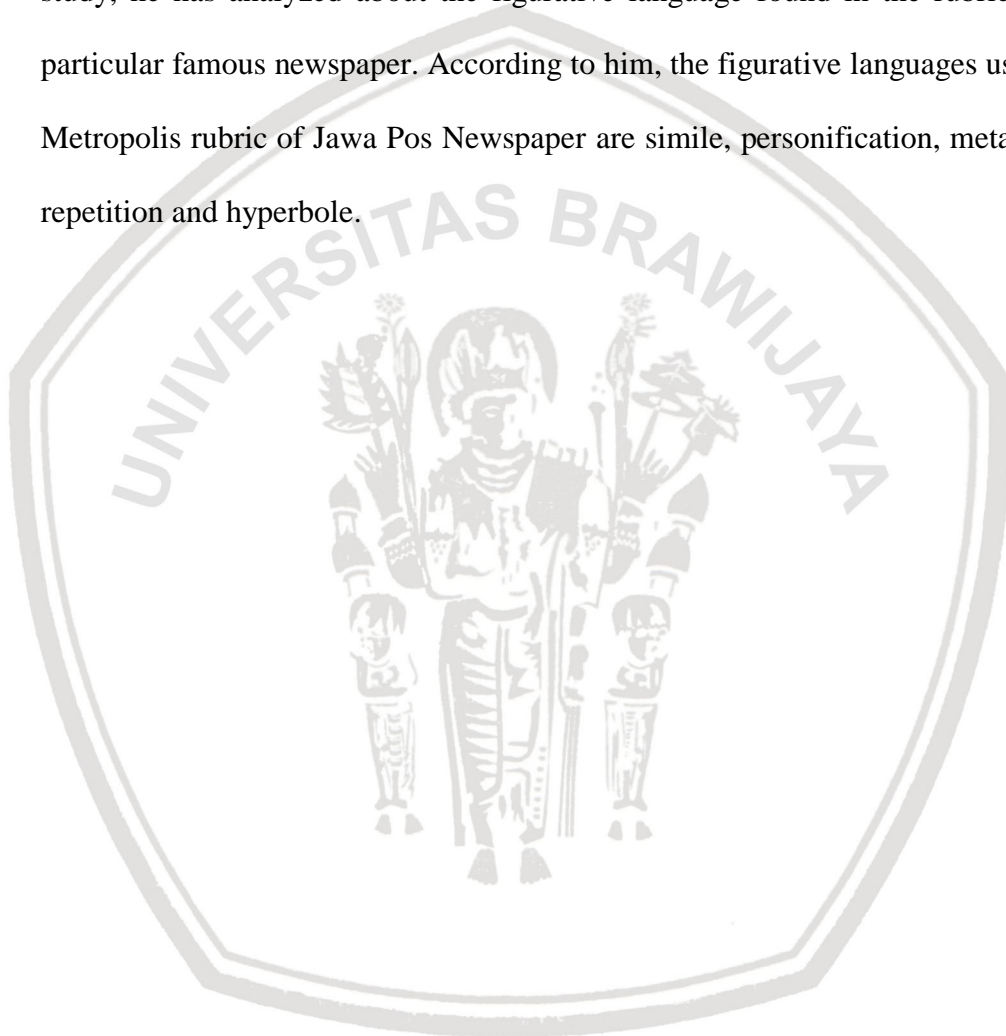
CHAPTER III

RESEARCH METHODOLOGY

This chapter present and discuss the research design, the data, the data source, the data collection and the data analysis that are done and are needed for this study/for the purpose of this study.

3.1   Research Design

Research design presents the methodology which is used by the writer to analyze the data. This is very important to do in a research because the researcher need to apply the right method. The method which is used in this research is descriptive qualitative method. Descriptive analysis means to describe what actually happen to procedures about method which are useful in research. Descriptive qualitative approach does not apply the detail arithmetic calculation or statistic contains sentences or description of the objects (Moleong, 2011:11).

The writer uses descriptive qualitative and stylistics as method in this study. The aim of descriptive qualitative method is to describe a place, fact and characteristic of population systematically, factually and accurately. Descriptive qualitative method employs technique of seeking, collecting and analyzing data. The analyses in qualitative research concern in understanding the result of found data rather than calculate the result of found data (Moleong, 2009:3) while stylistic method is used to analyze the use of figurative language in the data (the fans' expressions) and to help the writer in interpreting the linguistic features.

25

According to Verdonk (2002: 3) "Stylistics is concerned with the study of style in language." Similar to Verdonk, Simpson (2004: 3) stated "Stylistics is a method of textual interpretation in which primary of place is assigned to language." This method discusses the style of language use. The main focus in stylistics is language. By using stylistics, the writer is able to analyze the style that the fans are using in their expressions from the words choosing and sentences that would result in the form of texts/writing. In addition, stylistics also helps the readers to describe the sound, form of words, and the meaning that is contained in the text.

3.2   Data and Data Source

In order to make the analysis possible the writer needs to use data and data source. The data is Marvel Cinematic Universe (MCU) fans' tweets, posts or comments that contained utterances which used figurative language like simile, metaphor, personification, metonymy, symbol, synecdoche, paradox, hyperbole, oxymoron, litotes, irony. MCU fans usually exist in many social medias such as Twitter, Youtube, Amino, LINE, Facebook, Tumblr and many others but the data source in this study is only the tweets or posts from the MCU fans from Twitter.

The writer decided to use Twitter as the data source for this study because for the purpose of data collection, the writer focused on MCU fans' comments and posts on Twitter only because this social media is where MCU

fans comment and post the most. The writer has decided that the data would be taken from several tweets or posts from Twitter that got the most retweets, likes, replies, comments or have at least one of these form of interactions because it would indicate that many other MCU fans also agree with the fans' statements in the tweets or posts. The range of time for the object of this study is the tweets or posts on Twitter from March until October 2018 as the writer considered to seek for the data on Twitter from the newest or most recent made tweets/posts.

3.3   Data Collection

In this case the writer used study document as the way to collect the data. According to Arikunto (1990:321), study document is getting the data about case or variable as note, transcripts, book, magazine, etc. The writer analyzes several Marvel Cinematic Universe (MCU) fans' tweets or posts to collect the data which related with this research. To collect the data, the writer run the study through these steps as follow:

1. Read the tweets or posts made by the Marvel Cinematic Universe (MCU) fans on Twitter.

2. Mark and select the ones that got a lot amount of interactions (or at least got one interaction) from others like retweets, likes or replies and contained figurative language.

3. Collect the findings to be used for the fixed data.

4. Arrange the data into several parts based on classification.

3.4 Data Analysis

In doing analysis the writer uses procedures as follow:

1. Identification

After collecting the data the writer identifies the data based on the kinds of figurative languages. Based on the theory by Abrams (1999: 96) who described figurative language as sequences of standard words which are used by the user language to achieve the meaning or special effects and sometimes described as a primarily poetic to integrate the function of language and is necessary for the capital discourses, the writer tries to identify words or sentences that are meant to integrate, convey or achieve special effects or meaning that are used by these Marvel Cinematic Universe (MCU) fans to express their interests, which means that the writer had to focus on literal and non literal meaning of the words or sentences in the language.

2. Classification

The writer classifies each figurative language according to some of the points based on the kinds of figurative languages based on the theory of Abrams (1999: 96) as explained in the previous number (Identification).

3. Analysis

After classifying the figurative language the writer analyzes the data of figurative language that are used in several tweets and posts made by Marvel Cinematic Universe (MCU) fans on social media. The step of analyzing data is presented as follow:

a. Listing the data which are found in Twitter.

b. Reading and observing the figurative languages which are found in several Marvel Cinematic Universe (MCU) fans' tweets or posts from Twitter.

c. Analyzing the literal and figurative meaning (the findings) to construct the categorization.

d. Make the explanations and draw the conclusions.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter discusses the findings of the study that answers the research questions, analyzes and examines them comprehensively and also go through a discussion of what have been found in the findings elaboratively.

4.1 Findings and Analysis

The writer has found 15 data that has already been analyzed from data source which is tweets or posts from Twitter that matches the requirements for the data, has already categorized the data and put them into several classifications and has also described or explained the data that has been classified into a number of groups in more detail for the next sub-chapters.

4.1.1 The types of figurative language used by Marvel Cinematic Universe (MCU) fans

Out of 11 kinds of figurative language that are mentioned by Kennedy et al. as explained in chapter 2, the writer has found 4 kinds of figurative language that are often or mostly used by Marvel Cinematic Universe (MCU) fans to express their interest to the MCU actors and characters in social media as described in Table 4.1.

Table 4.1 Types of figurative language in found data

No	Types of Figurative Language	Number of Data	Data form/Data source
1	Hyperbole	5	Tweets/Twitter
2	Metaphor	5	Tweets/Twitter
3	Irony	3	Tweets/Twitter
4	Symbol	2	Tweets/Twitter

In the analysis, the writer identified and analyzed the data based on the types of figurative language and the theories by Kennedy (1979), who described figurative language as language that occur whenever a speaker or writer for the sake of freshness and emphasis departs from the usual denotations of words and Abrams (1999), who described figurative language as sequences of standard words which are used by the user language to achieve the meaning or special effects to integrate the function of language.

4.1.1.1 HYPERBOLE

Datum 1

Data : Tweet that contained the figurative language hyperbole

Data source : Tweet by @MelineStark, taken from Twitter

Evidence/supporting point : "Tony Stark is so perfect. I have no words, **I'd die for him**"

Tony Stark is a character from the Marvel Cinematic Universe who is usually also known as Iron Man (portrayed by Robert Downey Jr). In the movie's universe, he is depicted as a man who has done great things like creating and making scientific inventions and discoveries (Iron Man (2008), Iron Man 2 (2010)), funding scientific projects for universities and institutions (Captain America: Civil War (2016)), rescuing the world from villains (Iron

Man (2008), Iron Man (2010), The Avengers (2012), Iron Man 3 (2013), Avengers: Age of Ultron (2015), Avengers: Infinity War (2018)) and this role made him loved by many people. This fan stated that he/she would die for Tony Stark, however, from the writer's analysis, the words "I'd die for him" is a hyperbole. This just shows how much this fan love Tony Stark and how much this fan wanted to express his/her love for Tony Stark but it does not necessarily mean that he/she would literally die for Tony Stark, which makes this tweet/statement a hyperbole.
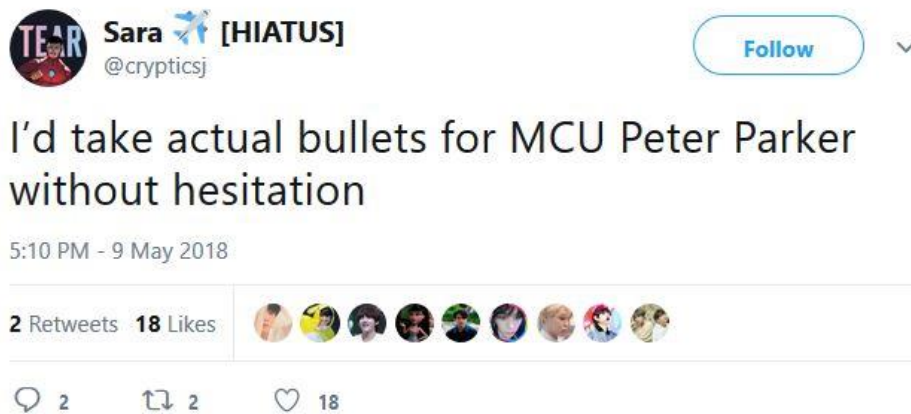
Datum 2

Data : Tweet that contained the figurative language hyperbole

Data source : Tweet by @sebswhitewolf, taken from Twitter

Evidence/supporting point : "**I'd swim the oceans** for you"

Sebastian Stan, the person in the picture of this tweet (picture taken from Wizard World Comic Con Philadelphia 2016 when he was attending this event as one of the actors for the movie Captain America: Civil War's convention and fan-meeting) is an actor of several Marvel Cinematic Universe movies, portraying James Buchanan 'Bucky' Barnes/Winter Soldier/White Wolf in the movies (Captain America: The First Avenger (2011), Captain America: The Winter Soldier (2014), Captain America: Civil War (2016), Avengers: Infinity War (2018)). His role as a World War II soldier and Captain America's sidekick/first mate (Captain America: The First Avenger (2011) and Civil War (2016), Avengers: Infinity War (2018)) earned love from many people. This fan stated that he/she would swim the oceans for Sebastian Stan. From the writer's analysis, the words "I'd swim the oceans for you" is a hyperbole. This just indicate that he/she would do anything, even the slightly nonsensical/unreasonable thing for him. This does not necessarily mean that he/she would literally swim the oceans for Sebastian Stan because logically it is impossible, which makes this tweet/statement a hyperbole.

Datum 3

Data : Tweet that contained the figurative language hyperbole

Data source : Tweet by @crypticsj, taken from Twitter

Evidence/supporting point : "**I'd take actual bullets** for MCU Peter Parker without hesitation"

Peter Parker is a character from the Marvel Cinematic Universe who is more popular and well-known by the name Spider-Man. In the movies (Captain America: Civil War (2016), Spider-Man: Homecoming (2017), Avengers: Infinity War (2018)), he is portrayed as a smart yet clumsy but pure, sensible and caring kid who just wanted to do nothing but help people with his ability as the Spider-Man. His sincere heart and will to do more than just what he is doing at the time is what drawn people to love and empathize with him. This fan stated that he/she would take bullets for Peter Parker. From the writer's analysis, the words "I'd take actual bullets for Peter Parker" is a hyperbole. This just indicate how much this fan loves him and how much he/she wants to protect him. This

does not necessarily mean that he/she would take actual bullets for him, which makes this tweet/statement a hyperbole.

Datum 4

Data : Tweet that contained the figurative language hyperbole

Data source : Tweet by @destielgold, taken from Twitter

Evidence/supporting point : "Thor Odinson? You mean the most powerful, selfless, genuine, lovable, softest, funniest, strongest avenger. He's lost everything and yet he never gave up and kept smiling. **We truly don't deserve him**. Nothing but respect for my lord of thunder."

Thor Odinson or can be mentioned as just Thor, is a character from Marvel Cinematic Universe, known popularly as the God of Thunder from a place out of earth named Asgard. In the movies, supposedly becoming a king (Thor (2011)), he is always trying to do good, to uphold and maintain justice and peace both in earth and in his own place, and is always making effort to do

something so that people could be safe. He has even sacrificed many things in order to rescue and save people from vile, life endangering threats from villains (Thor (2011), The Avengers (2012), Thor: The Dark World (2013), Avengers: Age of Ultron (2015), Thor: Ragnarok (2017), Avengers: Infinity War (2018)), and making people empathize with and love him. This fan stated that the people do not deserve Thor. From the writer's analysis, the words "We truly don't deserve him" is a hyperbole. This fan is just trying to say that Thor has done so much things for the people but the people could not do anything yet to pay him back for everything he has done, so he/she is saying that we do not deserve him for all the good things that he has done for us by saying an over-statement like we do not deserve him, thus making this tweet/statement a hyperbole.

Datum 5

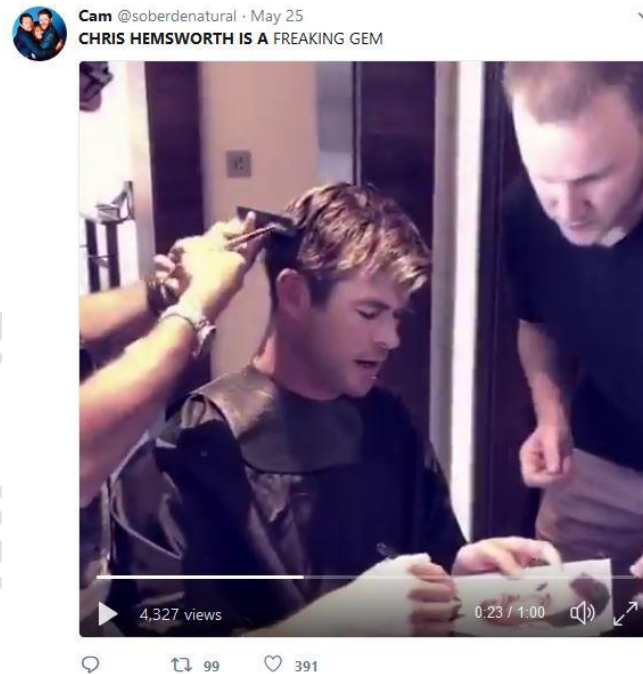Data : Tweet that contained the figurative language hyperbole and metaphor

Data source : Tweet by @serpentspidey, taken from Twitter

Evidence/supporting point : "Tom Holland **is a sunshine <u>who deserves the world</u>**, but the world doesn't deserve him"

Tom Holland is an actor of several Marvel Cinematic Universe movies, portraying Peter Parker/Spider-Man in the movies (Captain America: Civil War (2016), Spider-Man: Homecoming (2017), Avengers: Infinity War (2018)) and is loved by many people. There are actually 2 figurative languages found in this tweet/statement which are hyperbole and metaphor. The metaphor part can be seen from the "is a sunshine" words because Tom Holland is a human being and not a literal sun but for this data the writer focused on the "who deserves the world" part. This fan stated that Tom Holland deserves the world. From the writer's analysis, the words "who deserves the world" is a hyperbole because this does not necessarily mean that he literally deserves the world and all that is in it, this fan is just trying to say that he deserves everything good for him or that can possibly happen to him.

4.1.1.2 METAPHOR

Datum 6

Data : Tweet that contained the figurative language metaphor

Data source : Tweet by @soberdenatural, taken from Twitter

Evidence/supporting point : "Chris Hemsworth **is a freaking gem**"

Chris Hemsworth is an actor of several Marvel Cinematic Universe movies, portraying Thor, the God of Thunder in the movies (Thor (2011), The Dark World (2013) and Ragnarok (2017), The Avengers (2012), Age of Ultron (2015) and Infinity War (2018)). He is a bright person and is loved by many people. This fan stated that Chris Hemsworth is a gem. Definition of gem is a jewel, a precious or sometimes semiprecious stone cut and polished for ornament (Merriam-Webster Dictionary) or a gemstone/precious stone which is

a piece of mineral crystal used to make jewelry or other adornments (Wikipedia). From the writer's analysis, this fan is stating a metaphor with his/her words "is a gem" because Chris Hemsworth is a human being and not an object, but by saying that he is a gem the fan is just trying to say that he is precious or he is a precious human being because gems are precious, not because the fan pictured him as an actual or a literal gem.

Datum 7

Data : Tweet that contained the figurative language metaphor

Data source : Tweet by @PaulaCacho18, taken from Twitter

Evidence/supporting point : "Tom Hiddleston **is a gift for the world**"

Tom Hiddleston is an actor of several Marvel Cinematic Universe movies, portraying Loki the God of Mischief, or usually more well-known as Thor's adoptive brother in the movies (Thor (2011), The Dark World (2013) and

Ragnarok (2017), The Avengers (2012) and Avengers: Infinity War (2018)) and his role earned love from people. This fan stated that Tom Hiddleston is a gift for the world. According to Merriam-Webster Dictionary, definition of a gift is a notable endowment or something voluntarily transferred by one person to another without compensation. From the writer's analysis, this fan is stating a metaphor with his/her words "is a gift" because Tom Hiddleston is a human being, not a thing or an object (an endowment). By saying that he is a gift, the fan is just trying to say his/her gratitude for Tom Hiddleston's existence–he/she feel happy and thankful that Tom Hiddleston exist and people should be too, not because the fan pictured him as a literal gift which is usually an object or in the form of an object.

Datum 8

Data : Tweet that contained the figurative language metaphor

Data source : Tweet by @idkchrisevans, taken from Twitter

Evidence/supporting point : "Chris Evans **is a national treasure**, send tweet"

Chris Evans is an actor of several Marvel Cinematic Universe movies, portraying Steve Rogers or usually more well-known as Captain America (Captain America: The First Avenger (2011), The Winter Soldier (2014) and Civil War (2016), The Avengers (2012), Age of Ultron (2015) and Infinity War (2018)) and his role is loved by people. This fan stated that Chris Evans is a national treasure. According to Wikipedia, National Treasure is a 2004 American adventure heist film about a historian and amateur cryptologist searching for a lost treasure of precious metals, jewelry, artwork and other artifacts–being the national treasure. From the writer's analysis, the term "is a national treasure" is a metaphor because Chris Evans is a human being and not objects such as metals, artifacts etc. This fan is just trying to say that he is a precious and important human being to him/her, not because the fan pictured him as a literal metal, jewelry or artifact.
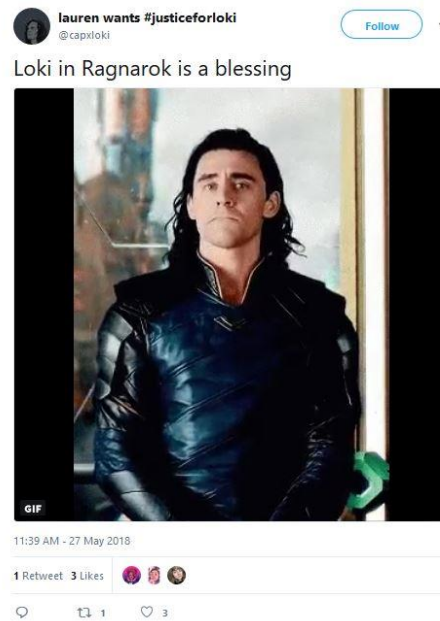
Datum 9

Data : Tweet that contained the figurative language metaphor

Data source : Tweet by @andrearivas__, taken from Twitter

Evidence/supporting point : "Paul Rudd **is a living breathing angel** and I love him"

Paul Rudd is an actor of several Marvel Cinematic Universe movies, portraying Scott Lang or usually more well-known as Ant-Man (Ant-Man (2015), Captain America: Civil War (2016), Ant-Man and The Wasp (2018)) and people love his role. This fan stated that Paul Rudd is an angel. Definition of an angel is a spiritual being superior to humans in power and intelligence, an attendant spirit, a guardian or a messenger (Merriam-Webster Dictionary). From the writer's analysis, this fan is trying to state a metaphor with the words "is an angel" because Paul Rudd is a human being that can be seen visually with naked eyes, not an angel who is a spiritual/supernatural being, but by saying that Paul Rudd is an angel he/she is just trying to say that he is a really nice and amazing person, because angels usually are used as a symbol for something good or positive/to symbolize good or positive characters.

Datum 10

Data : Tweet that contained the figurative language metaphor

Data source : Tweet by @capxloki, taken from Twitter

Evidence/supporting point : "Loki in Ragnarok **is a blessing**"

Loki Odinson or can be mentioned as just Loki is a character from Marvel Cinematic Universe, known popularly as the God of Mischief from Asgard, a place out of the earth. In the movies, even though he was once/initially a villain and had done some terrible things (Thor (2011), The Avengers (2012), Thor: The Dark World (2013)) he finally regretted his actions and tried to redeem all the mistakes he had done in the past by helping and fighting alongside his older brother Thor which is shown more in the most recent movies, Thor: Ragnarok (2017) and Avengers: Infinity War (2018) and he gained empathy from the audience and the fans because of this. This fan stated

that Loki in Ragnarok is a blessing. According to Merriam-Webster Dictionary, definition of a blessing is a thing conducive to happiness or welfare, or a form of grace. From the writer's analysis, this fan is just trying to state a metaphor with the word "blessing" because he/she regarded Loki's change from being the bad one to the good one in Thor: Ragnarok movie as a blessing, due to the fact that in real life we usually also regard people who has changed from being bad to being good as a blessing (a form of grace or conducive welfare).

4.1.1.3 IRONY

Datum 11
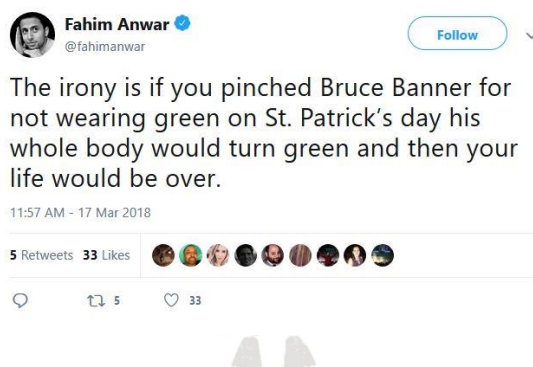
Data : Tweet that contained the figurative language irony

Data source : Tweet by @fahimanwar, taken from Twitter

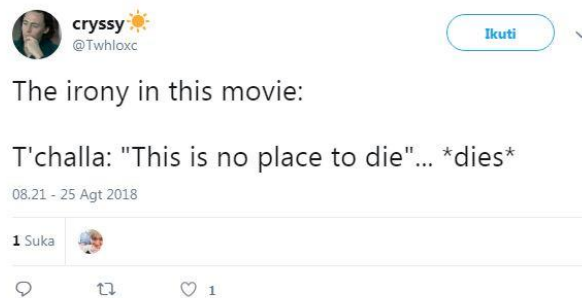Evidence/supporting point : "The irony is **if you pinched Bruce Banner for not wearing green on St. Patrick's day his whole body would turn green** and then your life would be over."

Bruce Banner or usually more popular/well known as The Hulk is a character from Marvel Cinematic Universe who, in the movies (The Incredible Hulk (2008), The Avengers (2012), Avengers: Age of Ultron (2015), Thor: Ragnarok (2017), Avengers: Infinity War (2018)) has the ability to transform or turn into a green monster/giant-sized human whenever he is in a rage/angry or is in under pressure because of certain situations and conditions around or certain interactions toward him. On the other hand according to History (2009), Saint Patrick's Day is a celebration day to observe and memorize the death of Saint Patrick, the patron saint of Ireland, which evolves in Irish culture with parades, special foods, music, dancing, drinking and wearing a whole lot of green (wearing green clothings, green attributes etc). This fan stated that if Bruce Banner turns green on Saint Patrick's day our lives would be over. The reason why this is an irony is because Bruce Banner's whole body turning green means he's transforming into The Hulk, which is, as explained, an outraged giant. Pinching him would be a form of certain interaction to him, which can give him some pressure, making him turn into The Hulk and wreck and break anyone or anything in sight.

Datum 12

Data : Tweet that contained the figurative language irony

Data source : Tweet by @Twhloxc, taken from Twitter

Evidence/supporting point : "The irony in this movie = **T'challa: "This is no place to die" *dies***"

T'challa or usually more popular/well-known as Black Panther is a character from Marvel Cinematic Universe, the king of a place named Wakanda (Captain America: Civil War (2016), Black Panther (2018), Avengers: Infinity War (2018)). In the movie Avengers: Infinity War, he is fighting along The Avengers against Thanos, a powerful evil titan from outside the earth who wants to destroy the world, has done evil things in the place where he lives (like mass genocide) and also has the ability to conduct things that highly harm others, including turning humans into dust after he draws/absorb power from the 6 (six) infinity stones. This fan stated that the irony in the movie was T'challa saying "This is no place to die". The reason why this is an irony is because one of T'challa's line in the movie when all of them were fighting Thanos was "This is

no place to die" but then at the end of Avengers: Infinity War movie he was the one who was turned into dust by Thanos.

Datum 13

Data : Tweet that contained the figurative language irony

Data source : Tweet by @mcusiut, taken from Twitter

Evidence/supporting point : "The most ironic thing and probably the best thing from Thor: Ragnarok is when **the God of Thunder got electrocuted and the God of Mischief was tricked**"

Thor and Loki are characters from the Marvel Cinematic Universe who are brothers, respectively also known as God of Thunder and God of Mischief in the movie universe (Thor (2011), The Dark World (2013) and Ragnarok (2017),

The Avengers (2012) and Avengers: Infinity War (2018)). In movie Thor: Ragnarok, there were scenes where Thor was forced to sit on a chair and got electrocuted when he was kidnapped by people from out of Asgard, his place, while Loki was tricked to go to these people for something which also led him to being trapped by them. This fan stated that the ironic thing is Thor got electrocuted and Loki got tricked. From the writer's analysis, the fan was implying that Thor as the God of Thunder should be the one electrocuting someone and Loki as the God of Mischief should be the one tricking someone, but instead in this movie they were the ones getting the treatments, making this an irony.

4.1.1.4 SYMBOL

Datum 14

Data : Tweet that contained the figurative language symbol

Data source : Tweet by @seeyaloki, taken from Twitter

Evidence/supporting point : "Steve might not die in IW but I really do think he'll die. Look **Steve Rogers is the pinnacle of righteousness, bravery, a celebrated war hero** and previous golden boy. If you really wanna show how cruel Thanos is, **take out the one Avenger that symbolizes freedom**"

Steve Rogers or usually more popular known as Captain America is a character from the Marvel Cinematic Universe. He is known for his firm bravery, righteousness, view and standpoint of freedom and has been fighting for it all his life as portrayed in the movies (Captain America: The First Avenger (2011), The Winter Soldier (2014) and Civil War (2016), The Avengers (2012), Age of Ultron (2015) and Infinity War (2018)). Infinity War is a sequel Avengers movie where Thanos, the powerful villain, were planning to kill half population of the earth, including some of the Avengers. This fan stated that they believe Steve would die because Thanos would kill him off the reason that Captain America represents and fight the most for freedom. From the writer's analysis, this fan implied that Captain America being the symbol of and a great fighter for freedom would be an obstacle to Thanos to get in control of people so they suggested that Thanos might kill Captain America to get rid of the one superhero who would fight for it the most.

Datum 15

Data : Tweet that contained the figurative language symbol

Data source : Tweet by @marco_brilli, taken from Twitter

Evidence/supporting point : "Love the **symbolism in this: Iron Man–the present and the future–giving literally the cold shoulder standing in front of Bucky, Steve's past, with the shield, which is what connects Tony and Steve's stories, between the former and a physically and sentimentally hurt latter**"

     Tony Stark (Iron Man), Bucky Barnes (Winter Soldier) and Steve Rogers (Captain America) are all characters from the Marvel Cinematic Universe (Captain America: Civil War (2016)), Avengers: Infinity War (2018)). Steve Rogers became acquainted and friends with Tony Stark from the event where Avengers were fighting aliens from out of Earth however, Bucky Barnes is also

Steve's best friend from the past. In Captain America: Civil War (2016), Steve and Tony was fighting because of different views on the new rules made for the Avengers and on how Bucky had to face the law and consequences of him being a brainwashed assassin/weapon in the past for HYDRA, an evil scientific and political organization with a purpose to take and rule over the world. This fan stated that the symbolism of the 3 (three) of them in a specific scene is the things Tony did while fighting with Steve. It is the scene during the near-ending of the movie where Tony turning his back and ignoring hurted Bucky, ready to attack Steve who still has his shield in front of him. From the writer's analysis, the fan was trying to make an explanation of the things that symbolize Steve and Tony's friendship or relationship as friends and the people around them/the people in their lives over the times, as Tony is standing in front of Bucky (he was standing up with his back on Bucky for he was lying behind him) which is Steve's best friend in the past, facing Steve, his current friend who he was fighting with and the shield, the weapon that was made by Tony's father for Steve to use (which is why the shield also connects Tony and Steve). This fan's explanation is the symbolism of not only Tony and Steve's friendship but also the people around both their lives in the past and present.

4.1.2   The types of figurative language used by Marvel Cinematic Universe (MCU) fans towards the actors, movies and characters

The writer groupped the 15 data based on the classification of the interests expressed by Marvel Cinematic Universe (MCU) fans in tweets or posts on Twitter towards the MCU actors, movies and characters as described in Table 4.2.

Table 4.2 Types of figurative language in found data towards the Marvel Cinematic Universe (MCU) actors, movies or characters

No	Types of Figurative Language	Number of Data in Total	Actors	Movies	Characters
1	Hyperbole	5	2	0	3
2	Metaphor	5	4	0	1
3	Irony	3	0	0	3
4	Symbol	2	0	0	2

As can be seen in Table 4.2 the writer has found 5 data for hyperbole which are 2 data towards the actors in the 2nd data (towards actor Sebastian Stan) and 5th data (towards actor Tom Holland) and 3 data towards the characters in the 1st data (towards character Tony Stark/Iron Man), 3rd data (towards character Peter Parker/Spider-Man) and 4th data (towards character Thor), 5 data for

metaphor which are 4 data towards the actors in the 6th data (towards actor Chris Hemsworth), 7th data (towards actor Tom Hiddleston), 8th data (towards actor Chris Evans) and 9th data (towards actor Paul Rudd) and 1 data towards the character in the 10th data (towards character Loki), 3 data for irony which are 3 data towards the characters in the 11th data (towards character Bruce Banner/Hulk), 12th data (towards character T'challa/Black Panther) and 13th data (towards characters Thor and Loki) and 2 data for symbols which are 2 data towards the characters in the 14th data (towards character Steve Rogers/Captain America) and 15th data (towards characters Tony Stark/Iron Man, Steve Rogers/Captain America and Bucky Barnes/Winter Soldier). From the 15 data gathered, there were no data (tweets or posts) containing figurative language that concerns with the movies.

4.2   Discussion

After analyzing 15 posts regarding the Marvel Cinematic Universe (MCU) that contained figurative language the writer discusses the findings. The writer based the findings of this study on the theories of figurative language and the types of figurative language by Kennedy (1979) and Abrams (1999), theories that the writer found suitable to be applied in this study.

The writer has found and taken 15 data. There are 11 types of figurative language that has been explained in chapter 2 but the writer could only find 4, which are hyperbole (contained 5 data), metaphor (contained 5 data), irony

(contained 3 data) and symbol (contained 2 data). The writer noticed that in the 2 (two) previous studies that are mentioned in chapter 2 which are studies conducted by Listiani (2015) titled "An Analysis of Figurative Language found on the Song Lyric by Taylor Swift's 'Speak Now' Album" and by Prahetta (2015) titled "A Study of Figurative Language found in Metropolis Rubric of Jawa Pos Newspaper" there are similarities with this study, which are all 3 (three) studies at least found examples of the figurative language hyperbole, metaphor and symbol and the most figurative language that is found/used by people in all 3 studies is hyperbole.

In Listiani's study, out of 59 data she found 20 hyperboles in her study, several examples are: "I'll **spend forever wondering** if you knew I was enchanted to meet you" (Taylor Swift's Enchanted song lyrics, Listiani, 2015: p.51) and "**Can't breathe whenever you're gone**, can't turn back" (Taylor Swift's Haunted song lyrics, Listiani, 2015: p.56). In the first example, the words/phrase 'spend forever wondering' means that the singer could wait/are willing to wait for the one she loves for quite a long time/a lot amount of time, not that she would literally wait forever for the person to show up to her and in the second example, the words/phrase 'can't breathe whenever you're gone' means that the singer could not stand/bear to be alone for a long time without seeing the person she loves, not that she literally cannot breathe the air when the person she loves is not there.

In Prahetta's study, out of 14 data he found 8 hyperboles in his study, several examples are: "Polres Sidoarjo sukses **lumpuhkan** Geng Raki (The

Sidoarjo Police have successfully **stunned down** the Raki gang)" (Metropolis Rubric of Jawa Pos Newspaper, Prahetta, 2015: p.23) and "Saya kaget tidak percaya, **seperti kena petir**, **dunia rasanya runtuh** (I was shocked I couldn't believe it, **felt like I was struck by a lightning**, **the world felt like it was collapsing**)" (Metropolis Rubric of Jawa Pos Newspaper, Prahetta, 2015: p.26). In the first example the words/phrase 'stunned down' is a hyperbole, it is another word for arrested/captured (menangkap) and in the second example, the words/phrase 'felt like I was struck by a lightning, the world felt like it was collapsing' is a hyperbole to express that the man felt like his life was already really ruined. The writer finally come to conclude that hyperbole becomes the figurative language that is most used in writings of any type or form because hyperbolic/exaggerated language makes people curious about something and more interested in knowing or finding out more about the thing that is being discussed or talked about.

The writer found that from all the data (the figurative language used by MCU fans to express their interests towards MCU related thing like the actors, movies or characters) the fans expressed their interests towards the characters the most but they did not express their interests towards the movies at all. The writer concluded that the reason for this is because Marvel Cinematic Universe (MCU) is a franchise for a movie universe that is mostly taken from/based on the Marvel franchise (not only for the movies but also for the comics, books and games) which tends to focus mainly on the superheroes themselves, their

backstories and their character developments, so the fans would be expected to give more attention to the characters the most.

Next, the writer found that there actually can be more than 1 figurative language found in a data/in a post, for example in the 5th data which stated that "Tom Holland is a sunshine who deserves the world". According to the writer's observation, beside hyperbole this also has the figurative language metaphor as seen from the word 'is a sunshine' (comparing/equating a human being to a thing/an object). The writer also found this in the 9th data which stated that "Paul Rudd is a living breathing angel". According to the writer's observation, beside metaphor this also has the figurative language hyperbole because angel is oftenly described or depicted as saintly creatures who are God's servants, never sins and can do no wrong while Paul Rudd, the actor, is a human being just like all people who, as a person, of course has made sins and can actually do something wrong or some mistakes in his life.

The writer also found that seen from the fans's part, based on found data, most of metaphor seem like hyperbole/can also be interpreted as hyperbole because the words in the data for metaphor seem to be a bit not modest or exaggerated as can be seen from 6th data ("Chris Hemsworth is a freaking gem"), 7th data (Tom Hiddleston is a gift for the world"), 8th data ("Chris Evans is a national treasure, send tweet"), 9th data ("Paul Rudd is a living breathing angel and I love him") and 10th data ("Loki in Ragnarok is a blessing"), but the writer sees it more of a metaphor because of the use of "is a……" sentence and

comparing two completely different things (comparing human beings to objects, a spiritual being or a form or condition of grace).

The writer lastly found that the 14th data ("Steve Rogers is the pinnacle of righteousness, bravery, a celebrated war hero, the one Avenger that symbolizes freedom") is considered as symbol because of the words 'pinnacle' and 'symbolizes'. According to Merriam-Webster Dictionary, the definition of pinnacle is the highest part or point; so by saying "Steve Rogers is the pinnacle of righteousness and bravery" means that Steve Rogers's highest point is his righteousness and bravery so there is a major relation between Steve Rogers and these two traits, and the continuation of that sentence "the one Avenger that symbolizes freedom" which to put it simply "Steve Rogers (Captain America) symbolizes freedom".

There are also various social medias that are mentioned and explained in chapter 2 but all the data that are used for this study are taken from Twitter. The reason for this is because Twitter is included in the list of Most Popular Social Networks Worldwide (Smart Insights, 2018) and Top Social Networking Sites People Are Using (Lifewire, 2018) so the writer is certain that there would be enough data that can be taken from this social media. Aside from that, Twitter is also the social media that the writer uses more frequently than other social media, so it is easier to look for the data in this platform.

CHAPTER V

CONCLUSION AND SUGGESTIONS

In this chapter the writer makes the conclusion from the study that has been conducted and provide some suggestions for the next studies regarding figurative language and its usage.

5.1 Conclusion

After conducting the study and searching for the findings/data, analyzing the data that has been found and discussing the analyzed data, the writer made a conclusion based on the overall of this study. From this study the writer found that the theories by Kennedy (1979) and Abrams (1999) really supported the writer in searching, identifying, classifying and analyzing the data. The writer also found that hyperbole and metaphor are the most used types of figurative language for these kind of posts. The writer conclude that the reason for this is as explained in chapter 2, a "fan" tends to be excessive ("a person becomes involved in something to a degree that is so excessive") so they may exaggerate things or use exaggerative expressions in discussing or speaking about the things they like or the people they admire as we can see from hyperbole examples like "I'd swim the oceans for him" (2nd data) or "I'd take actual bullets for him" (3rd data) and metaphor examples like "He is a gift for this world" (7th data) or "He is a living breathing angel" (9th data) and most express their interest to the

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characters because the Marvel Cinematic Universe (MCU) franchise focused more on the characters.

Furthermore, the writer found that figurative language not only can be found in written texts of a book or literature writing like novels, short stories, poems/poetries, scripts, song lyrics etc., but also in our daily life. Figurative language cannot be separated from our daily communication. They exist in our daily life conversation and also in the simplest form of texts like in tweets or posts from social media. Studying figurative language is indeed very vital and useful if you wish to understand the deeper meaning that certain texts convey.

Moreover, there are good side of being a fan/being in a fandom and one example of the good side that is related to this study is by expressing love for the things we are enthusiastic with/have a passion for would make us learn about the way we express our love for them or the things that we imply when we express our enthusiasm or admiration, for example; learning about figurative language by making/writing out texts or utterances that contain figurative language, learning about figurative language from written texts and utterances and also how to recognize or differentiate many kinds/types of figurative language that are used in certain kind of texts or utterances when we see one.

5.2   Suggestions

With this study having been done, the writer expects that this study would help and support upcoming writers/researchers who wish to do a study/are interested in doing a study that is related to Semantics or Figurative Language in the future. The writer also would like to suggest the next writers to:

1. Find a different theory for their semantics or figurative language related study.

2. Find a different research design (approach/method) other than qualitative descriptive approach and stylistic method.

3. Find a different study object other than song lyrics, newspaper's rubrics, fan/fandoms or Marvel Cinematic Universe (MCU).
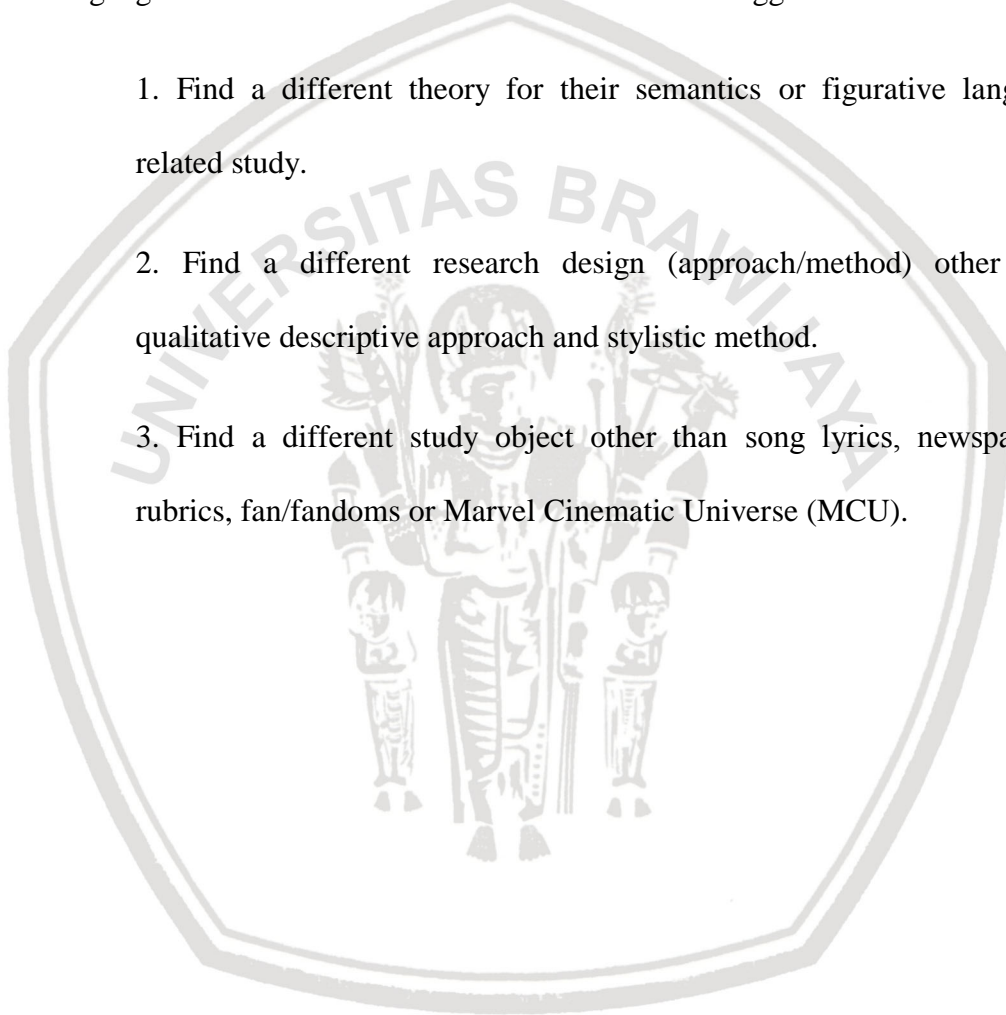
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