

FIGURATIVE LANGUAGE ANALYSIS ON MOVIE SCRIPTS *HOUSE OF GUCCI*

Tazkiyatul Wildaniyah

Universitas Trunojoyo Madura, Madura, Indonesia
190511100069@student.trunojoyo.ac.id

Darul Hikmah

Universitas Trunojoyo Madura, Madura, Indonesia
darul.hikmah@trunojoyo.ac.id

Abstract

Figurative language is a language with figure of speech used for comparison between different objects in an attempt to achieve literal language. This study aims to identify the types of figurative languages and find out the types of figurative languages that are most often used in movie scripts entitled "*House of Gucci*" directed by Ridley Scott using descriptive qualitative methods by Miles, Huberman, Saldana (2014). The theory used in analyzing data sources is the figurative language type theory of Knickerbocker and Reninger (1963). The data collection technique is carried out using documentation techniques with four stages; (1) identification; (2) Classification; (3) analysis; (4) description. From the analysis, 182 figurative language data were found in the script of the movie *House of Gucci*, consisting of 50% metaphor 19% hyperbole, 15% simile, 12% irony, and 4% personification. The conclusion stated that figurative language, is used in this movie script and most figurative types found is metaphor.

Keywords: *Figurative language; Semantics; Movie scripts*

Abstrak

Bahasa figuratif atau bahasa kiasan adalah bahasa yang digunakan untuk perbandingan antara berbagai objek dalam upaya mencapai bahasa literal. Penelitian ini bertujuan untuk mengidentifikasi jenis bahasa figuratif dan mengetahui jenis bahasa figuratif yang paling sering digunakan dalam naskah film berjudul "*House of Gucci*" yang disutradai oleh Ridley Scott dengan menggunakan metode kualitatif deskriptif oleh Miles, Huberman, Saldana (2014). Teori yang digunakan dalam menganalisa sumber data adalah teori jenis bahasa figuratif dari Knickerbocker dan Reninger (1963). Adapun teknik pengumpulan data dilakukan dengan menggunakan teknik dokumentasi dengan empat tahap; (1) identifikasi; (2) Klasifikasi; (3) analisis; (4) deskripsi. Dari analisa, ditemukan 182 data bahasa figuratif pada naskah film *House of Gucci*, yang terdiri dari 50% metaphor 19% hiperbola, 15 % simile, 12% ironi, dan 4% personifikasi. Dapat diambil kesimpulan bahwa naskah film ini menggunakan bahasa figuratif dan jenis bahasa figuratif yang sering digunakan adalah metafora.

Kata kunci: *Bahasa figuratif; Semantik; Naskah film*

Tazkiyatul Wildaniyah, Darul Hikmah, Figurative Language Analysis On Movie Scripts House Of Gucci

INTRODUCTION

Movie is one of the images of human life that is shown as entertainment. In adapting the image of human life, the movie uses aspects that humans usually do such as eating, communicating, and working. Stanley (2012) mentioned that movie is an audio-visual communication medium used to spread messages to a group of people gathered in one location, because of its audio-visual nature, movie is also seen as a form of mass communication media that has succeeded in reaching the community as a target. In communicating, language is an important component that has a role as a conveyer of intentions, tools for expression, and needs. The notion of language according to (Finocchiaro, 1964) language is a system of vocal symbols that are arbitrators and allow people in a particular cultural group or people who study that culture to communicate.

Language has a meaning in each word used, which may or may not be conveyed clearly according to the meaning of each word in dictionary. This makes the information from the language conveyed sometimes does not use words with direct meaning with what they want to convey, or referred to as figurative language.

Figurative language according to Wibisono: & Widodo, (2019) is a language that uses figure of speech or a form of conveying something with a different meaning. This language delivery is usually aimed at making comparisons between different objects in an effort to achieve literal language. This makes figurative language require its own analysis in interpreting a sentence or word in order to achieve the communication and intention and so that there are no misunderstandings.

In movie, as one of the images of human life that is then shown, the use of figurative language helps the illustration of story or human images process to feel more real and interesting. This makes research on figurative language in movie important so that the messages to be conveyed through the movie can be delivered to the audience properly. K.L Knickerbocker and H. Willard Reninger (1963) divide figurative language into 10 types, namely, metaphor, metonymy, irony, hyperbole, simile, dead metaphor, paradox, synecdoche, and allusion.

The selection of the source of the *House of Gucci* movie script data was made because this movie has an interesting story set in the Gucci family, a well-known noble family with a fashion business. Research on figurative language has been carried out before, such as the analysis of the use of figurative language in the movie *The Fault in Our Star* by Marcela et al. (2016) In its discussion, it was found that the use of figurative language is simile, metaphor, personification, metonymy, hyperbole, paradox irony, and irony. Meanwhile, Putra et al., (2016) analyzed the use of figurative language in the *Twilight* movie script to find out what kind of figurative language was used in the movie script and how the meaning of the figurative language used in the movie was conveyed. This study is with previous research, which both use semantic studies and figurative language to analyze movie scripts. What distinguishes this research from previous researchers is the object of research and research data. The object of this study is the *House of Gucci* movie script and the research data is sentences containing figurative language. Based on this, research on figurative language in the script of the movie *House of Gucci* was carried out.

Tazkiyatul Wildaniyah, Darul Hikmah, Figurative Language Analysis On Movie Scripts House Of Gucci

Journal of Social, Culture, and Language

Vol 1 No 1 pp 55-61

Doi:

The purpose of this study was to identify the variations in the types of figurative language found in the *House of Gucci* movie scripts, and to find out the types of figurative languages most often used in *House of Gucci* movie scripts. This research is important to be carried out to develop a study of the meaning of semantic science in texts. Semantics and figurative language also have attachments because without knowledge of the meaning of words, connotative meanings, it will be difficult to understand figurative language.

METHOD

The data obtained analyzed using qualitative descriptive methods. This methods using theoretical research theory by Miles, Huberman, and Saldana, (2014) because the data analyzed is in the form of text. This study examines the use of figurative language in movie script texts and finds out the types of figurative language that are most often used in movie scripts. Qualitative research according to Bogdan and Taylor in Moleong (2012) is a research procedure that produces descriptive data in the form of written or spoken words of people and observable behaviors. The use of this method is because in order for researchers and respondents to adapt and have a significant reciprocal impact on the environment around the research item, qualitative techniques are considered easier to adapt to various realities.

The source of data are words, phrases, clauses, sentences from the *House of Gucci* movie script, while secondary data is a research data source that does not directly provide data to data collectors (Sugiyono, 2008) obtained outside the research location that can support primary data such as literature studies of books, journals, and articles, official websites, and so on.

In this study, the role of the researcher is as an instrument and data collector. According to Sugiyono (2012), data collection techniques are an important stage in research, because the main purpose of research is to collect data that will then be analyzed. The data collection procedure uses documentation techniques as follows with the stage of identifying movie script data, then continued with the classification of the data obtained, then the data analysis process to be further described

Data analysis using descriptive qualitative analysis by Miles, Huberman, & Saldana (2014) as follows;

- a) The first stage is data reduction that is, selecting, simplifying, and removing unnecessary material from the obtained data.
- b) Then the stage of presenting data in the form of brief narrative text descriptions, as well as graphs, matrices, and charts is carried out.
- c) Drawing conclusions is the latter. The data is then evaluated to obtain conclusions based on how it looks.

FINDING AND DISCUSSION

From the data collection process, 182 figurative language data used in conversations and narratives by characters were found, these data were then classified to facilitate data analysis. From the ten types of figurative language proposed by K.L. Knickerbocker and H. Willard Reninger (1963), the use of metaphors became the most widely used with 90 of the data obtained, then researchers found 28 similes, 8 personifications, 35 hyperbolas, and 21 ironies.

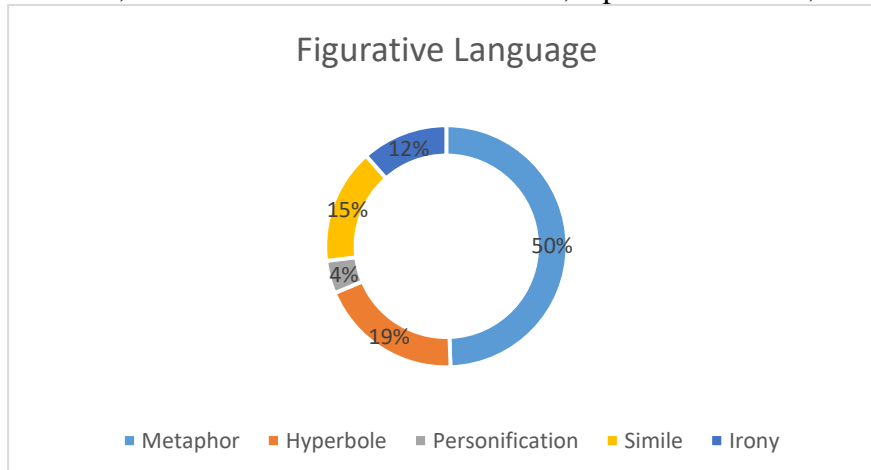


Figure 1. Figurative language data chart

The following is an explanation of the data analysis obtained;

Simile

Simile is a figurative language that compares two different things by using the words "like", "tub", or, "as". Simile is commonly used in everyday communication.

Loving you was like loving the dead. (p. 117.)

This was Patrizia's remark to her husband via voicemail when their household was in turmoil. Maurizio, her husband was about to divorce her. Patrizia said that loving Maurizio is like loving the dead, this does not mean that Maurizio is a dead person, but Patrizia describes how she feels to love Maurizio who does not respond or respond like a dead person. Dead in Merriam-Webster is mentioned as no longer alive, for which the unviable person will not give the desired response or reply. Patrizia felt that she was not considered or did not get her love for Maurizio. This illustration is used for the purpose of triggering an interesting relationship in the mind of the listener or reader.

I felt like I was in a bizarre Renaissance painting (p. 27.)

I'm like a rush of water. (p. 29.)

Aldo was like an Emperor at Gucci. (p. 51.)

What distinguishes metaphors from similes is the use of the word "like" or "as" in the illustrations of something. The above data is sympathetic, fictionalizes with other things and uses the presupposition of similarity with the word "like."

Journal of Social, Culture, and Language

Vol 1 No 1 pp 55-61

Doi:

Personification

Personification according to K.L. Knickerbocker and H. Willard Reninger (1963) is the use figurative language by imparting characteristicism or human nature to objects, animals, or abstract ideas. At the time of the movie script scene at the dance party when Maurizio wanted to say good bye to go home, Patrizia said

The night is young. (p. 6.)

In this sentence, Patrizia gives the characteristics of the human being, that is, young to the night. Night is not human, and naturally does not have the nature of young or old. In the Merriam-Webster dictionary, young means being in the early or early stages of life, growth, development. Patrizia uses this adjective to give the impression that the night time is still running for a long time, it is still not too late and there is still a lot of time that can be used for fun.

Metaphor

The metaphor is a comparative allusion implicitly but without the use of "like", or "as" (K.L. Knickerbocker and H. Willard Reninger, 1963) In movie scripts, the metaphor dominates most of the types of figurative language found. One of them is;

Maurizio! Patrizia! My youth serum. (p. 39.)

Aldo's remarks in the sentence above mention that Patrizia and Maurizio are his "Youth Serum." the serum that makes him young. This designation is a metaphor that Aldo considers the two of them to be his youth serum, the serum that makes him feel young. Implicitly, Aldo said that the presence of Patrizia and Maurizio made him feel younger because he felt as happy or excited as a young person when he was with them.

He's an old dog. (p. 25.)

As you know he's a strange bird. (p. 37.)

Gucci needs new blood. (p. 64.)

In other data, the use of metaphors can be seen in nicknames in something like "old dog," "strange bird," and "new blood." These three symbols are not really meaningful according to their original meaning lexically, the use of designations or symbols in the data uses metaphors or allusions of an object or person on another thing that is judged to be similar.

Hyperbole

According to Keraf (1981), hyperbole is a style of language that contains a statement or expression that is exaggerated or exaggerated. This kind of trope is often used to give a better idea of a thing or an event.

Castagnaccio. It tastes a million times better than it looks. (p.31.)

Castagnaccio is a typical Italian dessert and is brown in color. Maurizio described that this cake was millions of times tastier than it seemed, with exaggerated image, he described the cake. This is done to tell the reader or listener how delicious the cake is to persuade them to taste the cake.

Tazkiyatul Wildaniyah, Darul Hikmah, Figurative Language Analysis On Movie Scripts House Of Gucci

Journal of Social, Culture, and Language

Vol 1 No 1 pp 55-61

Doi:

Irony

Irony is a style of language that contains hidden meanings through explicit statements or means. The hidden understanding is conveyed through two opposites or different meanings. (Aminuddin, 2013)

Paolo Gucci: I was born with a gift. I'm an artist. He just won't see it.

Rodolfo: How come nobody in the family knows about this gift of yours? Domenico? Did you know Paolo had a gift? (p.43.)

In the conversation above, Paolo said that she was born with a blessing, or an ability in fashion. Then Rodolfo answered him enthusiastically as if he had just learned that Paolo was born with a blessing, then he asked Dominico if he knew that Paolo had a blessing or an ability. Rodolfo's words mean the opposite, he belittles Paolo who feels born with blessings, even though Rodolfo considers him the opposite.

In addition to the five types of figurative language above, no other types of figurative language are found that are included in the classification of figurative language types by K.L Knickerbocker and H. Willard Reninger, (1963), that is paradox, death metaphor, synecdoche, metonym, and allusion.

CONCLUSION

Movie have a strong attachment to people and social because movies are a picture of social situations and daily life. Likewise with language as a means of conveying intent and expression. In the use of language, there is often a misunderstanding of meaning and intent due to differences in culture, or language used. One of them is the use of figurative. For beginners in a language or for people who are not used to using figurative language, it will be difficult to understand the meaning in question. Therefore, an analysis of figurative language is important.

This research uses descriptive qualitative methods and uses data collection instruments using documentation techniques from movie script texts that analyze and study book libraries, journals, and articles, official websites to add data. This method that will be applied helps researchers to achieve the objectives of this study by obtaining instructions in the form of the use of figurative language in the text.

The results of the data analysis revealed that the use of figurative language was found in the script of the movie *House of Gucci*. 182 figurative language data were found in the script of the movie *House of Gucci*, consisting of 50% metaphor 19% hyperbole, 15% simile, 12% irony, and 4% personification.

From the types of figurative language contained in movie scripts, it can be concluded that there are 5 types of figurative language contained in the script of the *House of Gucci* movie and the type of hyperbolic language and metaphor are the types that most often appear and are used by characters in movie scripts.

REFERENCES

- Aminuddin. 2013. Pengantar Apresiasi Karya Sastra. Bandung: Sinar Baru Algesindo.
Becky Johnston, and Roberto Bentivegna. 2021. House Of Gucci. Diakses di
Tazkiyatul Wildaniyah, Darul Hikmah, Figurative Language Analysis On Movie Scripts House Of Gucci

Journal of Social, Culture, and Language

Vol 1 No 1 pp 55-61

Doi:

- <https://deadline.com/wp-content/uploads/2022/01/House-Of-Gucci-Read-The-Screenplay.pdf> pada 07 Oktober 2022, 15:26.
- Finocchiaro, M. (1964). *English as a Second Language: From Theory To Practice*. New York : Simon and Schuster Inc.
- Keraf, Gorys. 1981. *Eksposisi Dan Deskripsi*. Jakarta: Nusa Indah.
- Knickerbocker, K.L. and H. Willard Reninger. 1963. *Interpreting Literature*. Toronto: Holt, Rinehart and Winston, Inc
- Marcela Dewi, Gusti Ayu; Sudipa, I Nengah; Maharani, Sang Ayu Isnu. *Figurative Language in The Fault in Our Star Movie*. *Humanis*, [S.l.], jan. 2017. ISSN 2302-920X. Available at: <<https://ojs.unud.ac.id/index.php/sastra/article/view/28985>>. Date accessed: 29 oct. 2022.
- Moleong, Lexy J. (2012). *Metodologi Penelitian Kualitatif*. Bandung : PT Remaja Rosdakarya.
- Putra, G. A. B. S., Sudana, G. P., & Maharani, S. A. I. (2016). The Figurative Language in “Twilight” Movie Script. *Jurnal Humanis*, 4(2), 100–108. <https://ojs.unud.ac.id/index.php/sastra/article/view/33786>
- Saldana, Miles & Huberman. 2014. *Qualitative Data Analysis*. America: SAGE Publications
- Scott, Ridley (Director and Producer). (2021). *House of Gucci*. USA: Universal Pictures.
- Stanley J. Baran. 2012. *Pengantar Komunikasi Massa Literasi Media dan Budaya* (terjemahan). Jakarta: Salemba Humanika.
- Sugiyono. 2008. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: Alfabeta
- Sugiyono. 2012. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta.
- Wibisono, R. T; Widodo, P. 2019. An Analysis of Figurative Language in Online Short Story Posted on The Jakarta Post. *Prasasti: Journal of Linguistics* vol. 4. No. 2. 156-165
- Merriam-Webster. (n.d.). Dead. In *Merriam-Wesbter.com.dictionary*. diakses pada 29 Oktober, 2022, dari <https://www.merriam-webster.com/dictionary/dead>
- Merriam-Webster. (n.d.). Young. In *Merriam-Wesbter.com.dictionary*. diakses pada 29 Oktober, 2022 dari <https://www.merriam-webster.com/dictionary/young>

Tazkiyatul Wildaniyah, Darul Hikmah, Figurative Language Analysis On Movie Scripts House Of Gucci