

A STYLISTIC ANALYSIS OF FIGURES OF SPEECH IN SOOMPI NEWS ARTICLES OF KOREAN IDOL LOOKS

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Abstract: *This study focuses on the way a website which provides K-pop news in English called Soompi uses a figure of speech to describe Korean Idol Looks. The aim is to analyze what kind of figure of speech and also its function in the news by using the theory proposed by Perrine (1969). This study shows how the figure of speech put in the news affect the reader's response towards the news itself.*

Keywords: *Stylistic, Figures of Speech, Korean idols, Looks, Soompi*

INTRODUCTION

There have been many studies concerning the use of figure of speech in news writings (e.g., al-Qudsy, 2016; Huthaeen). There are also studies dealing with the use of figurative language in a literary work (e.g., Harya, t. D., 2017; Khairuddin, 2015; Jp, 2013) and there are a few of them which discuss about the use figure of speech inside a magazine papers (e.g., Widyanti, 2013; Zakiyah 2015). However, there are not found any research on figures of speech used to describe korean idol looks in an online news platform.

A. Literary review

1. Stylistic

Stylistics largely uses specific rhetorical classes than language classes. Nevertheless, stylistics whose main object of study is language will not be excluding linguistic aspects. Leech and Short in their book style in fiction (2007: 61) mention that stylistics has four classes of study. The first is the lexical categories. Lexical classes focus on lexical items that contain in a text. In the text, lexical items have many varieties, for example, nouns, verbs, adjectives, and adverbs. The second is the grammatical classes. Grammatical classes concentrate on the structure of the sentence. To provide a sentence, the author or the speaker considers several things like the utilization of tenses, the level of difficulty of a sentence, active-passive of a sentence, word selection in a sentence, and many more (leech and short, 2007: 62). The third is cohesion and context. Cohesion and context have a big role which will be analyzed within the study of language style. Cohesion is a connection between words, phrases, and sentences that are tied together with a well-structured context, giving the readers a clear idea of what consist in the text. In language, a text becomes a discourse when there are cohesion and coherence in it. The fourth is figures of speech. Figures of speech are the kinds of speech that are different from common speech in use. By using figures of speech in a text, language becomes figurative as opposed to common sentences.

2. Types of figures of speech

Figures of speech have many types. In this section, the researcher uses twelve kinds of figures of speech based on Perrine's theory (1969: 64-167). In his book "sound and sense: an introduction to poetry", perrine classifies twelve sorts of figures of speech into 3 classes, they are figures of speech by comparison (for example metaphor, simile, personification, and apostrophe), figures of speech by association (metonymy, symbol, synecdoche, and allegory), and figures of speech by contrast (paradox, overstatement/hyperbole, understatement/litotes, and irony).

3. Function of figures of speech

Perrine (1969: 71) classifies the functions of figures of speech into four kinds, which are to provide creative pleasure, to bring an extra imagination, to add emotional intensity, and to mention a lot of meaning in shorter word(s). The author chooses this theory as it the theory contains functions which relate to a person feeling when he or she is reading a magazine or news related to celebrities.

B. Theoretical framework

The author analyzes figures of speech in *soompi* news articles. The author uses stylistic approach to analyze figures of speech since figures of speech is considered as one of the kinds of language styles. The classification of figures of speech is based on perrine's theory that divided figures of speech in twelve types which are metaphor, simile, personification, apostrophe, metonymy, symbol, synecdoche, allegory, paradox, overstatement/hyperbole, understatement/litotes, and irony. Functions of the figures of speech is also based by perrine's theory that states functions of figures of speech are to provide creative pleasure, to bring an extra imagination, to add emotional intensity, and to mention a lot of meaning in shorter word(s).

METHOD

In this research, the writer used descriptive qualitative approach. According to Vanderstoep and Johnston (2009:167), a qualitative research's purpose is a lot more descriptive rather than predictive. It aims to make a research participant get a deep understanding of existing data. Since the writer wanted to emphasize on explaining the phenomenon of using figures of speech as way to describe how korean idol looks by interpreting data from news articles.

A. Source of data

Soompi is a website providing coverage of korean pop culture and they provide the coverage with using the english language. *Soompi* is one of the biggest international web communities for k pop, largely focused in news and forums. With over twenty three million fans across all social media platforms, Soompi offers news in english and spanish. Since its foundation in 1998, Soompi has grown into a reliable source for korean wave news, one amongst the longest-running, and most often visited websites that provides coverage of k-pop music, celebrity news and entertainment. As the pioneer of english-language k-pop news outlets, *Soompi* has made itself to be quite trustworthy and thus the decision of data collection were done in this website only, to set the scope of research and also minimizing the possibility of analysing untrusted websites.

B. Data analysis methodology

This study aims to point out the utilization of figure of speech as tools to stimulate readers to read news articles concerning the Korean idol appearance. In order to get the required knowledge, the writer reads the articles in soompi, appearance for any figures of speech utilized in the headlines or the body are noted, quotes existing figure of speech within the news. Meanwhile, to process the data, the writer uses the kinds of figure of speech and its function suggested by perrine (1969). To keep the analysis flows in particular objectives, there are research questions to be answered during this analysis, which are:

C. Research questions:

1. What are the types of figures of speech which are found in soompi news articles?
2. What are the functions of figures of speech used in soompi news articles?

Findings and discussion

A. Findings

In order to gather the data, the writerr chooses three news focusing on different aspects of appereances from three different subjects, the news has to include a form of figure of speech to be considered valid or not. The three news that the writer chose are: "10 outfits bts's jungkook has rocked on

and off stage” (Caromalis, 2020);”Jessica proves good looks run in the family in adorable new photos with her mom” (Cha, 2020); and “female idols who look gorgeous in a simple pair of jeans” (Cho, 2019).

Based on the news that the author selected, the author found:

1. Types of figures of speech found in *soompi* news articles under the issue of *korean idol looks*
 - a. **Figurative language by comparison**

There are a total of 8 figurative languages by comparison used in the news articles sampled in the data, 3 are metaphor, 4 are personification, and 1 apostrophe.
 - b. **Figurative language by representation**

None of the news put a figurative language by representation whether it is metonymy, symbol, synecdoche, or allegory.
 - c. **Figurative language by contrast**

There are a total of 6 figurative languages by contrast used in the news articles sampled in the data, 1 is paradox, 4 are hyperboles, also 1 irony.
2. Functions of the figures of speech in *soompi* news articles under the issue of *korean idol looks*

All of the functions of figures of speech are found in the news sampled:

 1. Providing creative pleasure showed up 5 times.
 2. Bringing an extra imagination showed up 2 times.
 3. Adding emotional intensity showed up 2 times.
 4. Mentioning a lot of meaning in shorter word(s) showed up 3 times.

B. Discussion

As you can see from the findings, the most frequent figures of speech used by *soompi* are personification and hyperboles, this proves that news articles often put comparison in their use of figure of speech to make it easier for the audiences to imagine what the article is trying to convey. Contrasting the way things should be packaged in figure of speech, especially using hyperbole is effective to include additional imaginary response from audiences because the contrast between things that are being described sometimes implies irony which will evoke emotions from the readers, aljadaan (2018) reveals that hyperbole does resemble different figurative speech acts and is distinct from them at the same time.

CONCLUSIONS

Based on the analysis, this study has revealed that the use of figurative language in the way news articles describe looks of a k-pop idol. Figures of speech used in the news articles reveals that the most type of figures of speech used in news articles under the issue of korean idols looks is comparison. This is subtly obvious in a way that since the objective of the writers of the articles is trying to show the readers how good does the style of korean idol is.

News articles would need to do some sort of comparison because audiences would be much more at ease trying to perceive the way they look other than just relying on picture. It would evoke additional emotional intensity if the captions or explanation of the pictures also has figures of speech in it. Trying to make the readers feel intrigued by figure of speech is possible by making a figure of speech which overlays the true intention of a sentence.

The writer realises that since there was no figure of speech by representation found in the three articles, the writer would like to recommend future researches to find the different subjects of news to be analysed that might contain all three of types of figures as suggested by Perrine (1969).

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