An Analysis of Figurative Meaning on Obama’s Presidential Speech

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abstract

This is a study about meaning of speech to figurative meaning. This thesis focuses on types of figurative meaning. There are five types of figurative meaning in this thesis. There are: Personification, Hyperbole, Metonymy, Metaphor, and Irony. The types figurative meaning were found in Speech. In analysis the kinds of figurative meaning on Obama’s Presidential Speech, the writer clearly clarified the non-literal meaning and the most dominant Presidential in Obama’s Speech edition January- Juny 2014. In order to strengthen the analysis, the writer applied Descriptive research. Descriptive research is intended to describe and clarify the non literal meaning due to figurative meaning by collecting some theories and data those are related to this thesis. The data are analysis by selecting and classifying them into their types due to figurative meaning. From the result of this analysis, the writer found that the kinds of figurative meaning have different meanings to know the literal meaning which are used on Obama Preside’s Speech.

Keywords, figurative meaning , Personification, Hyperbole, Metonymy, Metaphor, and Irony

1. Introduction

Language is also influenced by social, cultural, historical and politica factors, and linguistics can be applied to semiotics for instance, which is the general study of signs and symbols both within language and without. Literary critics study the use of language in Literature. Translation entails the conversion of a text from one language to another. Speech language pathologists work on corrective measures to remove communication disorders largely at the phonetic level, employing a combination of cognitive and phonological devices. Language is the humancapacity for acquiring and using complex systems of communicaton, and language is any specific example of such a system. The scientific study of language is called linguistics.

Linguistics is the scientific study of language. There are broadly three aspects to the study, which include language form, language meaning, and language in context. Language can be understood as interplay of sound and meaning. The discipline that studies linguistic sound is termed as phonetics, which is concerned with the actual properties of speech sounds and non-speech sounds, and how they are produced and perceived. The study of language meaning, on the other hand, is concerned with how languages employ logic and real-world references to convey, process, and assign meaning, as well as to manage and resolve ambiguity.

Semantics is the study of meaning. Semantic is needed because is a branch of linguistics that studies about meaning and writers use it to get the meaning of words of sentence which shows in Obama speech. The formal study of semantics intersects with many other fields of inquiry, including lexicology, syntax, pragmatics, etymology and others. Independently, semantics is also a well-defined field in its own right, often with synthetic properties. In the philosophy of language, semantics and reference are closely
connected. Further related fields include philology, communication, and semiotics. The formal study of semantics can therefore be manifold and complex.

Figurative language is a language which uses figures of speech (a way of saying one thing and meaning another). Keraf (1986:129) identifies that figurative language is based on two categories: direct and indirect meaning. The figures of speech compare one thing with another thing and find the similarity between these two things. Moreover, we can find some examples to compare the figure of speech. The first one is rhetoric figure of speech and the second is allusion figure of speech. Both can be found in simile, metaphor, allegory, personification, satire, hipalase, irony, innuendo, antiphrasis and paronomasia.

Speech is an activity of public speaking or giving speeches to express their opinions, or give you an idea about something. The speech is usually delivered by who gives speeches and statements of a thing / event that is important and should be discussed. Speech is one of the theories of Indonesian learning. In this case, the writer would like to try to analyze the speech Obama during his tenure as President of USA. The data of Obama speech will be taken from January – Juny 2014 and the research will identify the figurative in speech. The study emphasizes on the analysis of figures of language which refers to Wren and Martin’s theory (1990:359).

The objective of this study are: to identify the types at Figures of speech on Obama Speech, and to find out what types of figures of speech dominantly used on Obama speech.

Language

Language is influenced by social, cultural, historical and political factors and linguistics can be applied to semiotics, for instance, which is the general study of signs and symbols both within language and without. Literary critics study the use of language in literature. Translation entails the conversion of a text from one language to another. Speech language pathologist work on corrective measures to remove communication disorders largely at the phonetic level, employing a combination of cognitive and phonological devices.

Language is creative our communication is not restricted to a fixed set of topics, people constant produce and understand new massage in response to new situations and new experiences. At the same time, language use is subject to very specific rules and constraints. There seems to be an infinite number of think we can say, but a language does not have an infinite number of word nor an infinite number of ways of combining words. If it had, people could not learn it.

The linguist’s task is to explicate this implicit knowledge. To describe a language the linguist writes a grammer. As Chomsky and Halle (1968: 1) put it, we use the term grammer to mean two things: the explicit description and explanation of it by the linguist.
Semantics

Semantics is the study of meaning. The term is derived from Greek Semanen (to signify or mean) it is concern with relation between words or other symbols and objects or concepts to which they refer. As an empirical study of word meaning existing language, semantics is a branch linguistics (Encyclopedia Americana, 1971:546).

It is obvious that meaning plays a very important role in any situation of communication. Without meaning, all the utterances of a language are useless or without meaning here will be no interaction of thought as we do in daily life. Meaning is concerned with the relation between words and objects to which they refer, this statement lead us to purpose that meaning is the relation between words and objects (furniture consisting of flat top with four legs to supports).

The general definition of semantics is the study of meaning. It deals with all linguistics aspects from word, phrases and sentences in language. It is also redefined clearly that semantics limit its study to nature of meaning only. It can be relative when it is studied on where it has it down contextual meaning. Many linguistics use the function of the term to refer to the study of meaning to suit own interest and orientation. Moreover, the term is used referring to another things beyond the semantics property.

Types of Meaning
Semantics is the study of meaning (Leech 1981: 153) as follows other.

1) Conceptual Meaning
Conceptual meaning means denotative/cognitive meaning, logical meaning or virtually meaning. It is literal meaning as it is commonly written in dictionary that shows the basically concepts of things. The conceptual seem to be more accurate than other types of meaning. It can be studied through scientific analysis that is by giving a set of feature of the word. This conceptual meaning covers assent component of meaning, which are conveyed by literal used of word. In conceptual meaning there are two principles based on Leech as following:

1. Principle of contractiveness means the meaning of the word can be put into conventional analysis and done according by semantics feature such as the word “Human and Chair”.
   Human
   - Adult
   - Male
   - Chair
   - Human
   - Wood

   Called as the conventional analysis and semantic feature.

   Called as the conventional analysis and semantic feature.
2. Principle of a structure means how we see which word closely to the word such as noun, adjective, verb, adverb, as following:

- Yellow
- Yellow flower Paradigmatic with a modifier system
- Yellow beautiful flower

So the conceptual meaning is the meaning by virtual of logical links. For instance, if we see a beautiful house and then we express “this house is very beautiful”. There is no other meaning, or intended than the house is really beautiful, we express this utterance as the object as it is.

2) Connotative Meaning

Connotative meaning is what is communicated by virtue of what language refers to, offer and it’s purely conceptual context (Leech12). Connotative meaning is different from one individual with another. It is more aimed than real word expression, one associates with an experiences when one use or hear it. Then meaning developed from culture to culture, language to language which depends on the situation or context, it can be positive meaning or negative meaning and the meaning of connotation open ended.

In connotative meaning there is also additional meaning that makes the meaning of something other then conceptual or the real meaning. This is usually done by using various devices of comparison such as personification, symbolism, and metaphor. For instance, “He is a lion”. In here by any reason a man will never be a lion. A man is a man and a lion is a lion. In our daily speech, we often apply such language use. In sentence above, we personify the as a lion, because of his strength. But if we kept realizing that he is a man who has power as a lion.

3) Social Meaning

Social meaning is the meaning by feature of its social context. If we are concern with meaning that’s determined with it’s social circumstances we are dialing with social meaning. The social circumstances can easily be seen in social relationship between the speaker and the listener that is frequently in usage of words according to social status.

For example:

1). They chucked a stone at the cops and then did a brunch with the loot.

2). After casting a stone at the police station they absconded with the money.

Based on social status analysis, the first sentence above could be said by criminals and the second by the chief inspector in making his official report. The social statues then make it possible than words are used differently by speakers.
4) Affective Meaning

Affective meaning is kind of meaning that reflects or expresses the attitude and feeling of emotion of the speaker of writer toward the person or object he addressed to (Leech, 1981: 17). Affective meaning relates to how the speaker influences the listener getting communication by use the polite sentence therefore the meaning performs by particular way is conveyed by considering some factors such as intonation and voice timbre and he will make the impression of weather politeness or rudeness.

A speaker often shows his interlocutor. For instance, the sentence are showing politeness that the speaker wants to get people to be quite, we might say as follow:

“I’m terrible sorry to interrupt but I wonder if you be so kind as to lower your voice a little”.

Politeness is included here and the factor such as timber is also important to effect. On the other hand, the sentences are showing the rudeness as bellow:

You talk too loudly and I heard; I don’t like it and I don’t want to here any word of yours anymore.

In affective meaning intonation is also very important to take consideration. Affective is useful to know emotional expression as for displeasure expression by adopting impolite tone and for friendliness expression by adopting casual tone. So the effective meaning is characteristic by highly connotation and spontaneous creation which frequently happens when the people feel happy, angry, etc and directly it will influences the hearers to consider the meaning of the speaker utterance.

5) Reflected Meaning

Reflected meaning means the meaning that is concerns with two conceptual meaning. The two term because it is the voluble in communication/synonymous expression. It is also called as the meaning that arise in case of multiple conceptual meaning when one sense of a word form part of our response to another sense or in another word it can be said that the reflected meaning is the meaning which is expressed by using something different from conceptual meaning.

For instance: The dog is coming

1). Detonating an animal
2). Detonating someone that is hated by the speaker

In reflecting meaning, words are said to be taboo, in cases that they are connected.

6) Collated Meaning
Collated meaning means the meaning concerns with the word, which collocate to the other word on the basis of the same/common ground or it said the combination of word that is suitable which tends to accursit its environment. For example: “pretty” can be collacted to a girl, flower, garden, color, village, etc ad the word “handsome” can be collacted to a boy, mam, car, vessel, etc.

The term “pretty” and “handsome” can share a common ground in the meaning of food looking. It is the same meaning, that is, something, producing bad smell of bad taste, but they are unacceptable if they are used for the same context.

7) Thematic Meaning

Thematic meaning is the meaning that concerns with two sentence (Active and Passive) and based on what a speaker express as realized in the same expression based on the arrangement and focuses or emphasized.

According to Leech (1981: 37) described that “thematic meaning” is the what communicated by the way in which the massage in organized in term or order and emphasis”. It is the choice among expression which have the same sense but different in communicated values.

For example:

1).The bad boy hit the child.
2).The child was hitting by the bad boy.

These sentences have the same meaning but different in communicative value. We can clearly see that the first is active from, while the second is in the passive form. In active sentence, it emphasizes:“who hit the child ?. While in passive sentence, it emphasizes “ who was the hitting by the bad boy ?”.

Figurative Language

Language plays an important role in human communication. Without language, people cannot communicate each other. Wardhaugh (1972:3) states that language is a system of arbitrary vocal symbols used for human communication. The main function of language is as a tool of communication. As a main tool of communication, language has a very important role in human’s life. Language is a specific human’s characteristic that makes them different from other. By using language, people can say their intents, wants, messages and information to other people.

Language may be used for communication on a literal or on a figurative language level. Literal meaning used word only for their actual, basic meaning. In may be taken fact value. In literal ‘fire’ means a flame-producing oxidation of combustible material; ‘gold’ is a metal of high value.

When one says:
My heart is on fire with for
She had a heart of Gold

Most of usage without realizing it, is basically figurative. In fact so many originally concrete words or sentence have been given. Expended meanings that we can hardly utter two or three sentences together without rising figurative language. For illustration, pick out the figuratively used words in the following sentences:
She is a sweet-tempered girl
He is black-hearted rogue

The original basic core meaning of the words we picked out have been extended so that. We accept sweet as word the applied to temperament. But actually such as usage must be figurative language, for sweet literally means having the test of sugar.

There are two kinds of language. They are literal language and figurative language. The literal language has meaning as it is uttered. Literal language refers to facts without any exaggerations or alterations of the subject. It is important to understand what is the figurative language itself before we make an analysis in the media like on Obama speech.

Figurative language refers to a way of using description to create a special image and bring out one's emotions. It is also closely linked to the senses. There are several types of figurative language.

Types of Figurative

According to Wren and Martin (1990:359), a figure of speech is a departure from the ordinary form of expression, or the ordinary course of ideas in order to produce a greater effect, therefore, figures of speech are a way to express our mind so that the listeners or readers can be interested in our expression and those are used to increase shock, novelty, appearance or illustrative consequences.

The theories of figure of speech that used to analyze the data are the Perrine’s theories. Perrine stated that “Figures of speech are another way of adding extra dimension to language”. A figure of speech is any way of saying something other than the ordinary way. There are eleven types of figures of speech based on Wren and Martin (1990:359) theories .They are metaphor, simile, personification, synecdoche, metonymy, symbol, allegory, hyperbola, apostrophe, understatement and verbal irony.

1) Metaphor
A metaphor is a figure of speech that says that one thing is another different thing. In metaphor the comparison is implied, but the comparison is without using the words of comparison such as like, as, etc.
e. g : All the world’s a stage. (Shakespeare)
In this sentence Shakespeare picturing that this world is a stage and life is a drama. The people merely go through the stages of their life acting it out.

2) Simile
Simile is also very closely related to metaphor. It is also comparing one thing and another, but in simile the comparison is explicit, indicated by the adding or using the words of comparison such as like, as, resemble, etc.

e. g : His explanation was as clear as mud.
It means not clear at all.

3) Personification

Personification is a special form of metaphor that pictures inanimate things to act, speak or talk like humans (Perrine, 1969).

e. g : The powder touches the baby gently
From that example it is clearly seen that there is personification because the powder cannot touch the baby and the one who can touch a baby is human being

4) Synecdoche

Synecdoche is a kind of figurative language that mentions part of a thing to signify the whole thing or users the whole to signify the part.

e. g : I did not see your nose at the party last night.
The sentence above is synecdoche, because the speaker uses nose as a part of you.
Thus the sentence means that the speaker did not see “you” in the party last night.

5) Metonymy

Metonymy is also a rhetorical or stylistic device in which one thing is named or referred to by another related thing.

e. g : The white house has decided the new constitutions.
From the example “the white house” is associated or closely related to the president.

6) Symbol

The words of symbol mean merely what they are and something else that are represented by the words. It means that a symbol uses a word or phrase which is familiar in society and has one meaning.

e. g : He gives his girlfriend a red rose.
The meaning of “red rose” is physical desire.

7) Allegory

Allegory is a narrative or description that has a second meaning beneath the surface one.

e. g : A fortuneteller likes to use this figure of speech whether to predict one’s past or future life. If he says, “I see a star above your head”, actually he means that his customer is going to get a fortune luck or promotion in the future.

8) Overstatement

Overstatement is simply exaggeration but exaggeration in the service of truth. It is exaggerated to create an effect and not meant to taken literally. It is a way to emphasize something to say by describing it as far more extreme as it really is a sentence.

e.g: I will die if I did not pass the exam.
The sentence above contains hyperboles because the speaker did not really mean what she/he has said.

9) Apostrophe

Apostrophe is addressing someone’s absence or something nonhuman as if it were alive and present and could reply to what is being said.
e.g: My love, my love, my love, why have you left me alone? (James Joyce’s poem) In that poem the speaker is apostrophizing the departed sweetheart.

10) Hyperbola/Understatement

Understatement is the opposite of the overstatement/hyperbole, which is saying less than one means, may exist in what one says or merely in how one says it.
e.g : A king said “please come to my hut”.
It is clearly seen that the king’s sentence is understatement because he says less than he means, of course that actually mean the palace (kingdom) not a hut.

11) Irony

Verbal irony is saying the opposite of what one means. When someone says something ironical, he does no really mean what he says.
e.g : Your hand writing is very good that I could not read it.
From the example actually the speaker means that the hand writing is very bad.

Rhetorical Speech

A rhetorical question is a question which does not expect an answer. For example: “What's the use? Rhetoric is speech which is more concerned with style than with content. Thus, a rhetorical speech would be a speech which sounds great, but doesn't say a whole lot.

Understanding of Speech

Speech is researched in terms of the speech production and speech perception of the sounds used in vocal language. Other research topics concern speech repetition, the ability to map heard spoken words into the vocalizations needed to recreated that plays a key role in the vocabulary expansion in children and speech errors. Several academic disciplines study these including acoustics, psychology, speech pathology, linguistics, cognitive science, communication studies, otolaryngology and computer science. Another area of research is how the human brain in its different areas such as the Broca's area and Wernicke's area underlies speech.

It is controversial how far human speech is unique in that other animals also communicate with vocalizations. While none in the will have compatibly large vocabularies, research upon the nonverbal abilities of language trained apes such as Washoe and Kanzi raises the possibility that they might have these capabilities. The origins of speech are unknown and subject to much debate and speculation.

The motor theory of speech perception is the hypothesis that people perceive spoken words by identifying the vocal tract gestures with which they are pronounced rather than by identifying the sound patterns that speech generates. It originally claimed that speech perception is done through a specialized module that is innate and human-specific. Though the idea of a module has been qualified in more recent versions of the theory, the idea remains that the role of the speech motor system is not only to produce speech articulations but also to detect them.
The hypothesis has gained more interest outside the field of speech perception than inside. This has increased particularly since the discovery of mirror neurons that link the production and perception of motor movements, including those made by the vocal tract. The theory was initially proposed in the Haskins Laboratories in the 1950s by Alvin Liberman and Franklin S. Cooper, and developed further by Donald Shankweiler, Michael Studdert-Kennedy, Ignatius Mattingly, Carol Fowler and Douglas Whalen.

**Classification of Speech**

Speech processing includes the following areas of study:

1) *Speech recognition* (also called voice recognition), which deals with analysis of the linguistic content of a speech signal and its conversion into a computer-readable format.

2) *Speaker recognition*, where the aim is to recognize the identity of the speaker.

3) *Speech coding*, a specialized form of data compression, is important in the telecommunication area.

4) *Voice analysis* for medical purposes, such as analysis of vocal loading and function of the vocal cords.

5) *Speech synthesis*: the artificial synthesis of speech, which usually means computer-generated speech. Advances in this area improve the computer's usability for the visually impaired.

6) *Speech enhancement*: enhancing the intelligibility and/or perceptual quality of a speech signal, like audio noise reduction for audio signals.

7) *Speech compression* is important in the telecommunications area for increasing the amount of information which can be transferred, stored, or heard, for a given set of time and space constraints.

8) *Speaker* is the process of determining who spoke when in a signal.

**The Function and Purpose of Speech**

The follow writer will explain the function of speech and the purpose speech.

1. The function of speech

   Speech is an utterance with a good arrangement to be delivered to the crowd.

   1. Expressive (express speaker's feelings *I feel* great today.)
   2. Directive (get others to do things *Clean up* your room.)
   3. Referential (provide information *The apples are on the table.*)
   4. Metallurgist (comments on language *Nouns can be mass or count.*)
   5. Poetic (aesthetic language—poems, mottos, rhymes *A stitch in time saves nine.*)
   6. Phatic (language for solidarity and empathy *Yo, bro. Put 'er there.*)
2. The purpose of speech

A good speech can give a positive impression to those who heard the speech. The ability of a good speech or speaking in public / Public can help to achieve a Good career.

Speech Generally do one or more of the following:
1. Influencing others to want to follow our willingness to volunteer.
2. Gives an insight or information to others.
3. Makes others happy with an entertaining speech so that others happy and satisfied with the greeting we deliver.

2.8 Biography of Obama

Obama was born on August 4, 1961 in Kapi‘olani Maternity & Gynecological Hospital (now Kapi‘olani Medical Center for Women and Children) in Honolulu, Hawaii and is the first President to have been born in Hawaii. His father was a black exchange student from Kenya named Barack Obama Sr. He died in a motorcycle accident in Kenya in 1982. His mother was a white woman from Kansas named Ann Dunham, who was an anthropologist and died from cancer. His mother married Barack Obama Sr. in 1961 and divorced him in 1964. His stepfather was from Indonesia named Lolo Soetoro after his mother married him in 1965. She divorced in 1980. He spent most of his childhood in Hawaii and Chicago, Illinois, although he lived in Indonesia with his mother and stepfather from age 6 to age 10. He moved back to Hawaii after that to live with his grandparents.

Barack Obama’s presidential campaign for the White House started in early June 2008 when he defeated Hillary Clinton in the 2008 Democratic primaries. Hillary Clinton was favored to win but Obama won many smaller state caucuses (local party elections) by having a lot of volunteers. He decided not to accept government money for his campaign so that he could accept more money from people. He raised the most amount of money ever for a presidential campaign. Obama’s campaign theme was that he was a man of hope and change. He was also against the war in Iraq. He was in favor of giving money to American car companies. He was in favor of sending more troops to Afghanistan.

2. Research Design

A research is a way that is conducted in order to research the intended goal. This research in conducted by using the descriptive method with qualitative approach.

Narsir (1998): says Descriptive method is a method of research that makes the description of the situation of events or occurrence, so that this method has an intention to accumulate the basic data. Sumadi Suryabrata (2003) says: The qualitative data is used for descriptive and histories research.
Data is the most importance in this research. The source of the data is the object where the writer can get the data. Data is from this study is the speech of OBAMA which will be taken from January – June 2014. Recorded from youtube. The 6 speeches of taken is data

Table 1: speech of Obama (Data)

<table>
<thead>
<tr>
<th>NO</th>
<th>Date</th>
<th>Title of Speech</th>
<th>The massage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January 31, 2014</td>
<td>Presidential proclamation National African History Month 2014</td>
<td>we hold fast to the values gained through centuries of trial and suffering</td>
</tr>
<tr>
<td>2</td>
<td>January 17, 2014</td>
<td>Remarks by the President at Appropriations Bill Signing</td>
<td>your dedication and your strength and your devotion to doing your jobs well.</td>
</tr>
<tr>
<td>3</td>
<td>February 27, 2014</td>
<td>Remark by the President on “ My Brother Keeper” Initiative</td>
<td>Working more effectively with each other, with those philanthropies, and with local communities to implement proven solutions.</td>
</tr>
<tr>
<td>4</td>
<td>July 10, 2014</td>
<td>Remarks by the First Lady LULAC Unity Luncheon</td>
<td>Building an even better future</td>
</tr>
<tr>
<td>5</td>
<td>July 17, 2014</td>
<td>Remarks by the President on the Economy-Wil Minton,DE</td>
<td>should be training workers to fill new jobs. We should be preparing our kids to face global competition.</td>
</tr>
<tr>
<td>6</td>
<td>March 17, 2014</td>
<td>Remarks by the President Obama and President Abbas of the Palestinian Authority</td>
<td>Seize this opportunity to achieve a lasting peace.</td>
</tr>
</tbody>
</table>

The data are analyzed in the following procedures: Collecting data by taken the recorded speech., classifying the figure of speech into their types., identifying the figurative meaning as found in the Obama speech. And finding out the most dominant types of the figure of speech used.

And find the dominant number by Becky this formula:

\[ x = \frac{f}{n} \times 100 \]

\( X \) = the percentage of the type of figures of speech

\( F \) = frequency of the figures speech
N= total number of the figures f speech

Data

The data of this study were collected from the Obama Presidential Speech. The data were taken by the recorded speech. The writer analysis the data based on Figures of Speech theory of Wren and Martin theory.

Table 2: The Data

<table>
<thead>
<tr>
<th>No</th>
<th>Sentence</th>
<th>Types of Figurative Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>metaphor</td>
</tr>
<tr>
<td>1.</td>
<td>And we carry forward the unyielding hope that guided a movement as it bent the arc of the moral universe toward justice.</td>
<td>✓</td>
</tr>
<tr>
<td>2.</td>
<td>Every American can draw strength from the story of hard-won progress, which not only defines the African-American experience, but also lies at the heart of our Nation as a whole.</td>
<td>✓</td>
</tr>
<tr>
<td>3.</td>
<td>This story affirms that freedom is a gift from God, but it must be secured by His people here on earth</td>
<td>✓</td>
</tr>
<tr>
<td>4.</td>
<td>And as I said to Prime Minister Netanyahu when he was here just a couple of weeks ago, I believe that now is the time for not just the leaders of both sides but also the peoples of both sides to embrace this opportunity for peace</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>And as I said to Prime Minister Netanyahu when he was here just a couple of weeks ago, I believe that now is the time for not just the leaders of both sides but also</td>
<td></td>
</tr>
</tbody>
</table>
the peoples of both sides to embrace this opportunity for peace

6. I also want to point out that the Palestinian Authority has continued to try to build strong institutions in preparation for a day in which the Palestinians have their own state, and I will continue to emphasize the importance of rule of law, transparency, and effective reform so that not only do the Palestinians ultimately have a state on paper, but, more importantly, they have one that actually delivers on behalf of their people.

7. Time is not on our side, especially given the very difficult situation that the Middle East is experiencing and the entire region is facing

8. Since 1988 and into 1993, we have been extending our hands to our Israeli neighbors so that we can reach a fair and lasting peace to this problem.

9. We count on these efforts and we will build on them because we consider this to be a historic opportunity to achieve peace

10. Before I begin, obviously the world is watching reports of a downed passenger jet near the Russia-Ukraine border

11. Jack Lew’s signature is actually on your money.

12. We teased him when he first became Treasury Secretary that he was going to have to
<p>| | | | | | |</p>
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<tr>
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</thead>
<tbody>
<tr>
<td>13</td>
<td>The auto industry is booming - - it was in a tailspin when we came in.</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>14</td>
<td>And the deficit is coming down to boot, been cut more than half. (Applause.)</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>15</td>
<td>roads and airports and ports all across the country. (Applause.)</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>16</td>
<td>A few months of funding doesn’t cut it.</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>17</td>
<td>And so Jack said, “To call this a Band-Aid is an insult to a Band-Aid.” That's a pretty good line. (Laughter.) I’m going to have to try that out. (Applause.)</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>18</td>
<td>It’s just a political stunt</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>19</td>
<td>and we’ve got ladders of opportunity for everybody who wants to work hard and get ahead.</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>20</td>
<td>And I know the Office of Management and Budget was one of the hardest hit during the sequester and a lot of you were furloughed</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>21</td>
<td>That is a big bill. (Laughter.)</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>22</td>
<td>And thank you, Christian, for that outstanding introduction</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>23</td>
<td>And I’m assuming you’ve got your assignments with you so that you can catch up -- perhaps even on the flight back. (Laughter.)</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
3. Data Analysis

After the data were collected, the data were analyzed and classified based on Figurative of Speech theory of Wren and Martin. Theoretically, there are eleven types of figures of speech. They are metaphor, simile, personification, synecdoche, metonymy, symbol, allegory, overstatement, apostrophe, hyperbole and irony. Those will be explained as the following:

1) The analysis of Personification

Personification is a figure of speech in which human attributes are given to an animal, an object of concept.

The figurative meaning is:

1. “And we carry forward the unyielding hope that guided a movement as it bent the arc of the moral universe toward justice”.

Literally, hope is a specific instance of filling hopeful, it revived their hope of winning the pannent. Hope to want something to happen and have some reason to believe that it will or might happen.

The figurative meaning is:

2. “Every American can draw strength from the story of hard-won progress, which not only defines the African-American experience, but also lies at the heart of our Nation as a whole”

Literally, heart is the organ of body that pumps bloods through the body. But in this sentence, word heart is not the real meaning. This sentence is personification since heart is characteristic of human being given to an inanimate object as through it was human being.

2) The Analysis of Hyperbole

Hyperbole is the opposite of the overstatement, which is saying less than one means, may exist in what one says or merely in how one says it.

Figurative meaning is:

“And as I said to Prime Minister Netanyahu when he was here just a couple of weeks ago, I believe that now is the time for not just the leaders of both sides but also the peoples of both sides to embrace this opportunity for peace”.

This sentence is hyperbole that is used an intention to convenience the reader toward the phrase “the peoples of both sides to embrace this opportunity for peace”. This phrase is exaggeration because it is illogical that an airliner also the peoples of both sides
to embrace this opportunity for peace. It is phrase which is not the real meaning in that sentence. It must be interpreted figuratively.

The figurative meaning is:

*Time is not on our side.*

This sentence is hyperbole. Literally, the word wants to tell that Time is not on our side is measure in which events can be ordered the present into the future, and also the measure of duration of events and the intervals between them. Time has long been a major subject of study in religion, philosophy, and science, but defining it in a manner applicable to all fields without circularity has consistently eluded scholars.

The figurative meaning is:

*We have been extending our hands to our Israeli neighbors so that we can reach a fair and lasting peace to this problem.*

This sentence is hyperbole. Literally, the speech want to tell we have been extending our hands to our Israel neighbors so that we can reach a fair and lasting peace to this problem. Figuratively, fair a travelling entertainment with sideshow, rides, etc.

3) *The Data Analysis of Metonymy*

Metonymy is designed by the name of something which is generally associated with it.

The figurative meaning is:

*It shouldn’t pat itself on the back for kicking the can down the road every few months. Instead of barely paying our bills in the present, we should be planning and investing in our future.*

The sentence is metonymy that is a rhetorical or stylistic device in which one thing is name or referred to by another related thing. The phrase ‘the road few months’ this phrases is particular period of time the road, it will not happen until that period has passed. This is a wonderful invention, but a marketable product is several years down the road yet.

4) *The Data of Metaphor*

Metaphor is the comparison between two objects, comparing two things by using one kind of object or comparing in a place of another to suggest the likeness between them.
The figurative meaning is:

1. *we had a series of self-inflicted wounds in this town in which a mindless sequester impeded growth.*

   Literally, wounds is an injury to an organism, especially one in which the skin or another external surfaced, cut, or otherwise broken.

2. *and so it took a personal toll on you and it took a personal toll on your family.*

   Literally, family is a fundamental social group in society typically consisting of one or two parents and their children. Metaphorically, the word ‘family’ here is the compass that guide us. They are the inspiration to reach great haights, and our comfort when we occasionally falter.

5) **The Data of Irony**

   Irony is a type of speech in which it is to quip someone.

   The meaning figurative meaning is:

   1. *“Sometimes I sold myself short”*.  
      Literally, sold is generally responsible for the initial stage of a rally after a protracted decline in a stock.

   2. *“We can keep them from falling through the cracks”*.  
      Literally, crecks is to break or cause to break without complete separation of the parts.

**The Percentage of Analysis Result**

Table 3: Recapitulation of figurative speech to 5 Obama speech

<table>
<thead>
<tr>
<th>No</th>
<th>The types of figures of speech</th>
<th>Frequency</th>
<th>Percentage: $\frac{n}{N} \times 100$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Metaphor</td>
<td>13</td>
<td>22.03%</td>
</tr>
<tr>
<td>2.</td>
<td>Simile</td>
<td>9</td>
<td>15.25%</td>
</tr>
<tr>
<td>3.</td>
<td>Personification</td>
<td>11</td>
<td>18.64%</td>
</tr>
<tr>
<td>4.</td>
<td>Synecdoche</td>
<td>1</td>
<td>1.7%</td>
</tr>
<tr>
<td>5.</td>
<td>Metonymy</td>
<td>3</td>
<td>5.08%</td>
</tr>
<tr>
<td>6.</td>
<td>Symbol</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>7.</td>
<td>Allegory</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>8.</td>
<td>Overstatement</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>9.</td>
<td>Apostrophe</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>10.</td>
<td>Hyperbole</td>
<td>20</td>
<td>33.90%</td>
</tr>
<tr>
<td>11.</td>
<td>Irony</td>
<td>2</td>
<td>3.40%</td>
</tr>
<tr>
<td><strong>Total Number and Percentage</strong></td>
<td><strong>59</strong></td>
<td><strong>100%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Finding the Most Dominant of Figurative Meaning on Obama Speech

Based on the analysis above, the writer found the most dominant of figurative meaning on Obama speech, that is hyperbole. It is the highest of the total number of
figurative meaning that the writer found. Hyperbole itself, has percentage of the figurative meaning is thirty three point ninety percent (33.90).

Hyperbole is most dominant used Obama speech from January – Juny 2014 edition, because as the Hyperbole’s definition, it mention the human attributes are about the given to seize this opportunity to achieve a lasting peace.

4. Conclusion

Based on the above findings of this study, it can be conluded that:

1. There are five types of figure of speech are used by Obama Presidential Speech namely Metaphor (22.03), Simile (15.25), Personication (18.64), Synecdoche (1.7), Metonymy (5.08), Hyperbole (33.90), Irony (3.40).

2. Hyperbole is the dominant used by Obama Presidential Speech.

Based on the conclusion given, the following suggestion are needed to be considered in conducting the related research.

It is suggested that those students of English Department should be able to understand the use of figure of speech

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