1. INTRODUCTION

1.1 Background of the Study

Obviously, there is nobody in the world who does not need language. Indeed, language takes a very important role in our daily lives. Language is one medium that people use to communicate to each other. Therefore, there will not be a communication among people if there are no bonds that could bind them-language.

It is stated in the *Cambridge Advanced Learner’s Dictionary* (s.v “language”) that: Language is a system of communication consisting of sounds, words and grammar, or the system of communication used by the people of a particular country or profession.” Based on the definition, language is a truly important means in doing communication by using sounds or symbols (words).

In [www.thefreedictionary.com/wide](http://www.thefreedictionary.com/wide) (vide “word”), is stated that: “Word is a sound or combination of sound, or its representation in writing or printing, that symbolizes and communicates a meaning and may consist of a single morpheme or of a combination of morphemes.” Related to the definitions, it can be concluded that every language especially English helps human to communicate by using words that symbolize and carry out meanings. It leads us to the thought that the role of language is primarily to convey meaning. Since it is so, the study of meaning would always have been a major focus of attention within the scientific study of language. It is just like what the writer does here.

The meaning that a word has should be understood by the writer and the reader in order to be able to make good communication to each other. It has great value to know that words or the group or the combination of words (phrases) have explicit and implicit meaning. When the words or phrases have implicit meaning, it is called idiom. Idioms can be defined as language of people that is peculiar to themselves. The *Cambridge Advanced
"Learner’s Dictionary (s. v “idiom”) states that: “Idiom is a group of words in a fixed order that have a particular meaning that is different from the meanings of each word understood on its own individual words”. For example: *take (something) up* is an idiom meaning ‘begin to practice or study’. This idiomatic meaning is completely unrelated to the literal meaning of individual words *take* and *up*.

People including the non-native speakers, and also those who are learning English as a second language may find it hard to understand English idioms for they may not be able to identify idioms being used and the meaning of them. The meaning of theirs cannot be translated word by word for the individual words in the expression do not have their usual meaning.

Needless to say, it is true that English is full of with idioms. These idioms are found in different fields of life and are used in speaking and writing in formal style and in formal form. READER’S DIGEST magazine, is one of contents where English idioms are applied. This well-known formal-styled published writing is mostly read by common people and those who have English as their second language, including students who are learning English. This would become the main obstacle for those who are not able enough to translate or to grasp the meaning of what they are reading, for example: *keep up with* used in one of the sentences found in the READER’S DIGEST magazine, that is, ‘In a bid to help the U.S. *keep up with* global competitors in high speed Internet access. Federal Communications Commission officials announced a sweeping proposal to extend broadband connections across the country…’. If the meaning of these expressions are grasped word by word, the meaning will be *(cause sb/sth to) remain in state towards higher positions in the company of sb/sth*. Actually, the meaning of the idiomatic expression is to travel at the same speed as a moving person or thing. Seeing this simple but important example, it is clear that idiomatic expression cannot be translated literally. Therefore, it would be useful to make a study of idiom. Another reason is, lots of information could be
taken from it. But, it is difficult to understand the words and the meaning of the idioms in the READER’S DIGEST magazine. It is hard to find the meaning of the idioms for it cannot be translated literally.

Advertisement is a form of communication used by advertiser to promote the sales of products or services, to influence public opinion, to gain political support, to advance a particular cause, or to elicit some other desired responses. Advertisements get their audience to draw upon ideological elements in their MR (Member’s resources’) in order to establish an ‘image’ for their product being advertised (Young Lynne, 2006:123).

Therefore, it is very important to understand idiom expression in advertisement. Sentences can deliver something which intended to audience through various media including newspaper, magazines, television, radio, billboards, and direct email. Advertisements has been used for a long time in trade. It is so said as the keystone in the art of sales. Nowadays, advertisement plays great role in business; it can be of the best tools in getting the attention of the consumers. Advertisements, using the ‘image’ which audience ‘help’ them to generate for products as vehicles, construct subject positions for ‘consumers’ as members of consumption communities…this is the major ideological work of advertising. (1989:202-203)

Idiomatic word in the Reader’s Digest Magazines Advertisements February edition 2013 will be chosen as the object of this analysis because some idiomatic word are found and it is assumed that there are many idiomatic word existed in advertisements which are interesting to be analyzed semantically.

1.2 Problem of the Study

As stated above, English is a rich language, and it is very rich in idiomatic expressions. We can say that an idiom is a phrase which its meaning is very different from
meaning of words separately which form it, because an idiom is constructed into a unity of a particular meaning.

This sometimes makes the communication cannot run effectively, if one of the speakers or listener cannot understand the idioms clearly. It is quite important then that we know how to use certain idioms in certain situations in making a good communication.

Based on the background above, the problems of this study are formulated as follows:

a. What is the types of the idioms used in February edition 2013 READER’S DIGEST magazine?
b. What is the meanings of the idioms used in February edition 2013 READER’S DIGEST magazine?

1.3 Objectives of the Study

In accordance with the analysis the writer is going to do in this thesis, the objectives to be achieved are as follows:

a. To describe and classify the types of the idioms in February edition 2013 READER’S DIGEST magazine.
b. To expose the meanings of idioms in February edition READER’S DIGEST magazine.

1.4 Scope of the Study

The writer is sure that studying about English idioms is very difficult, since the writer is a non-native speaker of the language. To give an analysis of English idioms is
taught task to do: hence the writer wants to limit his analysis, as to avoid a wider but unconcentrated analysis about the problem.

In this thesis the writer will limit her analysis on five category of idioms, i.e. :

a. Phrasal Verb  
b. Separable Phrasal verb  
c. Verb – Noun – Preposition Combination  
d. Preposition – Noun and Preposition – Adjective – Noun Combination  
e. Preposition – Noun – Preposition Combination  
f. Preposition – Adverb and Preposition – Adjective Combination  
g. Adjective – Noun Combination  
h. Noun Phrases  
i. Adjective – Preposition Combination

1.5 Significance of the Study

Idioms of English can be a very difficult thing for non native speakers to master. The meaning of idioms cannot be obtained through the meaning of its individual words. Here, the writer truly hopes that this thesis would be of any use, theoretically and practically, to any readers. Theoretically, this thesis would give clear answer to the problems dealing with the types of English idioms. And practically, it would also help those who are interested in learning the meaning of English idioms