

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Cowboys are the nickname given to shepherds who work on farms in North America. It was traditionally used to conduct a range of farm tasks, formerly powered by horses. The cowboy has been a symbol of American Western culture for more than two centuries. Cowboys wore jeans, t-shirts, denim jackets, tassel jackets, caps, leather belts, cowboy shoes, and a cowboy hat when riding their horses. Despite the fact that the cowboy originated in Mexico, American cowboys developed their own style and reputation. There is a game that takes the cowboy theme as the main story in the game made by a game company called Rockstar games.

The object taken by the author here is to get the data from a game made by Rockstar Games. Rockstar Games is a video game developer and publisher based in New York City, as well as a development division of video game publisher Take-Two Interactive. The Grand Theft Auto, Max Payne, L.A. Noire, The Warriors, Bully, Manhunt, Midnight Club, and Red Dead series are the most well-known. It consists of studios that have been acquired and renamed, as well as studios that have been developed internally. Rockstar Games best known for its Grand Theft Auto Series, has turned its attention to the Wild West.

The name of the game is Red Dead Redemption series. the setting of the game in early 1900's and themed about the life of cowboys or the era of the cowboy in America. No game maker has approached the period with as much passion and power as Red Dead Redemption. This is the new bar that all Westerns must strive to reach. The game Red Dead Redemption 1 was released for the PlayStation 3 and Xbox 360 on May 18, 2010, in North America, and three days later on May 21, 2010, in Europe.

For the Red Dead Redemption 2 was released on October 26<sup>th</sup>, 2018 on PlayStation 4, Xbox One and on November 5<sup>th</sup>, 2019 for PC. In 2010, the first game in the Red Dead Redemption series earned the award for game of the year. The second series of Red Dead Redemption, which won the game of the year award in 2018. This game takes set in a large open-ended world that includes Western American countryside and northern Mexican regions. The majority of the tale in the game takes place in 1911, which is why the object was so closely tied to the author's thesis.

It is easy to believe of Red Dead Redemption as being ahead of its time, but the truth is that it is a game of and for its period. Rockstar has an extraordinary capacity to hold up a picture to society and remind us that today's hot button topics like racism, immigration, federal government authority, and personal freedoms are not only nothing new, but deeply embedded in American culture. These are the forces that have shaped America into the country it is today, and their incorporation in Red Dead Redemption gives it an authenticity that other videogames lack.

The plot of Red Dead Redemption will lead you over a huge area of countryside that borders the United States and Mexico. As a main character, you will meet, help, and spill blood with a wonderful ensemble of supporting characters as Marston strives to put things right. The characters are wonderful, and the conversation and voice acting are excellent, making the feel as if you are a part of the story. From start to end, following the main tale will take player about 20 hours, though most people will find it impossible to focus on just one thing because there is so much to do. This is made by Rockstar, after all, and their heritages masters of the open world sandbox game is not lost.

The most significant aspect of this sandbox is how much fun it is to simply mount a horse and ride over the grassland. Red Dead Redemption is a stunning game with meticulous attention to detail. The art direction has always been excellent, particularly the careful consideration given to the color palette and geology of the land. The dusty hills and plateaus are brought to life with just the right amount of red, the sunsets are breathtaking, and the purple mountains exude the majesty they are known for. The landscape that the player could explore is large, studded with villages, ruins, and varied landscapes, many of which feel handcrafted and unique.

There's one example sample data of the research that the writer finds in RDR series game by Rockstar games is the vocabulary for cowboy that found in Red Dead Redemption's game is "saloon" (Mission #1- Introduction -Exodus in America). The term "saloon" refers to a public room or structure utilized for a certain purpose or a location where alcoholic beverages are served,

particularly in the western United States throughout the nineteenth century. The author purpose for this thesis is to analyze and try to find cowboy vocabulary in the Red Dead Redemption Game.

Every human being who speaks a language has developed a vocabulary. People could not say what they want to say or use to be understood by a person or group of people if they do not have language or the right vocabulary. Language has been defined in a variety of ways, including “language is the bearer of culture” and “language is the vehicle of culture.” and so on, but they all emphasize its social significance. Language as how human beings interact to convey messages, information or express emotions.

In communication, language can be either verbal (using words to read, write, and speak) or nonverbal (using signs, facial expressions, and body language). Communication is occasionally misconstrued or misrepresented, despite the myriad communication options available. People have to master a complex system words or vocabulary, structure, and grammar to effectively communicate with others. Based on (Barcroft et al, 2011, p. 9) vocabulary is a language’s words are described as single things, phrases, or chunks of numerous words that convey a specific meaning in the same way that individual words do. rely on an understanding of lexis, the Greek term for word, which in English refers to all the words in language, the full vocabulary of a language. Every day, people usually discover some new vocabulary words.

There are numerous ways for us to learn new vocabulary, including watching a television show, watching a movie, and playing a game. Vocabulary

is also extremely useful when learning a new language other than your mother language. Nowadays, people often get lazy when it comes to learning new vocab, be it in their second language, or their mother tongue. Learning new words is not about confusing people with obscure vocabulary, it is about being able to express yourself more clearly and precisely.

The concept of word can be defined in a variety of ways, but three critical aspects that should be aware of and focus on are form, meaning and use. The form of a word includes the pronunciation (spoken form), spelling (written form), and any word elements that make up this specific object. The word uncommunicative is a good example of a word component and meaning. Meaning refers to the relationship between form and meaning, or the concept and the things it refers to, as well as the associations that come to mind when people think about a specific word or expression. Because form, meaning, and use have a receptive and productive dimension, knowing these three aspects for each word or phrase necessitates 18 different types of lexical knowledge.

Because English is constantly changing and evolving reality, it is difficult to learn its vocabulary. English vocabulary is complex, with three fundamental aspects: form, meaning, and use, as well as multiple layers of meaning. A vocabulary remains often formed as a helpful and important instrument for communication and knowledge acquisition. Vocabulary refers to individual vocabulary items distinct meanings, as well as lexical chunks. Students cannot comprehend or express themselves if they do not have a

sufficient vocabulary, which is why vocabulary is so important in English language instruction.

Students must learn more productive vocabulary knowledge and develop their own unique vocabulary acquisition as their English fluency and expression improve strategies. Increasing our vocabulary is one of the most inefficient ways to improve our lives. It is commonly assumed that learning a large number of words is only beneficial to writers and speakers, but the truth is that it benefits everyone, both personally and professionally. By comparing the meanings of new words to those people already know, people will gain a deeper understanding of them, allowing to choose them more effectively. More often than not, this requires becoming more familiar with the simpler words and their meanings.

As a result, having a good vocabulary often makes communication easier not the opposite, as many people believe. Moreover, by learning new vocabulary, students could find out the characteristics of the vocabulary, word or meaning, whether it is from a culture or the country itself. Vocabulary and words in every culture have a meaning and characteristics to know. As said by (Wierzbicka, 2016, p. 250) Although cognate terms have certain semantic components, their overall meaning and cultural importance varies greatly.

The author believes that each of the word must have a different meaning depending on the culture of the community it belongs to. The author finds some vocabulary that has different meanings in terms of cognitive culture. The

purpose of this thesis is to identify vocabulary words often used by cowboys in America at the period by using cognitive culture as sub method of this thesis.

Cognition refers to a set of mental processes that deal with information acquisition, storage, manipulation, and retrieval. integrates information obtained through the senses of the human body with knowledge stored in long-term memory. Both pieces of information are processed in working memory, which acts as a data processing center. People shall progress from ignorance to understanding, then knowledge to expert status in the field being studied during the learning process. The sequence becomes one of the patterns in the cognitive sphere of the individual.

People with good cognitive function could get along well with one another. It has to do with a person's level of concentration. The better a person's memory is, the better his memory will be, and this demonstrates how information is transported and stored in the brain. Furthermore, cognitive function might take the shape of being cautious.

The focus of attention is a stimulus selection that can be disregarded at the same time as it becomes the center of attention. Smells, sounds, and visuals could all be used as stimulus. Also, Language abilities are linked to cognitive abilities. Because the ability to talk allows a person to form words when communicating with others. Depending on their cognitive function, everyone has distinct linguistic talents. It can also be linked to a person's cultural cognitive and environmental factors.

The term cognitive cultural studies will be most commonly used to refer to the second, broad meaning of the term, which refers to the incorporation of cognitive science insights into the study of cultural practices. more specific, meaning turns out to be also relevant, in fact, crucially so, as the field of cognitive cultural studies seek to position itself inside mainstream cultural theory.

Based on (Lee, 2006, p. 29) said that culture is crucial to all people do in this world and culture consists of patterned ways of thinking, feeling, and reacting, acquired and transmitted primarily through symbols, and constituting the distinctive achievements of human groups, including their embodiments in artifacts. Culture could be defined as the collective programming of the mind that separates member of one group or category of people from members of other group or categories people. People are drawn to working with and cooperating with persons who share their values, views, and attitudes, according to the similarity attraction idea.

Based on the information presented in this part and the background that has been created. Culture refers to society and its way of life, and the American cowboy is an illustration of society itself. The appearance of cowboys, their vocabularies, and their behaviors of the American cowboy at the period. Their legendary lifestyle has been glamorized in innumerable books, movies, video games, and television shows throughout history. The late-nineteenth-century American cowboys became legendary figures in the United States.



## **B. Question and Scopes of the Research**

### **1. Question of the Research**

In this thesis, there will be the questions about the problem from the data resources or how to analyze/find the vocabulary and the culture of cowboy inside the object data. Therefore, the writer will be discussing the problem can be mentioned in details as the following questions:

- a. What vocabulary classification have cowboy possessed?
- b. What is the meaning of the vocabularies cowboy can be discovered as a data object for reference in the Red Dead Redemption games?

### **2. Scope of the Research**

The writer focuses on the vocabulary, culture, and meaning of the cowboy vocabulary featured in the Red Dead Redemption game series as a reference when completing this research. Because The author can readily locate a kind of cowboy vocabulary and history in the RDR series game, the writer chose it as a reference for this research. As a method, the author employs cognitive culture by Brekhus (2015) and Zunshine (2016).

## **C. Objectives and Significance of the Research**

### **1. Objective of the Research**

- a. To tell the readers about the cowboy vocabulary that found in the Red Dead Redemption game.

- b. To find what is the meaning of the cowboy vocabularies that found in the Red Dead Redemption game series that the writer chose as a reference and using a cognitive culture as an approach.

## **2. Significance of the Research**

This writing and research paper hopefully this research could be useful for students and society. Not only for writers but also can contribute to developing their interest in the unique culture out there. This study hopefully could give a worth significances.

Theoretical Significance of this research based on the purpose of the study above that the results of this study are expected to give more information about cowboy culture and also their unique vocabulary that found by the writer in their data objects and give something worthwhile contribution of all people who wants to study English and help them to understand about all kinds of vocabulary in cowboy culture.

While Practical Significance can be showed by the results of the study are likely to provide academics with important information cognitive culture to cultural research. For the reader, this research may increase his or her understanding of cowboy culture and lexicon. Hopefully, this research will provide with a better understanding of the vocabulary that cowboys usually used and gain knowledge from the cultural perspective in this research.

## **D. Operational Definitions**

### **1. Cognitive cultural**

Cognitive cultural evokes most commonly evokes the second, broad meaning of the term, thus connoting the incorporation of insights from cognitive science into the study of cultural practices. Yet more specific, meaning turns out to be also directly relevant. cognitive cultural studies seek to position itself inside mainstream cultural theory.

### **2. Vocabulary**

Vocabulary is a collection of words used or known by a specific person or group of people. Vocabulary is an essential skill for anyone that learning a language since it allows them to communicate.

### **3. Video games**

Video game in which the player could interacts with a user interface in order to receive visual feedback on a video device. A reward system in video games, such as score, may be based on completing activities within the game.

## **E. Systematization of the Research**

In this research, the systematization of this paper means to make the author easier in taking understanding of this paper and to make the paper completed in good composition. The author divides the writing into five chapters.

Chapter I is Introduction consists of the research's background, question, and scope, as well as the research's purpose and importance, operational definition, and systematization.

Chapter II is Theoretical Description consists of Vocabulary, Cognitive, Culture, Concept of game, and research relevance. this chapter describes the cowboy culture in America, cognitive cultural from the expert, and the cowboy vocabularies that found in Red Dead Redemption series as the writer reference.

Chapter III is Methodology of the research consists of method of the research, (Time & Place, and Kinds of the research), Procedure of the research, Technique of the Data Collection, Technique of the Data Analysis and data sources.

Chapter IV is the Research findings and discussion show about data description in the Red Dead Redemption game, analysis of the data where the writer analyzes all the data that the writer found in the RDR Series as a reference.

Chapter V is the Conclusion and suggestion give the summary of the conclusion which relate of discussion, suggestion which relate to significant of the research.