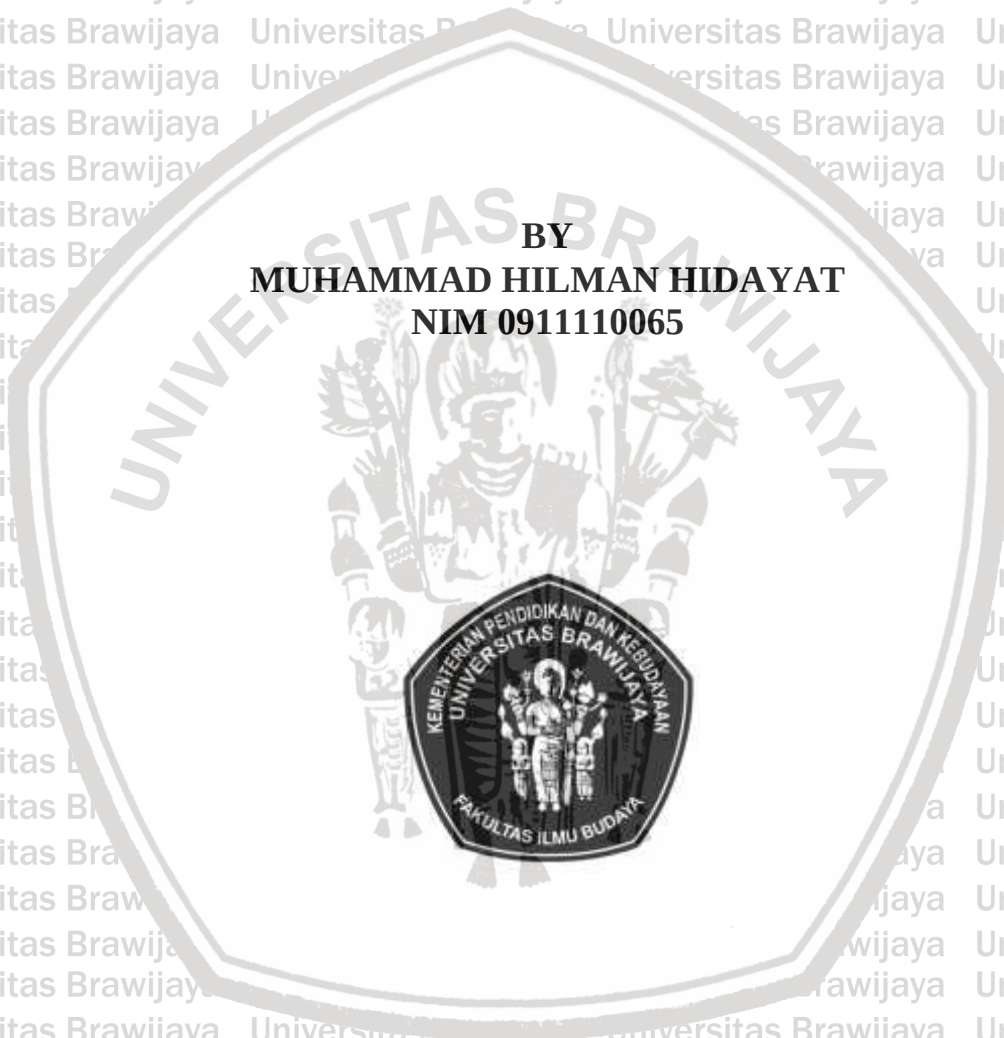


**LANGUAGE FUNCTION USED BY MARIO TEGUH IN
MARIO TEGUH GOLDEN WAYS SHOW**

THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTEMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

2014

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THESIS

**Presented to
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for the degree of *Sarjana Sastra***

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Malang, 29 January 2014

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ABSTRACT

Hidayat, Muhammad Hilman. 2013. **Language Function Used by Mario Teguh in Mario Teguh Golden Ways show**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Lalu Merdi; Co-supervisor: Istiqomah Wulandari.

Keywords: Language functions, Mario Teguh Golden Ways video.

Language is very important for human life. People use it for communication in delivering idea, feeling, messages, etc. In society, language has some aspects. One of the aspects that can be stated of language is language function. The researcher conducts a research about language functions that are used by Mario Teguh in Mario Teguh Golden Ways show by using Jakobson and Hymes' theory. This research focuses on two problems: (1) What elements of communication are used in Mario Teguh Golden Ways show (2) What language functions are used by Mario Teguh.

This research uses qualitative approach in document analysis to describe the language functions used by Mario Teguh in Mario Teguh Golden Ways show. The data are transcribed utterances produced by Mario Teguh taken from Mario Teguh Golden Ways entitled *Mengatasi Rasa Takut Gagal* video which is uploaded on Youtube website.

This research reveals that all seven elements of communication are found in Mario Teguh Golden Ways show entitled *Mengatasi Rasa Takut Gagal* namely addresser, addressee, channel, message form, topic, code, and setting. This study also reveals six out of seven language functions used by Mario Teguh. They are emotive function, directive function, phatic function, poetic function, referential function and metalinguistic function. Referential function is the most used by Mario Teguh. He needs to use this function because motivation requires a lot of information to be informed to the audience during the speech. Furthermore, this research shows that there is a combination among the language functions. It means, one utterance does not only bring one function but also two or three functions at once. In short, elements of communication and language function should be seen from the context in a certain condition and situation.

The researcher hopes that this research can contribute a better and deeper understanding about language function. He suggests the next researchers especially English Department students conduct the research with different objects and theories of language function since this research did not cover all aspects of language function.

ABSTRAK

Hidayat, Muhammad Hilman. 2013. **Penggunaan Fungsi Bahasa oleh Mario Teguh dalam Program Acara Mario Teguh Golden Ways**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Lalu Merdi (II) Istiqomah Wulandari.

Kata Kunci: Fungsi bahasa, video Mario Teguh Golden Ways.

Bahasa sangat penting bagi kehidupan manusia. Manusia menggunakan bahasa untuk berkomunikasi dalam menyampaikan ide, perasaan, pesan, dan sebagainya. Dalam masyarakat, bahasa memiliki beberapa aspek. Salah satu aspek tersebut adalah fungsi bahasa. Peneliti melakukan penelitian tentang fungsi bahasa yang digunakan oleh Mario Teguh dalam program acara Mario Teguh Golden Ways dengan menggunakan teori dari Jakobson dan Hymes. Penelitian ini berfokus pada dua masalah: (1) Apa saja unsur-unsur komunikasi yang digunakan dalam program acara Mario Teguh Golden Ways (2) Apa saja fungsi bahasa yang digunakan oleh Mario Teguh.

Penelitian ini menggunakan pendekatan kualitatif dalam analisa dokumen untuk mendeskripsikan fungsi bahasa yang digunakan oleh Mario Teguh dalam program acara Mario Teguh Golden Ways. Data yang digunakan adalah ucapan yang disampaikan oleh Mario Teguh yang ditranskrip dari video Mario Teguh Golden Ways berjudul “Mengatasi Rasa Takut Gagal” yang diunggah di situs Youtube.

Penelitian ini mengungkap tujuh unsur komunikasi yang ditemukan di acara Mario Teguh Golden Ways berjudul “Mengatasi Rasa Takut Gagal” yaitu pembicara, penerima, saluran, bentuk pesan, topik, kode, dan pengaturan. Penelitian ini juga mengungkap enam dari tujuh fungsi bahasa yang digunakan oleh Mario Teguh. Fungsi-fungsi tersebut adalah fungsi emotif, fungsi direktif, fungsi patik, fungsi puitis, fungsi referensial, dan fungsi metalinguistik. Fungsi referential merupakan fungsi yang paling banyak digunakan oleh Mario Teguh. Ia banyak menggunakan fungsi ini karena motivasi membutuhkan banyak informasi yang harus disampaikan kepada penonton saat berbicara. Selain itu, penelitian ini menunjukkan bahwa ada kombinasi antara fungsi-fungsi bahasa. Artinya, satu ucapan tidak hanya membawa satu fungsi tetapi juga bisa membawa dua atau tiga fungsi sekaligus. Kesimpulannya, unsur komunikasi dan fungsi bahasa harus dilihat dari konteks dalam suatu kondisi dan situasi.

Peneliti berharap bahwa penelitian ini dapat memberikan kontribusi yang lebih baik dan pemahaman yang lebih dalam tentang fungsi bahasa. Peneliti juga menyarankan kepada para peneliti selanjutnya khususnya mahasiswa jurusan Bahasa Inggris untuk melakukan penelitian dengan objek dan teori fungsi bahasa yang berbeda karena penelitian ini masih belum mencakup semua aspek fungsi bahasa.

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