

CHAPTER I

INTRODUCTION

This chapter consists of background of the study, problems of the study, objectives of the study, and definition of key terms.

1.1 Background of the Study

According to Cook (2003), language is at heart of human life. Without it, many of important human activities are impossible to be performed. Language is used for relating to your family, making friends, learning, sharing knowledge, motivating, etc. Therefore, language is very important for human life to communicate with each other in delivering idea, feeling, message, and all the activities that are related to it. In brief, language also can be called as communication tool.

People use language as a main communication tool. Language itself is used for understanding a conversation in the real world and it can also resolve some problems and tensions that come from human interaction through communication process. Richards and Schmidt (2002) define communication as the exchange of ideas, information, mind, between two or more people. In communication, there is usually at least one speaker or sender, a message which is transferred, and a person or people as the hearer or receiver for whom this message is intended.

Thus, communication is primarily a matter of a speaker who is doing either to inform a hearer of something or to join some actions upon him. When

performing utterances in communication, speakers convey many different types of meaning and use language for many purposes to make their speech meaningful, for example, in expressing a wish, greeting, apology, etc.

When language is performed through communication by the speakers, there must be a discourse. Renkema (1993) says that discourse study is the discipline devoted to the investigation of the relationship between form and function in verbal communication. McCarthy (1991) also emphasizes that discourse analysis focuses on the study of the relationship between language and the contexts that is used for all kind of written texts and spoken data. Overall, discourse analysis studies about written text that is produced by writers and spoken data that uttered by the speakers that should be seen from a certain condition and context. Moreover, discourse analysis also learns about language function used in the real world communication.

According to Cook (1989), language function deals with the use of language and the meaning of the messages between the addresser and the addressee that contain function of language. As an example, in a certain test in the class, if a lecturer says 'Do the task by yourself!', actually this utterance carries a function, and the utterance itself contains directive. Directive means directing something to others. It means, the lecturer directs the students to do the task without cheating. The researcher believed that the sentence or the spoken utterance above is often used in social life. However, people often do not realize that sentence or utterance carries function. Later on, the directive function is often found in communication in the way of motivation. It can be seen when a speaker

known as motivator who delivers his words to the audience in order to do something better in their life. In this case, the researcher believed, in motivation activity, the speech that is uttered by the motivator contains language functions.

The speech does not only contain directive but also other functions.

In daily life, the term motivation becomes essential in gaining life spirit.

One of the ways to give motivation is by infusing people with our own spirit through word and example. Kendra Cherry (2011) says in her site *About.com*, motivation is defined as the process that initiates, guides and maintains goal-oriented behaviors.

A person who gives motivation to other people is called motivator. According to *motivatorindonesia.org*, in 2013, Indonesia has several famous motivators such as Mario Teguh, Tung Desem Waringin, Christian Andrianto, Andrie Wongso, and Bong Chandra. In this research, the researcher is interested in choosing Mario Teguh as the object of his research. According to *Mario Teguh Golden Ways* official website at *www.marioteguh.asia* in 2014, Mario Teguh is an expert motivator who has delivered his motivation words to the people in the whole country through *Mario Teguh Golden Ways* show on Metro TV. His words are so inspiring the people who watch the show.

The researcher chose one of the topics of Mario Teguh Golden Ways entitled *Mengatasi Rasa Takut Gagal* shown on Metro TV on June 28th, 2009 by downloading it from *www.youtube.com* because that topic is interesting and it has so many data to be taken as a research of data source in language function.

Another reason of selecting the topic is, the topic talks about how to handle fear

before doing something which has become common problem of Indonesian people in their daily life. The researcher believed that Mario Teguh is able to spirit up and give problem solving to the people of handling their fear of failure.

Furthermore, the topic of the video became the most popular topic among other topics that could reach until 176,619 viewers in *Mario Teguh Golden Ways* channel on the internet at Youtube site. It indicates that the topic itself is relevant enough to be analyzed in this research.

The researcher made some scopes and limitations to make the research stay on a proper line. Firstly, the researcher only took data from one of the topics of *Mario Teguh Golden Ways* show entitled *Mengatasi Rasa Takut Gagal*, and this topic was chosen because it became the most watched topic among other topics and it was very interesting which has so many data that can support the research. Secondly, the researcher only focused on the utterances that are delivered by Mario Teguh.

Thus, this research is about the usage of language function used by Mario Teguh in *Mario Teguh Golden Ways*. The speech of Mario Teguh is appropriate to be analyzed, because it has so many elements as the data of the research that can be related in language functions theory based on Jakobson (1960) and further developed by Hymes (1962) as cited in Cook's book (1989) entitled "Discourse".

The significance of this study hopefully gives some benefits for the researcher himself, society, and the students of Department of Languages and Literature. For the researcher, since the study is appropriate in linguistics program, he hopes that this study gives advantage for his understanding of

language functions in discourse analysis. For the society, the researcher hopes that this research can give some knowledge of language function for the people who want to be a motivator, a consultant or a public speaker. And the last, the researcher hopes that this research can add something to us not only as collection of thesis but also some knowledge as references for the students of Department of Languages and Literature as the next researchers.

1.2 Problems of The Study

1. What elements of communication are used in *Mario Teguh Golden Ways*?
2. What types of language functions are used by Mario Teguh's utterance in *Mario Teguh Golden Ways*?

1.3 Objectives of The Study

1. To find out the elements of communication used in *Mario Teguh Golden Ways*.
2. To find out the types of language functions used by Mario Teguh's utterance in *Mario Teguh Golden Ways*.

1.4 Definition of Key Terms

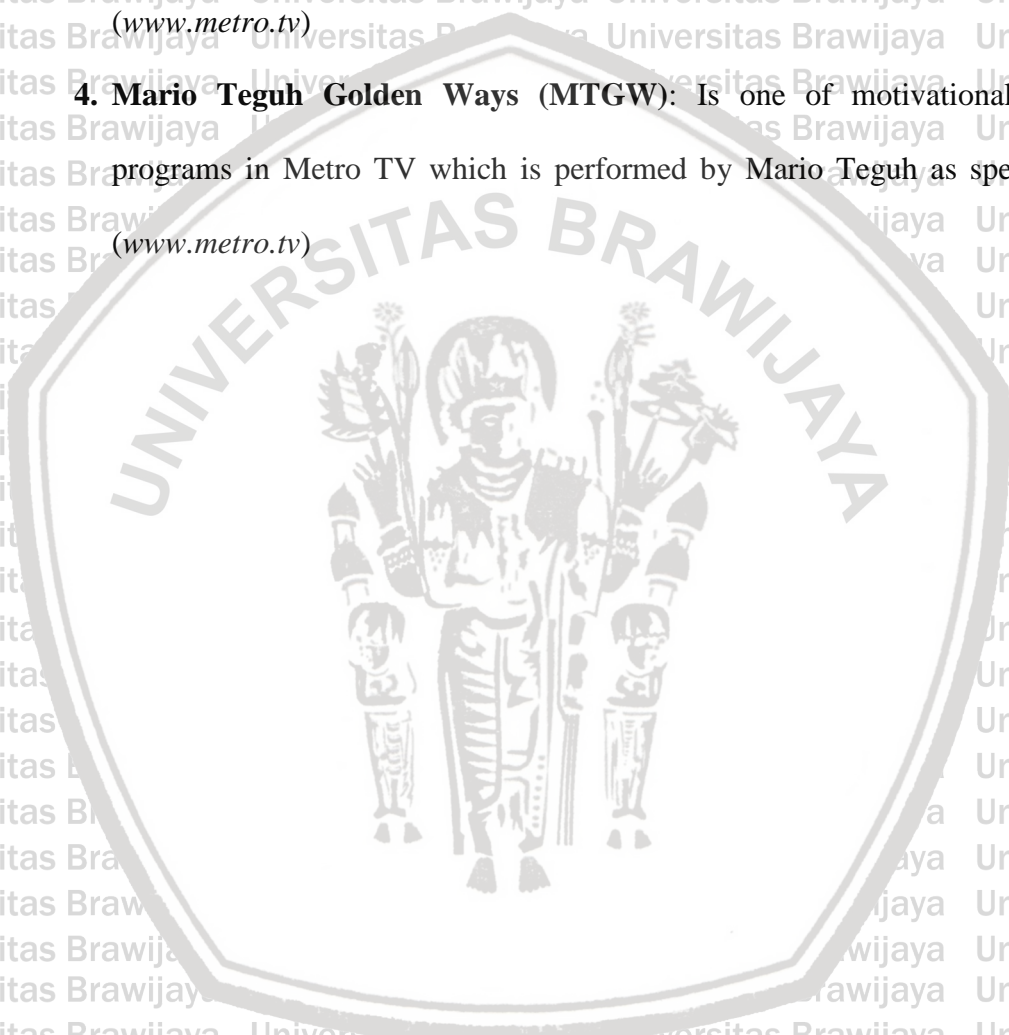
1. Discourse Analysis: The study of spoken and written language in its social and psychological context. (Cook, 1989).

2. Language Functions: The use of the language which are produced by the speaker including 7 functions called emotive function, directive function,

phatic function, poetic function, referential function, metalinguistic function and contextual function. (Cook, 1989)

3. Mario Teguh: Mario Teguh is one of Indonesian famous motivators who performs his show at Mario Teguh Golden Ways on Metro TV. (www.metro.tv)

4. Mario Teguh Golden Ways (MTGW): Is one of motivational TV programs in Metro TV which is performed by Mario Teguh as speaker. (www.metro.tv)



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explains some theories and previous studies related to language functions. The first part of this chapter contains the underlying theories like discourse analysis, language functions, Mario Teguh, and *Mario Teguh Golden Ways* that support the writer in doing this research. Then, the rest is about the previous studies concerning language functions by other researchers.

2.1 Discourse Analysis

According to Brown and Yule (1996), they state that discourse analysis is an analysis of language in use whether it is written or spoken form. This study belongs to one of linguistics branches that is designed for the people who use language in their daily activities.

There is also another statement from Choyimah (2012) who defines that discourse analysis is one of academic disciplines in macro linguistics. It deals with the systems of language used for daily communication, such as language for advertisements, political speeches, daily conversation, student-teacher consultations, etc.

In conclusion, discourse analysis is one of linguistics branches that studies about written text and spoken utterance between speaker and hearer in a certain social context. In other words, discourse analysis is used to reveal the meaning beyond the sentences or utterances.

2.2 Language Functions

Explanations of language functions based on Holmes (2005) is, how the language is used in the right way to reach its communicative purposes. In her book, "Advertising as Multilingual Communication", she defines five classifications of functions of language and those five functions of language are:

1. Expressive language function: Expressive language function reports and expresses feelings, emotions, and attitudes of the addresser. Example: "I feel so sad"
2. Directive language function: Directive language function is used for the purpose of offering advice, asking and recommendations. Example: "Close that door!"
3. Informational language function : Informational language is used for the purpose of informing, reporting, describing, or asserting something. Example: "The capital city of Indonesia is Jakarta"
4. Interactional language function: Interactional language function has the purpose to open, maintain, and finish contact between the addresser and addressee. Example: showing gratitude ("Thank you so much") and greeting ("How are you?")
5. Poetic language function : Poetic language function is related to the form of the message. The purpose is to communicate meaning through a code which could not otherwise be communicated. Example: poems, plays, and stories.

Furthermore, in the book entitled "Discourse", written by Cook (1989), there is a theory of language functions proposed by Jakobson (1960) and further developed by Hymes (1962). It explains that the language functions of a language should be analyzed by firstly identifying the elements of communication. The elements can be called macro functions. Those elements are described as follows:

1. Addressee/addressor: the person who delivers the message. This is usually the same as the person who is sending the message, and this person can be called the sender, the writer, or the speaker. E.g: presenter, motivator, news anchor.
2. Addressee: the person to whom the messages are addressed. It means the person can be called the receiver, the hearer or the reader. This is usually the person who receives the message, calls, or news. E.g: audience, news viewer, listener.
3. Channel: the medium through which the message travels between the addressee and the addressor. E.g: sound, telephone, paper, internet.
4. Message form: the particular grammatical and lexical choices of the message. E.g: Say no to drugs. Say no for corruption.
5. Topic: the information that is carried out in the message. E.g: education, politics, culture, etc.
6. Code: the language or dialect that is used to deliver the message. E.g: Bahasa Indonesia, Javanese, Sundanese, etc.

7. Setting: the social or physical context, it can be defined as when and where the communication takes place. E.g: In the afternoon, in the evening, at campus, etc.

After identifying the element of communication, the language functions can be established. From this step, language functions can be called micro functions. Jakobson and Hymes (1962) point out that the language functions have seven elements that are shown below:

1. Emotive function: a language that can function for communicating the inner state and emotions of the speaker, Examples: 'Thanks Goodness', 'Cool!', 'Wow'.
2. Directive function: a language that can function to direct addressee to do something on purpose. Examples: 'Close the door!', 'Silent!', 'Please move forward!'
3. Phatic function: a language that can function for opening in a certain communication for social reasons. Examples: 'Hello', 'Good morning class', 'Hey, how are you?'
4. Poetic function: a language that can function as a medium to deliver the essence of the message in expressing speaker's feeling, interest, etc.

Examples: The advertising slogan *BEANZ MEANZ HEINZ* would lose its point if it were paraphrased as 'If you are buying beans, you will naturally buy Heinz' or *NO PAIN NO GAIN* it is also meant as 'Pain is the requirement to gain something'.

5. Referential function: a language that can function for delivering information from speaker to hearer. Example: SBY tweets condolences to Iran/Pakistan quake victims, women activists demand higher political representation.

6. Metalinguistic function: a language that can function for explaining another language. Example: In English, English language that is explained by Bahasa Indonesia, Bahasa Indonesia itself is metalinguistic.

7. Contextual function: a language that can function for creating a particular kind of communication. Examples: 'Right, let's start the lecture', 'It's just a game.'

In short, language functions have their own meaning and intention when it is carried in the message in a certain condition and situation. On the other hand, language functions should be seen from the context so that the language can be clearly identified.

This research used language functions theory based on Jakobson (1960) and further developed by Hymes (1962) as cited in Cook (1989) to be used as the main theory to do the analysis, because it is able to answer the problems of the study and the theory itself is appropriate to use to analyze the data of the research.

2.3 Mario Teguh

According to a site on the internet at wikipedia.org, Mario Teguh was born in Makassar on March 5th, 1956. He is 57 year old. His original name was Sis Maryono Teguh. His famous name is Mario Teguh. He finished his study in State University of Malang. Mario worked at Citibank, then set Business Effectiveness

Consultant, Exnal Corp. served as CEO (Chief Executive Officer) and Senior Consultant. He also finds a community of Mario Teguh Super Club (MTSC).

In 2010, he won an award from the Indonesian Record Museum, MURI, as motivator with the largest of his Facebook fans in Indonesia. Then he was selected as one of 8 revolutionary figure in 2009 from *Republika* newspaper published in Jakarta. He previously hosted *Business Art* show on O'Channel. Then his name becomes widely famous by the public when he performed in *Mario Teguh Golden Ways* on Metro TV. At this time, Mario Teguh is known as one of the most expensive motivator in Indonesia.

2.4 Mario Teguh Golden Ways

Mario Teguh Golden ways is one of TV programs on Metro TV in Indonesia. This program is kind of talk show that shows many motivation words that are delivered by the motivator "Mario Teguh". This TV show contains not only motivation program but also interaction between the motivator and the audience through voting by giving questions related to the topic. Mario Teguh Golden Ways is shown every Sunday at 7 p.m. This program is interesting because each week has its own topic to be discussed. (asiactvdewi.wordpress.com)

In short, some of the theories that are mentioned above namely elements of communication and language function are related to each other and become very useful for the researcher to be theoretical background to analyze the data in doing the research.

2.5 Previous Studies

In this research, the researcher used two other studies to make his knowledge broaden and to get other perspectives to do his investigation. Both previous studies conduct the same field of study in language functions.

First study was conducted by Vivi Mayasari (2010) entitled “An Analysis of Language Function Used by The Main Characters In *Laskar Pelangi* Movie”.

The study aimed at examining kind of language functions used by the main characters in *Laskar Pelangi* movie and the implementation of language functions used in the movie. The study revealed six out of seven language functions were used in *Laskar Pelangi* movie. They were referential function, phatic function, emotive function, directive function, poetic function, and metalinguistic function.

The implementation of language functions in this movie was effective to deliver the message from speakers to hearers because the messages were clearly stated and understandable.

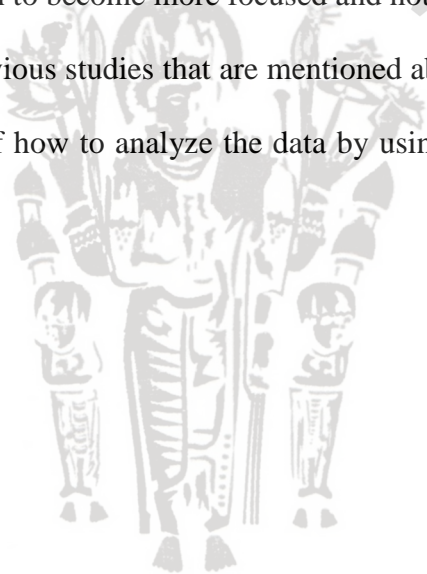
This previous study has some similarities to this research. Firstly, the theory that was used to analyze data is based on Jakobson and Hymes’ theory (1962). Secondly, both studies used qualitative research through document analysis. Meanwhile, there was a difference in the objective of the study. She did not analyze in the element of communication while this study is concerned with it.

Second study was conducted by Marlinda Kusuma (2012) entitled “Language Functions Used by *Muluk* the Main Character of *Alangkah Lucunya Negeri Ini* Movie”. This study focused on examining kind of language functions used by *Muluk*, the Main Character of *Alangkah Lucunya Negeri Ini* movie. This

study was intended to give lesson to the people who watch the movie, so they knew language functions by the character of the movie. The result of this study revealed four of five language functions. They were referential function, interpersonal function, the directive function, and the personal functions. This previous study has a similarity to this research. Both studies use qualitative research through document analysis. On the other hand, the difference is, she used Mary Finocchiaro and Brumfit's theory (1983) to analyze the data of her research.

Those two previous studies could give several benefits to this research. It could lead this research to become more focused and not go far beyond the theory.

Besides, from two previous studies that are mentioned above, the researcher could have the description of how to analyze the data by using some theories from the experts.



CHAPTER III

RESEARCH METHODS

This chapter consists of four parts namely research design, data source, data collection and data analysis.

3.1 . Research Design

In this research, to reveal the utterances of Mario Teguh , the researcher employed qualitative approach in document analysis to analyze the data.

Qualitative approach is one of the type of studies which deals with data in forms of words not the number of statistics. It is also supported by Creswell (1998) in his book entitled “Qualitative Inquiry and Research Design: Choosing Among Five Traditions”, who states that qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. Furthermore, Creswell explains that the researcher builds a complex, holistic picture, analyzes word, reports detailed views of informants, and conducts the study in a natural setting.

Furthermore, based on Ary et al (2010), content or document analysis is a kind of research method that is used for written or visual materials for the purpose of identifying specified characteristics of the material. The materials can be textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents. Based on the

explanation above, the design of this research was document or content analysis which was used to analyze the transcription of Mario Teguh's utterance.

3.2 Data Source

The data of this research were taken from Mario Teguh's utterances when he was performing his show at *Mario Teguh Golden Ways* show. *Mario Teguh Golden Ways* was shown weekly which had different topic to be discussed in each week. The researcher chose one of the topics of *Mario Teguh Golden Ways* entitled *Mengatasi Rasa Takut Gagal* showing on Metro TV on June 28th, 2009 because the topic is interesting since it becomes the most watched topic and it is relevant to be the data source that can be analyzed to support the research in language function. The show was downloaded from the internet at Youtube site.

Moreover, the topic had a greater number of viewers than the other topics in the channel of Mario Teguh Golden Ways on Youtube site. Thus, the topic of the video becomes the most popular topic among others that can reach until 176,619 viewers in Mario Teguh Golden Ways channel on Youtube site.

3.3 Data Collection

Ary et al. (2010) explain that data collection methods is kind of method that describes the methods used to gather the data from interviews, observation, document analysis, etc. Since this study used qualitative approach, the researcher of this research was the main instrument of the research. He collected and analyzed the data of this study by himself.

The ways to collect the data for the research were:

1. Downloading three parts of the video entitled *Mengatasi Rasa Takut Gagal* from www.youtube.com,
2. Watching all the parts of the videos,
3. Transcribing the utterance to get the written form of the utterances.

The data collection process was stopped when all the data had already been taken by the researcher.

3.4 Data Analysis

Before analyzing the data, the researcher made the data credible and dependable. Ary et al. (2010) define that credibility and dependability concern the truthfulness of the inquiry's findings that refer to the accuracy and consistency of the data. Both of them are necessary to be used to avoid prejudice, misperception, or bias and make the data credible. Furthermore, Ary et al. (2010) classify some methods that can be used to make the data valid namely, structural corroboration, consensus, referential or interpretive adequacy, theoretical adequacy, and control of bias.

In order to make the data credible, the researcher used consensus method that involves a expert reviewer. The expert reviewer was Dr. Nurul Choyimah, M.Pd. She is one of lecturers who teaches discourse analysis and pragmatics subject in English Department Faculty of Cultural Studies Universitas Brawijaya.

Ary et al. (2010) define that, in expert review, the expert reviewer provided with the raw data along with the researcher's interpretation or explanation. Through discussions, the expert reviewer considers the interpretation to be reasonable.

Furthermore, in order to make the data dependable, the researcher used theory of triangulation. Ary et al. (2010) define that theory of triangulation requires multiple theories to explain the phenomenon under research. In other words, theory triangulation needs at least two theories from the experts to interpret the data. Considering different theories, the researcher referred to the theories of language function proposed by Holmes (2005) and Jakobson and Hymes (1962).

After that, the researcher continued to the data analysis. According to Ary, et al. (2010), data analysis is a process whereby the researcher systematically searches and arranges the data in order to increase his understanding of the data and to enable him to present what he learns. The researcher used several steps that were explained below:

- 1) Reading the whole transcription by Mario Teguh's utterances from the video
- 2) Selecting the transcribed utterances from the written form of Mario Teguh's utterances taken from the transcription.
- 3) Identifying and analyzing the element of communication in *Mario Teguh Golden Ways* show using Jakobson and Hymes' theory,
- 4) Identifying the language functions in the Mario Teguh's utterance of the transcription using Jakobson and Hymes' theory,
- 5) Putting Mario Teguh's utterances containing language functions into the table that is shown below:

Table 3.1 Language Function Used by Mario Teguh

No.	Utterances	Language Function						
		E	D	Pa	Po	R	Mt	Cn

Index:

E = Emotive Function

D = Directive Function

Pa = Phatic Function

Po = Poetic Function

R = Referential Function

Mt = Metalinguistic Function

Cn = Contextual Function

- 6) Analyzing the language function from the table using Jakobson and Hymes' theory,
- 7) Drawing conclusion based on the result of the data analysis to answer problems.

