

# CHAPTER I

## INTRODUCTION

This chapter presents introduction consisting of background of the study, problems of the study, objectives of the study and definition of the key terms.

### 1.1 Background of the Study

Language and humans cannot be separated because humans use language for their communication. By using language, humans can interact, communicate and share everything with others. Communication takes place with the help of symbols, signs, words or body language. In communication, speakers convey their utterances with a purpose. When they speak to others with purposes, the listeners might be able to get the message from the utterances, such as explaining ideas, giving information, expressing the feeling, or asking something. Those are the ways of how language is performed in communication.

When language is performed, there must be a discourse. Discourse is originated from French as discours. Viewed from linguistics, it can be understood as written or spoken language which has the quality of unity. It studies how language can be made coherent and cohesive. Cook (1989) defines discourse as “stretches of language perceived to be meaningful, unified and purposive.”

One part of discourse is discourse analysis. Brown and Yule (1983) state that discourse analysis is “the study of how forms of language are used in communication.” Therefore, it is related to what the speakers mean and what the

listeners get. Discourse Analysis deals with the language used in communication.

It can be concluded as the study of understanding social interaction. Meanwhile, the function of language in communication refers to the understanding of the purpose conveyed by the speaker's utterances.

Language function is an important thing in communication because it leads the listener to achieve the purpose of the speaker's utterances. Besides, the basic goal of communication is the success of meaning delivery process from the speaker to the listener. According to Halliday (1973), the function of language is "to describe how language is used." Meanwhile, Cook (1989, p.24) states that language function is "the function which the sender of a message intends to achieve with it." Therefore, language function is needed in communication process because humans must have the same understanding of language to communicate well among them.

Through this language practices, there is a connection between language function and the effect for the listener. An appropriateness of language function can give a good impact for the listener. "The theories and methods for the empirical study of the relations between discourse, social and cultural developments in different social domains" could be understood as Critical Discourse Analysis (Jorgensen *et al.*, 2002, p.60). Critical Discourse Analysis is to explore the links between language use and social practice.

In this study, the writer is interested in analyzing the language function used by Shahnaz Haque in *Tupperware She Can*, a women TV program on Trans 7 every Saturday at 8.30 a.m. It always presents inspiring stories from Indonesian

women with their profession delivering their life stories. These stories are hoped to motivate all women in Indonesia to fight for their dreams. Language as a media or a tool in supporting the story through the dialogue has an important role. The use of language in the dialogue contains many types of language function. Through appropriate language, the meaning of the utterances can be delivered well to the viewer. The sentences should be effective to convey the idea of the story. This is the reason of why the writer is interested in analyzing the language function used by Shahnaz Haque in *Tupperware She Can* utterances.

The writer has already done the preliminary study for this program found that its dialogues have some types of language functions. For example, in the opening scene Shahnaz says *Morning spirit, Indonesian women*. It refers to phatic function because it is used to open communication between her as the host with the viewers at home. In line with that, the writer presumes that there are so many language functions in the utterances by Shahnaz Haque as the host to deliver the message to the viewer well. Thus, the viewers also can catch the enlightenment, education and empowerment which are delivered by the inspiring women there.

The scope of this study is Discourse Analysis on language function. This research is limited on analyzing the language function used by Shahnaz Haque in the dialogue of *Tupperware She Can* on Mother's Day 2012 episode by using theory triangulation of Roman Jakobson's and Halliday's theories to increase the credibility and validity of the findings later. In this episode, there are two talks between Shahnaz Haque as the host, Nining W. Pernama as Managing Director

Tupperware Indonesia and two women ministers, Linda Amalia Sari, S.I.P. as the Minister of Women Empowerment and Child Protection of Indonesia and dr. Nafsiah Mboi, SpA, M.PH. as the Health Minister of Indonesia and also Shahnaz Haque with the other women ministers, Dr. Mari Elka Pangestu as the Minister of Tourism and Creative Economy of Indonesia and Prof. Dr. Armida Salsiah Alisjahbana, S.E, M.A. as the Minister of National Development Planning of Indonesia. Besides, the dialogue will be analyzed by text analysis using Norman Fairclough’s theory to know what are the vocabulary choices used by Shahnaz Haque to deliver the purpose of her utterances well.

This study is conducted with the hope to give some useful insights to linguists and English Department students in order to get some understanding of language function used in a TV program, especially on women TV program. Moreover, the results of this study are also expected to be a contribution to the future researchers who are interested in researching about the same topic.

**1.2 Problems of the Study**

Derived from the background of the study above, there are two research problems of this study, namely :

1. What are the types of the language functions used by Shahnaz Haque in *Tupperware She Can*?
2. What is the text analysis of Shahnaz Haque’s utterances based on linguistic features in hosting *Tupperware She Can*?

### 1.3 Objectives of the Study

Based on the research problems written above, the objectives of this study are:

1. To find out the types of the language functions used by Shahnaz Haque in *Tupperware She Can*.
2. To find out the text analysis of Shahnaz Haque's utterances based on linguistic features in hosting *Tupperware She Can*.

### 1.4 Definitions of the Key Terms

The key terms in this research are defined as follows.

1. **Discourse** is the discipline devoted to the investigation of the relationship between form and function in verbal communication (*Renkema, 1993, p.1*).
2. **Discourse Analysis** is the study of how forms of language are used in communication (*Brown and Yule, 1983, p.ix*).
3. **Language Function** is a description of how utterances can achieve a communication purpose, in which people can interpret other people's language (*Cook, 1989, p.24*).
4. **Critical Discourse Analysis** is an interdisciplinary study combining linguistic theory and social theories to explore the links between language and social practice (*Fairclough, 1995, p.1*).
5. **Host** is a person who introduces guest on a television program (*Oxford Learner's Dictionary Fourth Edition*).

6. **Shahnaz Haque** is the host of *Tupperware She Can* on Trans 7

(<http://www.trans7.co.id/frontend/home/view/223>).

7. **Tupperware She Can** is a women TV program on Trans 7 every Saturday

at 8.30 a.m. which always presents inspiring stories from Indonesian

women with their profession delivering their life stories

(<http://www.tupperware.co.id/SheCan/Default.aspx>).

