CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher presents research findings and discussion of this research. The first part of this chapter contains findings of the research which answer the problems of the study and the second is about discussion related to the findings on the data.

4.1 Findings

The researcher presents the findings based on problems of the study stated in the first chapter. It contains elements of communication and language function used by Mario Teguh in Mario Teguh Golden Ways show. After analyzing the data from the video script, the researcher identified the elements of communication first and then continued by identifiying the language function.

4.1.1 Elements of Communication

After analyzing the data from the video script, the researcher found the elements of communication that were used in Mario Teguh Golden Ways show. There are seven elements of communication that were found in this research. Those elements of communication were classified based on Jakobson and Hymes' theory (1962). They were addresser, addressee, channel, message form, topic, code, and setting. The description of each element of communication is described as follows:

1. Addresser/Addressor

   Addresser or adressor is the person who delivers the message. This term can be defined as the person who sends the message. That person can be called sender, writer or speaker. In this research, the person who delivered or sent the messages was Mario Teguh himself. He delivered some information, motivation, etc through his speech in Mario Teguh Golden Ways show.

2. Addressee

   Adressee is the person to whom the messages are addressed. It means the person can be called the receiver, the reader or the hearer. This is usually the person who receives the message, calls, and news. The host of the show, the audience, and the tv viewer were defined as the adressee in Mario Teguh Golden Ways show.

3. Channel

   Channel is the medium through which the message travels. It means, the message travels via sound waves, telephone wires, or word processor screens. In this case, Mario Teguh Golden Ways was shown by one of televison stations in Indonesia called Metro TV and broadcasted on personal computer through Youtube site on the internet.

4. Message Form

   Message form is the particular grammatical and lexical choices of the message. The message form that was used by Mario Teguh Golden Ways show was *Mengatasi Rasa Takut Gagal*.

5. Topic

Topic is the information that is carried in the message. The topic that was brought by the show itself was kind of motivation about how to handle fear of failure in the daily life

6. Code

Code is the language or dialect that is used to deliver the message. In Mario Teguh Golden Ways, Mario Teguh as the speaker mostly used Bahasa Indonesia to deliver his speech to the audience. Sometimes he used English like *I succeed, because I fail so many times; I'm ready; Very Good, etc.* He also used Javanesse language in a sentence *'ojo ndangak yen nang ngarepmu ono bolongan'.* In short, there were three languages that become the code namely Bahasa Indonesia, English, and Javanesse.

7. Setting

Setting is the social or physical context. It can be defined as when and where the communication takes place. The show was shown every Sunday at 7 pm in Mario Teguh Golden ways studio at Metro TV station.

4.1.2 Language Functions

After analyzing the data from the script, the researcher found the language functions that were used by Mario Teguh. The language functions were classified based on Jakobson and Hymes' theory (1962) that contained seven language functions. However, the researcher only found six out of seven functions of language functions from 119 utterances. They were emotive function, directive

function, phatic function, poetic function, referential function and metalinguistic function.

Table 4.1 Frequency of Language Fuctions Used by Mario Teguh

	Language Function	Frequency
Single Function	**Emotive**	12
	Directive	17
	Phatic	28
	Poetic	2
	Referential	29
	Metalinguistic	2
	Total	**90**
Double Function	**Directive + Phatic**	2
	Directive + Poetic	4
	Directive + Referential	10
	Phatic + Referential	5
	Poetic + Referential	6
	Total	**27**
Triple Function	**Directive + Phatic + Referential**	1
	Phatic + Poetic + Referential	1
	Total	**2**
	Total All Language Functions	**119**

From Table 4.1, It can be seen there are six types of language functions and some combination functions produced by Mario Teguh in his speech. Next, the researcher would analyze one by one the language function used by Mario

Teguh. The analysis was devided into three parts, single function, double function and triple function.

4.1.2.1 Single Function

This single function means that one utterance only carries one function. Based on the data, the researcher found this single function in 90 utterances produced by Mario Teguh. Description of each single function is desccribed as follows:

1. Emotive Function

Emotive function is a language that functions for communicating the inner state and emotions of the speaker. The researcher found 12 emotive functions in the utterances produced by Mario Teguh. Here are some examples of emotive function:

[U.1] Host: Thank you, you are still in Mario Teguh Golden Ways and if we talk about this show, sir. Exactly, this show will not exist if there is not much fear in people, but Mr. Mario, want us to be more focused on the other things rather than fear itself, please elaborate it sir. (*Terima kasih, anda masih bersama Mario Teguh Golden Ways dan kalau kita bicara mengenai acara ini pak, tentunya acara ini tidak akan ada apabila tidak ada begitu banyak rasa takut di manusia, begitu, namun pak Mario ingin kami berfokus lebih kepada hal lain dan bukan rasa takut, boleh tolong di elaborate pak*)

Mario Teguh : **Super Mr. Uli!** *(Super pak Uli!)*

This utterance is categorized as emotive function because it contains Mario Teguh's expression to Mr. Uli Herdinansyah as host of the show. The words 'Super Mr. Uli' showed that Mario Teguh appreciated the host for the opening, opinion and the time that was given to him.

[U.24] Audience: What is our effort to do an action quickly and effectively? (*Apa upaya kita untuk melakukan tindakan secara tepat dan cepat?*).

MT : **Very good**!

This utterance belongs to emotive function because Mario Teguh expressed his emotion to the audience what he felt. The words 'very good' indicate that he wanted to give his respect to the audience for the question that had been asked to him. Mario Teguh felt good when the audience asked the question. It means, he was being honored when the audience paid attention and respont to him by giving a question.

[U.71] Asker: If we often fail from one step to another step, how to make people see us as a struggle person not as a loser? (*Bila kita sering gagal dan gagal lagi dari satu jalan ke jalan lain, bagaimanakah agar orang tidak melihat kita sebagai orang pecundang lain besarnya tak pantang menyerah berjuang?*).

MT : **Good sir!** (*Good bapak!*).

From the conversation above, It can be seen that previously the audience asked a question to Mario Teguh. He asked about how to move on if we often fail in doing something so that we did not become a loser. As motivator, he gave some advice that could make the audience highly motivated to solve the problem. Then

Mario Teguh said 'good sir!'. It means, Mario Teguh felt that the question was good for him to be solved. Furthermore he also gave a good appreciation to the asker.

2. Directive Function

Directive function is a language that functions to direct addressee to do something on purpose. The researcher found 17 directive functions in the utterances produced by Mario Teguh. Here are some examples of directive function:

[U.9] Now, it is time for you to imagine, you decide the answer. (*Sekarang, waktu anda membayangkan, anda yang putuskan jawabannya.*)

This utterance is classified as directive function. Mario Teguh asked the audience to do something for him. He gave some time to the audience to imagine then decide the answer of the problem about the topic in Mario Teguh Golden Ways show.

[U.57] Be kind, your attitude should be more kind to the ones who make you succeed than the ones who make you fail! (*Yang ramah, sikap anda harus lebih ramah kepada yang memberhasilkan daripada yang menggagalkan!*)

This second example of the utterance belongs to directive function. Mario Teguh used this utterance into his speech because he wanted to give some orders to the audience about an attitude that should be possesed by the audience. The audience should be kind and even kinder to everything that could make them succeed. They should not pay attention to the ones who wanted to make them fail.

[U.117] Believe it, if there is possibility for you to fail, there is also possibility to succeed. So, focus on the ones who make you succeed, then watch what will happen. (*Yakinilah jika ada kemungkinan bagi anda untuk gagal berarti ada kemungkinan untuk berhasil. Jadi berfokuslah pada yang memberhasilkan, lalu perhatikan apa yang terjadi.*)

The utterance above also belongs to the directive function. Mario Teguh gave some advice to the audience about focusing on how to reach success. He directed the audience to make them believed in two possibilities. When there was a possibility to fail, there is also possibility to succeed. Then second advice was, the audience should focus only on the ones who give them success and they just had to be patient about what would happen next.

3. Phatic Fuction

Phatic function is a language that functions for opening in a certain communication for social reasons. The researcher found 28 phatic functions in the utterances produced by Mario Teguh. Here are some examples of phatic function:

[U.4] Indonesian super friends, let me ask you? (*Sahabat Indonesia yang super, saya tanya ya?*)

First example is phatic function. It showed that the utterance contained greeting to the audience. Mario Teguh greeted the audience by saying Indonesian super friends. By calling them like that, the audience would feel super and proud as Mario Teguh's real friends. Besides, Mario teguh wanted to lift the audience's mood, confidence and self esteem. He also wanted to start a new topic by asking

for permission to ask the audience. In short, he could make the audience focused on him so he can deliver the motivation well

[U.10] Indonesian super friends wherever you are. (*Sahabat Indonesia yang super dimanapun anda berada.*)

That utterance above belongs to phatic function. It indicates that Mario Teguh as the speaker called the audience with Indonesian super friends. It means, Mario teguh wanted to lift the audience's mood, confidence and self esteem. Mario teguh also called all the audience in the studio and even at home as television viewer. It was shown from the words 'wherever you are'.

[U.28] What are the differences between fear and laziness? (*Rasa takut dengan malas apa bedanya?*)

This utterance belongs to phatic function because it contains a question. Mario Teguh asked a question just to open the topic about fear and laziness. He wanted to open audience's mind about the topic by doing that. So, the audience could focus on the topic directly and receive the information about differences between fear and lazineess definition clearly.

4. Poetic Function

Poetic function is a language that functions as a medium to deliver the essence of the message in expressing speaker's feeling, interest, etc. The researcher found only 2 poetic functions in the utterances produced by Mario Teguh. Here are the examples of poetic function :

[U.63] But anyone who looks up, will find the way up high quickly. (*Tetapi yang melihat ke atas cepat melihat jalan naik*)

This utterance belongs to poetic function because there is another meaning behind that utterance. Mario Teguh used flowering words to make up his words to be beautiful to make the audience felt good. He actually wanted the people to keep strong in facing the problems of their life through the words 'look up'. Therefore, people who stayed strong and kept positive thinking would get the solutions of their problems and could reach succcess as long as they kept doing it. It was shown in the words 'way up high' that represented way of success.

[U.107] If you do that, you know, you just really want a failure in the higher place. That is it! *(Apabila itu yang anda lakukan, anda tahu, anda justru sebetulnya menginginkan kegagalan ditempat tempat yang lebih tinggi. Itu!)*

This utterance also belongs to poetic function. Mario Teguh used that utterance to make such a good speech to be heard by the audience. He also wanted the audience to understand what he really meant through those words. Mario Teguh made a deeper understanding of what a big failure was. He said that people really experienced a real failure if they got a very big failure so they could not do any effort to make them succeed again. It was explained in the words 'a failure in the higher place'. Furthermore, he kept motivating the audience not to feel fail when they still could handle and find the solution of the problem.

5. **Referential Function**

Referential function is a language that functions to carry information. The researcher found 29 referential functions in the utterances produced by Mario Teguh. Here are some examples of referential function :

[U.3] The basic of my question is the fear of failure and the desire to be succeessful. (*Dasar dari pertayaan saya adalah adanya rasa takut gagal dan keinginan untuk berhasil.*)

This utterance is referential function because it really provides some information about what the question really is. Mario teguh tried to make a clear explanation about the question that he delivered for the audience. He delivered some information about fear of failure and desire to be succeessful. Furthermore, the audience could receive the information clearly from Mario Teguh's speech. The audience would directly think about the topic that would discuss 'the fear of failure' and 'the desire to be suceessful'.

[U.15] Imagining about failure has failed many people than the failure itself.

(*Pembayangan mengenai kegagalan telah menggagalkan banyak orang daripada kegagalan itu sendiri.*)

Seeing this utterance, it is also classified as referential function. This utterance carries information about the effect of imagining failure. Mario Teguh tried to give some information to the audience about what would happen if people just imagined about failure. He gave some information to the people who were just imagining about failure, they would not receive any achievments because they did not do any efforts that could make them succeed in the real life. Furthermore, the people had been failed by the failure itself. It indicates in a sentence 'failure has failed many people than the failure itself'.

[U.29] People who are afraid are lazy to be brave. Brave people are just brave, but the one that should be checked is, the people who are lazy are actually powered people, but they choose not to use their strength, people who are brave are those who are afraid but still keep trying, people can be called brave are people who have the same fear as us but they decide to keep triying. (*Orang takut itu malas berani. Orang yang pemberani, berani saja tetapi yang harus dicek adalah, bahwa orang yang malas sebetulnya adalah orang yang bertenaga, tetapi memilih tidak menggunakan tenaganya, orang berani adalah orang yang ketakutan yang memutuskan tetap melakukan, seorang yang disebut pemberani karena dia takutnya sama dengan kita tapi dia tetap melakukan.*)

The last example is also categorized as referential function. This utterance provides some information to the audience. Mario teguh explained about the differences between people who were afraid and people who were brave. He tried to convince the audience through his understanding in the way of his motivation. People should be brave and kept on trying for their future. They should not be afraid and lazy because it could make them fail to reach the goals of their life. Because people who did not do anything for their life, would not receive anything for their life either.

6. Metalinguistic Function

Metalinguistic function is a language that can function to explain another language. The researcher found 2 metalinguistic functions in the utterances produced by Mario Teguh. Here are the examples:

[U.18] Tidak, mereka bilang, *I succeed, because I fail so many times*, **saya berhasil karena saya gagal, demikian sering dan saya mengambil kekuatan saya dari semua kegagalan saya, itu!**

This utterance is categorized as metalinguistic function. From the utterance, firstly, Mario Teguh delivered his speech about experience of success to the audience using English like "I succeed, because I fail so many times". Then he re-explained the speech by translating it into Bahasa Indonesia like "saya berhasil karena saya gagal", so that the audience got the understanding from what Mario Teguh actually said. In this case, Bahasa Indonesia here is metalinguistic because it could explain English.

[U.62] Oh iya betul, jangan melihat ke atas, *ojo ndangak yen nang ngarepmu ono bolongan*, **kalau di depanmu ada lubang.**

This utterance also belongs to metalinguistic function. In this case, Mario Teguh tried to deliver his motivation to the audience about what should people do in their life. People should be careful and grateful in any condition because those two attitudes could help them not to fall into some problems. In this case, Mario Teguh delivered his words by saying Javanesse language like "ojo ndangak yen nang ngarepmu ono bolongan" then followed by Bahasa Indonesia like "jangan melihat ke atas kalau di depanmu ada lubang" to make the audience understand what he actually said. It means, Bahasa Indonesia was metalinguistic function because it could explain Javanesse language that was said by Mario Teguh.

4.1.2.2 Double Function

Based on the data, the researcher found that there were 27 utterances that had two functions. This combination function was used because Mario Teguh delivered some various messages through his speech to make his motivation powerful and effective to be delivered to the audience.

1. Directive and Phatic Function

[U.48] Note this, usually between company owners and profesional employees, who has higher education? *(Perhatikan, biasannya, para pemilik perusahaan dan karyawannya yang profesional, lebih tinggi mana pendidikannya?)*

In this utternce, there are two functions that can be found. Firstly, there is directive function that is used by Mario Teguh in his speech. He directed the audience to pay attention to what he said about the differences between company owners and profesional employees. Secondly, the function that is found in this utterance is phatic function. It can be seen when Mario Teguh tried to open a topic about company owners and profesional employees. In this case, he directly delivered a question to the audience to make them open their mind to identify what actually company owners and profesional employes were and who had higher education between those two categories.

2. Directive and Poetic Function

[U.27] Use failure to torture yourself, so, you do remember not doing that thing anymore, but make it enough, enough for your anger and start

loving yourself and say 'I'm lucky I have a good personality like you that will be stronger after passing this failure'. *(Gunakan kegagalan untuk menyiksa diri, supaya dia ingat tidak boleh mengulangi itu lagi, tetapi kemudian cukuplah, cukupkanlah marah itu dan mulai sayangi dan katakan untung aku punya pribadi sebaik kamu yang akan menjadi pribadi yang lebih kuat setelah kesalahan ini).*

This utterance has two functions, directive and poetic function. Directive function can be seen when Mario Teguh directed the audience to use failure as a tool to make them realize that they would not do the same mistake anymore. And he asked the audience to be patient and feel enough for blaming themselves. Furthermore, the audience should feel lucky for themselves so they could start loving their personality and had better and stronger personality than before. Second function like poetic function can be seen from the words 'use failure to torture'. It is poetic function because Mario Teguh used a kind of idiom. In his speech, he made an analogy as if a failure was a living thing that could perform like human being. It indicates that a failure was able to torture people. In short, there were two language fuctions that exist in this utterance.

3. Directive and Referential Function

[U.61] Do not ever wish that life is easy, life is dedicated for whom who make every difficult things to be easier, that's it! *(Jangan pernah anda berharap bahwa hidup ini mudah, hidup ini ditujukan diperuntukan bagi orang yang menjadikan mudah semua yang sulit, itu!)*

This utterance contains two languge functions. Firstly, directive function is identified when Mario Teguh gave suggestion to the audience not to wish that life was easy. He gave them an understanding about what should they do to make their life run well. Secondly, this utterance also contains referential function. It indicates that MarioTeguh gave some information about what life was. He tried to explain that life was not that easy, but he also added another piece of information that life was actually easy for people who made difficulities became easier by doing some efforts.

4. Phatic and Referential Function

[U.23] So, failure is not a thing to be afraid of huh? Yes, I do not have to answer, that is the answer. *(Jadi kegagalan tidak perlu ditakutkan ya? Iya itu tidak usah saya jawab, itu jawabannya.)*

This utterance is categorized into two functions, phatic and referential function. In this case Mario Teguh tried to open a communication between him and his audience through a sentence like 'So, failure is not a thing to be afraid of huh?' that was used to catch audience's attention. He tried to deliver a topic about failure that should not be worried by the audience. By doing that, Mario Teguh could get an easier way to deliver his words during the speech. Second is referential function because Mario Teguh gave some clear information about failure. Failure itself was a thing that should not be afraid of, so that Mario Teguh did not give the answer and further explanation because the audience already knew the answer.

5. Poetic and Referential Function

[U.54] Because we, ourself are afraid. All fighters, warriors, who are more strained can be easily defeated than those who are calm. It means, the people who succeed easily are more calmy than the people who often failed. *(Karena kita sendiri takut, semua petarung pendekar yang tegang lebih mudah dikalahkan daripada yang santai berarti kan orang-orang yang mudah berhasil, lebih santai dari yang sering gagal)*

From this utterance, it can be seen that it has two functions, they are poetic and referential function. Phoetic function was identified when Mario Teguh used poetic words like "fighters" and "warriors" to represent the people who tried to fight for their life to be succeed. These flowering words were used to make his speech beautiful and good enough to be heard by the audience. Next, referential function was found when Mario Teguh gave some information about what should people do to reach their goal. He said that people should not feel strained when he fail, they have to be more calmly and focus on the goal. In this case, the combination of those two functions that were used by Mario Teguh could be useful to deliver what actualy the message meant.

4.1.2.3 Triple Function

After analyzing the data, the researcher only found 2 utterances that had three functions. This combination function was used because Mario Teguh delivered some various messages through his speech to make his motivation more powerful and effective to be delivered to the audience.

1. Directive, Phatic and Referential Function

[U.98] Let's take hitting method. The rule is, do not hit. Why? Pain. Simple as that, why do not hit? Because the one who got hit would feel pain. Second, if you have to hit, do not be slow because he can counter back. So if we do have to hit, hit hard. That is a firmness leader, no talking, no, I will not hit you, that is why you counter me back. If I hit you, I will hit you so hard until my warning does not work anymore, that is it! *(Yuk kita ambil ilmu pukul memukul. Peraturannya, jangan memukul. Kenapa? Sakit. Sederhana sekali, jangan memukul kenapa? Karena yang dipukul sakit. Kedua, kalau harus memukul, jangan pelan karena dia bisa membalas. Jadi kalau kita memang harus memukul, pukul dengan keras. Itu ketegasan pemimpin, bukan bicara, bukan, itu nanti aku gak mukul lho ya, kenapa nanti kamu bales jadi kalau aku pukul, aku pukul keras sekali dan saat itu peringatanku tidak ada gunanya, itu!)*

From the utterance above, it can be identified that there are three language functions that appear in the utterance. First function was directive function. Mario Teguh directed the audience to take a kind of hitting method to assist his explanation in the topic. From that step, the audience actually followed him to take an idea what should they think about the topic. Secondly, phatic function was identified in this utterance. Mario Teguh used an inducement question to the audience like word 'why?' two times for opening the topic. He did that to make the audience could receive his motivation easily. The last function was referential function. It was clear that Mario Teguh gave some information about what

leadership was and what should people do with that. Those three functions could be useful for Mario Teguh because it could support his speech when he delivered the motivation.

2. Phatic, Poetic and Referential Function

[U.94] What was the important word? Handle, to handle means for all the fear you must have a more desire than your fear, so if there is someone, this is a bridge, then down below the bridge there are many kind of sharp objects, are the people afraid to fall? Yes, all people are afraid to fall, now what kind of people who still continue the journey? Want to cross, yes exactly, nothing else. *(Kata apa yang penting tadi? Atas, mengatasi berarti untuk semua rasa takut anda harus punya rasa ingin yang lebih besar daripada rasa takut anda, jadi kalau ada orang, ini jembatan begitu, kemudian disini banyak macam-macam benda tajam, apakah orang takut jatuh? Yes semua orang takut jatuh, nah yang meneruskan perjalanan orang yang apa? Ingin menyeberang, iya dong, mau apalagi?)*

This utterance contains more than one language function. It has three functions, those are phatic, poetic, and referential function. First was phatic function, it was shown when Mario Teguh tried to open the topic. He used several simple questions to open audience's mind like 'what was the important word?'; 'are the people afraid to fall?' and 'what kind of people who still continue the journey?'. From those three questions, it indicates that Mario Teguh tried to connect audience's mind into the topic directly. Second function is poetic

function. Mario Teguh used some idiom words like 'the bridge' and 'sharp objects' to make his speech becomes more lovely to be delivered. The words 'the bridge' and 'sharp objects' actually represent a challenge including various kind of problems that should be passed by people who want to get succees. The last function is referential function that is identified in this utterance. Mario Teguh informed to the audience about what should people do to reach their succees. People should have more desire and feel fearless when they are starting to step. They had to try to be stuggle and kept on going to continue the steps to reach their goal in this life. Overall, those three functions that were identified in the utterance could make Mario Teguh's speech became more complex and effective to be delivered in the way of motivation in Mario Teguh Golden Ways show.

4.2   Discussion

After analyzing all the data based on the objectives of the study, the researcher gave some discussion of the whole analysis that was stated in the findings. This discussion is used to answer the two problems of the study that were stated in the first chapter. This research discussed about elements of communication that were used by Mario Teguh Golden Ways and language functions used by Mario Teguh. The researcher found all the elements of communication and some language functions in this research.

From the analysis, the researcher found all the elements of communication, there were 7 elements of communication namely addresser, addressee, channel, message form, topic, code and setting. These elements of communication were used to identify the macro function in the Mario Teguh Golden Ways show. They

were explained one by one to know what exactly elements of communication meant.

In this case, Mario Teguh as addresser tried to give some positive words to his audience and tv viewer as the adressee. He used some channels through television and internet to be the medium when he was delivering the messages. He chose *Mengatasi Rasa Takut Gagal* to be his massage form to strenghten the audience how to face fear of failure. Thus, the topic actually was kind of motivation that could motivate the audience to make them inspired to do many better effort for their life. Mario Teguh did not only use one langauge but also two languages to be his code namely Bahasa Indonesia, English, and Javanesse. It indicates that he wanted to deliver his motivation widely to the various kind of audience who have different background of language. The setting was taken in Mario Teguh Golden Ways studio at 7 pm on Sunday, on Metro TV. In short, every element of communication is related to each other. If one of them changes, the other elements will change either.

Elements of communication actually were also important things in this research. The researcher firstly identified the elements of communication to know what the show was. From the elements of communication, the researcher knew the context and the situation of the show so that he could know how he should do in analyzing the language functions in the next step.

The language functions were found only six out of seven functions, they were emotive function, directive function, phatic function, poetic function, referential function and metalinguistic function that became single function in 90

utterances. The researcher found that referential function was the most function used by Mario Teguh then followed by phatic function as the second function. It indicates that referential function became an effective function for Mario Teguh when he was delivering his motivation to the audience. He used this function because motivation required a lot of information to be informed during his speech in a certain topin in Mario Teguh Golden Ways show. The second rank was phatic function that was found in this research. This function was often used by Mario Teguh because as a motivator, he needed to direct his followers to the positive way of their life. Mario Teguh also gave some advice or suggestions to solve various problems in real life especially fear of failure problem that became the main topic in this research.

In short, referential function and phatic function became an important role in the way of motivation. Those two functions often supported the speech of Mario Teguh when he delivered the messages to the audience. The messages were informative and could open people's mind that consisted positive information and inspiration that made people inspired to take positive facts and information in their life.

One utterance did not only carry one function but also two or even three functions. The researcher found that there were some combination among language functions. The utterance that carried two functions called double function and three functions called triple function. There were 27 double functions that were found in the utterances produced by Mario Teguh namely directive phatic function, directive poetic function, directive referential function, phatic

referential function and poetic referential function. For triple function, they were only 2 functions that could be found namely directive phatic referential function and phatic poetic referential function. Those combination functions can be happened when Mario Teguh delivered various messages. Moreover, combination function should be seen from the context when it was used in delivering the message between speeaker to hearer.

The result of this research had a similar result from the two previous studies from Vivi Mayasari (2010) entitled "An Analysis of Language Function Used by The Main Characters In *Laskar Pelangi* Movie" and Second study is conducted by Marlinda Kusuma (2012) entitled "Language Functions Used by *Muluk* the Main Character of *Alangkah Lucunya Negeri Ini* Movie" that had been stated in the chapter two. The researcher found that referential function became the most language function used by Mario Teguh in delivering motivation. It was also found that referential function became the most used language function in both previous studies.

Referential function was found and became the most used in the research because referential function gave an important function in daily life. It shows that people mostly like to tell some stories, share their knowledge each other, and give some comments in a certain discussion. All the activities that mostly performed by the people exactly produced referential function because those activities provided some information when the utterances were performed. It was clearly stated that referential function had an important role in the language because it provided information that was very useful for human life. On the other hand,

poetic function and metalinguistic became the lowest rank language function used by Mario Teguh. It is because poetic function mostly used in poem, lyric, drama, etc while metalinguistic mostly used in instruction language that can function to explain another language.

The researcher found that the theory which is described by Jakobson and Hymes (1962) about the elements of communication had guided the research in the same direction. It is said that there are 7 elements of communication when identifiying the macro function before identifying the language function. In this research, all the elements of communication were found in Mario Teguh Golden Ways show namely adddresser, addressee, channel, message form, topic, code and setting.

Furthermore, in relation to the theory of language function proposed by Jakobson and Hymes (1962), the researcher found the relevance between the theory and this research. Language function is function of language that is used in the right way to reach its communicative purposes. It has its own meaning and intention when it is carried in the message in a certain condition and situation. The researcher found the similarities that the language used in Mario Teguh in Mario Teguh Golden Ways contained several language functions such us emotive function, directive function, phatic function, poetic function and referential function. Those function are used in a certain condition and situation when Mario Teguh delivered his motivation to the audience. Moreover, he also knew the meaning and intention of his speech so he could reach the communicative

purposes in delivering the motivation. Overall, Jakobson and Hymes' theory could lead the researcher to make this research stay on the line.

From the findings and the discussion, the researcher makes some conclusions. Firstly, the researcher concludes that there is a correlation between elements of communication and language functions. By firstly identifiying the elements of communications, the researcher could understand about the situation, the context and the condition of the show. When the elements of communication change, the language functions will change either because elements of communication could give effect to the use of language functions in a certain situation.

Secondly, in fact, to be a motivator, the things that must be considered is the use of language. A motivator should wisely choose proper language function in delivering the motivation to make his audience understand the messages because each function has its own different role.