CHAPTER I
INTRODUCTION

1.1 Background of the Study

Language is a communication tool that plays a very important role in communicating with other people in human activities. By using language will make it easier for people to express their feelings, ideas, ideas and goals to others. interact in their social. The language is studied in linguistics.

Linguistics is the study of language. It consists how to use the language, understanding the description of the structure of language and the influence of language on human thinking. In linguistics that is study about the meaning is pragmatics.

Pragmatics able to help the people to understand what the speaker wants to convey to the person they are speaking to. Usually the meaning of each word gives the addressee the meaning the speaker wants to give, but it not always happen. Because of that the people need to consider is what is said, who is saying it, who it is being said, and the context in which it is said. In pragmatics, the act by which a speaker or writer uses language to enable a hearer or reader to identify something is called reference.

Reference is a word that used to refers someone or something in a text or outside a text in terms of pronouns, demonstrative and comparative. Hearers did not provide enough information on their own to identify a referent and they are frequently used in a language without difficulty. Two approaches that used to identify what information of hearers or readers used to interpret pronouns are anaphora and cataphora.

Halliday and Matthiessen (2004:552) state anaphoric reference may point "backwards" to the history of the unfolding text, that is to a referent that has already been introduced and is thus

past of text's system of meanings. From the definitions above, it can be concluded that basically, anaphora is a phenomenon of repetition of an entity (antecedent) by the speaker (anaphor) which shows back to that entity.

Yule (1996: 38) himself states that cataphoric reference is a reference which has not been introduced earlier in the sentence. However, the pronoun still refers to the reference mentioned in the following word. Cataphoric reference refers to any reference that points forward to information which will be presented later in the text.

Speech to inform is intended to share new ideas and build perceptions. The speaker identifies a topic of importance to the audience, and then does research to find new information that will affect the audience. Political speech is becoming a popular concept especially in the area of linguistic research.

In democracy countries where many politicians found, we commonly see this personal power applied for example when the politicians deliberates their speech before assembly, just like in campaign and victory speeches, the content of speech must be trying to persuade the people to elect them and support the idea. In this case, the use of Anaphora and cataphora as part of reference is an indication of making the speech more simple but in other way, it is also give a full meaning.

The study focuses on the anaphora and cataphora used by Barrack Obama's *Indonesia's Example To The World*. One of the reasons why the writer want to analyze the anaphora and cataphora in the speech is because anaphora and cataphora is the technique to persuade and used for the purpose of generating a particular effect of the audience. A speaker should be limit the number of times a word so when there is no a repetition at same words, the audience became more receptive to the emotional resonance which the speaker are trying to get across. When

writing speech, the deliberate repetition of the first part of the sentence in order to achieve an artistic effect. As people now, Obama is also ever have been in a position of United State's President and he do many speech especially on political speech. In politics, people must be able to convey message without insulting the other people, and at the same time people can successfully make people understand and support their intention. A politician who can convince his public that his aims and objectives are right and thus persuades his audience to support him has delivered a good speech and increased his influence, in other words, his power. Although the studies of anaphora and cataphora have been conducted, it appears that Obama speech's had not been explored in depth that makes the writer is interested to make an analyze about Anaphora and cataphora reference.

From the other reseacher that talk about anaphora and cataphora that have different , one of researcher like from Amelia Dwi Lestari (2019), in her study entitles. "Anaphoric and Cataphoric References in Surah An-Nisa of Holy Qur'an Translation by Abdullah Yusuf Ali". In her research, she used theory from Yule to analysis anaphora and cataphora. While this study make different to Lestari's research. This study use Ruslan Mitkov's theory to analyse anaphora and Yule's theory to analyse cataphora.

The other researcher Desi Natalina Situmorang in her study with the title "Anaphoric Reference In Justin Bieber's Album Belive Acoustic". In her research, she only analysed anaphora. While this study make different to Situmorang's research. This study analyse anaphora and cataphora.

Based on the explanations above the writer is interested to find out the anaphora and cataphora found on political speech. The writer takes the title of this study entitled "The Analysis of Anaphora and Cataphora found on Obama's Speech *Indonesia's Example To The World*".

1.2 The Problems of the Study

In line with the background of the study above, the study problem is formulated as follows:

1. What types of anaphora reference are found on Obama's Speech Indonesia's Example To The World?

2. What are the referents of anaphora reference found on Obama's Speech Indonesia's Example To The World?

3. What are the referents of cataphora reference found on Obama's Speech Indonesia's Example To The World?

1.3 The Objectives of the Study

In this study, the objectives based on the problems that the writer put forward aim to such as:

1. To find out the types of anaphora reference found on Obama's Speech Indonesia's Example To The World.

2. To find out the referents of anaphora references found on Obama's Speech Indonesia's Example To The World.

3. To find out the referents of cataphora references found on Obama's Speech Indonesia's Example To The World.

1.4 The Scope of the Study

This study obtained data taken from utterances of Barrack Obama's speech Indonesia's Example To The World in November 10th 2010 at the University of Indonesia in Jakarta. There

are three types of reference that is homophoric, endophoric and exophoric. The focus analysis on this study will be endophoric reference that consist of anaphora and cataphora. This study focuses in anaphora and cataphora. The theory of anaphora and cataphora is taken from Ruslan Mitkov and Yule. The writer mainly focuses on analysing the types of anaphora reference, anaphora referents and cataphora referents that appeared in Obama's speech in Indonesia's Example To The World.

1.5 The Significances of the Study

The benefits of this study are divided into two categories, they are theoretically and practically.

Theoretically Significance:

1. The result of this study could become a new perspective in the research of pragmatics.

2. The result of this study to become a new model specifically in analysis anaphora and cataphora.

Practically Significance:

1. For The Writer

   The result of this study for the writer will be useful to know more about the study of anaphora and cataphora.

2. English Department Students

   This study can give contribution to the study of linguistics, especially pragmatics, It also help the student to understand about the implementation of the anaphora and cataphora.

3. Lecturers

The writer expects that the result of this study can give information related to the anaphora and cataphora and apply in teaching learning process so that the students can get intended meaning by the explanation of the lecturer.

4. For Other Researchers

For researcher provide pragmatics information about anaphora and cataphora. This study can be used as an additional reference for next researchers

CHAPTER II
REVIEW OF RELATED LITERATURE

2.1 The Theoretical Framework

This chapter discusses some theories related to the topics of the study. The literature review consist of the pragmatics, references, anaphora, cataphora, speech, and previous study.

2.2 Language

Language is a tool that is used to convey information verbal or inverbal. Some experts have given their opinion or idea about language. According to Kentjono (2003:2) Language is a system of arbitrary vocal symbols used by a social group to communicate, cooperate, and identify themselves. Humans really need language when communicating with others, in other words, language plays an important role in human daily life.

Furthermore, Language should express meanings, which can be understood by others. Nevertheless, meanings exist in human minds and express what is in human being minded through the spoken and written forms of language Bagha (2011:1411). By using language, people will easily understand what they want from each other in the form of oral and written.

2.3 Linguistics

Linguistics is the scientific study of language. Linguists apply the scientific method to conducting formal studies of the sounds of speech, the grammatical structure, and meanings of all the languages of the world. In many parts of the world, human being used more than one language to communication with each other.

There are some definition about linguistics from experts. Carnie (2002:4) Linguistics is a branch of cognitive science that deals with language. Linguistics is a crucial skill to master in order to improve one's ability to think. Schmit and Celce-Muria (2002:1) define applied linguistics as the using of what we know about (a) language, (b) how it is learned, (c) how it is used, in order to achieves some purposes or solve some problems in the real world.

2.4 Pragmatics

Fromkin (2003:207) states that pragmatic is concerned with the interpretation of linguistic meaning in context. From this theory, we know that pragmatics is depend on the context or situation of the speaker and addressee, when and where the utterances to be stated. According to Yule (2010:127), the study of what speakers mean, or 'speaker meaning', is called pragmatics. Pragmatics emphasized on the study of meaning as utterances by a speaker or writer which then interpreted by the listener or the reader. Thus, pragmatics more related with the interpretation of what the meaning that people utter than what the words, phrases, and clauses in those utterances might mean directly by themselves. In addition, according to Cruise (2006:3) the central topics of linguistic pragmatics are those aspects of meaning which are dependent on context. Hence, pragmatics may be defined as the study of the relationship between language and context that is used based on the situation to get the meaning.

Communication can be successful when people understand each other's meaning of utterances which means the listener or reader knows what the real meaning is in accordance with the context uttered by the speaker or writer. Pragmatics is about how the listener interprets the speaker utterances and the speaker produces interpretable utterances (Griffiths 2006: 21). Words themselves do not refer to anything but people's thought that refers to something (Yule 1996:

17). Its can be said that the exact meaning of people utterances are what people mean rather than what words, phrases, and clauses might mean.

2.5 Reference

Brown and Yule (1983: 28) state that reference are treated as actions to the speaker or written part. Thus, it could say that reference is an action used by the speaker or writer to use language that allows hearer or reader to identify something. It is because reference always shows the connection between the real situation and the entity. According to Halliday and Hassan (1976: 31), reference is the specific nature of information marked for retrieval. This means, reference is an action referring to the previous element or the following element.

Participant identification according to Martin (1992:95) refers to the strategies languages use to get people, places and things into text and refer to them once there. That is typically occurring to notice the same participant that would be identified in different ways, based on the context. The earlier discussion has been concerned with single acts of reference. In most utterances, the public must identify who or what is being said in more than one sentence at the same time. After the initial recognition of several entities, the speaker or writer will use various expressions to maintain the reference.

1) A: my uncle's coming home from Canada on Sunday. He's due in.

2) B: how long has he been away for or has just been away?

3) A: Oh no they lived in Canada, he was married to my mother's sister.

   Well, she's been dead for a number of years now.

In the following conversational fragment, speaker A (1) uses the expressions he that refers to "my uncle". While speaker B (2) uses the expression he too and its meaning was same. Then

speaker A (3) uses three expressions those are they refers to "my uncle" and "my mother's sister", he refers to "my uncle" and she refers to "my mother's sister". References here are actions where the speaker, or listener, or user of linguistic can identify the purposes of communication.

2.6 Retrieval System of Reference

The use of reference or usually called retrieval system of reference is the system of reference which is used to track who is who and what is what in a text (Gerot and Wignel, 1994:172). The participants are retrieved from the context of culture or situation in several possible ways. The retrieval system of reference divides into three categories, such as: homophoric, endophoric and exophoric.

2.6.1 Homophoric

Homophoric is the retrieval system of reference through the context of culture. The culture context is not defined by its size; it can refer to the whole culture, such as all speaker of a language or to a culture consisting of couple of people (Gerot and Wignell, 1994:172). There is an agreement through knowledge of context where is being pointed to has already known by the people with no doubt. This is inherently given within the society agreement, proper names are usually used in this way, and so align a group of people who's being talked about. For example :

The sun shines so brightly today

The teachers had a meeting today, so we can go home early.

From two example above, the identity of the sun and the teachers is retrieved without someone would ask 'which moon?' or 'which teacher?' because it is known through the cultural knowledge and the smaller culture.

2.6.2 Exophoric

Martin (1992:122) says exophoric is refers to the non verbal. It is mean that exophoric refers to something outside the text in terms of context of situation. It occurs when the writer refers to someone or something which is not identified in the text but it can be understood from the situation. This type is very common in spoken text. The crucial function of exophoric is reference to the state or item which has not been named. In exophoric, there are special words grammatical markings which are used to make reference to something in the context of the utterance or speaker, such as those, this, here, there. An axophoric item is one which does not name anything, it signals that reference must be made to the context situation. They must be in the same context which the object they were talking about without futher information and there is no way of knowing the exact meaning of exophoric item because the referent appears in the real world instead of outside the text. For example:

Do you know that man? He is handsome

Put it down next him, please.

The identities of 'that man', 'he', 'it', and 'him' will be retrievable of the people who take the convertation in the same place, so they will be able to decode to the object which being pointed to.

2.6.3 Endophoric

Martin (1992:122) says endophora is refers to the co text. Endophoric is participant identification with reference to the linguistic in the text, namely to what is written or uttered by the interlocutor. It occurs when the writer refers to something or someone which is identified in the text either following or preciding. For example:

My father is a wise man. He has round and dark brown eyes. His hair colour is brunette.

The participants of he and his refer to My father. It means that the identity of the participants are retrievable from inside the context.

She was called shorty by her cousins.

The identity of the female participant identified as she has been revealed somewhere before in the text. The endophoric reference ties provide the internal texture of the text. Homophoric and exophoric reference contribute to the text's situational coherence. There are two types of endophoric those are: Anaphora and Cataphora.

2.7 Anaphora

Anaphora is the used of expressions whose interpretations depend on other expressions in context. Martin (1992:123) says anaphoric is endophoric reference typically involves presuming information from preceding co text or from following co text. It means anaphora is a way to look or to retrieve the main reference item by backward looking of a paragraph or a text. Anaphoric is like the opposite of deixis, in which an expression also get its interpretation indirectly but prototypically via a situational element, indicated for instance by a gesture. It occurs when the writer refers back to someone or something that has been previously identified, to avoid repetition.

In binding theory, the study of anaphora is restricted to nominal expressions in same sentences uses; the term "anaphor" only applies to some reflexives and to reciprocals and an

antecedent is a segment of text. These senses are directly related to the theoretical tenets of that framework. Binding theory is the module of Government and Binding theory deals with interpretation, more specifically with the indexing of relationship between nominal expression.

Halliday and Matthiessen (2004:552) state anaphoric reference may point "backwards" to the history of the unfolding text, that is to a referent that has already been introduced and is thus past of text's system of meanings. It means that the words refer back to the previous word that have already mention before. Example:

My family usually go to field at afternoon and pick vegetables and papaya then we bring the vegetables and papaya to home at noon.

We is anaphoric reference to My family. We refers to the previous word that have already mention before.

James looks at the outside and find that the rain has stopped and then he open the door and go to the office.

He is anaphoric reference to James. He refers to the previous word that have already mention before.

According to Ruslan Mitkov (2013:41), anaphora arises when a referring expression (pronoun, definite noun phrase or proper name) has a non pronominal noun phrase as its antecedent. This most important and frequently occurring class of anaphora has been researched and covered most extensively, and is the best understood in Natural Language Processing (NLP) literature. There are also six different types of anaphora such as:

2.7.1 Pronominal Anaphoric

The most widespread type of anaphoric is that of pronominal anaphoric. According to Ruslan Mitkov (2013:47), The set of anaphoric pronouns consists of all third person personal (he, him, she, her, it, they, them), possessive (his, her, hers, its, their, theirs) and reflexive (himself, herself, itself, themselves) pronouns that refers to the previous word and pronoun plus the demonstrative (this, that, these, those) and relative (who, whom, which, whose) are anaphoric too. Pronouns first and second person singular and plural are usually used in a deictic manner although their anaphoric function is not uncommon in reported speech or dialogues. For example:

Lucy went to cinema. She was happy.

John left. He said he was ill.

From those examples above it can be seen that both Lucy and John are the antecedent from the anaphoric of she and he.

2.7.2 Lexical Noun Phrase Anaphoric

Lexical noun phrase anaphoric is realized syntactically as definite noun phrase, also called definite descriptions and proper names. Although personal, reflexive, possessive and demonstrative pronouns as well as definite descriptions and proper names are all considered definite expressions, only lexical noun phrases and not pronouns have a meaning independent of their antecedent. Furthermore, definite descriptions do more than just refer. For example:

Roy Keane has warned Manchester United he may snub their pay deal. United's skipper is even hinting that unless the future Old Trafford Package meets his demands, he could quit the club in June 2000. Irishman Keane, 27, still has 17 months to run his current 23,000 pounds/week contract and wants to commit

himself to United for life. Alex ferguson"s No. 1 player confirmed: if it's not the contract I want, I won't sign.

In this text, Roy Keane has been reffered to by anaphoric pronouns (he, his, himself) but also by definite descriptions (United"s skipper, Alex Fergusons No. 1 player) and proper name (Irish man). Furthermore, Manchester United is reffered by the definite description the club and by the proper name united. Lexical noun phrase anaphors may have the same head astheir antecedents or the relationship between the referring expression and its antecedent may be that of synonym or hyponymy. Proper names often refer to antecedents whose names they match in whole or in part with exact repetition not being uncommon.

2.7.3 Noun Anaphoric

Noun phrase anaphora should not be confused with the anaphoric relation between a non-lexical proform and the head noun or nominal group of noun phrase. Noun anaphora represents a particular case of identity of sense anaphora. For example:

I don't think I'll have a sweet pretzel, just a plain one.

The non-lexical proform of one constitutes an example of a noun anaphor. Note that one points to the noun pretzel and not to the noun phrase a sweet pretzel.

2.7.4 Verb Anaphoric

Among the other varieties of anaphoric according to the form of the anaphor, verb anaphora should be mentioned in this sentences:

1) When Manchester United swooped to lure Ron Atkinson away from the Albion, it was inevitable that his midfield prodigy would follow, and in 1981 he did.

2) Romeo Dallaire, the Canadian general in charge, begged for reinforcements, so did Boutros Ghali.

The interpretation of did is determined by its anaphoric relation to its antecedent in the preceding clause. Whereas, in example (1) the anaphor did stands for the verb follow, the verb anaphor did in (2) replaces the verb phrase begged for reinforcements.

2.7.5 Adverb Anaphoric

Adverb anaphoric can be distinguished as locative such as there or temporal anaphora such as then.

1) Will you walk with me to the garden? I've got to go down there and Bugs has to go to the longhouse.

2) For centuries archeologists have argued over descriptions of how Archimedes used concentrated solar energy to destroy the Roman fleet in 212BC. Historians have said nobody then knew enough about optics and mirrors.

As previously illustrated with first and second personal pronouns, adverbs of this type are frequently used not anaphorically but deictically, taking their meaning from contextual elements such as the time or location of utterances. It has already been shown that the anaphors can be verbs and adverbs, as well as nouns and noun phrases and thus span the major part of speech categorie.

2.7.6 Zero Anaphoric

Another important class of anaphoric according to the form of the anaphor is zero anaphora or ellipsis. Zero anaphors are invisible anaphors at first glance they do not appear to be there because they are not overtly represented by a word or phrase. Since one of the properties and advantages of anaphors is its ability to reduce the amount of information to be presented via abbreviated linguistic forms, ellipsis may be the most sophisticated variety of anaphora. The use of zero anaphoric as a means of maintaining reference clearly creates an expectation that the listener will be able to infer who or what the speaker intends to identity. It is also another obvious case of more being communicated than is said. For example:

Peel an onion and slice it, drop the slices into hot oil, cook for three minutes.

When the interpretation requires us to identify an entity, as in cook for three minutes, and no linguistic expression is present, it is called zero anaphoric. The use of zero anaphoric as a means of maintaining reference clearly creates an expectation that the listener will be able to infer who or what the speaker intends to identify. It is also another obvious case of more being communicated than is said.

2.8 Cataphora

According to Halliday and Hasan (cited in Maspufah 2018:33) Cataphora is a word or phrase which its entity refers forward in the text. However, the pronoun still refers to the reference mentioned in the following word. Joan Cutting (2002:10) stated that the preceding expression, whose meaning is determined or specified by the later expression, may be called a cataphor. Cataphoric reference refers to any reference that points forward to information which will be presented later in the text. It can be concluded, cataphoric reference refers to any

reference that points forward to information which will be presented later in the text. Yule (1996: 38) himself states that cataphoric reference is a reference which has not been introduced earlier in the sentence. Cataphoric reference is contrasted with an anaphoric reference which the information has never shown before in a sentence, but it still referred to a reference in the next sentence. Example of cataphora in a sentence:

1) If you want them, there are cookies in the kitchen.

2) I really love it, the dress is absolutely beautiful.

In this sentence, the pronoun them and it (the cataphor) appears earlier than cookies and the dress (the postcedent) that is refers to, the reverse of the normal pattern (anaphor), where a referring expression such as cookies or the dress appears before any pronouns that reference it. Both cataphora and anaphora are the types of endophora. As general rule, cataphoric is much less frequent cross linguistically than anaphora. The cataphoric is not used primarily for the representation or the exposition of the narrative course or events, but rather for the manipulation of the anticipated course, the modulation of the area for problem solutions in which viewers move and orientate themselves.

2.9 Speech

Hendrikus (1991:16) states that monologic is the science of the art of speaking a monologue where the only one who spoke. The forms are classified monologika are speech, remarks, lectures, papers, lectures, and elocution. In monologika only one person talking to another person or to a group of people. The main form monologika there was a speech. Speech is a formal talk given usually to a large number of people on a special occasion.

Speech is also formal talk given to an audience. Different circumstances call for different types of speech. One way to categories this speech is by the amount of preparation time they require. Hendrikus (1991: 48) said that the type of speech is determined by several factors such as: the situation, place, purpose, and content of the conversation.

Speech is also formal talk given to an audience. Different circumstances call for different types of speech. One way to categories this speech is by the amount of preparation time they require. Hendrikus (1991: 48) said that the type of speech is determined by several factors such as: the situation, place, purpose, and content of the conversation. Factors that became a standard for determining the types of speech are:

2.9.1 Political Speech

In the politic, the speech has politic purpose.The audiences of politic speech in general are public. The purpose of political speech is generally not to teach, but to affect and burn passion. Therefore, the speaker must know the psychology of the audiences. A good political speaker should be able to guide the audiences to take decisions, even if only by using their voice. His words should not only be touching sense of the audiences, but also their hearts.The types of political speech are commonly performed: the state speech, parliament speeches, and speech at the national celebration, a speech on the occasion of demonstrations, post election speech and campaign speeches.

2.9.2 Special Speech

There are many occasions or informal meeting, where the people must deliver a speech. Such meetings are generally familiar, because the participants already know each other, such as

family gatherings, session and session organization among the members and leadership of the company. Form of speech that was delivered normally called Foreword, the duration between 3-5 minutes. Speech is more directed to actuate the heart not the mind of audiences.The main target is a feeling. The types of speech that brought on this occasion is: welcome greeting speech, a speech to members of motivation, thanks giving speech, speech opening and closing speeches.

2.9.3 Official Opportunity

The participants are officials or prominent people who come in a formal event. Form of speech on this occasion also called Speech. In formal occasions, a speech that was delivered should be brief, though delivered freely. The goal is to move the feelings and not to instill rational. The types of speech that is spoken on this occasion are: Birthday speech, wedding speeches, farewell speech, and inauguration speech.

2.9.4 Informative Meeting

The point here is informative meeting in small groups or large, whether in education, as well as in other areas of life, with a view to the members and to share information or to discuss a problem scientifically. Speech delivered on this occasion is also earnest, scientific, objective and rational. The types of speech that is spoken on this occasion are lectures, speeches, papers, teaching, informative discourse.

Based on the explanations above, it can be concluded that Obama's speech on University of Indonesia at Jakarta is a political speech. In this speech, he spoke on democracy, economic growth and America's relationship to the Muslim world.

2.10 Previous of Study

There are several previous studies related to this study. The first was written by Amelia Dwi Lestari (2019), entitled *"Anaphoric and Cataphoric References in Surah An-Nisa of Holy Qur'an Translation by Abdullah Yusuf Ali"*. The purposes of research are discovered the referring expression of anaphoric and cataphoric references which is used in Holy Quran translation of Surah An-Nisa and its meaning.The result of this her research is that The finding of research showed that anaphoric reference is most found in Surah An-Nisa of Holy Qur'an Translation by Abdullah Yusuf Ali rather than cataphoric reference.

The second related research was conducted by Muhammad Rizki with the title "Anaphoric reference found in Erdogan"s post election speech". The aim of this research is to analyze types of anaphoric reference found in Erdogan's speech and the referent of anaphoric refered to Erdogan's speech. The findings showed that the types of anaphoric reference like pronominal anaphoric, lexical noun phrase, noun anaphoric, verb anaphoric, adverb anaphoric and zero anaphoric are used in Erdogan's post-election speech. In this research, the use of pronominal anaphoric is the most widespread type of anaphoric used in the speech that consist all third personpersonal, possessive, reflexive and the following demonstrative and relative pronoun.
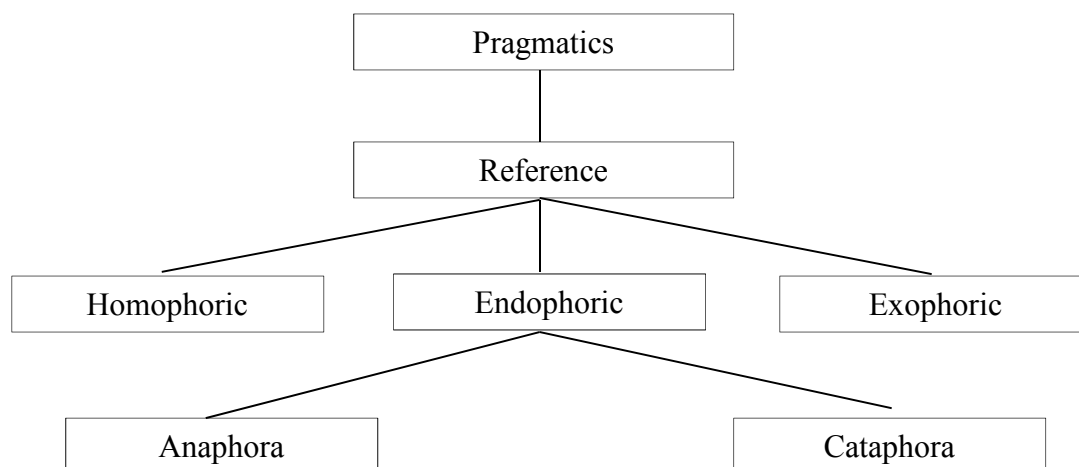
The last related research was conducted by Desi Natalina Situmorang with the title "Anaphoric Reference In Justin Bieber's Album Belive Acoustic". The research was a applied to investigate the types of Anaphoric Reference through Justin Biber's Album Belive Acoustic, counting the dominant types, and describing the implication of the dominant types used in the album.The result of the research show that types of anaphoric, it can be seen that zero anaphora itbecome the most dominat used in Justin Bieber's album, and has an implication that Justin Bieber as the song writer did not want to show his feeling obviously. As the composer, Justin

tried to create an implicity lyric but has a thoughtful meaning as well. The similarities between her research and the researchers' are that thesis focused on analyzing student indetifying anaphoric, then the data participants are learners.

The Similarity of the researches above with this study is that this study is try to find the types of anaphora and the referents of cataphora from the subject of the study and the writer discusses about anaphora and cataphora. The differences of the study with previous of the study is the subject of the study and the theory that used by writer.

2.11 Conceptual Framework

This chapter present an overview of endophoric reference. It describes kinds of endophoric reference, that is anaphora and cataphora. This study thus investigates the referents of anaphora and cataphora found on Obama's Speech *Indonesia's Example To The World*. The writer will analyze the utterance on the speech and classify in to type's of anaphora based on the Ruslan Mitkov's theory and cataphora based on Yule's theory. The writer choose this speech because it appears that in Obama speech's haven't been explore in depth. Based on the uterances on the speech of course, there will be expressions related to anaphora and cataphora that the writer will examine. The conceptual framework can be seen as follows.

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                    Pragmatics
                        |
                    Reference
          /             |             \
   Homophoric      Endophoric       Exophoric
                  /          \
           Anaphora          Cataphora
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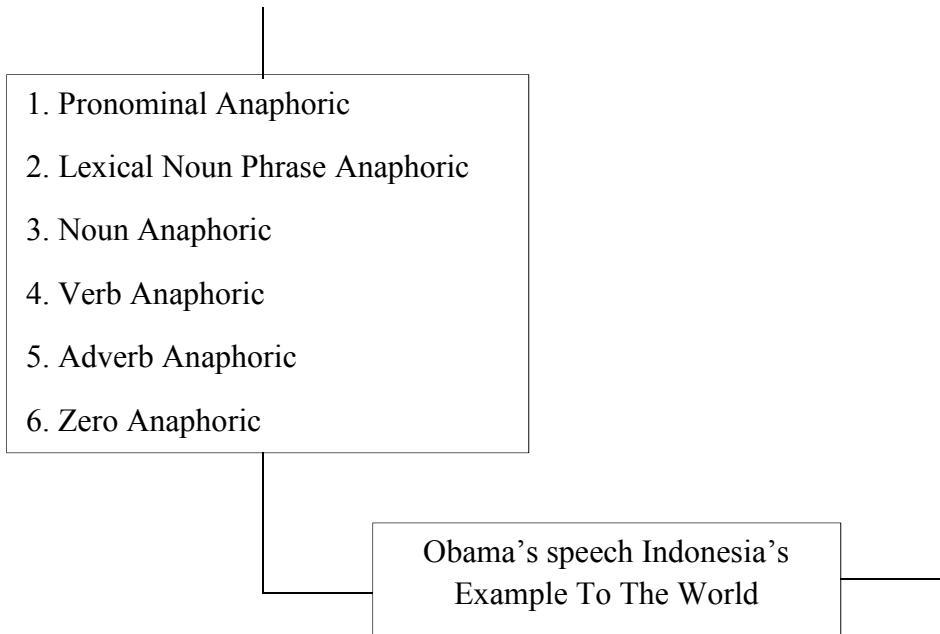
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1. Pronominal Anaphoric

2. Lexical Noun Phrase Anaphoric

3. Noun Anaphoric

4. Verb Anaphoric

5. Adverb Anaphoric

6. Zero Anaphoric
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Obama's speech Indonesia's
Example To The World
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Figure 2.11 Conceptual *Framework of The Analysis of Anaphora and Cataphora Found on*
Obama's speech Indonesia's Example to The World
(Sinaga, Elisa 2021)

CHAPTER III
METHODOLOGY OF RESEARCH

This chapter presents the methodology of the research includes research design, source of the data, technique of collecting data and technique of analyzing data

3.1 The Research Design

The approach that used in this research is qualitative descriptive approach. According to Fraenkel cited (in Gast, 2010:20), a descriptive qualitative research was designed to obtained information used for investigating the quality of relationships, activities, situations, or materials. Most of the analysis was done with words. The words could be assembled, sub clustered or broken into segments. They could be reorganized to permit the researcher to compare, contrast, analyze and construct patterns out of them.

Miles et al (2014) say "qualitative research is conducted through intense and/or prolonged contact with participants in a naturalistic setting to investigate the everyday and/or exceptional lives of individuals, groups, societies and organizations." Descriptive qualitative method is used to explain and analyze the phenomenon which occure behind the data. In this study, the writer used descriptive qualitative method to analyze anaphora and cataphora found on Obama's speech Indonesia's example to the world.

3.2 Data and Data Source

The data of this study were utterances which contain anaphora and cataphora. The source of data was the speech from Obama and it could be accessed on https://www.youtube.com/watch?v=niDPBTbJqS0. The speech by President Barrack Obama on November 10th 2010 at the University of Indonesia in Jakarta.

3.3 The Technique of Collecting Data

In collecting the data, the writer used documentation method that was based on the video taken from internet. Ary (2010:442), Qualitative researchers may used written documents or other artefacts to gain an understanding of the phenomenon under study. Additionally, he also explain that documents may be such kind of personal, such as autobiographies, diaries, and letters; official, such as files, reports, memoranda, or minutes; or documents of popular culture, such as books, films, and videos.

The technique that used to collect the data in this study was based on some steps, they were:

1. Browsing the videos from youtube

2. Watching the videos that have been taken from youtube

3. Making the transcript of the videos

4. Selecting the data by selecting the utterances of Barrack Obama that include anaphora and cataphora

5. Underlying the utterances contain anaphora and cataphora.

3.4 The Technique of Analyzing Data

The data analyzed through qualitative analysis. The data analyze used the theory of Miles and Huberman cited (in Sugiyono, 2010:20) concept consist of data reduction, data display and conclusion.

1. Classifying

Data reduction became the first steps to do analyzing the data in this writer. According to Miles (1994:4), the data reduction refered to the process of selecting, focusing, simplifying, abstracting, and transforming the data in written up field note or transcript. In this study the data was in the form of transcription of the Obama's speech Indonesia's example to the world. Based on the Miles theory, in this step the writer firstly analyzed the data by reading the speech transcription.

2. Categorizing

In this second step, after the data reduced, the writer would categorize referents.

3. Making conclusion

The last step, the writer would find the anaphora and cataphora from the data display which present before. The result of the study problem analyzing data by using anaphora and cataphora theory.