

CHAPTER I

INTRODUCTION

1.1 The Background of Study

Language is a human communication system using signs such as words and movements and sounds. Language also has an important role in human life which has an important role in human life because it is the main communication tool. Meanwhile, in the Systemic Functional Linguistic Perspective (SFLP), language is a form of semiotics. social worker who is doing work in a context of situation and cultural context, which is used both orally and in writing. Developments in today's era language remains the most important thing for humans but language can develop over time. Language has an important role in life, because in addition to being used as a direct communication tool, language can also be used as a communication tool indirectly, namely in written form.

Communication is a basic human activity. Communication is an important part that cannot be separated from human life as social beings. By communicating, humans can relate to each other, both in daily life at home, at work, in the market, in society, or wherever humans are. There is no human being who will not engage in communication. Therefore language is one of the assets of living things for the continuity of life on this earth.

Finocchiaro's opinion quoted in the book *Language and Linguistics*: Language is a system of arbitrary vocal symbols that supports all people in a particular culture or other people who have studied the cultural system to communicate or interact (Finocchiaro, 1974: 3)

As we know, language plays an important role as a bridge to communicate with someone to another. It means that a good language and communication are very influential to get satisfaction. Language has some functions, for example: agreeing, greeting, giving command, taking leave, describing, asking for information, etc

This research aims to investigating language functions used by Donald Trump speech. The researcher chose language functions of Donald Trump about victory and farewell speech on YouTube because the researcher wanted to understand more about language functions and to answer his curiosity about what types language functions of Donald Trump use in victory and farewell speeches on YouTube.

In general, speech is defined as a speech given to an audience on various occasions and for various purposes that serve to achieve certain goals. Thus, there are several reason why researchers use Donald Trump victory and farewell speeches on YouTube. First in this study writer chose Donald Trump victory and farewell speeches as a subject, Second, the writer got to know him from YouTube and Television. Donald Trump is interesting for my research. This study investigates the types of language function used by Donald Trump in his speeches. The purpose of this study was to determine the types and process of language functions used by Donald Trump.

In this research, The writer uses Roman Jakobson theory (1980) because provides complete description to analyze the utterance that involves victory and farewell speech. Therefore, the theory proposed by Roman Jakobson is important to be the reference for analyzing the data.

This needs to be known as a guide for us young people who one day want to lead, not only to lead but in words wherever we are to be more careful in using language functions according to context, so that our listeners do not experience misunderstandings.

Based on the explanation above, the writer will conduct a study entitled “An Analyse The Language Functions Of Donald Trump’s Victory And Farewell Speeches On Youtube”

1.2 The Problem of Study

Based on the research background above, the writer propose the following subjects issues:

1. What types of language function of Donald Trump Victory and Farewell Speeches on YouTube?
2. What types language function the most dominant found of Donald Trump Victory and Farewell Speeches on YouTube?

1.3 The Objective of Study

1. To find out types of language function of Donald Trump Victory and Farewell Speeches on YouTube
2. To find out language function the most dominant of Donald Trump Victory and Farewell Speeches on YouTube

1.4 The Scope of Study

This research uses case studies to collect and analyze data about certain things that are of concern to researchers, and uses the theory of Roman Jakobson 1980. According to Jakobson's 1980 there are 6 Function of Language namely emotive, conative, referential, poetic, phatic , and metalingual function. In this

study, the writer chose Donald J. Trump as the subject, and the data was taken from the YouTube channel that is Donald Trump's victory and farewell video.

1.5 The Significance of Study

Significance is important because this study would be meaningless without it. In this study, the writer also hopes to achieve some meaning that can be achieved theoretically and practically for the benefit of the readers.

1. Theoretically

The results of this study could become a new model in analyzing Victory Speech and Farewell Speech.

2. Practically

1. The writer understand the type of language functions by Donald Trump when giving a speech
2. This research is useful for readers, especially for students majoring in English
3. This research can provide information that can be used as a guide in good communication and language function.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

The Theoretical Framework is significant in research because it explains some of the concepts used in this analysis. so that there are no misunderstandings. Here are several hypotheses about the meanings of some words and concepts used in this analysis.

2.1.1 Sociolinguistics

Sociolinguistics is the study of the relationship between language and society, relating to social, situational and cultural structures.

Hudson (1996:1) states "Sociolinguistics is the study of language in relation to society Nababan (1993:2) explains that sociolinguistics is the study of language related to language speakers as members of society, or studying social aspects of language related to social/social factors. Furthermore, he added that sociolinguistics examines language in a socio-cultural context, relates cultural factors, and examines social functions and language use in society. Sumarsono (2012:8) explains that sociolinguistics sees language as a system related to society, language is seen as a system that cannot be separated from the characteristics of the speaker and from the socio-cultural values that are obeyed by the speaker.

From the above definition, sociolinguistics can be described as an analysis of the relationship between language and society. Sociolinguistics looks at how people communicate, how to use vocabulary and how to use different words

2.1.2 The Nature of Sociolinguistics

In linguistics, language is not only understood as a sign but is also seen as a social system, communication system, and part of the culture of a particular society. Because in terms of the origin of the word, sociolinguistics comes from the words sociology and linguistics. Socio is society and linguistics is the study of language. This understanding is not much different from the opinion of Sumarsono (2014 : 2) which suggests that sociolinguistics is the study of language associated with social conditions .

In Chaer and Agustina (2014 : 5) explained that in sociolinguistic research, there are seven elements which are the main problems studied in sociolinguistics, some of these seven aspects are :

1. the social identity of the speaker
2. the social identity of the listener involved in the communication process,
3. the social environment in which the communication process takes place,
4. synchronic and diachronic analysis of social dialects,
5. different social judgments by speakers of the behavior of speech forms,
6. the degree of variation in linguistic variety
7. practical application of sociolinguistic research.

2.2 The Function of Language

The main language functions is as a tool for interacting, thinking with humans and channeling trust in society. Here are 3 functions of language according to experts:

2.2.1 The Function of Language (Michael Haliday 1973)

Michael Haliday (1973:80) states the 7 language functions as follows:

1. Instrumental function aims to influence people's behavior where the language triggers an event that occurs or expresses a desire.

Example : 1 Don't open the door!
 2 I want to buy a car to make it easier for me in every way.
 3 attention, let's run!

2. Regulatory function are intended to control or regulate conditions, such as referrals, requests or orders.

Example : 1 If you are naughty, you don't get pocket money
 2 can you give money?
 3 I think you are guilty

3. The representational function is to convey facts or explain an event that can be proven true.

Example : 1 The sun rises in the east
 2 European Island is a place that makes us find our dreams

4. Interactional function aims as a social relationship, such as pleasantries, and greetings.

Example : 1 how are you today?
 2 are you okay?

5. Personal function of language as a medium to describe the state of the speaker's concept, idea or feeling.

Example : 1 Wow, what a beautiful view in this building

2 Lake Toba is a great place to freshen up

6. Heuristic function is to study the surrounding environment or gain knowledge or want to know.

Example : 1 Why do you work?
2 What did the tractor do?
3 Why sabam works?

7. Imaginative function creates new things or fictitious events (not real) or we are free to imagine.

Example : 1 last night I met a dragon
2 One day i can definately become a famous poet, like
irianto ibrahim

2.2.2 The Function of Language (Roman Jakobson 1980)

Roman Jakobson (1980 :84) theory has 6 language functions, including:

1. Referential is speech that prioritizes the content or topic of conversation or informs those around us.

Example : 1 Rina has just been dumped by her boyfriend for no reason,
2 it's fun to talk about the criteria for presidential candidates

2. Metalingual is an expression or language that is centered on meaning.

Example : 1 what is brain cancer?
2 what is h2o?

3. Phatic (phatic) is the language used to greet each other.

Example : 1 where are you going?

2 how are you rista?

3 Are you okay?

4. Poetic is a language in the form of a message (message form).

Example : 1 love is a sweet medicine for the soul, the night sky
2 your night sky too, without words carrying the
burden

5. Conative is speech that is often manifested in the form of an order.

Example : 1 Please don't make noise in this class!
2 slow down!

6. Emotive is the language used to express human feelings.

Example : 1 wow this view is very good
2 damn rista got an A.!

2.2.3 The Function of Language (Geoffery Leech 1977)

Geoffery Leech (1977 : 47) theory has five language functions, namely :

1. Information is used to provide new information.

Example : 1 the car is big, the bus is crowded
2 the house is beautiful but haunted

2. Expressive can be used to express feelings

Example : 1 I spent a wonderful vacation
2 oh my gosh. She's so cute
3 wow, this rainbow cake tastes really good

3. Directives/directions are influencing the behavior or attitudes of others or orders and requests

Example : 1 I want a cup of tea

2 I want to close the door.

3 help me push the table!

4. Aesthetic is this function does not have a specific purpose or means of poetic art, or expression

Example : 1 a computer runs smoothly like silk.

2 eating like a bird will harm health.

5. Phatic is to maintain social relations, or greetings

Example : 1 Congratulations, you have become a civil servant.

2 thank you for being here on my birthday.

From the description above, it can be concluded that the function of language depends on the subject matter, audience, and method of debate. This analysis focuses on the context and function of the situation, the author uses the theory of Roman Jakobson (1980) there are 6 types of language functions such as; emotive, conative, referential, poetic, phatic, and metalingual function.

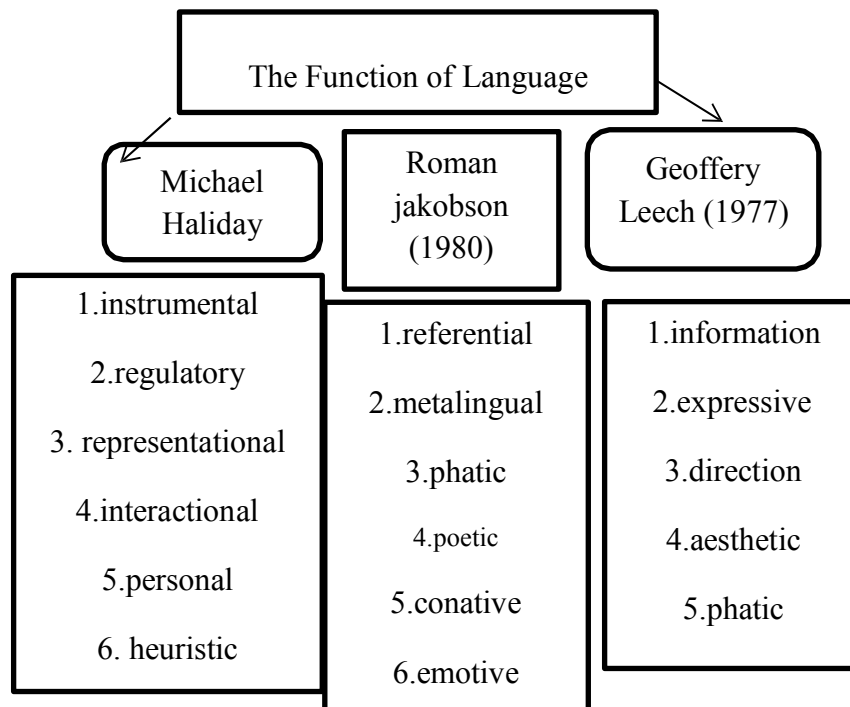


Figure 2.1 Mapping Theoretical Framework The Function of Language

2.3 Speech

Speech is an activity of speaking in front of many people. The speech is carried out using good language and can be accepted by the listener. Generally, people who make speeches will convey their ideas to other people or listeners. The purpose of the speech is; give greetings, provide information, influence listeners, and convince listeners.

Speech is done to convey an opinion or description. Speech is done by someone orally. The information in the speech explains something or a problem. The speech will be done using clear sentences at a certain time in front of many people.

2.3.1 Donald Trump Profile

Donald John Trump is the president of the United States (2017) born in New York City, June 14, 1946. His three siblings are still alive: Maryanne,

Elizabeth, and Robert. Trump's older brother, Fred Jr, died in 1981 from alcoholism. For this reason, Donald never drinks alcohol or smokes. Donald Trump is an American businessman, politician, television star, and writer. He is the chairman and president of The Trump Organization, and the founder of a gaming and hotel company.

Trump Entertainment Resorts. 2016 could be the peak of Donald Trump's career because he won the 45th US presidential election. Donald Trump, who is active on Twitter, was sworn in as president United States in January 2017. He became America's president with the most wealth and managed to defeat the Democratic nominee, Hillary Clinton. but Donald Trump only served 1 term, two became one of five US presidents who served only 1 term and was replaced by Joe Biden who was sworn in 2021, according to Donald Trump's profile.

2.3.2. YouTube

Youtube has the meaning of a digital media site (video) that can be downloaded, uploaded and shared throughout the country (Baskioro, 2009:58).

Youtube is a great site social media that is often used and phenomenal among the community. Society uses YouTube is good at viewing the latest news, looking for information, even for entertainment such as watching movies, listen to songs or watch various tutorials.

2.4. Previous Research

Fauzi Usrya Kanaza (2020) Journal UIN Sunan Ampel Surabaya vol 4. No.1. This paper examined the types of language functions used in the utterances and the one which was dominantly used in Meghan Markle Speech. By applying qualitative method. The researcher used the five functions of language

proposed by Jakobson. The results showed that there were five types of language functions used in Meghan Markle's speech. The first most dominant function used was conative function (32%) which was found in 6 utterances. The second most dominant function was emotive function (26%) which was found in 5 utterances. Then referential function was found in 4 utterances (21%), phatic was found in 3 utterances (16%), while poetic function was found in 1 utterance only (5%). In addition, metalingual function was not used at all. Thus, it was concluded that as the speaker, Meghan Markle wanted to influence her addressee through her utterances.

The Second is International Journal of Systemic Functional Linguistics, Vol 2. No. 2 By Forisman Hulu (2019) This study focused to analyze the Interpersonal Function in Martin Luther King Jr's Speech This research was conducted by using qualitative research design. The data was taken from the website which are readily accessible to the public. After that, the data is divided into clauses form. Next, the data was analyzed based on Halliday's theory through many steps of data analysis by Cresswell. The results of data analysis showed that Martin Luther King Jr applied: (1) Speech Function (statement, command, and question); Mood (declarative, imperative and interrogative); Modality (high, median, and low); Tense Shift (present, future, and past) and Personal Pronoun (First Personal Pronoun, Second Personal Pronoun and Third Personal Pronoun) (2) speech function (statement was a most dominant, command was the second dominant and question was less); Mood (declarative was most dominant, imperative was the second dominant and interrogative was less); modality (median was most dominant, high was the second, and low was rare); personal pronoun (we was

used frequently) and tense shift (present tense was majority, future was a second place, and past tense was less).

The third is a Journal of Educational Research and Evaluation vol 5. No. 1. By Hieronimus Canggung Darong (2021) This study focused on the interpersonal function analysis of political speech text, by taking an example of Joe Biden's victory speech. The purposed theory namely Systemic Functional Linguistics theory (SFL) was then applied to analyze the text. The analysis was conducted by modifying the speech text into clauses which were subsequently analyzed in accordance with the goal of the analysis. Data analysis revealed that the speech established an intimate relationship and a close distance with the audience. As such, the speaker enables to gain support and exchange information through the use of linguistics resources namely declarative clause in the mood structure, modality, and pronoun "we". As a conclusion, different use of mood, modality, and personal pronouns might determine the different level of interpersonal function of a text.

Based on the previous research above, the writer has identified that the predecessor researches have not done the same research as the writer did, namely analysis Function of Language Donald Trump Victory and Farewell speeches on YouTube, this study aims to determine the Function of Language used by the character is speaking and the writer wants to know the types of Function of Language is typical to the certain context of the situation.

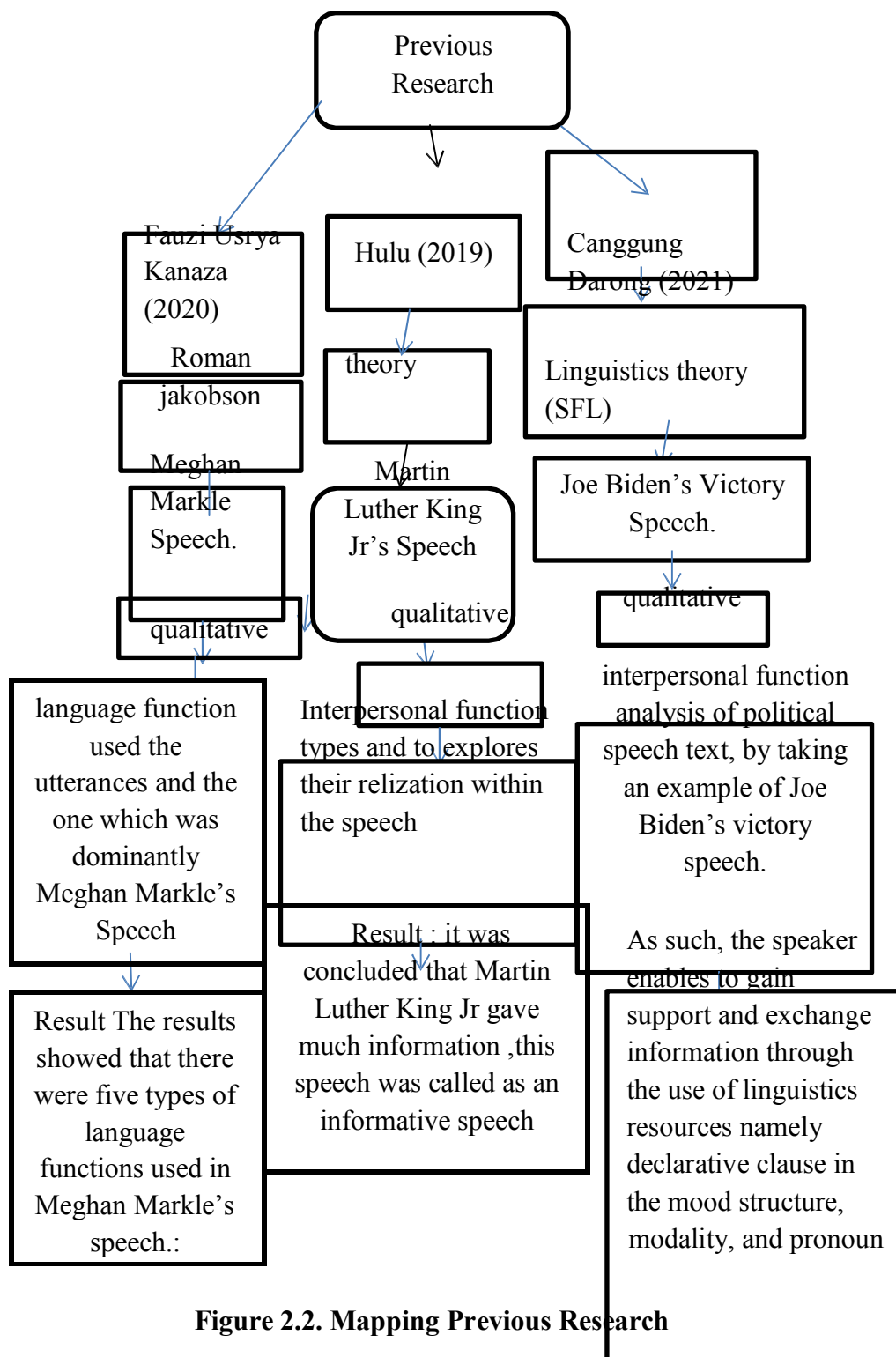


Figure 2.2. Mapping Previous Research

2.5 The Procedure of The Research

The procedure in this research are :

1. Collecting data from the internet
2. Transcribing speeches by using the software (YouTube) speech to text
3. Identifying the language functions based on Roman Jakobson theory by underlining / colouring
4. Classifying the language functions found in the text speech
5. Finding the percentage of language function
6. Analysing the data
7. writing the discussion, discussion by interpreting the percentage of the language functions
8. Concluding the analysis of the language function

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research used descriptive qualitative method. This research is done supported by several books and other references from the YouTube in the process of carrying out this research to support this topic.

Qualitative Research According to Strauss and Corbin (Cresswell j, 1998: 24) Understanding the type of qualitative research is to produce findings, where the findings cannot be achieved by statistical measures or other means of quantification or measurement. This type of qualitative research can be used to research about social life, history, behavior, etc .

3.2 The Source of Data

The research data is taken from the transcripts of speeches from 2 selected videos containing Victory and Farewell Speeches on the YouTube Channel entitled An Analyse of The Language Functions of Donald Trump Victory and Farewell Speeches on YouTube and the writer focus on the language of function (Roman Jakobson 1980) conveyed by Donald Trump, There are 6 language functions used by the writer in analyzing the data, namely: Referential Function, Emotive Function, Phatic Function, Poetic Function, Metalingual Function, and Conative Function, and the data source is taken from the YouTube.

3.3 Data Collection Technique

The technique of collecting data in this research are as follows :

- 1) The writer download 2 videos from Donald Trump's Victory and Farewell Speeches on Youtube retrived from :

https://youtu.be/NsE2RO_oWoo

https://youtu.be/6h5_d3DUdR4

- 2) After downloading ,the writer watched the videos,
- 3) The writer transcribing the videos,
- 4) Then read a conversation transcripts,and identified the language function.

3.4 Data Analysis Technique

The steps to analyze the data are described in the explanation below. The purpose of this study is to find out the language function used in Donald Trump's Speech on Youtube.

- 1) First, the writer identifying the language function used by Donald Trump according to Jakobson's Romance language function
- 2) Then the writer made a data tabulation according to the language function according to Roman Jakobson
- 3) The writer analysed the data by using a table of language functions and provides arguments and explanations.
- 4) Then, the writer classified each language function contained in each speech in the Youtube video
- 5) Finally, the writer draw conclusions from the results of the analysis.