

CHAPTER I

INTRODUCTION

This chapter presents some points about background of the study, the statements of the problem, objective of the study, significant of the study, limitation and definition of key term.

1.1 Background of the Study

Communication is one of characteristics of human life to convey information to each other. People can communicate on many levels, for many reasons, with people, in many ways. Communication is a process delivering messages from one individual to another individual. William Rice Johnson explains that a communication takes place when one individual (a sender) displays, transmits or otherwise directs a set of symbols to another individual (a receiver) with the aim of changing something, either something the receiver is doing (or not doing) or changing his or her world view. This set of symbols is typically described as a message.¹

Language is development of the basic form of communication between human beings, and in a society. We cannot communicate in any real sense without language. Language needed to express our emotions, ideas, feelings, and thoughts to people by using sounds, gestures and signals that have pattern. The use of

¹ <http://www.blurtit.com/q299548.html> in *What Is The Definition Of Communication Given By Different Authors?*, 2011

language allows one to maintain relationship with other people in an interaction. People use language in communication in a practical way. We use it virtually in everything we do. Language is so automatic and natural that people pay less attention to it, but sometimes emphasized by the fact that they do not speak quite good as others do. Many people need to have professionals to learn about language, although to simply being able to use it. Kenneth explained in his book that language is an arbitrary system of abstract relatively conventionalized symbols by means of which a social group interacts. The term *arbitrary* could well be repeated for emphasis, as it applies to both the system and symbols. While a *system*, means a pattern, organization, or coordination of parts.² While, Keraf (1980 p.2) states in his book *Komposisi* that language includes two fields they are vocal sounds (*bunyi vocal*) which produced by human speech instrument, and meaning (*arti atau makna*) it is the relationship between vocal sounds with a series of items or things that represent. *Sound* is a vibration that stimulates our hearing instrument, while *meaning* is the content that contained in the stream of sound that causes a reaction or response from others. From those statements, can conclude that learning and using language it is mean learning and using the systems whether words pattern or organization of speech instrument to find out the meaning.

As a dynamic element, language is always analyzed and examined using a variety of approaches of study. The language meant can exist in utterances, in mass media, or speech. In literature educational whether in former times or even today, research on language has always been progressing. One of

² Kenneth E. Andersen (1972:129) in Introduction to Communication Theory and Practice

the favorite is analyzing a speech. Speech is one way to convey an idea or ideas in any given situation. In <http://id.wikipedia.org/wiki/Pidato>, Speech is a public speaking events or speeches to express their opinions, or give you an idea about something. Speech is usually derived by a man who gave speeches and statements about things or events that are important and should be discussed.

Art of speech actually become the study of *Rhetoric* that discusses the use of language as an art based on a well-structured knowledge or the art of creating a good speech. In *a dictionary of linguistics and Phonetics* by Crystal (1997:334) stated that rhetoric is the study of effective or persuasive speaking and writing, as practiced in public especially Oratory. In rhetoric, there are three branches of science that also learn about the language, which one of them is *Stylistics*. In *The Linguistics Encyclopedia*, Kirsten Malmkjaer (1991:439) wrote that stylistics is the study of style in spoken and written texts. Style is meant a consistent occurrence in the texts of certain items and structural, or types of items and structures, among those offered by language whole. According to **J.Mistik (1985)** stylistics can be defined as the study of choice and the types of use of linguistic, extra-linguistic and aesthetic mean, as well as particular techniques used in communication.³ Based on the above opinions, Stylistics is a study of style of language, grammar or words in different contexts either linguistic or situational. The language style is a way of speech or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and

³ Gabriela Missikova, *Linguistic Staylistics* (Nitra:Filozoficka Fakulta 2003),16.p

implementation of linguistic and extra-linguistics with respect to the topic, situation, function, author intention and content of an utterance.

There are two main subjects in the study of stylistics they are linguistics and literature. Study linguistics, it means study of language. Linguistics as a science must not be concerned with specific instance, but with generalization. Ferdinand de Saussure indicated this point by stating the distinction between Language (*langue*) and Speaking (*parole*).⁴ There are some basic areas of study in linguistics. The basic field is the field relating to certain basic structures, they are the sound structure of language called **phonetic** and **phonology** which analyzing the sound systems of languages, word structure it called **morphology** that deal with the internal structure, the structure between words in sentences called **syntax** that analyzing each clause and phrase of a sentence, and the problem of meaning of word so-called **semantic** that analyzing the language based on the meaning of the word. Because of scope of the discussion in linguistic was very broad, then this thesis will only take syntactic and semantic theory which will be described later in the next chapter.

This research would like to analyze the President Susilo Bambang Yudhoyono's speech. Bapak Susilo Bambang Yudhoyono is the 6th President of Indonesia who has served since October 20, 2004 and served again in 2009 until now. As we know that President Susilo Bambang Yudhoyono has images as a man of integrity, a strong communicator leader in this time. Diction of President Susilo Bambang Yudhoyono was neat, maintained, and tend to be formal. It can

⁴ Soekemi, Kem. *Semantics: A Work Book* 2nd ed. 2000:3

be seen in the language of President Susilo Bambang Yudhoyono during a speech, for example, the sentence form. According to van Dijk (1998), a figure (politician, president, minister, etc.) are tend to choose certain words and phrases to achieve its objectives. The use of words, sentences, style, a certain intonation are not merely seen as a way of speaking or communication, but, moreover, must be understood as a political strategy to influence public opinion, mobilize support, obtain legitimacy, and get rid of your opponent or rival political (Fowler , 1996; cf. Thurlow, 2007).⁵There for, important for this thesis to find out what are linguistics devices implemented in the president Susilo Bambang Yudhoyono' speech and the meaning contained in it so that people are also more able to understand what the intentions are conveyed.

This thesis chose two speeches of President Susilo Bambang Yudhoyono, they are at the 46th anniversary of GOLKAR party and at Pancasila Day, June 1st 2011, which analyzed based on *Syntactic devices* that analyzing each clause and phrase of a sentence, and *semantics devices* that analyzing the language based on the meaning of the word. About Syntactic devices and Semantics devices will be described more deeply in chapter two. This research would not discuss the other component since those two types of language style are more relevant to the data and other that the scope of the problem given in this study was very broad; the scope of the problem needs to be limited in order to obtain more objective results.

⁵ <http://sastra-bahasa.blogspot.com/2012/01/politik-pencitraan-presiden-sby-melalui.html>, D. Jupriono, 2012

1.2 Research Problem

There are two questions that this study wants to observe in order to find the types of linguistics devices that used by President Susilo Bambang Yudhoyono speeches at the 46th anniversary of GOLKAR party and Pancasila Day June, 1st 2011.

1.2.1 What are the kinds of semantic devices used in President Bambang Yudhoyono's speeches?

1.2.2 What are the kinds of syntactic devices used in President Susilo Bambang Yudhoyono's speeches?

1.3 Objectives of the study

Related to the previous problems, the objectives of this study are:

1.3.1 To analyze the kinds of semantic devices used in President Susilo Bambang Yudhoyono's speeches.

1.3.2 To analyze the kinds of syntactic devices used in President Susilo Bambang Yudhoyono's speeches.

1.4 Significant Of Study

Analyzing the speech by using linguistics approach to knowing what the kinds of lexical semantic devices and how the processes of syntactic functional devices that used by President Susilo Bambang Yudhoyono will help the reader to understand the content of the speech of President Susilo Bambang Yudhoyono. It

is also could give the contribution in adding the reader's knowledge in linguistics approach to analyze a speech, especially in semantic and syntactic perspective.

1.5 Scope and Limitation

This study is focused on investigating the President Susilo Bambang Yudhoyono's speeches at the 46th anniversary of Golkar party and Pancasila Day June, 1st 2011 by the two forms of linguistic analysis that is Syntactic and Semantic. The syntactic device analysis be based on the function, and will be based on Halliday's theory as published in the book *Tata bahasa Baku Bahasa Jawa*, Sudaryanto (1992) that are in terms of **Simple Sentence, Complex Sentence, Compound Sentence, and Compound Complex Sentence**. For semantic device analyzed based on Abdul Chaer theory, that are *Makna Leksikal dan Makna Gramatikal (Lexical and Grammatical Meaning)*, *Makna Referensial dan makna nonreferensial (Referential and Non-Referential Meaning)*, *Makna denotatif dan makna konotatif (Denotative and Connotative Meanings)*, *Makna kata dan makna istilah (Meaning Of Words and Meaning Of Term)*, *Makna konseptual dan makna asosiatif (Conceptual Meaning and Associative Meaning)*, *Makna idiomatikal dan peribahasa (Idiomatikal and Proverbs Meaning)*, and *Makna kias (Figurative Meaning)*. The analysis of the data was observed in the form of sentences and words.

1.6 Definition of Key Terms

There are any terms that used in this study which is supporting this research. In Order to avoid misunderstandings and to understand the terms in this study, the following are described some of key the terms used in this study.

1.6.1 Speech

Speech is the physical production of sound using our tongue, lips palate and respiratory system to communicate ideas. Speech is a public speaking events or speeches to express their opinions, or give an idea about something. Speech usually used by a leader to lead and speeches in front of his subordinates or the general public.⁶

1.6.2 Linguistics

A branch of stylistics which is study of language. Linguistics is not only investigating one language only, but linguistics is concerned with language in general use the term of de Saussure, that linguistics is not only examined one of langue, but also langage, which is the language in general.⁷

1.6.3 Semantic Devices

an element of linguistics analysis which studies about the meaning of a word in sentences. *“Cakupan semantik hanyalah makna atau arti yang berkenaan dengan bahasa sebagai alat komunikasi verbal “.* (Chaer, 1995: 2).

1.6.4 Syntactic Devices

an element of linguistic analysis which discuss the relationship between words in the speech, structures of sentences, clauses, and phrases. Syntax

⁶ <http://www.speechlanguage-resources.com/what-is-speech.html>

⁷ Soekemi, Kem. Semantics: A Work Book 2nd ed. 2000:3

maybe roughly defined as the principles of arrangement of the construction (word) into large constructions of various kinds.

1.7 Research Organization

This thesis is organized in five chapters. Chapter I it was explain the background of study, the research problems, the purpose of the study, the definition of key term that used in this research, and research organization. Chapter II mentions more deeply about the theories that used in this research, such as linguistics, speech/oratory, semantics and syntactic devices. Chapter III is about method of the research which includes an explanation of the qualitative research, the main data, the supporting data, and the data analysis. Chapter IV contains the analysis of data collected which analyzed based on the problem of the research. The last is Chapter V that contains of about the conclusion of the whole chapter I to chapter IV. The conclusion is by answering the research questions that have been formulated.