

# **CHAPTER I**

## **INTRODUCTION**

This chapter includes background of the study, research problems, objectives of the study, significance of the study, scope and limitation, definition of the key terms, and previous study.

### **1.1 Background of the Study**

Language is the most important aspect in our daily life. The importance of language is essential to every aspect and interaction in our everyday activities. People use language to inform others around us about our feel, what we want, and asking some questions or giving responses about issues around us. People can communicate effectively with variety of word-choice, gestures, and tone in a various situation. People will talk differently when they talk to a child or in business work. That is one of the critical functions of language as a device of communication. According to Wood (2004: 9), communication is a systemic process in which individuals interact with and through symbols to create and interpret meanings.

Communication drives our lives into better condition because of its crucial function. Brown and Yule (1983: 1-2) mention that language has two functions: transferring information (transactional function) and establishing or maintaining social relationships (interactional function).

Furthermore, to maintain its function, verbal language is driven to communicate with different ways. In verbal communication, there are two major

forms: written and oral communications. Verbal communication needs the use of words in delivering the information or message. The written form of language is required in written communication such as in letters and documents, e-mails, SMS and anything else delivered through written symbols. In fact, oral communication plays dominant form of communication in our life. Oral communication is the spoken word, either face-to-face or through phone, video conference or any other medium. People use oral communication in any kind of situations. In formal situation, they use oral communication such as in lectures, conferences, and meeting. When people are having casual discussion and informal conversations, they also use oral communication.

There are some characteristics that make oral communication different with another kind of communication. According to Bygate (1987:14), there are four common features of spoken language: 1) Using less complex syntax, 2) Taking short cuts to avoid unnecessary effort in producing individual utterances (incomplete sentences), 3) Using fixed conventional phrases, and 4) Using devices to give time to think before speaking.

Based on its features, oral communication is generally recommended when the communication required direct interaction. Face to face communication (meetings, lectures, conferences, and interviews) is significant to build a relationship and trust. In technical view, oral communication is not only time saving, but it also saves money and efforts. There is high level of understanding and transparency in oral communication as it is interpersonal. However, oral communication also can be used to transfer private information.

One of the forms of oral communication that is interesting to be analyzed is in form of speech. Indonesian people have a famous orator, the first president of Indonesia, Ir. Soekarno. Instead of it, in United States, there are some presidents who had memorable speech in the world. George Washington, Franklin D. Roosevelt, Ronald Reagan's inaugural speech are some example of memorable moment. Indeed, their word, phrase, clause, and sentence are connected each other to create an outstanding speech. In other word, it called cohesion.

Cohesion becomes salient phenomenon of discourse because of the fact that sentences or utterances are linked together (Rankema, 2004:103). One of the studies about the concept of cohesion in text is introduced by Halliday and Hasan (1976). Cohesion refers to the relation of meaning that exists with a text (Halliday and Hasan, 1976: 4). A text (can be spoken or written) is different with non-text which lies on the 'texture', and this texture is constructed by the cohesive relations between its linguistic features. Where the interpretation of some element in the discourse is dependent with another element, cohesion will be occurred.

Halliday and Hasan (1976) also state that cohesion can therefore be divided into grammatical and lexical cohesion. Grammatical cohesion includes devices such as reference, substitution, ellipsis and conjunction, while lexical cohesion is divided into reiteration (repetition, synonym, and others) and collocation (co-occurrence of lexical items).

This study focuses on the cohesiveness of spoken text. In this research, the researcher is interested in doing research of Joko Widodo's speech at APEC CEO Summit 2014. As an Indonesian president, APEC CEO Summit 2014 was being his first debuted to speak English in front of world's leader and many CEOs. As

we know that Asia-Pacific Economic Cooperation (APEC) Summit 2014 is the most important business event which attended by economic leaders and business decision makers.

Joko Widodo's speech in front of APEC Summit's participants can be categorized as transactional spoken language. According to Brown and Yule (1983: 2) there is a clear topic in transactional spoken language. However, the speaker (Joko Widodo) talks about some issues in that forum. There are fuel subsidy conversion, infrastructure, mass transportation, maritime agenda, power plant, land acquisition, and business permit. It seems difficult to combine one issue with another to make a speech become cohesive and the information can be transferred.

Therefore, the researcher is interested in analyzing the types of cohesive devices which are used by Joko Widodo in his speech at APEC CEO Summit 2014 in order to identify the kinds and functions of those cohesive devices.

## **1.2 Problems of the Study**

1.2.1 What are the kinds of cohesive devices used by Joko Widodo at APEC CEO Summit 2014?

1.2.2 What are the functions of cohesive devices used by Joko Widodo at APEC CEO Summit 2014?

## **1.3 Objectives of the Study**

1.3.1 To identify the kinds of cohesive devices of Joko Widodo's Speech at APEC CEO Summit 2014

1.3.2 To identify the functions of cohesive devices of Joko Widodo's speech at APEC CEO Summit 2014

#### **1.4 Significance of the Study**

It is believed that the result of the study will give both theoretical and practical contribution. Theoretically, the result of this study is expected to be useful and meaningful to the discourse analysis study, especially in the field of cohesion. Practically, it is expected that this study will be valuable contribution for the lecturers and the students of Muhammadiyah University of Surabaya, especially for English Department.

This study is provided in order to enrich the research in the learning and teaching of cohesion (grammatical and lexical) for English lecturer. While for English students, this study can be used to obtain some information about kinds of cohesive devices used in people speech. It is hoped that by reading this research the students will be motivated to flesh out their knowledge in the study of discourse analysis especially about cohesion. Finally, this study contributes to the next researcher for supporting the following studies especially in the study of cohesion. The result of this study is hoped to increase the discussion of cohesion field.

#### **1.5 Scope and Limitation**

This study focuses on identifying the cohesion of Joko Widodo's speech at APEC CEO Summit on November 10<sup>th</sup>, 2014. The scope of the research is the area of linguistics especially in discourse analysis. Then, the limitation in this

research is in the field of cohesion specifically grammatical and lexical cohesion. Researcher analyzes the cohesion in Joko Widodo's speech by using cohesion theory of Halliday and Hasan. Instead of it, the researcher also uses Paltridge's theory as supporting.

Similar with other speeches, the speech of Joko Widodo at APEC CEO Summit 2014 consists of introduction, body, and conclusion. Then, the researcher analyzes the body of speech's text because its gives the information about cohesion in relating the different issues. The body of Joko Widodo's speech discusses about some issues; fuel subsidy, mass transportation, maritime agenda, electricity, and business permit.

## **1.6 Definition of Key Term**

Definition of key term is defined to avoid possible misunderstanding and misinterpreting of this study. It is necessary to clarify some of the term as follow:

1.6.1 Cohesion according to Halliday and Hasan (1976) is text connectedness in terms of reference, substitution, ellipsis, conjunction, and lexical cohesion.

1.6.2 Joko Widodo is the President of the Republic of Indonesia since October 2014.

1.6.3 APEC CEO Summit 2014 according to its official website ([www.2014apecceosummit.com](http://www.2014apecceosummit.com)) is the Asia-Pacific's premier business event which attended by economic leaders and senior business figures from the region and beyond.

## 1.7 Previous Study

Related to the study of cohesion, there are three previous researchers who have studied about grammatical and lexical cohesion. The first researcher, Abdul Rohim (2009) has studied about the kinds of cohesion devices in Jakarta Post editorial. He used the theory of Halliday and Hasan in analyzing grammatical and lexical cohesion. The result of his study, he found both grammatical and lexical cohesion that has the highest and lowest occurrence. The cohesion through the grammatical cohesive which has the highest occurrence is reference item especially personal reference. It contrasts with other cohesive devices namely substitution. For the lexical cohesion, the researcher found some repetition across several sentences.

The second researcher is Tiar Maha Yurida (2010), who has studied about the kinds of grammatical cohesion of Barack Husein Obama's inaugural speech. The result of her study is shown coherent text in Barack Husein Obama's inaugural speech. It is proved by the continuity that is established by the grammatical cohesive devices. In the text of Obama's inaugural speech, there are personal references "we, us, and our" which dominantly occur. Those personal references refer to the one thing. They refer to the American people.

The last researcher is Rizki Amalia (2010), who specified her study only on the analysis kinds of grammatical cohesion in Barack Husein Obama's speech at Al Azhar University, Kairo by using Halliday and Hasan theory. However, she also used Rankema's theory about the function of grammatical cohesion. As a result, all kinds of grammatical cohesion namely reference, substitution, ellipsis, and conjunction are found in the text of Obama's speech. The functions of

grammatical cohesion are; 1) to indicate reference pronoun, 2) to indicate spatial order, 3) to substitute a similar noun, 4) to omit the similar noun, 5) to indicate conclusion or summary, and 6) to indicate contrast.