CHAPTER I

INTRODUCTION

In this chapter, the writer presents background of the study that describes the reason why she intends to conduct the research. On the basis of the reasons, problems of the study, objectives of the study, significance of the study, and scope and limitations of the study are formulated. Definition of key terms is also given so that the readers are expected to have the same interpretation in understanding the present study

1.1 Background of the Study

As we know the function of language is to understand the ideas from other people. Jacobson (1960) divide the functions of language into six factors which are required for communication: (1) context, (2) addresseer (3) addressee, (4) contact, (5) common code, (6) message. Each factor is the focal point of a relation, or function, that operates between the message and the factor. The functions are the following, in order: (1) referential, (2) emotive, (3) conative, (4) phatic, (5) metalingual, and (6) poetic. In addition, Waugh (1980), Jakobson said that the addresser send message to the addressee. The message requires a context in order to be operative and needs the code which has a related common to the addresser and addressee. Besides, a contact in which the addresser and addressee has a physical

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

channel and psychological connection which is enabling to stay in communication. Each factor is the focal point of a relation or function that operates between the message and the factor (Hebert, 2011).

In this modern era, people can use social media as the facility of communication to keep in touch with family as well as new and old friends. By the existence of social media, someone who cannot meet up and communicate with their family, new and old friends will be easy to reconnect the relationship. Social media, such as facebook, twitter, path, line, whatsapp, instagram, etc, can share information, file, photo, audio and video, as well as what people are thinking about. Most of people share something on their mind in those social media with the certain purposes, such as to tease someone, to give information, to share their daily activities, to give an advice or suggestion, and many others.

Vlog is short for "video blog" and is pronounced "vlog" (one syllable). A vlog is a blog, or web log, that includes video clips. It may be entirely video-based or may include both video and written commentary. Several types of vlogs are available on the Web, including instructional videos, travel updates, and personal commentaries.

People who create vlogs are known as "vloggers" Some vloggers post videos for fun, while others run vlogs for the purpose of generating revenue through advertisements. While it's possible to set up a vlog website, many vloggers post their vlogs on YouTube since it makes their videos

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

easier to find. Additionally, YouTube offers free video hosting, which means vloggers can post unlimited videos without paying web hosting fees.

Vlogs isincluded into verbal language. It is called verbal language because it has the utterances which are delivered by Jokowi to the viewer in spoken toexpress desires, ideas and concepts and as vital to the processes of learning and teaching as stated by Hanes (2015).

Joko Widodo also known asJokowi, is the seventh and current President of Indonesia, in office since 2014. Previously he was Mayor of Surakarta from 2005 to 2012 and Governor ofJakarta from 2012 to 2014. He is the first Indonesian president without a high-ranking political or military background.

In 2014 the PDI-P selected Jokowi to be its candidate for the Indonesian president election, which was held on July 9. He was swept to victory with more than 53 percent of the popular vote, defeating former general Prabowo Subianto.Jokowi entered the presidency, he identified clamping-down on corruption as among his top priorities and as a necessary step to attract more foreign direct investment to the country. He also pushed a nine-point plan for Indonesia that emphasized helping the poor by improving public services, implementing land reforms, and developing more-affordable housing, among other measure (Hollar, 2014).

This present study is important to conduct, because nowdays many people like making video and share their video into public that make them

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

being famous. In vlog they can share about their life, journey, question and answer, giving information, suggestion or etc.

Some researchers have conducted the researches in various subjects, such as Alfina (2016) *Language Functions Used By The Main Character In The Pacifier Movie*. She conducted there are only seven from eight types of language functions categorized by Holmes that found in Shane's utterance when doing verbal communication with the children. They are expressive, directive, referential, metalinguistic, phatic, heuristic and commissive functions of language. This research also analyze language function but she use different theory, she use Holmes theories. And she use movie for her research.

Meanwhile, Chofiyya (2016) *Language Function Found in Ani Yudhoyono's Instagram Captions.* She conducted there are six language functions used by Ani Yudhoyono on her instagram captions, such as emotive function, conative function, referential function, phatic function, poetic function and metalinguistic function. The language function that is mostly used by Ani Yudhoyono is referential function. Here, Chofiyya also analyzed about language function use theory from Roman Jacobson too. She use Ani Yudhoyono's instagram caption for her research.

Then, Saraswati (2017) *Pengaruh Penggunaan Vlog (Video Blogging) Terhadap Tingkat Kepercayaan Diri Siswa di Sekolah Menengah Atas Trimurti Surabaya*. She analyze the influence of Vlog for student's self confident in Senior High School Trimurti Surabaya. She found that there is

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

no influence of Vlog for student's self confident in Senior High School Trimurti Surabaya. This research also analyze Vlog but in different abject, in this research also gives tutorial how making a video blogging but in present study the writer just using vlog as general.

Irva (2016) *An Analysis Of English Pronounciation Errors of Joko Widodo Speech*. She analyze President Joko Widodo's speech by focusing on consonants and vowels. Then she found there are five types of consonant errors made by President Joko Widodo. Labiodental is the most frequent errors which 159 data out of 283 or 56,18% of the percentage. Alveolar errors is 67 out of 283 or 23,67% of the percentage. Interdental errorsis 53 out of 283 or 18,72% of the percentage. Palatal errors is 3 out of 283 or 1,06% of the percentage. And velar errors is only 1 datum out of 283 or 0,35% of the percentage. She also found 114 data of errors made by President Joko Widodo in pronouncing English short and long vowels. There are three kind of errors on vowels made by President Joko Widodo. Central vowels is the most frequent errors made by Joko Widodo in his speeches. It is the highest number which 90 data out of 114 or 78,95% of the percentage. The second kind is front vowel errors. The data is 20 data out of 114 or 17,54% of the percentage. The last kind of vowel errors is back vowel. The data is 4 out of 114 or 3,51% of the percentage. In this research she also use Jokowi for the object of study but analyze of english pronounciation errors in his speech and now the present study use Jokowi as her object by using language functions.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

As many people know, the function of language is to understand the ideas from other people. So, in this study, the writer chose language functions in vlog as the topic of this research.

Meanwhile, in the present study, it is focused on analyze the kinds of language function using theory of Jacobson (1960). This study does not only analyze the kinds of language function but try to describe the meaning of language function in JkwVlog.

The writer choose Jokowi as an object for this research because, first he is one of famous people in Indonesia, he is our president. Secondly, Jokowi has many influence for indonesia since he become president, he did many program like blusukan, visited outlying place, and etc. Thirdly, beside that he is different from our president before, he also active in media social. He has instagram account, youtube channel and other.

In this case vlog are choosen to be analyzed because nowdays almost people from lower class until upper class use social media for many purposes, such as; communication with their friend, family or relation of job. As our president Jokowi, he use vlog to share about his daily activities, his journey, and his experience. By using vlog we can post on our youtube channel, it makes their videos easier to find. Additionally, youtube offers free video hosting, which means vloggers can post unlimited videos without paying.

Then, the theory used by the writer is from Roman Jocobson, about theory of language function. According to Jacobson, there are six kinds of

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

language function; they are referential function, emotive function, phatic function, poetic function, connative function, and metalingual function. The writer velieves that Jokowi's utterances carry particular function, which can make the follower understand more about his purpose .

1.2 Research Problems

Based on background of the study above, the general research problems can be formulated into more specific case as follows:

1. What are types of language functions used in Jkwvlog?
2. What language functions are mostly used in JkwVlog?

1.3 Research Objective

Based on the problems stated previously, this study is intended to comply with the following purposes.

1. To describe types of language functions used in JkwVlog.
2. To describe language function which are mostly used in JkwVlog.

1.4 Signifance of the Study

Theoretically this study is intended to give the readers a better understanding of language functions as well as can be beneficial for the readers who are interested in discourse analysis especially in language functions by using Jakobson's (1960) theory.

Practically, through the result of this research, the writer want to help the readers in understanding language functions in JkwVlog. So that,

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

the viewer of JkwVlog feels easier to get the idea and understanding the video.

1.5 Scope

This present research focuses on the discourse analysis which concerns on the use of language functions and the interpretation of the meaning in JkwVlog. The researcher examines the language functions that occurred in the vlog of Jokowi's vlog based on Jakobson's (1960) theory of language functions.

1.6 Definition of Key Terms

To avoid misunderstanding among the readers, the terms applied in this study are defined as follows :

Language Functions is a description of how language is used to achieve its communicative purpose: trying to find out what are the purpose that language serves for human being and how people are able to achieve these purpose through speaking and listening, reading and writing. Moreover, seing whether language itself has been shaped by use and how the form of language has been determined by the functions it has evolved to serve (Halliday,1922).

Jokowi is the 7th Precident of Indonesia. His full name is Joko Widodo. Jokowi's being a President since 2014 until now.

Vlog is a video log. A journalistic video documentation on the web of a person's life, thoughts, opinions, and interests. A vlog can be topical

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

and timeless, instructional and entertaining. The main thread is trying to communicate on a personal level with your audience.

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id