

**A CRITICAL DISCOURSE ANALYSIS OF #ENDVIOLENCE
CAMPAIGN IN THE SPEECH OF BTS MEMBERS AT THE 75TH
UN GENERAL ASSEMBLY**



A Research Paper (S-1)

**Submitted in a Partial Fulfillment of the Requirements for
an Undergraduate Degree (SS) in English Language and Literature**

by

FIRLANDA DAYU PRAMESTI

17.03.52.0045

**FACULTY OF ENGLISH LANGUAGE AND CULTURAL STUDIES
UNIVERSITY OF STIKUBANK SEMARANG**

2021



UNIVERSITAS STIKUBANK "UNISBANK" SEMARANG

FAKULTAS BAHASA DAN ILMU BUDAYA

Rektorat Kampus Kendeng :
Jl. Kendeng V Bendan Ngisor Semarang
Telp. (024) 8414970, Fax (024) 8441738
E-mail : fe@unisbank.ac.id

Kampus Mugas :
Jl. Tri Lampa Juang No. 1 Semarang 50241
Telp. (024) 8451976, 8311668, 8454746 Fax (024) 8443240
E-mail : info@unisbank.ac.id

SURAT PERNYATAAN KEASLIAN TUGAS AKHIR/ SKRIPSI

Yang bertanda tangan di bawah ini, saya menyatakan bahwa TUGAS AKHIR / SKRIPSI dengan Judul :

/A CRITICAL DISCOURSE ANALYSIS OF #ENDVIOLENCE CAMPAIGN IN THE SPEECH OF BTS MEMBERS AT THE 75TH UN GENERAL ASSEMBLY

yang telah diuji di depan tim penguji pada tanggal 14 Juli 2021, adalah benar hasil karya saya dan dalam TUGAS AKHIR /SKRIPSI ini tidak terdapat keseluruhan atau sebagian tulisan orang lain yang saya ambil dengan cara menyalin, atau meniru dalam bentuk rangkaian kalimat atau simbol yang saya aku seolah-olah sebagai tulisan saya sendiri dan atau tidak terdapat bagian atau keseluruhan tulisan yang saya salin, tiru atau yang saya ambil dari tulisan orang lain tanpa memberikan pengakuan pada penulis aslinya.

Apabila saya melakukan hal tersebut diatas, baik sengaja maupun tidak, dengan ini saya menyatakan menarik TUGAS AKHIR / SKRIPSI yang saya ajukan sebagai hasil tulisan saya sendiri.

Bila kemudian terbukti bahwa saya ternyata melakukan tindakan menyalin atau meniru tulisan orang lain seolah-olah hasil pemikiran saya sendiri, berarti gelar dan ijazah saya yang telah diberikan oleh Universitas Stikubank (UNISBANK) Semarang batal saya terima.

Semarang , 30 Juli 2021

Yang Menyatakan



(FIRLANDA DAYU PRAMESTI)
NIM : 17.03.52.0045

SAKSI 1

Tim Penguji

(LILIEK SOEPRIAMADJI, DRS, M.Pd)

SAKSI 2

Tim Penguji

(Dr. SUGENG PURWANTO, MA)

SAKSI 3

Tim Penguji

(Dr. KATHARINA RUSTIPA, M.PD)

DECLARATION

I, herewith, certify that this Research Paper entitled “*A Critical Discourse Analysis of #ENDviolence Campaign in the Speech of BTS Members at the 75th UN General Assembly*” is my original work and has never been submitted for any degree award elsewhere. Ideas, findings, and works of others cited herein have been fully credited and acknowledged in compliance with the tradition of academic writing.

Semarang, June 30th, 2021

The Writer,



Firlanda Dayu Pramesti

NIM: 17.03.52.0045

SUPERVISOR'S APPROVAL

This is to certify that a Research Paper entitled “*A Critical Discourse Analysis of #ENDviolence Campaign in the Speech of BTS Members at the 75th UN General Assembly*” has met the requirements for further examination and approval Board of Examiners, FBIB Universitas Stikubank (UNISBANK) Semarang.

Semarang, June 30th 2021

Supervisors,



Drs. Liliek Soepriamadj, M.Pd

NIDN: 0018045901

PAGE OF APPROVAL

A Research Paper entitled 'A Critical Discourse Analysis of #ENDviolence Campaign in the Speech of BTS Members at the 75th UN General Assembly' is written by **Firlanda Dayu Pramesti / 17.03.52.0045** has been accepted for approval by the Board of Examiners, FBIB UniversitasStikubank (UNISBANK) Semarang upon presentation and oral examination conducted on this fourteenth day of July, 2021.

BOARD OF EXAMINERS

Chairperson,



Drs. Liliek Soepriatmadji, M.Pd
NIDN: 0018045901

Secretary,



Dr. Sugeng Purwanto, MA
NIDN: 0619015901

Member,



DR., Dra. Katharina Rustipa, M.Pd
NIDN: 0628086301

Dean of FBIB UNISBANK,



Endang Yuliani Rahayu, S.S., M.Pd
NIDN: 0629076801

MOTTO AND DEDICATION

*“... and do not despair of Allah’s grace. Indeed there is no despair from Allah’s
grace, but the disbelievers.”*

(Yusuf/13:87)

“Even when I fall and hurt myself, I keep running towards my dream.”

(BTS - Epilogue: Young Forever)

Be Yourself, Love Yourself

Dedicated to

Allah SWT

My dearest parents, Mr. Suparyoko and Mrs. Tukiye

My beloved sisters, Nindy Dayu Hapsari and Brynita Dayu Adesti

My beloved partner

My best friends

Everyone who support me

ACKNOWLEDGMENTS

Alhamdulillahirabbil Alamin, first of all, the researcher would like to thank Allah SWT for all the abundant graces and endless blessings to complete this thesis.

Furthermore, the researcher wishes to show sincere appreciation to:

1. Mr. Drs. Liliek Soepriatmadji, M.Pd., the researcher advisor for all the time, guidance, and support given to assist researchers in completing the thesis.
2. Mrs. Endang Yuliani Rahayu, S.S., M.Pd., Dean of the Faculty of Language and Cultural Studies Stikubank University for the permission given to researchers to conduct this research as a final project.
3. Mrs. Dr. Agnes Widyaningrum, S.E., S.Pd., M.Pd., Head of English Department Study Program, Faculty of Language and Cultural Studies, Stikubank University, who also permits researchers to conduct this research as a final project
4. All lecturers of the English Department of Faculty of Language and Cultural Studies, Stikubank University, for all the lectures and motivations given during the researcher's academic year
5. The researcher's beloved family, Mr. Suparyoko, Mrs. Tukiye, Nindy Dayu Hapsari, and Brynita Dayu Adesti, always give prayer and motivation to complete this thesis and material support the researcher academic.
6. The researcher's beloved partner never stops help and always be the first place when the researcher faces trouble. The support to the researcher in conducting this thesis will never be forgotten.

7. BTS (방탄소년단) as one of the motivators for the researcher who always provide strength and encouragement in living life and pursuing dreams conveyed through their songs.
8. The researcher's B1 classmate at the English Department Studies for the motivation, support, and all the memories we have made so far.
9. The last, the researcher would like to thank everyone whom the researcher cannot mention one by one who supports in conducting this thesis.

Hopefully, this thesis can be helpful for readers, especially students of the Faculty of Language and Cultural Studies, Stikubank University. The researcher realizes that this thesis is still not perfect. Therefore the researcher welcomes criticism and suggestions from readers.

ABSTRACT

Pramesti, Firlanda Dayu. 2021. *A Critical Discourse Analysis of #ENDviolence Campaign in the Speech of BTS Members at the 75th UN General Assembly*. A Research Paper, Faculty of Language and Cultural Studies, Stikubank University Semarang. Supervisor: Drs. Liliek Soepriatmadji, M.Pd.

Keywords: *Critical Discourse Analysis, Systemic Functional Grammar, BTS, Love Myself Campaign, #ENDviolence*

This research examines critical discourse analysis of speeches delivered by members of the K-Pop group BTS from the three metafunctions of Systemic Functional Grammar (SFG) put forward by M.A.K Halliday. This study aims to prove the relationship of ideology and power to the language. The data obtained from the seven-minute speeches of BTS members were analyzed qualitatively. The speech delivered contained a campaign that spoke about Love Myself with the #ENDviolence. In collaboration with UNICEF, the speech aims to persuade all people to love themselves and protect children. The analysis results show how the language of a public figure can unite ideology and power in their campaign speeches. It is evident through the transitivity and modality systems and the personal pronouns they use, which play a significant role in persuading people. By doing so, they can successfully use language to realize their goals, abilities, and strengths. Furthermore, we can better understand the message contained in the campaign speeches conveyed by public figures.

TABLE OF CONTENTS

TITLE	i
DECLARATION	ii
SUPERVISOR’S APPROVAL	iii
PAGE OF APPROVAL	iv
MOTTO AND DEDICATION	v
ACKNOWLEDGMENTS	vi
ABSTRACT	viii
TABLE OF CONTENTS	ix
LIST OF TABLE	xi
CHAPTER I	1
1.1 Background of the Study	1
1.2 Statement of The Problem	4
1.3 The Objectives of The Study	4
1.4 Scope of The Study	5
1.5 Significance of The Study	5
CHAPTER II	6
2.1 Previous Studies	6
2.2 Theoretical Framework	8
2.2.1 Language	8
2.2.2 Spoken Language	9
2.2.3 Utterance	9
2.2.4 Language and Society	10
2.2.5 Ideology and Power	11
2.2.6 Discourse Analysis	11
2.2.7 Critical Discourse Analysis	12
2.2.8 Systemic Functional Grammar	13
2.2.9 BTS K-Pop Group	27
2.2.10 United Nations	30
2.2.11 United Nations General Assembly (UNGA)	31
2.2.12 UNICEF	32

2.2.13	<i>#ENDviolence Campaign</i>	33
CHAPTER III	34
3.1	Research Design	34
3.2	Unit of Analysis	35
3.3	Source of Data	35
3.4	The Technique of Data Gathering	36
1)	Observation	36
2)	Audio and Visual Material	36
3.5	The Technique of Data Analysis	37
CHAPTER IV	38
4.1	Ideational Function Analysis	38
4.1.1	Transitivity	38
4.1.2	Field	47
4.2	Interpersonal Function Analysis	47
4.2.1	Mood Element	47
A.	Indicative	47
B.	Imperative	48
4.2.2	Tenor	55
4.3	Textual Function Analysis	55
4.3.1	Theme	55
4.3.2	Mode	58
CHAPTER V	60
4.3	Conclusion	60
5.2	Suggestion	62
BIBLIOGRAPHY	63
APPENDIXES	68

LIST OF TABLE

Table 2.1. Transitivity.....	15
Table 4.1. Transitivity Analysis in BTS Members' Speeches	38
Table 4.2. Transitivity Analysis (Material Process) in BTS Members' Speeches	39
Table 4.3. Transitivity Analysis (Mental Process) in BTS Members' Speeches	40
Table 4.4. Transitivity Analysis (Relational Process) in BTS Members' Speeches	42
Table 4.5. Transitivity Analysis (Behavioural Process) in BTS Members' Speeches	44
Table 4.6. Transitivity Analysis (Verbal Process) in BTS Members' Speeches.....	45
Table 4.7. Transitivity Analysis (Existential Process) in BTS Members' Speeches	46
Table 4.8. Mood Types Analysis in BTS Members' Speeches.....	48
Table 4.9. Personal Pronoun in BTS Members' Speeches.....	49
Table 4.10. Modal in BTS Members' Speeches	51
Table 4.11. Tenses Analysis in BTS Members' Speech	52
Table 4.12. Residue Analysis in BTS Members' Speeches	54
Table 4.13. Marked and Unmarked Theme in BTS Members' Speeches.....	55
Table 4.14. Theme Analysis in BTS Members' Speeches.....	56