

ABSTRACT

A Critical Discourse Analysis of #ENDviolence Campaign in the Speech of BTS Members at the 75th UN General Assembly

By

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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.

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