

# **CHAPTER I**

## **INTRODUCTION**

This chapter provides a general introduction to research, which consists of the background of the study, statement of the problem, the objective of the study, the scope of the study, and the significance of the study.

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

One of the essential ingredients of human life is the ability to speak. Talking is necessary because we are all social people who need interaction with relatives, and it also aims to maintain harmony in life. Dialogue, classroom speaking performance, speech are some examples of the spoken language, and the listener should know the context first to understand the meaning. Speech, after all, is so much more effective in transmitting the intentions and motivations that shape our social mesh than is grooming (Levelt, 2012). In all cultures, most human relations can be achieved and maintained through speech. We can see the relationship between language and community members through how they speak, reflecting their social life (Lehmann, 1978).

Speech is the expression of someone to express what they think and feel by articulating sound. The speech also describes as an act of conducting public talks to an audience directly. Addresses usually have the purpose of conveying information, telling stories, motivating people to act, or encouraging people. Speech is more beneficial to transmit the intentions and motivations which aim to shape our social

mesh. Speech also can be the right field for finding the relationship between power and language. The speech represents the message from one to others, such as the public figure or politician to society. There are lots of notes, advice, and orders to do.

A speech, also called a spoken language, has much meaning determined by the context. Spoken language is an activity that lasts for a short time, and generally, the activity will not repeat so that in interpreting it, the listener must do it quickly (Marslen-Wilson & Tyler, 1980). Language is vital in shaping the social world for individuals and groups.

The study of language in society is closely related to ideological analysis, which focuses on the nature of language and meaning, and those applied to literary text and social interactions. It makes people who live in an area with similar speaking habits (e.g., languages and dialects) become the subject of discourse analysis research (Sipra & Rashid, 2013).

Starting from Systemic Functional Grammar (SFG), the relationship between language and society has been formed and recognized. SFG is a fundamental theory of critical discourse put forward by M.A.K Halliday as a linguist from Australia. His approach has three metafunctions as the primary foundation in Critical Discourse Analysis (CDA): ideational, interpersonal, and textual. CDA is one of the branches of discourse analysis research exploring social power's existence and role in a social or political situation. In CDA, the social and political contexts commonly studied are about the abuse of power, domination, and social inequality committed by people who play a role in the form of text or speech

(Dijk, 2001). CDA has several objects to explore the relationship between language, ideology, and power in public speeches, such as advertisements, newspapers, and official documents (Wang, 2010). The purpose of using CDA is to examine how a person or group communicates something in a social or political context and finds out the relationship between violence and language.

Many research articles apply CDA. Li Xia and Hamuddin (2019) made a review of CDA use in a study in China. It is about the latest trend in studies of CDA in China. That is shown to foreign language teachers to know how to draw material about political and social learning of news rumors about Chinese topics in other foreign media groups.

Not only in learning, but CDA is used in speech too. CDA applies in some research models in the area of discourse analysis. One of the researchers (Wang, 2010) has succeeded in dissecting the linguistic expressions conveyed by Barack Obama. This research, which focuses on the three metafunctions put forward by Halliday, analyzes formal features and how Barack Obama uses his power to persuade the public in his speech. Moreover, Sipra (2013) shows how Martin Luther can motivate audiences through language without causing conflict in front of Washington, DC. He challenges Americans to have a voice and gain their freedom by fighting racial discrimination.

Many previous studies in CDA, and two out of them persuade others. On the other hand, CDA uses not only to analyze the politician's speech but also can use to analyze a speech delivered by a public figure. In this study, the researcher

will examine how the biggest group of K-Pop stars, BTS (방탄소년단) as community leaders, especially young people, give a speech.

The purpose of this research is to point out the stylistic features of BTS members' speeches. This research was conducted based on ideational, interpersonal, and textual functions qualitatively. It aims to convince the public to believe and agree with their ideas through BTS members' speech campaigns and show the relationship between language and power.

## **1.2 Statement of The Problem**

Based on the background above, the problem in this study can formulate as follow:

- (1) How are the stylistic features of BTS members' speeches?
- (2) What strategies do BTS members as public figures use in persuading the public to accept and support their campaign?

## **1.3 The Objectives of The Study**

This research conduct in response research question stated in the statement of the problems. The objectives are formulating as follows:

- (1) To explain the stylistic features used by BTS members in their speech.
- (2) To find out the way BTS members persuaded the public to accept and support their campaign.

#### **1.4 Scope of The Study**

This study focuses on Critical Discourse Analysis (CDA) in the campaign speeches of BTS members analyzed using the ideational, interpersonal, and textual functions of the Systemic Functional Grammar theory put forward by Halliday. Refers to Lehmann (1978), language is closely related to what society members say and social factors reflected in their speech.

#### **1.5 Significance of The Study**

This research is carried out only by involving one speech, which may not clearly explain how one can deliver his speech clearly or not. However, researchers still hope that this research can contribute generously to the discourse analysis, especially for researchers, fellow students, and other researchers. Thus, researchers can also apply their knowledge in discourse analysis, which expects to help friends enrich their experience. Finally, researchers also hope that research results can inspire future researchers to conduct further research.