

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Business organizes provisions of goods and services to others who want or need them. In everyday life, each of individual always want to have or conduct business transaction. For example, someone has a business in a rent computer, internet provider, selling some books or tickets, etc. In this case, when someone conducts a business transaction, in his/her mind is how to get the advantage from the business.

Therefore when one does a business transaction one must know about the business communication well. There are some categories of business communication, such as the following: 1)*Electronic Communication* where different modes of communication out of the traditional ways. Electronic communication includes e-mail, fax, teleconferencing and voicemail. This is used for external contacts and for people within the business organization. 2)*Employment Communication* is a model of communication used for employees but specifically for accepting applicants for a job. It includes application letter, follow-up communications, interview and resumes. 3)*Nonverbal Communication* is a mode of communication that uses body language and other means of communicating without the use of uttering words. It includes body language, expression, gestures, professional appearance, time or space. 4)*Verbal Communication* is a model of communication that uses the uttering of words in communicating to external contacts and employees. It includes feedback,

instructions, presentations, and telephone. 5) *Written Communication* is a model of communication that requires writing in order to communicate. It includes letters, memos, proposals and reports.

In this case, language plays an important role in delivering the message. As we have already know that language is divided into two types, namely: written language and spoken language. Written language is defined as language that conveyed through writing such as: letters, memos, emails and so forth. Meanwhile, oral language is the language that delivered orally, such as giving speeches, convey instructions or commands, and so forth.

This study, focuses the analysis on the written language that used in business transactions especially in finance field. The fact shows that the development of business nowadays is very fast. In addition, people also do not want to miss about the information of business due to business benefit. Therefore, people always want to know about the business development that occurred today. As one way to find out the information about business is by reading a textbook on business or reading some newspapers which provides many information about business.

This study takes newspaper rather than a textbook as the object of the study. This is because the language that used in newspaper and textbook are very different each other. In the language of newspaper, the language that used is not to formal and the impression is to provide an updated information about business. Meanwhile the language in the textbook is more likely to use formal language and

its information is more emphasize on scientific information rather than the information about the business itself.

The newspaper that was chosen as the subject in this study was *The Jakarta Post* Newspaper. It was chosen for some reasons; the daily newspaper is written in English in delivering the message or the information, then this newspaper also presents the information about business, this newspaper also as a product of a local Indonesian newspaper.

The language used in business is different with the other field of language, such as language in politics, laws, physics, etc. It is because of the different context. The texts in business are read by many readers but it does not mean that the meaning of the information in business text can be comprehended by all the readers. Sometimes the readers do not aware about the information given, they just read it since they understand or get the meaning. The problem of the complexity of business' language and some of the terminologies makes difficulties in understanding the language and makes misunderstand in knowing the information in business text.

The investigation of the languages always come to an end that the true function of language is to combine human ideas into verbal expression so that they can convey meaning to another and create 'communication'.

As a communication, language has an effective means of expressing feelings and ideas both in spoken and written form. Robins (1980:8-9) states that "language is a unitary activity; people speak and write; and understand what is spoken and written in their own language, without necessarily being aware of

such things as grammar and pronunciation." When we do a communication, we need another person, who will become our hearer as well as our partner of speaking at the same time. This action will cause a variation of language.

Language varies not only with reference to speakers, but also to the situation where the texts occurs. Because of this variation, it is considered that misunderstanding between the hearer and the speaker often happens, especially when both of the participants in the communication are all non-native speaker. And also misperception from what is meant by the writer to what is accepted by the reader in writing media.

Thus a model of language is needed to help others understand how texts work to make meaning. In this case, functional grammar can do this. Functional grammar view language as a resource for making meaning. Functional grammar refers to an approach to language on the principle of roles or functions played language. In order to do this, the comprehending of language use with reference to its function needs to take into account. Halliday (1985:12) has identified three language functions which are called as metafunctions namely ideational where language is used to represent ideas, interpersonal where language is used to exchange ideas and textual where language is used to organize ideas. The ideational metafunction divides into two, they are: experiential functions where language is used to describe experience and logical function, where language is used to relate experience.

Logical meaning use certain conjunctions to relate one clause to another clause. The relationship between one clause to another clause is very interested to

be analyzed in order to increase the readers' understanding about the information they read on the newspaper. Through understanding of logical meanings the reader can grasp and understanding the information on the newspaper.

The choice of logical meaning is meant to analyze the text to see the relation of one clause to another clause. Thus, it is interesting to analyze the business texts by using logical meaning in order to find out how the reader can know the relation of the clauses in order to get the meaning of information in a text so the reader can get better understanding about the information especially the information of business texts.

1.2 The Problems of the Study

Based on the description of the background of the study stated previously, the problems of the study are formulated as in the following.

1. What categories of logical meaning are found in business texts of *The Jakarta Post*?
2. How are logical meanings used in the business texts of *The Jakarta Post*?
3. Why is the most dominant category of logical meaning used in the way it is in *The Jakarta Post*?

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1.3 The Objectives of the Study

In relation to the problems stated previously, the objectives of the study are formulated as in the following.

- 1) to describe categories of logical meaning that used in business texts of *The Jakarta Post*.
- 2) to describe various modes of realization of the logical meaning used in the business texts of *The Jakarta Post*.
- 3) to reason for the dominant category used in business text of *The Jakarta Post* based on the data that have been analyzed in line with the theory of logical meaning.

1.4 The Scope of the Study

The study emphasizes the analysis of logical meaning in business text with reference to Halliday's theory. Since discourse analysis refers to the large units of language as paragraphs, conversations, interviews, speeches. This research is going to analyze the texts of business in *The Jakarta Post* Newspaper especially the use of logical meaning in the text.

1.5 The Significance of the Study

The findings of this study are expected to be useful in theoretically and practically. Theoretically, the findings of this research will increase the development of linguistic in general and for the systemic functional linguistics in particular. Meanwhile, in practically, the findings of this research will be useful

for the readers who want to develop one's ability in understanding more about logical meaning, students who learn linguistics in order to enable them understand about logical meaning, the lecturers who teach functional grammar to make detailed analysis about logical meaning and also for the journalist as a guide for his/her to write the information about business texts. Hopefully, by knowing the logical meanings, it will be easier for us as the reader to get the meaning of the text and avoid misunderstanding of the text of business.