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## Appendix A

### Introduction Part of Each Article

#### Article 1

Culture recognized as the universal fact of human life, and there is no human group society without culture (Damen, 1987:88). It means that culture is as a result of human activities, it may be as habits, traditions, ways of life, and all of what a society does and thinks. In many cases, the culture bump might happen where an individual from one culture finds himself or herself in a different, strange or uncomfortable situation when interacting with persons of a different culture. To avoid this case, ones use language to communicate their culture to others.

Toba Batak oral Tradition view as the most important asset that have the high price. And the oral Tradition is generated by the ancient and still keep by the Batak society. Every oral Tradition is believed has the supranatural power. The character is talked in the oral Tradition has something that believed come from their creature, and is able to discover every sick people especially Batak society. So the Batak society prohibit everyone to disturb the character's place in the one oral tradition. The willingness of someone to know something in a legend, namely the even that describe the history and values in the oral literature. And many the mistycal thing in the story. That is why many people interesting to know the story.

Bulu Turak viewed as the one of the oral Tradition from Samosir island, especially from the corner of Samosir Island. Bulu Turak is famous with the mystic thing and the societies always keep the eternal of the oral literature. Bulu Turak history start from Guru tatea bulan who utter the five pair of children.

Because of Guru tatea bulan teach his children to be hard worker like a man. The youngest son , Lau raja love and commiserate the youngest daughter, Boru Natinjo and he do not like his youngest sister work hard like a man. Then he persuade his youngest sister depart and move to Simanindo and placed his youngest sister in the Simanindo for his sister to weaving. After Guru tatea bulan and his wife are pass away, Lau raja bring Boru Natinjo back to their house. One day someone from Silalahi is interesting with Boru Natinjo and decide to bring his parents propose Boru Natinjo family by bring a boat of gold. And her brother is agree with the propose and force Boru Natinjo to receive the man from Silalahi. Boru Natinjo is agree perforce but she ask a request, that is to allow her make some fabri in Simanindo and take some bamboo for saving the yarn before she become the wife. So the Kinship with the cultural value in Toba Batak is the societies supposed, this oral Traditionis one of the object of tourism that will protect them from the other disturbance. And they supposed grandmother ( Oppung ) in the Bulu Turak is the delegated of God.

In this research, the research has observed cultural values of Toba Batak that consist of nine ( 9 ) cultural values according to Harahap & Siahaan ( 1987 : 134 ) they were : Kinship, Religion, Extented family, Respect, Modernization, Justice, Nurture and Conflict. Beside of the main cultural values of Batak Toba, the researcher also found the process of the relationship or the realization of the Cultural values linguistically and the reason of realization of the cultural values. The reason why the researcher choose the title because in this modern era, the teenager life style almost lose from the values and almost forget to the cultural values that they bring from their village after they live in city. So the researcher

has described the cultural values from this research. Bulu Turak as the object of this research still has the mystical thing and the society still believe the prohibition or something that will happen if the society around the Bulu Turak do everything do not suitable with the cultural values in Bulu Turak, and the researcher decided to choose this object.

Specifically the researcher interested to research the oral tradition. The oral Tradition was told by mouth to mouth so, remember to the capacity of human's memorizing , the researcher introduced the original oral Tradition from Toba Batak beside the Bulu Turak oral Tradition has the mystical thing that interact the researcher's mind. The researcher decided to make a research " The Cultural Values of Toba Batak in "Bulu Turak" Oral Tradition Simanindo, Kab. Samosir.

## Article 2

Topic about the use of language is the object study of Discourse Analysis. This study related to linguistics, such as how languages used in persuading people during communication. Process aimed at changing a person's (or a group's) attitude or behavior toward some event, idea, object, or other person(s), by using written or spoken words to convey information, feelings, or reasoning, or a combination of them (Aristotle 1854). Mostly the aim of communication is persuasion. Persuasive is a form of rhetoric. It is a communicative act that carries out both these goals an audience that has been persuaded has understood an utterance, and believed its message. Let rhetoric be defined as an ability, in each particular case, to the available means of persuasion, this is the function of no other art; for each of the other is instructive and persuasive about its own subject (Aristotle).

Media became the most part of important thing while using language. Media become popular as an effective way to be in touch with public. Television is one of helpful communication medium which presented any kind of information, news, entertainments such as film, music, and education. As its character, television has superiority in the sound and picture which the public more interest in this media so they can receive the information optimally.

Advertisement in this modern era can be found everywhere such as on the television, magazine, newspaper, on the road, attached on the wall or trees, on the supermarket and another place. Nowadays, people cannot live separately with advertisement.

One of favorite products or service in society which presents in television are woman cosmetics. Cosmetics, also known as make-up, are substances or products used to enhance or alter the appearance or fragrance of the body. Many cosmetics are designed for use of applying to the face, body and hair. They are generally mixtures of chemical compounds; some being derived from natural sources (such as coconut oil), and some being synthetics.

Furthermore, the researcher uses Aristotle's theory which provides three kinds of persuasive strategies to help the researcher get the comprehensive understanding about woman cosmetics television commercial. The purpose of this research are to find out the kinds of persuasive strategies are used in woman cosmetics advertisement on television programs, How are the strategies of persuasive techniques used in woman cosmetics advertisement on television programs and why are the strategies used is the ways they are.

This study has some differences with another research journals. The objects of previous study were about the speech, promotion strategies of the products, technique, slogans of the products, and the text in the advertisement. While in this study, the researcher is going to analyzed all the utterances from the advertisement of skin whitening product on television commercials. Another difference is about the focus of object that wanted to analyze. The researcher will analyze about fifty advertisements of skin whitening products from different brands according to Aristotle theory of persuasion that divided into three kinds of persuasive strategies, that are Ethos, Pathos and Logos.

### Article 3

The word love maybe differs from time to time and it depends on individual to imply accordingly one's motive. In fact, everyone in this world has love but most of them not understand about the real meaning of love. It can be different of love in family context and also between two people who don't know each other but emerge of affair.

Love may cover sacrifice, integrity or care for the other people and attention. It is commonly interpreted as the sort of pure love which love is coming up because it is motivated by consideration of good value of love itself. This study will help us to find the truth of love sacrifice. Is the pure love become a motivation for someone to against the challenge.

Generally, literary works are identified with writing works. But nowadays many writing work are expressed in moving picture as known as 'movie'. It becomes popular because more interesting for some people that not like to read the writing works; they choose to watch the movie. It makes easier to understand about the story in a short time. Book or novel must read in a week or more, prepared in moving picture in short time without cutting down the conflict and lesson that consisted in the story.

Nowadays, there are many fiction movies which contain unique story, one of them is "Upside Down". A film by Juan Solanas in 2012, this movie tells about a planet home world which is different from other planets or planetary systems as it is the only one that has "dual gravity". It means the top world is rich and developed region, and in other way also consists of romance between two main characters Adam (Jim Sturgess) and Eden (Kirsten Duns), who love each other.

Unfortunately, both of them come from different worlds, Adam from lower whereas Eden from upper class. So, Adam has to make every effort to hold his love.

This movie story reflects real life about social class problem. Social class comes as it is different in every aspect. This influences the interaction between them. Some of them feel arrogant and the other desperate. Because of this problem, there are disagreements between individuals or even groups. For someone who falls in love, the problem becomes a challenge to hold their love.

Talking about love, it can be perspective differences. For the example, love at the first sight. Maybe it is impossible for some and the others to believe it. They who have fallen in love at the first sight will believe, although the ending of their love story is sad. Remember not all of the ending of love story is sad but some of them are happy. All of this depends on the effort and the way to resolve the problem. In fact if there's no love in the human life, it is impossible that we are alive in the world.

Not only in the past, nowadays there's also no love without sacrifice, there's no love without difference. This case becomes general problem in every culture, every nation in the world. This problem not also depends on time because the word "Love" grows with time. Love arises for filling a gap. To reach it, an effort and optimism to get love are needed.

The researcher chooses this movie and this topic because this story describes love at the first sight between a boy and girl of the different classes.

Because of their differences so many challenges face them. Although they have been got an accident and finally they can't meet in a long time. Because of the

accident Eden has got amnesia so she forgets a lot of things. But that all not be a worry because they struggle with the all of problem faced in front of them.



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#### Article 4

As a social being, human can not live alone; they need to interact with other people in fulfilling their need. That is the reason why people use language, because language is a network of relationship. Based on systemic functional linguistic, language has three broad functions in human life, namely to describe or draw, to exchange, and to organize experience. The use of language to interact is said to exchange experience.

When using language to interact with other, people will try to find words that are fit with the situation in order to avoid miscommunication so the message can be delivered well. Context of situation (register) is concerned with the variables of field, tenor and mode. Considering these three variables, Halliday is making a claim that of all the things going on in a situation at a time of language use, these three variables have a direct and significant impact on the type of language that will be produced. It implies that language varies according to context of situation (Eggins:2004).

Hillary Clinton and Bernie Sanders are two of Democratic Party presidential candidates 2016 in the United States. They are two leading candidates who have been competing in the series of presidential primary elections and caucuses to get Democratic's presidential nomination. In order to win the Democratic's nomination, either Hillary Clinton or Bernie Sanders needs to convince citizen that he or she is the right president to be so people will vote for him or her in the series of primary election and caucus. One of the ways they interact and convince people is through campaign speech.

This study attempts to apply one of the three types of situational context of analysis, it is tenor. In this analysis, tenor will be discussed in campaign speeches of those two Democratic Party presidential candidates. Hillary Clinton and Bernie Sanders have already conveyed campaign speeches in some different occasions and different states. It is interesting to see social relationship between these two Democratic presidential candidates 2016 and the listeners from different states, their roles and statuses in political arena that take a part of determining the language used in the campaign speeches.

Tenor analysis has been placed under the discussion of the interpersonal meaning. It deals with the interaction between the speaker and listener; influence behavior of speakers and how the speaker shows their point of view. Simply, tenor examines how participant cooperates with another participant to maintain the communication process in order to deliver the message well.

The writer was interested in discussing tenor because through analyzing tenor can be found how the speakers influence their listeners. The author selects Hillary Clinton and Bernie Sanders as an object for her thesis because they are great politicians who become two leading candidates of Democratic Party for Presidential nominee of United States 2016. They possibly will make a significant change in society and bring big influence in political arena of United States.

## Article 5

Language has an important role in human's life. It is used to communicate each other in order to express thoughts, assumptions, and even feelings. A natural product in communicating by using language is called conversation. Conversation happens when two or more persons involved to deliver message through the utterances.

According to Grundy (2000:71), the conversational maxim is a way to explain the link between the utterances and what understood by the listener. The message of conversation itself will be successfully delivered if the speaker and the listener can build a cooperation one another.

The cooperation to make an effective and efficient conversation is called cooperative principle. The theory of cooperative principle is proposed by Grice. Grice (1975:26) states that people have to make conversational contribution such as it is required. The speaker and hearer have to give contribution as required in order to control the conversation in the right way. According to Grice (1975:26), there are four maxims in conversation. They are: (1) maxim of quantity (be informative as required), (2) maxim of quality (be truthful), (3) maxim of relation (be relevance), and (4) maxim of manner (be perspicuous).

However, people sometimes do not fulfill the cooperative principle and disobey it. They may do it by giving information which is more or less than required. It can also happen when people try to hide the truth or intend to lie. The phenomenon of not obeying the Cooperative Principle is called violation of maxim.

According to Thomas in Cutting (2002:40) maxim is violated when the speaker supplies insufficient information, something insincere, irrelevant or ambiguous. When the speakers do violate the maxims, the conversation will not be effective nor efficient that will lead to misunderstanding.

Parluasan traditional market is a market that is located in Pematangsiantar. It is one of place where so many conversations may happen in the same time. It is because there are many sellers that offer their merchandise everyday and also many buyers who come and even do bargain what they need to buy. The conversation that usually happens in the market is mostly by using Toba Batak language.

Violating maxim is being such a habit to some people when they are involved in conversation. This case also can be seen from conversations in Parluasan traditional market Pematangsiantar. Both speakers and buyers do violate maxims during their conversation which means that they do break the cooperative principle.

Some of utterances that violated the maxim from the preliminary data that had been taken can be seen as follows.

Seller : *Piga kilo di hamu, eda?*

(How many kilograms do you want?)

Buyer : *Sakilo pe bahen,da. Ipe nga godang i. Holan tolu halak do hami di jabu.*

(Just give me one kilogram. It has been much. There are only three persons in our home)

The conversation above shows that the buyer violated maxim. It was violating maxim of quantity. Maxim of quantity requires the speaker to give the informative answer which means it is not less or more than it should be. While the buyer here violated it by giving the answer which is more than required. In order to obey the cooperative principle, the buyer should have just given answer by saying that she just wanted one kilogram of fish when the seller asked how many kilograms that she wanted.

In this study, the researcher is going to analyze the utterances from Batak Toba sellers and buyers in market. This study will focus in analyzing the violating maxims by Toba Batak sellers and buyers and their implications of violating maxims.