

CHAPTER I INTRODUCTION

A. The Background of the Study

Someone's language can determine from stratum of society someone belongs to. We can analyze and compare the upper class, middle class, and lower class through their language used. Technically the upper class use formal language in every situation and condition they face because they have proper and high education, meanwhile the lower class don't care or concern about their language since they have no idea how to use the formality and standard language. The development human's civilization requires human's attention to the language since basically human being is the smartest and the perfect one in learning language; human being is the only living things who can interact and share with others because of their knowledge in language.

Language is an aspect of human behavior that involves the use of vocal sounds in meaningful patterns and corresponding written symbols to form, express and communicate thoughts and feelings. When someone communicates with other people, the speaker conveys the message or information to the listener. When receiving the message, the listener pays attention to many other factors apart from the language itself. It means the communication is the act of transmitting information from one person to another person. Searle says that languages such as French or German consist of three components: a phonological component that determines how words and sentences are pronounced, a syntactical component that determines the arrangement of words and morphemes in sentences, and a semantic component that assigns a meaning or interpretation to

words and sentences. (Searle, 2006: 3). In brief, language is a system that consists of three aspects they are phonology, syntax and semantic.

We know language and use language since we were very young and small; the language is a way to interact each other. Language itself develops as a human being grows; it means the more adult they are so the better they use language based on the context they comprehend around. There are so many factors why someone's language is different from others; firstly geographical aspect secondly is social economic status and their surroundings. Language can't be separated from the development of human's civilization where until now no way or tool to change its function to understand and communicate each other. We know what someone's feeling and thought because of the language, we can convey what we want to say to others because of language, a good relation can be built because of language as well as the bad one. The way we interact and communicate influence the result what kind of relation can be built; because of the language someone else can get angry, happy, sad, or in other words all emotional expressions can be conveyed through language. This is one of the aspects what makes human being different from any other living creatures since animals as well as plants don't use language to share or interact.

Nowadays the use of language has been very important in all aspects of life: it seems that language is inseparable. Language has two categories which can be divided into spoken and written; these two categories actually have the same goals, purposes, and functions but different use since in spoken or oral language we use mouth as the tool, meanwhile in written language we use writing tool as

the media like ink, paper, and other. And usually written language is more formal than spoken language because in written language we have to be on the track of rules in writing which is called as the punctuations. Language also can be separated into two sub categories; they are verbal and non-verbal language (body language). In body language we have perceptiveness, intuition, and hunches in getting the point or the meaning from body language. Pease says that From a technical point of view, whenever we call someone 'perceptive' or 'intuitive', we are referring to his or her ability to read another person's non-verbal cues and to compare these cues with verbal signals. (Pease, 1981: 10)

The subject in this research is focused on the written language which is conveyed by Mario Teguh who is a great motivator in his account Twitter. Every day he gives his sayings on the social network account, just to motivate people how to face problems and challenges in better way. Saying is a short, pithy expression that generally contains advice or wisdom; since Mario Teguh is a famous motivator many people follow his account on Twitter just to get the motivations and sayings from him. Clauston says "may we not find the "whole duty of man" condensed into a few brief sentences, which have been expressed by thoughtful men in all ages and in countries far apart?" (Clauston, 2007: 3). In other words all the human's experiences can be written or condensed in a few brief sentences as the lessons or precious reminders for the next generation. Talking about sayings is related with the morality and wisdom since a human being basically is a peaceful and perfect man among other creatures exists in the world. He emphasizes that the chief themes of all teachers of morality are:

benevolence and beneficence; tolerance of the opinions of others; self-control; the acquisition of knowledge--that jewel beyond price; the true uses of wealth; the advantages of resolute, manly exertion; the dignity of labor; the futility of worldly pleasures; the fugacity of time; man's individual insignificance (Clauston, 2007: 3). In short saying is a well-known phrase or statement that expresses something about life that most people believe is wise and true.

Information becomes the important things in human's life. Being one of the most characteristics forms of human behavior, it is so familiar a feature of our daily life that we rarely pause to think about it. The way how the information is conveyed should be interesting because it will influence people in understanding it. In delivering information or ideas, people use media which is called communication media. There are many kinds of communication media such as newspaper, magazine, books, billboard, etc. In this research, the analysis is focused on the Mario Teguh's sayings which he writes everyday in social network exactly on Twitter. The sayings he conveys on Twitter are in written form with Indonesia version, so the data are changed into English to make us understand more easily what Theme and Rheme in English are. However, it is necessary to know that the research still involves the functional grammar as the basic source.

Social network is the linking connection among people around the world; wherever they are and whatever they are as long as they have network or website to be connected. In social network we can do a lot of things started from our personal things like pictures, music, even thoughts or opinion to be shared. Kelsey says that Social networks provide a wonderful way to gather pictures and thoughts

and then share them with people, either privately or publicly. (Kelsey, 2010: 2). In the social network we can describe our own feeling on the situation and context we are facing, as having been said by Kelsey that people go through seasons: sometimes the seasons are good, sometimes the seasons are bad, sometimes they're dark, and sometimes they're joyful. (Kelsey, 2010: 3)

Twitter is one of social network media or access to connect people. Riley says that Twitter is a very simple and easy to use social networking site that lets anyone quickly and easily share "What's happening?" in a 140-character posting – or tweet. (Riley, 2010: 6). All people can use it not only for friends, but also for finding more with different purposes. In this case Riley adds "Twitter isn't just used by young people as an alternative to SMS. The site has a large following among older, professional audiences, too, and a full quarter of Twitter's users are high-earners, a valuable piece of information that makes the site a must-use for any serious marketer. So we can see that social media sites aren't just attracting kids looking for places to chat with their friends and find free music downloads. They're also attracting smart, educated people with money to burn." (Riley, 2010:6)

Functional grammar is an application of functional to allow speakers and writers to make exchange meanings. Bloor (1995:1) says "language is a system of meaning". It makes meaning as a clue to understand everything in this world. It is called as interpersonal function when the language is used to enable us to participate in communicating acts with other people, to take on rules and to express and to understand feelings, attitudes and judgments. When the language is

used to organize, understand, and express our perceptions of the world and of our consciousness, it performs ideational function. Language is used to relate what is said (written) to the real world and to other linguistic events. This involves the use of language to organize the text itself. This is known as the textual function.

The structure of information becomes an important aspect in developing ideas or information in written language. From this aspect, how the information structure will be described. Another important aspect of how the text develops is through the interaction of Theme and New information. The structure of information itself is organized into Theme (given) and Rheme (new) as the element of thematic structure. Theme is the starting point of the message or the point of the departure of the message. It means that theme will influence the listener's interpretation. Theme is usually put in initial position of the clause because it will show how the message develops. Rheme is all the rest of the clause after theme. Rheme can simply be found in a clause by identifying parts of clause which do not belonging to theme. For example, *the man loves the woman*; the underlined word is as the theme because it is the starting point of the message, and the rest is as the rheme. In fact, theme and rheme are the elements which make up the functional configuration of the clause as a message

As having been explained above, Twitter is one of social networks that connect people more easily to interact among one country to other countries. Mario Teguh's sayings on Twitter are written form in Indonesia since he is an Indonesian. Mario Teguh is a great and famous motivator in Indonesia; along his career he is a successful and genius man since he can solve problems based on his

faith, steadfastness and determination. He inspires people through social networks and a program in television channel on Metro TV called Mario Teguh “The Golden Ways”. His motivations give people strong spirit and determination to be better.

Based on the background explained above, this study will focus on the analysis of the structure of sayings written on Twitter, in this case Theme and Rheme are found as the result of research done.

B. The Problems of the Study

The problems of the study are formulated as follows:

1. What types of themes are used in the Mario Teguh’s sayings on Twitter?
2. What multiple themes are dominantly used in the Mario Teguh’s sayings on Twitter?

C. The Scope of the Study

A clause considered as a unit of experience which consists of Theme and Rheme. This study focuses on the thematic structure especially on the types of theme and multiple written by Mario Teguh on Twitter shared in December 2011 as the representatives.

D. The Objectives of the Study

The objectives of the study are formulated as follows:

1. To find out the types of theme in the Mario Teguh’s sayings on Twitter.
2. To find out the most dominant multiple theme in the Mario Teguh’s sayings on Twitter.

E. The Significances of the study

The findings of the study are expected to be useful for:

1. People who would like to develop their ability in understanding the thematic structure of a text
2. Other researchers who would like to conduct further studies about types of theme and multiple theme in other media.
3. The readers to find easily the message or the starting point of a text
4. The readers to get the ideas of the metafunction in language namely ideational, interpersonal, and textual function both in written and spoken form.