CHAPTER I
INTRODUCTION

A.   Background of The Study

In an ordinary living, people live using language constantly. In The theory of Systemic Functional Linguistics (SFL), every language used by people has its own meaning. For SFL, the language is a 'system of meaning', in other words a language consists of a set of system, which offer the speaker or writer an unlimited choice of ways of creating meaning. So when people use the language to make meaning, they do so in specific situations, and the form of the language they use in *discourse* is influenced by the complex aspect of those situations (Bloor, 2004: 2-4).

Saragih (2013) stated that nobody can live harmoniously in the society without the acts of giving and asking or demanding for something in interactions. There are three factors necessitating human being to be interactive in lives: 1) Human beings are social creatures and social beings and therefore they cannot live isolated, 2) nobody can fulfill his or her needs completely by himself, 3) among the living creatures only human beings are destined (by god) to store the information and pass the information from one human being to others and pass it on from one generation to the next generations.

Indeed, the appropriate theory is needed to analyze the meaning of language. In analyzing the meaning of a clause in a dialogue, it can be done by theory of interpersonal metafunctions, specifically cross-classifying these two dimensions of "speech role' and 'commodity', and they can be divided into the

four basic 'moves'. These four basic move types are *statement*, *question*, *offer* and *command* as what Halliday refers to speech function (Eggins, 2004: 145). Appropriately, in the theory of speech function, the clause is organized as an interactive event involving speaker or writer and audience.

Speech function can be defined as the way speaker or writer conveys his idea in order to make listener or reader understanding the idea. As stated by Martin (1992) that speech function is a semantic aspect of meaning which is realized by mood at level of lexicogramar. So, through speech function, the speaker or writer can determine the moods of his speech that are coded by the three moods namely declarative, interrogative, and imperative.

In talking about meaning of languages, it cannot be detached by the using of mass media as the conveyor of language from a speaker or writer towards the audiences. It should be known consciously that media convey the ideologies, perceptions, opinions and others through languages (Sobur, 2004: 111). Actually, media is placed in the middle of social reality that full of self-interests, conflicts and variation of facts (Sobur, 2004: 29-30).

Nowadays, the using of mass media as the medium of the political campaign is one of the favorite strategies used by political candidates to socialize them and draw sympathy of the people as voters. According to Mc Nair in Hamad (2004: 1) the functions of the mass media in political communication can be a transmitter of political messages, as well as a sender of political messages made by candidates (as a speaker or writer) to audiences.

In designing a political advertising through mass media, the political candidates follow the four of moves such as giving or demanding information and good-service through a statement or offer and command or question. Those meanings will influence public's perception especially voters to choose the candidates. Perception according to Effendy in Triastari (2011: 37) is the sensory of an impression that emerge in environment, and that is influenced by an experience, habits, and needs. So creating a political advertising in the mass media, people who read and observe the billboards will have their own perception toward the candidates, and the perception that determines whether people will choose that candidate or not.

Recently, "the war of billboard" as the medium of the political campaign has been just occured in election of the Regent of Deli Serdang regency, North Sumatra. There are eleven pairs of candidates that have made their own variation of billboard using language varieties to socialize them and draw sympathy of voters. The election has been done on the 29 October 2013 in all area of Deli Serdang, North Sumatra. There are two pairs of candidates that got the highest votes, namely Ashari Tambunan – Zainuddin Mars (AZAN) and Tengku Akhmad Thala'a – Hardi Mulyono (ABDI).

Reference with this case, the writer aims to do research on the speech function on the billboards made by candidates of the regent of Deli Serdang regency year 2013-2018. Since candidates have their own style to socialize themselves and draw sympathy of voters through their campaign billboard. Therefore, next political candidates who would like to make a political advertising

through mass media will express the appropriate language to socialize themselves and draw sympathy of the people as voters.

B. The Problems of The Study

In this case, the problems of the study are formulated as in the following:

1) What types of speech function are used in the billboard of electing the regent of Deli Serdang regency year 2013-2018?

2) What type of speech function is the most dominant in the billboard of electing the regent of Deli Serdang regency year 2013-2018?

C. The Objectives of The Study

Based on the problems of the study above, therefore the objectives of the study is to find out:

1) The types of speech function are used in the billboard of electing the regent of Deli Serdang regency year 2013-2018.

2) The type of speech function is the most dominant in the billboard of electing the regent of Deli Serdang regency year 2013-2018.

D. The Scope of The Study

For facilitating, the scope of the study will be limited on the use of speech function in the billboard of electing the regent of Deli Serdang regency year 2013-2018.

E.   The Significances of The Study

Theoretically, from this study is expected to develop a linguistic analysis of the speech function, especially the use of speech function on political advertising. Meanwhile practically, the political candidates or the advertisers are expected to be able to choose the right languages used in the mass media in order to stimulate the perception of the voters to choose the candidate.