

CHAPTER ONE

INTRODUCTION

1.1. The Background of the Study

Language is the best means of self-expression. It is through language that humans express their thoughts, desires, emotions, and feelings; it is through it they store knowledge, transmit message, transfer knowledge and experience from one person to others, from one generation to another. It is through it humans interact or relate to each other. How well interactions are done by humans are realized in the use of language. Thus, a study on the effectiveness of interaction can be done by a study on the use of language. Specifically, the effectiveness of interaction can be done through the study of interpersonal meaning.

Language is a social phenomenon. It is a set of conventional communicative signals used by humans for communication in a community. One learns a language as members of the society because one wants to understand that society, or to be understood by that speech community. If a language is not used in any society, it dies out.

Language use is a social event. It can fully be described only if one knows all about the people who are involved in it, their personalities, their beliefs, attitudes, knowledge of the world, relationship to each other, their social status, what activity they are engaged in, what they are talking at all, what has gone before linguistically and non-linguistically, what happens after, what they are and a host of other facts about them and the situation.

Radio is an audio medium, cheap, portable, and audible. One of its functions in Indonesia is to educate people. Radio programs report facts, opinion, which are valueable, interesting, and significant to many people. In the radio dialogue on family planning program, there are four people involved in its program. They are (1) Radio Announcer, (2) Radio Reviewer (BKKBN Officer), (3) Expert on Radio Reviewer, and Radio Listeners.

Radio program is chosen by Badan Koodinasi Keluarga Berencana Nasional (BKKBN) for broadcasting its programs, because of its medium in sending its messages to the Indonesian condition related to culture. In Indonesia, discussing sexual life openly in the presence of children is quite "taboo".

One way to bridge the gap in giving information on the family planning caused by cultural constraints "taboo" in Indonesia such as in North Sumatera, is using a radio on dialogue interactive is one way to express their giving and demanding information.

Socially, a radio is a very popular language channel used by the society to communicate and seek for the information to innovate the life quality standard. However, the communication process used by the radio speech community need to be conceptualized for the theoretical and practical functions. A speech community is a group of people using the same language rules of the same language in sociocultural communicative interaction. (Hymes, 1994).

A language basically functions to convey meaning uttered by a person to another one. By means of language one can convey his feeling, his opinion toward something logically and systematically either in a written or spoken language so that

the readers or hearers can receive the information effectively. The message can be understood if the readers or hearers are involved in the context of situation where the language is used.

How people use language, what meaning they want to convey and what elements of linguistic structure to refer to in a certain context can be analyzed by applying systemic functional grammar (SFL) theories. Functional theories have three distinct systems although closely related senses: in its interpretation (1) of texts, (2) of the system, and (3) of the elements of linguistic structure. Further Halliday elaborates that:

(1) Language is functional in the sense that everything in the language can be explained, ultimately, by reference to how language is used.

(2) All languages are organized around two main kinds of meaning, the 'ideational' or reflective, and the 'interpersonal' or active. The components belong to 'metafunctions', that is, to understand the environment (ideational) and the act on the others in it (interpersonal). As the combination of the two is called 'textual', breathing relevance into the other two.

(3) Functional grammar construes all the units of a language—its clauses, phrases, and so on—as organic configurations of functions. In other words, each part is interpreted as functional with respect to the whole.

From the elaboration above, it can be said that it is through functional grammar that any language can be interpreted through its text, system and the elements of linguistic structure used. Interpersonal is derived from the word 'personal' and 'interactive'. In interacting with another person, the speaker will

inevitably enact one of the speech roles intended and interpreted as a statement, question, command or offer. The speaker's role can be seen in the speech situation, his personal commitment and interaction with others (Halliday, 1972 :99 and Thomson,1996:69).

Further Halliday states that the clause is also organized as an interactive event involving speaker, or writer, and audience. And he also states that the most fundamental types of speech role, which lie behind all the more specific types that we may eventually be able to recognize, are just two: (i) giving, and (ii) demanding.

Butt et al (1995:64) states that interpersonal meanings cover two main areas. The first ...concerns the type of interaction which taking place - the kind of commodity which is being exchanged. The second, ... concerns the way the speakers take a position in their messages.

In Indonesia, a radio is strategic media used by the government to communicate the government's program, such as the family panning program. In Medan, the Radio Republik Indonesia is one of the public radio station, functions as the microphone of the government to communicate the government messages to Indonesian citizens. The messages may contain facts, ideas, hopes of the developments in any sector such as culture, education, economic, health and family planning programs. One interesting phenomena in the communication is in the topic of the family planning. The government seems to pay attention in this program seriously. This essence is realized in the way it is communicated in Radio Republik Indonesia. For the sake of this thesis, a survey is conducted to identify how the communication of the family planning program broadcasted in Radio Republik

Indonesia Medan. They regularly conduct a series of radio dialogues broadcasted twice in a month. Comparing to the other government's programs for instance, Radio Republik Indonesia Medan only accidentally broadcasts messages in economy, culture, politic, etc. They only broadcast in the headlines news. They are not designed in a specific program such as in radio dialogues.

Theoretically, a research in the field of linguistics can be conducted to offer a solution to the problem of the conscious knowledge of the speech community of Radio Republik Indonesia on the family planning message of the government broadcasted in the radio dialogues program. According to Halliday (1994) language is a set of rules used by human to communicate and interpret meaning. Further, it is said that a clause is the smallest linguistic unit used to measure human experience.

An interpersonal meaning of a language is realized by the Mental Process.

Mental Process refers to verbs indicating perception, affection, and cognition.

The Modality is known as the intermediate degree between the positive and the negative. In general the term modality is used as signs of speaker's opinion. The Modality includes probability, usuality, known as modalization, inclination and obligation. The modality can be seen congruently and metaphorically. It is said congruent when modal verb operator is applied in the clause and the uses of adjunct such as; *probably, certainly, always* and the use of modal grammatical metaphor such as *I think..., I believe...* are used in metaphorical modality. The Epithet indicates some quality of the subset expressing the speaker's attitude that represents an interpersonal element in the nominal group. The Epithet includes evaluative, effect, dimension, physical, typical human, age and color. The patterns will be observed in

order to find out, which Epithet is applied in the radio dialogues on the family planning program.

The reasons for studying interpersonal meanings used in the radio programs are as follow.

1. Radio dialogues are one of the many ways to communicate policy of the government to citizens logically and systematically.
2. Analyzing radio dialogues on the family planning program is meant to find out the proportion of Mental Process, Modality and Epithet applied.
3. Analyzing radio dialogues will encourage other writers to make further research in different filed of writing.

1.2. The Problems of the Study

The problems are formulated as the following:

1. What is the proportion of Mental Process used in radio dialogues on family planning program of the Radio Republik Indonesia?
2. What is the proportion of Modality used in radio dialogues on family planning program of the Radio Republik Indonesia?
3. What is the proportion of Epithet are applied to realize reaction in radio dialogues on family planning program of the Radio Republik Indonesia?

1.3. The Objectives of the Study

In relation to the problems, the objectives of this research are:

1. to examine proportion of Mental Process in the radio dialogues program.
2. to discover the proportion of Modality in the radio dialogues, and
3. to investigate the proportion of Epithet to realize the reason in the radio dialogues.

1.4. The Scope of the Study

The study applies the theories of S.I.F as developed by Halliday and other systemicists. The analysis is aimed at observing speaker's roles in the speech situation and interaction with others. These can be seen in one of the components of functional linguistics, interpersonal meanings that include the Mental Process, Modality and Epithet, available in the radio dialogues on family planning program on Radio Republik Indonesia Medan.

Based on that, the study is conducted in order to obtain the data describing the proposition of the Mental Process that is dominantly used, Modality and Epithet in the radio dialogues on family planning program and the description will give some useful interpretations that can lead to the findings required in the study.

1.5. The Significance of the Study

The findings of this study are expected to be significant in two respects, namely theoretically and practically. Theoretically, the findings will enrich theories

SFI., particularly on the use of Indonesian spoken language. Practically, the findings will be helpful for the audience in understanding the programs. Furthermore, the findings would be of some use for the radio broadcasters who are in charge of presenting information.

