

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Human beings, as social creatures, always interact with one another. In this interaction, a means of communication allows people to say things to each other and expresses their communicate needs. During the communication, it is important to analyze word uttered by speaker. In the way the listener can understand the idea he wants to convey. Therefore, in communicating or interacting with others. One must use a language that is understood by the speaker and the listener.

Beside, language is the means of self- expression. It is through language the humans express their thoughts, desires, emotions and feeling. It is through it they store knowledge, transmit message, transfer knowledge and experience from one person to another, from one generation to another. Most of the activities in the world are carried through or by language. It is through it that humans interact or relate to each other.

There are some important function of language, namely; firstly, language is used for the purposes of communication and social cooperation. In this function language enables us to influence people's behavior in detail, thereby makes communication and social cooperation possible. Secondly, language can also function as an instrument of thought. A philosopher, for example, uses language to clarify and develop his ideas on subject, so here language is used as an instrument of thought. Thirdly, language can also be used for a expressive purpose. Halliday (1994: 10) asserts there are functions of language in human life: ideational, interpersonal, and textual function. These are known as meta-function. Thus, the experiential function that is the use of language as

the representation of experience. The user of language is representing experience by using a clause.

Many people get some problems when they read and write English. For example; they find difficulties in comprehending many texts such as; newspaper, magazines, books, tabloids, letters, etc. the difficulties will be clear for us, as Indonesia readers when we try to understand the content of the English text. The general impression among English language newspaper readers in that the standard of the language used has grown up last.

Along with the technological progress made by the newspapers and magazines, writing is a means to convey one's ideas to others; it should be simple and unambiguous. The readers must comprehend the meaning readily and precisely. To comprehend the English language newspaper, readers should prepare their knowledge and definitely be direct so that they will not waste their time trying to guess the meaning of the English newspaper text; one of the readers; interests in reading a newspaper is Business column. So we should understand how language used in Business activity.

This study addresses the use of *modalities and values* in Business column of the Jakarta post. There are some reasons for selecting the topic as the subject matters.

Firstly. This research is a first attempt by English students, especially, the students at English applied Linguistics Post Graduate Program State University of Medan. Secondly, modality is one of important points to be discussed because through studying modality and values one know a personal judgment on, opinion, 'flavor' or 'seasoning' to an experiential content or a speech function by the addresser, (Saragih, 2005 : 21).Further, Thompson ( 1992 : 56) states the finite expresses not only tense but also polarity and modality. Any finite is inherently positive and negative in

polarity. Thirdly, modality is common used in spoken and written texts. But without doing research, we do not know how the modality used in texts, as well as the values of modality, especially the used of modality and values used in the Jakarta Post at business column.

Thirdly, the writer choose *The Jakarta Post* was chosen as the object of research because the Jakarta Post is one of the media that used to present many topics, such as : Editorials, business, city, social, politics, culture, science, technology, health and sports. So in this study the writer selects one of column is *business column*. Because by learning this column he can get many experiences and knowledge. Such as the writer will study some news how the development of business in Indonesia as well as world business. Besides the writer learns how language of business used in the newspaper. Further, through analyzing business column he will get many information about business problems and he will find how business applied in some countries. Another reasons is business column is one of interesting column for him to be discussed.

According to Kartika (2006: 3) that in presenting the Editorials, an editor often uses stylist or variation of language in newspapers. An editor has used a simple, clear, short and intensive language. It is understood that and editor has to fulfill the 5 W + 1 H means that editors have to explain what, who, where, why and how, which to attract readers attention to make the editorials more interesting. In the editorial the editors also very often uses modality to describe their experience or opinion.

It is known that, modals can be found in articles or they can be found in many written and spoken languages. For examples in the lyrics, short stories, plays, advertisement, journal, film script, etc. And every languages has modality. In Indonesia the modality is need as in *Ibu akan pergi ke Jakarta*. In *minangnese*, the

examples, *utang pitih depek dibaia utang budi dibao mati, amuah mutah den mancaliak parangai ang*. Fajariah (2006 : 30) found some examples SBY 'Speech published in 2005 such as :

- 1) But I *must* remember
- 2) It is something that *must be* constructed
- 3) Indonesia too *must* constructed

### 1.2. The Research Problems

Based on the background of the study the problems are formulated as in the following

- 1) What types of modalities are used in business column of *The Jakarta Post* ?
- 2) What values of modality are used in Business column of *The Jakarta Post* ?
- 3) What is the pattern of modality used in Business Column of *The Jakarta Post*?

### 1.3. The Objective of the Study

The objectives of this are to describe

- 1) Modalities used in Business Column of the Jakarta post.
- 2) The value of modality used Business Column of the Jakarta post
- 3) The pattern of the use of modality is used in Business Column of the Jakarta Post

### 1.4. The Scope of the Study

This study focused on finding out the types of modality and value of modality which occurred at Jakarta Post. Modality which divided into two namely; Modalization and especially in business column. The sources of data were

limited to text of *The Jakarta Post* in business column which consisted of 6 editions.

#### 1.5. The Significance of the Study

Findings of the study are expected to be useful for theoretically and practically. Theoretically, the findings add more horizons on the use of English outside the English speaking community but more comprehend the modalization in business column of *The Jakarta Post*. Practically, the findings are expected to be useful for students of English and linguistics.



