

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Recently, the ability to motivate person is very needed in every fields of jobs. Those who have the ability to motivate others will be more success in their fields than those who do not. To do a job, people not only need internal factor but also external factor which is got from others. People are needed to be convinced that they can, they are entitled to get something. As a theory that has been explained by Abraham Maslow hierarchy of needs (1943):

Self Actualization and fulfillment esteem and status belonging and social need safety and security physiological. This motivation theory indicates we will fulfill the bottom ones first before moving on to the next higher ones. In other words, we will fight to breath before we eat, we will eat before we will worry about our social needs and so on.

It means that people need to be convinced that there is a standard that people must and surely have. And the motivator will be able to make people from unconscious to be conscious.

However, the ability to motivate is not an easy task. The motivator must have wide knowledge, and ability to convince the audiences. The diction of words which is appropriate takes a crucial role. There are some certain words can be as magic words, such as I believe I can, you can do it, I have nothing to offer but blood, toil, sweat and tears, Let freedom ring, Let us not seek to satisfy our thirst for freedom by drinking from the cup of bitterness and hatred, and so on.

On the other side, the need to motivate is very high. Employee needs to be motivated by his boss, patient needs to be motivated by his doctor, and children need to

be motivated by their parents, the students need to be motivated by their teacher, and the citizens need to be motivated by the his leader. Actually, all of those only encourage their self esteem. Self esteem as employee, patient, children, students, and citizens.

Martin Luther King Jr and Winston Churchill are two examples of the greatest motivator in the world. They motivated people in two different situations. "I Have a Dream" is a seventeen minute public speech by Martin Luther King, Jr., in which he called for racial equality as the end of discrimination. King's delivery of the speech on August 28, 1963, from the steps of the Lincoln Memorial during the March on Washington for Jobs and Freedom, was a defining moment of the American Civil Rights Movement. Delivered to over 200,000 civil rights supporters, the speech was ranked the top American speech of the 20th century by a 1999 poll of scholars of public address. According to U.S. Representative John Lewis, who also spoke that day as the President of the Student Non-Violent Coordinating Committee, "Dr. King had the power, the ability, and the capacity to transform those steps on the Lincoln Memorial into a monumental area that will forever be recognized. By speaking the way he did, he educated, he inspired, and he informed not just the people there, but people throughout America.

"Blood, Toil Tears and Sweat" is a famous speech comes from Sir Winston Churchill's speech on 13th May 1940 to the UK's House of Commons. He had recently taken over from Neville Chamberlain as the British Prime Minister. The speech was intended to be stirring and uplifting call to arms. He was also well aware of the difficulties ahead and, not wanting to raise false hope, he entered notes of caution and warning.

Martin Luther King Jr and Winston Churchill are still relevant to this day because it can see from the caused effects of these two motivational speeches. It was said by Michael Jay Friedman as staff writer of the Bureau of International Information Programs, U.S. Department of State (<http://www.america.gov>) in 2009, the inauguration of Barack Obama, America's first African-American president, lent Black History Month a special significance. Obama took the oath of office January 20, the day after Americans honored the memory of Martin Luther King Jr. with a federal holiday and national day of service. In his inaugural address, President Obama acknowledged the historical importance of a moment in which "a man whose father less than 60 years ago might not have been served at a local restaurant can now stand before you to take a most sacred oath."

As the great motivator, they not only can persuade, convince people but also they can choose the appropriate words to motivate. They use language appropriately and choose the right words to express their idea. Knowing the importance of this motivational thing make the reseacher decide these motivational texts will be analyzed, so that people who want to be involved in motivational field can refer to this analysis. The writer chooses Systemic Functional Linguistics (SFL) as a tool, which analyzes how sentences are organized and combined, how clauses are interpreted from a functional perspective, and what the relationship between language and elements and aspects of social life are (Burns & Coffin, 2001:94).

To fulfill the needs of using language known as metafunction. Metafunction functions to represent, to exchange, and to organize experience. Technically these metafunctions are termed as ideational, interpersonal and textual function which occurs in a social context (Halliday & Eggins, 1994).

The ideational function is a function to represent the experience; it means human use language to represent the message in a clause. It is suitable with researcher's thesis that wants to analyze right and appropriate words in motivational speeches by ideational functions, which are experiential and logical function. The experiential function organizes the experience and understanding of the world. Experiential function in the structure of the clause is as representation. They are three elements representing experience in clause, they are: Process (process on going human experience), Participant (the Actor who is the active participant in that process), and Circumstances in which the processes occur. Logical function relates the experience and concerned with the relationship between idea which analyzed by dependencies between elements in structure (Hypotactic vs Paratactic organization). The two functions are used as the basis for exploring how meaning are created and understood with reference to SFL (Systemic Functional Linguistics).

Speech and language are tools that humans use to communicate or share thoughts, ideas, and emotions among others. Language is a set of rules, shared by the individuals who are communicating, that allows them to exchange those thoughts, ideas, or emotions. Speech is talking, one way that a language can be expressed. Language may also be expressed through writing, signing, or even gestures. Referring to the explanation above, the writer concludes that speech is about oral spoken. Speech is often memorized, but a written copy (text of speech) which is written language produced for the writer's use when delivering the speech.

Through the texts of the speech, it can be seen words which represent certain process, participant and circumstance (metafunction term) appear so simultaneously which can be determined that it is exactly a motivational speech and how the meaning

formed of systematic relationship between or among clauses in the motivational speech.

Referring to the explanation above, the researcher focuses this study on the texts analysis of the clauses found in a famous motivational speech. Motivational speeches were used, with great effect, by famous people to convince the people that they can succeed by the use of optimistic and uplifting stories based on faith or real life situations. The motivational speeches which writer chooses are “I have a dream” by Martin Luther King Jr; “Blood Toil Tears and Sweat” by Winston Churchill. The entire clauses in the motivational speech would be analyzed using experiential function (process, participant, and circumstance) and logical function (taxis and logicosemantic relation).

What makes the researcher interested in analyzing the motivational speech is that it helps us to remind others and prove whether certain process, circumstance, taxis and logico-semantic relation will dominantly appear and the meaning formed in the motivational speech so that it can make easier to write a good motivational speech.

1.2 Problems of the Study

Based on the background that has been mentioned previously, there are six questions to be responded in this research:

1. What is the most dominant process used in motivational speech texts?
2. What is the most dominant circumstance used in motivational speech texts?

3. Why do process and circumstance in problem number 1 and 2 dominantly occur in motivational speech texts?
4. What taxis is more dominantly used in motivational speech texts?
5. What type of logico-semantic relation is more dominantly used in motivational speech texts?
6. Why do taxis and logico-semantic relation in problem number 4 and 5 more dominantly used in motivational speech texts?

1.3 Objectives of the Study

In line with the problems, the objectives are formulated as follows:

1. To identify the most dominant process used in motivational speech texts.
2. To identify the most dominant circumstance used in motivational speech texts.
3. To elaborate the reasons of process and circumstance dominantly occur in motivational speech texts.
4. To identify more dominant taxis used in motivational speech texts.
5. To identify types of logico-semantic relation more dominantly used in motivational speech texts.
6. To elaborate the reasons of taxis and logico-semantic relation dominantly used in motivational speech texts.

1.4 Scope of the Study

Functional grammar refers to an approach to language on the principle of roles or functions played by a language. That is why the notion of functional approach to language is interpreted as covering two related meanings. Firstly, functional study to language is based on the principle that language is structured in response to the needs

of people as social beings for language. Language in use or known as a text that is everything that is said or written, forms in context of use which is often referred to as social context. Thus language evolves in line with human needs for language. Secondly, functional approach refers to the concept that human beings use language in order to fulfill three functions known as metafunction namely: (1) to represent (ideational), (2) to exchange (interpersonal), and (3) to organize experience (textual). In this case, the ideational function can be discussed; it is about experiential function, where language is used to describe experience and logical function where language is used to relate experience. The discussion will be limited to the types of process, circumstances, taxis and logico-semantic relation used in the motivational speech texts.

1.5 Significance of the Study

The findings of this study is expected to be useful theoretically and practically for those who are interested in analyzing speech in written form based on the ideational function which is one of the aspects of the language

A. Theoretically

1. The readers can increase their knowledge about the best way to write a motivational speech.
2. It can be as a contribution for those who particularly are interested in texts analysis and in language researches in general.

B. Practically

1. It can enrich the documentation of language research in general
2. It can be as enrichment of texts analysis which is analyzed by using Systemic Functional Linguistics (SFL).