

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

Indonesia has 34 provinces, one of which is North Sumatera. In North Sumatera the biggest incomes come from oil and non oil. Oil can be found in Pangkalan Susu and Pangkalan Berandan. Non oil consists of palm oil, rubber tree, vegetables and fruit. Palm oil and rubber tree can be found along the way from Medan to Pematang Siantar. Rubber tree and palm oil are found along the way from Medan which belongs to the government plantation and some of them belong to private company like Good Year. Vegetables and fruits can be found in Karo Highland, there are many vegetables and fruits sent to Medan and overseas. Apart from rubber tree, palm oil, vegetables and fruits, the third income of Sumatera Province come from tourism. Tourism plays an important role in North Sumatera, because the income from tourists can be donated among others to build schools and infrastructure. In North Sumatera there are many places of interests such as Brastagi. In Brastagi there are two mountains Sibayak and Sinabung and hot spring in Lau Debul-Debuk. One hour journey from Brastagi, there is a water fall called Sipiso-piso waterfall and at the same time the panorama of lake Toba can be clearly seen. Besides vegetables and fruits can be seen from Brastagi to Parapat such as tomatoes, cabbages, casmake fruits which are regarded as local apple etc. In Parapat there is beautiful lake called Lake Toba. It has an island called Samosir island that lies in the middle of Lake Toba. Samosir island has many villages such as Tomok, Ambarita and Simanindo. In Tomok there is a tomb

of King Sidabutar that last 400 years, in Ambarita there is a village of Sialagan with traditional house and Simanindo there is a Batak traditional dance.

In order to attract tourist it is necessary to have a guide book so that it can help tourist explore the objects tourists in North Sumatera. In writing a guide a book it needs to give special attention to the language used. Language is a tool for human communication, there is no activity without language, there is no life without language, and the world is not possible without playing the role of language as it is a tool to express ideas, thoughts, feelings, and opinions. In addition, language has other functions such as to express experiences and to share them with other people. In other words, people can understand one another by exchanging messages. Messages (feelings, experiences and ideas) are expressed in either spoken or written forms of language in many ways.

In line with Halliday (1994:34) states that language is simultaneously used as representation, exchange and organization of experience. It means that people cannot be solitaire. They need to interact with others in order to fulfill their need. In this case, interpersonal function is performed to make interaction. It can guide people to understand what the writer means in her/his writing and can be described as interactional. It is used in various settings to explain roles, information, and goods and services. It serves to signal explicitly that a response is required.

In terms of the language functions that have been briefly described above, the writer tries to explore the language function or use (communicating messages to others) in general, and in particular, the writer intends to analyze the language used in the tourism guide book based on the functional grammar. The writer is

very much interested in the topic because it is found to be an interesting phenomenon, especially the use of language in tourism guide book. Tourism guide book is selected as it is closely related to the writer's background knowledge or previous study that tried to examine the language use in tourism guide book focused on different aspects. Besides that, the writer chooses the tourism guide book because there are not many studies of tourism guide book based on functional grammar. The writer is also interested in learning and conducting a further research about it. Indonesia is known to have a lot of potential worthy and reliable tourism areas. If the tourism promotion is seriously done. As a result, it will attract few of both foreign and domestic tourists to know and to visit the tourism areas.

In this research the writer would like to analyze mood and speech function in a tourism guide book. The writer chooses such a book because it has many roles. It can be used as a promotional media. One function of a tourism guide book is to introduce goods or services to public so that they become interested in the goods or services offered. And, finally, those who read it are expected to become consumers (buying the products or using the services). If the advertising in a tourism guide book works well, the reader will be interested in visiting the tourism objects offered or advertised. Thus, by analyzing the tourism guide book through functional grammar, the writer tries to find out the focus of the language used in the tourism guide book. The languages used in the brochures, for example the grammatical patterns, does not always follow the standard grammatical patterns such as those commonly found in the traditional grammar. In the

functional grammar, language is not only analyzed structurally but with more emphasis on the meaning of the language itself.

Analyzing tourism guide book starts from the mood system. By analyzing the guide book based on the mood system, the writer would like to discuss why a particular mood appears dominantly in tourism brochures.

In this research the writer would like to analyze interpersonal function through speech functions and mood in tourism guide book. Thus, by analyzing the tourism guide book through interpersonal function, the writer tries to find out the focus of the language used in the tourism guide book.

### **1.2 Problems of the Study**

With respect to the background of the study, the problems of the study are formulated as the following:

- 1) How are the interpersonal function realized in the tourism guide book?
- 2) Why the interpersonal functions are realized in the way they are?

### **1.3 Objectives of the Study**

Interpersonal function can be establish by making contact and identity. It should be very interesting and motivation when it is realized at two levels such as semantics, and lexicogrammar. At the level of semantics, human being perform roles namely GIVING and DEMANDING and lexicogrammar, it is termed as Mood. Thus in relation to the questions of the research problems, the objectives of the study are:

- 1) to describe the realization of interpersonal functions in the tourism guide book
- 2) to explain the reasons of why interpersonal functions are realized in the way they are.

#### **1.4 The Scope of the Study**

Interpersonal function in this study is based on the theory of systematic Functional Grammar as developed by Halliday & Martin. The study is concerned with Interpersonal Functions of language in which a language is used to interact with the reader, to influence their behaviors where the writer participates in the speech function. The analysis is aimed to observe the realization of interpersonal function through speech functions and moods in the tourism guide book published by Tourism Department of North Sumatera in 2012.

#### **1.5 The Significance of the Study**

The findings of this study are expected to be useful theoretically and practically.

1. Theoretically, the readers can enlarge their knowledge on and help to understand interpersonal function realization especially for tourism guide book.
2. Practically, the findings of this study will also be useful for the next researchers to investigate the other phenomena related to interpersonal function realization in advertisements well as the contribution for tourism

department to create a creative and persuasive advertisement as a form of communication.

