CHAPTER I

INTRODUCTION

This chapter provides the background of this research paper and followed by the research questions. Besides that, this chapter includes the scope of the research with the aims of answering the research questions that come after. There is also research method in this chapter along with the organization of the paper.

1.1 Background

Indonesia and America are two big countries from two different continents. Eventhough they are in different continents, they have a good partnership. America has a great influence to Indonesia in many areas such as economics, politics, business and many others. For that reason, there is no hesitation if Indonesia wants to have a good relationship with America from year to years. The relationship itself depends on the leaders of each country, which is the president. For that reason, the way President delivered speeches become such an interesting topic to identify, in case whether President Susilo Bambang Yudhoyono or Barack Obama will represent Indonesia as an inferior and America as a superior country or vice versa in front of the forum.

The attendance of President SBY (2008) in America was to deliver his speech entitled "Indonesia and America: A 21st Century Partnership". Besides

that, at that time USINDO (The United States Indonesia Society) asked President SBY to make some comments on the upcoming US administration. In other situation, Barack Obama became a speaker of a general lecturer in University of Indonesia in November 2010. Both of them have the same purposes on their visit which is to maintain partnership between America and Indonesia.

The way SBY and Obama talk makes an interesting reason to have speech as a topic of research. Another interesting base for such a research is the fact that speech has a particular strategy in delivering message to the audience. The different language diction and style that appear in speech transcription created are influenced by the points of view of the speaker, which is in this case the speakers are President SBY and Obama. Hall (1997) referred to the term "representation" to explain the use of language to say something or represent the world meaningfully to other people.

A specific approach and also textual analysis are needed to fulfill the purpose of the research. This research study was covered by the transitivity analysis that was proposed by Halliday's Functional Grammar (2004). That way was used to reveal the representation of Indonesia in the speech of President SBY and Obama.

Taken from *Celea Journal* (Bimonthly), Caili (2005) from Suzhou University identified the process types in transitivity system. The text which is analyzed entitled "Weeping for My Smoking Daughter". By doing this study the writer would like to prove that language can be expressed as human

representation of the world. In this study, Caili found that the most dominant process in the text is material process. Caili concluded that meaning is a mediator between language and reality.

Finley and Esposito (2009) tried to find out President Barack Obama's strengths and weaknesses regarding human rights, they proposed a paper which examined President Obama' background and his work progression by using SWOT analysis. They found that the messages of human rights are still mixed. The strengths that Obama has are viewed as an obstacle in taking progressive human rights action in his first term. The paper was ended by a persuasion for sociologists, organizers, and activists' action.

Nolan and Gaillet (2009) proposed a rhetorical analysis of President Barack Obama's inauguration speech. They tried to examine the forms of rhetoric and rhetorical devices which were implied in the speech. Rhetoric has been used by President in order to point out their points about something and to show their positions on important issues. Nolan and Gaillet found that there are five parts of rhetorical device in the speech. The five parts of rhetorical canon, invention, arrangement, style, memory and delivery took a part in the President Obama's inauguration speech.

After searching some studies, there are already some research which related to representation and Functional Grammar, but the researcher did not find studies which analyzed President's speech by using transitivity analysis, therefore the researcher are interested to use a transitivity analysis in President's speech.

1.2 Research Questions

The research questions which are formulated on this research are:

1) How is Indonesia represented in the speech of President Susilo Bambang Yudhoyono?

2) How is Indonesia represented in the speech of President Barack Obama?

1.3 Scope of the study

The present research focuses on how two presidents of two big countries which are Susilo Bambang Yudhoyono and Barack Obama describe Indonesia in their speech. The analysis of this research is aimed at revealing the representations of Indonesia from the two speeches of both presidents. The present research only uses one speech of each president. The major discussion taken from the presidents' speech for the present research is not concerned in politics, social, religion, or economics as particular, but it talks about the speech in general.

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1.4 Aims of the study

This research study is aimed at revealing the representation of Indonesia in the speeches of President Susilo Bambang Yudhoyono and Barack Obama. The research is expected in:

1) identifying the representation of Indonesia in the speech of President Susilo Bambang Yudhoyono.

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2) identifying the representation of Indonesia in the speech of President

Barack Obama.

1.5 Research method

The method of this research is largely qualitative. This research used largely qualitative approach because it is based on the views of participants, phenomenon, and a situation. The main concept, idea or process in qualitative research is a central phenomenon. As Croker stated

> As qualitative researchers believe that meaning is socially constructed, their research focus is on the **participants** – how participants experience and interact with a **phenomenon** at a given point in time and in a particular context, and the multiple meanings it has for them (Croker 2009:7).

The focus of qualitative research is to understand about what happened with someone in a setting. The present research tried to find out what happened with the view of President SBY and Obama in the setting of their speech.

Besides that, quantitative approach was also used in the present research as a supporting approach. This is because there are some measurements of the data analysis. The quantitative approach is applied as a complement not a center. Thus, it took the quantitative approach regarding the quantifiable (numeric) data in order to see the tendency of data occurrence.

This combination of method is appropriate with the aims of the present research which are to find out, identify, and explore the representations of Indonesia within the speeches of two presidents. Although this research is

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based on a combination of qualitative and quantitative method, but the qualitative approach played a big role than the quantitative.

The grand theory that was used to frame the analysis of the representations of Indonesia in the speeches of two presidents was Functional Grammar developed by Halliday (2004) with a transitivity analysis as the framework.

In fact, there are three kinds of meaning within the Functional Grammar. Those are interpersonal meaning, ideational meaning, and textual meaning. Interpersonal meaning deals with clauses as exchanges, ideational meaning deals with clauses as representations, and textual meaning deals with clauses as messages. As stated before that the present research is aimed at identifying the classification of phenomena/events, processes and actions and also the representations of Indonesia in the speech of President SBY and Obama. It means that ideational meaning is appropriate with the aims of the research which is to obtain the representations of Indonesia in the speeches of two presidents.

Point of view or perspective between President SBY and Obama will be different. The way they describe and represent something is varied, and this thing can be seen from their speech. That is why the present research tried to get the representations of Indonesia in the speech of the two presidents.

1.6 Data Source

This research paper used two texts which were taken from speech transcriptions of Presidents Susilo Bambang Yudhoyono and Barack Obama. The speech of SBY was delivered in Washington-America on November 14, 2008, while the speech of Obama was delivered in Jakarta-Indonesia on November 9, 2010.

The researcher selected the speech transcriptions of presidents as the source of data for its eligibility in showing the point of views or perspectives from the side of two presidents. Speech can be said as a reflection of what presidents think and view about the world. Citizen can see the credibility of a president through the words that he/she makes in their speech. Therefore the president's perspective of world which is implied in the speech can influence the way of people think.

Since the current technology always develops as time goes by to make human life easier, now everybody can simply access the speech transcriptions of president from the internet. There are many speeches of presidents available there. Therefore people could read and find more about the presidents talk about the world.

The speeches of President SBY and Obama were selected because Indonesia is the country where the researcher lives and the assumption of America as one of the leading countries in the world is the basic reason. Besides that, each president has a distinct background, and characteristics which become such an interesting topic to be the data for the research.

1.7 Significance of the Study

This research study is worth doing because this kind of study gives a contribution to the practitioners for the development of learning for linguistics subject. Besides that, the data that was used on this research study will enrich the resources material for linguistics subject.

Through this study, linguistic learners will pay more attention to analyze a text in identifying the linguistic features inside the text. Then, this study will attract the language learners because they can dig and explore some advantages and knowledge from the data that has been used for this study which is speech of president.

The learners are expected to criticize and think creatively with the situation and event that happens in environment, school, college, even their country. And college student particularly should aware with the nation, and also with the attitude of a big figure in the nation, the president. And the attitude itself can be seen generally from the way president say or talk in front of the public. Moreover, this research study will give enlightenment about the way someone like president in representing things through the language.

Besides that, this research study is useful for some scholars of linguistics who had been graduated and have an opportunity to work in government or become President Staff. The reason is because if some of the linguistics scholars work as the president staff, the job they will get will be about the language of course. Therefore, through the identification of

president's speeches can be a very basic knowledge in knowing the characteristics of the government texts.

1.8 Organization of the Paper

This research paper is arranged into five chapters. The first chapter includes introduction which contains of background, research problem, scope of the study, aims of the study, research method, and also organization of the paper.

The second chapter provides theoretical foundations related to the research, which is Transitivity from Systemic Functional Grammar. Besides that it provides the theory of representation. The third chapter contains Methodology that provides formulation of the problem, research design, data collection and data analysis.

The fourth chapter covers analysis, finding and discussion of the study. And the last chapter which is fifth chapter provides conclusions and suggestions related to the present research