CHAPTER I

INTRODUCTION

This chapter presents an introductory section of the study. It contains the background of the study, research questions, aims of the study, research methodology including data collection and data analysis, clarification of key terms, and organization of the paper.

1.1 Background

Happiness is a fundamental object of human existence that is largely chemical and quantifiable, and also directly correlates with the rate of change in the quality of life (Suematsu, 2003). Talking about happiness, what comes first in mind is that, happiness is about money, wealth, high social status, luxury, etc. Though, for some people, happiness can be in the form of having a good relationship with family and friends or spending the times by doing what they like, which they think is more important than having so much money and a high position. In other words, happiness can be defined differently depending on how people see it. Although happiness as a state of mind may be universal, its meaning takes *culture-specific* forms (Pflug, 2008), which is defined based on someone's culture and behavior.

In achieving happiness, people should be highly motivated, thus they will not give up easily and keep showing their best effort. According to Ryan & Deci (2000), when a person is intrinsically motivated, a person will move to act for the fun or challenge rather than because of the external products, pressures or reward. Motivation can be defined as encouragement for people to do something and for what reasons people do an activity. It is a complex concept which has been defined in multiple ways (Choy, 2005). To simplify it, there are two kinds of motivation according to Ryan & Deci (2000); *intrinsic motivation* and *extrinsic motivation*. Intrinsic motivation is the doing of an activity for its inherent

satisfaction rather than for some separable consequence. Intrinsic motivation is about the feeling of doing something for fun rather than doing it to get the reward. It is based on the spontaneous exploration and curiosity (Schlesinger, Berthouze, Balkenius, 2008). Otherwise, extrinsic motivation is a construct that pertains whenever an activity is done in order to attain some separable outcome (Ryan & Deci, 2000). Extrinsic motivation is about doing the activity not only for fun or satisfaction but also in order to get the external reward.

People can be motivated by seeing other people's achievement in life. These people may further be their role model. They see their role models who can motivate them through many ways, such as newspapers, magazines, television, and Internet, which tell the story about successful people and their achievements. They also often make their own friends, family, and people in their society as a role model. People also can be motivated by hearing words of wisdom or quotations about life from motivators. A motivator is a person who has certain ability in giving people motivation or encouragement to do something through their words of wisdom and meaningful quotations. According to Coburn & Weismuller (2012), "Motivators are defined as intrinsic and extrinsic stimulators, which act as catalysts to spark the motivation process, break down barriers, and raise the benefits of an action."

The concept of happiness has been investigated by many scholars. For example, Pflug (2008) investigated cross-cultural comparison of conceptions of happiness in Germany and South Africa based on folk theories of happiness. By using thematic analysis, it is found that there are several concepts of happiness; satisfaction, positive affection, social relationship, freedom, the opposite of unhappiness, and surprising events. Strong culture-specific factors such as influence of philosophical traditions, material living circumstances, and linguistic influences, are also found (Pflug, 2008). Another research regarding the concepts of happiness was conducted by Ip (2010) which discusses the concept of Chinese folk happiness. The study compares the concept of happiness of Taiwanese people (which was based on the findings of a scientific survey) with the concepts of

Chinese folk happiness regarding their concepts of well-being at nation and personal levels. Rojas and Vitterso (2010) investigated the conceptual referent of happiness of students in Cuba, Norway, and South Africa by using cross-cultural comparisons. The study discussed the existence of heterogeneity across countries regarding the different conceptual referent of happiness which is relevant because it implies that the relevant resources for happiness may differ across countries and cultures.

To sum up, these studies, by comparing cross-cultural aspects, revealed that the concepts of happiness are different depending on the countries and cultures. However, as far as the study is concerned, the investigation about the concept of happiness constructed by motivators has not been explored. Thus, this study is investigating the concept of happiness and its construction in quotations stated by Indonesian famous motivators. It focuses on how the concept of happiness as constructed by three Indonesian motivators; Mario Teguh, Bong Chandra, and Andrie Wongso. The study draws on the theory of representing social actions and actors proposed by van Leuween (2008).

1.2 Research Question

This research is geared towards answering these following research questions:

1. How is happiness constructed by the motivators in the selected quotes?
    a. How are the actors represented in the selected quotes?
    b. What actions are attributed to the actors in the selected quotes?
2. What does the construction signify?

1.3 Aims of the Study

1. To identify how happiness is constructed by the motivators in their selected quotes.
    a. To find out how the actors are represented in the selected quotes.
    b. To find out the actions attributed to the actors in the selected quotes.

2. To find out the signification of the construction of happiness in the selected quotes

1.4 Research Methodology

This research employs a descriptive qualitative method by describing, interpreting, and analyzing the construction of happiness defined by Mario Teguh, Bong Chandra, and Andrie Wongso in their selected quotes (20 quotes each). To answer the research questions, the study uses van Leeuwen's Framework: Discourse as the Recontextualization of Social Practice (2008).

1.4.1 Data Collection

The data were taken from official Twitter account of the three Indonesian famous motivators; @MTLovenHoney, @AndrieWongso, and @BongChandra. The data are in the form of 60 selected quotes of happiness from Mario Teguh, Andrie Wongso, and Bong Chandra (20 quotes each). The selected tweets then are converted into word text in order to make the analysis easier and compatible.

1.4.2 Data Analysis

The data to be analyzed are in the form of text retrieved from official Twitter account of the three Indonesian famous motivators; @MTLovenHoney, @AndrieWongso, and @BongChandra. Firstly, the 60 quotes are retrieved and divided into three groups; quotes from Mario Teguh, Bong Chandra, and Andrie Wongso. Van Leeuwen's (2008) framework in representing social actor and action in text has been used as the framework of analysis to reveal the construction of happiness, and the representation of the actors and the action attributed to the actors. The framework is also used to reveal the signification of happiness in the selected quotes.

1.5 Clarification of Terms

1. CDA

   According to van Dijk (in Wodak and Meyer, 2009), Critical Discourse

Analysis or CDA is a critical approach to discourse used in the society. CDA enables us to detect what the society is presented by the linguistic means. It mostly concerns on the social-cultural issue and political argumentation (Wodak, 2006)

2. Social Actor

Social actors are the participants of the social practices which may be attributed as agents (doers of actions), patients (to whom actions are done), and beneficiaries (who get the benefit from the actions whether it is positive or negative effects) (van Leuween in Wodak and Meyer, 2009)

3. Social Action

Social actions are the core of social practices which may or may not be performed in specific order (van Leuween in Wodak and Meyer, 2009)

4. Happiness

Happiness is a psychology term which means positive affect or feeling. According to Oswald, Proto, & Sgroi (2009) happiness can be defined as the ultimate goal of human functioning. However, the concept of happiness will be different and change following the age, gender, and culture.

5. Motivation

In a simple way, motivation can be defined as encouragement or impulse. It is an intrinsic process, impulse, or intention that moves someone to *the point of readiness to act* (Coburn & Weismuller, 2012)

6. Motivator

Motivator is a person with an ability to give people motivation to do an act. As said by Coburn & Weismuller (2012), "Motivators are defined as intrinsic or extrinsic stimulators." However, each motivator has their own characteristic in delivering motivation or encouragement depends on their cultures.

7. Quotation

A quotation is well-said words (usually in the form of sentences) from someone famous or smart which then quoted by the other people to

support the arguments Quotation is a group of words taken from a text or speech and repeated by someone other than the original author or speaker.

1.6 Organization of the Paper

The paper is organized as follows:

CHAPTER I

This chapter consists of introduction of the research that is background of the research, research questions, aims of the research, significance of the study, clarification of terms, and organization of the paper.

CHAPTER II

This chapter consists of theoretical review that provides a basis or framework in conducting the research problems.

CHAPTER III

This chapter contains the research methodology, the steps and procedures of the research, and the data resources in conducting the research.

CHAPTER IV

This chapter presents the result of the research. It contains the findings and discussion.

CHAPTER V

This chapter presents the interpretation toward the result in the form of conclusion and also comments and suggestion for further research.