CHAPTER I

INTRODUCTION

This chapter provides an introduction to the study. This chapter presents the background of the study, statement of problems, the purpose of the study, clarification of several key terms, the significance of the study, the scope of the study, and the organization of the paper.

1.1 Background

Nowadays, videos seem to be an inseparable part of communication facilitated by almost every platform on the internet. Videos can be found on chat-based platforms such as Line or WhatsApp, platforms that enable people to socialize such as Facebook and Twitter, and platforms that are used only to share photos and videos such as Instagram, Snapchat, and YouTube. In chat-based platforms, a video-call feature enables the users to have a face-to-face interaction even remotely. Meanwhile, in platforms such as Facebook, Twitter, Instagram, and Snapchat, a video can be shared from the users' accounts to the public or only to their listed friends or followers. Meanwhile, YouTube itself is used only to share videos to the public.

YouTube, as one of the video-sharing platforms on the internet, offers a variety of diverse content. Each channel has its own content. The content varies from entertainment, fashion and beauty, food, games, music, animation, sports, news and politics, animals, education, science and technology, and many more. There are also video-blogs, tutorial videos, review videos, life hacks videos, motivational videos, travel videos, and even short films such as web drama. When using YouTube, users will choose which videos they would like to watch. Then YouTube will display the type of video that is often watched as the 'recommend' section on the user's YouTube homepage. There are also trending videos that will appear on the user's YouTube homepage and also the videos uploaded by the channels that the users subscribe to.

Besides the diversity of the content, there are several reasons why people tend to choose YouTube rather than any other video-sharing platforms. Firstly, YouTube users are able not only to watch videos, but also to make their own profile account and upload their own videos based on their own content. Secondly, people are able to find many videos easily only by typing the title of the video, the keywords, or the channel on the 'search' box. Thirdly, people are able to subscribe, give 'like', and comment on videos uploaded by other users on YouTube. The 'comment' and 'like' features enable users to interact with other YouTube users. Lastly, the videos uploaded on YouTube can also be tagged with keywords and added on web pages or blogs, making it easier for users to search for related videos (Cheng, Dale, & Liu, 2007).

Since people tend to choose YouTube, it has now become one of the most successful video-sharing platforms in the world. According to a survey by alexa.com (an amazon.com company) until January 2019, YouTube has now become the second most popular website visited by people around the world (Alexa Internet, Inc., n.d.). Cheng, Liu, and Dale (2013) state that YouTube's great achievement derives from the videos that are rich in content. There are millions of people in the world who access YouTube every day. Based on a report from an online article uploaded by merdeka.com in November 2017, there are 50 million Indonesians accessing YouTube every day (Jamaludin, 2017). If the number of YouTube users in Indonesia is summed up with the number of YouTube users around the world, then the result may reach hundreds of millions.

People are attracted to watch videos on YouTube because of various reasons, one of them may be the attractive headline. A headline seems to be the first thing that can attract the viewers to click and to watch the uploaded video. According to Maslen (2010), the most important part of an advertisement is a headline. A headline can attract the reader's attention (Sugarman, 2007). The viewers of the video can also be attracted by the phenomenon of clickbait in the headline. This phenomenon has been proved by Kuiken, Schuth, Spitters, and Marx (2017), who study the effect of clickbait on newspaper article's headlines in an online media. They note that clickbait in the headlines can increase the number of clicks to the

article posted. Therefore a headline is considered an essential element since it is the first thing that can make the viewers decide to click and watch the video.

Headlines may have some particular speech functions and typicality. According to Halliday and Matthiessen (2014) speech functions include four basic move types to keep the dialogue going. They are statement, question, offer, and command. A speech function is realized in a mood structure of a clause called mood type: whether they are declarative, interrogative, imperative, or modulated interrogative (Eggins, 2004). Speech functions and mood typicality are some of the devices that can be used to see how the speaker and the listener exchange meanings. Since a headline is a written language, the exchange happens between the writer of the headlines and their readers.

It appears that speech function and its typicality have been largely studied. Those previous studies are found in the field of spoken and written language. In spoken language, speech function and its typicality are found in monologue and dialogue. In the monologue, speech function and its typicality are found in public figure's speeches (Feng & Liu, 2010; Nur, 2015; Okafor & Issife, 2017; Utomo, Rusiana, & Minarosa, 2018). Meanwhile, the speech function and its typicality in dialogues are found in debates (Yuyun, 2010), interviews (Indartina, 2013), talk shows (Gulo, 2015), classroom interactions (Zolkower & Shreyar, 2007; Fikri, Padmadewi & Suarnajaya, 2014; Setialis & Lukmana, 2018), and dramas and movie scripts (Viana, 2013; Artha & Listiani, 2018).

On the other hand, there are also previous studies on speech function and its typicality in written language. Speech function and its typicality are found in letters to the editor (Shanjiwani & Widyaningrum, 2016), poems (Amoussou, 2015), and in the manuscript of the last address of the Holy Prophet (Noor, Ali, Muhabat, & Kazemian, 2015). In the field of advertisements, speech function and its typicality are found in a course newsletter (Yuliana & Imperiani, 2017), in shampoo advertisements (Nurbani & Kadarisman, 2016), or in the banners of legislative candidates in a legislative election (Peranginangin & Prihantoro, 2015). There is also a study on speech function and its typicality in headlines conducted by

Octavianus (2018). However, this previous study focuses on the headlines of Indonesian online news portals.

Those previous studies have discussed speech functions in spoken and written language. However, the study of speech function and typicality on headline mostly carried out solely on online news portal. Those previous studies also do not relate speech functions to headline types, particularly on YouTube video headlines. In response to the gap, this study merges two key concepts, which can explain how speech function and its typicality are realized in different types of headlines on YouTube videos. Since apparently, YouTube's target market is larger than online news portals. Therefore, this study is expected to be more relevant to many people especially YouTube video makers. It is also expected that video makers, especially on YouTube, are aware of the importance of a video headline to attract the attention of their viewers.

1.2 Statement of Problems

This study attempts to answer the following questions:

1. How is interpersonal meaning realized in Jay Shetty's video headlines through the use of speech function and its typicality?
2. How is interpersonal meaning realized across different types of headlines?

1.3 Purpose of the Study

This study tries to analyze the headlines of YouTube videos with the following purposes:

1. To reveal the interpersonal meaning realized in Jay Shetty's video headlines through the use of speech function and its typicality.
2. To reveal the realization of interpersonal meaning in different types of headlines.

1.4 Clarification of Terms

The followings are the clarification of some terms of this study:

1. Interpersonal meaning

    Gerot and Wignell (1994) define interpersonal meaning as the expression of a speaker's attitudes and judgments in interaction with others

2. Speech Function

    According to Eggins (2004), speech function is the four basic move types to keep a dialogue going.

3. Mood Types

    Eggins (2004) states that mood types are the realization of speech function in a mood structure.

4. Headline

    Ogilvy and Horgan (1963) state that headline is the most important part of an advertisement. It is headline that can attract the reader's attention and makes them keep reading the advertisement.

1.5 Significance of the Study

This study is expected to contribute to the development of Systemic Functional Linguistic, particularly to the development of interpersonal meaning. This study is also expected to be useful for those who want to communicate through video especially through YouTube. It is expected that the video makers, especially on YouTube, are able to realize the importance of making a good video headline to attract the attention of the readers to watch the video.

1.6 Scope of the Study

This study investigates the speech function and its typicality used in motivational YouTube video headlines. This study uses speech function and its typicality in interpersonal meaning proposed by Halliday and Matthiesen (2014) as the main concept and supported by types of headlines proposed by Maslen (2010). The data

of this study are a hundred headlines collected from Jay Shetty's YouTube channel, which are chosen based on the most watch videos on the channel. The limitation of this study is to reveal the use of interpersonal meaning in YouTube video headlines by examining the speech functions, its typicality, and the types of the headlines.

1.7 Organization of Paper

This paper consists of five chapters. The first chapter is the introduction of this study. It consists of several discussions: the background of the study, the purposes of the study, the statement of problems, the clarification of terms, the significance of the study, the scope of the study, and the organization of the paper. The second chapter is the literature review. It consists of the theoretical frameworks used in this study along with the previous study. The third chapter is the research methodology. It consists of the research design, data collection, and data analysis. The fourth chapter is the findings and discussions. It provides discussions of the findings of this study. Then, the last chapter is the conclusions and suggestions. It provides the overall conclusions of this study and also the suggestions for future study.