

## CHAPTER I

### INTRODUCTION

This chapter discusses the background of the research, the problem of the research, the purpose of the research, the significance of the research, the scope and limitation of the research, and the definition of the key terms.

#### A. Background of the Research

Language is an inseparable part of our everyday lives. It is the main tool used to transmit messages to communicate ideas, thoughts and opinions. It situates us in the society we live in; it is a social affair which creates and further determines our position in all kinds of various social networks and institutions in certain circumstances. We are literally dependent on its appropriate usage and there are moments when we need to be understood quite correctly.<sup>1</sup>

Human uses language to communicate with their sociality life, without language we cannot understand about what people say. There are two types of language used by human being as a means of communication, namely written and spoken language. When people speak or write, they produce text which can be identified as the tool for communication where spoken and written forms are applied in the real life.

A written language is reflected in the form of mass media (newspaper, magazine, letter, etc). To create a good text, we should pay attention with the

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<sup>1</sup> John Lyons, *Language and Meaning*, (London:Fontana Paperbacks, 1981), 16

characteristics of writing.<sup>2</sup> On written language, we can repair our words or sentences that it does not cohesion with other sentences or paragraph. Because the writer usually has time to compose and think, and is not going to be interrupted by the reader bidding for a turn or saying "sorry".<sup>3</sup> We can repair the sentences or words easily by replacing it and only us that know what we do in our text.

Then, spoken language is like in conversation, speech, storytelling etc. But generally, spoken language is often used in daily activity to communicate with other human. Otherwise, a spoken language also uses the acceptable norms of grammar in speech. But in fact, it is seldom used on daily activity especially as foreign language. To make the sentences has cohesion; foreign language usually uses repetition the first word in the sentences. So mistakes usually go quite unnoticed in natural talk, and it is only when we look at transcripts that we realize how common they are.<sup>4</sup>

There are many example of spoken language. One of example in spoken language, it is speech. Speech concludes formal language. Formal language, even when spoken, is often associated with the conventions expected of written Standard English. So, it is not only in writing the grammatically language used but also on speaking, especially on speech. The language on speech which always uses in speech is grammatically. Most of languages used in speeches are grammatically, so does the language used in

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<sup>2</sup> Lynn M. Berk, *English Syntax*, (New York: Oxford University Press, 1999), 4

<sup>3</sup> Michael McCarthy, *Discourse Analysis for Language Teachers*, (New York: Cambridge University Press, 1991), 152

<sup>4</sup> *Ibid*, 143

APEC conference. And in this research about speech in leading APEC conference, so the language used formal language. In this case, the speaker is Susilo Bambang Yudhoyono, as an Indonesia's president. He used English language in his speech so he is foreign language.

Actually, producing a coherent piece of writing is an enormous challenge, especially in one's second language.<sup>5</sup> This is magnified by the fact that the rhetorical conventions of English texts - the structure, style, and organization-often differ from those in other languages<sup>6</sup> as they require a great effort to recognize and manage the differences. This is particularly true of the rhetorical conventions of the Indonesia language as human' mother tongue.

One of spoken forms which have big influence is speech, which has purpose to reveal idea, thought and persuade the other people to do something. In spoken and written text, cohesion is one important component to constructs and makes the text effective and efficient which make the reader or the hearer easier to understand it. To know cohesiveness on the transcription of the speech, the researcher analyses it by using cohesion.

Cohesion tools to investigate the coherence of the speech. It is concerned with connecting sentences and phrases. "The concept of cohesion is a semantic one; it refers to relations of meaning that exist within the text,

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<sup>5</sup> David Nunan, *Second language teaching and learning*. (Boston: Heinle and Heinle Publishers, 1999), 48

<sup>6</sup> I Leki, *Twenty-five years of contrastive rhetoric: Text analysis and writing pedagogies*, (*TESOL Quarterly*, 1991), 25.

and that define it as a text".<sup>7</sup> Many researchers have highlighted the importance of text cohesion claiming that a text stands as a text by means of cohesion. But for cohesion, sentences would be fragmented and would result in a number of unrelated sentences.<sup>8</sup> Jan Rankema says in his book that cohesion is the connection which results when the interpretation of a textual element is dependent on another element in the text.<sup>9</sup> Cohesion use to create a good speech. So the speaker must use a good cohesive to get a good link.

In this research, the researcher tries to analysis a video on YouTube about Susilo Bambang Yudhoyono's speech in leading the conference. Based on the explanation above, the researcher decided to conduct an analysis entitled "**Cohesion of Susilo Bambang Yudhoyono's speech in APEC Economic Leader Conference**".

## **B. Problem of The Research**

According to the title and background of the research, the writer formulates the following question:

1. What types of cohesive devices used are in Susilo Bambang Yudhoyono's speech at APEC economics leader conference?
2. How are cohesive devices used in Susilo Bambang Yudhoyono's speech at APEC economics leader conference?

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<sup>7</sup>, M A K Halliday & R Hasan, *Language, context, and text: Aspects of language in a social semiotic perspective*, (Deakin: Deakin University, 1985), 4

<sup>8</sup> E Hinkel, Rhetorical Features of Text: Cohesion and Coherence", *Teaching Academic ESL Writing: Practical Techniques in Vocabulary and Grammar*, (Lawrence Erlbaum Associates, Mahwah, New Jersey, 2004), 265

<sup>9</sup> Jan Rankema, *Discourse Studies: An Introductory Text Book*, (Amsterdam and Philadelphia: John Benjamins Publishing Company, 1993), 35



### **C. Purpose of the Research**

By formulating the problem stated above, it will lead the writer to find out the objective of the research, the objective of the research are:

1. To know about types cohesive devices used in Susilo Bambang Yudhoyono's speech at APEC economics leader conference.
2. To describe about cohesive devices used in Susilo Bambang Yudhoyono's speech at APEC economics leader conference". (into subject, verb, object, compliment and adverbial)

### **D. Significance of the Research**

Every single research must carry significant things given to the readers and researcher. The significance of this research can be given as follows:

1. For the students

It can be used as reference in the creating of writing, add the knowledge about coherence of text. In this case, the speaker is Susilo Bambang Yudhoyono as foreign language so it can add the knowledge cohesiveness of the speech as foreign language.

2. For the readers

It can add information of the readers, more understand about the speech and also make them know that cohesiveness on writing or speech is important because to make clearly the content of writing or speech.

3. For next researcher

The next researcher can improve and add this research to be better. The researcher knows that the research is still less and not complete. The researcher hopes that the next researcher can develop this research.

#### **E. Scope and Limitation of the Research**

The Scope in this research is analyzing the grammatical cohesion on Susilo Bambang Yudhoyono's speech in opening the APEC conference on October 5 to 7, 2013 in Bali. And the limitation in this research is analyzing to using Halliday and Hassan's theory of Cohesion divided into five types. They are reference, substitution, ellipsis, conjunction and lexical cohesion.

#### **F. Definition of The Key Terms**

The definition of key term is used to help the reader in order to more understand this research. It is aim to avoid misunderstanding term and misinterpretation about the meaning of every word in this research, the definition of key term is necessary to be given as follows:

1. Cohesion is one of the two qualities that give a written or spoken text unity and purpose, the other being coherence.<sup>10</sup>
2. Speech is the verbal means of communicating.<sup>11</sup>
3. APEC (Asia – Pacific Economic Cooperation) Conference is a meeting of people who “confer” for 21 Pacific rims member economies that seeks to promote free trade and economic cooperation throughout the Asia – Pacific region.<sup>12</sup>

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<sup>10</sup> <http://www.teachingenglish.org.uk/knowledge-database/cohesion>

<sup>11</sup> [http://www.asha.org/public/speech/development/language\\_speech.htm](http://www.asha.org/public/speech/development/language_speech.htm)

<sup>12</sup> [En.wikipedia.org/wiki/Asia-Pacific\\_Economic\\_Cooperation](http://en.wikipedia.org/wiki/Asia-Pacific_Economic_Cooperation)