CHAPTER 1

INTRODUCTION

In this chapter, the writer presents some points related to this study. They are background of the study, problem statement, objective of the study, scope and limitation of the study, significance of the study and definition of key term.

A. Background of the Study

Verbal language (oral and written) plays an important role of interaction in daily life. Communication cannot separate with verbal and visual language. Visual language helps the communication and interaction better. However, people reacted that visual language in not really important in daily interaction. Whereas, there are many human activities that can connected with verbal and visual language. In conclusion verbal language without visual language; action, sound, color and material objects limit our understanding in communication.

Social media is a big factor in dynamics changing in people's lives lately. Mindset changes that occur in society change existing cultural habits. Almost all age groups have social media accounts to obtain information or provide information, which is a function of social media. Kemp (2019) states that total digital around the world in 2019 is 7,676 billion (56%), while the total active social users are 3,484 billion (45%) and 3,256 billion (42%) mobile social media users. It means that about half of the population on earth uses social media.

Instagram is one of popular social media used nowadays and functions are to exchange information. Otherwise, Instagram is not only used to share general information. One of popular content is a quotation. There are many Instagram users convey their thoughts through quotes, which are taken from the quotes already exist or their own. In fact, there are many Instagram quotes account that has many followers. The content presented not only text but also visual text with attractive design to convey the meaning.

Quotation in the form of a text-image cannot always be interpreted with denotative meaning, because various semiotic resources are used to convey the purpose of quotes. Besides, text and image have different functions when they are placed in one frame, whether the text becomes an image supporter for better meaning or vice versa.

Broadly quotes are defined as inspirational text, whether it is in the context of love, dreams, goals, and education. When they are presented in a visual design the written text is expected to be the focus or the core of the quote, which is actually what quotes are like. But actually, there are many semiotic resources contained in one frame. Most people would be interpreted the writing aspect of the quote without considering the role of semiotic resources that are supposed to support the text. This means not all of the viewers interpreted quotes in the form of visual text as a whole.

Systemic functional grammar is one theory analysis of discourse analysis. According to Halliday and Matthiessen (2004:29), Systemic

functional grammar functions are used to analyze semiotic resources from the text. Besides, he also said that the text is not only the compilation of correct words but also used to convey a hidden message to the reader.

Currently, discourse analysis often used nowadays. Magazines, news, posters, and advertisements are most of the content which lately people studies about. Besides the visual appearances, people's speech is also one of the content that often analyzed and many more. Based on Olowu and Akinkuroler (2015), Hidayat et al. (2018), Guo and Feng (2017), Ly and Jung (2015), Amatullah et al. (2019), Liu (2019) studies of various advertisements they agreed that verbal and visual elements are simultaneously used together to convey the meaning. They thought that all semiotic resources of advertisement support the product in the way they interact with each other create a meaning which purposed to attract their viewers in each context.

The study of Yang and Zhang (2014), Behshad and Ghaniabadi (2015) on the magazine found that they had an equal balance on a picture and verbal text. Since their product focused on to explain, judge and comment on issues both visual and verbal text blend together to carry out the context. The other study of poster film analysis by Bedy (2019) found that another visual and verbal text used to complete each other in other to convey the meaning. Officially most of the visual text discourse has the same statement that was using various semiotic resources to deliver their message or attract their viewers.

In this study, the researcher will examine Instagram quotes using systemic functional grammar and visual grammar. Previously there were so many studies analyzed advertisements, magazines, posters, etc. There is none of them done with a quotation. Therefore, in this study, the researcher conduct research on Instagram educational quotes using systemic functional grammar and visual grammar. This study purposes to find out the meaning behind the three meta-function theory in Instagram educational quotes.

B. Problem Statement

1. What kinds of visual grammar used on Goal.cast Instagram ?

2. How are the visual grammar visualized on Goal.cast Instagram ?

3. What kinds of functional grammar used on Goal.cast Instagram ?

4. How are the functional grammar visualized on Goal.cast Instagram ?

C. Objectives of the Study

1. To know the kinds of visual grammar used on Goal.cast Instagram ?

2. To analyze how visual grammar represented on Goal.cast Instagram ?

3. To know the kinds of functional grammar used on Goal.cast Instagram ?

4. To analyze how functional grammar visualized on Goal.cast Instagram ?

D. Scope and Limitation of the Study

This study is uses visual grammar's theory by Kress and Leeuwen on Instagram educational quotes. As for analysis text the researcherr used

systemic functional grammar theory by Halliday and Mattiessen. The researcher focuses on how visual design and verbal text of the quotes connect the meaning of Instagram educational quotes.

E. Significance of the Study

This study expected to have a contribution to the linguistic field. Through this study hopefully people would be more aware of semiotic resources in every text, visual design, or discourses around them. Besides, the theory of verbal text could be applied in all discourse text and help the readers to understand the meaning better. Last, may the reader have more interest in the linguistic field and get used to it.

F. Definition of Key Term

1. Systematic functional grammar: is a form of grammatical description to viewing language as a network of systems, or interrelated sets of options for making meaning.

2. Visual grammar: the rules in visual image or a framework of social interaction between audance, artwork, and advertising

3. Meta-function: property of all languages

4. Education: the process of receiving or giving systematic instruction, especially at a school or university.

5. Quotes: repeated or copy out (a group of words from a text or speech), typically with an indication that one is not the original author or speaker.

6. Instagram: is a free photo and video sharing app available on Apple iOS, Android and Windows Phone.