CHAPTER I

INTRODUCTION

This first chapter presents the introduction part of this research, which explains the background of the study, research questions, research objectives, research significances, clarification of key terms and also the organization of this research.

1.1 Background of the Study

Nowadays, technology becomes the most significant element of social relationship among people throughout the world. It is also growing up as the manifestation of people needs in all directions. Economic, education, politic, social, culture even religion sectors involve technology within their existence. Along with the technology development, people are offered a million ways to make their activities easier. It was supported by The Nuffield Foundation (2000) who claims that technology is transforming the world of work, education, and leisure. Instant access to news and information stimulates curiosity about events and people in other nations.

The Internet allows any business, however small, to promote itself worldwide and success involves creating a rapport with customers in different countries. As the cost of communicating with the rest of the world continues to fall there is an increased expectation of direct contact between colleagues and friends who live in different countries. Technology in particular tends to force

people maintaining their lives practically and maintaining their minds smartly in general. One of the influential elements in technology is a virtual world created by people to talk to each other for the certain purposes, including business. *Conversational* is one of the business companies that undertakes virtual receptionist and virtual assistant provider in North America for clients.

Conversational Receptionist handles the administrative duties of their clients, including call answering, appointment booking, and call screening, so that the clients can concentrate on the higher priorities of their business. It is one of the few North American based receptionist services and support centers. It also provides many services business and medical needs. The offices which are located in the United States and Canada provide native English speaking receptionist. When clients work with Conversational Receptionist, they will be served by a real human being to answer their phones each time it rings.

Therefore, Conversational services can be reached through its official website https://www.conversational.com/pricing-plans/. People could visit that websites to apply the provided services and being clients. The clients also are permitted to express their opinions regarding the given services. The reviews and complaints of the clients are published and available at this link https://www.consumeraffairs.com/business/conversational-receptionists.html, that were updated monthly and verified legally. Hence, the researcher focuses on reviews and also Conversational Receptionist responses during October 2017. They were analyzed by using mood analysis to see its interpersonal

meaning in Systemic Functional Grammar (SFL). Garrot and Wignell (1994) noted:

> "Interpersonal meanings are meanings which express a speaker's attitudes and judgment. These are meaning for acting upon and with others. Meanings are realized in wording through what is called Mood and modality. Meaning of this kind is most centrally influenced by the tenor of discourse. The interpersonal function has to do with relationships between participants, not only in spoken texts but also in written texts (with regard to how the writer interacts with the reader)".

Interpersonal meaning had been taken as a research topic by some researchers. It is flexible to be used in analyzing any kind of texts, whether it is spoken or written.

Summing up the description above, it becomes more interesting to be analyzed when two people or more can communicate to each other virtually, including in business needs. In addition, it must be interesting to know further how the client's attitudes toward Conversational Receptionist regarding services that are given. In the same way, It is important to know how Conversational Receptionist, the services provider respond to the client's attitudes. The client's attitudes and judgment can be seen from his/her reviews. It is along with Eggins (2004, cited in Feng, 2010) who claimed that the link between language systems and the choice made by the speaker in the exchange enable us to see speakers making meaning about interpersonal: the extent of their intimacy, their level of familiarity with each other and their attitudes and judgments.

The review itself can be defined as a formal assessment of something with the intention of instituting change if necessary. Therefore, Reviews has

tight relation to the client satisfaction which leads to the social relationship between one and another. Hence, the researcher analyzed reviews and also Conversational Receptionist responses during October 2017, by using mood analysis to see its interpersonal meaning. As a result, the paper reports a research entitled: "**Interpersonal Meaning of Reviews between Clients and** *Conversational Receptionist Company***".**

1.2 Research Questions

The background of the study above automatically deals with the problem in this research. The ways of clients and Conversational Receptionist company who interact and create the interpersonal relation virtually then becomes the main problem that need to solve. It is necessary to uncover their interpersonal relation. Therefore, the research were conducted to answer the following questions:

1.   What the mood constituents are used in the client's reviews and Conversational Receptionist responses related to the interpersonal meaning?

   2   What are the realizations of interpersonal meaning between the clients and Conversational Receptionist Company indicated by mood constituents?

1.3 Research Objectives

Based on the research questions, this research aims to:

1. To identify mood constituents in client's reviews and the Conversational Receptionist's responses related to the interpersonal meaning.

2. To analyze the interpersonal meaning of reviews between clients and Conversational Receptionist indicated by mood constituents.

1.4 Research Significances

The result of this research is significant both theoretically and practically with this topic. Theoretically, this study is useful for linguistic studies in general, in the type of understanding text as a discourse functionally. By the research, it is proven that linguistics can contribute more to another discipline including social. Therefore, there is no analysis limitation in field linguistics study.

Practically, this research is useful for the students and readers as the interest to Systemic Functional Grammar (SFL). This research is one of the effective way to enrich knowledge to use language functionally and enrich self-awareness in understanding text and social phenomenon critically. In general, it contributes to the society in terms of language and discourse.

1.5 Clarification of Key Terms

To avoid any misunderstanding, this section presents some key terms within this research. These are a brief explanation in order to emphasize the meaning of the terms in this research field. The terms are clarified as follows.

1. A client of a professional person or organization is a person or company that receives a service from them in return for payment. In this research, the clients are those who purchase Conversational Receptionist services.

2. Conversational Company is one of the business companies that undertakes virtual receptionist and virtual assistant provider in North America for clients.

3. Functional Grammar views language as a resource for making meaning. These grammars attempt to describe language in actual use and so focus on texts and their contexts. They are concerned not only with the structures but also with how those structures construct meaning (Garrot and Wignell, 1994). This research will apply Functional Grammar in terms of interpersonal meaning. How Clients and *Conversational* Receptionist used their language to undertake their interests.

4. Interpersonal meanings are meanings which express a speaker's attitudes and judgment. These are meaning for acting upon and with others. Meanings are realized in wording through what is called Mood and modality. Meanings of this kind are most centrally influenced by the tenor of discourse (Garrot and Wignell, 1994). This research aims to

identify the relation between Clients and Conversational Receptionist through Interpersonal meaning analysis.

5. The mood in this research is a realization of interpersonal meaning or in other words, a mood is a tool for analyzing Interpersonal meaning which consists of some elements such as Subject, Finite, and Mood Adjunct.

6. Review in this research means client's judgment after using Conversational Receptionist services, whether it is satisfied or unsatisfied. The review is a formal assessment of something with the intention of instituting change if necessary.

7. Tenor refers to the social relationships between those taking parts. It also can be defined as the participant's roles in an interaction. In this research, those who take part are Clients and Conversational Receptionist. Therefore the social relationship between them is called by a tenor.

1.6 Previous Studies

Ulfah (2016) did the research about interpersonal meaning in Ridwan Kamil's tweets. Ulfah analyzed the mood types of Ridwan Kamil tweets o find out the relation between Ridwan Kamil as the speaker and the citizens as the readers. Ayoola (2013) did the research about interpersonal metafunction analysis of some selected political advertisement in some Nigerian newspapers. It tends to compare the mood types used in the adverts of the two political parties. Noor (2016) did the research about mood analysis of the last address

of the Holy Prophet (PBUH). The researcher also analyzed mood types contained in the text. The researcher more focuses on classifying mood types rather than interpersonal meaning among participants.

Most of all previous research is analyzing written or spoken text from one point of view. There is no direct interaction between the speaker/writer and listener/reader, for instance between Ridwan Kamil and his citizen, writer in Nigerian newspaper and the readers, and also between The Holy Prophet and his followers. They have different theoretical background with the current one. Therefore, the researcher is still able to draw comparisons with new findings. This research will analyze an interactive text. Both parties talk to each other, so the interpersonal meaning between both parties can be identified   clearly