

## CHAPTER I

### INTRODUCTION

This chapter provides the subject matter that consists of a background of study; previous research; statement of problems; research objective; research significance; definition of key terms; organization of writing.

#### 1.1 Background of Study

The process of communication is involved language as an instrument, there are six factors that necessary for cooperative communication that is context, addresser, addressee, contact, common code, and message. If speaker and hearer, not communicative can result in interference in communication, such as when speaking in terms that are not understood the conversation between two or more should be failed. The cooperative of communication implies language that uses two consciousness participants. In communication, several factors that used six factors of communication also relate to function language such as context relate to referential function, addresser categories as emotive, addressee as conative, contact as phatic, code as multilingual and message as poetic.

According to Pateda (1992, p. 19), There are two kinds of communication which use addresser, addressee and contact as a factor, that is verbal communication and non-verbal communication. Verbal communication is the active interaction that uses sound when utter. Meanwhile, four-factor of communication also use in non-verbal communication or communication without remove words but instead use the sign such as smiling, waving, shaking a hand and blowing a whistle.

The act of verbal and non-verbal communication involves one of language function that is phatic function. Phatic function is the way to greet receiver in communication it is related to contact while in language function phatic is a language which observes from contact among sender and receiver. Phatic use for establishing relationship, maintain a conversation and represent solidarity normally form of phatic such as how do you, nice day, and here you are. Jacobson (1987 , p. 68) that phatic use to keep the channels of communication open despite it appearing

that content is minimal. It is a function "primarily serving to establish, to prolong, or to discontinue communication"

When communicating three things determine the setting, the topic and its third speech concerning the context. In line with Hymes in Pateda (1992, p. 19) There seven elements of context that is SPEAKING or setting, participant, ends, act, key, instrumentalities, norms, and genre. Setting related with scene, time, place and psychology in utterance, setting is the influence of utterance between speaker and hearer. Participant describe between speaker and hearer as a main factor of communication. Ends describe function of speech event for example communication in meeting and wedding ceremony. Act Sequence is describing about form of utterance, news, and message. Key related to kind of accent that use in communication such as irony or sarcasm. Instrumentalities is variation of language and property that affected to interaction. Norms is interaction rule such as way to interrupt in interaction. The last is genre related the way conveying utterance such as poetry or telling short stories.

Nowadays communication probable in many areas and topics interaction, it causes the increase of technology that supports communication so that, two participants in interaction can communicate digitally. YouTube is one of media communication which relate million people with different topic of communication, a million viewers in a day can streaming activities which involve language in communication. For example, there are addresser and addressee which discuss skincare in YouTube. Interaction on YouTube call vlogging or video blog, vlogging contain information with many topic discussions language become the main instrument for conveying information to viewers or to partner in vlogging.

The research also focusses on the context of situation, context known as factors of communication which context refers to those objects or entities which surround a focal event, in these disciplines typically a communicative event, of some kind. As a frame that surrounds the event and provides resources for its appropriate interpretation context relative concept, only definable concerning to some focal event within a frame, not independently of that frame.

The achievement of video blogging affected by language due to vlogging consists of interesting content with different topic discussions. In vlogging also consisting factor of communication as an instrument to attract viewers, this research use vlog as an object study observed by one of language function. One of vlog that uses an object study is Ryan Toys Review YouTube Channel, it contains much information which delivers by a kid name Ryan and his family this research focusing to describe the use of phatic in Ryan and his family while communication and the context of a situation that existed in that vlog.

Vlog contains the way to greet viewers such as how are you, hi guys, and how is it going which are known as factors of communication call as contact between addresser and addressee meanwhile in language function as phatic function. Vlog Ryan Toys Review YouTube Channel seems using one of function language and context utterance which differences in many episodes. In this vlog, the content that is shared provides education to children because of Ryan speech topics such as reviewing toys, games, doing challenges like Slime Challenge, playing pretend class and much more. The contents of the Vlog Ryan Toys Reviews display communication between parents and children with the topic of children utterances.

Ryan Toys Review contains contents if in television seem difficult to find, therefore Ryan Toys Review on YouTube becomes an option especially if the problem is the interpersonal communication function and the context of the speech. Ryan Toys

Reviews Episodes on YouTube channel is updated every day and all the videos can be seen again even though they came from 3 years ago.

This research is not the first several studies have indicated as previous research. The first is research from (Parasastika, 2009) entitled *“Analysis Phatic Communion Employed By The Character in Movie Juno”* the research take two question that is reason using phatic by character Juno and form of phatic in the movie. This research found four forms of phatic such as ritual word when people meet, the standard topic of conversation, supportive chat, and meaningless word. The reason for using phatic in movie entitle Juno due to the speaker want to greet one and another, also different topic in conversation are needed phatic as a factor to maintain a conversation. From the previous study above, the writer found distinction such as using object study. First previous study use Movie as an object meanwhile the writer use vlog by Ryan Toys Review as Source of data the writer also described use of phatic function and context between Ryan and his family the video blog.

The second previous study entitled *“The Perception of Westerners Toward Phatic Expressions Used By The Konjongese Society At Bulukumba Regency”* (Rahmayani , 2016) described and classified of greeting in personal greeting, situational greeting, and neutral greeting. The research also describes negative and positive perception between Westerners and Konjongese Society. The second previous also have differences with research while the object that use is difference and focus of study because the research discussing use of phatic between Ryan and his family analysis from starting, mid and closing video also analysis the context of speaking in Ryan Toys Review. This research does not analysis negative or positive between speaker and hearer in object.

The third previous study entitled *“Phatic Expression Between Indonesians And Foreigners The Casual Conversation”* written by (Sitohang, 2013) the research described expression that appears in a conversation between Indonesians and

Foreigners focus on the topic conversation that is country, business, study, family, the customer. He classifies phatic and non-phatic expression as a result of the analysis. The differences in that research occur classify non-phatic and phatic in communication while the writer described how phatic use in Ryan Toys Review YouTube Channel due to this research analysis use of phatic function and context utterance in video blogg Ryan Toys Review YouTube Channel.

## **1.2 Research Question**

This research going to analysis vlog Ryan Toys Review YouTube Channel how phatic function and context used in the vlog. The problem that will discussed in this research is how communication becomes fluently by using phatic language and context of communication in vlog Ryan Toys Review Channel depend on the streaming phenomena. Therefore, the researcher limits discussion by focusing on the research question.

1. What phatic function are there by Ryan and his partner utterance in Vlog Ryan Toys Review YouTube Channel?
2. What context of situation that used in Ryan Toys Review YouTube Channel?

## **1.3 Research Objective**

1. To understand phatic function used in Ryan Toys Review YouTube channel.
2. To explain context of situation used in Ryan Toys Review YouTube channel.

## **1.4 Research Significance**

1. Theoretical Significance

Theoretically, the research can be elaborative from theory that has been there before to provide examples and expanding understanding of the students about phatic communication with an example of a culture at that time. It may enrich the knowledge about Linguistic especially language function, phatic function and context utterance. Also, this research become helps learning the use phatic function in vlog.

## 2. Practical Significance

Practically, the research is use for increase the understanding of phatic communication from practically analyze in direct object by applying theory into an example. For sociolinguistic studies this research aims to give an example as form of small talk in daily short conversation. Readers of this research, audience of YouTube channel, or students in linguistic studies are expected to be able to understand and sensitive against speech of YouTube, not only understand the meaning of information but understand the function of information in the form of conversation.

### 1.5 Definition of Key Terms

1. Language : Language is method of human communication, either spoken or written consist of use of words in a structured and conversation way.
2. Communication : Communication is the act of conveying information by one or group to another through using sign, symbol and language rule such as verbal or non-verbal.
3. Phatic : Phatic is verbal or non-verbal communication that has a social function, such as to a start conversation, greet someone, or say goodbye.
4. Context : The relevant constraints of the communicative situation that influence language use, language variation, and discourse summary
5. Youtube : The media for communication, sharing content and deliver information

### 1.6 Organization of Writing

This research is divided into five chapters

- 1 Chapter I : is an introduction in this chapter consist of the background of the study, statement of the problem, research objective, significance of research, definition of key terms and organization of writing.
- 2 Chapter II : is theoretical framework. In this chapter consist theories that related to research. In order, theories also can be supporting to analyzing the data. In this chapter including: theory of communication, theory of function language, theory of phatic function, metalinguistic aspect of politeness, speech as social interaction, speech function, and theory of context, and theory of analysis spoken language.
- 3 Chapter III : is research methodology in this chapter the steps of research include research design, sample of data source of data, technique of collecting data, and the last is technique of analyzing data.
- 4 Chapter IV : is finding discussion, in this part presenting the process of analyzing data based on the statement of problem and the related theories.
- 5 Chapter V : is conclusion sand suggestion in this last chapter the writer going to conclude whole analyzing data in this research. Then in this chapter, the writer will complete with the suggestion for the better research.