

CHAPTER I

INTRODUCTION

This chapter deals with the discussion of background of research, statement of problems, research objectives, research significances, definition of key terms, and organization of writing.

1. Background of Research

Language is an arbitrary system of sound symbol which used by certain society for cooperate, communicate, and identify them self (Kridalaksana: 1983). According to webster dictionary, language is a systematic means of communication sign, sounds, gestures, or mark. Finochiaro states that languages is a system of arbitrary, vocal symbol which permits all people in giving culture, or other people who have learned the system of culture to communicate or to interact. The definitions of language above have one similiarity, all of those definition admitted that communication is one of language function. As a conclusion, communication is a main traditional function of language (buku sosiolinguistik). Unlike animal communication which only to sustaining their life, unproductive, and no progress, function in human language is not only to sustaining life but also to communicate human thought, intuition, idea, and emotion. Without language, human civilization will not progress, because language is essential tool to comunicate and spread idea. Reaching advance civilization and better live can not be achive in instant way, but by process of solving many problem throughout human history, from simple problems into the complex problem.

Sharing idea and thought is needed to discuss and solve the problem, discussing and sharing opinions in order to find best resolution as possible. Quick decision making is crucial to find best resolution in crisis situation especially when the nation under attack by terrorist organization. Everyone seeks answer from central government to act and behave. Language becomes media to deliver idea to public after careful logical consideration. (Asep: 2006)

Language is not only to share logical idea also emotional feeling to other. Characteristic of emotional communication language will be different than logical one, language will be feature more aesthetic than logic. Language no longer bounded by rule and become attractive, romantic, and poetic. Emotional language is a tool to express feeling to others and let other feel same feeling and sympathy especially in such tragic day like September 11th tragedy.

Both logical and emotional communication function of language are possible be used to persuade people mind into following the leader will. Decision will be agreed by people if majority of public satisfied by answer for people confusion and fear after the collapse of twin tower. Emotional thought will be accepted if it represent most of people feeling towards tragedy.

By using those communication function of language as media to share idea and feeling, George W Bush arranged persuasive speech by using effective communication to make public easy understand in order to gain supportive response that George W Bush want. Persuasive speech is an open public expression of feeling and thought in order to persuading, convincing audience to take appropriate action according speech purpose. Speech exposed to public to

respon the issue by open live speech or through electronic media like television. The speech brought by charismatic figure like president will affect public trust, because public also view who is speaking not only speech material. Public trust to certain figure affected by speaker experience, knowledge, title, and political power, this phenomenon called figure influences (P dori wuwur hendrikus,1991). Persuasive speech tries to convince and make bold decision that persuade public into believing that is best decision. The effectiveness of persuasive speech indicated by the change of general public opinion toward issue and speaker gain the positive response what speaker want. (David K berlo,1960)

September 11th 2001, The World Trade Center collapse after hit by two suicide attack airplane. American airline flight number 11 hit WTC 1, United airline flight number 175 hit WTC 2, flight number 77 hit the Pentagon, and flight 93 hit the field nearby Shanksville, Pennsylvania. This hijacking incident killed 3000 victims.

The tragedy not only remaining deep sadness to American citizen, and also leave fears and negative perspective towards muslim. After nine eleven attack in 2001, George W Bush has declare a war against terrorism and claimed that Al – Qaeda terrorist group is behind nine eleven tragedy. Through his words the invasion and perspective of war against terror starts forming.

The September 11 tragedy is an example the power of the words has wide influence among American citizen, from the words he has gain so much sympathy and support to established military campaign in Afghanistan. He answer public confusion when nobody can not answer. Survey from Gallup.com showed 70

percent of American citizen believe what CNN and war on terror campaign declared by Goerge W Bush in 2001, and survey on December 2015 showed 67 percent of American citizen still trust war on terror campaign. Bush was success to calm down citizen and motivated them to fight back againts terrorist.

After all mass media spread the war declaration news across entire US nation. Bush get lot of sympaty and support from American citizen. Just in the blink an eye, American perspective towards moslem has change dramaticaly. America became an Islamaphobia nation. Islam has related to a violence extrimist Jihadist group. Islam described as a violence intolerant religion. Only by the power of words, Bush achieve all people Sympaty and support for American invasion to Afganistan, with the mission objective to eliminate Osama bin Laden, the leader of Al-qaeda terrorist group, even all American citizen chears and say “God Bless America” seems like God with them in American invasion on Afganistan soil. The power of communication make them believe just like it is an absolute truth, even thought Some people have diferent opinion that the collapse of World Trade Center building is not main reason of America invasion in Afganistan.

Niaz Naik, an ex-International relation minister of Pakistan has already heard this American invasion to Afganistan plan since July 2001 from American political staff in a summit on Berlin sponsored by United Nation to discuss about Afganistan. In his confession on BBC London 18 September 2001. Niaz said the purpose of American attack on Afganistan is to change Taliban Regim and change that regim to be moderate. After Taliban lose it’s control againts the region, a new goverment that obey american international interest will be estabelish, it’s allow

America to build oil pipe along Kaspian coast, however, American people still support the army to fight againsts terrorism after the collapse of the twin tower, even they believe god bless them for invasion. (Pandu Setia,2007)

Based on fact above, the speech after the collapse of the twin tower is the proof, that words strong enough to persuade and change public opinion. Goerge W Bush speech is a ultimate weapon to wage a war and change human history also changing world wide perspective of terrorism, however, no matter how hard the effort to communicate, the idea and persuasive function of language can not be delivered if the words have no meaning. The meaning is needed to connect between inner aspect language and outside world or outer linguistic aspect. Meaning has biggest role to deliver idea and shape public opinion.

The wide spread influence of Goerge W Bush speech draw researcher attention to analyze Goerge W Bush's speech script meaning through meaning analysis: a semantic review. Researcher tries to answer research question: what types of meaning used by Goerge W Bush speech "Address To The Nation 9-11" on CNN, and how are meanings used by Goerge W Bush speech "Address to The Nation 9-11" on CNN. Meaning it self is an abstract concept in language which has real reference outside of language, and to analyze Goerge W Bush speech. Researcher will use referencial matching method with type of research descriptive qualitative research to describe abstract idea and it's reference.

Analyzing and classifying meaning need to understand characteristic of type of meaning by observe the relationship between meaning and it's reference also it's characteristic which learn on semantic, the sub-dicipline of linguistic.

Semantic came from term “*sema*” in nomina that means sign, in verb form *semaino* means signified, that terms use to study a language subject which use to learn about meaning (Fathimah,1993). Semantic later then aproved by linguist and become languge science which study the meaning of language as an object. Meaning is undivided part of it’s linguistic sign, because language convey it’s mean by systematic and arbitrary sign to represent concept idea. Linguistic sign consist of two components, that is signifier, the sign in the form of voice symbol, and signified or the abstract concept idea in human mind that pointed to it’s reference in extra liguistic world which sybolized by signifier. The meaning of linguistic sign can be analized by observing the relationship between the sign, and it’s concept idea reference, which agreed by language user society to understand what it’s mean. The meaning of linguistic symbol is determined by convention of language user society. We can conclude the meaning as an abstract concept of idea which is the signifier refered according to language user convention (Abdul Chaer,2009).

According to Geoffrey Leech type of meaning consist of seven types of meaning, first conceptual meaning, the meaning which refered to pure lexem meaning or dictionary meaning, second conotative meaninng, the meaning which have different reference from it’s lexical meaning refference by adding aditional value, third affective meaning, the expression of the speakers, forth reflective meaning, the meaning which have diferent feeling from it’s lexical reference if we hear it caused by it’s assosiation with outside linguistic factor. Fifth stylistic meaning, the meaning related to social condition, sixth collocative meaning, the

meaning which communicated by relation with other words, and seventh the thematic meaning, the meaning which depends on how speaker organized and emphasize sentence. However, there's lot of meaning type to be analyzed. They are 25 types of meaning according to Pateda, those are lexical meaning, gramatical meaning, referencial meaning, non-referencial meaning, denotative meaning, conotative meaning, conceptual meaning, asociative meaning, words meaning, terms meaning, idiom meaning, and proverb meaning , but researcher will limit it into seven type of meaning according to leech, because all that 25 types of meaning can be compact into 7 types of meaning according Geoffrey Leech.

Data will be taken from script of Goerge W Bush Speech Address to The Nation 9-11 on CNN after Setember 11 tragedy. The ex – president Goerge W Bush speech will be analyzed and classified into 7 types of meaning according to Goeffrey Leech, hopefully ,by cllasified “ADDRESS TO THE NATION 9-11” speech script meaning it can conclude types of meaning and the characteristic of meaning.

Researcher has taken previous study from Ali Mahmudi with the title ”ANALISIS MAKNA PADA STATUS BBM (BLACKBERRY MESSENGER) DI KALANGAN REMAJA: TINJAUAN SEMANTIK”. As his Script at *Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Surakarta*. September, 2015. His research analize and describe meaning on Black Berry messenger every type to understand meaning of Black Berry messenger status. His research result from 50 sentences in BBM status has 14 types of meanings. 49

forms of sentence have narrow meaning, 73 forms of sentence has broad meaning, 157 have cognitive (lexical) meaning, 46 forms of sentence has conotative meaning, 90 form of sentence has emotive meaning, and 3 form have referencial meaning. Despite having more than three meaning, researcher only focus on three seven types of meaning according to Leech. Researcher will adopt research method from Ali Mahmudi that is descriptive qualitative method.

Other previous become researcher reference is *ANALISIS ASPEK MAKNA TUJUAN PADA SLOGAN LALU LINTAS DI KOTA SURAKARTA : TINJAUAN SEMANTIK* by Dian Rahayu Marwati from Muhammadiyah Surakarta University This semantic meaning review found 5 aspect catagory of intention meaning they are imperatif, pedagogis, naratif, persuasive, 12 datas have imperatif meaning, 11 datas have declaratif aspect, 3 datas have pedagogis aspect, 1 data have naratif aspect, 1 data persuasive intention, also found 3 element function of language, 80% directive function, 15% expressive function, 5% fatik function. Researcher also use script “*ANALISIS MAKNA DALAM KATA MUTIARA PADA ACARA TELEVISI HITAM PUTIH DI TRANS 7*” by Novia Esti Nigsih from *Universitas Muhamadiyah*. This research to describe and explain form of words by classifying the meaning.

Based on this problem reasearcher will conduct research with the title meaning analysis on Goerge W Bush Speech “Address to The Nation 911” Script After September 11 2001 Incident.

2. Limitation of Problems

The researcher will limit this research only analyzing seven types of meaning according to Geoffrey Leech, and deconstruction meaning relationship according to Ullman.

3. Formulation of Problems

Based on the formulation above, it can be broken down to the research questions below:

1. What are the types of meaning according Geoffrey Leech used by Goerge W Bush in speech “Address to The Nation 911” on CNN after September 11 tragedy?
2. How are the words in Goerge W Bush speech “Address to The Nation 911” in CNN after september 11 tragedy according Geoffrey Leech?

4. Research Objectives

Based on the research questions above, the purpose of the study is:

1. Analyzing the types of meaning according Geoffrey Leech used by Goerge W Bush Speech “Address to The Nation 911” on CNN after September 11 tragedy.
2. Analyzing the words in Goerge W Bush Speech “Address to The Nation 911” on CNN after September 11 tragedy according Geoffrey Leech.

5. Research Significance

The results of this study expected to give advantages :

Theoretically, giving an understanding about semantic meaning annalysis and giving reference to help their further research. Giving explanation and analysis of seven types of meaning according to Geoffrey Leech.

Practically, giving explanation and to giving knowledge about semantic review meaning analysis, by understanding the meaning, perhaps reader will be more aware and wise to response international security issue, this reasearch will improve researcher ability in making an analysis and making better scientific work that will be benefit to people in later.This research can be reference for same research in the future.

6. Definition Key of Terms

1. Word:

A single distinct meaningfull element of speech or writing, used with other or sometime alone to form a sentence and typically shown with a space on either side when written or printed.

2. Meaning:

Meaning is the relation of what it's refered and it's reference. The references of the meaning are the ideas inside of human thought.

3. Analysis:

Detailed examination of the element or structure of something,typically as a basis for disscussion or interpretation.

4. Speech :

The expression of or the ability to express thoughts and feeling by articulate sounds.

5. Script :

The written text of speech or expression.

7. Organization of Writing

Chapter I

This chapter discusses about background of research, limitation of problem, formulation of problem, reseach objctive, research signifiante, definition of key terms, and organization of writing.

Chapter II

This chapter discusses about Theoretical Foundation, it discusses about concept of meaning, semantic feature, Odgen and Richard semantic triangle, and Ullma theory, type of meaning according Geofrey Leech, consist of conceptual meaning, conotative meaning, social meaning, afective meaning, reflective meaning, associative meaning, collocative meaning, and thematic meaning.

Chapter III

This chapter discusses research methodology. This chapter includes research design, data of research, source of data, techniques of collecting data, tecniques of analyzing data, and organization of writing.

Chapter IV

This chapter discusses the result of the research from what the writer has analyzed in chapter four, the meaning of language will be detailed and classified.

Chapter V

This chapter provide the conclusion and sugestion of research from all analysis process have been performed and sugestion