CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Meaning is the heart of language, likewise meaning is the purpose of language, language without meaning would be like having a lung without air (Riemer, 2012). In other words, meaning also the center of experience using language, without knowing the meaning, it is difficult to identify the separate words that make it up (Riemer, 2012). When people speak or write, they produce text and text is what involves listeners and readers. Riemer (2012) also explained that the term 'text' refers to each language example as a language that functions in context.

According to Halliday (1984) in Nordquist (2019) meaning is one of the three strata that makes up the linguistic system in Systemic Functional Linguistic (SFL) besides sound, and word. In accordance, SFL treats grammar as a resource for meaning-making and emphasizes the relevance of form and meaning. SFL as a language approach to analyze how the language is used in various contexts in social interactions both in the form of speech and text (Halliday, 2014). In this explanation, SFL emphizes the use of language involved with human social activity.

Halliday (2014:30) stated that there are three clauses of Systemic Functional Linguistic, the first is Clause as Message or Textual Meaning. Textual meaning is related to organizing texts where experience and logical bound together become coherent, this function as a tool to conveying message (Halliday, 2014). The

second clause is clause as exchange or interpersonal meaning. Interpersonal meaning related to the interaction between the speaker or writer and listener or reader (Halliday, 2014). This function is to allow role exchanges in rhetorical interactions such as statements, questions, offers, and orders. In other words, the interpersonal function play the role of setting up and maintaining social relations, and indicate the role of the participants in the communication. The third clause called clause as representation or ideational meaning. Halliday (2014) stated, that ideational meaning is a language acts as a conveyer of ideas. Thus, this metafunction allows humans to build mental images of reality, to understand their experience of what is happening around them and in them.

Based on explanation above, the writer choose to analyze Jack Ma's speech in terms of its interpersonal meaning by looking on the mood and modality of the clauses. There are some reasons why the writer choose Jack Ma as an object of analysis. The first reason is dealing with the figure of Jack Ma itself. Jack ma has been considered as an international motivator after successfully establishing and becoming CEO of Alibaba group, the largest E-commerce company in China. Secondly, his speech really got people's attention. Amir Gal-Or, chairman of the Israeli-Chinese investment firm Infinity Group said "Jack Ma really inspired us with his outstanding speech and his personal encouragement of our activity". Thirdly, it deals with the goal of the the study, the writer want to describe what mood and modality used by Jack Ma and to find out the goal of Jack Ma as the speaker conveying his speech.

The writer applied theory by Halliday (2014) to analyze the mood and modality that produce by speaker and deliver to listeners. The writer focuses on

interpersonal only because in this research, the writer wants to describe what language choices that Jack Ma used when he gives the advices in his speech in order to convey his goal as an influential person. The writer doesn't analyze from the ideational and the textual, the reason why because the ideational seeing language for interpret human experience that is make sense of reality, and for textual is seeing language as a text that is clause as a message (Halliday, 2014). In addition, the writer limit the discussion into interpersonal only, the writer want to focus on mood and modality in the interpersonal relationship that can be seen through the interpersonal meaning used by Jack Ma in the speech. In addition, the topic are about interpersonal meaning in the speech, what language choices are used to express the purpose of the speech, and how important interpersonal meaning is in the language used.

Based on the explanation above, this study will analyze interpersonal meaning in Jack Ma's speech entitled *Innovation is as Natural as Water*. The reason why the writer choose this speech, because this speech was chosen when Jack Ma visited Israel, he got two things, namely innovation and the courage to change. Thus, he used this theme in his speech. The speech was held at The Peres Center for Peace and Innovation in Tel Aviv 2018. The writer uses interpersonal meaning analysis as the topic of discussion and analyze based on mood system, and modality. Hence, to describe the purpose of this research the writer choose the theory of Halliday (2014).

1.2 Problem of the Study

Based on the background of the study above, the writer formulate the research question as follow:

1. What are interpersonal meanings used in Jack Ma's speech ?

1.3 Objective of the Study

This research aims to describe the interpersonal meanings used in Jack Ma's speech.

1.4 Uses of the Study

1.4.1. Theoritical Use

Theoritically, the writer hopes this research is able to give contributions and additional knowledge in understanding the meaning behind a spoken text such as speech, especially about interpersonal meaning by Halliday theory.

1.4.2. Practical Use

Practically, this research is able to give the readers new knowledge in revealing meaning behind a spoken text and can be a reference for conducting research in the field of interpersonal meaning.

1.5 Scope of the Study

The scope of this study is to focus in the speech of Jack Ma entitled *Innovation is as Natural as Water*. The writer uses the theory of Halliday Systemic Functional Linguistic (2014). The reason why the writer choose SFL because speech is included in SFL which consist of interaction in social contexts (Eggins, 1994:2). The writer focus on clause as exchange as the tool to analyze the goal and purpose in the speech of Jack Ma, how Jack Ma can be accepted and affects many people.