

SPEECH FUNCTION ANALYSIS USED IN THE UNITED NATIONS SPEECH VIDEO ABOUT YOUTH AND SELF-ACCEPTANCE DELIVERED BY KIM NAMJOON OF BTS

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Abstract. The paper aimed at analyzing speech function analysis used in the United Nations speech video about youth and self-acceptance delivered by Kim Namjoon of BTS. Four basic speech functions developed by Halliday (1994) was adopted to analyze the data. The paper employed descriptive qualitative research design where the data were taken from official YouTube channel of UNICEF in the form of video and were well transcribed. The data were collected using primary and secondary data. The primary data were found in official YouTube channel of UNICEF, meanwhile, the secondary data were from other references like e-book, article, and journal related to the topic. The data were analyzed by watching the speech, reading the transcript, identifying and classifying the speech function, then interpreting the data analyze in detail. The first findings revealed that statement was the dominant type of speech function with the total number of 47 utterances. The second result showed that the reasons in realization of speech function were to describe about himself with statement which caused the audience related to what he was talking about; to give positive messages with command to encourage people around the world to speak up no matter who they are; to offer everyone to find their voices so that people around the world can listen to their stories; to request some great questions to the audience. This paper can be an alternative teaching especially speech function, so the students can get better understanding how speech function are realized especially speech delivered by K-pop superstar as youth representative.

Keywords : *Kim Namjoon, Speech Function, United Nations*

Abstrak. Penelitian ini bertujuan untuk menganalisis speech function yang digunakan dalam video pidato Perserikatan Bangsa-Bangsa tentang remaja dan penerimaan diri yang disampaikan oleh Kim Namjoon dari BTS. Empat speech function dasar yang dikembangkan oleh Halliday (1994) diadopsi untuk menganalisis data. Penelitian ini menggunakan desain penelitian deskriptif kualitatif dimana data diambil dari channel YouTube resmi UNICEF dalam bentuk video dan ditranskripsikan dengan baik. Pengumpulan data dilakukan dengan menggunakan data primer dan sekunder. Data primer diperoleh dari kanal YouTube resmi UNICEF, sedangkan data sekunder diperoleh dari referensi lain seperti e-book, artikel, dan jurnal yang berkaitan dengan topik tersebut. Analisis data dilakukan dengan menonton tuturan, membaca transkrip, mengidentifikasi dan mengklasifikasikan fungsi tuturan, kemudian interpretasi dari data tersebut dianalisis secara detail. Temuan pertama menunjukkan bahwa fungsi tuturan merupakan jenis fungsi tuturan yang dominan dengan jumlah total 47 tuturan. Hasil kedua menunjukkan bahwa alasan direalisasinya fungsi tuturan adalah untuk mendeskripsikan dirinya dengan pernyataan yang menyebabkan audiens terhubung dengan apa yang ia bicarakan; untuk memberikan pesan positif dengan maksud untuk mendorong orang di seluruh dunia agar berani berbicara siapa pun mereka; menawarkan kepada setiap orang agar dapat menemukan suara mereka sehingga

orang-orang di seluruh dunia dapat mendengarkan cerita mereka; menanyakan beberapa pertanyaan bagus kepada penonton. Penelitian ini dapat menjadi salah satu alternatif pengajaran khususnya fungsi tuturan, sehingga siswa dapat lebih memahami bagaimana fungsi tuturan diwujudkan khususnya tuturan yang dibawakan oleh superstar K-pop sebagai perwakilan pemuda.

Kata Kunci: Kim Namjoon, Speech Function, United Nations

RESEARCH BACKGROUND

As a social human being, people use language in their daily life to show their feeling in communication. Language is the one of most important thing that it used by people to interact among people or to communicate each other to express their feelings, emotions, thoughts, also to share ideas, information, news, etc. There are two forms of languages; they are spoken and written language. Speech is an expression of thought in spoken and written language. In a speech, the speaker sets the topic on his/her mind then produce the speech from the utterances. Speech can help people to do lots of good activities in asking and giving information, experience, and knowledge in social life. Halliday (1994:69) stated that when exchanging and expressing the ideas, human being perform two roles namely giving and demanding, for the commodity such as information and goods or services. In systemic functional linguistic (SFL), it is called speech function. Speech function is a way of someone delivers the ideas in communication to make the listeners understand the ideas well. Speech function itself divided into four kinds: statement, question, command, and offer.

Related to the object of speech function analysis, a public speech delivered by Kim Namjoon was the focus of this research. Kim Namjoon better known as RM is the leader of the group BTS, the world's biggest boy band which was created by BigHit Entertainment. BTS stands for "Beyond The Scene" known as a group with seven members who write socially inspired songs and speak their feelings, hope, and dream on behalf of their generation using music. A lot of their work is inspired by art and literature. BTS is known for their socially conscious lyrics. They tackle topics such as mental health, self-acceptance, female empowerment, child abuse, cyber bullying, and self-love. They have always talked about the importance of lyrics and understanding the meaning behind it. BTS has earned a reputation for standing up against injustice and speaking for today's youth. They launched anti-violence campaign with UNICEF on November 1st 2017.

On September 24, 2018 in New York, South Korean boy band BTS made history became the first ever K-pop group joined United Nations event "Youth 2030" which was held to launch the "Generation Unlimited" program at the U.N. headquarters in New York City. The "Generation Unlimited" program's objective is to provide the future generation to encourage success, stability and growth in their lives like providing good quality education, training, or employment opportunities. BTS partnered with UNICEF to create and promote an international campaign with hashtag #ENDVIOLENCE that purposed on againsts violence towards children and teenagers from around the world with the hope of making the world a better place through music. Many people over the world participated the campaign especially BTS fans called ARMY which stands for Adorable Representative MC for Youth, because of their contributions for spreading the message, "Love Myself", as of June 30, 2019, the campaign's global accumulated funds total stands at 2.4 billion korean won which is more than \$2 million US dollars. BTS' label named Big Hit Entertainment also reported on their twitter account that hashtag #BTSLoveMySelf which used to promote "Love Myself" campaign has been used for around 6.7 million times. Moreover, they pledge 500 million korean won and donated 3% of the income from the sales of physical albums of the love yourself series along with six other fundraising initiatives including the love myself merchandise where a 100% of it's proceeds were pledged to the cause.

Kim Namjoon, better known as RM the leader of the group BTS was given the honor to delivered a moving speech about the importance of self-love and empowering young generation to "Speak Yourself" in front of the audience at the United Nations General

Assembly. He also talked about his childhood and the hardships he faced as a member of BTS. Kim Namjoon's speech which was uploaded on twitter account of UNICEF went viral over his impactful speech as the hashtag #BTSxUnitedNations trended no.1 worldwide on Twitter with retweets reaching up 148.000 and over a quarter million likes in several hours. BTS continue to use their platform to speak up and bring awareness. Because of their positive influences, many people have been inspired and are working on self love. Their fans, the ARMY, work on many projects and charities around the world in order to help spread the message.

According to the background explained above, the researcher wanted to know more about speech function which is used by Kim Namjoon in the United Nations's speech. Furthermore, the researcher wanted to identify the dominant type of speech function in Kim Namjoon's speech. Hopefully, after the analysis is done, it will be given the positive impact of *Universitas PGRI Semarang*, it will be more helpful for students learn about speech function used in speech video.

REVIEW OF RELATED LITERATURE

1. Speech Function Analysis

Ye (2006:36) stated that speech function is an action or performance done by language users such as asking, commanding and answering in order to fulfill the intention of the speakers and listeners. Speech functions are used as the medium exchanging experiences in order to fulfill their needs.

Halliday (1994:68-69) divided the four basic speech functions: offer, question, statement and command. The four basic speech functions are related to both the exchanged process. The most fundamental purposes in any exchange are, of course, giving (and taking) or demanding (and being given) a commodity of some kind. In such cases, the speaker's purpose is carried out only, primarily, through language: the speaker makes a statement to give information, or asks question to demand it; and the exchange is successful if the listener received (understands) the information that the speaker gave or provided the information demanded (answer the question).

1.1. The Four Basic Speech Functions

The four basic speech functions can be shown as in the following:

1. Statement

Grolier (1992:44) stated that statement is a way of giving information by stating or the act of stating in speech and writing. Statement can be positive and negative.

Example: "My brother left for Sumba to serve in the army"

2. Question

Grolier (1990:197) stated that question is an interrogative question which is used to seek confirmation or to ask something or an inquiry that invites or calls for reply. Question is a way of demanding information in the form of interrogative statement that may be either information question or yes/no question and which inquire reply from listener. Example: "What is your favorite colour?"

3. Offer

Grolier (1992:268) stated that offer as an expression of willingness to give or do something, or to put forward for acceptance, rejection. Offer also can be definitude as a way of giving good and service to someone.

Example: “Would you like to take that book?”

“Can I help you?”

4. Statement

Grolier (1992:127) stated that command is a way to receive information, good or service by gorging the listener to give them. Command also is a way of demanding good and service in form of imperative statement whether in the form of positive or negative command.

Example: “Please don’t smoke here!”

2. Mood

Mood is an aspect of interpersonal meaning of the clause as exchange in English. Mood can be defined as the grammatical expression of the speaker’s intended attitude what she/he is saying. The mood system concerns on two elements, subject (S) and finite (F). Subject is something (person or thing) which argued about. The finite refers to first functional element of the verbal group. Finite is a part of verbal group which express tense, modality and polarity. It has the function of locating and exchange with reference to the speaker as subject and making a preposition something that can be argued through primary tense, modality and polarity (Saragih 2010:22). The mood system of English grammar express declarative, interrogative, and imperative. The exchange of information typically occurs through the grammatically system of an indicate mood type. Within this system, a statement is usually realized by an interrogative which may be of a polar (yes/no) type or content (wh) type. The exchange of goods and services typically occurs through the grammatical system of an imperative mood type. Within this system, an offer is usually realized by positive imperative type but it could also be realized by some other mood type.

2.1. Realization Speech Functions in Mood

The mood in English was realized by the elements of subject and finite. In this case, all the speech function should be coded by three moods namely declarative, interrogative, and imperative. The way speakers and listeners used the language to express the interpersonal meanings in verbal exchanges are indicated by mood types. It implies that mood in conversational exchanges reflects the existence of the interpersonal meaning that emerged by speakers when they are communicating with others. Saragih (2013) stated that the unmarked realization of speech function also termed congruent or common realization or coding while the incongruent or uncommon realization of speech function is termed methaphorical coding or realization.

3. Systemic Functional Linguistics (SFL)

According to Eggins (1994:2) systemic functional linguistics is an aproach to language which is centered on how people use language with each other in accomplishing everyday social life. In this approach there are four main theoretical claims about language: that language used is functional; that it’s function is to make meaning; that these meanings are influenced by

social and cultural context in which they are exchanged; and that the process of using language is semiotic process, a process of making meanings by choosing. These four points can be summarized by describing the systemic functional linguistics is interested in the authentic speech and writing of people interacting in naturally occurring social context.

4. Interpersonal Meaning

Interpersonal meanings which enacting personal and social relationship between writers and readers or between speakers and listeners. This function can be found in clauses as an exchange. Interpersonal meaning will be analyzed in this study in terms of speech function analysis that found in the United Nations speech video delivered by RM of BTS. Gerot and Wignell (1994:13) said interpersonal meanings which express a speaker's attitude and judgments. Interpersonal meaning is a function of language to build and maintain social relationship. Bloor and Bloor (2004:11) said the interpersonal meaning is when a language is used to enable us to participate in communicative acts with other people, to take roles and to express and to understand feelings, attitude, and judgments.

RESEARCH METHOD

This study used the qualitative approaches since the data used are utterances spoken by the speaker. Miles and Huberman (1984:15) stated that qualitative data are attractive. They are a source of well grounded, rich description, and explanation of process occurring in local context. The data will be analyzed and interpreted in descriptive explanation. Iskandar (2013) quoted Miller and Brewer (2003) said that content analysis is describing process and text analysis in result of qualitative judgments to words used. Singh (2006) as quoted in Iskandar (2013) said that content analysis is related to systemic analysis to a record or document as data source in form of published text. Singh strengthens the use of content analysis because of the data in a systemic way and objective. Krippendorff (2004) defined content analysis as a research technique for making replicable and valid inferences from data to their context. The result of this study is valid if the similar studies use the same design even though in different place, time, and research journal articles.

In qualitative research, the role of the research is the researchers themselves. Researcher was found the speech video from official YouTube channel of UNICEF. Object of this study is the transcript of the speech video by Kim Namjoon at the United Nations on September 25, 2018 in New York, United States. The writer downloaded his video from Youtube on Wednesday, December 11, 2019. The data instrument of this study were taken from official YouTube channel of UNICEF in the form of video and were transcribed to get the written data. According to Creswell (2009:175), qualitative researchers collect the data themselves through examining documents, observing behavior, or interviewing participants. there are some steps that will be used in analyzing the data as follows: 1. The researcher watched the UN speech video by Kim Namjoon, the researcher watched several time to get the speech function in that video; 2. The researcher was reading the transcript of UN speech video by Kim Namjoon; 3. The researcher analyzed speech function found in the UN speech video by Kim Namjoon with the theory; 4. The researcher classified the speech function was found in the video; 5. The researcher concluded the data analyze in detail to answer the study problem.

RESULT AND DISCUSSION

1. The Dominant Type of Speech Function in the UN Speech Video Delivered by Kim Namjoon

In this research, the data were taken in BTS speech at the United Nations video by UNICEF, the duration of video was about 6:30 minutes collected from the official UNICEF YouTube channel. All the data of the research finding were analyze by using speech function analysis. Based on the analysis that was conducted by researcher in knowing the types of speech functions appearing in the utterances of *UN speech video delivered by Kim Namjoon*, the findings were presented as the following:

Table 1 Types of Speech Function

No.	Types of Speech Function	Frequencies
1.	Statement	47
2.	Question	3
3.	Command	5
4.	Offer	4
	Σ Total	59

The table above is the frequencies of the types of speech functions. The table shows the types of speech functions that appeared in the utterances of UN speech video by Kim Namjoon such as statement, question, offer, and command. From the table above, there are 47 statements found from the total utterances. Then, there are 4 offers found from the total utterances. Furthermore, there are 5 commands found from the total utterances. The last, there are only 3 questions found from the total utterances. In conclusion, from the table above, it is shown the dominant type of speech functions used in the UN speech video delivered by Kim Namjoon is statement with 47 utterances.

2. The Realization of Speech Function in the UN Speech Video Delivered by Kim Namjoon

The types of speech functions that realized in the UN speech delivered by Kim Namjoon can be shown as in the following:

1. Statement

The way Kim Namjoon began the first section of his speech is one with a lot of background and meaning to it. He began by discussing himself, by drawing the audience in with the statement which caused the audience related to what he's talked about. He depreciated himself, forgot the "idol" and "celebrity" title to call himself "an ordinary 24-year-old guy" as a way for his audience to relate more to his speech. "I spent a very happy childhood there, and I was just an ordinary boy. I used to look up at the night sky and wonder, and I used to dream the dreams of a boy. I used to imagine

that I was superhero who could save the world," he further remarks.

But then Namjoon said "my heart stopped when I was maybe nine or ten." his tone started to sound painful as he explained how he lost what he dreamt and how he had to change himself because he feared of what people think of him. This may bring back mixed feelings in the audience, especially if the memory was vivid.

Kim Namjoon next said that music was his one sanctuary to enforced him to wake up. He admitted that it took a while, but it eventually compelled him to listen to himself. Namjoon then spoke briefly about their debut time and the obstacles they faced as the members of BTS. "even after making the decision to join BTS, there were a lot of hurdles. Some people might not believe it, but most people thought we were hopeless. And sometimes, I just wanted to quit." he said. The fact that they were mocked, harassed, and ridiculed by the Korean music industry and other artists just because of they came from a small company. But they kept moving forward and achieved things which any artist would fantaze about. He further describes everything that BTS stands for. With his speech, he proved the point that the goal for the seven of them was to spread the message for fans to not just love yourself, but eventually speak yourself. "We started to hear remarkable stories from our fans all over the world. How our message helped them overcome their hardships in life and start loving themselves. Those stories constantly remind us of our responsibility". Namjoon kept reassuring everyone, especially the youth to speak up for themselves. He said that he had heard stories from their fans around the world.

2. Command

However, the most heart-touching part of his speech happened when Namjoon gave his messages to the world. His goals for the "Love Yourself" album and UNICEF campaign was to spread the message for everyone to love themselves. As Namjoon said, "So, let's take all one more step, so now I urge you to speak yourself." he encouraged everyone around the world to speak up no matter who they are. BTS believed in human equality and for them all youth is equal to them irrespective of who they are, their gender or their skin color. "No matter who you are, where you're from, your skin colour, your gender identity, just speak yourself."

3. Offer

Kim Namjoon wished to hear the voice of every young person around the world. The fact that BTS wanted to listen to the stories and convictions of every youth out there is a beautiful gesture. "Tell me your story. I want to hear your voice and I want to hear your conviction." he reinvigorated everyone to find their voices and speak up so that they and the world can listen to their stories.

4. Question

Kim Namjoon then requested some questions such as, "What is your name?" and "What excites you and makes your heart beat?". These are two great questions being asked. He wanted everyone to see their true identities and wanted them to listen to their hearts. He wanted them to recognize their passions and dreams which make them feel alive.

CONCLUSION

Based on the findings and discussion elaborated in the previous chapter, the conclusions are drawn as follows:

1. There were four types of speech function namely; statement, offer, command, and question. Based on the data found that the most dominant types of speech functions used in the UN speech video delivered by Kim Namjoon is statement with the total number 47 utterances.
2. The realization of speech function in the UN speech video delivered by Kim Namjoon were classified into four basic speech function. The first types of speech functions is statement. The speaker began his speech by discussing himself, by drawing the audience in with the statement which caused the audience related to what he's talked about. The second types of speech functions is command. The speaker gave his positive messages by encouraged people around the world to speak up no matter who they are. The third types of speech functions is offer. The speaker offered everyone to find their voices and speak up so that they and the world can listen to their stories. The last types of speech function is question. The speaker requested some great questions to the audience.

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