

## An analysis of Speech Function Used by SEA Today News' Speakers to Present Indonesian Perspective to the World

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### ABSTRACT

People use language to communicate. While communicating, people have their own ways to deliver their ideas. The language they used is constructed differently based on their own purposes. This research was conducted to study this phenomenon. It aimed at analyzing the speech function used by Southeast Asia (SEA) Today News' speakers to present the Indonesian perspective to the world. The data were collected from SEA Today News YouTube videos and were analyzed using a qualitative method. The analysis was formulated systematically to answer these two research questions: 1) What speech function categories are found in the Sea Today News video? and 2) What are the purposes of using those speech functions found? The results show that the four speakers in the SEA Today News video used all the speech functions related to their purposes. The most used speech function is 'statement' which revealed that the main purpose of the speakers in the SEA Today News video was to 'share information about the topic they discussed, Batik. Furthermore, it was also found that the four speakers in the SEA Today News video respond to each other's utterances positively with no misunderstanding at all. It indicates the good communication that happens between the speakers.

**Keywords:** Speech Function, Communication, News, Sea Today News

### ABSTRAK

Masyarakat menggunakan bahasa untuk berkomunikasi. Ketika berkomunikasi, mereka punya cara tersendiri dalam menyampaikan gagasan-gagasan mereka. Bahasa yang mereka gunakan disampaikan dengan cara yang berbeda-beda terkait dengan tujuan mereka. Penelitian ini ditujukan untuk mempelajari fenomena tersebut. Penelitian ini ditujukan untuk menganalisis tindak tutur yang digunakan oleh para pembicara SEA Today News' saat mempresentasikan perspektif tentang Indonesia ke lingkup internasional. Data-data dalam penelitian ini dikumpulkan dari saluran YouTube SEA Today News dan dianalisis dengan metode kualitatif. Analisis diformulasikan secara sistematis untuk menjawab dua rumusan masalah dalam penelitian ini: 1) tindak tutur apa saja yang digunakan dalam video Sea Today News? Dan 2) Apa tujuan dari penggunaan speech function yang ditemukan? Hasil dari penelitian ini menunjukkan bahwa keempat pembicara dalam video SEA Today News menggunakan semua speech function dengan tujuan tertentu. speech function yang paling sering digunakan adalah 'statement' yang menunjukkan bahwa tujuan utama dari para pembicara di video SEA Today News adalah untuk membagikan informasi tentang topik yang mereka diskusikan, Batik. Selain itu, keempat pembicara di video SEA Today News juga ditemukan menanggapi percakapan satu sama lain dengan baik tanpa kesalahpahaman. Hal ini menunjukkan telah terjadinya komunikasi yang baik antara para pembicara.

**Kata Kunci:** Tindak Tutur, Komunikasi, Berita, Sea Today News

## INTRODUCTION

As an international language, English plays important role in international communication. It is used for many concerns all over the world, including international trade, diplomacy, mass entertainment, international telecommunications, and scientific publications (Rao, 2019). It helps people to share and get information widely on international scopes. However, the process of sharing and getting information in an international context cannot be done perfunctorily. It should be filtered carefully based on the significance of the information distributed (Derecho & Lim, 2018). The language should be constructed carefully to avoid misperception and loss in translation. Therefore, people should be aware of the speech function that they use. The speech function guides people, both speakers, and listeners, to be able to capture the message of the language in their conversation (Batubara, 2020).

In conversation, words given represent human minds related to their ideas, norms, and bonds to society (Wohltjen & Wheatley, 2021). Good conversation comes from communication which is built by constructing a balance of simplicity, detail, topic changing, questions, and answers (See, Roller, Kiela, & Weston, 2019). The implementation should follow the conditions of the people who are involved in that communication process itself (Musaev, 2020). The ability to build good communication help people to engage with others easily. It creates a positive atmosphere for both speakers and addressees (Stojanovic, Panic, & Stojanovic).

In the wide scope of society, communication is used to share news with many people. News communicates answers to people's confusion by constructing particular framing strategies (Boberg, Quandt, Schatto-Eckrodt, & Frislich, 2020). People are free to choose the news they want to consume and news media are free to share the news they want to publish (Agustina, Dewi, Soemantri, Qureshi & Moenanto, 2020). In its general practice, news media has its own communication style to share the news (Welbers & Opgenhaffen, 2018). Interestingly, choosing the right communication style to share the news is very important for their lifespan. It is because the communication style that news media bring to society will affect people's trust (Gretry, Horvarth, Belei, & Riel, 2017). Therefore, it is important for news media to understand how to construct their language carefully to power up their communication style and society's trust.

The understanding of people's language construction is evaluated by the speech function (Haura, 2017). The conversation can run smoothly when an utterance is constructed clearly with the speech function. According to Halliday (2014), there are four types of speech functions namely 'statement', 'question', 'offer', and 'command'. These functions are a whole package that covers people's turn in a conversation. They explain how people get offers, do commands, propose statements, and answer questions in a conversation. They sign the commodity exchange of speech that happens in any interaction in life to signify the social relationship (Wilany, Megah, & Iriyana, 2018).

The importance of speech function in communication leads many researchers to contribute to research in this field. In a commercial context, Dara & Wandini (2020) analyzed the speech function found in the Instagram caption of an Indonesian beauty influencer named Hanum Mega. This research found that Hanum Mega mostly used 'statements' to attract her followers by promoting the product she offered. She rarely used commands or offers for her caption. In daily conversation, Fathonah & Mulatsih (2018) examined the speech functions used by speakers in Allison L. Randall's short story "*End of the Line*" (in Table 1). The result of this research shows that Liza, the main character, is the speaker who uses the speech functions 'command' and 'question' the most. The researchers explained that this result is caused by Liza's character who is talkative and curious. It is also related to the storyline in which Liza is a captive of the bank robber that demands a release. In mass media, Fitriyani,

Setia & Lubis (2019) explored the speech function found in fake news updated by @maklambeturah on Twitter. This research revealed that 'statement' is the most speech function found in tweets. The purpose of using this speech function was to persuade readers to believe in the issues @maklambeturah shared. In an educational context, Rahman, Husein & Meisuri (2017) investigated the speech function that teachers and students used to interact in the classroom. This research found that 'statement' is the most frequent speech function used in the classroom. The speech function 'questions', 'command', 'offer', and 'minor', are also found in student-teacher interaction even though not as much as 'statement'.

In this research, the researchers are also interested to explore the topic of speech function to get more understanding of how people construct their language differently related to their purposes. The researchers chose the data from Sea Today News YouTube channel because this channel claims that its videos are focusing on presenting the Indonesian perspective to the world. The researchers want to see the use of speech function when the purpose is for international communication since the previous research mostly explored the communication that addressed one region. Furthermore, the speakers in SEA Today News are Indonesian. It means English that they use to present the news in that YouTube channel is their foreign language. Therefore, the researchers were interested to analyze the use of speech function from the video entitled "Indonesian Batik Innovation" published by Sea Today News YouTube Channel. This research would reveal how the speakers in this video construct their language to present the perception of Indonesian cultural heritage, in this video batik, to the world.

Table 1. Speech Function Initiation and Responses

		Initiation	Response	
			Expected	Discretionary
Give	Goods-&-services	<b>Offer</b> Shall I give you this teapot?	Acceptance Yes, please do!	Rejection No, thanks.
Demand		<b>Command</b> Give me that teapot!	Undertaking Here you are.	Refusal I won't.
Give	Information	<b>Statement</b> He's giving her the teapot.	Acknowledgment Is he?	Contradiction No, he isn't.
Demand		<b>Question</b> What is he giving to her?	Answer A teapot.	Disclaimer I don't know.

Halliday (2014:137)

## METHODOLOGY

The researchers conducted this research to analyze the speech function and its purposes used by the speakers in Sea Today News YouTube Channel. Qualitative research is applied in this research to analyze the data. According to Alase (2017), qualitative research is used by researchers to investigate and interpret the phenomenon they studied. In this research, the researchers used qualitative research to investigate and interpret the phenomenon of how the speakers in Sea Today News' YouTube channel constructed their language using the speech function based on their purposes to present the Indonesian perspective of the topic raised to the world.

The data in this research was analyzed using qualitative content analysis. Qualitative content analysis is an analytical method used to interpret the contents from qualitative data in systematic and content-dependent ways (Marrying & Schrier, as cited in Selvi, 2019). The researcher used this method to interpret the data from the SEA Today News video to give a clear organized explanation of the phenomenon discussed. It revealed the implementation of speech function along with its purposes by Sea Today News' speakers while presenting the news.

The researchers chose a video entitled "Indonesian Batik Innovation" as the data source for this research. The video was published on YouTube by an English news channel that contains information about Indonesia named Sea Today News. There are four speakers analyzed in this video namely Key (1<sup>st</sup> host), Shafira (2<sup>nd</sup> host), Mbak Septi (Canting Batik Hijau delegation), and Mas Lukman (Batik Fractal delegation). The researchers collected the data by watching the video many times and noting the utterances conveyed by the four speakers. The researchers used an observation table to note and categorize the utterances found. The categorization consisted of the four speech function types along with the two kinds of responses for each speech function. The categorized data then were analyzed and presented as a description to be the results that answer the research questions in this research.

## FINDING AND DISCUSSION

### Finding

#### *The Analysis of the Amount of Speech Function Categories Used by the Speakers of SEA Today News YouTube Channel*

From the data gathered, the researchers found that all kind of speech function is used by the speakers in Sea Today News while presenting the topic discussed, Batik innovation. The speech function 'statement' is the one that dominates the conversation. In the whole video, there are 79 utterances delivered in form of statements. Then, the speech function 'question' was found in 18 utterances, followed by 'command' with 7 utterances and 'offer' with 5 utterances. These results show that the speakers in SEA Today News video constructed their language in such a way to focus on giving viewers 'information' about the Batik innovation. Therefore, they delivered 'statement' at the most. The other speech function 'question', 'command', and 'offer' are observed as the proponent to make the conversation run well.

Furthermore, the results also show how the four speakers in the video respond to each other's utterances. From the data, it was found that during the conversation, the speakers always support each other utterances. They give positive responses to each other, whether in form of acknowledgment, answer, undertaking, or acceptance. It proved that people in SEA Today News video are on one shoe. They share the same idea about things that they discussed with their YouTube viewers. Thus, they can build good communication without any misunderstanding with each other.

Table 2. SEA Today News Speech Function Initiation and Responses

Speech Function Initiation	Responses	
	Positive Response	Negative Response
Statement 79	Acknowledgment 16	Contradiction -
Questions 18	Answer 11	Disclaimer -
Commands 7	Undertaking 3	Refusal -
Offers 5	Acceptance 3	Rejection -

### *The Analysis of the Purposes of the Way SEA Today News' Speakers Construct Their Utterances in a Particular Speech Function*

#### **Statement**

'Statement' is the most found speech function in the SEA Today News video entitled "Indonesian Batik Innovation". It signs that the main purpose of this video is to share information about the innovation of the Indonesian Batik. Thus, the speakers construct their speech in form of statements at the most to express their opinion and information about the topic discussed.

Excerpt 1:

- Mbak Septi* : *On this special day of batik, uh, I think to make some giveaway also a give, uh, a good idea also to celebrate Batik Day. (Statement)*
- Key* : *Yeah! Because it is needed. Especially now, during the pandemic. We, you know? People are so unfocused right now, the pandemic. We have to remember that our cultural heritage needs to be preserved all the time as Shafira said. Right? (Acknowledgement)*

In this conversation, Mbak Septi roles as the speaker, and Key roles as the addressee. Mbak Septi uses the speech function 'statement' to give information about the thing that they can do as Batik entrepreneurs to celebrate Batik Day during the pandemic era. Then, Key responds positively by acknowledging Mbak Septi's Idea. It strengthens the information Mbak Septi gave. Then, in the case of Key responding by delivering more statements, it can be assumed that Key also tries to provide information addition related to Mbak Septi's idea. It can help their YouTube viewers to gain more information about the topic discussed.

#### **Questions**

The second frequently found speech function in SEA Today News video is 'question'. The researchers found that the speakers in the video uttered questions to guide the turn-taking and topic exchange in their conversation. Since there are four speakers, the speech function 'question' was delivered to address whose information is needed. Furthermore, it was also found that the WH questions appear more often than yes-no questions. Thus, the researchers assumed that the main purpose of questions in their conversation is more focused on signing addresses to give more information about the topic discussed, not on confirming the speakers' ideas.

Excerpt 2:

- Shafira* : *So, Mas Lukman. Um, how big is, uh, the batik fractal design collection? And, can we make or draw our own designs and patterns since you are using the, um, uh, technology and application as well? (Question)*
- Mas Lukman* : *Of course, of course, you can make your own batik design. Uh, we supply, we supply a file batik library design for you that you can change or you can make or you can edit yourself to create your own pattern. (Answer)*

Excerpt 2 reveals the conversation between Shafira as the speaker and Mas Lukman as the addressee. In this conversation, Shafira requests a piece of information about Batik fractal to Mas Lukman who is an expert in this topic. The questions Shafira uttered helped Mas Lukman to know what information he should share with SEA Today News' viewers. Shafira constructs her questions using the interrogative "how" and modal "can". The interrogative "how" is considered as Shafira's sign to ask Mas Lukman to give information about the topic discussed. Then, the modal "can" is used to indicate that Shafira needs confirmation from Mas Lukman about the idea she has. For the response, Mas Lukman responds to Shafira's questions in a positive form by providing the information that Shafira asks. The interaction between Shafira and Mas Lukman that goes well helps the viewers to follow and understand the topic discussed easier.

### Commands

The speech function 'command' is rarely found in the video. The appearance of this speech function is considered as SEA Today News speakers' strategy to make the turn-taking in the conversation go well. The researchers analyzed that the purpose of speakers in SEA Today News video use 'commands' is mostly to ask their addressees to take the turn of speaking. It is formulated as the signal to ask for goods and services in form of the information about Batik Innovation.

Excerpt 3:

- Key* : *Now, can you run us to the process, Mas Lukman? (Commands)*
- Mas Lukman* : *Yeah. It's, uh, our research, uh, shows that batik has its mathematical characteristic which called fractals. It's just basically repeating patterns... (Undertaking)*

Excerpt 3 is the conversation that happens with Key as the speaker and Mas Lukman as the addressee. In this conversation, Key uses the 'command' to ask Mas Lukman to provide more information about Batik Fractal. Key tries to construct her 'command' politely in form of questions. It makes Mas Lukman as her addressee can understand the service that Key needs. Thus, Mas Lukman undertakes the commands by giving the information that Key asks. The sense of this conversation is quite the same with the speech function 'question'. The main purpose of the speaker's utterance is to please the addressee to take the turn of speaking to present the information that the YouTube viewers need.

### Offers

The rarest found speech function in the SEA Today News video entitled "Indonesian Batik Innovation" is 'offer'. The researchers evaluate this phenomenon happens because of

their purpose in this video. The result of the video evaluation shows that this video was recorded to give information about Batik innovation, not offering it to the viewers. Thus, the speech function 'offer' only appears in particular utterances that are not related to sharing the information about the Batik innovation.

*Excerpt 4:*

*Mbak Septi : Hello! Good morning! And I would say also Happy Batik Day to Carol and Shafira, and also all of you guys all around the world. (Offer)*  
*Key : Thank you, Mbak Septi.(acceptance)*

In Excerpt 4, Mbak Septi offers the Batik National Day greetings to her addressees. It shows Mbak Septi's excitement to share the Memorial Day of Batik as Indonesian cultural heritage. She conveyed this greeting to reveal the same interest that she has in Batik with her addressees in the video and the YouTube's viewers. Then, Key, as one of Mbak Septi's addressees, shows her positive response by thanking Mbak Septi's greetings. It shows Key's acceptance of Mbak Septi's offers. This conversation shows SEA Today News' speakers' initiation to show their sensitivity to the situation that happens around their addressees.

## CONCLUSION

The video entitled "Indonesian Batik Innovation" published by SEA Today News YouTube Channels focuses on sharing information about one of Indonesian cultural heritage, Batik, to the world. The speakers in this video present it in form of a conversation that is constructed mostly with the speech function 'statement'. The conversation shows the good build process of communication between speakers and addressees. It makes the messages of the conversation can be understood by the YouTube viewers easily. Furthermore, the all-found speech function in the conversation has already been constructed purposefully and carefully. It can be seen from the positive response conveyed during the conversation that signs no misinterpretation or misunderstanding between the speakers and the addressees in the video.

This research revealed how speakers can construct the language they use purposively to help them and their addressees be able to understand the ideas that they want to exchange with each other. It can be the preference for people to learn the sign that their interlocutors express to them and vice versa to avoid any misunderstanding while they are engaged in a conversation. Furthermore, this research analyzed the data from a news media that address its contents to the world scope. It can be a reflection too for the international language users. It gives the understanding that speech function takes a role to guide people in making sense of the utterances they speak or hear.

Even though this research has successfully revealed the implementation of speech functions that save people from misunderstanding, there has been still some limitations that this research cannot cover. The data of this research covers Indonesian speakers who discuss Indonesian cultural heritage. Therefore, the conversation may run smoothly because of the same background that the speakers in the video share. This research didn't include any non-Indonesian ability to get into the topic discussed in the video. The researchers suggest future researchers who have the same topic interest study this topic on the conversation between people who share different social backgrounds. It may show the different results in some contexts and give further understanding of the topic.

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