

The Social Meaning of Kim Nam Jun's Speech at UN General Assembly

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ABSTRACT

Kim Nam Jun (RM) the leader of BTS who spoke conveyed the contents of his speech representing the other six personnel. *Speak Yourself* is an inspiring giving activity for teenagers and young people around the world. This study aims to find out and analyze the social meaning of the speech by Kim Nam Jun. This study used the descriptive qualitative method. This research only focuses on Kim Nam Jun's speech to find the social meaning. The analysis found that Kim Nam Jun's speech contained data that matched the research criteria. The data is in the form of text in speech transcripts. Speech has 784 words. In the analysis of the data, the researcher read the transcript in the form of a speech text via the website and then determine and analyzed the social meaning contained in the speech. Then, describes the results of the analysis based on Geoffrey Leech's theory and can then make conclusions regarding the research results. The results also show Kim Nam Jun's speech that there is a social meaning to giving people the opportunity to express opinions, be confident, and do all the things they want to do.

Keywords: *BTS, Kim Nam Jun, Speak Yourself, Speech, Social Meaning*

ABSTRAK

Kim Nam Jun ketua BTS yang angkat bicara menyampaikan isi pidatonya mewakili enam personel lainnya. *Speak Yourself* adalah kegiatan memberi yang menginspirasi bagi remaja dan anak muda di seluruh dunia. Penelitian ini bertujuan untuk mengetahui dan menganalisis makna sosial dari tuturan Kim Nam Jun. Penelitian ini menggunakan metode kualitatif deskriptif. Penelitian ini hanya berfokus pada ucapan Kim Nam Jun untuk menemukan makna sosialnya. Analisis menemukan bahwa pidato Kim Nam Jun mengandung data yang sesuai dengan kriteria penelitian. Data tersebut berupa teks dalam transkrip ucapan. Pidato memiliki 784 kata. Dalam menganalisis data, peneliti membaca transkrip berupa teks pidato melalui website kemudian menentukan dan menganalisis makna sosial yang terkandung dalam pidato tersebut. Kemudian, mendeskripsikan hasil analisis berdasarkan teori Geoffrey Leech dan selanjutnya dapat membuat kesimpulan terkait hasil penelitian tersebut. Hasilnya juga menunjukkan ucapan Kim Nam Jun bahwa ada makna sosial untuk memberikan kesempatan kepada orang-orang untuk mengungkapkan pendapat, percaya diri, dan melakukan semua hal yang ingin mereka lakukan.

Kata kunci: *BTS, Kim Nam Jun, Berbicara sendiri, Pidato, Makna Sosial.*

INTRODUCTION

Speech is conveying and planting thoughts, information, and ideas, from the speaker to other people, namely the listener (Amar 1986: 11). It can be concluded that speech is a short type of information transfer that encourages others to participate fully. Speech occurs in a complicated communication situation. In other words, speech is different from people when they interact in everyday life because they need to use specific and appropriate language when talking to other people, a good speaker is a speaker who obeys the rules of language and the function of that language (Lucas 2001: 256). The use of language is more than a communication tool, language is also a source of knowledge.

Linguistics is defined as the study of language, according to Verhaar (1993). Langacker (1987) views it as the study of human language. The field takes language as its primary object of investigation (Martinet 1987:19). The term "semantics" is used to describe the study of meaning and, since meaning is a component of language, semantics is considered a branch of linguistics (Palmer 1981:1). In essence, semantics is the scientific study of meaning. Semantics is a study of linguistics that studies meaning so that humans cannot escape language as a means of communication and language will not mean at all without meaning. When talking to a child, friend, or boss at work, most people tend to talk in a somewhat different way. Even when talking to the same individual, people use different words when they meet them in different contexts at work.

Language is a widely recognized and crucial mode of communication that enables people to exchange thoughts, ideas, concepts, and messages with one another. Effective communication through language is crucial in daily life as it allows individuals to understand each other's perspectives. Language is employed in nearly every human endeavor without exception.

Even though people often have different perspectives when communicating with others or in a group, language plays a crucial role in establishing a connection. The more proficient one is in the language they use to communicate, the greater their mastery of that language becomes. Besides communication, language also plays an important role to initiate skills. Factors related to languages like words and sentence is not enough to increase communication. It must be capable to do skills effectively like listening, reading, writing, and even speaking.

This signifies that the speaker's style of speech is a unique variation or form of the language that they use in a particular setting or for a specific purpose. As is the case with Kim Nam Jun. Kim Nam Jun the representative of his boy group gave a speech to everyone. In addition, he often emphasizes that the earlier a person starts learning, the higher his achievements will be now and in the future. Therefore, the researchers are interested in analyzing and raising this topic of social meaning as a research object because the researchers get more references about the research object so that it can further add research insight into the social meaning contained in Kim Nam Jun's speech in the article. Leech (1981:14) states that, "Social meaning refers to the linguistic expression's social context and its usage." Thus, social meaning involves the recognition or pronunciation of certain words that reflect the social state of the usage, and can also reveal information about the speaker's style and social background. In his book "Semantics: A Study of Meaning" (1974), Leech categorizes meaning into seven constructs, with conceptual meaning being the most important. The seven categories of meaning are as follows; Conceptual Meaning: Conceptual meaning, also known as referential or cognitive meaning, is considered a fundamental aspect of verbal communication; Intensional Meaning; Words have not only specific meanings, but also personal connotations in different contexts. Social Meaning; The meaning that speech conveys about the social context of its usage is referred to as social meaning. Understanding texts requires knowledge of writing patterns and other language features. Emotional Meaning; some linguists view this as the

emotional associations and effects that words evoke in listeners and readers. Reflected Meaning; Reflected meaning involves connections at the lexical level of language, where the meaning of one word is part of the response to another. Collocation Meaning; Collocation meaning often includes the associations that words acquire due to their meanings in context. Theme Meaning; The final category of meaning is thematic, which is conveyed through the speaker or writer's organization of the message in terms of order, focus, and emphasis. Speech in literature and language is a complex and multifaceted subject that has been studied and analyzed by experts in fields such as linguistics, literary theory, and rhetoric.

According to Ronald Wardhaugh in his book "An Introduction to Sociolinguistics" (2010), speech is a form of oral communication that allows individuals to speak and interact with one another. Speech plays a significant role in shaping individuals' identities and influencing how they are perceived and recognized by society. In sociolinguistics, speech is also considered a linguistic variable that is influenced by factors such as cultural background, level of education, and social status.

Wardhaugh explains that language is a complex and dynamic form of communication that changes and evolves over time. In this context, speech can be understood as an integral part of language and culture, and plays a very important role in shaping individuals' identities and influencing how they are perceived and recognized by society.

In the "Handbook of Discourse Analysis" edited by Deborah Tannen, Heidi Hamilton, and Deborah Schiffrin (2001), speech is analyzed as a form of discourse, which refers to a unit of language that goes beyond individual words and sentences to encompass larger units of meaning and interaction. Speech is a crucial aspect of discourse analysis because it is through speech that people communicate and construct meaning in social interactions.

Linguists study speech as a system of communication, analyzing the structure and usage of language in various contexts. They examine how sounds, words, and grammar interact to create meaning, and how language changes over time and across cultures. Literary theorists focus on the role of speech in works of fiction, examining how authors use language to create characters, convey ideas, and shape narrative. They study the way speech functions in different genres, from plays and poems to novels and short stories, and the ways in which it contributes to the overall meaning of a work.

Rhetoricians focus on the use of language in persuasive situations, examining how speakers and writers use language to influence their audience. They study the ways in which different linguistic elements, such as tone, imagery, and argumentation, can be used to create effective persuasive messages. In summary, speech in literature and language is a rich and complex area of study that encompasses many different disciplines and perspectives. Whether examining language as a system of communication, as a tool for artistic expression, or as a means of persuasion, experts in these fields strive to understand the power and intricacy of language and its role in human expression and interaction.

Kim Namjoon, also known as RM, the leader of the South Korean boy band BTS, made a speech at the United Nations General Assembly on September 24, 2018, as part of the launch of the initiative "Generation Unlimited". The speech was widely praised for its emotional delivery and insightful message about the power of self-acceptance and the importance of loving oneself.

In this study, we will examine the social meaning conveyed in Kim Nam Jun's speech at the UN General Assembly. We will analyze the linguistic and rhetorical strategies used by Kim Nam Jun to convey his message, and explore how the speech contributes to the larger discourse on self-love and self-acceptance. Through this analysis, we will gain a deeper understanding of the cultural significance of Kim Nam Jun's speech and the role that celebrities can play in shaping societal attitudes and beliefs.

The study of social meaning in Kim Nam Jun's speech at the UN General Assembly is important because it highlights the power of language and rhetoric to convey messages that can inspire change and contribute to the advancement of society. By exploring the social meaning in Kim Nam Jun's speech, we can gain a deeper understanding of the ways in which language can be used to promote positive values and encourage people to embrace their true selves.

METHODOLOGY

This method of this research is qualitative because it is a link to the data in Kim Nam Joon's speech and is classified as descriptive qualitative. The data is in the form of text. The type of this research is using qualitative data in descriptive form. The method analyzes the data further and solves the problem and refers to the goal. The method of data collection and analysis of strategies to present conclusions is because the data is in the form of Kim Nam Joon's speech which contains social meaning. The qualitative method is a research technique that has word descriptions and performances that can be researched by humans. This form of qualitative research with a descriptive focus is frequently utilized to examine social occurrences, situations, or circumstances.

The data source for this research was taken from Kim Nam Joon's speech. On this occasion, the researchers took the text of Kim Nam Joon's speech. The data source can be obtained via the internet from <https://www.unicef.org/press-releases/we-have-learned-love-ourselves-so-now-i-urge-you-speak-yourself>.

The researchers use a procedure to draw the social meaning from Kim Nam Joon's speech, The collection of data is done by documentation. This technique is used to obtain data related to the social meaning contained in Kim Nam Joon. In this research, the researchers have done reading the speech transcripts from the website and analyzed the part of the text which includes the social meaning of Kim Nam Joon's speech.

The data analysis in this study is the procedure for analyzing figurative language in Kim Nam Joon's speech. Firstly, read all the speech transcripts on the website. Secondly, determining and analyzing the social meaning contained in the speech. Thirdly, presenting the results of the analysis based on Geoffrey Leech's theory, and finally, makes conclusions about the result of the research.

FINDINGS AND DISCUSSION

In his book "Semantics: A Study of Meaning" (1974), Geoffrey Leech divides meaning into seven components, with conceptual meaning being given the most importance. He refers to the meaning conveyed by a language item regarding the social context in which it is used as social meaning.

Data	Reason
<p><i>"Last November, BTS launched the 'Love Myself' campaign with UNICEF, building on our belief that 'true love first begins with loving myself.' We have been partnering with UNICEF's #ENDviolence program to protect children and young people all over the world from violence. Our fans have become a major part of this campaign with their action and enthusiasm."</i></p>	<p>BTS builds relationships with UNICEF to carry out social campaigns on protecting children from violence. This provides social facts regarding the connection to all BTS fans around the world.</p>

<p>"I would like to begin by talking about myself"</p>	<p>The relationship of speaker with the listener does not know each other, so the speaker must tell about himself.</p>
<p>"I had one sanctuary, and that was music. There was a small voice in me that said, 'Wake up, man, and listen to yourself!'"</p>	<p>It can be known that the speaker is a singer and songwriter.</p>
<p>"It's an incredible honor to be invited to an occasion with such significance for today's young generation."</p>	<p>Kim Nam Jun is an honorable person who comes to formal events</p>
<p>"We truly have the best fans in the world!"</p>	<p>Kim Nam Jun gave an affirmation to explain that his fans are the best, this is to reassure BTS' social situation at this time</p>
<p>"Soon, I began to shut out my own voice and started to listen to the voices of others."</p>	<p>There is a style of language spoken to give the listener an implied message with reparation.</p>
<p>"so now I urge you to 'speak yourself.'"</p>	<p>Giving social meaning gives people the opportunity to express opinions, be confident, and do all the things they want to do.</p>

CONCLUSION

Based on the results of the research that has been carried out, there are three conclusions obtained: There are seven sentences that have already been analyzed. Of the five styles of speech applied according to the theory of Geoffrey Leech in the speech of Kim Nam Jun, giving social meaning gives people the opportunity to express opinions, be confident, and do all the things they want to do. In delivering her speech, Kim Nam Jun is very good at using a style of speech that as it is, of course, is greatly influenced by the situation that occurs when he gives birth. Speech. In general, there is a style of language spoken to give the listener an implied message with reparation. Nowadays, children and the younger generation are often insecure about themselves. Feeling that self does not have any privileges and do not love yourself. We can see the evidence that nowadays mental health problems among young people are quite common. Some feel that they are lacking in themselves and prefer to listen to the responses of people who actually make themselves less loving and unwilling to accept themselves as they are. Kim Nam Jun (RM) BTS awakens a new enthusiasm for the younger generation to find their identity, follow what they like and accept all the shortcomings as well as the advantages as they are. Everything that makes us happy should be done without listening to other people's opinions which will make us insecure and feel down. Other people will only respond according to their views but it is we who know exactly what we want to do that makes us happy. Loving yourself and accepting yourself as you are is the main thing for that. From Kim Nam Jun's (RM) BTS speech, we can know that someone who is successful always has a story and background behind his success. In his speech, he gives people the opportunity to express opinions, be confident, and do all the things.

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