

Speech Functions In Dhar Mann's Videos

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Abstract

This research discusses Speech Functions in Dhar Mann's Videos. The objectives of the research are to categorize the types of speech functions used in Dhar Mann's videos, Analyze the realization of speech functions that are manifested in Dhar Mann's videos, and explain the reason of speech functions in Dhar Mann's videos. The research on this thesis was carried by using descriptive qualitative. The data were taken from script videos of Dhar Mann's on the Instagram through IGTV feature. The data were analyzed and classified into four types of speech functions in the procedures namely statement, question, command, and offer. There are Statement (137 utterances, 72.49%), Question (34 utterances, 17.99%), Command (15 utterances, 7.93%) and Offer (3 utterances, 1.59%). The realization of Speech Function used Congruent and Metaphorical Coding. Speech Functions realized in Dhar Mann's Videos because this research will produce a deep understanding of the use of Speech Functions in the data used in this study. In addition, analyzing this video can provide information to listeners to better understand what the speaker is saying in the video.

Keywords: *speech function, realize and speech*

1. INTRODUCTION

Dhar Mann (Born, May 29th 1984) is an American entrepreneur that has engaged in business activities spanning a wide range of industries. He is currently the Founder and CEO of LiveGlam Inc., and a motivational speaker dedicated to teaching people how to achieve greater success. In 2018, he created Dhar Mann Studios, a video production. These short, motivational videos focused on life, business, and relationships receive over 1 billion views monthly and have garnered over 12 Billion on Instagram.

Currently, the development of technology and information is growing rapidly. For example, such as social media has become part of human life. They can communicate with each other as a whole. Therefore, it can prevent the public from being separated from social media. Social media is a social network that provides many facilities for its users. Users can share information, opinions, experiences, and other expressions using social media. There are so many social media along with the development of technology itself. Instagram has been one of the most popular social media since 2010. Instagram is a photography-based social networking service (Admoko, 2012).

Since the emergence of Instagram, it has become one of the most loved social media and is very popular among various circles. Its uses are very diverse, ranging from children to parents, students to business people. Social media focused on photo and video sharing platforms. The development of Instagram is not far from the role of special features offered by Instagram itself, such as IGTV. This feature is a vertical video-like television. Launched by Instagram in June 2018. It is also available on the Instagram app and website. Through IGTV, Dhar Mann can upload his videos for up to 10 minutes with a file size of up to 650 MB. Only verified and popular users are allowed to upload videos up to 5.4 GB. This feature automatically starts playing videos as soon as they are launched.

One of the themes of the video produced by Dhar Mann is about bullying and the researcher chose that theme as the data in the study. Currently students or students are the target of bullying which makes them feel humiliated. This is because such an act should not be carried out because in practice it can result in a grudge that is getting stronger or its intensity is getting higher.

Bullying is a conscious activity whose purpose is to injure and hurt someone and is done repeatedly. Olweus (1997) says that bullying is a negative behavior that results in a person being uncomfortable/injured and usually occurs repeatedly which is characterized by an imbalance of power between the perpetrator and the victim. This bullying behavior cannot be separated from the desire to be in power and also to be someone who is feared in the school environment.

Based on the explanation above, the researcher considers that the speech in Dhar Mann's Videos about bullying is very strategic data to be analyzed linguistically, especially in speech function. Because, the speech in the video is a speech that really represents social conditions that often occur in society, especially in schools. Halliday (1994:60) stated that Systemic Functional Linguistics is a theory centered on a notion of language function. It is concerned with the realization between language and context, interpersonal meaning in the text. Based on the theory of SFL, language is used by people to fulfill the function of language as interpersonal meaning. And interpersonal meaning its self-concern the speaker's role in the speech function.

Halliday (1994:69) stated that when exchanging and expressing ideas, the human being performs two roles namely giving and demanding, the commodity may be information and goods or services. In systemic functional linguistic (SFL), it is named speech function. Speech function is a way of someone delivers the ideas in communication to make the listener understand the ideas well. Speech function itself is divided into four kinds: statement, question, command, and offer. In the mood system, the kinds of speech function above are realized by declarative, interrogative, and imperative. The offer function is coded by any one of the three moods. The spoken communication is usually represented by utterances. Every word, phrase, or sentence is always performing a different function and misunderstanding will occur if the listener does not notice what kind of function used by the speaker.

This study refers to the use of speech functions of Dhar Mann's Videos. The video is on the Instagram feature, namely IGTV. The author also considers that it is important to analyze the types of speech function used in the video and to how the realization of speech function. Therefore, the author will also provide an indepth explanation of how the speech function is used in the video.

2. METHOD OF RESEARCH

This research used the descriptive qualitative method. By using descriptive qualitative methods, the researcher wanted to analyze the speech function categories that were most used in Dhar Mann's videos. The study is that there are four types of speech functions which statement, questions, offers, and commands used by Dhar Mann video in video interaction and how the realization of speech function and the reason why speech function related in the Dhar Mann's videos.

Sources of data in this study was taken from the IGTV feature on Instagram @dharmannstudios. Researchers choose videos that discussed about bullying. The video duration is around 5-10 minutes. Before the data is analyzed, the video must be converted into a transcript and then clauses in analyzing it. This is because the transcript form makes it easier for researchers to analyze data.

The researcher will be the following steps to collect data:

1. Watching Dhar Mann's Videos.
2. Download the script of Dhar Mann's Videos from the IGTV feature on Instagram.
3. Examining the transcript of the dialogue, making datasheets for Dhar Mann's Videos clauses, and categorizing the raw data into datasheets.
4. Identifying the Mood and Types of Speech Function in the script.
5. Identifying Congruent and Metaphorical Coding in the script based on Mood and Speech Function.

The Technique of Analyzing

The data analysis technique used in this study is the Interactive Model Techniques by Miles & Huberman. According to (Miles & Huberman, 1994) in this model there are three components of analysis, namely data reduction, data presentation and conclusion drawing (verification). Data analysis was analyzed by the following steps:

1. Classifying

The researcher only provided one datasheet for the dialogue videos which is divided into two main categories Speech Function and Mood. They are categorized by type such as Mood (Declarative, Interrogative, Imperative,

Modulated Interrogative), Speech Function (Statement, Question, Command and Offer). Then the researcher provided 1 datasheet to analyze how the realization of speech function is after the Mood and Speech Functions analysis of categorized based on Congruent and Metaphorical Coding.

2. Analyzing

After classifying all the data, the researcher analyzed it. In these steps, it is used as a quantitative approach. It calculated all the data classified in each category. This process helps the researcher to make a more comprehensive analysis by knowing which category scores high and vice versa. Finally, the results are incorporated into the findings.

3. Discussing

After the data analysis was revealed, the researcher provided a detailed description of the analysis. The detailed explanation includes answers to how and why the data analysis could be so. Subsequently, a discussion of all the findings was carried out. 4. Reporting The final step is to report the research findings and discussion. In writing this research report, the researcher added several points of conclusion and suggestions.

3. RESULT AND DISCUSSION

The data is collected from one of the Instagram features, namely IGTV which contains several videos from Dhar Mann Studios. The data which is a video script is taken by downloading videos from the IGTV feature. The data were analyzed through indirect observation methods and based on the theory of Systemic Functional Linguistics (SFL) to determine the function of speech (statements, questions, command and offers) are related in the video. Researchers took as many as 2 videos data with the theme of bullying against someone. The aim is to categorize the types of speech functions, analyze the realization of speech functions and explains the reason why speech functions are realized in Dhar Mann's video. Data were analyzed based on M.A.K. Halliday's theory.

Types of speech functions used in Dhar Mann's videos

After collected and identifying the data, they were classified by the theory of Halliday (2014). They are statement, question, command and offer elements. There were 189 utterances. It can be seen in the appendix of this thesis. the researcher found 189 utterances in Dhar Mann's Videos dialogue. In initiating Types of Speech Function, Statements 137 (72.49%), Questions 34 (17.99%), Commands 15 (7.93%) and Offer 3 (1.59%) in the data. It meant that Statements was typed of speech function used in Dhar Mann's Studios. Further elaboration on what types of speech functions are used in Dhar Mann's videos.

Statement

In the Statement which are used in a verbal interaction, the speaker provides the information to the hearer. Therefore, the former acts as the giver of information and the listener acts as the receiver of the information. In Dhar Mann's videos the researcher has analyzed the statements of the video as much as 137 Clauses (72,49%). For example:

- a. "He was coming home from work" (Appendix 2, No 31)
- b. "He didn't make it." (Appendix 2, No 33)
- c. "It's no ordinary flower though." (Appendix 2, No 118)
- d. "It waters you." (Appendix 2, No 120)

From the examples above, we can see that the clauses are statement.

Usually the form of a statement can be a positive or negative sentence.

Question

In the Question usually marked with the speakers who could ask or give some questions to the hearer. And then also expect to receive an answer from the interlocutor or the hearer. Thus, the former is a recipient of the information and the latter is a (potential) provider of information. A polar question is a question that only needs either a 'yes' (affirmative) or a 'no' (negative) answer, while WH-question is a question that only needs a content answer. Based on data that has been researched by researchers there are 34 questions (17.99%). For example:

- a. "Are you going to cry?" (Appendix 2, No 4)
- b. "Didn't your parents ever teach you to wash your clothes or take shower?" (Appendix 2, No 5)
- c. "What are you some sort of clown now?" (Appendix 2, No 98)
- d. "What are you his side now?" (Appendix 2, No 103)

We can see from the examples above that the position of the finite would always be in the beginning.

Command

In the speech function, Command has a purpose to demand goods or services in an utterances. We can say that command functions to ask someone to do something or to ask something to be done. So that, the commodity exchanged is good or services. The researcher found as many as 15 clauses (7.93%). For example:

- a. "I'll talk about whoever I want to talk about!" (Appendix 2, No 8)
- b. "Please, just leave me alone, Sam" (Appendix 2, No 9)
- c. "Hey, Watch it" (Appendix 2, No 90)
- d. "Come on, give them back!" (Appendix 2, No 104) 4.2.1.4.

Offer

The researcher found Offers in Dhar Mann's Videos as many as 3 clauses (1.59%). Offer in Speech Function has the same way meaning as Modulated Interrogative. It kind of Interrogative that has meaning to offer something. For example:

- a. "Maybe we can help them?" (Appendix 2, No 57)
- b. "Maybe they can move with us?" (Appendix 2, No 59)
- c. "At least until you get on your feet." (Appendix 2, No 80)

From the description above it discussed about the Speech Function in Dhar Mann's Videos utterances based on Types of Speech Function such as Statement, Question, Command and Offer. Speech indicated meaning or functions in delivering the ideas.

Realization of the Speech Function

Dealing with the second research question in this research is the realization of speech function in Dhar Mann's Videos through Congruent and Metaphorical coding. Mood is the grammar or rule while Speech Function is the meaning or function in delivering the ideas. It was called Congruent Coding if Mood and Speech Function has the same meaning such as Declarative for Statement, Interrogative for Question and Imperative for Command. Meanwhile, Metaphorical Coding or Incongruent Coding if Mood and Speech Function has the different ways in delivering the ideas such as Declarative for Question, Command, and Offer. Interrogative for Statement, Command and Offer. Imperative for Statement, Question and Offer and Modulated Interrogative for

Statement, Question and Command. Mood and Speech Function initiating and responding between through the Congruent and Metaphorical coding were found in the transcript of Dhar Mann's Videos. The frequency of Congruent Coding produced was 152 (80.42%) and Metaphorical Coding (Incongruent) produced 37 (19.58%). We can see some of the clauses in the realizations are Congruent and Incongruent or Metaphorical in the other clauses. Dialogue in Dhar Mann's videos sometimes used Metaphorical coding conveying her intentions such as Imperative Mood but realized in Statement of Speech Function. Based on the data above, the researcher analyzed how the realization of speech functions used Congruent and Metaphorical coding related to Mood in the Dialogue Dhar Mann's Videos as following:

1. Example to show that Declarative Mood realized in Statement.

Hailey : (Explain what happened)

Well, you see... A few weeks ago, My mom and I got a phone call. It was about my dad. He was coming home from work when he got into a car accident. He didn't make it. After my dad passed away, my mom and I had no one else. She couldn't afford to pay rent anymore on her own. So, we got kicked out of our house. We had nowhere to go. So, the only place we could go was on the streets.

From the example above, it showed the clause was Declarative Mood realized in the Statement. It was called Congruent coding.

2. Declarative Mood but not realized in a Statement.

Sam : *She started it!*

The bold example, it showed Command realized in Declarative Mood, and it showed Metaphorical coding.

3. Example to show that Interrogative Mood realized in Question.

Headmaster : *I'm really sorry to keep all of you waiting. We're just having an issue getting a hold of Hailey's mom. Hailey, do you have any idea of how to get a hold of her?*

The example above, the clause was Interrogative Mood realized in Question. It was called Congruent coding.

4. Example to show that Interrogative Mood but not realized in a Question.

John : *Believe it or not, He used to be a nice guy. But then, His sister went to the hospital and he's just a completely different person. But don't sweat it, Alright?*

From the example above, It was called Metaphorical coding. In showing the Statement, he used Interrogative Mood.

5. Example to show that Imperative Mood realized in a Command

Headmaster : *Alright, that's enough! Both of you in my office right now, I'm calling your parents*

The example above showed Imperative Mood realized in Command, It was called Congruent coding.

6. Example to show that Imperative Mood but not realized in a Command

Mom Sam : *Sam!, another word from you young lady and you are grounded for two months*

From the example above, It was called Metaphorical coding. In showing Statement but she used Imperative Mood.

7. Example to show that Modulated Interrogative realized in Offer.

Sam : *Maybe we can help them? , we have extra rooms and clothes, maybe they can move with us?*

From the example above, It was called Congruent coding. Because Offer realized in Modulated Interrogative.

Reason for the Realizations of Speech Function

There are four reason for the realization of the speech functions namely; status, formality, affect and contact.

1. Status

In Dhar Mann's Videos, there are many videos about life lessons, therefore there is low status and high status of a person so that bullying arises against each other. Based on these data the status can be divided into 2 namely:

a. Equal Equity is a value in judging someone whether the difference in status in the video is fair or not. Gender inequality and so on cause the status to become unequal. For example "Oh, Of course! It's Hailey, the human trash can". Indirectly what Sam did to Hailey was human trash because she was so stinky.

b. Unequal In unequal, a person's differences can be based on various things, such as; ethnicity, wealth level, education level, and other socioeconomic status. This is what is often regarded as unequal or unfair differences. For example "Are you going to cry? , didn't your parents ever teach you to wash your clothes or take shower?, or do they stink just like you?".

2. Formality

In Dhar Mann's Videos about bullying that formality is a speech intention that is both formal and informal, a little bit forced and a little arrogant. This happens because the choice of the speaker's language to the interlocutor feels a higher social level than the speaker so that the speaker feels offended. The illustration in the video shows that the person who bullies or the speaker does not know what has been experienced by the interlocutor, so he speaks casually.

3. Affect

The role of affect in the video is as an assessment of how the emotions contained in the video are related to feelings or can be called a person's mood. This happens because expressions and emotions are related to something that is being discussed. These feelings arise when we like or dislike something. Affect is divided into two, namely the assessment of like or positive and dislike or negative.

a. Positive Based on the bullying videos studied by researchers, various kinds of emotions occur, namely; a sense of pleasure, a sense of security and a sense of satisfaction (relaxed as well as satisfied). For example " Maybe we can help them? we have extra rooms and clothes, maybe they can move with us?" Based on this example, Sam has learned the truth and wants to help Hailey move into her house.

b. Negative In the video also raises negative emotions towards his co-stars, such as; displeasure, insecurity, dissatisfaction or disappointment. For example "I'll talk about whoever I want to talk about!".

4. Contact

Contact here is how many people we often meet or how the frequency and intensity of the activities being carried out or currently happening. It is divided into 2, namely; frequent and infrequent. But after being analyzed in Dhar Mann's Videos, it is often people they meet. Because in the bully video the location is at school and others.

Discussion

The purpose of this study is to categorize the types of speech functions used in Dhar Mann videos, Analyze the realization of speech functions that are

manifested in Dhar Mann videos, and explain the reason why speech functions are realized in Dhar Mann videos. This design is following the research because it will produce a deep understanding of the use of Speech Functions in the data used in this study. Therefore, in Dhar Mann's Videos involves an interaction between speakers that occurs in the video, wherein a video generally consists of providing a piece of information or statement, asking questions and responding an action, or demanding goods and services.

Speech functions are the focus of this research because speech functions are closely related to how the language is used in the video. In addition, analyzing this video can provide information to listeners to better understand what the speaker is saying in the video. The realization of Speech Functions in Dhar Mann's Videos can be seen from the type of mood and speech function they realized.

This video made by Dhar Mann aims to reveal the possible events in their lives that they have experienced and make a life lesson for us that we should not bully other living beings because we do not know what has happened to their lives. Therefore, we can take a lot of moral values from the video. This shows that the researcher in researching Dhar Mann's Videos is aware of the use of speech functions as a component that is interconnected.

Speech function emphasizes the good relationship between discourse producers (people who produce discourse) and discourse consumers. In this case, however, the meaning of the language that has been conveyed will be captured and will be studied by listeners or readers and indicates the ability to know personal feelings, judgments, beliefs, or about a particular proposition. This proves that speakers always express judgments as to the possibility of an event occurring. Following the theme that raised about bullying against someone.

The first video discusses the life of a girl and her mother after being left by her father who died in an accident. Then they can't pay the rent, so they live on the streets. The second video talks about a boy who is trying to comfort a sick girl to smile again but the girl's brother bullies her that what he did was very unattractive and not funny. So, according to the researcher, speech function modality is the best way to manifest the speaker's feelings, judgments, and attitudes. (See Appendix 1)

4. RESEARCH FINDINGS

- a) The first type of speech function is a Statement that has the purpose of providing information. Besides that it is also used to express the speaker's ideas, to confirm and receive the information. There are 137 (42.79%) Statements in the transcript of Dhar Mann's Videos. It is the most used Speech Function in this research. The second type is Question, Question is used to demand a piece of information, to ask something. In delivering a question, it can be done by a yes/no question and Wh-question. In questioning usually, the speaker needed an answer. There are 34 (17.99%) Questions in the transcript of Dhar Mann's Videos. The third type is Command, the function of the command itself is to ask someone to do something or to ask something to be done. The commodity exchanged in a command is goods and services. The researcher found in the dialogue 15 (7.93%) commands. The last type of Offer, There are Offer in transcript Dhar Mann's Videos 3 (1.59) offer.

- b) Having been analyzed, The realization of speech functions in Dhar Mann's videos. The realization is delivered by clause and sentence in 2 Coding, namely Congruent and Metaphorical Coding. Declarative Mood in Statement, Interrogative Mood in Question, Imperative Mood in Command and Modulated Interrogative Mood in Offer. The most dominant coding in Dialogue of Dhar Mann's Videos was Congruent, there are 152 Congruent Clauses. The congruent 34 clause meant is similar clause. It meant the clause used after being analyzed based on Mood (grammatically) and Speech Function (semantically) using Congruent coding dominantly.
- c) Based on the explanation above, the researcher considers that speech functions are realized in Dhar Mann's Videos because the statements in the two videos are very strategic data to be analyzed linguistically, especially in analyzing speech functions. This happens because people who bully only judge from the outside and do not know what happened. Therefore, the Speech function focuses on the interactivity of language and pays attention to the way we interact with each other through language. This involves interactions in which we initiate or respond to actions demanding or providing information or goods and services. This is considered an exchange because it is closely related to realizing the function of speech through words called "Mood".

5. CONCLUSION

After analyzing the data, conclusions are drawn as follows.

1) The researcher analyzed the speech functions (statements, question, command, and offer) which exist in Dhar Mann's Videos. In total, there were 189 utterances spoken by the speaker in videos about the bully. There were consists of 137 (72.49%) Statements, 34 (17.99%) Questions, 15 (7.93%) Commands and 3 (1.59%) Offer. So based on this analysis, the type of speech function used in the video is a Statement.

2) We can see how the realization of speech functions in Dhar Mann's Videos. The realization was some clauses that used Congruent and Metaphorical Coding. The findings of this research, Dhar Mann's Videos used more many Congruent Coding than Metaphorical Coding around 152 (80.42%) Congruent Coding. Metaphorical coding is used to convey ideas, Metaphorical coding was a different way or express between Mood Types and Speech Function. It showed that among 37 (19.58%) clauses in transcript Dhar Mann's Videos.

3) This design is following the research because it will produce a deep understanding of the use of Speech Functions in the data used in this study. These videos can provide life lessons that we can take. The way speakers convey information about bullying to their fellow children to the audience uses four types of speech functions, namely: statements, questions, commands and offers. 37 38 Therefore, in Dhar Mann's Videos involves an interaction between speakers that occurs in the video, wherein a video generally consists of providing a piece of information or statement, asking questions and responding to action, or demanding goods and services

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