

# **Language Functions used by Guide in Promoting Tourism**

**THESIS**

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FACULTY OF HUMANITIES  
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MALANG  
2018**

# **Language Functions used by Guide in Promoting Tourism**

## **THESIS**

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## APPROVAL SHEET

This is to certify that Ferry Sandriya's thesis entitled *Language Functions Used by Guide in Promoting Tourism* has been approved by the thesis advisor for further approval by the board of examiners.

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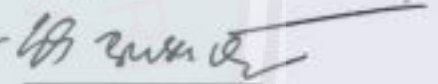
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## STATEMENT OF AUTHENTICITY

I state that the thesis I wrote to fulfill the requirement for the Degree of Sarjana Sastra (S.S) entitled "*Language Functions Used by Guide in Promoting Tourism*" is truly my original work. It does not incorporate any materials previously written or published by other persons, except those indicated in quotation and bibliography. Due to the fact, I am the only person who is responsible for this thesis if there is any objection or claim from others.

Malang, 20<sup>th</sup> May 2018



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**MOTTO**

**Success needs a process.**



## **DEDICATION**

I proudly dedicate this thesis to my lovely family, including my father Toha, my mother Habibah, my grandmother Hj Su'adah and grandfather H. Ismail, my brother Ferdi Ardiansyah and my nephew and niece, as well as the other members of my family who have stayed next to me in every single step of mine. I do thank for your love, support, guidance given to me till I can finish my study.



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All praise to Allah S.W.T. who has given His guidance and blessing for all creatures in the universe, including me, so I can finish this thesis entitled "*Language Functions Used by Guide in Promoting Tourism*". Shalawat and Salam are always praised to our beloved Prophet Rasulullah Muhammad p.b.u.h, the messenger as well as the one who brings good news to human life.

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The author is aware that this thesis is still far from perfection and has weakness in several aspects. Therefore, criticism and suggestion are welcomed for the improvement of this work. This thesis, hopefully, would give significant benefit either for the researcher and people in general who read it.

Malang, 20<sup>th</sup> May 2018



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## ABSTRACT

Sandriya, Ferry. 2018. *Language functions used by guide in promoting tourism*.

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**Keywords:** *Language function, Guide, Tourism*.

Language is not only used to express intent of heart and mind to others, but also to deliver message from the addresser to the addressee. Therefore, language has some functions, such as expressive, directive, phatic, poetic, metalinguistic and referential. In this study, the writer examines the language functions used by guide in “Borobudur guide’s videos”. to know the language functions used and types of the language functions that are mostly found in “Borobudur guide’s videos”.

This study uses qualitative approach to examine the language functions used in the main characters’ utterances in “Borobudur guide’s videos” and their analysis. The data of this study are the utterances transcript of the main characters in “Borobudur guide’s videos” containing language functions. After classifying the utterances into types of language functions, the writer gives the implementation of them.

The results show that there are six language functions out of six language functions found in the utterances of the main characters of “Borobudur guide’s videos”. They are expressive function, directive function, phatic function, poetic, metalinguistic function and referential function. From 34 utterances, the writer finds 2 referential function, 1 phatic function, 3 expressive function, 1 directive function, 1 poetic function and 1 metalinguistic. Referential function is the mostly used language function since many utterances produced by the addresser give information to the addressee. The second language function that is mostly used is phatic function because when the addresser wants to know something, she/he has to open a conversation with others. The third language function used by the guide is expressive function, since they often express their emotion to response the addressee. The other language function used by guide is directive function since the addresser orders the addressee to do something. Another language function used by the main characters is poetic function because the addresser gives information to the addressee by focusing on the real meaning of the message.

The writer gives some suggestions to the next writer who wants to do further research. Firstly, it is suggested to the next writers to examine the order part of language functions. Secondly, the writer would like to suggest the next writer to examine language functions in other media such as novel, movie, daily conversation, etc.

## ABSTRAK

Sandriya, Ferry. 2018. *Fungsi Bahasa yang digunakan Pemandu wisata dalam mempromosikan kepariwisataan*

*Pribadi*. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Dr. H. Langgeng Budianto, M. Pd

**Kata Kunci:** *Fungsi Bahasa, Pemandu Wisata, Kepariwisataan*

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Bahasa tidak hanya digunakan untuk mengungkapkan maksud hati dan pikiran, tapi juga untuk menyampaikan pesan dari penyampai pesan kepada penerima pesan. Oleh karena itu, bahasa mempunyai beberapa fungsi seperti: fungsi ekspresi, fungsi direktif, fungsi fatik, fungsi puitis, fungsi metalinguistic dan fungsi referensial. Dalam penelitian ini, penulis menganalisa fungsi bahasa yang digunakan oleh pemandu wisata untuk mengetahui fungsi bahasa yang digunakan dan tipe fungsi Bahasa yang banyak ditemukan dalam video pemandu wisata candi Borobudur.

Penelitian ini menggunakan pendekatan kualitatif untuk menganalisa fungsi bahasa yang digunakan dalam ujaran pemandu wisata dan analisisnya. Data penelitian ini adalah transkrip ujaran dari pemandu wisata. Setelah mengklasifikasikan ujaran-ujaran tersebut ke dalam beberapa tipe fungsi bahasa, penulis memberikan implementasinya.

Hasil dari penelitian ini menunjukkan bahwa ada enam fungsi bahasa dari tujuh fungsi bahasa yang ditemukan dalam ujaran pemandu wisata. Mereka adalah fungsi ekspresif, fungsi direktif, fungsi fatik, fungsi puitis, fungsi referensial dan fungsi metalinguistik. Dari 34 ujaran, penulis menemukan 2 ujaran yang dikategorikan sebagai fungsi referensial, 1 ujaran yang dikategorikan sebagai fungsi fatik, 3 ujaran yang dikategorikan sebagai fungsi ekspresif, 1 ujaran yang dikategorikan sebagai fungsi direktif, 1 ujaran yang dikategorikan sebagai puitis fungsi, 1 ujaran yang digunakan sebagai fungsi metalinguistik. Fungsi referensial adalah fungsi bahasa yang paling banyak ditemukan karena banyak ujaran yang dihasilkan oleh penyampai pesan memberikan informasi kepada penerima pesan. Fungsi bahasa kedua yang sering digunakan adalah fungsi fatik karena ketika penyampai pesan ingin mengetahui sesuatu, dia harus membuka percakapan dengan orang lain. Fungsi bahasa ketiga, yang digunakan oleh pemandu wisata adalah fungsi ekspresif karena mereka sering mengungkapkan ekspresi mereka untuk merespon penerima pesan. Fungsi bahasa lain yang digunakan adalah fungsi direktif karena penyampai pesan menyuruh penerima pesan untuk melakukan sesuatu. Fungsi bahasa lain yang digunakan adalah fungsi puitis karena ketika penyampai pesan ingin menyampaikan pesan kepada penerima pesan yaitu dengan memusatkan pada maksud yang nyata dari pesan tersebut

## الملخص

سندرياء، فري. ٢٠١٨. وظيفة لغة المستخدمة عند الترجمان على ترقية السياحي الذاتي. البحث الجامعي. قسم الإنجليزية وأدبها، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

تحت الإشراف : الدكتور الحاج لنقنيع بوديانتو، الماجستير.  
الكلمة الأساسية : وظيفة لغة، الترجمان، السياحي.

لا يستخدم اللغة في تعبير قصد القلب و الفكر فقط، بل لتسليم الرسالة من المرسل إلى المرسل. لذلك امتلك اللغة الوظائف مثل: وظيفة سيماء، وظيفة توجيهات، وظيفة فاتييك، وظيفة شعري، وظيفة صلة بين اللغة و وظيفة مرجعي . في هذا البحث، بحث الباحث وظيفة لغة المستخدمة عند الترجمان لمعرفة وظيفة لغة المستخدمة و نوع وظيفة لغة كثر وجدانه في فيديو الترجمان هيكل "بورودور".

هذا البحث يستخدم منهج الكيفي لتحليل وظيفة لغة المستخدمة في كلام الترجمان و تحليلها. البيان من هذا البحث هو نصوص من كلام الترجمان. بعد أن يصنف الكلام في عدد من نوع وظيفة لغة، أعطى الباحث تنفيذه. نتيجة من هذا البحث تدل على وجود ستة وظائف اللغة من سبعة وظائف اللغة في كلام الترجمان هي: وظيفة سيماء، وظيفة توجيهات، وظيفة فاتييك، وظيفة شعري، وظيفة صلة بين اللغة و وظيفة مرجعي من ثلاثة و أربعين (٣٤) كلمات، وجد الباحث كلامان يدخل على نوع وظيفة مرجعي كلاما واحدا يدخل على نوع وظيفة فاتييك ثلاث كلام يدخل على نوع وظيفة سيماء كلاما واحدا يدخل على نوع وظيفة توجيهات كلاما واحدا يدخل على نوع شعري و كلاما واحدا مستخدمة كوظيفة صلة بين اللغة . وظيفة مرجعي هي وظيف لغة كثر وجدانه لأن كثير كلمات تتولد من مرسل يعطي الخبر إلى مرسل. وظيفة لغة كثر استخدامه الثانية هي وظيفة فاتييك لأن عند أراد مرسل فهم شئ، لابد عليه أن يحاور مع الغير. وظيفة لغة كثر استخدامه الترجمان الثالثة هي وظيفة سيماء لأنهم يعرض كثيرا مظهرهم لاستجابة مرسل. وظيفة لغة الأخرى المستخدمة هي وظيفة توجيهات لأن مرسل يأمر مرسل ليعمل شئ. وظيفة لغة الأخرى المستخدمة هي وظيفة شعري لأن أراد مرسل تسليم الرسالة إلى مرسل بتركيز على قصد الظاهر من تلك الرسالة.

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## CHAPTER I

### INTRODUCTION

This chapter, the writer presents background of the study that describes the reason why the writer intends to conduct the study. On the basis of the reason, statement of research problem, objectives of the research, significance of the research and scope and limitation of the study are formulated. Definition of key term is given so that the readers are expected to have the same interpretation in understanding of the study and organization to close this chapter.

#### 1.1 Background of the Study

In every interaction that happens in a society, of course, communication is the most important thing. People can get a new relationship also maintain their relationship with others through communication. Basically, human is a social creature who builds their relationship with others from their interaction. One of the ways to do the interaction is by holding a communication. Communication itself is a process which someone, some people (social group or community), or some societies create and use information in order to connect each other. In doing communication, people may not realize that there are spoken or written sentences which carry a function or functions. The function here refers to the language function. As an example if a man says “Put my book on the table!”, this sentence actually carries a function; it is directive. Directive means asking someone to do something. People can see clearly that the sentence above is directive because the man asks the hearer to put his book on the table. The writer believes that the example of the utterance above is spoken a lot or often heard by people. However, people do not realize that it carries function. Besides, in doing communication, the writer believes that people speak with a purpose. The speaker has already defined the purpose of his or her speech. When people speak to others with purpose, certainly the hearer might be able to get the message of the talking. On the other hand, if the speaker speaks with no purpose, of course the hearer might get confused because the speaker does not know the point or the idea of his speech.

According to Holmes (2013), a functional approach to language means, first of all, investigating how language is used: trying to find out what the

purposes that language serves for us, and how people are able to achieve these purposes through speaking and listening, reading and writing. By looking at this sentence, the writer concludes that actually, language function or the function of a language here refers to the purpose itself. It means that by noting the function, it can lead people to understand the purpose conveyed by someone's talking. As a proof, just see it from the example of the utterance "put my book on the table!" That sentence carries a function and the function reflects clear purpose of the man's speech. The purpose of that function is asking the hearer to put the book on the table. Therefore, since language function refers to the purpose of speech, the writer sees that language function is important in doing communication because it leads the hearer to achieve the purpose of someone's speech.

Dell Hymes in Soeparno (2002: 9) develops language functions that in principle are the details of the specific language functions, language functions are as follows: to conform in social norms, (including: write a cover letter, submit a written request, ask for permission, etc), to convey the nice expression, goodness, virtue, grandeur and soon, to set the behaviour and feelings of self (example: praying, counting and so on), to set the people' behaviour or feelings, (for example: commanding, droll, threatening, and so on), To express feelings (example: praising, cursing, calling, and so forth), to show the world outside of language, for example: discriminate, organize, and propose various fields of science, to teach a variety of skills and abilities, to ask something to others and to elaborate on the language (like: to elaborate on morphemes, phonemes, allomorph, allophone, phrases, clauses and so on.)

Language is an acquired of systematic vocal activity representing meanings coming from human experiences (Nasr, 1984: 1). We as social beings cannot survive without any help from others. To establish a close relationship, communication is indispensable. A good language and communication are very influential to get satisfaction. Language has some functions, for example: agreeing, greeting, giving command, taking leave, describing asking for information, etc. Basically, human is a social creature who builds their relationship with others from their interaction. One of the ways to do the interaction is by holding a communication. Communication itself is a process

which someone, some people (social group or community), or some societies create and use information in order to connect each other. In doing it, people need a tool, which is known as language. Language is one of the important things for human. By receiving and sending language, people can fulfil their needs to survive. Language is primarily spoken, although it can be transferred to another way, such as written. It also makes people easier to exchange information and to express their ideas or feelings.

All languages are continuously changing as far as culture develops. It creates many variations in using language. The use of language variation itself is influenced by many factors, such as linguistic environment, social background, non-linguistic factor, etc. Every language has different variation since its characteristics are commonly different one to another. Style, as a part of language variation, is different variation of a language used by a person in different situation and need. We can recognize the speaker's background and the reason of using a variety of language from the style that he/she used (Trudgill, 2002:2).

In this modern era, the development of technology makes human's communication easier than before. Everything can be accessed quickly with the help of modern technology such as telegram, facsimile, mobile phone, or internet. The latest, modern technology is dominated by mobile phone and internet. By browsing the internet, people can get a lot of anything from all over the world. Today, one of social networking sites that have important role in communication is Facebook. This is a kind of friend maker website that connects to internet network. People uses this site to get connected each other's, to get information, to meet new or old friends, and many others. Their activities in Facebook webpage such as make status updated, send wall post or comment, etc. These are done by updating some language style, both in informal or formal.

For now, language is used by human in everything of their life. According to Clark (1981:1) language is not only the principal medium that human beings use to communicate with others but also the links people together binds them their culture. There are so many functions of language, some of them are: to give information, deliver message, express feelings, persuade people, entertain people,

and share opinion. In Education, language function also important to increase students' skills of using language and teach them how to do so on formal features of language, like: how to greet people, how to maintain polite contact while listening on the telephone, how write a letter, etc with using language function based on its purposes. Systemic Functional Linguistics is theory centered on a notion of language function. It is concerned with the realization between language and context, interpersonal meaning in text.

In this research, the writer sees the importance of language functions for the guide, especially in order to maintain the continuity of exchanges in the conversation. In other words, it can be said that language functions and Guide's utterances are inseparable. Language functions itself is description of how an utterance can achieve a communicative purpose by looking behind the literal, formal meaning of what the sender of a message intends to achieve (Cook, 2006). Each utterance is absolutely dealing with its own function. No matter it is only a short or simple sentence, it still does convey function. One of the examples is shown from the sentence 'shut up!'. Although it is a very brief sentence, actually it has the function to command the addressee to stop talking and be silent.

The researcher chooses "Borobudur guide's videos" as the object of research and video script as the source of data because it is one of the attractive and interesting monument in the world. This temple has wonderful story because the writer can combine between fictions and real- life. The Borobudur Temple Compounds is one of the greatest Buddhist monuments in the world, and was built in the 8th and 9th centuries AD during the reign of the Syailendra Dynasty. The monument is located in the *Kedu Valley*, in the southern part of Central Java, at the centre of the island of Java, Indonesia. Furthermore, the vertical division of Borobudur Temple into base, body, and superstructure perfectly accords with the conception of the Universe in Buddhist cosmology. It is believed that the universe is divided into three superimposing spheres, *kamadhatu*, *rupadhatu*, and *arupadhatu*, representing respectively the sphere of desires where we are bound to our desires, the sphere of forms where we abandon our desires but are still bound to name and form, and the sphere of formlessness where there is no longer either name or form. At Borobudur Temple, the *kamadhatu* is represented by the base,



the *rupadhatu* by the five square terraces, and the *arupadhatu* by the three circular platforms as well as the big stupa. The whole structure shows a unique blending of the very central ideas of ancestor worship, related to the idea of a terraced mountain, combined with the Buddhist concept of attaining Nirvana. Evidence suggests Borobudur was constructed in the 9th century and abandoned following the 14th-century decline of Hindu kingdoms in Java and the Javanese conversion to Islam. Worldwide knowledge of its existence was sparked in 1814 by Sir Thomas Stamford Raffles, then the British ruler of Java, who was advised of its location by native Indonesians. Borobudur has since been preserved through several restorations. The largest restoration project was undertaken between 1975 and 1982 by the Indonesian government and UNESCO, followed by the monument's listing as a UNESCO World Heritage Site.

The studies on language functions are covered by some researcher. They have analysed language functions. Haris (2007) makes an Analysis of language Functions Used by Marcus Burnett in *Bad Boys II* Film. On the context of language, we will know about language functions can be seen from oral and written language. Language functions represents about a language from its function. It can be presents what the true meaning from a language.

Nova (2015) also makes an Analysis on Language Function Found in “Enchanted” Movie Script. The researcher chooses “Enchanted” movie as the object of research and movie script as the source of data because it is one of the attractive and interesting film. *Enchanted* is one of movies produced by Home Entertainment “Walt Disney Pictures” in America. This movie has wonderful story because the writer can combine between fictions and real- life. Then it also combines the four film genres, like as drama, comedy, animation and musical films or it called is animated fantasy romantic comedy film. Not only human as the actors and actress in this film but also animals like squirrel, mouse, dove, roach, etc that give participant in this nice movie.

Furthermore, Nurul (2011) makes an analysis on The Different Language Style and Language Function Between Students and Teachers in Updating Their Status in Facebook Webpage. In this study, the writer used the descriptive method

in a qualitative research. Descriptive method is a research method which describes systematically a situation or area of interest factually and accurately (Isaac and Michael, 1987: 42). Meanwhile, qualitative research is used because the research is based on data in the form of words, not as numbers (Sudaryanto, 1993:57).

Then, Degaf (2013) makes an Analysis on Language Functions Used by The Caretakers of Autistic Children in “Miracle Run”. Since this study mainly focused on the way an adult speak to a child, and then the researcher feels that it is necessary to put some theories of caretaker speech. There are so many experts that define about caretaker speech; for example, Yule (1985: 139). He defined caretaker speech as the characteristically simplified speech style adopted by someone, who spends a lot of time interacting with a young child. As the definition suggests, one of the characteristics of the caretaker speech must be simple, which means simple sentences structures. Yule also adds that caretaker speech is also characterized by frequent questions, exaggerated intonation and a lot of repetition.

## **1.2 Research Question**

In this study, the writer is so curious to know what language functions that are used by guide in promoting tourism that the readers may get the message and meaning of his sentences. To do a research about the problem that is stated above, the writer makes questions as follows:

1. What types of language functions are used by guide in promoting tourism?
2. How are the language functions used by guide in promoting tourism?

## **1.3 Objectives of Study**

According to the problem above, the objectives of this study are:

1. To classify the dominant of language functions.
2. To describe how guide used language functions in his speech.



#### **1.4 Scope and Limitation of the Study**

This research is related to Sociolinguistics focusing on language functions. Here, the focus of the writer's observation is limited only in guide 's and tourist language functions. Besides, in this thesis, the writer was concerned with the analysis of the utterances or sentences produced by guide.

#### **1.5 Significance of the Study**

This report has been made and hoped to have several significances as the following:

1. Theoretically, the researcher expects that this research can be source in Sociolinguistics study, give more information and example, especially on language functions. the result of this study are expected to give worthy contribution for all people who want to study language function to help the constructing of the videos script. So, the result of this study gives more explanation about language function.
2. Practically, this research can help linguistics researcher to examine a certain linguistic characteristic of some language functions. It will also help the readers of the writer's thesis who want to do a research about language functions. The researcher hopes the result of this research would give contribution in both theoretical and practical significance.

#### **1.6 Research Methods**

There are several points explained in this part. They are about research design, data source, research instrument, procedure of data collection, and data analysis. They are processed as follows:

##### **1.6.1 Research Design**

Research is the activity of finding information about something that researcher is interested in or need to know about. According to Longman Dictionary of Contemporary English in Suwartono (2014: 2), Research is serious study of a subject, in order to discover new facts or test new ideas. Much like

research in other fields, research in education uses two basic types of reasoning: inductive reasoning and deductive reasoning (Marguerite, et al, 2006: 5). The function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem as unambiguously as possible.

This Research will be investigated by using qualitative approach because it is designed to get understanding on language functions and to obtain information of data by understanding and analyzing data base on the Conversation used by Guide in promoting tourism site. This researcher analyses through describing and explaining the data base on speech or the way guide promoting tourism site. This study is categorized as descriptive qualitative research because it describes and interprets all thing happen in the process of research without any reduction. In this research, the kinds of language functions and Guide 's used strategies is explained descriptively by Sociolinguistics.

The writer in this study use descriptive qualitative method in order to collect the data. According to Lambet (2012) the goal of qualitative studies is a comprehension summarization, in every day terms, of specific events experience by individuals or group of individual. It focuses on discovering the nature of specific events under the study. The writer uses qualitative approach for this study because the writer believe that this approach is the most applicable approach for this study have goal to find the real meaning of the context which is observed like what Punch (1998) stated that in qualitative approach, the researcher's role is mainly to gain "holistic "meaning of the context which is observed. Merriam (1997: 17) stated that qualitative research is descriptive when the researcher is interested in process, meaning, and understanding gained through words or pictures.

Research is the activity of finding information about something that researcher is interested in or need to know about. According to Longman Dictionary of Contemporary English in Suwartono (2014: 2), Research is serious study of a subject, in order to discover new facts or test new ideas. Much like research in other fields, research in education uses two basic types of reasoning: inductive reasoning and deductive reasoning (Marguerite, et al, 2006: 5). The

function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem as unambiguously as possible.

### 1.6.2 Research Subject

Language function skills are essential to develop other key life skills. Being able to communicate well with others is often essential to solving problems that inevitably occur both in our private and professional lives. Our section on Problem Solving provides information and advice to aid constructive and effective problem solving. Decision making is another area which can benefit from good communication skills as it often requires communicating complex information so that the most appropriate decision can be made.

### 1.6.3 Data Sources

The data is a collection of facts; such as values or measurements. It can be numbers, words, measurements, observations or even just description of things. Data source or source of data is source where of data are collected. According to Arikunto (2010:129), “the source of data in the study is subjects from which the data can be obtained. The research will not get more data without source data. Data sources are classified into three kinds, including: person, place and paper. The data of the research was “Borobudur guide’s videos” script that the sentences containing language function, those are expressive language function, phatic function, directive function, poetic function, referential function and metalinguistic function. The writer used primary and secondary data sources. Primary data sources was the script of “Borobudur guide’s videos” while secondary data sources was got from any sources data that support this study. The materials are about “Borobudur guide’s videos” script and also the function of language theory and the other data in the some books or internet, which supported the study

The researcher searches the data through the internet to make sure that the data are valid. The data of this research were taken from YouTube (Tour Guide Videos). The researcher selects a phrase, clauses, and sentences on language functions base on Guide’s speeches. The data is a collection of facts; such as

values or measurements. It can be numbers, words, measurements, observations or even just description of things. Data source or source of data is source where of data are collected.

#### 1.6.4 Research Instrument

A research instrument is a tool that is used in the researcher to collect data in order to make research process done easily, systematically and completely. This research places the researcher as the main instrument. It is because the researcher finds the data, analyzes the data and tries to find out the answer of the problem. Therefore, the researcher is the one who is responsible in collecting, observing, gathering the data analyzing and concluding the result.

#### 1.6.5 Data Collection

This study was conducted through several steps of collecting data; first, the researcher downloaded the video and taking notes on the speeches. Second, the videos watched by the researcher deepen, then transcribed between movie script and film and adding symbol of conversation, then researcher compares between the speeches and the written speeches. Third the researches selects the data which contained sentences of language functions. The next step, the researcher gives mark on the data that contains language functions. Finally, the researcher classified the conversation into several features categories of language functions analysis and then observed the data.

The data was collected by documentation. Documentation is one of the best ways to establish dependability is to use an audit trail. Audit trails provide a mechanism by which others can determine how decisions were made and the uniqueness of the situation (Ary, et al, 2010: 502). Documentation is the method use is scientific research in order to collect the data by using the document or evidence list.

1. The researcher watched and understood the “videos” on YouTube.
2. The researcher made and matched the script that gotten after watching the Videos.



3. The researcher identified the script based on some kinds of language functions.
4. Data Analysis

In the process of data analysis, the researcher used a content analysis design of language functions based on Holmes (2013) about the features of language functions in conversational analysis. There are steps of analysis the data, first, the researcher takes the script of the conversation only between guide and tourist. Second, the researcher analyzes the data as the following: Firstly, the researcher categorizes the kinds of language functions in his speech. Secondly, the researcher explains and describe each utterances phrases or sentences containing language functions. Thirdly, explain and describe how someone use language functions in his speech. Third, discussing the kinds of language functions and how someone used language functions in his speeches. The last, conclusion as result of both analyses.

#### **1.7 Definition of Key Terms**

- Language Functions is description of how an utterance can achieve a communicative purpose by looking behind the literal, formal meaning of what the sender of a message intends to achieve it (Cook, 2006, p.24).
- Guide: A person who shows the way to others, especially one employed to show tourists around interesting places.
- Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

The writer realizes that in doing his research, he needs to base his study on the theories available, namely, the linguistic theories. In order to cope with the analysis of language functions used by Guide in promoting tourism, the writer tries to relate several theories and several studies. A review of related theories underlying the analysis of this research is presented in the first part while the previous studies are put in the second part.

#### 2.1.1 Review of Related Theories

The review of related theories consists of language functions based on Holmes (2013) and further developed by Cook (2006) to be used as her main theory to do the analysis. In addition, the writer put other theories dealt with language function, in order to add and elaborate more about explanations of language functions. The study of language is conducted within the field of linguistic. Contrary to popular belief, linguists are not necessarily polyglots-individuals fluent in many languages. Instead, their primary interest is the scientific study of language. Like a biologist studying the structure of cells, a linguist studies the structure of language: how speaker create meaning through combination of sounds, words and sentences that ultimately result in text-extended stretches of language (e.g. a conversation between friends, a speech, an article in a newspaper). Every language has structure it, can be described, as Leech (1983: 21-4) notes, by postulating in Charles:

- (1) Rules governing the pronunciation of sounds; the ways that words are put together; the manner in which phrases, clauses, and sentences are structured; and, ultimately, the ways that meaning is created. Rules of grammar operate at various levels: phonetics/phonology, morphology, syntax and semantics.
- (2) Principles stipulating how the structures that rules create should be used (e.g. which forms will be polite in which contexts, which forms will not)



Language is a system of communication and it is very useful to compare it with other system of communication. For instance, human communicate not just through language, but through such means a gesture, art, dress, and music. The study of communication system has its origins in semiotics. According to Saussure in Charles (2009: 41), meaning in semiotic system is expressed by signs, which have a particular form, called a signifier, and some meaning that the signifier conveys, called the signified.

In Charles Darwin's vision of the origins of language, early humans had already developed musical ability prior to language and were using it "to charm each other." This may not match the typical image that most of us have of our early ancestors as rather rough characters wearing animal skins not very charming, but it is an interesting speculation about how language may have originated. It remains, however, a speculation (Yule, 2010: 1).

According to Jacobson in Soeparno (2002: 7), the language has six aspects, they are: addresser, context, message, contact, code and addressee.

a) Addresser

Addresser is the person creates the messages. Sometimes, this person is called the sender, the writer or the speaker. (Nurul Chojimah, 2014: 16)

b) Context

Context is the notion that frequently occurs in Discourse Analysis. Context can be constructed as the knowledge about the world. It covers the knowledge of who the speaker and the hearer are, when the communication takes place, where the communication happens, and what topic is being discussed. The same sentence might have different meaning if it is uttered by a different speaker in a different place and on a different occasion

c) Message form

Message form is the particular grammatical and lexical choices of the messages.

d) Contact sign

Contact sign is a variety or style of language that arises from contact between a deaf sign language and an oral language (or the written or manually coded form of then oral language).

e) Code

Code is a coherent symbol plus the rules needed to structure a message. For example, a language code consists essentially of a list of words, and a set of rules for preparing a text. These rules are the grammar or syntax of the language.

f) Addressee

Addressee is the person to whom the messages are addressed or sent. This person can also be called the hearer and reader (Nurul Chojimah, 2014: 16).

As Croft in Newmeyer (1998: 13) explained briefly outline three current trends in functionalism, they are: external functionalism (including cognitive linguistics), integrative functionalism and extreme functionalism.

1. External functionalism (including cognitive linguistics)

External functionalism, like functionalism in general, rejects the project of characterizing the formal relationships among grammatical elements independently of any characterization of the semantic and pragmatic.

2. Integrative Functionalism

Integrative functionalists are typically unwilling to distinguish between the functional role that a linguistic element might perform vis-à-vis other linguistic elements with which it is associated and the external functional motivation for that element. In this respect they differ dramatically from external functionalists. For example: speaking for the latter, notes that 'though functional considerations are undeniably critical in the shaping of linguistic structure, it does not follow that they should be incorporated directly into the grammar as descriptive statements' and has offered the view that only 'a comprehensive linguistic description will

encompass both the pragmatic and grammar of a language as well as extensive accounts of the varied functional considerations that have shaped it.

### 3. Extreme Functionalism

This approach explains that all of grammar can be derived from semantic and discourse factors the only ‘arbitrariness’ in language exist in the lexicon.

#### 2.1.1 Sociolinguistics

Sociolinguists study the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning. Examining the way people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationships in a community, and the way people convey and construct aspects of their social identity through their language. Furthermore, sociolinguistics is a combination of two cultures of social science, sociology and linguistics. Sociology is the study of society, while linguistics is the study of language elements (phonemes, morphemes, sentences, etc.) and all things associated with its elements. People use language to communicate with others. They use different kind of language when they talk to others in different situation. Holmes (2013:1) said that sociolinguistics is an attempt to explain the relationship between language and society, why we speak differently in different social contexts, so it is easy to identify the social function of language and how language is used to convey social meaning such as relationships, situation, topic, and so on. Examining the way people use language in different social context provides a lot of information about the way language works as well and about social relationship in a certain community.

According to Hudson (1980) that “sociolinguistic is the study of language in relationship to society”<sup>1</sup>. The use of a language has to appropriate to the context in which it is used. While Holmes argue that “sociolinguistics is the study of the relationship between language, and society by identifying the social functions of language and the way it is used to convey social meaning”. Thus it

can be said that sociolinguistics is the study of what kind of language used in social context. Boey argue that “sociolinguistic include every aspect of language which is related to social context or interaction, social class, education, immigration and bilingualism, nationalism, language planning, varieties of language and so on.

Thio (1986: 11) also proposes sociology as the scientific of human behavior. It shows us how people interact with each other, how groups or societies diferr, and how these social units affect human behavior. From his statement, we can conclude that language is one of the way to interact with each other and also affect human behavior. From those definitions we know the object study of sociology is the relationship between people and the changing of society. The society itself is a highly structured system of human organization for large-scale community living that normally furnishes protection, continuity, security, and a national identity for its member Like the writer writes above, sociolinguistics consists of two knowledge; sociology and linguistics. Bussmann et all (2000: 284) proposes linguistics as scientific discipline with the goal of describing language and speech in all relevant theoretical and practical aspects and their relation to adjoining disciplines. While Hudson (in Umar and Napitupulu 1994: 1) We can say that sociology talks about human in a society, and in a simple definition, we can define linguistics as the study of language. There is a relationship between sociology and linguistics, that formulated as sociolinguistics

### **2.1.2 The Functions of Language**

According to Holmes (2013), a functional approach to language means, first of all, investigating how language is used: trying to find out what are the purposes that language serves for us, and how we are able to achieve these purposes through speaking and listening, reading and writing Actually, the term ‘function’ in the words ‘language function’ does not mean or refer to the ‘grammatical functions’ but it means or refers to the general concept of ‘functions of language’. These ‘functions’ are the roles occupied by classes of words or phrases.



Based on Paul (1999: 1), he said that many people, including many linguists, think that the primary purpose of human language is to “communicate information”. In fact, he believes this is simply a prejudice on the part of academics who believe, often falsely, that what they themselves primarily do to and with each other is exchange information. Language, in fact, serves a great many functions and “giving and getting information”. Brown and Yule (1983: 1) adopt two terms to describe two major functions of language and emphasize that this division is an analytic convenience. It would be unlikely that, on any occasion, a natural language utterance would be used to fulfill only one function, to the total exclusion of the other. They are: 1) Transactional Function is the function which language serves in the expression of “content”. Chojimah (2014: 4) states language functions transactional when it is used for transferring information. Teaching- learning process, political speeches, academic seminar, and talk show TV are just few examples of communicative events in which language is used transaction ally. As Nasr (1984: 4), transactional function is language function in which human use their linguistics abilities to communicate knowledge, skill and information. 2.) Interactional function must have developed, in part, for the transfer of knowledge from one generation to the next. This function of language remains fairly restricted in time and space as long as it can only be realized in speech. By its nature, speech is transient.

When a person wants to communicate with others, it is important for him or her to find the right concept of functions of language so that the hearer will be able to get the purpose of his or her speech. It is because the language function is one of the tools to achieve the main purpose of a language function. Textual function is the part of the language function itself. It is a function internal to language. It is through this function that language makes link with itself and with the situation; and discourse becomes possible because the speaker or the writer can produce a text and the listener or reader can recognize one. The ‘textual’ function is not limited to the establishment of relations between sentences; it is concerned just as much with internal organization of the sentence, with its meaning as a message both in itself and in relation to the context. Part of



textual function is the text itself. Text is an operational unit of language, as a sentence is syntactic unit; it may be spoken, written, long or short.

In this case, sociolinguistic becomes one of the important fields in understanding the guide's speeches. Sociolinguistics will be concerned with investigating the relationship between language and society with the goal of a better understanding of the structure of language and how languages function in communication. Function of language itself is a function which is for a convey information and expressing social relationship. In addition, it conveys the overt message and at the same time sets up or confirms the social identity and relationship of the people who are speaking or writing to one another.

As Croft in Newmeyer (1998: 13) explained briefly outline three current trends in functionalism, they are: external functionalism (including cognitive linguistics), integrative functionalism and extreme functionalism. 1) External functionalism, like functionalism in general, rejects the project of characterizing the formal relationships among grammatical elements independently of any characterization of the semantic and pragmatic. 2) Integrative functionalists are typically unwilling to distinguish between the functional role that a linguistic element might perform other linguistic elements with which it is associated and the external functional motivation for that element. In this respect they differ dramatically from external functionalists. For example: speaking for the latter, notes that 'though functional considerations are undeniably critical in the shaping of linguistic structure, it does not follow that they should be incorporated directly into the grammar as descriptive statements' and has offered the view that only a comprehensive linguistic description will encompass both the grammar of a language as well as extensive accounts of the varied functional considerations that have shaped it. 3) Extreme Functionalism: This approach explains that all of grammar can be derived from semantic and discourse factors the only 'arbitrariness' in language exist in the lexicon.

As this research is a case study, the writers would like to explain about a case study. Nowadays, conversation cannot be separated from human's life because it becomes the significant way for exchanging their opinions. It can be

found in many kinds of ways in human's daily life. videos are one of the examples, which usually contains conversation between the characters to share and convey the information as a mean of communication. Videos can be defined as an image of human life where the situation and setting of the conversation reflect to the real life. It contains moral and social values which are modified into many kinds of way in order to the audience can receive it easily. In addition, there is also possibility that function of language appears in the movie because it reflects the real situation of society.

Then, Fishman (in Chaer and Agustina 1995: 4) says sociolinguistics as the study of characteristics of language varieties, the characteristics of their function, and the characteristics of their speaker as these three constantly interact, change and change one another within a speech community. Furthermore, Milroy and Milroy in their article "Language in Society: Sociolinguistics" (in Collinge (ed.) 1990: 485) say sociolinguistics is the study of language as it is used by real speakers in social and situational contexts of use. So, we can conclude that sociolinguistics is interdisciplinary study which studies about the relationship between language and social factors in a speech community.

### **2.1.3 Types of Language or Speech Functions**

In addition, the writer also uses the theory of language functions proposed by Holmes (2013: 275) as the supporting theory. Holmes proposes the theory of language functions in order to give the explanations and descriptions to people of how the language is used in the right way to reach its communicative purposes. In her book, "An Introduction to Sociolinguistics", she defines six classification functions of language, which are Expressive, Directive, Informational, Interactional, and Poetic language function.

#### **1. Expressive Language Function**

Expressive language function reports and expresses feelings, emotions, and attitudes of the addresser. It is addresser-related and can also be called emotive function. For example: "*I feel happy*". This function uses to express personal feelings, thoughts, ideas and opinions, with different choice words,

intonation etc. These expressions are submissive to social factors and to nature of the expression as negative (I am very gloomy tonight) or positive (I am feeling very good today).

## 2. Directive Language Function

Directive language function is used for the purpose of offering advice and recommendations or of persuading. It is addressee-related. For example: “Close the door!”. This function uses to giving orders or making requests by using imperative statement. An imperative statement may express a strict demand such as saying (open the door) or it can seem less demanding by using the politeness strategy such as saying (open the door, please) or through using question tags in the case of informality between mother and son (Max the TV is on!).

## 3. Referential

It is used to provide information. It refers to the context. This referential function is associated with an element whose truth value (true or false status) is being affirmed or questioned. e.g. *I need them for a meeting*. As cited in <http://philosophy.lander.edu/logic/emotive.html>, the referential is also known as informative language function. It is about the communication of information and it is important for logic. Example; *At the third stroke it will be three o'clock precisely*.

## 4. Metalinguistic

Metalinguistic utterances comment on language itself, e.g. *'Hegemony' is not a common word*. This function is used to describe part of language such as Grammar, or words that describe language itself (I is a personal pronoun). The metalinguistic function is also predominant in questions like “Sorry, what did you say?” where the code is misunderstood and needs correction or clarification. This function informs about the code that is conveyed. The metalinguistic function is focusing attention upon the code itself, to clarify it or renegotiate it (‘what does this word here mean?’, ‘This bone is known as the “femur”, “will” and “shall” mean the same thing nowadays’)

## 5. Poetic Language Function

Poetic language function is related to the form of the message. It has the purpose to communicate meaning through a code which could not otherwise be communicated. For example: poems, plays. Chojimah (2014: 16) also states that language is a medium to express feeling, interest, attitudes, and many others in the form of poetry. Like: Fresh Outside, Healthy Inside. This function is sing poetic features such as rhyming words and alliteration (An apple a day keeps the doctor a way)

## 6. Phatic

Phatic utterances express solidarity and empathy with others, e.g. Hi, how are you, lovely day isn't it! This function is one of the most common speech in everyday interactions; it consists of greeting, complements, gossip, etc. For greeting a friend, a speaker can say (hi /hello). As for stranger, the speaker can use "hello", but the more formal greeting between strangers are (good morning/afternoon/evening).

Actually, Holmes' theory (2013: 275) provide the same classifications of language functions. While Holmes (2013) prefer to use the terms of personal (dealt with personal feeling), interpersonal (dealt with social relationship), referential (dealt with information), directive (dealt with influencing others) and imaginative (dealt with creative form of the message) functions. Holmes (2013) chooses the terms of expressive, interactional, informational, directive and poetic. Here, through the definitions and examples provided by Holmes' theory (2013), the writer can use one of the theory to get clearer pictures about the implementation of each function.

## 2.2 Previous Studies

Previous study is the result of research from the researcher before. This study covers about kinds of language functions and how the language function can help the reader in understanding the message in "Borobudur guide's videos". Here, to get and provide the originality of her research, the researcher wants to present the previous research that deals especially with language function.



In connecting to this investigation, there have been a number of researcher conducting the study on language functions in term of journal articles. The first, previous research is done by Luh Ayu Andayani (2013) in “An Analysis of Language Functions Found in English Used by Receptionist in Bali Brasco” from English Department, Faculty of Teacher Training and Education, Mahasaraswati Denpasar University. The researcher use language function theory from Van ek and Alexander in Kusumayanti, the kinds of language functions can be divided into six functions: Imparting and seeking factual information, Expressing and finding out intellectual attitude, Expressing and finding out emotional attitudes, Expressing and finding out moral attitudes, getting things done (suasion) and the last, Socializing.

Hartono (2002) used qualitative approach because it explores the chatting among the characters in *The Joy Lucky Club*. She took data collection from the popular novel entitled *The Joy Lucky Club*. In her research she analysed the speech functions used by the four main characters in that chatting forum. From her data analysis, she found that there were 6 functions used in this novel. They were 121 utterances for imparting and seeking factual information, 72 utterances for expressing and finding out intellectual attitudes, 42 utterances for expressing and finding out emotional attitudes, 23 utterances for getting things done (suasion), 6 utterances for expressing and finding out moral attitudes and 1 utterance for socializing. This finding indicated that the speech function used the most frequently was imparting and seeking factual information.

Furthermore, Nurul (2011) makes an analysis on *The Different Language Style and Language Function Between Students and Teachers in Updating Their Status in Facebook Webpage*. In this study, the writer used the descriptive method in a qualitative research. Descriptive method is a research method which describes systematically a situation or area of interest factually and accurately (Isaac and Michael, 1987: 42). Meanwhile, qualitative research is used because the research is based on data in the form of words, not as numbers (Sudaryanto, 1993:57).

Then, Degaf (2013) makes an Analysis on Language Functions Used by The Caretakers of Autistic Children in “Miracle Run”. Since this study mainly



focused on the way an adult speak to a child, and then the researcher feels that it is necessary to put some theories of caretaker speech. There are so many experts that define about caretaker speech; for example, Yule (1985: 139). He defined caretaker speech as the characteristically simplified speech style adopted by someone, who spends a lot of time interacting with a young child. As the definition suggests, one of the characteristics of the caretaker speech must be simple, which means simple sentences structures. Yule also adds that caretaker speech is also characterized by frequent questions, exaggerated intonation and a lot of repetition.

After knowing the researches above, the researcher is sure that has been not analysed yet. It can be provided, because the researcher uses the different theory of language function from Holmes that divided into six functions: expressive, directive, phatic, poetic, referential and metalinguistic. Therefore, she is going to analyze the language function “Borobudur guide’s videos”. Script.

Both the researches before, they have different using theory and data. But in similarity, between in this research and both the researches before, they have same statement of research problem that analyzing kinds of language functions. In this research, the researcher discusses the kinds of language function and how the language functions can help the reader in understanding the function in “Borobudur guide’s videos”. Script.

## CHAPTER III

### FINDING AND DISCUSSION

The researcher presents two parts in this chapter. Those are finding and discussion. In finding, the researcher presents the data analysis and its interpretation base on the Janet Holmes's theory. Then in discussion, the researcher provides the explanation based on the analysis result which covered the answer the research questions.

#### 3.1 Findings

The researcher finds and analyses kinds of language function that are found in "Borobudur guide's videos" and how can the language function help the reader in understanding the message. The researcher found the kinds of language function based on document analysis, there are six kinds of language function, are: expressive language function, directive function, referential function, metalinguistic function, poetic function and phatic function.

##### 3.1.1 Expressive Language Function

###### Datum 1

###### Context:

At *Lumbini* garden, *Lumbini* garden is an open place with a very beautiful view. usually the guide before going up to temple, they invite tourists to *Lumbini* Grden to see the beauty of the park surrounded by mountain. Guide tell about queen maya and her baby. Long time ago, Queen maya delivered her baby at *lumbini* garden. It is believed that the baby could walk 7 steps instantly. Every step he made, lotus flower bloomed under his step. He is prince Sidharta Gautama, the baby Budha. Queen Maya passed away in seven days after giving birth of her first baby. Then, he was taken care by his aunt Gautami. He was kept in the place since he was born, his father showed him luxury life to prevent him from getting bored.

###### Utterances:

(1.1) Good morning, welcome to the biggest highest temple in the world. (Guide smile to tourist and start explain *lumbini* Garden)

(1.2) Max: morning wow fantastic.

(They respond with happy expression)

(1.3) Borobudur temple was built in the 8 century A.D. during the golden age of Syailendra dynasty.

(Guide look at temple from *Lumbini* Garden and explain very clearly Borobudur)

(1.4) okay. nice history (keep smile)

(1.5) Before going up to the temple, I invite you to *lumbini* Garden.

(Tourist follow the Guide)

(1.6) Is it only Garden with beautiful view?

(Tourist ask about *Lumbini* Garden)

(1.7) It is not only Garden but there is the history Queen Maya.

(guide explain historical background of Queen Maya)

(1.8) Who is Queen Maya?

(Tourist still curious to know who is Queen Maya)

(1.9) Mother of Buddha. long time ago, Queen Maya move to *Lumbini* Garden in Nepal because she wants to deliver her first baby. After deliver her baby Queen Maya passed away.

(guide explain the history Queen Maya clearly)

(1.10) Oh my god. Is her baby also passed away?

(They shocked at the time)

(1.11) oh no, Baby still alive. It is believed that the baby could walk 7 steps instantly. Every step he made lotus flower bloomed under his step.

(Guide answer the question and explain Baby Budha)

(1.12) Wow wonderful.

(Tourist fell happy listen the history)

### **Data Analysis:**

In the dialogue above, Max as a tourist produces tree kinds of utterances. On (1.2) “Tourist: morning wow fantastic.” He uses expressive language function. It is because he gives reports feelings or attitudes of the speaker and emotion of surprised from guide to show feeling of happy and interesting moment. Besides that, the researcher also finds “(1.10) Oh my god” He shocks when hearing Queen Maya passed away. It is kind of expressive language function because the

language used to communicate the inner state and emotion (surprised, happiness and sadness) from guide' speech. Then, (1.12) The researcher knows that “Wow wonderful” Max expresses her inner state and emotion of pity to guide who have been explain in the middle of *lumbin* garden and looked very tired because max has been around many tourist attractions in Indonesia.

In conclusion, datum 1 consist of tree utterances. They have tree same language functions such as expressive language function (1.2) “Tourist: morning wow fantastic.”, “(1.10) Oh my god” and (1.12) “Wow wonderful”. All three kind of language functions above are responded by tourist verbally. Guide using language that is easily understood by foreign tourists. On the other hand, expressive function of language is the use of words to reveal something about the feeling and attitudes of speaker. It is language used to tell what the speaker believes, to give information about things and to reason about facts. Then, expressive function usually used to express personal feeling covering thoughts, ideas and opinions that delivers with different choice words, intonation, etc.

### 3.1.2 Directive Language Function

#### Datum 2

##### Context:

At *Kamadatu*, *Kamadatu* “the world of desire” (level 1 -2). The world where humans are still controlled by bad desire, such as “arrogance, anger, corruption, hesitation, greed, jealousy, etc the story of relief is called *Karmawibangga*, it is about good and bad deeds and their consequences. Mr Dani as guide explain about the restoration Borobudur. Then, Mr maxim, mona and their baby listen the explanation. Mr. Dani also explain about kamadatu relief.

##### Utterances:

(2.1) It is the first level of Borobudur temple.

(Mr Dani starts stand in front of “*Karmawibangga*” and introduce the first level of Borobudur temple)

(2.2) How many level?

(Mrs. Luna asks about level of Borobudur temple)

(2.3) There are 10 level.

(Mr. Dani answer Luna's question then move to middle of relief.)

(2.4) Mr. Maxim: Okay great.

(Mrs. Luna follows Mr Dani)

(2.5) There are 160 panels of relief in this level, but only 4 panels can be seen now. They are covered with the extra foundation before the temple was built in completion, the entire structure might begin to slide and need support, because the original foundation was too small, while the construction above was too big and heavy. Or relief might not be good to see, because they tell the bad things.

(Mr. Dani was walking step by step around the relief. He sharing history *Kamadatu* very detail).

(2.6) heemmmm, it is so hot today. Mom, my hat please.

(Boy feels so tired because Mr. Dani take too long explain the relief.)

(2.7) Boy. Boy. what do you think about this statue?

(Mr. Dani calls boy to make closer with him and give question)

(2.8) hihi no, it is mousedeer.

(Boy keep smile and try to answer Mr. Dani's question)

#### **Data Analysis:**

Based on utterances above, the researcher also analysed that “(2.6) heemmmm, it is so hot today. Mom, my hat please. It is the language including as directive function, because Boy asks hat to his mother and enjoy the vacation. Furthermore, boy walk around the relief and take picture together until the last panel of relief. Then, boy walk around the relief and take picture together until the lsh chapter of relief. It is one of example from directive function because the language is used to direct others to do something like boy asks his mother to take the hat. The researcher does classification this language “heemmmm, it is so hot today. Mom, my hat please” as directive function, because boy asks to his mother directly. On other hand, directive function is language might be used to direct others to do something.

In conclusion, datum 2 consists one utterance. On “(2.6) heemmmm, it is so hot today. Mom, my hat please. It kinds of directive language function because boy express directive force varies in strength.to his mom or commands to take the hat. This function aims to giving orders or making request by using the imperative statements include: a stich demand, politeness strategy and question tags.



Furthermore, it is giving orders or appeals to the participants of the debate or to his followers conveyed directly or indirectly related to the events presidential debates.

### 3.1.3 Language Function as Phatic Function

In datum 2, researcher found language function as phatic function. On (2.7) guide use phatic function. It is important because guide call his name with happy expression and make closer with him. In this case, guide said short story about mousedeer and relief of Kamadatu. Then, boy asks one of the relief “what does it means word *kamadatu*?” guide answer: *Kamadatu* consist of 160 panels and tells the story of cause and effect law. Here, the researcher analyzes that calling name’s someone included as phatic function Boy. Boy. what do you think about this statue? It is kind of phatic function because open communication to boy with calling his name Boy. Boy. Moreover, phatic language includes everyday small talk that we use to establish rapport, make contact with our fellows, and assure mutual good will.

In conclusion, datum 2 consists of two utterances. First, the researcher also analyses that the language has function as directive function. In this case, boy asks to his mother by giving message as (2.6) heemmmm, it is so hot today. Mom, my hat please. Second, phatic function is language can be used to open communication. One of the phatic function that found in this video that used by different addresser to different addressee in different place and on different occasion. It could be known, because guide use to open communication with boy. Moreover, this function is one of the most common speech acts in everyday interaction. It is consisting of greetings, complements, gossip, etc.

### 3.1.4 Language Function as Poetic Function

#### Datum 3

#### Context:

At *lalitavistara*, it consists of 120 panels, tells the story of Budha’s life. Usually guide explain just the interesting history not all panels. In the first panel guide explain the interesting history such as Manohara, king Sudhodana and Queen Maya.

**Utterances:**

(3.1) okay, this is *lalitavistara*. It tells the story of Budha's life. The parent of budha, king shudodana and Queen Maya were at the *Kapilawastu* kingdom. Long time ago, Queen Maya dreamt of the white elephant entering her womb.

(Guide explain the first part of *lalitavistara* and stand behind Queen Maya's picture)

(3.2) wow is it really? how can?

(one of the tourist were shocked to hear the story)

(3.3) yes, the king and Queen visited wise man to interpret the meaning of the Queen's dreamt. He told them that the Queen would be pregnant, and the baby would be a great ruler, never be a king as his father's successor, the king was not happy for this interpretation.

(guide move to other panel and continue the explanation)

(3.4) yeah I see my most adore woman. who is the woman?

(they follow guide and see other relief until meet Manohara's relief and ask question to guide)

(3.5) She is manohara. Manohara is the kinnari (half woman, half bird) heroine of one of the Jataka tales. Furthermore, Manohara, the youngest of seven daughters of the Kimnara king, lives on Mount Kailash. One day, she travels to the human realm. She is caught by a hunter (using a magic noose in some versions) who gives her to Prince Sudhana. Son of King Adityavamsa and Queen Chandradevi, Sudhana is a renowned archer and heir to the Panchala kingdom. The prince falls in love with Manohara, and they get married.

(Guide sharing about all story about Manohara's history)

(3.6) it is interesting story. today I got anything from your explanation.

(Tourist follow guide until the end of story)

**Data Analysis:**

Here, the researcher analyses that (3.4) yeah I see my most adore woman. who is the woman? is language has function as poetic function, because one of tourist express her interest to Manohara's picture with call her "my most adore

queen”, the language is nice based on good choice word and meaning. Furthermore, poetic Function is language can be used as medium to express feeling, interests, attitudes, and many others in the form of poetry. It can be known if it the sentences of poetry form because it has beautiful sentences based on choice word or rhyme. Here, the researcher found languages has function as poetic function in dialogue between tourist and guide.

In conclusion, in datum 3 tourist produces two utterances. On (3.2) wow is it really? how can? It kinds expressive language functions. Because tourist interested to see Manohara’s picture. Furthermore, on (3.3) yeah I see my most adore. It kind of language function as poetic function. Moreover, this function focus on the use of poetic features such as rhyming words, alliteration or antithesis and it is focus on the content and do not notice to grammar or poetic feature they might use.

### **3.1.5 Language Function as Referential Function**

#### **Context 1: Narrator (tell)**

The Borobudur Temple Compounds is one of the greatest Buddhist monuments in the world, and was built in the 8th and 9th centuries AD during the reign of the Syailendra Dynasty. The monument is located in the Kedu Valley, in the southern part of Central Java, at the centre of the island of Java, Indonesia. The main temple is a stupa built in three tiers around a hill which was a natural centre: a pyramidal base with five concentric square terraces, the trunk of a cone with three circular platforms and, at the top, a monumental stupa. The walls and balustrades are decorated with fine low reliefs, covering a total surface area of 2,520 m<sup>2</sup>. Around the circular platforms are 72 openwork stupas, each containing a statue of the Buddha.

#### **Data Analysis:**

From the sentences above, the researcher knows that the sentences are referential function because the narrator conveys information through language with use good structure about the beginning of story will be happened in “Borobudur Temple” story.

## Context 2: Narrator (tell)

The original materials were used to reconstruct the temple in two phases in the 20th century: after the turn of the century and more recently (1973-1983). Mostly original materials were used with some additions to consolidate the monument and ensure proper drainage which has not had any significant adverse impact on the value of the property. Though the present state of Borobudur Temple is the result of restorations, it retained more than enough original material when re-discovered to make a reconstruction possible.

### Data Analysis:

From the dialogue above, the researcher finds that the dialogue consists of languages have language function as referential function because narrator gives information that the process of restoration.

### 3.1.6 Language Function as Metalinguistic Function

#### Datum 5

##### Context:

At the 34 panel of *lalitavistara*, guide explain about prince Sidarta. Then the visitor come from Spain. They do not know everything about Borobudur temple. It is the first time for them in Indonesia. Then, they ask anything related with Borobudur temple.

##### Utterances:

(5.1) This is 34 panel of *Lalitavistara*. The story is about prince Sidarta. Queen Maya passed away in seven days after giving birth of her first baby. Then, he was taken care by his aunt Gautami he was kept in the palace since he was born, his father showed him luxury life to prevent him from getting bored.

(Guide explain one of part *Lalitavistara*. The story is about prince Sidarta.)

(5.2) Is he not get married?

(Tourist give attention to guide 's explanation and a question about relationship.)

(5.3) Sidarta was requested to get married by his father when he was just 16. He chose Gopa Yasodara as his wife. He gave her a wedding ring. Sidarta and his fiancée, Gopa, are in wedding party, attended by several attendants Musicians entertained them.

(guide move to other panel and answer tourist 's question.)



(5.4) so they life together and have child?

(Tourist follow guide and ask question)

(5.5) when he was 29, he is getting a divorce. Separating from each other and then he went out of the palace to see the outside world. He saw an Old man, a Sick man, a Died man, and a Monk.

(Guide sharing the relationship of prince Sidarta)

(5.6) Separating?

(Tourist continue the question)

(5.7) Yes He asked his father 's permission to become a monk.

(Guide explain about prince Sidharta's life)

#### **Data Analysis:**

From the dialogue above, the researcher finds out that (5.5), *he is getting a divorce. Separating from each other* is metalinguistic function because language "separating from each other" explains the language "getting a divorce". Moreover, Language function is focusing attention upon the code itself, to clarify it or renegotiate it.

In conclusion, datum 5 consist of one utterances. On (5.5) it kind of language function as metalinguistic function because guide explain focusing attention and to clarify the history. It is the study of dialogue relationships between units of speech communication as manifestations and enactments of co-existence. Furthermore, interpretation of metalinguistic as "encompassing the life history of a speech community, with an orientation toward a study of large events in the speech life of people and embody changes in various cultures and ages.

### **3.2 Discussion**

Language function is what we say or write for a specific purpose. In finding and analysis the kinds of language function, the researcher uses Holmes's theory. According to Holmes (2013: 275) states that language function can be divided into six functions, such as: to communicate the inner state and emotions of a addresser (expressive language function), to affect the behaviour the addressee (directive function), to open the channel or checking that it is working (phatic function), to express feeling, interests, attitudes and many others in the



form of poetry (poetic function), as an information carrier (referential function), to clarify the code itself or renegotiate it and the last, focusing attention upon the code itself, to clarify it or renegotiate it (metalinguistic function). The researcher also analyses each of language functions with the six aspects of language based on Jakobson in Soeparno (2002: 7), are: addresser, context, message form, contact sign, code and addressee. So, for each language that has functions based on its purposes are used by different addresser to different addressee in different place and on different occasion.

From the data obtained by the researcher, language function which mostly appears in sentences of “Borobudur guide’s videos” script is directive function. Then, the researcher watches “Borobudur guide’s videos” and reads the script many times. It has great narrative story, because the writer concerns in language form and language function. Language form deal with the internal grammatical structure of words. Language functions refer to the purposes in which we use language to communicate. We use language for a variety of formal and informal purposes, and specific grammatical structures and diction are often used with each language functions. So, it provided that language function and form are each other is interconnected.

Here, the researcher finds good sentences structure in a narrative story “Borobudur guide’s videos” that be a script. Usually, the fiction writer can manipulate diction, sentence structure, phrasing, dialog, and other aspect of language. Diction is very important to be considered in terms of form and meaning: whether the diction is able to support the work of the relevant aesthetic purposes that able to communicate meaning, message and being able to express ideas as intended by the author. According to Chapman in Nurgiantoro (2013: 390), diction can be through the certain formal considerations. First, consideration in terms of mode, form and meaning for example in this script of “Borobudur guide’s videos” like: *yeah I see my most adore. who is the woman?* (the writer uses good diction, and because the understanding of language function theories, the researcher found the language has language function as poetic function, because it can be known based on the beautiful meaning that *see my most adore woman*). And the second, the phonological consideration, for example: to a

certain rhythm and sound effects, especially in the text of the poem. Here, the reader analysed these dictions as poetic function. In this script “Borobudur guide’s videos” the writer Also choose diction by phonological considerations, such as: *he is getting a divorce. Separating from each other.*

In this script, the writer uses good organization for writing of narrative story, because there is topic sentence, supporting sentence and concluding sentence that strengthen with interconnected dialogs in script. Besides that, the writer also uses three characteristics of good writing like as: coherence, cohesion and unity. It can be known, after the researcher read the script many times. Then, the researcher also finds cohesion in this script. The writer uses cohesive devices in the script, such as 1) in connector, there are many words, include: *and, but, so, when, if, etc*, 2) definite article, like as: *the*, 3) personal pronoun, example: *he, she, they, it, I, you*, and the last 4) demonstrative pronoun, include: *this, that, these*.

Language function can help the reader to understand the message. Here, it makes coherence in sentences of “Borobudur guide’s videos” script. According to Chojimah (2014: 15), coherence is the connection between/ among sentences/utterances within a discourse because of non-linguistic factors. Here, the researcher as the reader could understand the story because she has known language function theories and could do the classification the kinds of language functions. This script, a story can flow smoothly from one sentence to the next sentence or from one dialog/ utterances to the next dialog/utterances. With coherence, the reader has an easy time to understand the ideas that the writer wishes to express. For examples language function can form coherent without using cohesive devices in some sentences or utterances:

*Tourist: Wow, okay*

*Guide: Oh No*

*Tourist: Yeah*

*Guide: Yes*

*Tourist: Separating?*

*Guide: Yes*

From the utterances above, the researcher finds that connection between one utterance to the next utterance is coherence. Although the utterances without using cohesion devices, the researcher knows the mean from it because she understands language function theories. Here, in utterances above the researcher understands meaning from the utterances without using cohesive devices and analyses the utterances above include as directive function, because directive function is language that used to direct others to do something.

Then, language function also makes unity in “Borobudur guide’s videos” script, its means that one paragraph or dialog is about only main topic. That is, all the sentences in the topic, supporting sentences, and the concluding sentences are all telling the reader about one topic. Here in this story “Borobudur guide’s videos” has a topic about history of Buddha’s life. If in a script, there are

some sentences/ dialogs that are not related to the main topic, it will off topic and make the reader will confuse with a story. So that, the three characteristics of writing can make the reader more understand the message in “Borobudur guide’s videos” that constructed by the writer and conveyed to the addressee. Besides that, the researcher as the read reader have knowing about language function theories, it made she is easy to understand some messages in the story. Because language function can make coherence in the “Borobudur guide’s videos” script.

- **Summary for the findings on the kinds of language function in “Borobudur guide’s videos” script.**

a. Expressive Language Function

No	Language Function as Expressive function
1	Morning, “ wow fantastic.”
2	Oh my god. Is her baby also passed away?
3	Wow wonderful.

## b. Directive Language Function

No	Language Function as Directive function
1	heemmmm, it is so hot today. Mom, my hat please.

## c. Phatic Language Function

No	Language Function as Phatic function
1	Boy. Boy. what do you think about this statue?

## d. Poetic Language Function

No	Language Function as Poetic function
1	Yeah. I see my most adore woman. who is the woman?

## e. Referential Language Function

No	Language Function as Referential function
1	The Borobudur Temple Compounds is one of the greatest Buddhist monuments in the world, and was built in the 8th and 9th centuries AD during the reign of the Syailendra Dynasty. The monument is located in the Kedu Valley, in the southern part of Central Java, at the centre of the island of Java, Indonesia. The main temple is a stupa built in three tiers around a hill which was a natural centre: a pyramidal base with five concentric square terraces, the trunk of a cone with three circular platforms and, at the top, a monumental stupa. The walls and balustrades are decorated with fine low reliefs, covering a total surface area of 2,520 m <sup>2</sup> . Around the circular platforms are 72 openwork stupas, each containing a statue of the Buddha.
2	The original materials were used to reconstruct the temple in two phases in the 20th century: after the turn of the century and more recently (1973-1983). Mostly original materials were used with some additions to consolidate the monument and ensure proper drainage which has not

	had any significant adverse impact on the value of the property. Though the present state of Borobudur Temple is the result of restorations, it retained more than enough original material when re-discovered to make a reconstruction possible.
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#### f. Metalinguistic Language Function

No	Language Function as Metalinguistic function
1	He is getting a divorce. Separating from each other and then he went out of the palace to see the outside world.

- **The findings on how language function can help the reader in understanding “Borobudur guide’s videos” script.**

The researcher watches “Borobudur guide’s videos” script. and reads the script many times. In making the “Borobudur guide’s videos” script, the researcher concerns in language form and language function. Language form deal with the internal grammatical structure of words. Language functions refer to the purposes in which we use language to communicate. We use language for a variety of formal and informal purposes, and specific grammatical structures and diction are often used with each language functions. So, it provided that language function and form are interconnected.

In this script, the writer uses good organization for writing of narrative story, because there is topic sentence, supporting sentence and concluding sentence that strengthen with interconnected dialogs in script. Besides that, the writer also uses three characteristics of good writing like as: coherence, cohesion and unity. It can be known, after the researcher read the script many times.

Practically, language function is important in a text especially in a video script. In this study, the language functions are meaningful in helping the readers to understand the script for the following aspects:



a) The availability of diction

Diction is very important to be considered in terms of form and meaning: whether the diction is able to support the work of the relevant aesthetic purposes that able to communicate meaning, message and express ideas as intended by the author. Usually, the fiction writer can manipulate diction, sentence structure, phrasing, dialog, and other aspect of language. Diction can be divided into two groups, are: 1) consideration in terms of mode, form and meaning and 2) the phonological consideration. The researcher shows one example of diction based on consideration in terms of mode, form and meaning and phonological consideration in “Borobudur guide’s videos” script, are:

Data 1.

*Yeah. I see my most adore woman. who is the woman?*

*She is manohara. Manohara is the kinnari (half woman, half bird) heroine of one of the Jataka tales. Furthermore, Manohara, the youngest of seven daughters of the Kinnara king, lives on Mount Kailash. One day, she travels to the human realm. She is caught by a hunter (using a magic noose in some versions) who gives her to Prince Sudhana. Son of King Adityavamsa and Queen Chandradevi, Sudhana is a renowned archer and heir to the Panchala kingdom. The prince falls in love with Manohara, and they get married.*

From the data (1) the researcher knows that the utterances are good diction based on consideration in terms of mode, form and meaning. It has language in beautiful meaning that *Yeah. I see my most adore woman. who is the woman?* After the researcher understands the language function theories, the researcher finds the language as poetic function because it is a medium to express interest from Tourist to a Manohara’s picture in the form of poetry.

b) The availability of cohesion

Cohesion is the connection within a discourse which is brought about by internal factors in the language. The utterances use cohesive devices in the script, such as 1) in connector, there are many words, include: and, but, so, when, if, 2)

definite article, like as: the, 3) personal pronoun, example: he, she, they, it, I, you, and the last 4) demonstrative pronoun, includes: this, that, these.

c) The use of coherence

To understand the whole story of “Borobudur guide’s videos”, here the researcher as the reader who knows language function theory. In this script, the researcher finds many language function based on its purposes. Language function makes coherence in one sentence/ utterance to the next sentences/ utterances. So it makes the researcher go easy to understand the message without in sentences or utterances using cohesive devices. Here, the researcher finds some sentences and dialogues in “Borobudur guide’s videos” script without using cohesive devices. The researcher shows the examples of coherence dialogue in “Borobudur guide’s videos” script, as follows:

Data: 1

*Tourist: Wow, okay*

*Guide: Oh No*

*Tourist: Yeah*

*Guide: please*

From the utterances above, the researcher finds that connection between one utterance to the next utterance is coherence. Although the utterances without using cohesion devices, the researcher knows the message from it, because she understands language function theories. Then, the researcher understands meaning from the utterances without using cohesive devices and analyses the utterances above include as directive function, because directive function is language that used to direct others to do something.

Data: 2

*X: (shocked) ach. Separating?*

*Y: Yes*

While in data (2), X expresses her emotion of shocked after gets Y’s explanation about Borobudur Temple. The dialogue in data (2) also the example of coherence dialogue without using cohesive devices. Here, the researcher can

understand the mean from the dialogue. It includes as emotive function because X express her emotion.

#### Data 3

*Mr. Dani: There are 160 panels of relief in this level, but only 4 panels can be seen now. They are covered with the extra foundation before the temple was built in completion, the entire structure might begin to slide and need support, because the original foundation was too small, while the construction above was too big and heavy. Or relief might not be good to see, because they tell the bad things.*

*Boy: heemmmm, it is so hot today. Mom, my hat please.*

In the data (3), the researcher knows the mean from the dialogue, because language in one utterance to the next utterances are coherence. It is the language including as directive function, because Boy asks hat to his mother and enjoy the vacation. Furthermore, boy walk around the relief and take picture together until the last panel of relief.

#### d) The use of unity

The “Borobudur guide’s videos” script has unity in “Borobudur guide’s videos “script, its means that one paragraph or dialog is about only main topic. Language functions make unity in the script. That is, all the sentences in the topic, supporting sentences, and the concluding sentences are all telling the reader about one topic. Here in this story Borobudur Temple has a topic about love and Buddha’s life. If in a discourse, there are some sentences/ dialogs that are not related to the main topic, it will off- topic and make the reader will confuse with a story.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

In this chapter, the researcher presents conclusion from this research. The researcher also represents the answer of the research problem. Furthermore, she represents suggestion. Here, in suggestion, the researcher gives suggestion and recommendation to the future researcher or students in interested in this topic.

#### 4.1 Conclusion

Based on the research question and discussion of the data presentation and analysis, the writer would like to convey conclusion as presented. The language functions that are used in conversation between Guide and Tourist in promoting tourism. Moreover, Language function is what we say for a specific purpose, whether apologizing, expressing a wish, or asking permission to fulfil our purposes. In this case, functions of language are chosen to be analysed because language itself serves a range of functions, such as: for the media of personal relationship, for creating the imaginary systems and so on. An utterance may have one or more functions depending on the context of the situation, while variation in sentence forms may carry the same function (Kessler, 1992: 92).

After reading and identifying the “Borobudur guide’s videos” script, the researcher made a conclusion. Here, the conclusion is based on summary of the finding and analysing of the language function that found in “Borobudur guide’s videos” script. In the script, the researcher finds seven language functions based on Holmes theory, are: expressive function, directive function, phatic function, poetic function, referential function and metalinguistic function. The researcher also analysed each of language functions with the six aspects of language based on Holmes (2013: 275) states that language function can be divided into six functions, such as: to communicate the inner state and emotions of a addresser (expressive language function), to affect the behaviour the addressee (directive function), to open the channel or checking that it is working (phatic function), to express feeling, interests, attitudes and many others in the form of poetry (poetic function), as an information carrier (referential function), to clarify the code itself



or renegotiate it and the last, focusing attention upon the code itself, to clarify it or renegotiate it (metalinguistic function).

Here, the researcher as the reader can understand the story because she has known language function theories and do the classification the kinds of language functions. Language function is very important to understand the message. In making the “Borobudur guide’s videos” script, guide concerns in language form and language function. Language form deal with the internal grammatical structure of words. Language functions refer to the purposes in which we use language to communicate. We use language for a variety of formal and informal purposes, and specific grammatical structures and diction are often used with each language functions. Language function can make coherence. With coherence, the reader has an easy time to understand the ideas that the writer wishes to express. And language function can make easy the reader to understand the whole story without the writer uses cohesive devices in every sentences of story. Then, language function also makes unity in “Borobudur guide’s videos” script, it means that one paragraph or dialog is about only main topic. That is, all the sentences in the topic, supporting sentences, and the concluding sentences are all telling the reader about one topic. Here in this story “Borobudur guide’s videos” has a topic about history of Buddha’s life.

#### **4.2 Suggestion**

In this part, the researcher proposes some suggestions, but this research does not mean that it has perfect finding. For readers and students who are interested in analysing linguistic, especially Sociolinguistic analysis. In this research, to understanding a discourse (whole story in “Borobudur guide’s videos” script), the researcher suggests readers or students must know and understand about language function contained in the movie script. With we understand about the language function, we as the reader will go easier to understand the messages of the video script. Because language function can make coherence in a story without using cohesive devices in every sentences of a story.



For the future researcher, this research is hoped can be used as references to conduct another research on language function, especially in videos, movie script, poem, novel or other data in a Sociolinguistic .



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