

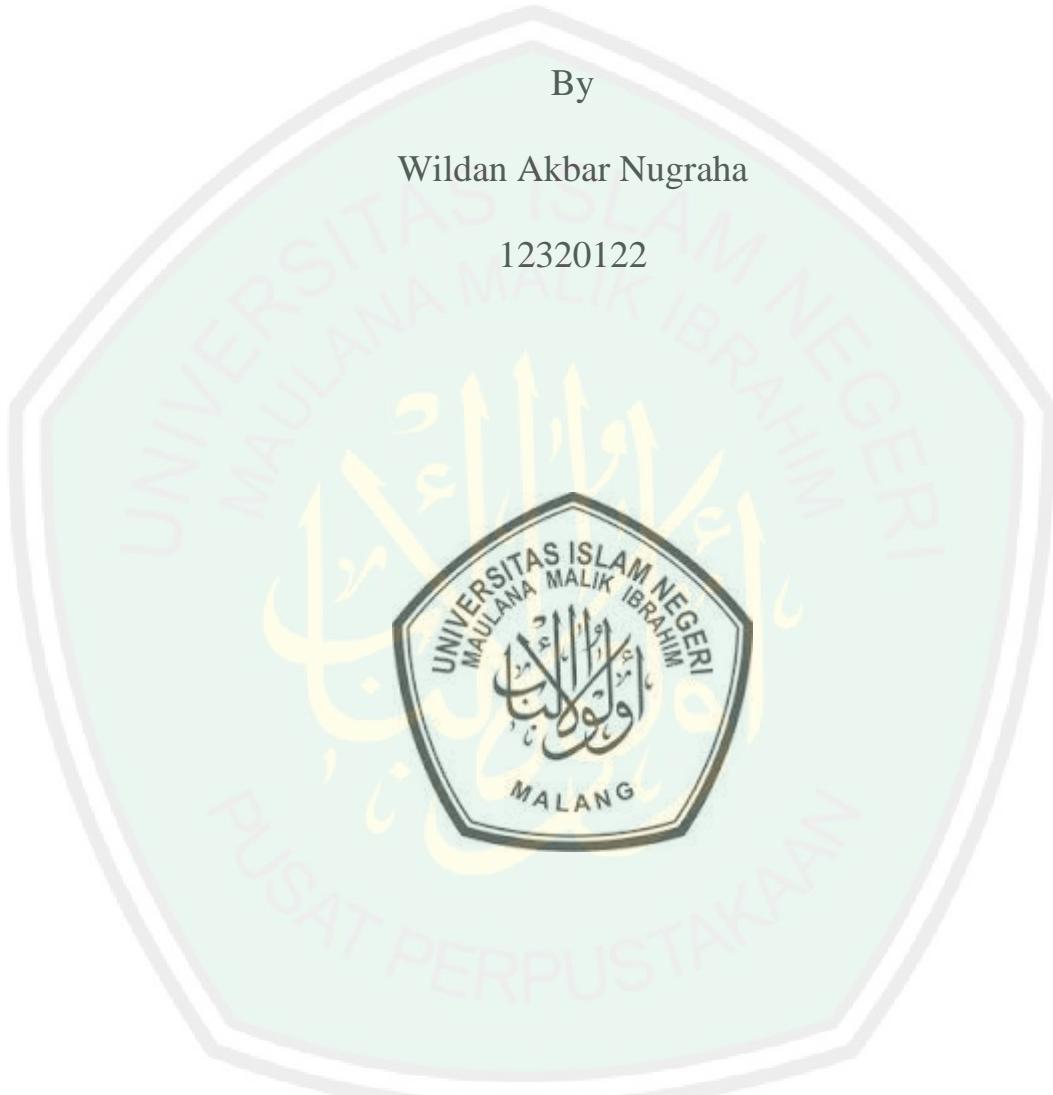
IDENTITY OF JOSE MOURINHO IN FOOTBALL PRESS

CONFERENCES

By

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ENGLISH LANGUAGE AND LETTERS DEPARTMENT

FACULTY OF HUMANITIES

STATE ISLAMIC UNIVERSITY OF MAULANA MALIK

IBRAHIM MALANG

2016

IDENTITY OF JOSE MOURINHO IN FOOTBALL PRESS

CONFERENCES

THESIS

Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim

Malang

In Partial Fulfillment of the Requirements
for the Degree of *Sarjana Sastra (S,S)*

By

Wildan Akbar Nugraha

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ENGLISH LANGUAGE AND LETTERS DEPARTMENT

FACULTY OF HUMANITIES

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2016

APPROVAL SHEET

This is to certify that Wildan Akbar Nugraha thesis entitled "*Identity of Jose Mourinho in Football Press Conferences*" has been approved by thesis advisor for further approval by the Board of Examiners.

Malang, June 28th 2016

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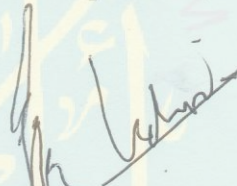


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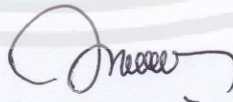
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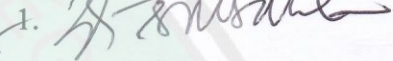

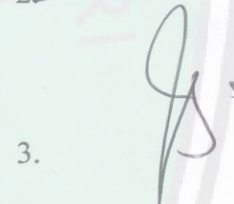
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STATEMENT OF AUTHENTICITY

I state that this thesis entitled is "*Identity of Jose Mourinho in Football Press Conferences*" is truly my original work to accomplish the requirement for the degree of *Sarjana Sastra* (S.S) at English Language and Letters Department, Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, 21th June 2016



Wildan Akbar Nugraha

MOTTO

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَلِتَنْظُرَ نَفْسٌ مَّا قَدَّمَتْ لِغَدٍ وَاتَّقُوا
اللَّهَ ۚ إِنَّ اللَّهَ خَبِيرٌ بِمَا تَعْمَلُونَ

O you who have believed, fear Allah . And let every soul look to what it has put forth for tomorrow - and fear Allah . Indeed, Allah is Acquainted with what you do.

(Q.S. Al-Hashr 18)



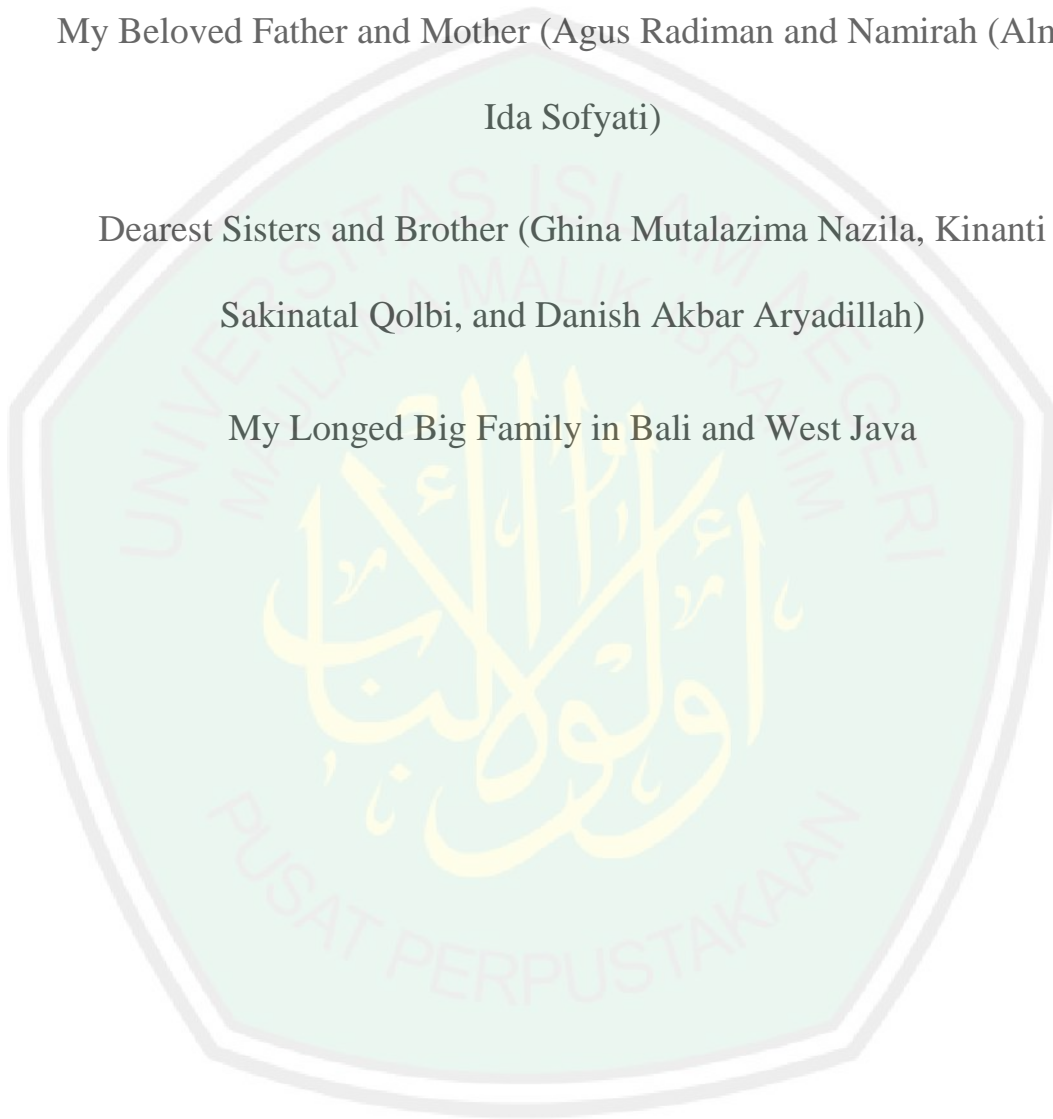
DEDICATION

This Study is dedicated to

My Beloved Father and Mother (Agus Radiman and Namirah (Alm),
Ida Sofyati)

Dearest Sisters and Brother (Ghina Mutalazima Nazila, Kinanti
Sakinatal Qolbi, and Danish Akbar Aryadillah)

My Longed Big Family in Bali and West Java



ACKNOWLEDGEMENT

All praises to Allah, Lord of universe, who has given to me an inspiration, guidance and blessing to finish this thesis entitle “*Identity of Jose Mourinho in Football Press-Conferences*”. Peace and salutation be upon the greatest prophet and messenger, Muhammad SAW, who has taught a greatest lecture of Islam as *rahmatan lil ‘alamin*.

It would not be possible to write this thesis without any help and support from people around me. Therefore, I would like to deliver my deepest gratitude to my parents, who never stop praying for me and support me. Above all, I would like to thank to my advisor, Dr. Meinarni Susilowati, M.Ed., not to mention her advice and unsurpassed knowledge of doing research that are invaluable in both academic and personal level. I also thank to my supervisor, Agus Eko Cahyono M.Pd., who always supervises me throughout my academic consultations. My thank you also delivers to my parents, my little brother and sisters, my big family, who always support me to finish my thesis. Also to my friends in English Language and Letters Department, Viki Indra Wijaksana, Chandra Pratama, Kamalatul Hafidzoh, Muyassaroh, Dewi Mahrunnisa, Zunna El-Rohman, M. Nur Tamin, Arif Angga Putra, Fitrah Ramadhan, Kholidatul Immania and others who I cannot mention one by one. And the last, I thank to my love Ulfa Agus Yudha for the endless support during process of this study.

The last, if there are any errors and inadequacies which remain in this study, of course, the responsibility is entirely my own. The correction and criticism are welcome.

ABSTRACT

Nugraha, Wildan Akbar, 2016, *Identity of Jose Mourinho in Football Press Conferences*, Thesis, English Language and Letters Department, Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang.

Advisor : Dr. Meinarni Susilowati, M. Ed.

Keywords : Identity, Press Conference, Context.

In the globalization era, identity is one of issues which is rapidly discussed. Because of diversity, many people construct their identity which depends on the context and the situation they have. Hall (1997) constructed that "identity is fluid in the sense that it is flexible". It means that someone may have more than one identity at the same time to play several rules. However, people are not arbitrarily determined their rather than intending their variety, hybridity, and fluency.

This study aims to find out the identity of Jose Mourinho in football press-conference. Jose Mourinho was chosen because he is one of greatest controversial-football- managers in doing press-conference. Additionally, press-conference was used because it works on language which is an acceptable identity marker (Le Page and Tabouret-Keller 1985). The data were collected from five press-conferences through internet by, selecting, transcribing, and finally the researcher analyzed the data using Omoniyi's theory (2006). This theory provided features of exploring identity from sociolinguistics perspective. One of the ways is determine the behavior at a certain time on a desired identity to realize leading-edge of identity and which identity is continued duration. It is deliberated using the ratio which is started from the beginning and classified during ongoing talks with point to imply (1) appropriate leading-edge of identity is placed, (2) what is removed, or (3) reasoned to allow eminence to another. The design of the study occupied descriptive qualitative method to answer the research question.

The results of the data analysis from the 5 press-conferences are divided into 18 excerpts and consist of 41 data. The researcher finds that Jose Mourinho projects his identity in football press-conference as a football manager. There are two ways that Jose uses in projecting his identity. First. When he expresses his attitude and second when he told about his capability as football manager. In addition, when he expressed his attitude, the researcher divided into 4 kind of utterances, when he explains about his feeling, behaviour, self-defend, and when he compares himself with other football manager. Moreover, the researcher also finds that Jose Mourinho uses non-verbal communication such as gesture, facial expression, and vocal cues to emphasize more his identity as football manager.

Based on findings, further researcher may conduct the same research to investigate identity using Holmes (1997) theory to examine woman, language, and identity. In this case, researcher might find some significance findings such as how woman identify their feminism through their linguistics form.

الملخص

نوغراها، ولدان أكبر، ٢٠١٦ هوية البرتغالي جوزيه مورينيو في المؤتمرات كرة القدم الصحافة، الرسالة، قسم اللغة الإنجليزية وآدابها، كلية الآداب، جامعة الحكومية الإسلامية مولانا مالك إبراهيم مالانج.

المستشار: د. الدكتورة. مينرني سوسيلواوتي. الماجستير

كلمات البحث: الهوية، السياق، المؤتمرات الصحفية

في عصر العولمة، والهوية هي واحدة من القضايا التي نوقشت في معظم الأحيان. ويرجع ذلك إلى التنوع، وكثير من الناس على تغيير هويتهم التي تعتمد على السياق والحالة التي لديهم. قاعة (١٩٩٧) تنص على أن "هوية التدفق في دلة الشعور أخرى مرنة". وهذا يعني أن أي شخص يمكن أن يكون لها هوية أكثر من واحد في نفس الوقت للعب في بعض القواعد. ومع ذلك، الناس ليسوا التعسفي في تحديد أكثر تنوي إظهار التنوع والتهجين، وسلاستها.

وتهدف هذه الدراسة إلى تحديد هوية البرتغالي جوزيه مورينيو في مؤتمر صحفي لكرة القدم. اختيار البرتغالي جوزيه مورينيو لأنها هي واحدة من مدير كرة القدم كبيرة ومثيرة للجدل في القيام مؤتمر صحفي. وبالإضافة إلى ذلك، يتم استخدام مؤتمر صحفي لتوليد لغة الذي هو علامة على الهوية (لو صفحة و تيوريت-كيلر (١٩٨٥)). البيانات التي تم جمعها من المؤتمر الصحفي عبر الإنترنت عن طريق اختيار، اختيار، والنسخ، وأخيرا قام الباحثون بتحليل البيانات باستخدام نظرية اوموني (٢٠٠٦). وتنص هذه النظرية ميزة يستكشف الهوية من منظور علم اللغة الاجتماعي. طريقة واحدة لتحديد السلوك في وقت معين على الهوية المطلوبة لتجسيد هوية الصدارة والتي استمرت لفترة أطول. وناقش هذا باستخدام نسبة من البدء من الصفر وتصنف في المحادثات الجارية مع نقطة مما يعني (١) وفقا لهوية صاحب المركز قبل كل شيء، (٢) ما هو المراد إزالتها، أو (٣) من المعقول أن تسمح ميزة أخرى. تصميم الدراسة تحتل الطرق النوعية وصفية للإجابة على أسئلة البحث.

تم تقسيم نتائج تحليل البيانات من ٥ مؤتمر صحفي في ١٨ الاستشهادات، ويتكون من ٤١ البيانات. ووجد الباحثون أن البرتغالي جوزيه مورينيو هو إسقاط هويتها في مؤتمر صحفي لكرة القدم كمدير كرة القدم. هناك طريقتان التي تستخدم خوسيه في إبراز هويتها. لأول مرة. عندما أعرب عن موقف والثانية عندما قيل له حول قدرة كمدير كرة القدم. وعلاوة على ذلك، عندما أعرب عن موقفه، وتنقسم الباحثون إلى ٤٤ أنواع من الخطاب، عندما يصف مشاعره وسلوكه والدفاع عن النفس، وعندما يقارن نفسه لمدير كرة القدم الأخرى.

وبناء على هذه النتائج، يمكن إجراء مزيد من البحوث القيام بدراسة مماثلة للتحقيق في استخدام هوية هولمز (١٩٩٧) نظرية لدراسة المرأة واللغة والهوية. في هذه الحالة، قد يجد الباحثون بعض النتائج الهامة مثل كيفية التعرف على النساء النسوية من خلال النموذج اللغوي بهم.

ABSTRAK

Nugraha, Wildan Akbar, 2016, *Identity of Jose Mourinho in Football Press Conferences*, Thesis, Jurusan Bahasa dan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang

Advisor : Dr. Meinarni Susilowati, M. Ed.

Kata Kunci : Identity, Konteks, Konperensi Pers

Dalam era globalisasi, identitas adalah salah satu isu yang paling sering dibahas. Karena keragaman, banyak orang mengganti identitas mereka yang tergantung pada konteks dan situasi yang mereka miliki. Hall (1997) menyatakan bahwa "identitas itu mengalir dalam arti lain dalam fleksibel". Ini berarti bahwa seseorang dapat memiliki lebih dari satu identitas pada saat yang sama untuk bermain dalam beberapa aturan. Namun, orang tidak sewenang-wenang dalam menentukan lebih berniat menampilkan keberagaman, hibriditas, dan kelancaran mereka.

Penelitian ini bertujuan untuk mengetahui identitas Jose Mourinho dalam konperensi pers sepak bola. Jose Mourinho dipilih karena dia merupakan salah satu manajer sepak bola yang hebat dan kontroversial dalam melakukan konperensi pers. Selain itu, konperensi pers digunakan karena menghasilkan bahasa yang merupakan penanda identitas (Le Page dan Tabouret-Keller 1985). Data dikumpulkan dari konperensi pers melalui internet dengan memilih, menyalin, dan akhirnya peneliti menganalisa data menggunakan teori Omoniyi (2006). Teori ini memberikan fitur mengeksplorasi identitas dari perspektif sosiolinguistik. Salah satu cara adalah menentukan perilaku pada waktu tertentu pada identitas yang diinginkan untuk mewujudkan identitas yang dikedepankan dan yang berdurasi lebih lama. Hal ini dibahas dengan menggunakan rasio yang dimulai dari awal dan diklasifikasikan dalam pembicaraan yang sedang berlangsung dengan titik menyiratkan (1) sesuai identitas terdepan ditempatkan, (2) apa yang akan dihapus, atau (3) beralasan untuk memungkinkan keunggulan lain. Desain penelitian menempati metode deskriptif kualitatif untuk menjawab pertanyaan penelitian.

Hasil analisis data dari 5 konperensi pers dibagi menjadi 18 kutipan dan terdiri dari 41 data. Peneliti menemukan bahwa Jose Mourinho memproyeksikan identitasnya dalam konperensi pers sepak bola sebagai manajer sepakbola. Ada dua cara yang Jose menggunakan dalam memproyeksikan identitasnya. Pertama. Ketika ia menyatakan sikap dan kedua ketika ia diberitahu tentang kemampuan sebagai manajer sepakbola. Selain itu, ketika ia menyatakan sikapnya, peneliti dibagi menjadi 4 jenis ujaran, ketika ia menjelaskan tentang perasaannya, perilaku, pembelaan diri, dan ketika ia membandingkan dirinya dengan manajer sepakbola lainnya.

Berdasarkan temuan, peneliti selanjutnya dapat melakukan penelitian yang sama untuk menyelidiki identitas menggunakan Holmes (1997) teori untuk memeriksa wanita, bahasa, dan identitas. Dalam hal ini, peneliti mungkin menemukan beberapa temuan penting seperti bagaimana wanita mengidentifikasi feminisme mereka melalui bentuk linguistik mereka.

TABLE OF CONTENTS

| | |
|--|-------------|
| APPROVAL SHEET | i |
| LEGITIMATION SHEET | ii |
| STATEMENT OF AUTHENTICITY | iii |
| MOTTO | iv |
| DEDICATION..... | v |
| ACKNOWLEDGMENT | vi |
| ABSTRACT | vii |
| TABLE OF CONTENT | viii |
| CHAPTER I: INTRODUCTION | |
| 1.1 Background of the Study..... | 1 |
| 1.2 Research Question..... | 6 |
| 1.3 Objective of the Study..... | 6 |
| 1.4 Significance of the Study | 6 |
| 1.5 Scope and Limitation of the Study..... | 7 |
| 1.6 Definition of Key Terms | 7 |
| 1.7 Research Method..... | 8 |
| 1.7.1 Research Design..... | 8 |
| 1.7.2 Research Instrument..... | 8 |
| 1.7.3 Data Source | 8 |
| 1.7.5 Data Collection and Analysis | 9 |

CHAPTER II: REVIEW OF RELATED LITERATURE

2.1 Identity12

2.2 Sociolinguistics15

2.4 Previous Study17

CHAPTER III: FINDINGS AND DISCUSSIONS

3.1 Findings.....20

3.2 Discussion45

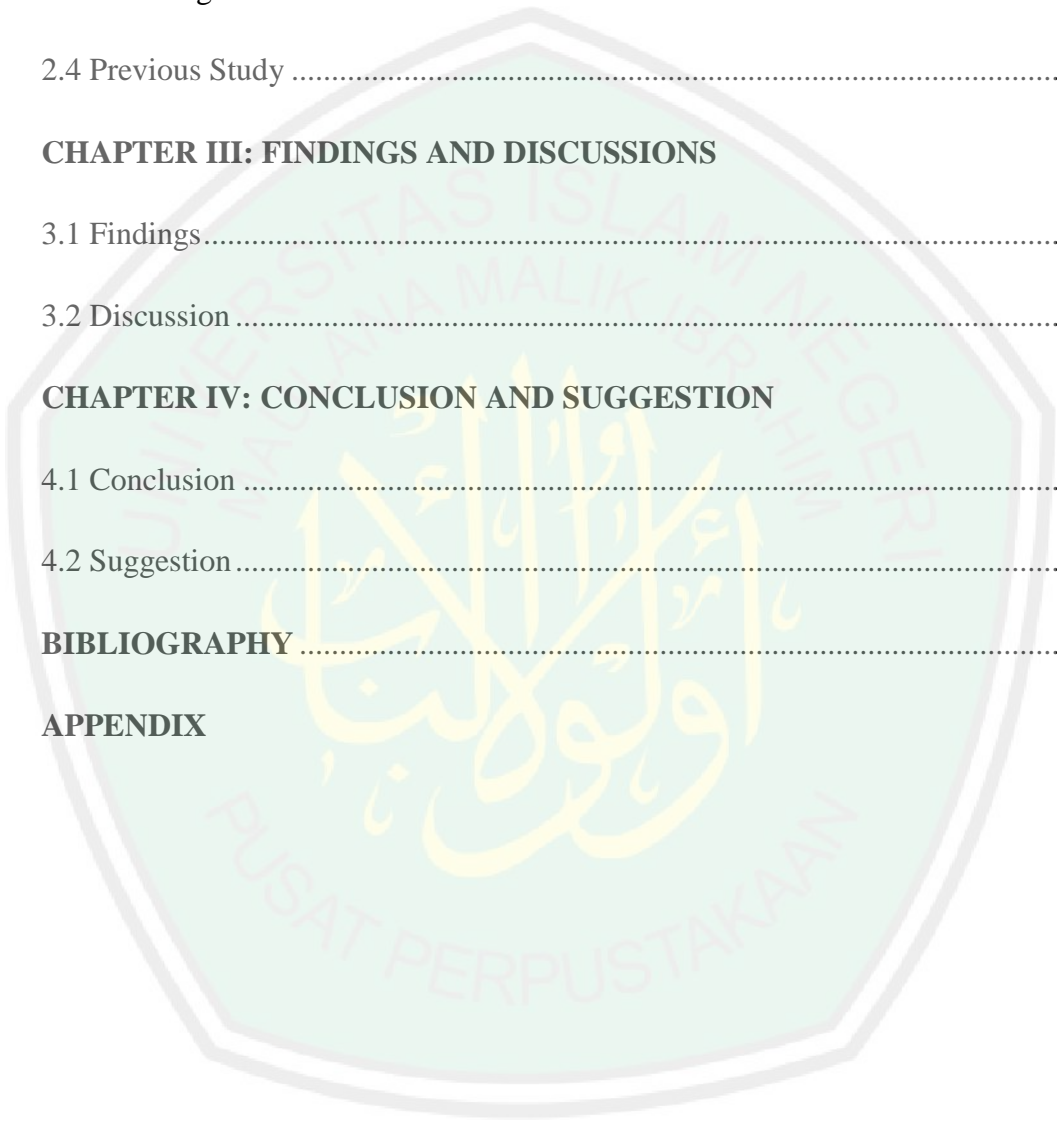
CHAPTER IV: CONCLUSION AND SUGGESTION

4.1 Conclusion50

4.2 Suggestion.....51

BIBLIOGRAPHY

APPENDIX



CHAPTER I

INTRODUCTION

This chapter presents research background, research question, objective the research, significance of the research, scope and limitation, definition of key terms, research design, research instrument, data sources, and collection and data analysis.

1.1 Research Background

Research on identity becomes one of the important issues amend in many countries today. The era of globalization has become one of the causes of the growing problem of identity. Diversity that occurs in many places allow people construct their identity depend on the place and condition. Identity is no longer seen as something fixed and eternal. It is exemplified with some important features, in which those features has indicated its context of fluidity, multiplicity, fragmentation, and socially, culturally, religiously, politically (Susilowati, 2013).

Therefore, identity could not depend on a context but many contexts allow community show another side of themselves to represent their identity. Concerning this identity issue, sociolinguistics has taken a significance role which its point of view showed that, “identity focuses on the ways in which people position or construct themselves and are positioned or constructed by others in socio-cultural situations through the instrumentality of language and with reference to all of those variables that are identity markers for each society in the speech of its members” (Omoniyi and White, 2006: 1). In addition, with the development of identity, would be an advantage for scholars to learn the identity

of more broadly and deeply. Omoniyi (2006) proposed practical ways of exploring identity from sociolinguistic. One of the ways is determine the behavior at a certain time on a desired identity to realize leading-edge of identity and which identity is continued duration. It is deliberated using the ratio which is started from the beginning and classified during ongoing talks with point to imply (1) appropriate leading-edge of identity is placed, (2) what is removed, or (3) reasoned to allow eminence to another.

To strengthen Omoniyi's concept, Dickerson (1996: 21) also stated that "resolution lies in the utterance turn rather than the activity as a whole however does not resolve the problem in those situations in which multiple identities are articulated within the same utterance turn". Therefore, people are able to just not tell the truth, to represent their identity. However it does not work out the problem because what people do represents their identity.

Furthermore, people might have more than one identities based on their social rule. As Hyland and Paltridge (2011: 260) have stated that "human being as social actors have multiple identities which are determined by configuration of social context. Besides that identity showed who we are and what we are in both personal and social life (Blommaert, 2005: 153). It can be inferred that actually, identity is a person's conception and expression of their individuality or group represented in, such as language and social class specific features. For an example a press conference as the way people speak up to show their identity. It is, therefore, necessary in proving, knowing, understanding, and further comprehending the case of how language constructs an identity.

This research specifically investigates how Jose Mourinho project his identity in football press conference. By using identity theory stated by Ominiyi and White (2006: 1) stated that “identity concerns with the ways in which people position or construct themselves and are positioned or constructed by other in socio cultural situations through the instrumentality of language and with reference to all of those variables that are identity markers for each society in the speech of its member”. The theory is used because it defines the frame for this study that consider identity as fluid and that the individual is able to move in and out of identity categories by varying their acts in response to demands and needs within particular moments of identification (Ominiyi & White, 2006). Therefore, this theory is also able to answer the research question. Besides, the reason why the researcher investigates identity because identity becomes one of the issues often countered by people that continuously happens.

There are few reasons why the researcher investigates Jose Mourinho’s press conference. First, press conference process occurs through speech, and the interview products are presented in words. The medium, or the material, with which press conference worked is language. Therefore, the researcher used press conference because it produces language as an acceptable identity marker (Le Page and Tabouret-Keller 1985) so that the alternative languages not chosen in a given moment within an interaction would be alternative identities that are backgrounded or that are less invoked (Omoniyi, 2006). Second, the controversy of Jose Mourinho in doing press conference. For instance, at the first time

introduced as Chelsea manager on his arrival (June 2004), Mourinho called himself “The Special One”.

“I’m not a defender of old or new football managers. I believe in good ones and bad ones, those that achieve success and those that don’t. Please don’t call me arrogant, but I’m European champion and I think I’m a special one.”

Third, the researcher picks Jose Mourinho as the main subject because Mourinho is a famous football manager in the world and renowned as a controversial coach. As quoted in Soccerlens, online football news, Mourinho is considered as an enigmatic and extremely intelligent individual and who understands how to play with the media and with people’s minds. He is good and evil in equal measures, the master motivator and the master baiter.

(<http://sportslens.com/jose-mourinho-master-baiter/1520/>).

Some previous researchers have conducted researches on identity. First, Hidayatullah (2009) used Jose Mourinho as his object to be studied. Hidayatullah focused on the sentential meanings of key words used by Jose Mourinho in provoking the rivals. He analyzed upon Edward de Bono’s theory of provocation. It is supported by Stephen Lucas’ methods of persuasion (refers to Aristotle’s three proofs of persuasive appeal). Second, Agus (2014) investigated the types of speech act that occur in two football match interviews and analyzed possible meaning in the utterances of interview of Jose Mourinho. He used Austin theory of speech act to analyze it.

Furthermore, Susilowati (2010) investigates herself as the object and in the same become the subject of her study. By using ethnographic action research she sees identity representation in classroom in perceived by both teacher and

students. Teachers consciously or subconsciously, make effort to shape their students' identity (Susilowati 2010). By ranging from designing classroom activities, material selection, or conducting follow up activities, even before the teaching is executed, teachers can shape their students' identity. Meanwhile, from the student's perspective the use of a particular language and some linguistics features, can be the way how the students detect their teacher's identity. In addition, classroom activity is chosen because first, classroom is a fruitful arena for cultivating student's identity. Second, classroom mirrors the nature of the real life. Then, classroom also revitalize community identity.

Besides, Melissa (2014) emphasized the theory of identity in term of nationality. She previously conducted her study on how the sociolinguistics situation and the national identity of Cape Verde. She focused on the linguistic situation of Cape Verde, where two closely related languages or dialects used by the same linguistic community. Her research found that Cape Verdean cultural identity is complex in its nature because of the African and Portuguese roots of Cape Verde. They are globally integrated at the same time that they pride themselves in being Cape Verdean. Most people of Cape Verdean descent are also multilingual, speaking more than just Kriolu and Portuguese.

Additionally, the current researcher focus on Jose Mourinho on how he projecte his identity in footbal press conference as the gap of this present research with those previous studies mentioned above. This research is significant because it contributes on how Jose Mourinho constructs his identity in football press conferences in which identity is foregrounded, displaced, and to give prominence to other.

1.2 Research Questions

How does Jose Mourinho project his identity in football press conferences?

1.3 Objective of Research

This research aimed to understand deeply on how Jose Mourinho projects his identity in especially football press conferences.

1.4 Significance of Research

This research is intended to give description of the way of Jose Mourinho projects his identity in football press conference. Theoretically, this research explores Omoniyi (2006) theory about identity representation through language used by the object. It also contributes to the development of identity theories within sociolinguistics perspective. In this case, the researcher gives the empirical data in investigating some scripts in Jose Mourinho press conference that signify his identity.

Moreover, practically this research gives the readers a contribution on how to emphasize someone's identity through press conferences. In addition, it also contributes how someone interacts with other people. The last is, this

study can be additional reference for those who are interested to investigate about identity especially in daily conversation.

1.5 Scope and Limitation

The researcher focuses on how Jose Mourinho projects his identity in football press conference. The data are obtained from his press-conferences in the forms of video transcripts on how Mourinho responds the questions in a press conference since his second period as Chelsea's manager from 2013 until the half of season 2015. Moreover, this study is limited to the utterances of forty one data which are within press conferences done only by Jose Mourinho in projecting his identity.

1.6 Definition of Key Terms

- (1) Identity is how Jose Mourinho showed himself to people to respond the question and requirement from the reporter in football press conference that are fluid and can change according to the category of identity by varying his actions.
- (2) Context is the part of a text or statement that surrounds a particular word or passage and determines its meaning in order to project identity.
- (3) Press Conference is an event of media, in which there are question and answer, where Jose Mourinho as news source requested by the committee for the games gives some information about the games that have been and will be played or concerning the individual situation of the team and its players.

1.7 Research Method

This section provides the description of research design, research instruments, data source, data collection, and data analysis.

1.7.1 Research Design

This research classified as qualitative research because it had few qualitative points; first, the main purpose of this research was to understand how Jose Mourinho projected his identity in football press conference. Second, this research used the researcher himself to investigate the data. Last, the data in this research was in the form of soft data which produced utterances. Additionally, it also was categorized as descriptive research in which it described the ways of Jose Mourinho projected his identity in football press conferences. Meanwhile, this research was included into sociolinguistics approach since it provided sensitivity in capturing identity representation within its cultural bound settings. This also signified the importance of different social classes as the pool of data collection (Susilowati, 2011).

1.7.2 Research Instrument

The main instrument of this research was the researcher himself who collected and analyzed the data because there was no other instrument that was possibly used.

1.7.3 Data Source

The following are the data sources used in this research which involved, gestures, facial and intonation which were produced by Jose Mourinho. The researcher used 5 press conferences which could answer the research question.

These sources were chosen because of their validity which many people include scholar accessed these sites, as followed by:

- (1) 101 Great Goals Youtube page with title “Amazing Jose Mourinho press conference after Chelsea 2 - Arsenal 0”
<https://www.youtube.com/watch?v=hP60xbzIfVU&spfreload=10> which was published on September 15th 2015.
- (2) Player Media Youtube page with title “Jose Mourinho trolls Arsenal & Wenger after being told about ‘boring’ chant”
<https://www.youtube.com/watch?v=wzIITZuK3oY> which was published on April 25th 2015.
- (3) Football Press Youtube page with title ““I Am The Happy One” – Jose Mourinho Press Conference, Chelsea Return 10/06/2013”
<https://www.youtube.com/watch?v=X8Hc2B5Hr2I> which was published on June 10th 2013.
- (4) Beanyman Sport Youtube page with title “Jose Mourinho Describes Arsene Wenger As 'A Specialist In Failure'”
<https://www.youtube.com/watch?v=r6bbTTYt19A> and Jose Mourinho Tells Reporter To 'Google Answers Your Question Is Stupid’”
<https://www.youtube.com/watch?v=C56XB0vAAsY&spfreload=10> which were published on Februari 14th 2014 and September 15th 2015.

1.7.4 Data Collection and Analysis

In order to get the data and the accurate findings, data collection and analysis were done through these following steps. Firstly, the researcher

downloaded five videos entitled (1) Amazing Jose Mourinho press conference after Chelsea 2 - Arsenal 0", (2) Jose Mourinho trolls Arsenal & Wenger after being told about 'boring' chant, (3) "I Am The Happy One" - Jose Mourinho Press Conference, Chelsea Return 10/06/2013, (4) Jose Mourinho Describes Arsene Wenger As 'A Specialist In Failure', (5) Jose Mourinho Tells Reporter To 'Google Answers Your Question Is Stupid'. Secondly, the researcher watched the video one by one to understand its content while transcribing and giving the code (R) for the reporter and (J) for Jose Mourinho. To know whether the transcripts was correct or not, the researcher confirmed it by checking in some trusted link, those are www.bbc.com, www.fansided.com, www.theguardian.com, www.skysports.com, and www.telegraph.co.uk.

Thirdly, the researcher reduced the data contained similar patterns from Jose's answer. Fourthly, the researcher identifies the utterances produced by Jose Mourinho in each press conference and further analyzed using Omoniyi's theory (2006) by ordering identity based on the sequence of appearance linguistics context, sequencing the appearance of identity based on time sequence, determining time scale of identity emergence.

Fifthly, the researcher looked at the context of Jose Mourinho utterances by searching its appropriate linguistics environments. If the questions reviewed about the match before the press conference, the researcher re-watched the match to make sure that there was relation between the reporter's questions and Jose's answers. In addition, the researcher also identified Jose's utterances that reviewed Jose's experiences to get other supporting findings. Sixthly, the researcher

identified whether communicative situation influenced the object in this case Jose Mourinho to show his identity or not. Then, whether identity was used as a sign for Jose in doing press conference and whether Jose was able to manage credentials that could be changed as a marker of him in a press conference. The last was the researcher summarized the findings into discussion of this research and proposed recommendation for the following researchers.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents some theories that are related to the research those are identity, sociolinguistics and identity, and previous study.

2.1 Identity

In the last decades the focus on identity in social sciences has increased enormously. Before going deeper into detail concerning the various issues about identity, the researcher will first take a look at the its definition. According to Hall (1997), identity employed to acknowledge people. It naturally determines what and how people represent themselves to other people and how they perceive each other. This explanation attracts people to signify us as 'someone' who is later labeled, at least, with certain socio-cultural attachments. Identity is also relational as it is constructed through social interactions and symbolically marked (Block, 2007). This may take place both in face-to-face interactions and electronically mediated communications with some varying degrees of shared beliefs, values, and practices. People can change identities to suit the needs of moment identity cannot be categorized or classified. As stated by Omoniyi (2006) individual is able to move in and out of identity as identity is specifically fluid. Further, Omoniyi (2006) have suggested the expression of 'code' and all other signifying, representing, and expressive codes that people read and interpret such as dress, dance, costume, religion, gender, youth, ethnicity nation, music, talk, walk, and so on. Thus, people cannot make into identity as an end but as a code or tool which is owned by someone to response any

circumstances which happened around him/her. Based on explanation above, people also may represent their identity through nonverbal communication. Because, when people represent their identity, they not only bend on their utterances but also how they measure and respond against what happen on their circumstances. “Nonverbal communication is the process of using wordless messages to generate meaning (Pearson, 2004: 181)”. Such as body movement, facial expression, and vocal cues. With nonverbal communication, an identification context may comprise one or more actions with one or more performance moments. Hence, every situation is characterized by multiple positioning acts in which a cluster of identities are invoked and read but each varying in salience (Omoniyi, 2006).

There are many researchers have been doing research within identity study and language with different subjects and approaches. However, the present researcher focuses on one research which is considered very significant in discussing about identity. Susilowati (2010) investigated teacher identity by using ethnographic action research. She saw identity representation in classroom perceived by both teacher and students. Teachers consciously or subconsciously, made effort to shape their students’ identity (Susilowati 2010). By ranging from designing classroom activities, material selection, or conducting follow up activities, even before the teaching was executed, teacher could shape their students’ identity. Meanwhile, from the student’s perspective, the use of a particular language and some linguistics features could be the way how the students detected their teacher’s identity. In addition, classroom activity was

chosen because first, classroom was a fruitful arena for cultivating student's identity. Second, classroom mirrors the nature of the real life. Then, classroom also revitalized community identity.

In investigating teacher identity, the researcher should have stages to find linguistics features. Susilowati focused on how the teacher represents their identity with very broad sense through their linguistic features. She went through two stages, reflecting of her own experience and explaining what her focus is to find an area of her ethnographic action research. The first stage was reflecting examines that this process provides space to scientifically explore how teachers represent their identity in their classroom interactions. Within this stage, found that teacher's utterances can be indication of teacher identity representation that could be advantage to be investigated. Then, explanation stage examined student identity shaping might be affected by the use of linguistic resources by the teacher which intended on represent teacher identity. In doing a research, the diversity of the subject also influenced to the result. As Susilowati used Discourse Analysis class consisted of 36 students and she flexibly became the teacher and researcher. As the result, teacher identity representation existed in the classroom and was perceived as beneficial business. And, it was also important for the present even future studies to be aware in identity building within classroom interaction.

Although, it is not the most important thing teachers must do however teachers are able to import identity shaping in the very beginning of teaching planning and stretch that to after-class activities. In addition, for the long-term project, other

units who were aware of the important of identity shaping were surely needed because it was not be only teacher's own responsibility.

2.2. Sociolinguistics of Identity

From a sociolinguistics presspective, identity concerns with “the ways in which people position or construct themselves and are positioned or constructed by other in socio cultural situations through the instrumentality of language and with reference to all of those variables that are identity markers for each society in the speech of its member” (Omoniyi and White, 2006, p. 1). Therefore, language has long been recognized as an important aspect of cultural and personal identity. Language constructs our life and it starts from an individual. How an individual uses his/her language(s) to communicate to other individual or in the society. We can assess an individual or society from the language(s) they use. Do they use good language or not and how they use language in daily life.

In the field of sociolinguistics, identity can be more elaborated wihtin the sociolinguistics limit. According to Omoniyi (2006), identity has six particular features. First, identity is not fixed, which means that identity is fluid and not permanent. Second, identity is constructed within established contexts and may vary from one context to another. This means that the identity is strongly influenced by the context acquired or built by someone. Third, identity that these contexts are moderated and defined by intervening social variables and expressed through language(s), which means that the identity does not stop at the context but also the environment and also the language used as a communication tool. Fourth,

that identity is a salient factor in every communicative context whether given prominence or not means when a communicative situation lasts someone can choose between showing their identity or not. Fifth, that identity informs social relationships and therefore also informs the communicative exchanges that characterize them identity is a characteristic that can be used as a sign for a person in a social activity. The last is that more than one identity may be articulated in a given context in which case there will be a dynamic of identities management means that one must be able to manage credentials that can be changed as a marker itself in social interaction. However, Within the sociolinguistics lens, identity is categorisable from variables which can be analogously correlated with behaviors, in this sense, language behaviors (Susilowati, 2014).

As the time goes, identity needs to explore more in any perspectives. Beside, the complexity of people also influence the development of identity. Omoniyi (2006) proposes substantially practical ways of exploring identity from sociolinguistic presspectives. First of all, counting and setting out the numerical order in which several identities are fore grounded in the course action. Then, written or verbal identity is determined, as well as presenting and coding of all identities in the whole situation is based on the needs of illustration. Second, to know which one is the advance and continued duration of identity, the action can be shared on a time scale when identity is mapped.

2.3 Previous Studies

The following are previous studies using Jose Mourinho as the object. First, Hidayatullah (2009) used Jose Mourinho as his object to be studied.

Hidayatullah focused on the sentential meanings of key words used by Jose Mourinho in provoking the rivals. He analyzed upon Edward de Bono's theory of provocation. It is supported by Stephen Lucas' methods of persuasion (refers to Aristotle's three proofs of persuasive appeal). The results of the study showed that Mourinho typically used synthetic sentences, deixis, presuppositions, idioms, and entailments in sequence to provoke the rivals. These features of meanings are used as the process of provoking others, warning, teasing, showing respectability, and comparing himself with others. They are also used to deny and sometimes clarify the statements about him.

Second, Agus (2014) investigated the types of speech act that occur in two football match interviews and analyzed possible meaning in the utterances of interview of Jose Mourinho. He used Austin theory of speech act to analyze it. He also used a descriptive qualitative method to find out the types of speech act and the possible meanings that occur. The data of his research were the utterances taken from two different interviews: the winning match interview and the losing match interview. The result showed there were 28 utterances, which were mostly found in the losing match interview with 17 types of speech act, while in winning match interview, there were 11 type of speech act. The types of speech act utterances in the interview of the losing match were more various than the interview of the winning match. It seemed that Jose Mourinho more carefully answered the questions of the reporter. He did not want to get more punishment with his speaking or comment about the decision of the referee in the match against Aston Villa.

Besides, Susilowati (2010) investigates she herself as the object and in the same become the subject of her study. By using ethnographic action research she sees identity representation in classroom in perceived by both teacher and students. Teachers consciously or subconsciously, make effort to shape their students' identity (Susilowati 2010). By ranging from designing classroom activities, material selection, or conducting follow up activities, even before the teaching is executed, teachers can shape their students' identity. Meanwhile, from the students' perspective the use of a particular language and some linguistics features, can be the way how the students detect their teacher's identity. In addition, classroom activity is chosen because first, classroom is a fruitful arena for cultivating student's identity. Second, classroom mirrors the nature of the real life. Then, classroom also revitalizes community identity.

Furthermore, Melissa (2014) emphasized the theory of identity in term of nationality. She previously conducted her study on how the sociolinguistics situation and the national identity of Cape Verde. She focused on the linguistic situation of Cape Verde, where two closely related languages or dialects is used by the same linguistic community. In her research was found that Cape Verdean cultural identity is complex in its nature because of the African and Portuguese roots of Cape Verde. As individuals and a nation, Cape Verdeans are succeeding. They are globally integrated at the same time that they pride themselves in being Cape Verdean. Most people of Cape Verdean descent are also multilingual, speaking more than just Kriolu and Portuguese.

Based on those previous studies and the present study which also used Jose Mourinho as the object and certainly used identity theory as the focus, it could be predicted and inferred in some statement. First, in this research researcher could probably find the language style used by Jose Mourinho in his press conferences. Second, gesture, facial expression, intonation of Jose Mourinho could be found on how he projects his identity.



CHAPTER III

FINDINGS AND DISCUSSION

This chapter discusses the finding and discussion. The finding consists of the presentation of data and the analysis of data. The result of analysis is further discussed in later part.

3.1 Findings

This research focused on analyzing the utterances produced by Jose Mourinho in order to represent his identity. The 47 data were reduced into 42 data due to avoid the existence of similar pattern of data because it would produce similar finding. The data were divided into 18 excerpts which went along with their own contexts. Additionally, to make this research clear, the data of Jose Mourinho and the reporter were coded by (J) and (R). Then, the data was coded by (1,2,3) and so on was placed in each line of paragraph to make it easier to analyze because each utterance might indicate an important thing such as indicating identity of Jose Mourinho.

Excerpt 1

Excerpt 1 was occurred when Jose Mourinho was chosen as Chelsea manager for the second time in 2013 since he left Chelsea in 2007. The reporter asked about what Jose referred to himself because when he was doing press conference after being selected as Chelsea manager in the first period he referred himself as the special one and the following interviews were happened.

(R): Do you remember your first press conference, just won the Champions League you refer to yourself as the special one, are you still the special one?

(J): I am the happy one (1). Time wise. It looks like a couple days ago but it was 9 years ago and since then a lot of happen in my professional life and I have the same nature, I have the same person, I have the same heart, I have the same kind of emotion related to my passion for football and my job (2). But I am different person in this moment if I have to describe myself. I describe myself as very happy person (3). You know, it is the first time I am arrived in the club where I already love the club (4). Because before I was arriving I had to build a emotional relation and I only become how to know to love the club a few times later. And this time, it's a kind of feeling because it's the first time I'm arriving to the club where I love it, I love it already.

The reporter asked Jose *'do you remember your first press conference, just won the Champions League you refer to yourself as the special one, are you still the special one?'* Indirectly, the reporter was asking Jose about his identity as the 'football manager' who just got a job after being sacked by his previous club Real Madrid. Furthermore, the reporter asked Jose about what he is now, when he finally came back to his previous club Chelsea and we knew that Jose had ever became Chelsea's manager since 2004 until 2007. When the first time, he was doing first press conference in 2004 he said that he was the 'special one' because he won the European Champion League with FC Porto.

Now, the reporter asked, whether he was still the special one, but Jose said, *"I am the happy one"*. Jose's utterance indicated identity as football manager. He changed from the special one to the happy one because he might feel that he was not as special like his first time in Chelsea in 2004 after winning European Champion League with FC Porto. Many people said that Jose was a best manager in Europe even in the world if it was looked from how FC Porto won that trophy. They defeated Manchester United, Lyon, Deportivo La Coruna, which

were more favorite to win than FC Porto. Furthermore, in two years becoming FC Porto manager, Jose won six trophies with three trophies of each season. In addition, Jose's previous club (Real Madrid) situation was also the reason he said he was the happy one. It is because when he became Real Madrid coach, he might feel so many pressures from certain sides, regarding Real Madrid had been one of the greatest football clubs in history. Therefore, the management put big expectations to win trophies under Jose Mourinho's management. Besides, Real Madrid supporters wanted to see brilliant play from Real Madrid. Furthermore, as a big club, Real Madrid had many good players as football stars who had a wish to play every match. In addition, from his smile when he said 'I am the happy one,' indicated that coming back to Chelsea was the happiness of Jose.

In the following answer, Jose said *'And I have the same nature, I have the same person, I have the same heart, I have the same kind of emotion related to my passion for football and my job.* In this utterance, Jose confirmed his 'football manager' identity that he still had the same nature like he used to be. He was a stone head coach, who had often criticized referee's decision if he did not agree with it, and sometimes he uttered controversial statements against it and finally he got sanction from football association. He was the same person who was famous as an expressive coach in responding to an event in the field when his team was playing. Therefore, Jose wanted to tell people that he would be expressive as usual. He said that he had the same heart which means that he loved Chelsea the same as the first time he came to Chelsea. In addition, he still had passion, and emotional attachment in football *"But I am a different person in this moment if I have to*

describe myself. I describe myself as very happy person. However, if Jose compared himself now with the first time he arrived in Chelsea where he said that he was the special one, he represented himself as a very happy person as football manager in the second time managing Chelsea. The reason why he was happy to come back at Chelsea was that he already loved the club. It was excluded from Jose's utterances '*you know, it is the first time I arrived in the club where I already love the club.*' Second, identity as football manager could be seen from his utterances above. As football manager, Jose loved the club (Chelsea) because he had special moment with the club in his first period managing Chelsea. That moment could happen with the players, staff, the fans, and the success that he had in his first period as Chelsea's manager.

Excerpt 2

In excerpt 2 the reporter asked Jose, whether he could be successful as his first period when he won 5 major trophies in Chelsea or might be more. This excerpt was continuance from the previous excerpt.

(R) : You won 5 mega trophies in your three seasons here. Can you do the same again? Can you do better?

(J) : In football we never know (5), But I want to believe it is possible (6), I always trust my works, in this case I know many people that belong to the club and I know the kind of mentality and ambition that people has (7). And, my career was built and based on success in every club I was able to reach success and win trophies to let different kind of legacy (8). So, I have to believe on that and that's a normal messages I want to go with my players which is a work hard, good quality, the club is much important than our self (9), we are no body compare with the club and of course work in well normally success arrives.

Next, the reporter asked Jose, '*you won 5 mega trophies in your three seasons here. Can you do the same again?*' This question indicated about Jose's

capability for getting the same success or may be better in his second time in Chelsea. In his first period becoming Chelsea's manager, he won 5 trophies with Chelsea including two Premier League titles and one FA Cup. "*Can you do better?*" This question indicated that every people within Chelsea included the fans always desired to win every competition and they placed reliance to Jose that Chelsea could win more trophies in his second period in Chelsea. Data 5 indicated that Jose knew everything on football as a manager. He knew that he just started his second period in Chelsea, in which there were some different situations with his first period. For instance, there were some different players, staff, and condition, which determined the success of his team in every match. Jose and his team would face those situations whether he could be successful as the first period in Chelsea or might be better. Data 6 indicated that as football manager, Jose thought that using his capability, and the players he had also combined with the players that would be transferred to Chelsea, he believed that he could be successful as his first period in Chelsea.

Data 7 indicated that identity of Jose Mourinho as a football manager from his statement, he mentioned word "*mentality and ambition*". As football manager, he had to know about the mentality and ambition that every player and person in the team had. It is because it was very important due to winning every match and every competition they played. Then, he also had to know which people who had those things and could perform his guide to win the game. Data 8 indicated identity of Jose as great football manager who always won trophies in every club he managed. Jose succeeded to win trophies in Portugal with FC Porto, England

with Chelsea, Italy with Inter Milan, and Spain with Real Madrid. “*Let different kind of legacy,*” this statement indicated that Jose was able to bring such a good and different legacy to some players in every team. Based on data 9, it could be seen that the identity of Jose Mourinho as a football manager was represented by mentioning the effort of every people in the club. From the statement “*I want to go with my players which is a work hard, good quality, the club is much important than our self*”, Jose also gave a warning to his players that only players who had such good performance would play since he wanted to win every match so Chelsea could win any trophy.

Excerpt 3

In excerpt 3, the reporter asked Jose about his relationship with Chelsea’s owner, Roman Abrahamovic, which was reported that their relationship was broken because Jose did not like the way Roman interfered in term of players transfer. Therefore, people said that Jose was sacked by Roman and the following interviews were happened.

(R): Back to 2007, your relationship with Roman Abrahamovich was so bad and you had to leave the club. how that relationship get patch up?

(J): That is not true. as the start that's not true. You know I read and I keep listening that I was fired, I was sacked (10), we had the complete break of relationship that was not true. Many people did not believe on that, but it was mutual agreement at that time we saw that was the best for both of us for me and for the club (11). you know, was sad moment of course it was a sad moment (12) but I don't regret that decision because after that I went to win that I had probably the best moment of my career (13). After that I went to Madrid (Real Madrid) where we have still the record of the best team in Spanish history (14).

“*Back to 2007, your relationship with Roman Abrahamovich was so bad and you had to leave the club. How that relationship gets patched up*”? This

question from the reporter based on the report that Jose was sacked in his first period in Chelsea because he had bad relationship with Chelsea's owner Roman Abrahamovic. According to the Guardian online newspaper, Jose and Roman had a bit disagreement with some ideas that is why he decided to leave Chelsea in September 2007.

The statement of data 10 indicated the objection from Jose that Roman fired him in his first time in Chelsea. Moreover, the news and many people said that Jose was fired as Chelsea manager. He said that he kept listening that he was fired and sacked by Chelsea management but it was wrong news. Here, Jose wanted to explain that the moment he left Chelsea in 2007 was his appointment and agreement between Jose and Chelsea management. He defended himself against that bad news so that he did not be labeled as a fail manager which could break his name as a great manager.

Based on data 11, he clarified the report said that he had bad relationship with Chelsea owner Roman Abrahamovic about his departure from Chelsea. Jose wanted to tell that his relationship with Roman was good and his decision to leave Chelsea was the best decision for Jose, Roman, and the club. Jose seemed to deny all bad reports about him related to his time in Chelsea. Data 12 examined about Jose's sad feeling when he had to leave Chelsea in 2007. Even, he mentioned twice which means that as football manager he was able to feel pathetic when he had to depart from the club he loved. Data 13 indicated the identity of Jose as football manager when he mentioned "*the best moment of my career*". He tried to explain that he was always being great manager which was able to win every title

in any competition he played. As we knew that after leaving Chelsea in 2007, Jose went to Italy to be the manager of Inter Milan in 2008 until 2010. He won three major titles in season 2009-2010 with Serie A title, Coppa Italy, and UEFA Champion League. It was the best moment of his career during becoming a football manager. Data 14 explained about the success of Jose in Real Madrid, Spain. According to report of *just-football.com*, Jose came to Real Madrid in 2010 until 2013. He won trophies in every season in Real Madrid. In his statement, “*We have still the record of the best team in Spanish history*”, Jose seemed to tell that he was still a great manager. Wherever he managed a club, he always successfully won titles and made records. For instance, he won La Liga title with 100 points and 121 goals overall and Real Madrid became the first team in La Liga, which was reached 100 points in a season.

Excerpt 4

Excerpt 4 occurred in 2014 when the reporter asked Jose about Arsene Wenger’s statement who claimed that other Premier League managers were playing down their title chances because they were “fear to fail”. Finally, Jose had a controversial answer against Wenger’s statement.

(R): Arsene also said that comment from the manager is saying that they (Chelsea) are not in title race, and come out the fear of failure do you have? (Jose cut the conversation)

(J): You know, he is a specialist in failure. I am not, I am not (15). So, if I am supposedly he is right, and I am afraid of fail. It is because I am not failed many times (16). So, maybe he is right, maybe I am not used to fail. But, the reality he is a specialist (in failure) because eight years without a piece of silverware that's failure (17). And, if I do that in Chelsea, eight years I leave London and I don't come back (18).

When the reporter asked, “*Arsene also said that comment from the manager is saying that they (Chelsea) are not in title race, and they are fear in failiure*”?

Implicitly the reporter tried to let Jose's identity as football manager out. It was because, only a football manager who was often talk about title race and comment about statement of other football managers in this case Jose commented on Wenger's statement. On the other hand, the reporter tried to make Premier League competition more competitive and added fuel the flame of the competition through press conference with critical questions.

Based on Jose's answer in data 15 explained that he tried to deny the statement of Wenger who said that Chelsea was not in title race and Jose was fear of failure. Here, Jose replied Wenger's statement while defended himself. Jose said that Wenger is specialist in failure and he was not. Then, he offended Wenger back by saying that Wenger was specialist in failure. It indicated that as football manager Jose did not like be labeled as fear of failure. He also denied that he was not specialist in failure because in every team he managed he always won any trophies. It was strengthened by Jose's following statement in data 16. Furthermore, it explained the identity of Jose as football manager who liked to collide argument against other football manager. Some football managers let other manager to speak anything about his team and regard as cap. However, Jose used to comment on other manager statement especially against Wenger's statement that had started since 2005 when Wenger criticized Chelsea's transfer policy, then Jose replied and said that Wenger was a voyeur who liked to watch other people.

Based on utterance in data 16 Jose tended to compare himself with Wenger. *"It is because I am not failed many times,"* this statement indicated the identity of Jose as success football manager. Although, he was ever failed, but he

never failed as much as Wenger had failed. Jose also wanted to tell that he was better than Wenger. Data 17 explained how Jose replied Wenger's statement by said that Wenger was the specialist in failure. Jose used word 'specialist' which was usually has positive meaning. However, Jose combined word 'specialist' with failure that had negative meaning. Here, we could see that as football manager Jose was clever to construct his language in order to project his identity. The basic of Jose's statement by saying Wenger was specialist in failure was Wenger never won a single trophy with Arsenal since season of 2005-2006 until 2013-2014. While, in the same time, Jose won a lot of trophies with his club. Data 18 explained that as great football manager if Jose failed in winning any trophy in eight years he would leave and never come back to the club. Jose might think, as manager who never won trophy in eight years was very embarrassing moment. Here, Jose also seemed to satirize Wenger who was still in the same club although he failed of winning trophy in eight years.

Excerpt 5

In excerpt 5, the reporter asked Jose about the record that he made during being Chelsea manager for two years. In that period, Jose succeeded in making some record that made him as one of greatest Premier League manager. The following interview occurred.

(R): The record, do you fear anything in football?

(J): No (19).

In excerpt 5, the reporter asked about the record owned by Jose Mourinho in Chelsea. Indeed, Jose's first period in London, Chelsea won 46 of their 60 Premier League home games between 2004 and 2007, scoring 123 goals and only

conceding 28 with a 76.7 per cent winning ratio as they clinched two league titles (SkySport.com). In his second period, probably the record would be broken by any club in Premier League. That is why the reporter asked, whether Jose fear anything in football or not. Word 'fear' had some meanings. First, it could be fear in losing a game. Because, if Jose's team was defeated people would blame Jose over its defeat. Second, fear in breaking his record. Jose had been one of the best Chelsea and Premier League manager who had some good records, for instance, his team Chelsea was the team who had most points in a single season (95). Third, fear in being sacked. When this press conference was held, Chelsea under Jose Mourinho's management got bad situation where they were number fourteen in the league table. Chelsea had made the worst-ever start to a defense of a Premier League title. Moreover, Jose just said "No" indicated that he was not fear about anything. The simple answer and clear intonation also implied that he was ready with anything possible related to his career such as deposition as Chelsea manager.

Excerpt 6

In excerpt 6, the reporter asked Jose's opinion on his relationship with Wenger by responding his statement. This interview was in the same press conference with two previous excerpts.

(R): Do you think you have rattled Arsene Wenger's cage a little bit with some other things that you said by getting response that we have got from him this morning?

(J): No. I just say, if Mr. Abrahamovic gives me eight years to prepare a team, which I don't him to give me, I don't want (20). I just want my contract of 4 years to do my work, and after that, deserve or not to deserve a next contract (21). But, in eight years you have to build so much so

much so much and so much, but I don't want. I don't want eight years I just want 4 (years), and the next one to say that I feel I can do it.

Based on the reporter's questions, it could be seen that the relationship between Jose and Wenger was going to rise after this press conference. Furthermore, Chelsea and Arsenal were in the title race. Therefore, the competition was not only on the field but also in the mind games neither. The answer showed his confidence of his second period in Chelsea as data 20 also indicated that implicitly Jose was satirizing Wenger who never won silverware during eight years. Moreover, he also said that he did not want Mr. Abrahamovic to give him eight years to prepare a team because he might think that as great football manager he did not need such a long time to build a team to be success. Probably, he just needed one, two, or three years to build a good team. In addition, the reality was Jose always won trophy in his first or second years at the team he managed.

Based on data 21, Jose was very confident with his 4 years contract to do his work as Chelsea manager. During 4 years contract, he knew that he had to work hard with his team so Chelsea could be success in any competition. Jose also knew that if he succeeded, he probably got a new contract in Chelsea. However, if he failed, it would be the Chelsea's staff decision to held or release him. In addition, he also said "*But, in eight years you have to build so much so much so much and so much, but I don't want*". Jose repeated "so much" fourth times indicated that he did not want to waste his time to build a team, however he did not win any title that obliged him to build the team every season.

Excerpt 7

Excerpt 7 was related to Chelsea game against Macabi Tel-Aviv in Champion League 2015. After the West London club's poor start, BBC Sport journalist Ben Smith decided to press the Portuguese coach on his 'third season syndrome'.

(R): Jose, when you came to England you said you were a special one, when you came back you were a happy one, what are you today?

(J): Special and Happy (22).

Here the reporter asked Jose about what he was. This question was the same question as two previous questions when Jose came to England for the first and second time. This question indicated Jose's identity both as normal people and as football manager. Jose just answered, "*special and happy*" which explained that he was still the special one as a football manager who won the title every team he managed. Meanwhile, the happy one as manager who was happy to come back to Chelsea, the club he loved. However, the way Jose expressed those words and the situation when the press conference occurred were different. Jose had terrible league start to a top-flight campaign. Many people asked Jose's capability in his bad third season. Furthermore, Jose's facial expression was actually flat. It indicated that he was not happy, even not as he came to England for the first and second time where he seemed to be excited.

Excerpt 8

In excerpt 8, the reporter was pressing the Portuguese coach on his third season syndrome'. Jose had twice managed a club into a third full season, at Chelsea in 2006/07 and Real Madrid in 2012/13. On both occasions, his side was

the defending champion but failed to retain their league title and the following interviews happened.

(R): Do you believe that you still have all the qualities that made you such a great manager? A lot's been made of third season in your time at clubs, what do you say to that?

(J): Look, my third season in Porto, I didn't have third season, my third season in Inter I didn't have third season. My third season in Chelsea in the first time I won the FA Cup and Carling Cup and I play the Champions League semifinal. The third season in Real Madrid, I won the Super Cup I lose the Cup Final and I went to Champions League semifinal, These are my third season, so click google instead you made stupid question, click google and try to find (23).

When the reporter asked "*do you believe that you still have all the qualities that made you such a great manager*"? However, he did not answer directly to the question instead of explaining about his third season history in every team he managed before. All statements explained that he tried to defend himself from third season syndrome he had. Then, from the statement also explained identity Jose as football manager that Jose still had all the qualities which made him such a great manager because he still won other cups despite not the league title cup.

"These are my third season, so click google instead you made stupid question, click google and try to find". This utterance came out from Jose which explained that, if the reporter asked about his third season history just click google and the answer would be available on it. He was not necessary to mention all his third season history to the reporter. Furthermore, word "stupid" indicated Jose's desperation due to the poor results obtained by the team. Jose seemed to want to vent his frustration to journalists who always criticized him. From Jose's body movement and vocal cues, he addressed his hand to the reporter that indicated that

he asked the reporter to click google to find the answer of his question. In addition, the intonation when he spoke was raised indicated that he was bit anger and peevish because the question of the reporter.

Excerpt 9

Excerpt 9 was still in the same press conference with the previous excerpt. Here, the reporter tried to emphasize his question so that Jose was able to answer correctly.

(R): Jose, you know what I am getting at though don't you? How important is it for you to build (Cutting the conversation)

(J): No, you spoke about the third season and I am telling you that the question is stupid because the third season is what I told you (24).

(R): But Jose you know the point of the question?

(J): I know I know the point is the question is stupid. I am sorry.

When the reporter tried to make the question clear to Jose, instead of cutting the conversation by stating as showed in data 24. Probably, Jose thought that if the reporter asked about his third season just click google and he would find the answer. Besides, he repeated to say “stupid” as the chosen word to release his dejection to the reporter. The conversation above explained Jose’s identity as football manager who often compete an argument between him and the reporter in this case.

Excerpt 10

In excerpt 10, finally, Jose could answer the question of reporter that asked about his capability in managing a team beyond three years or more. The following interviews occurred.

(R): Well, I am asking how important Jose for you is it to build a dynasty at a football club beyond three or four season? That is not something you have done before.

(J): Ya, that is another question (25). It is the first I am going to do that. So, I don't have experience in that. I don't have bad or good experience, it is the first time I am going for that (26).

Based on excerpt 10, the reporter made a clear question for Jose about his effort to build a football dynasty beyond three or four years where Jose had never done it. Jose answered (data 25) that he was still peevish with the reporter. It also was seen through his gesture. Based on data 26, it could be seen that Jose as football manager was represented by saying that he did not have experience to manage team beyond three of four years. Furthermore, it indicated that Jose as football manager had limited knowledge in managing team more than two years. It was clarified with following statement as Jose said that he had nothing to show to any people, although, he was always successful to bring his team to be champion. Moreover, Jose's vocal cues explained that Jose was doing his best effort to make Chelsea returned to their best perform so that he could build dynasty of football beyond three or four years.

Excerpt 11

In excerpt 11, the reporter asked Jose about his opinion if he could create a dynasty of football. Probably, the reporter had a thought that if Jose was a great manager he could build a dynasty of football as other great football managers for instance Sir Alex Ferguson and Arsene Wenger.

(R): I am asking how important is it to you as a man to show people that you can create a dynasty at a football club?

(J): I have nothing to show to anyone. Nothing (27).

Jose's answer in data 27, "*I have nothing to show to anyone. Nothing,*" indicated that Jose was frustration with his team performance especially in Premier League and Chelsea was 11 point behind the leader Manchester City. Besides, during his career as football manager he always produced some great players at the team where he became the manager. In FC Porto he produced great players such as Deco, Carvalho and he won the Champion League 2004. In Chelsea first period, he produced Didier Drogba, Frank Lampard, and John Terry and he won five major titles. In Inter Milan, he brought out Diego Milito, Maicon, and Wesley Sneidjer, and he won treble winner in 2010. In Real Madrid, he created rising stars such as Raphael Varane, Jese Rodriguez, and Jose Callejon and he won three Major trophies. Jose was fiercely protective of his players, robust in his defense of his own record and proud to remind the rest of English football that he was a champion.

Excerpt 12

Excerpt 12 occurred after the game against Arsenal at Chelsea's home Stamford Bridge. The reporter asked Jose's opinion about Arsene Wenger's statement that Chelsea player Diego Costa had to be sent off after his rough performance. He rised his hand into Laurent Koscielny's face but the referee did not see it. After that, Arsenal's player Gabriel Paulista respond to that incident by coming after Costa, and they had a body challenge each other. Then, Gabriel sent off by the referee after intentionally kicked Costa's leg. It was controversy over Gabriel Paulista's red card but Chelsea won out thanks to goals from Kurt Zouma and Eden Hazard in the second half. After the game, Jose Mourinho took a serious

dig at London rivals and Arsene Wenger, who truly had a terrible record against Chelsea.

(R): Sorry, Jose, Arsene Wenger admitted Gabriel deserved to be sent off but he also found Diego Costa deserve red card in the same mentality. What is your opinion?

(J): In my view is this. That is why sometimes I am very proud of my people and my club and I played against Arsenal I don't know 12, 15, 18 times I don't know and only once he didn't moan (28). And, in that day we lose the game, we lose the cup, was not good for us, we behaved in fantastic way, no excuses, not crying, not moaning, just Mr. Jose Mourinho, my players, and Chelsea Football Club (29).

Data 28 indicated that Jose always defended his players from critics by others in this case Arsene Wenger. It was also seen Jose's behaviour to re-attacked his opponent who criticized his players by saying "*and only once he (Wenger) didn't moan.*" It meant that every match when Wenger lost against Jose, he always moaned except one victory in Community Shield 2015. Jose's following statement in data 29 which indicated that as football manager he had to be fair to accept any result of the match. Jose related this event with the day when he lost against Wenger. Jose stated that his side deserved to be lose and did not protest to anybody against the match result.

Excerpt 13

In excerpt 13, the reporter repeated the question about Diego Costa incident. He thought that Jose did not answer the question. However, once again, Jose did not answer the question about Costa's incident. Instead, Jose explained about his derby experiences as the following interview.

(R): You didn't answer the question that what do you thought that He (Diego Costa) should sent off?

(J): No, this is my question, I played my first derby on the September 20-something 2000 Benfica against Sporting, and I told my players before the game to win derbies you need emotional control, without emotional control forget it, you don't win derbies (30). I play derbies in Portugal, Spain, Italy and England again. And, it is something I repeat every derby, you don't win without emotional control. It is a basic thing of the game.

Data 30 explained identity Jose as football manager who always reminded his players in every derby to have emotional control. From this statement also, Jose tried to turn the reporter's mind from his question by saying that emotional control was important in every derby. On the other side, Jose's statement purpose was that Diego Costa had emotional control so that he could stay on pitch. However, Gabriel Paulista did not have emotional control so that he was sent off by the referee in that incident. In addition, Arsene Wenger as the coach should remind his players to have emotional control in derby. Moreover, implicitly Jose believed that he was one of the best managers in the world and he was better than Arsene Wenger as a manager.

Excerpt 14

In excerpt 14, Jose seemed to be annoyed by the reporter's question which always asked about Diego's incident. He cut the questions which would be explained by the following interview.

(R): More questions from the reporter and cut by Jose

(J): I think you should speak about Gabriel Paulista, good player. You should speak about him and about his mistake. If you want to speak about Diego Costa with me, it is just to say he played like he has to play (31). And, that is why you have full stadium you sell to televisions all around the world for millions and millions because the game has to be played like that, okay? So, That is why tomorrow I couldn't go yesterday I go tomorrow for what I consider comparable in terms of dedication and

passion. New Zealand against Argentina (in the rugby world cup) (32) I go tomorrow because I love it Fantastic Diego.

Based on excerpt 14, it could be seen that identity of Jose as football manager represented by supporting his player in this case Diego Costa who was from the reporter representative Costa had rough performance against Arsenal. In addition, Jose's identity as football manager was also seen by giving his player advice to perform on the pitch. It was represented by mentioning, *"if you want to speak about Diego Costa with me (repeat) it is just to say he played like he has to play,"*(31). It was because, only a football manager who gave an advice to every player in his team so that the players would have their own roles to be played. Moreover, football manager knows what kind of strategies which would be used by his team and of course he would use different strategies in every match depended on his team opponent.

Moreover, the utterance of data 32 indicated identity of Jose as manager who always had and felt passion in every sport so that he could apply the passion itself in managing a team and spread that passion to his team. Furthermore, it indicated that Jose satirized Arsene Wenger who had less fair play in football because he always moaned about the match result and especially when he faced against Jose.

Excerpt 15

In excerpt 15, the reporter stated seemed like confuse on Jose's answer. In which according to Jose that Diego played normally in that match. The following interview occurred.

(R): You haven't answered the question (Diego Costa incident)

(J): Man of the match for me (33).

Based on excerpt 15, the identity of Jose as football manager was represented by appreciating his player performance by mentioning that his player (Diego Costa) was man of the match for him. Man of the match was player of the game or man of the series award that was given to the outstanding player, usually the one who made the most impact, in a particular match or series. Whereas, in others perspective, Diego had rough performance. In addition, this utterance also indicated that as football manager Jose had to motivate his players so that the players would have better performance in the next match.

Excerpt 16

In excerpt 16, the reporter asked whether Diego should get red card or not, related to his incident with Gabriel Paulista. The following interview happened.

(R): No red card?

(J): Of course not, the referee was there (repeat), was the same referee that made every decision of the game, was the same referee that didn't give two penalties, clear, for us. It's also rules of the game (34). What Gabriel Paulista did to Eden Hazard which is something that is allowed in rugby and not in football. And in the box it's a penalty (repeat), and in the second half - I don't know which player it was [Hector Bellerin] - but did the same on Diego Costa, in rugby it's fantastic, in football it's a penalty (35).

The utterance of data 34 indicated Jose memorized every details of the game. It could be seen that Jose remembered the incidents which occurred when the match was playing. Once again, he supported his player by saying that Diego Costa was not deserve to send off because the referee was there and saw the incident. In order to strengthen his opinion, he explained that his team should have two penalties because the fouls on Chelsea players were clear but the referee

did not give his team the penalties. Moreover, this utterance also showed the uniqueness of Jose. He compared the incident that appeared in the match with Rugby sport. We knew that Rugby had been one of sport that required the players to have a body contact with the opponent's players. It was not just a body contact but the player should bring the opponent down so that he can get the ball. In case, it was happen in football, it should be a fouls because football had been different with rugby.

Excerpt 17

Excerpt 17 appeared after the match between Arsenal against Chelsea in the Premier League season 2014 - 2015. The game happened in Arsenal's home Emirates Stadium, London. At that time, Arsenal supporter chanted "boring, boring" against Chelsea's playing style. And, Jose had the answer by the following interviews.

(J): you know, I think "boring" is ten years without a title that is very boring. You know, you support the club and you are waiting, waiting, waiting, and false so many years without a premier league title I think that is very boring (36). But, maybe they are singing not to us because when you are at home and you want to win the game and you take your number nine maybe for the home fans they want more maybe they want to play Giroud and Welbeck together in front and try to win the game in the last period (37). You know, I think we had very good performance and the boring team is the second team with more goals in the premier league, is the best in goal difference, is the second team with more goals only Man City (Manchester City (football club)) scores more goals than us (38). So, I think we score a lot of goals and a period where we don't have Diego Costa, we don't have Remy and we have only one striker (39) that we need to work in a way where he has to be able to help us in all these matches we are having, which change and rebuild our dynamic (40) and we are not scoring so many goals as before but even so we are the second team with more goals scored.

Data 36 indicated identity of Jose as football manager who responded critic to his team from the opponent supporters. As football manager, Jose knew that there must be many opinions about his team. At that time, Chelsea was in the top of the league and had big chance to win the league. When his team got a critic from opponent's side, instead Jose criticized the opponent side by irony statement. *"You know, I think "boring" is ten years without a title that is very boring. You know, you support the club and you are waiting, waiting, waiting, and false so many years without a premier league title I think that is very boring."* Jose thought that boring team was Arsenal which did not win the premier league title since season of 2004 until now. Furthermore, he insinuated Arsenal fan that was just waiting for his team to be English champion without any proof.

In addition, this utterance of data 37 indicated Jose understood that the 'boring' chant was an alibi from Arsenal fan who bellowed their frustration to Arsenal team who could not break Chelsea's defensive line which was led by John Terry. It referred to 'boo' chant from Arsenal fans when Arsene Wenger as Arsenal manager changed the striker Olivier Giroud and he was substituted by another striker Dany Welbeck. As football manager, Jose knew that when the team played in their own home and wanted to win the game but were stuck, the team had to play with more strikers to maximize their offensive line so they could have more contribution to score the goal.

Moreover, data 38 explained the objection of Jose about the boring team. It was impossible if a team with such great statistics marked as a boring team. On the other hand, Chelsea did not play with a striker because they only had one

striker left (Didier Drogha) and the other strikers; Diego Costa and Loic Remy were injured. Jose decided to play with Oscar who was actually a midfielder to replace his striker. It mentioned in the following statement in “*we don't have Diego Costa, we don't have Remy and we have only one striker*”. It also indicated that Jose had many strategies to maximize his team performance although he had no exact player in actual position.

“*We need to work in a way where he has to be able to help us in all these matches we are having, which change and rebuild our dynamic*” indicated that Jose realized that in big match as London Derby against Arsenal his team did not win the game but had to get point. The game played in Arsenal’s home. It was convinced that the home’s side had to win the game. Jose understood that if Chelsea could win the following matches against Leicester city and Crystal Palace, they could claim the title for the first time since 2010 (theguardian.com).

All the above utterances of Jose indicated that identity of Jose as football manager who understood how to answer the critics from the opponent’s side by mind game as explained in the second paragraph of previous page. It also indicated that as football manager, Jose had to be smart to play using his strategies and players that were necessary in facing the opponents.

Excerpt 18

In excerpt 18, Jose explained his chance to claim the league title in the following matches. By the result that his team got against Arsenal, his side only need 3 more victories to win the English Premier League.

(J): We need to be champion (41). First of all, we need five points to be Champion. And if we do that, I think we are going to do that. We will be

Champion, being top of the league, since day one, be top of the league since day one. I think only top team can do that (42).

On excerpt 18, it could be seen that Jose was optimistic that his team was going to be Premier League champion. Data 41 explained that as football manager in the big team like Chelsea, Jose had to take Chelsea winning any title in every competition. It referred to the last time Chelsea won Premier League was in 2010. It had been 5 years so Jose might think that at that time was momentum for Chelsea to win the title. In addition, Jose was aware at that time was his second season in Chelsea where in his history, Jose always succeeded to take his team becoming a winner of a competition on his second season. For instance, when he was at Inter Milan in his second season, he succeeded taking Inter Milan got the best history for the club by winning three mayor trophies, such as Serie A, Copa Italy, and UEFA Champion League. Moreover, Chelsea was 5 points less to win the Premier League title and 13 points above the team in second position. Therefore, as football manager, Jose was optimistic that his team could hoist the title in last period of the season.

The utterance of data 42 indicated the identity of Jose as a great football manager by taking his team became the league leader since the first match of season 2014-2015. Even more, Jose said *that "I think only top team can do that"* which was more indicated that he was great football manager. It was because, a team could be mentioned as a top team if they could do as Chelsea did, which meant that Chelsea was a top team. Moreover, behind the top team, there must be a great manager who managed the team. In the other words, Jose praised his own self as a great football manager.

3.2 Discussion

Based on the findings, the researcher found that to project an identity an individual needs to construct the language use. It was because, language was a sufficient identity marker in a given moment within an interaction which was going to be alternative identities that are backgrounded, as what Jose Mourinho did during football press conference. Moreover, some kinds of body language also used by Jose Mourinho to project his identity.

Jose Mourinho constructed his language to create a perspective of himself and how other people saw him. Jose Mourinho projected his identity as a football manager from the way he answered questions from the journalist during the press conference. Jose frequently answered the questions. Furthermore, Jose's answer was often to be controversial statement because he mocked somebody or even the journalist who had bad opinion about him. Jose also gave emphasising on her utterances to make the journalist understand that what he had done for his team was right and he was one of greatest football manager. In addition, his body movement, facial expression, and vocal cues also had important impact in how Jose projected his identity. Jose could projected his identity changefully depended on the result got by his team. As stated by Omoniyi (2006) stated that identity was considered as fluid and that the individual is able to move in and out of identity categories by varying their acts in response to demands and needs within particular moments of identification. Based on the findings above, Jose Mourinho projected his identity through two ways; when he expressed his attitude and, when

he told about his capability as a football manager. In addition, when he expressed his attitude, the researcher divided into 4 kind of utterances.

First of all, Mourinho told the journalist about his feeling during he became a football manager. In data 1 *'I'm the happy one'*, it could be seen that he was happy to come back to the club where he already loved. In addition, happiness was also seen through his facial expression in this case 'smile'. It was also same in data 12 *'you know, was sad moment of course it was a sad moment'*, which told about his sadness because he left Chelsea in the first period to make the club better.

Second, when Mourinho pleaded himself, his team, and also his players from critics which came from other managers, fans, and journalists. In data 10 *'that's not true. as the start that's not true. you know I read and I keep listening that I was fired, I was sacked'*, Jose clarified the report that he was sacked by Chelsea and he had bad relationship with Chelsea's owner Roman Abrahamovich. Then, in data 15 *'you know, he is a specialist in failure. I am not, I am not'*, he pleaded him self from Arsene Wenger's argument which told that Jose was fear in failure. It was also seen in data 23, *'these are my third season, so click google instead you made stupid question, click google and try to find'*. This utterance explained that Jose rejected that he always had worst season in his third season during he managed a team. In addition, in data 28, *'in my view is this. That is why sometimes I am very proud of my people and my club and I played against Arsenal I don't know 12, 15, 18 times I don't know and only once he didn't moan'*. Jose tried to support Diego Costa, who was according to Arsene Wenger's

perspective that Diego had to be sent off because of his worst performance during the game. Moreover, in data 36 *'but, maybe they are singing not to us because when you are at home and you want to win the game and you take your number nine maybe for the home fans they want more maybe they want to play giroud and welbeck together in front and try to win the game in the last period'*. Jose denied the 'boring' chant from Arsenal fans by saying that the fans was singing to his own team.

Third, Jose Mourinho's identity was seen by telling his behavior as football manager. There were several behaviours that he showed in his press conference. The first was behaviour to believe in his ability as football manager. In data 6 *'but I want to believe it's possible'*. Jose told that he believed that he could get the same success even better in his second period in Chelsea. The second was behaviour to support his team through the way Jose appreciated, and motivated his team. It was showed from data 33, *'man of the match for me'*. He showed to viewers that he made into Diego Costa as man of the match, whereas other people thought that Diego was had rough performance. Implicity, Jose also motivated Diego to had good performance in the following matches. And the third behaviour was Jose became low profile when he answered the questions of the journalists. As in data 27, *"I have nothing to show to anyone. Nothing."* He said that he had nothing to show to people in his effort for making a dynasty of football. Being low profile could be seen from the way Jose answered the questions through his facial expression and also vocal cues. While, the fourth was Jose who often did not answer the questions directly and preferred to tell

something which was not related to the questions. It occurred in data 28 *'in my view is this. That is why sometimes I am very proud of my people and my club and I played against Arsenal I don't know 12, 15, 18 times I don't know and only once he didn't moan'*. The reporter asked him about Arsene Wenger's opinion that Diego Costa should be sent off. However, Jose said that Arsene Wenger always moaned if his team beated by Chelsea which was managed by Jose.

Fourth, Jose also often compared himself to other football manager implicitly. It seemed that Jose wanted to show that he was better than the other manager he compared to. It was seen from excerpt 16 *'so, if I am supposedly he is right, and I am afraid of fail. it's because I am not failed many times'*. Jose replied Arsene Wenger's statement by saying that he did not fail many times. The last was Jose prefer to compete an arguments against the opinion from the journalist and/or other football manager. It occurred in data 15, *'you know, he is a specialist in failure. I am not, I am not'*, when Arsene Wenger said that Jose was fear in failre, whereas Jose said that Arsene was specialist in failure. Then, in data 23, *'these are my third season, so click google instead you made stupid question, click google and try to find'*, showed that Jose had an argument with the journalist against his question by saying the question was stupid and Jose asked to the journalist to google the answer.

Meanwhile, Jose also mentioned his capability as football manager in representing his identity. His capability could be seen when Jose told about his achievements in managed a team. For instance, in data 42, *'I think only top team can do that'*, he conveyed his identity as football manager implicitly. He

expressed that Chelsea was being the league leader since the first day and only the top team was able to do that. It seemed like he praised himself as a great football manager because he succeeded to take Chelsea be the top team. In excerpt 13, *'but I don't regret that decision because after that I went to win that I had probably the best moment of my career'*, he mentioned about his best moment along being a football manager where he won three major trophies with Inter Milan.

Showing certain identities meant that someone who was different from other. In addition, identity also influenced by the context and the situation. It was proven when Jose constructed his languages use during the press conference. The context of each press conferences was different. There were press conferences which were done before and after the mach. The situations were also not similar. It could influence how Jose projected his identity because he would have different kind of feelings depended on the match result and also the questions from the journalists. Therefore, in each press conferences Jose Mourinho shaped his language used and also his body language implicitly as well as shaping who he was and how other people would recognize him as a football manager. He gave emphasizing on each utterance of his answers that he is a great football manager.

Summarily, identity of Jose Mourinho as a football manager could be seen from his utterances and body language when he answered the questions of the journalists. He tried to emphasize each answer to created a certain identity.

Constructing language use and body language in a press conference were also part of showing a certain identity of someone which would be recognized by others.

CHAPTER IV

CONCLUSSION AND SUGGESTION

This chapter covers the concluding remark and suggestion of the study. The researcher provides conclusion and future directions regarding the topic for those interested in researching in the same area of sociolinguistics and identity

4.1 Conclusion

After analyzing the data, the researcher found that Jose Mourinho projected his identity as football manager by expressing his utterances indicated his attitude and capability as football manager. The use of language absolutely influenced people in representing their identity. Based on the findings, identity could be found through the utterances that were constructed by Jose Mourinho. He tried to construct his language choice which emphasized some utterances to present his identity as a football manager. In addition, he constructed his body movement, facial expression, and vocal cues during the press conferences strengthened his identity as football manager.

Couple of elements such as the context and the situations that were different also influenced of how Jose projected his identity. Context and situation referred to when the press conference was happening and the situation of Chelsea, whether or not Chelsea had a good result. From the way he constructed his identity, it could be seen that Jose projected his identity as a great football manager which was always success in every team he managed.

4.2 Suggestion

This research examines the identity of Jose Mourinho in football press conference. It includes the language use and the use of body language. Hopefully, there will be other next researchers who are interested in the same or even different studies. They are able to deepen their knowledge on sociolinguistics and identity. Otherwise, they can also use other different subject which will have different context in how someone projecting identity. Therefore, they can get the findings in particular context press conference and daily conversation that build the sequences of conversation and leads to particular ways of projecting identity. In addition, The researcher suggests those who wants to study the linguistic aspects of certain talk show, movie, novels, or plays should understand clearly how to analyze all of them from the linguistic side, especially in doing identity research.

Besides, this research also recommended for the next researcher to investigate identity that is used Holmes (1997) theory which is examined woman, language, and identity. It is because, gender diversity is becoming one of hot issues especially when lesbian, gay, and transgender are legal in some countries. The subject can be from the movie or talk show that works language as the result. In this case, researcher may find some significance findings such as how woman identify their feminism through their linguistics form.

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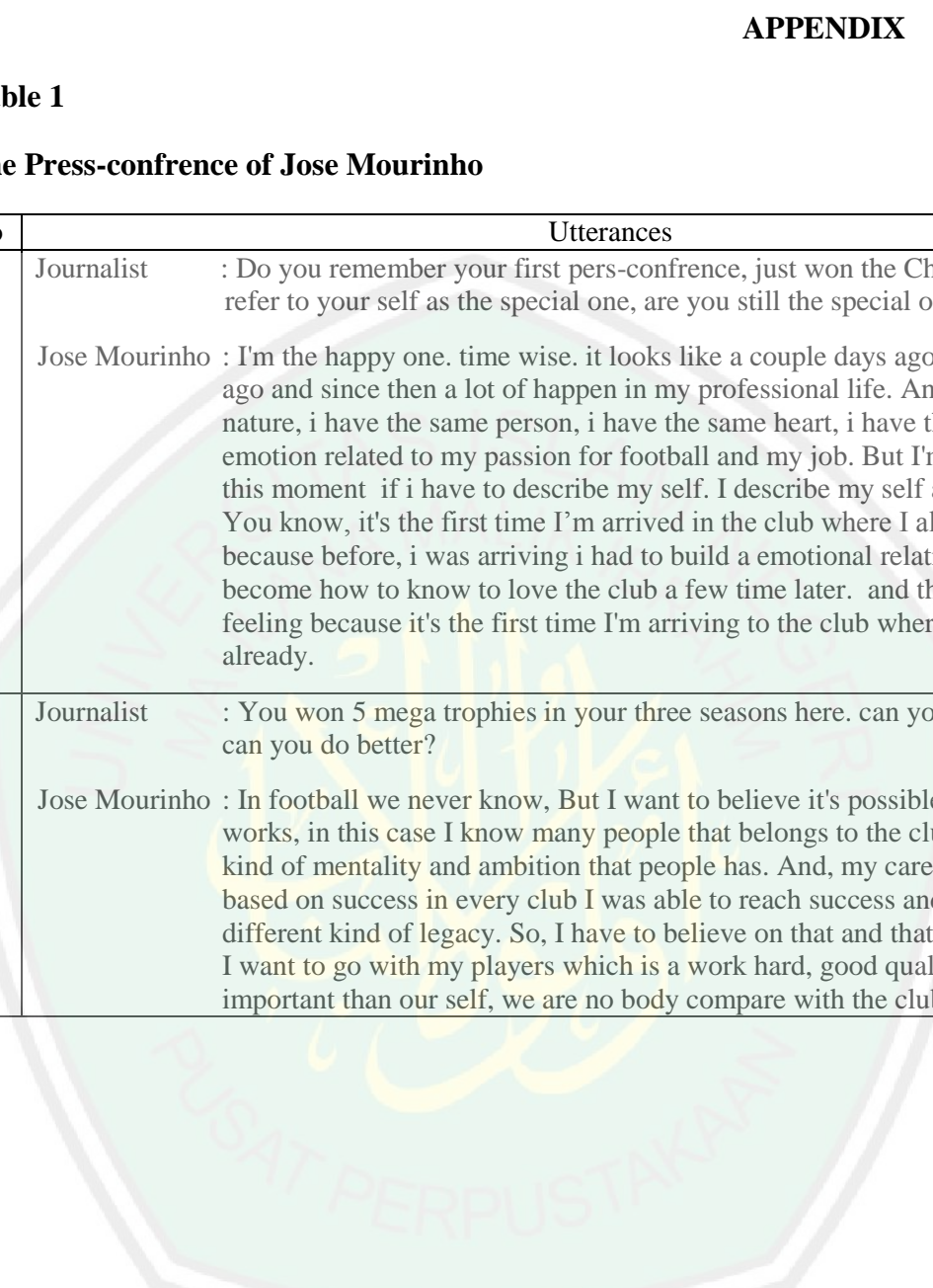


APPENDIX

Table 1

The Press-conference of Jose Mourinho

| No | Utterances | Data |
|----|---|------------------|
| 1 | <p>Journalist : Do you remember your first pers-conference, just won the Champions League you refer to your self as the special one, are you still the special one?</p> <p>Jose Mourinho : I'm the happy one. time wise. it looks like a couple days ago but it was 9 years ago and since then a lot of happen in my professional life. And i have the same nature, i have the same person, i have the same heart, i have the same kind of emotion related to my passion for football and my job. But I'm different person in this moment if i have to describe my self. I describe my self as very happy person. You know, it's the first time I'm arrived in the club where I already love the club. because before, i was arriving i had to build a emotional relation and i only become how to know to love the club a few time later. and this time. it's a kind of feeling because it's the first time I'm arriving to the club where I love it, I love it already.</p> | Press-conference |
| 2 | <p>Journalist : You won 5 mega trophies in your three seasons here. can you do the same again? can you do better?</p> <p>Jose Mourinho : In football we never know, But I want to believe it's possible, I always trust my works, in this case I know many people that belongs to the club and I know the kind of mentality and ambition that people has. And, my career was built and based on success in every club I was able to reach success and win trophies to let different kind of legacy. So, I have to believe on that and that's a normal messages I want to go with my players which is a work hard, good quality, the club is much important than our self, we are no body compare with the club and of course work</p> | Press-conference |



| | | |
|---|--|-----------------------|
| | in well normally success arrives. | |
| 3 | <p>Journalist : Back to 2007, your relationship with Roman Abrahamovich was so bad and you had to leave the club. how that relationship get patch up?</p> <p>Jose Mourinho : That's not true. as the start that's not true. you know I read and I keep listening that I was fired, I was sacked, we had the complete break of relationship that was not true. many people didn't believe on that, but it was mutual agreement at that time we saw that was the best for both of us for me and for the club. you know, was sad moment of course it was a sad moment but I don't regret that decision because after that I went to win that I had probably the best moment of my career. after that I went to Madrid (Real Madrid) where we have still the record of the best team in Spanish history.</p> | Press-conference 1 |
| 4 | <p>Journalist : Arsene also said that comment from the manager is saying that they are not in title race, and they are fear in failure?</p> <p>Jose Mourinho : You know, he is a specialist in failure. I am not, I am not. So, if I am supposedly he is right, and I am afraid of fail. it's because I am not failed many times. So, maybe he is right, maybe I am not used to failed. But, the reality he is a specialist (in failure) because eight years without a piece of silverware that's failure. and, if I do that in Chelsea, eight years I leave London and I don't come back.</p> | Press-conference 2 |
| 5 | <p>Jose Mourinho : I just say, if Mr. Abrahamovic gives me eight years to prepare a team, which I don't him to give me, I don't want. I just want my contract of 4 years to do my work, and after that, deserve or not to deserve a nest contract. but, in eight years you have to build so much so much so much and so much, but i don't want. I don't want eight years I just want 4 (years), and the next one to say that i feel i can do it</p> | Press-conference 2 |
| 6 | <p>Journalist : Jose, when you came to England you said you were a special one, when you came back you were a happy one, what are you today?</p> | Press-conference 3 |

| | | |
|----|--|-----------------------|
| | Jose Mourinho : I have nothing to show to anyone. nothing. | |
| 11 | <p>Journalist : Sorry, Jose, Arsene Wenger admitted Gabriel deserve to be sent off but he also found Diego Costa deserve red card in the same mentaliant. What is your opinion?</p> <p>Jose Mourinho : In my view is this. That is why sometimes I am very proud of my people and my club and I played against Arsenal I don't know 12, 15, 18 times I don't know. And only once he didn't moan. and, in that we lose the game, we lose the cup, was not good for us, we behaved in fantastic way, no excuses, not crying, not moaning, just Mr. Jose Mourinho, my players, and Chelsea Football Club.</p> | Press-conference 4 |
| 12 | <p>Journalist: You didn't answer the question that what do you thought that He (Diego Costa) should sent off?</p> <p>Jose Mourinho : No, this is my question. I played my first derby on the September 20-something 2000 Benfica against Sporting. And I told my players before the game to win derbies you need emotional control. without emotional control forget it, you don't win derbies. I play derbies in Portugal, Spain, Italy and England again. and it is something I repeat every derby, you don't win without emotional control. it is a basic thing of the game (repeat 2 times).</p> | Press-conference 4 |
| 13 | <p>Journalist : More questions from the reporter and cut by Jose</p> <p>Jose Mourinho : I think you should speak about Gabriel Paulista, good player. You should speak about him and about his mistake. if you want to speak about Diego Costa with me (repeat) it is just to say he played like he has to play. and that is why you have full stadium you sell to televisions all around the world for millions and millions because the game has to be played like that, okay? So, That is why tomorrow I couldn't go yesterday I go tomorrow for what I consider comparable in terms of dedication and passion. New Zealand against Argentina (in the rugby world cup) I go tomorrow because I love it Fantastic Diego.</p> | Data 2 |
| 14 | Journalist : the player has to play in the rules? | Press-conference |



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|--|--|-----------------|
| | we do that, I think we are going to do that. we will be Champion, being top of the league, since day one, be top of the league since day one. I think only top team can do that. | conference 5 |
|--|--|-----------------|

