CHAPTER 1
INTRODUCTION

1.1 Background of the Problem

A social issue in society may be a condition that has terrible effect for a tremendous numbers of individuals. There's a lot of issue in our society such as climate alter, wars, disparity, destitution, devout clashes, sexual abuse and many more. Numerous sorts of awful conditions exist. Concurring to a few sociologists, awful conditions are not a social issue unless they are recognized by huge numbers of citizens. And there is one social issue that we are suffering together. The COVID-19 situations that has spreading all around the world has indeed made almost all planned in 2020 being canceled. Music events, festivals, seminars and school graduations have also been canceled. Many people being so desperate about it and feels like there is no hope in the future anymore but because of that, YouTube took the initiative to hold the "Dear Class of 2020" event to anyone who couldn't hold a graduation ceremony. Dear Class of 2020 is a virtual graduation event live event that happen on June 7, 2020 on YouTube. The purpose of this event is to graduating students of all levels who can't celebrate it in actual ceremonies and were cancelled due to the COVID-19 pandemic.

As what I mentioned above, this event is full of moving speeches. All of the speakers are saying a good speech to the graduated student but BTS's speech really touched me and I decided to analyze it. BTS (RM, Jin, Suga, j-hope, Jimin, V, Jung kook) gave a powerful commencement speech during "Dear Class of 2020". Wearing black suits, the seven members recorded their speech to the event from the National Museum of Korea in Seoul, South Korea. All of BTS member get the opportunity to delivering their speech, each of them take turns sharing messages of hope and inspiration for the class of 2020 in both English and Korean, and YouTube providing the official translation in English. I analyze BTS's speech at "Dear Class of 2020" because they mention a lot about the problem that everyone relate to as a student or even human being and they also give encouraging speech to everyone during these challenging times. I analyze this speech by analyzing the hidden meaning and the language and ideology that found in the speech.

The term "hidden meaning" is usually taken to refer to something unexplained, undisclosed and obscure. Hidden meaning is something being out of sight or even not

readily apparent. Actually the word "hidden" itself is so hard to explain because there are a lot of explanation about it. But here is the simplest one to easily know what hidden is. So, hidden is something that's been put in the very back and hard to see. Basically, hidden meaning is not easy to find. We need to analyse each word and also we need to find the background of every phrases that being said to know what the actual meaning.

Language is an important thing in communication. People use language to express and share the ideas, information and knowledge from the speaker to receiver. Language also a requirement for communication of human life. Human beings can convey precise information through their speech. Language is also means of conveying our ideas to others. Language is being used to interact, get information, and to communicate with other human. People use language to gain understanding their intention. Whatever the form of the language is, there is always a messages inside the language. Through language, we can express our feeling or idea. Language plays an important role when we want to express our feeling or idea. Critical discourse analysis is really concerned in exposing hidden ideologies that reflected, reinforced and constructed in everyday or the formal discourse. Critical discourse analysis is a powerful set of ideas. The whole concept of ideology is so crucial. According to Van Dijk, he states that social cognitions about different social groups and social events are similar they are being monitored by the same fundamental interpretation framework and by ideology. Ideology also allow people, as a group members. Ideology become the interesting topics of the study in critical discourse analysis because it is so important to understand discourse meaning to dismantle some hidden meaning from discourse text.

1.2 Identification of the Problem

Based on the Background of the Problem above, I identify that there are hidden meanings that BTS's mention in their speech. I also identify that there are language and ideology involved in BTS's speech.

1.3 Limitation of the Problem

Based on the Identification of the Problem above, I limit to the analysis of the Critical Discourse Analysis to the theory of Van Dijk in analyzing the ideology. The object of the research is BTS Commencement Speech in "Dear Class of 2020" in June 7, 2020.

1.4 Formulation of the Problem

Based on the Limitation of the Problem above, I formulate the next problem:

1. What are the hidden meaning in BTS Speech?
2. How do the language and ideology explain the speech?

1.5 Objectives of the Research

Based on the Formulation of the Problem above, the aim of this research is:

1. To explain the hidden meaning in the speech.
2. To explain the language and ideology in the speech.

1.6 Benefit of the Research

In this research, the benefits of the research are to providing knowledge about the phenomena of language especially in discourse in a variety of context. I also want to giving additional knowledge to the readers about Critical Discourse Analysis especially to the student of English Department and giving some useful references for other researchers who are interested in the similar topic.

1.7 Systematic Organization of the Research

Based on the explanation above, the systematic organization of the research are:

Chapter 1 is introduction. This chapter consists of seven points; Background of the Problem, Identification of the Problem, Limitation of the Problem, Formulation of the Problem, Objective of the Research, Benefit of the Research, Systematic Organization of the Research.

Chapter 2 is theoretical framework. This chapter consists of: Discourse Analysis, Critical Discourse Analysis, Hidden Meaning, Language, Ideology, and Previous Related Studies.

Chapter 3 is research method. In this chapter, it is consists of: Time and Location, Research Approach and Method, Research Object and Data, Data Collection Technique,

Data Analysis Technique.

Chapter 4 is CRITICAL DISCOURSE ANALYSIS ON BTS COMMENCEMENT SPEECH IN DEAR CLASS OF 2020, consists of "The hidden meaning in BTS Speech", "Language and Ideology Explanation in The Speech". This chapter contains of the data and analysis of the research based on the formulation of the problem in the first chapter.

Chapter 5 is conclusion. This chapter contains conclusions that is being written more clear and easy to understand.