

CHAPTER 2

THEORETICAL FRAMEWORK

2.1 Discourse Analysis

There is no specific meaning of discourse analysis because it has a lot of meaning, which has change over the time and continuously develops. There are a lot of perspectives about discourse analysis. Basically, discourse analysis is everything that gives meaning to a text whether it is spoken or written language and to finding the right meaning as the intention of the speaker. Van Dijk used the term “text analysis” which is known as the discourse analysis today. Discourse analysis are more than text analysis, speech or paper analysis. Discourse analysis is the analytical framework which was created for studying actual text and talk in the communicative context. It is often considered as a general methodology, theory or merely critique tied to social constructionism or social power (Priatmoko & Cahyono, 2013).

Discourse analysis is a study that seeks to interpretation of the meaning of an utterance or writing by focusing to the context behind it. Discourse analysis is not only useful for understanding the nature of language, but also useful for understanding language learning process and language behavior. It is based on the fact that the process of language learning has a strong related to the acquisition of communicative competence language. This communicative competence can only be used in the context of the usage of its language. Therefore, analyzing discourse can reveal the level of competence acquisition communicative language users.

2.2 Critical Discourse Analysis

Critical discourse analysis has a special focus on social change. The characteristics of critical discourse analysis contain five principles such as the action, context, history, power, and ideology (Putra & Triyono, 2018). Words are used to express a broad sense of meanings and the meaning we express with those words is identified by language and ideology. Based on Michel Foucault’s theories, “discourse analysis is focusing on power of relationships in society as expressed by means of language and practices”.

These days, the society would never again hear, read, or speak other's words without being conscious of the underlying meaning of the words because critical discourse analysis is used to describe something, to translate, and also to analyze social context. So, critical discourse analysis is seen from the relationship between language and contexts. In addition, Halliday (1978) stated that language controlled by social and cultural context (Wiguna, 2019).

Critical is used in the special sense of aiming to show up connections which may be hidden from people such as the connections between language, power, strategies, and ideology (Fairclough, 1989). As we see, CDA can bring a lot of theory, all of the theories are connected one to another. CDA makes connections between social and cultural structures and processes and properties of texts.

2.3 Hidden Meaning

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. Hidden meaning are exist to creates a mysterious way on saying something and for someone who listen or read a hidden meaning feels like they have obligatory to analyse the actual meaning to know more what the real meaning of that phrases.

There are a lot of hidden meaning that we could easily found. For example like in some ads that we watch daily in the TV or YouTube or in the Billboard. There are also a lot of hidden meaning in a speech. In this analysis, I want to revealed the hidden meaning that were found in BTS Speech so anyone would know the actual meaning behind the speech that each member of BTS were said during the Commencement event of "Dear Class of 2020".

2.4 Language

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. Language also plays in every aspect of human life, such as politics, education, financial, technology, art, science, etc. There are two kinds of language: literal language and figurative language. I only explain about figurative language in this research. It is means that a way of saying one thing and meaning another.

2.4.1 Figurative Language

Figurative language is a language which uses figures of speech. Figurative language has many variations, although generally they have similar characteristics (An-Nasa'i, 2020). Figurative language has 11 types which are metaphor, simile, personification, apostrophe, hyperbole, litotes, metonymy, synecdoche, transferred epithet, paradox, and pun. Each of this types has its own characteristics of language and brings different meaning as well. Figurative language is different from the ordinary language because it gives a greater effect or meaning. But in my research, I only used several types of figurative language. The most familiar of the figurative language which will be analyzed in this study are some types including hyperbole, simile, and metaphor.

a. Hyperbole

Hyperbole is kind of figurative language that contains exaggeration by exaggerating something or discussed style that contained an overstatement. Hyperbole is used to make the reader more imagine to understand the actual meaning from the sentence that including hyperbole in it sentence. Hyperbole

used in everyday communication without the speaker and the hearer noticing it. Hyperbole create an emotional statement but it is not so truthful. Sometimes, hyperbole is used when someone want to say something in informal times and want to emphasize the sentence.

b. Simile

Simile is a types of figurative language between two objects what is directly expressed with the word: as, like, than, etc. Simile implied the same thing with another thing. Simile is trying to compare two things obviously. Simile is used to draw a comparison between two objects, persons, or situations. Simile is often used to highlight the comparison and connection. Simile is commonly used in daily conversation. The aim of simile is to make the sentence way more interesting than it used to be.

c. Metaphor

Metaphor is a kind of analogy that compares two different things. Metaphor is part of Figurative Language that are not conveyed obviously. Metaphor is used to an object or person to another object or person. Metaphor is not applicable literally. Metaphor is a little bit similar to simile but the different between simile and metaphor is that metaphors do not use the words “than”, “as”, “like”. Metaphor is made between things which are essentially not alike. We need to consider what the metaphor means when we use them. When we use metaphor, the statement doesn’t really make sense. For example “Time is money”, Time is not actually a money, but this quotes conveys the idea that time is so precious so we shouldn’t waste it without doing anything.

2.5 Ideology

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 features the basic norms, values, and other principles. 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.

In ideology, I use three levels of discourse structure by Van Dijk, such as macrostructure, superstructure, and microstructure.

a. Macrostructure

Macrostructure is a part of discourse structure by Van Dijk that have a general meaning to a text that can be understood by looking at the topic of that text. Macrostructure is a global meaning from the text that can be analyzed by seeing the topic and theme in the text. Macrostructure is also combining the text with the surrounding social conditions. This part of discourse analysis is the type of structure that not shown everything explicitly. Simply, macrostructure is the global meaning of a text that can be observed from the topic/theme that is lifted by a text. The element to observe in macrostructure is thematic.

Thematic

Thematic refers to general description in text. Thematic also referred as the main idea or summary. In discourse, topic shows the most important concept of a discourse. The text is not only defined as a particular topic, but a global coherent view. This global coherent purpose is to illustrate the general topic.

b. Superstructure

Superstructure is the second level of discourse structure by Van Dijk that constitutes the most basic framework of a text that include the structure of texts to form a unity coherent form. Superstructure is an analysis of the flow of a text and

consists of several elements to form an interesting text and that element is called schema. The schema is introduction, content and conclusion. Text or discourse generally has a schema from the introduction to the conclusion. Schema aren't controlled by ideological variation. Simply, superstructure is a framework of a text that consists of introduction, content and conclusions.

Schematic

Schematic is the narrative structure in a story. Schematic is also important for a theory of discourse. Schematic structure are not directly controlled by ideological variation. Schematic is how parts and sequences are shrunk in intact discourses.

c. Microstructure

Microstructure is part of discourse structure by Van Dijk that based on the intrinsic elements. Microstructure is a local meaning that can be analyzed by seeing the diction, sentence structure, and rhetorical that shown in the text. In microstructure, the subject matter is the choice of words, sentences, styles used in text. Word selection can enhance the style of a discourse. According to Van Dijk, word choice represents ideologically controlled discourse meaning. (Van Dijk T. A., 1997). The local meaning is observed through semantic, syntactic, stylistic and rhetorical elements as follow:

Semantic

Semantic means to be emphasize in the text. For example by giving explicit details on one sideway and reduces the detail of the other side. The elements of the semantic is setting, detail, purpose, pre-supposition, and denial.

a. Setting

Setting is the elements of semantic that can affect the semantics that you want to display or show. Setting of the text is a useful element because it

can uncover what is meant. The setting is used to provide the basis for the direction in the text. The setting is generally shown in the beginning, before the opinion of the discourse appears. Setting helps investigate how someone gives meaning to a text.

b. Detail

Detail is the elements of semantic that related to the control of information that displayed by a person. Complete detail and length is deliberate rendering to create some particular image. Complete detail will be omitted if it relates to something that concerns communicator's weakness.

c. Purpose

Purpose is the elements of semantic that gives benefits for communicators explicitly and clearly. The aims is publicly presented only information that gives benefits for communicators. Otherwise, the information harm will be describe implicitly and hidden.

d. Pre-supposition

Pre-supposition is the elements of semantic that used to support the meaning of the text. The pre-supposition is an effort to support the opinion by giving a premise that is believed to be true. Pre-supposition consists of assumptions and it is an unproven fact.

e. Denial

Denial is the elements of semantic that illustrates how discourse makers conceal what they want to express. Denial shows when someone does not agree to give an argument or fact that denies their consent. So, denial is a form of discourse strategy in which the discourse makes doesn't explicitly convey his opinions and ideas to the audience.

Syntactic

Syntactic is how the sentence is selected. Syntactic are related to how phrases or sentences are arranged and presented, including form of sentences. Syntactic will get in touch with the ordering and structuring sentences to build

the systematical and logical ideas in sentences. The elements of the syntactic is form of sentence, coherence, and pronoun.

a. Form of Sentence

The form of a sentence is a type of sentence that deals with logical thinking. It involves the transfer of the logic causality into the order of the sentences. The order of this form of sentence is subject and predicate. In active sentence, someone becomes the subject of their statement. In passive sentence, someone becomes the object of their statement. All sentence structures are correct, but all of the variations of the sentence indicate on which level is highlighted and focused on. The main things to need more attention in form of sentence is specific word, phrases, and clauses.

b. Coherence

Coherence is an element of discourse to see how someone convey a fact. Coherence is simply observed by seeing conjunction. The strategy of coherence can be easily observed from the existing conjunctions or without conjunction. The conjunction word that usually being used in coherence such as *and, consequently, but, then, because, and although*. Coherence gives impression to audiences about how two facts are abstracted and connected.

c. Pronoun

Pronoun is an element of syntactic which manipulate language by creating an imaginative community. Pronoun is a tool used by the communicator to show his position in discourse. Every pronoun that being used by someone is containing some meaning behind it.

Stylistic

Stylistic is how to choose the word used in the text. Stylistic proposed to analyze the diction that being used in the text. The elements of the stylistic is lexicon or diction. Lexicon or diction is how someone choose words for the various possible words. The choice of words used not only by chance but it shows the meaning of someone to the reality.

Rhetoric

Rhetoric is how the language style used in the text. Rhetoric has persuasive function. Rhetoric appears in formal or informal interaction. The strategy of rhetoric is style that is expressed when a person speaks and writes. The elements of the rhetoric is graphic. Graphic is an element of rhetoric that influence the cognitive. Graphic means controlling attention/interest completely. Graphic is applying quantities, statistical measures and it have to be correct and accurate. So, mostly in graphic is using numbers in text.

2.6 Previous Related Studies

In purpose to develop and complete this research about Critical Discourse Analysis, here are several related previous researchers:

The first previous research “Critical Discourse Analysis of Susilo Bambang Yudhoyono’s Speech” by F.X. Nova Anggit Priatmoko (**Priatmoko & Cahyono, 2013**). This research use qualitative research method which deals with data that are in the form of word. Based on the title of this research, the data that being used is a speech of SBY about the bombings on Jakarta. In that speech, there is a relationship between language and ideology. This research start it research by analyze some features in the text as a whole then continued by analyzing in sentence-level, then word-level. Then for the last one, the researcher doing contextual interpretation, it is summarized about how language and ideology that is used in SBY’s speech.

The second previous research entitled “Figurative Language Analysis on Advertisement of the Jakarta Post Newspaper” by Fitratunnas (**Fitratunnas, 2017**). The researcher observed figurative language used in the newspaper and the researcher describes the contextual meaning of the figurative language in his research. This research also use qualitative approach in analyzing the data. This research really helps me to find the definition of each figurative language.

The last previous research entitled “The analysis of Ideology of Martin Luther King Speeches” by Lailatul Hidayah (**Hidayah, 2018**). I use CDA approach to analyze the speech with theory from Van Dijk. The theory is divided into three elements of text structure such as macrostructure, superstructure, and microstructure. I use analysis of

ideology in the speech of BTS and focuses the speech that held in YouTube event that called “Dear Class of 2020”. I uses this research because this research focus on the main ideology that represented in Martin Luther King speeches.

Generally, after review all the previous research, the similarity of these three research is that all of it is emphasize each things that they want to analyze. The difference of this research is the purposes of the each research. I use these three previous research because it’s related to my identification of the problem.

