

CHAPTER I

INTRODUCTION

This chapter introduces some basic notion of the research. It consists of background of the research, statement of the problems, research objective and research significance, definition of key term, and organization of writing.

1.1 Background of the Research

Ridwan Kamil is the mayor of Bandung. He is well known as a creative mayor in Indonesia. Many innovative projects have been applied in Bandung. Bandung's citizens appreciate Ridwan Kamil for those innovative projects. Moreover, many international community have given prize to Ridwan Kamil as one of innovative mayor.

After selected to be a mayor of Bandung in 2013, Ridwan Kamil often uses social media to interact with citizen of Bandung. The number of Bandung citizen itself is almost 2,6 million people. The citizen of Bandung who uses Facebook, reach 2,3 million people. That is one of the reason why Ridwan Kamil uses social media to interact with the citizen of Bandung, whether for informing, inviting or ordering them to do something. As he said to BBC Indonesia (2014/07), that he will inform all his activities in social media. Besides, he will answer questions from citizen, even debate upon the critics in social media.

There are three social media used by Ridwan Kamil. There are instagram, facebook and twitter. Ridwan Kamil treats each media with different way. Ridwan

Kamil has more than two million likers in facebook. Commonly, He uses facebook for informing his administration activities and his work reports, which has been implemented or the plan ones.

In instagram, Ridwan Kamil often posts family photos, selfie photos and his works in letter forms. His instagram is like his visual diary. Ridwan Kamil often uses informal language in the caption when he posts photos. He never uses caption which is talking about politics. Instead, he often makes a joke in his caption. Ridwan Kamil has more than three million followers in instagram, and many of his followers are teenagers, sometimes Ridwan Kamil speaks about teenager world in their language, such as [“Perasaanmu ketika ditolak sebelum nembak. siapa hayo?”](#) (posted by @ridwankamil on Jul 5, 2015).

Ridwan Kamil uses twitter almost full for public service. It is shown when he answers complains and reaction statements from citizens of Bandung directly by mentioning the account of complainer. Because twitter has real- time characteristic and very dynamic, it is suitable for active communication. Besides, Ridwan Kamil can communicate directly with the citizen of Bandung. He often posts his activities and the announcements about Bandung. By twitter, not only the citizen who will know about the projects from Ridwan Kamil, but also Ridwan Kamil gets the information faster from the citizen by mentioning him. Sometimes, citizen inform some problems that the city faces, such as holes in the street, vehicle accident until a building fire. Usually, Ridwan Kamil usually will respond faster to the real-time information like that. Realizing this media have communication, then Ridwan

Kamil orders all public service institute in Bandung to have a twitter account and uses it to accept reports from the citizen directly.

As a result, many citizens of Bandung see those fast responses. When we report the holes in the street in the morning, then comes the service in the afternoon. Besides, because Ridwan Kamil's tweet in the last April when Bandung held Asian African Conference, Ridwan Kamil successes to inviting almost 13.000 volunteers from citizen around West Java (metrotvnews.com).

From the information showed by Ridwan Kamil shared in social media, many events are successfully held by Ridwan Kamil. Those events have succeeded inviting Bandung's citizen to participate. His success has invited many media and researchers to research him further. One of his succeeded ever made research by Ashari (2014), that studies the response of citizen about Jomblo Park in social media. The research shows us that from Ridwan Kamil's tweets, 93% of citizen accepted the Jomblo Park built in Bandung.

Therefore, in this research, the researcher would like to analyze interpersonal meaning in Ridwan Kamil's tweets. Interpersonal meaning in a text is studied in Systemic Functional Grammar or also called Systemic Functional Linguistics (SFL). SFL is one of the main functional theories of language developed in the twentieth century and it continuous to evolve in this century (Martin, 2011: 14). According to Gerot and Wignell (1996: 6), "Functional grammar view language as a resource for making meaning. These grammars attempt to describe language in

actual use and so focus on texts and their contexts. They are concerned not only with the structures but also with how those structures construct meaning.”

In short, functional grammar focuses on texts and their contexts. Thus, functional grammar tries to ask the reader to find how texts and context can construct meaning.

According to Halliday and Eggins (2004, 111), interpersonal meta function deals with how language is used to establish interpersonal relations between speaker/writer and hearer/reader. This basically involves an investigation of mood block occurred in the clause, which comprises three elements; subject, finite, and/or modal adjuncts. Modality is another aspect being concerned in interpersonal meta function.

According to Gerot and Wignell (1994: 6), functional grammar learns how the meanings are realized in a text. Functional grammar explains three metafunctions. Those are interpersonal, ideational, and textual.

In this case, the researcher is interested in analyzing Ridwan Kamil’s tweets by studying the interpersonal meaning of. There are 38 tweets of Ridwan Kamil’s tweets during Asian African Conference in 2015. Because, during those times, Ridwan Kamil often tweets in English, whether to inform and invite the citizens. This tweets will be analyzed by using mood system in SFL discourse

There are some previous research which makes SFL as topic, Goldy (2012) did research about interpersonal strategies of hotel and apartment advertisement in

NOW! JAKARTA Life in the Capital magazine. The result of this research shows that the mood types, modal and pronoun used by the copywriters and the elements of interpersonal meaning influence the costumers of *NOW! JAKARTA Life in the Capital*. The declarative mood influences the costumers through information giving, location clarification, and special offering, whereas the imperative mood influence the costumers through costumers invitation join the hotel and apartment business. The way copywriters of *NOW! JAKARTA Life in the Capital* magazines to have a close relationship with the readers of costumers may be seen in the modality pattern, namely, *will* and *can*. Three pronouns used in the present research by the copywriters, those are: ‘the proper noun’, ‘we’, and ‘you’ also influence the costumers.

Noor Aini Dhiah (2011) did research about interpersonal meaning of Barack Obama’s speech at university of Indonesia : the study of Barack Obama’s attitudes and judgments towards Indonesia. The result of analysis showed that the most subject found in the speech was ‘I’. Obama which meant that Obama himself was responsible to what he was saying in the speech. The Finites in the speech were mostly stated in Simple Present Tense which was meant that in delivering his speech, Obama gave the general truth at the moment of the speaking. Since most of the clauses were declarative clauses, Obama was considered to share information to the audience. That shared information was further analyzed with the Appraisal theory which led to the conclusion that Obama gave positive attitudes and judgments towards Indonesia.

Kiki Permata Sari (2013) did research about interpersonal meaning in William Wordsworth's poem "an evening walk" which published in 1793 using discourse analysis. The results shows the tenor analysis in this study notes the social relationship between the poem writers and the readers. Those are specifiable in term of power, affect, and contact. The analysis of power shows that the relationship is parallel or equal. The analysis of contact notes that the language used is familiar. While the affect of the poem is concluded as high.

Yuliati (2013) did research about interpersonal meaning negotiation in the teacher-student verbal interaction. The results showed that most of the utterances produced by the teacher were in the form of command which means that the authority of the teacher was dominant. Besides, the teacher also tried to be equal with the students by using some declarative and interrogative types of Mood. These made the students respond well but not really elaborated her/his responses.

Based on the previous research, the researcher also makes systemic functional grammar as the topic research and focus using mood system to find the interpersonal meaning in some Ridwan Kamil's tweets. Because there is not a thesis, which analyzed the interpersonal meaning in Ridwan Kamil's tweets yet, the researcher want to know and analyze further about the interpersonal meaning strategies in some Ridwan Kamil's tweet by using mood system. Hence, the title of this research is "Interpersonal Meanings in Ridwan Kamil's Tweets".

1.2 Statement of the Problems

This research is conducted to find the interpersonal meaning that reflected in Ridwan Kamil's tweets. The problems of this research can be stated as follows:

1. What mood types and clause constituents are used in Ridwan Kamil's tweets?
2. How does mood system in Ridwan Kamil's tweets indicate his interpersonal relation with the readers?

1.3 Research Objectives

Based on the statement of the problem above, the researcher has a purpose in this research as follows:

1. To identify the mood types and clause constituent of tweets constructed by Ridwan Kamil's in his tweets .
2. To examine how mood system in Ridwan Kamil's tweets indicate his interpersonal relation with the readers.

1.4 Research Significance

The researcher expects that the result of this research will be beneficial both academically and practically for everybody who needs it. Academically, the researcher hopes that the result of this research can be used as an additional reference for discussion of systemic functional grammar study, especially about mood system and interpersonal meaning. The researcher expects the readers are

facilitated in understanding mood system as well as being given additional knowledge of interpersonal meaning strategies.

Practically, this research is signified for stimulating the other researcher who interested in interpersonal analysis, to conduct such as a kind of the research in the future. Hence, it is expected that the discussion of this research may help the readers comprehend what is strategies of Ridwan Kamil's tweets that can indicate his interpersonal relation with the readers.

1.5 Definition of Key Term

To avoid any misunderstanding, especially for the readers, in this section will be presented some key terms which contained in this research. These are a brief explanation in order to emphasize the meaning of the terms in linguistic. The definitions in this research are:

1. Systemic Functional Grammar: view language as a resource for making meaning. These grammars attempt to describe language in actual use and so focus on texts and their contexts. They are concerned not only with the structures but also with how those structures construct meaning.
2. Interpersonal meaning: Interpersonal metafunction deals with how language is used to establish interpersonal relations between speaker/writer and hearer/reader. This basically involves an investigation of mood block occurred in the clause, which comprises three elements; subject, finite, and/or modal adjuncts.

3. Mood system: belongs to the interpersonal metafunction of language. It discusses the clause as exchange; that is how grammatical resource realizes different interactional moves in a discourse become the focus.
4. Twitter: is a name of social media. Ridwan Kamil has a twitter account (@Ridwankamil) to communicate with Bandung's citizen for public service.
5. Ridwan Kamil: is the mayor of Bandung.

1.6 Organization of Writing

In order to present the thesis systematically and to make it easy for the readers to understand the content, this research is presented in five chapters with the following organization.

Chapter one is introduction. This chapter discusses the general background of the research, statement of the problems, research objectives, research significance, definition of key term and organization of writing.

Chapter two is review of related literature. This chapter explains about the theories which are used to analyze the data. The theories are about systemic functional linguistics, mood and modality system, interpersonal meaning itself and all about tweets of Ridwan Kamil.

Chapter three is methodology of research. This chapter provides in overview of set of methodology used in conducting the present research. This chapter involves

method of research, sample of data, source of data, techniques of collecting data, and techniques of analyzing data.

Chapter four is finding and discussion. This chapter presents the findings in mood system analysis and the discussion of findings regarding the Ridwan Kamil's tweet and it's based on SFL theory.

Chapter five is conclusion and suggestion. This chapter consists of conclusion of the study after conducting the analysis. This chapter also presents the suggestion for further research.

