

CHAPTER I

INTRODUCTION

This chapter consist of research background, statement of problems, research objectives, research significances, and definition of key terms. All of them will be explained below.

1.1 Research Background

In the contemporary world, the significance of the English language is immense, as it serves as a primary means of communication across diverse contexts. Its utility spans across various media outlets including magazines, newspapers, the internet, advertisements, and popular television shows like movies, YouTube, and talk shows. Given the era of globalization, the acquisition of English has become increasingly vital, especially for students.

However, for various reasons, students and other individuals encounter difficulties in fully comprehending the English language on some occasion. One hurdle is the struggle to interpret the meaning of sentences, whether written or spoken. Deciphering the meaning often involves examining the connections between sentences in written text or sequences of speech in verbal communication. This is important because in this era of time, people are gaining information from many forms of online media.

According to Watie (2016), the rapid rise in the use of online media for communication has been accelerated with the increasing accessibility of the internet through smartphones and laptop.. The internet offers convenient access to a wide range of information from various countries. Additionally, it serves as a versatile platform, accommodating various media formats such as audio, visual, and audio-visual content. YouTube stands out as a comprehensive online platform offering these

diverse capabilities. Burgess, J., & Green, J.(2018) noted that managing YouTube as a platform involves addressing both its specificity and extensive scale, given its diverse culture and vast user base with a significant content library. While videos alone may not serve as readily applicable learning materials, strategic planning aligned with learning objectives and the integration of YouTube videos as supplementary tools can optimize learning outcomes, catering to the learning preferences and interests of the digital generation.

YouTube is a media where people can watch or even publish videos. In YouTube, people are publishing videos about entertainment, tutorials, news, and even interviews. Interview videos is where the creator delve deep intro conversations with a wide range of guests, from celebrities to experts in various fields. YouTube interview videos, either it's a dialogue or monologue, they are using spoken language which offering valuable data for researchers in the field of linguistics.

Linguistics is the study of language and communication. It looks at both individual languages and common patterns across different languages. In order to make a communication works well, people involved need to understand and respond to each other. However, misunderstandings can happen, especially when people from different cultures communicate. To communicate clearly and effectively, understanding the mechanisms that create cohesion in texts is essential. In order to analyze the coherence of the speech that transcribed into a text, the researcher used cohesion theory of cohesion by Halliday & Hasan which belongs to Systemic Functional Linguistics. Systemic Functional Linguistics (SFL) is a tool in linguistic that can be used to analyze text.

Halliday and Hasan (2014) state two main types of cohesion in texts: grammatical cohesion and lexical cohesion. Grammatical cohesion relies on the structure of the language and encompasses reference, substitution, ellipsis, and conjunction. On the other hand, lexical cohesion is rooted in the use of specific words and shared

knowledge, encompassing reiteration and collocation. Understanding these concepts is crucial in comprehending textual material, thus the employment of cohesive devices, known as the tool of cohesion, becomes essential in facilitating this understanding.

Cohesive devices in an interview contribute to its coherence and structure by creating a smooth flow and logical progression of ideas. They establish connections between different parts of the conversation, guide the direction of the discussion, and help maintain a clear and consistent focus on the main topics. Cohesive devices such as pronouns, conjunctions, transitional phrases, repetition, lexical cohesion, and references ensure that the interview remains coherent, organized, and easy to follow for both the participants and the audience. They play a key role in linking ideas, emphasizing important points, and providing a cohesive narrative that enhances the overall quality and effectiveness of the interview.

The data sources in this research will be from the interview of a very famous YouTuber, MrBeast from the channel Curiosity Stream. MrBeast's channel currently has 206 million subscribers and it still increasing making him the most subscribed channel in the world. The researcher is interested in making the interview of MrBeast as the object of the research because almost everyone knows MrBeast, and to hear the background of his story and analyze it with grammatical cohesion sounds interesting.

The relation between grammatical cohesion and the interview video about MrBeast is that the interview video contains many personal references, which is the interview is about MrBeast talking about himself. Personal references usually used by someone who is telling something to another person about himself. The interview also contains ellipsis which is used to shorten the length of the interview. Verbal ellipsis is usually used to shorten a discourse to make it more coherent and compact.

Recently, conducting study on cohesion field looked very interesting for many researchers. It is proven by the fact that many undergraduate theses focus on this

field. As for consideration for this research, the researcher has read some previous research that brought grammatical cohesion as their main topic of the research.

First, Sunarto (2014) conducted a study that focused on finding out the types and the functions of cohesive devices in an article of a magazine. He used qualitative approach in his research. The result shows that he found both grammatical cohesion and lexical cohesion in the magazine. He found that grammatical cohesion is frequently used rather than lexical cohesion.

Second, Arafat (2016) conducted a study that focused on finding out the types and the functions of cohesive devices in a novel entitled “The Adventures of Huckleberry Finn. He used qualitative approach. As the result, the researcher found that the amount of reference is equal with the amount of conjunction. It means that there is no specific difference in grammatical cohesion amount used by the author in the novel.

Third, Hamida (2012) conducted a study that focused on finding out what are grammatical and lexical cohesion used in Susilo Bambang Yudhoyono’s speech. As the results, grammatical cohesion occurred are conjunction, reference, and substitution. While lexical cohesion occurred are repetition, hyponymy, metonymy, and antonymy. The most frequent occurred cohesive devices is conjunction, then followed by references, and the last is substitution. She used qualitative research approach in content or document analysis method to analyze the speech. As the result, grammatical cohesion that occur are conjunction, reference, and substitution. While lexical cohesion that occur are repetition, hyponymy, metonymy, and antonymy.

The fourth study conducted by Warid (2016) that focused on finding the types and the functions of grammatical cohesion in a show called Point Zero. She used qualitative method in her study. As the results, all kinds of grammatical cohesion are found in this novel. She also found the function of grammatical cohesion, such as 1) reference are to avoid repeating the same words, to point out a scale of proximity, and

to compare something or situation. 2) Substitution is to change word or clause and to simplify a sentence. 3). Ellipsis is to simplify a sentence as substitution, but the rule of ellipsis is omitting word or clause. Then, 4). conjunction is to correlate two words, phrase, clause, or sentence.

The fifth study conducted by Zulianto (2015) that focused on the types and functions of grammatical cohesion in a short story entitled “A New England Nun” by Marry E. Wilkins Freeman. He used qualitative research design. The result of this study, all kinds of grammatical cohesion found in this study. He also found the functions of grammatical cohesion, the first is to indicate additional news, event or opinion. Second, to indicate contrast opinion or event. Third, to indicate a sequence time of event in the text. And the last, to indicate result, reason and purpose of something

As the gap between the current study and the research mentioned above, the researcher expands the investigation of grammatical cohesion, a topic that has not been thoroughly explored by previous researchers. This study intends to uncover not only the explicit meaning of grammatical cohesion but also the contribution of the cohesion device to the interview. There remains a notable gap in understanding how grammatical cohesion can be leveraged to effectively shorten interview discourse. Grammatical cohesion refers to the cohesion and lexical devices that link different parts of a discourse together, aiding in the flow and coherence of the conversation. However, its specific role in interview settings and its potential for reducing discourse duration have not been extensively explored. Setting itself apart from prior research, this study utilizes an interview as its primary data source, anticipating distinctive findings due to the diverse range of data.

The researcher believes by investigating the relationship between grammatical cohesion and interview discourse length, this research is able to gain insights into how linguistic contribute to the efficiency and effectiveness of communication during

interviews. Understanding how cohesive devices such as reference, ellipsis, substitution, and conjunction influence the duration of interview discourse can provide valuable guidance for interviewers and interviewees in optimizing interview processes. Not only that, the researcher believes that a more comprehensive discussion of grammatical cohesion is necessary to enhance people's understanding, as it contributes to the creation of coherent and comprehensible interview. The comprehensive insights from this study are expected to benefit and stimulate viewers, particularly those interested in pursuing further research in this domain. Cohesive devices also do not make the interview full of repetition and make it long. Instead, cohesive devices make the interview shorter but still get the message across the viewers.

1.2 Statement of Problem

Interview usually contains a short and brief explanation about the interviewed person. To make the discourse in the interview more compact, they used cohesive devices to shorten some words and utterances. In this MrBeast interview, there are a lot of expression that shows grammatical cohesion used to shorten each of the discourse. Since the interview has a rule that it can't be more than an hour, the use of grammatical cohesion would be important in this interview.

Based on the statement above, the researcher concludes that there are two questions that will be the main focuses on this research, they are:

1. What types of grammatical cohesion are found in the interview of MrBeast's crew entitled "*The Origin and Rise of MrBeast*"?
2. What are the functions of grammatical cohesion in the interview of MrBeast's crew entitled "*The Origin and Rise of MrBeast*"?

1.3 Research Objectives

Based on the statement of problems above, the researcher intends to perform some purposes as follow:

1. To identify types of grammatical cohesion that are found in the interview of MrBeast's crew entitled "*The Origin and Rise of MrBeast*".
2. To understand what are the functions of grammatical cohesion in the interview of MrBeast's crew entitled "*The Origin and Rise of MrBeast*".

1.4 Research Significance

This study is expected to provide contribution to the student of linguistic study and common readers even this research is far for being perfect. For linguistic students, this study aims to give more deeply explanation about grammatical cohesion and the intended meaning of the grammatical cohesion. For common reader, this study hopes can give them explanation about what grammatical cohesion is and also giving them basic knowledge about grammatical cohesion. The last, the writer expects this study is helpful for other researchers who are interested in conducting further studies related with grammatical cohesion. The writer hopes that the outcome of this research will provide the theoretically and practically benefits that are expected to be obtained from this analysis.

1.5 Definition of Key Terms

There some key terms in this research. The purpose of writing definition of key terms is the writer wants to explain the meaning some terms to avoid misunderstanding. Some key terms are defined as listed below:

1. **Discourse** is a unit of language larger than a sentence and which is firmly rooted in a specific context (Halliday & Hasan 1976).

2. **Systemic Functional Linguistics (SFL)** is an approach which proves to be a powerful concept for the study of texts (Eggins, 2007).
3. **Cohesive devices** are language feature or instrument, in the form of words utterance and phrases that exist in the text to make unity of the text. (Halliday & Hasan 1976)
4. **Grammatical cohesion** is a part of cohesive device that is developed by grammatical structures, each parts ties one another. It has four kinds: Reference, Substitution, Ellipsis, and Conjunction (Halliday & Hasan, 2014).
5. **Interview** is a formal conversation between two or more people where one person, the interviewer, asks questions and the other person, the interviewee, answers them.
6. **MrBeast**, whose real name is Jimmy Donaldson, is a popular YouTuber, philanthropist, and entrepreneur. He gained fame for his attention-grabbing and often extravagant videos, which typically involve large amounts of money being spent in creative and sometimes charitable ways.

