LANGUAGE FUNCTION IN HILLARY CLINTON'S SPEECHES ON YOUTUBE

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Abstract: *This study discussed the language function in Hillary Clinton's speeches on YouTube. The objectives of this study were to identify and describe the types of the language function found in her speeches as well as to describe the meaning of every language function she used in her speeches. There were four of her speeches were analyzed in the study. Moreover, the descriptive qualitative approach was used in analyzing the speeches. The data were classified into six types of language function according to Jacobson's theory: referential function, emotive function, conative function, phatic function, metalingual function, and phoetic function. There were 8 types of language function and meaning expressions found in the analyzed speeches. Each type of it was not equally found. The highest was 3 (40%) referential function, 2 (20%), phoetic function, 1 (10%) emotive function, 1 (10%) phatic function, and 1 (10%) metalingual function. The result of the study showed that all the analyzed speeches contained language function. Therefore, it was clear that Hillary instilled the language function in order to make her speeches understandable and meaningful to the audience.*

Keywords: *Types of Language Function, Hillary Clinton's Speeches.*

Abstrak: *Studi ini mendiskusikan fungsi bahasa pada pidato-pidato Hillary Clinton di dalam YouTube. Tujuan dari studi ini adalah untuk mengidentifikasikan dan mendeskripsikan tipe-tipe fungsi bahasa yang ditemukan dalam pidato-pidato Hillary Clinton dan juga untuk mendeskripsikan makna dari setiap fungsi bahasa yang Hillary Clinton gunakan dalam pidato-pidatonya. Ada empat dari pidato-pidatonya yang dianalisis dalam studi ini. Pendekatan deskriptif kualitatif digunakan dalam menganalisa pidato-pidato tersebut. Data diklasisfikasikan kedalam enam tipe fungsi bahasa berdasarkan teori Jacobson : Fungsi referensial, fungsi emosi, fungsi konatif, fungsi phatic, fungsi metalingual, dan fungsi foetik. Ada 8 jenis fungsi bahasa dan ekspresi makna yang ditemukan dalam pidato yang dianalisis. Setiap jenis itu tidak ditemukan sama rata. Yang tertinggi adalah 3 (40%) fungsi referensial, 2 (20%), fungsi foetik, 1 (10%) fungsi emotif, 1 (10%) fungsi phatic, dan 1 (10%) fungsi metalingual. Hasil penelitian menunjukkan bahwa semua pidato yang dianalisis mengandung fungsi bahasa. Oleh karena itu, jelas bahwa Hillary menanamkan fungsi bahasa untuk membuat pidatonya dapat dimengerti dan bermakna bagi penonton.*

Kata kunci*: Tipe-tipe Fungsi Bahasa, Pidato Hillary Clinton*

1. INTRODUCTION

According to Robin (2003), language is a set of symbols being used mainly for communication. It is truly an important tool to communicate with other people all over the world. It can be used as a tool to deliver someone's feelings, ideas, opinions or information. Cook (1996) stated that language

function helps speakers to deliver thepurpose of their goal both in verbal and visual communication. According to Yule (1983) there are two terms to describe the language function. They are interactional and transactional functions. Interactional function is used to express social relations and personal attitudes. This can be found when someone is talking with another person directly. For example, an interview on the televison between two people or more. This kind of communication needs a good interaction in order to understand and deliver each other's points in exchanging information. Meanwhile; transactional is used to serve the expression of a context. People express something depend on what context they have either in conversation or text.

Social media is a combination of websites and applications designed to allow people to share content quickly, efficiently and in real time (Hudson, 2017). It isan online communication that allows people to share and see some news or information unlimitedly. Some of the things that peole tend to share and receive on social media are daily activities, feelings, political issues, economic, lifestyle, and echetera. A social media flatform like YouTube is extremely popular. There are many kinds of contents in it including a political discussion. Political content is one of the topics that users often discuss.The political contents on YouTube can be a president's speeches, international relations between one country to another, debate, and others. President's speeches are often uploaded on youtube. The content of presidents' speeches or politicians is often inspiring and important. For example, Hillary Clinton's speeches on her campaigns as the candidate president of the United States of America are truly inspiring to the people of America. The videos of her speeches are avalaible on youtube.

Based on the explanation above, the writer is interested in analyzing the language function on social media especially the use of language function on speeches that can be found on YouTube. The writer is interested in analyzing theLanguage Function used in Hillary Clinton's speeches that are available on YouTube. Moreover, the problems of the study were formulated as follows: (1) what are the types of language function, (2) what are the meanings of the expressions considered into the language function that are found in Hillary Clinton's speeches.

2. RESEARCH METHODOLOGY

The data was accessed from YouTube. The writer took four speeches of Hillary Clinton's speeches. These are four of Hillary Clinton's speeches that the writer considers consider of taking purposively:

1. **Hillary Clinton's Campaign launch speech** talking about her Life, her family, and her experience as secretary of president Obama 2009 until 2013. Before she became a president candidate of American,

2. Urgent Democrats to Keep Fighting, she said that about value and hopes she shares for her country and she will work hard to win the president of American election 2017.

3. Concession Speech, talking about Donald trump is the winner as the president of American 2017, and Hillary Clinton hopes that he will be a successful president for all Americans. She also said "This is not the outcome we wanted or we worked so hard for, and I'm sorry that we did not win this election for the values we share and the vision we hold for our country"

4. Hillary Clinton speech on Donald Trump and national security. Talking about challenges we face in protecting her country, and the choice at stake in this election. It's a choice between a fearful America that's less secure and less engaged with the world, and a strong, confident America that leads to keep our country safe and our economy growing.

The reasons for taking these four speeches were: First, they were speeches that have been viewed by over a million people. Second, these were speeches from her campaigns. Moreover, the tecnique for choosing the data was based on purposive sampling. Purposive sampling is one of the sampling techniques for collecting data that considers certain consideration and objective in choosing the object depending on the needs for the study (Sugiyono, 2010).

The data of this study was collected from the scripts of Hillary Clinton's speech. The writer collected the data through some steps as follows. First, the writer visited on YouTube to watch some of Hillary Clinton's speeches for several times to consider which ones to choose. Second, after the writer found the scripts of her speeches to be investigated according to the language function as her research object.
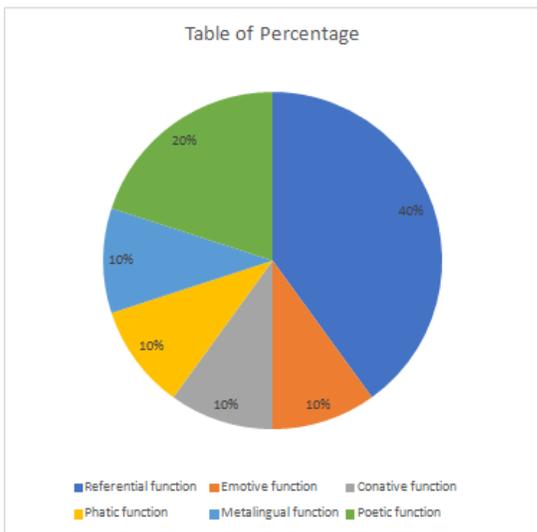
In analyzing the data, the descriptive qualitative approach was used in this study. According to Quinn and Cocharan (2002), the descriptive qualitative method is characterised by its aim in which to understand some aspects of social life. This method suits this study, since the writer intended to generate words rather than numbers, as data for an analysis. The writer focused on words and self-interpretations as well the theory as the guidance regarding to the discussion.

In this study the writer used some steps to analyze the data. First, the writer watched and read the scripts of Hillary's speeches for several times. Second, the writer classified which sentences that contain the language function according to the theory. Third, after finding the types of the language function in her speeches, the writer listed all of those in the form of sentences. Fourth, the writer analyzed the meanings of each sentence or phrase, and described them according to the theory as well as her own interpretation. Finally, the finding was summarized in the conclusion of the study.

3. RESULT

There were four Hillary Clinton's speeches taken and analyzed. They were Hillary Clinton's Campaign launch speech, Urgent

Democrats to Keep Fighting, Concession Speech, and Hillary Clinton speech on Donald Trump and national security. The findings of this study showed that the language function was significantly found in each speech analyzed. However, from those language function, they were found that one of them was dominant compared to the others.

Table of Percentage

Chart 1. The Percentage of Language function Found in Hillary's Speeches

Chart 1 shows that all of four speeches had all types of language function which were referential function, emotive function, conative function, phatic function, metalingual function, and phoetic function. It was found that that there are 3 referential function in all the analyzed speeches followed by 2 phoetic functions, 1 emotive function, 1 phatic function, and 1 metalingual function. Moreover, the percentage of these 6 types can also be concluded as: 3 Refferential function out of 6 types language function in 4 speeches (40%), 1 emotive function out of 6 types language function in 4

speeches (10%), 1 conative function out of 6 types language function.

Type and meaning of the expressions considered into the language function in Hillary Clinton's Campaign Speech

"Thank you! Oh, thank you all! Thank you so very, very much."

"It is wonderful to be here with all of you. To be in New York with my family, with so many friends, including many New Yorkers who gave me the honor of serving them in the Senate for eight years."

This speech used two types of language function. First, it used emotive function as she started her speech in front of the audience that came that day to listen to her speech. This could be seen in the first line that it says *"It is wonderful to be here with all of you"*. She used language to express the feeling and emotion that she feels toword her audience.

This emotive function comes out when to express the feeling of grateful that she was able to be with the audience. This emotive function tends to use adjective. This language function is used in many contexts, it does not only use in speech context. People tend to say this when they are having a good time being with people them love or when they are visiting a nice place.

Second, she used referential function in her speech in order to show a fact. She used a true information of a statement by saying *"When President Clinton honored the bargain, we had the longest peacetime expansion in history, a*

balanced budget, and the first time in decades we all grew together, with the bottom 20 percent of workers increasing their incomes by the same percentage as the top 5 percent". In other words, what Hillary has said can be seen in the American history that there was less criminal acts happened than during Clinton's raign as the president of the U.S. This language function is used in many books especially the non-fiction ones. It is aimed to show a true story of particular thing. It is the same as the sentence mentioned above that Hillary is trying to tell about a true story or a fact about what happened when her husband was the sitting president of the U.S, which this can be clarified through a sorty of kind of record that has been documented by the U.S governments in specific department.

There are two language function that have been found in this speech. They are emotive function *"It is wonderful to be here with all of you''* and referential function *"When President Clinton honored the bargain, we had the longest peacetime expansion in history, a balanced budget, and the first time in decades we all grew together, with the bottom 20 percent of workers increasing their incomes by the same percentage as the top 5 percent."* The first meaning of *"it is wonderful to be here with all of you"* is very emotive or emotional. The meaning of this is actually literally clear to everybody who hear it. It meant that the speaker enjoys being around the audience. She felt grateful that she could stand in front of the audience.

The second language function that she uses is referential function *"When President Clinton honored the bargain, we had the longest peacetime expansion in history, a balanced budget, and the first time in decades we all grew together, with the bottom 20 percent of workers increasing their incomes by the same percentage as the top 5 percent."* Here, she talked about a fact when her husband was the sitting president of the United States. The country had the longest peacetime expansion in history under her husband's reign. The country also had a national balanced budget in that the American society increase their income by the same percentage as the top 5 percents.

a. Type and meaning of the expressions considered into the language function in Urgent Democrats to Keep Fighting Speech

"Thank you all for coming together to represent our party at its best: united, energized, and ready to wage and win the battles ahead. Nearly 66 million votes are fueling grassroots energy and activism. Nearly everywhere, people are marching, protesting, tweeting, speaking out, and working for an America that's hopeful, inclusive and big-hearted. God bless you, and God bless America."

These are types of language function that can be classified in this speech. First, phatic function. It can be observed in greeting and casual discussions of the weather, particularly with stranger. It is also connected with the

contact or situation factor such as greeting to open the conversation. This can be seen in the first line of her speech where she says *"Hello Democrats, Thank you all for coming together to represent our party at its best: united, energized, and ready to wage and win the battles ahead."*

Second, another type of language function can be classified as referential function. This can be seen in the second paragraph of her speech *"Nearly 66 million votes are fueling grassroots energy and activism. Nearly everywhere, people are marching, protesting, tweeting, speaking out, and working for an America that's hopeful, inclusive and big-hearted."*

Third, the language function can be grouped as phoetic function. It is focused on the message for its own sake and is the operative function in speech, poetry, slogans, and others. This language function can be found in the last paragraph as the closing of her speech *"God bless you, and God bless America."* Politicians or singers use this a lot when they have finished their job delivering their speeh or when singers have finished their shows.

In the speech, it has at least 3 languages function that all have been mentioned above. Moreover, the meanings of them are discussed one by one. First, *"Hello Democrats, Thank you all for coming together to represent our party at its best: united, energized, and ready to wage and win the battles ahead."* This phatic function contributes a meaning as a greeting to her audience. As a matter of fact, this is very casual that most speakers when they deliver their

speech, they would greet their audience. The same thing with Hillary that she opens the speech by greeting all the audience. She is thankful for everybody that already made time to attend to witness her speech.

Second, referential function, this can be seen in the second paragraph of her speech *"Nearly 66 million votes are fueling grassroots energy and activism. Nearly everywhere, people are marching, protesting, tweeting, speaking out, and working for an America that's hopeful, inclusive and big-hearted."* The meaning of this statement is clear. There wass no single ambiguous statement from this line. She simply wanted to give the audience a picture of what it looks like in the United States during the upcoming election. She reminded her audience to realize how important the election is for all the American society. In other words, she would like to give explaination to the audience that their vote matters.

The last is phoetic function *"God bless you, and God bless America."* Simply meant that Hillary is hoping that the audience who come or watch her speech on TV or on other electronic devices are blessed or loved by God. By blees means, they were in a good health, secured, and happy. It was something that not only politicians do, but also most people especially if they have faith in God. For example, in Islam, people say this when they want to show their affection ot love towards their family or friends. God bless America or God bless you is used by the Westerners as this

is their language to express like what Muslim people do in their faith.

b. Type and meaning of the expressions considered into the language function in Concession Speech

"Very rowdy group. Thank you, my friends. Thank you. Thank you. Thank you so very much for being here. I love you all, too. Let me add: Our constitutional democracy demands our participation, not just every four years, but all the time. So let's do all we can to keep advancing the causes and values we all hold dear. I know how disappointed you feel, because I feel it too."

This type of speech can be classified as phoetic function. It has been explained in the previous speech that phoetic function focuses on the message for its own sake and is the operative function in either speech or poetry or slogan. This phoetic function can be seen in the opening speech *"Very rowdy group. Thank you, my friends. Thank you. Thank you. Thank you so very much for being here. I love you all, too."*

Second, conative function, this is an orientation toward addressee conative function is used to make the listeners do something and act. A speaker gives commands or reuests to the listeners. In this speech, it can be found in the eighth line *"Let me add: Our constitutional democracy demands our participation, not just every four years, but all the time. So let's do all we can to keep advancing the causes and values we all hold dear."*

Third, metalingual function, it is used to to describe or to ask true information to make sure or to clarify it. It is also commonly used in questions as the statement which needs clarification. There is this type in this speech. It can be seen in the sixth line *"I know how disappointed you feel, because I feel it too."*

This speech has 3 language functions; they are phoetic function, conative function, and metalingual function. The meanings of each found language function are as follows. First, *"Very rowdy group. Thank you, my friends. Thank you. Thank you. Thank you so very much for being here. I love you all, too."* This poetic function focused on the message for its own sake and is the operative function in speech, poetry as well as slogan.Phoetic function is used as well slogans in the statement. It also used rhyme, alliteration and assonance. This language function is very easy to understand by everyone. It simply meant that she was thankful for the audience who had come and supported her.

Second, conative function was also found in the eighth line *"Let me add: Our constitutional democracy demands our participation, not just every four years, but all the time. So let's do all we can to keep advancing the causes and values we all hold dear."* In line with the definition of conative function that conative function is used to make the listeners or audience do something and act. This, however, can be found in line eight. Hillary asked the listeners to do something together by saying *"our constitution democracy*

demands our participantion and let's do all we can to keep advancing…."

Third, metalingual function, it is used to describe or to ask true information to make sure or to clarify it. There is this type in this speech. It can be seen in the sixth line *"I know how disappointed you feel, because I feel it too."* This statement was simply a clarification from the speaker, Hillary Clinton, toward her audience's feelings and hers. She was making sure that she understood what their audiences feel about the loss of her as the next president of the United States.

c. Type and meaning of the expressions considered into the language function in Donald Trump and National Security Speech

"First, we need to be strong at home."

The language function that is used in this speech can be seen in line 15, emotive function shows *"First, we need to be strong at home."* As it had been explained in the previous explaination that emotive function is used to show feelings of the speakers. The speakers used language to express the feeling and emotion.

The meaning of the language function that is found in the fourth speech of Hillary Clinton classified as emotive function *"First, we need to be strong at home."* This clearly meant that Hillary expressed her feeling and emotion toward her audience that they need to be strong at home "America" in order to remain successful in whatever they do or may encounter in the future. Hillary truly poured her heart out to the

audience as she talks with passion and spirit. She wanted all American people to be hard working people and self-driven in doing their responsibblities as the citizen of the America. It is as if she asked no specific group of people to do when she commands. She simply wanted all the people who live in the United States of America whether they are students, techers, parents, contractors, doctors, and other profesions. Her hopes toward these people were tremendous that she wanted all the layers of societies in the United States of America united as one. For Hillary to say this is truly very profound and it can convince her supporters that they are on the right track for putting in ther votes for her. Therefore, this language function was important to use in order to help a politician or other proffesions to convince their speaking partners.

From the finding of the study to "Language Function in Hillary Clinton's Speeches in YouTube", it can be interpreted that all of Hillary Clinton's speeches contained language function. The primary reasons of her using language function were both conscious and uncouncious situation. In one hand, she used language function uncounsiously in delivering her speeches simply because some of they have become part of her culture. On the other hand, she used language function consciously in order to convince the audience to believe that everything she says in her speeches.

In conclusion, based on the findings of 4 speeches analyzed, all of them have covered the

language function. The analyzed speeches tended to contribute every element of language function. Hillary Clinton used every possible language function that she could use in order to flower her sentences so that the listener or audience believe in what she said.

4. CONCLUSION

Based on the findings above, there were some conclusions that could be summarized: First, all the speeches of Hillary's contained 6 types of language function of which irreferential, emotive function, conative function, phatic function, metalingual function, and phoetic function. Second, Hillary used language function to make her speeches convincing to the audience. Third, language function help audience understand a message that a speaker would like to deliver clearly. In other words, both speaker and audience were benefitted with each other by the language function in creating meaningful conversation or communication through speeches.

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