

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Human beings live in the world as social beings (Halliday: 1973). They are united and relate to each other because they have something in common, language for instance. In using language, social beings use a social systemic system to express feelings and thoughts, share ideas, communicate information, and make a social interaction. As a system of communication, language uses signals, such as voice sounds, gestures, or written symbols. Those signals have meanings. Languages involve three generalized meanings or functions, called metafunctions; ideational, textual, and interpersonal.

One of major grammatical system of ideational function is transitivity. Transitivity, as the part of ideational function, is a grammatical system that is used to construct a speech. It is the phenomena of things (living and non-living, abstract and concrete), of 'goings on' (what the things are or do), and the circumstances surrounding the happenings and doings of the real life facts. The transitivity system is realized through participants, processes, and circumstances.

In appropriate with the title of this thesis "An Analysis of Steve Jobs' Speech Observed from The Perspective of Transitivity System", the writer analyzes a speech and finds out the components of Transitivity (participant, process, circumstance) in a speech. The writer herself has some reasons why she chooses a speech as her main object which is going to be analyzed. First, it is because speech is a way of people to communicate to each other. Speech is a part of language itself. By using a speech, people can deliver the ideas or messages and even can influence and motivate others.

Second, it is because speech consists of the level of meaning, saying or wording, and sounding or writing. So, a speech can be analyzed based on the system of transitivity. The writer takes a sentence from Julia Gillard, the 27th Prime minister of Australia's speech as an example: *'Barry Jones has a unique place in Australian political life'*. This sentence is analyzed by using Transitivity:

<i>Barry Jones</i>	<i>has</i>	<i>a unique place</i>	<i>in Australian political life.</i>
Participant: carrier	Process: relational (attributive)	Participant: attribute	Circumstance: place

Furthermore, the writer chooses a speech of Steve Jobs which is going to be analyzed. The reason for choosing Steve Jobs' speech instead of others are first it is because this speech is one of the best speeches quoted by many people and books. One of the books is *"Steve Jobs: Otak Genius Di Balik Kesuksesan Apple"* by Hermawan Aksan. Second, it is because this speech is the last speech delivered by Steve Jobs before he died.. Besides, it is because Steve Jobs is remembered for many things. He was born on February 24, 1955 in San Francisco, California, as Steven Paul Jobs. He is not only as an American businessman and technology visionary who is best known as the co-founder, chairman, and chief executive officer of Apple Inc., but he also co-founded and served as chief executive of Pixar Animation Studios and became a member of the board of directors of The Walt Disney Company in 2006, when Disney acquired Pixar. Through Apple, Jobs was widely recognized as a charismatic pioneer of the personal computer and consumer electronics fields. Besides, he is also remembered as one of the most powerful and charismatic orators and marketers. He died on October 5, 2011. For those reason, the writer believes that through his inspirational speech, he can inspire many people.

According to Halliday in Sinar (2002:43), the framework of the process status, as set up in the clause grammar, is that a process consists of three components:

- (1) the process itself, typically realized by a verb or a verbal group,
- (2) participants in the process, typically realized by a noun or a nominal group, and
- (3) circumstances associated with the process, typically realized by an adverbial group or a prepositional group/phrase.

Process is central to transitivity. There are indeed six different process types identified by Halliday. They are *Material Process* (process of material doing), *Mental Process* (process of sensing), *Relational Process* (process of being and having), *Verbal Process* (process of saying), *Behavioral Process* (process of psychological and physiological behavior), and *Existential Process* (process of existence). The participants are directly involved in the process: the one who does *behaves, senses, says, is, or exists*. Each of the process has its own participant. While circumstances answer such questions as *when, where, why, how, how many, and as what*.

To see how Transitivity is applied in analyzing Steve Jobs' speech, the writer takes a sentence from that speech as the example: '*Woz and I started Apple in my parents garage when I was 20.*'

Woz and I	started	Apple	in my parents garage.	<i>when I was 20.</i>
Participant: actor	Process: material	Participant: goal	Circ.: place	Circ.: time

Ideational function consists of experiential and logical function. The experiential function is realized by the transitivity. Transitivity generally refers to how meaning is represented in the clause. It plays a role in showing how the speakers

encode in language. For these reasons, transitivity is chosen to analyze the Steve Jobs' speech as the main object.

1.2. Problems of the Study

According to the title of this thesis "An Analysis of Steve Jobs' Speech Observed from The Perspective of Transitivity System", the writer tries to clarify the problems into some questions, they are:

1. How are the components of transitivity realized in the Steve Jobs' Speech?
2. What is the most dominant type of transitivity process in the Steve Jobs' Speech?

1.3. Objectives of the Study

Dealing with the analysis of transitivity found in the Steve Jobs' Speech, the objectives of the analysis of this thesis are:

1. To describe how the components of transitivity realized in the Steve Jobs' Speech.
2. To describe the most dominant type of transitivity process in the Steve Jobs' Speech.

1.4. Scope of the Study

In research, it is very important to limit the analysis on specific data that has been chosen so that over complicating and unfocused issues and analysis do not exist. Therefore, the analysis is only focused on the analysis of the Ideational Meaning, focusing on the transitivity system (participant, process, and circumstance)

found in the Steve Jobs' Speech. This speech is the text of Steve Jobs' Speech to the Commencement Address in Stanford University on June 12, 2005.

1.5. Significances of the Study

Through this research, the writer figures that the significance of this research is:

1. Expected to be able to contribute in discourse and text analysis theory.
2. Method and SFL theory can be useful for the language learners, especially for the English Department students who are interested in the same subject.
3. An additional reference in analyzing Transitivity found in a text, especially in a speech discourse.