

CHAPTER I

INTRODUCTION

A. Background of the Research

Nowadays, the role of speech in communication is very important. Surely, there is no language without speech, and no speech outside language. Speech is basically an act of individual selection and interpretation by using language as a media and so familiar in our daily life that cannot rarely pause to define it. It seems as natural as walking, and only less so than breathing. Speech is the most important part in communicating verbally to expressing the message to be conveyed. But in modern times, it is not only being only reference for expressing personal thought but also used gestures.

Then, in the broad sense, “gesture” can refer to any wilful bodily movement. So, all the movements carried out by the body parts intentionally can be classified as gestures. The writer believes that everything in this world is a sign, although there are some things that have no intrinsic meaning, it can be classified into the signs if investigate with meaning and the gesture is part of a sign that belongs to “Study of Sign”.

Furthermore, Hoed (2011, p.3) says that the study of signs or the science that studies about the signs in human beings is semiotics. So, the writer can conclude that anything in the world can be a sign as long as someone interprets it as signifying, something-referring to or standing for something other than itself. It

means, every existing thing in our life is looked as a sign that should give them the meaning also from the sign people can understand what others mean.

Moreover, in order to get the meaning expressed in the Speech, analyse and understanding the signs of gesture in the speech are not easy to predict, but it can analyse by using the semiotic approach. Because images, gesture, musical sound, or anything can be a sign, whatever it's substance because semiotics aims to take in any system of signs (Barthes, 1986, p.9). From Barthes theory the writer knew that anyone is able to describe everything in this life which has the meaning. But cannot only relaying on the meaning of the own minds because there are a lot of meaning of the sign in our daily life. Disobeying it can put you and others in a danger.

For example, in the daily life if someone break the rules of the traffic lights, it can cause an accident and even get a punishment from the policeman. So, if someone only believes in the meaning of the own mind, but cannot believes in the meaning of the signs, then the person obviously will be difficult to understand the meaning of communicating with others or the rules in the environment, and will likely have a narrow mind in making decisions which will have a negative impact on them. The sign always depends on place, and therefore lose their meaning when out of context.

In addition to get out of context in understanding a statement of the speaker, the most important things is need to pay attention to the gestures of the speaker to avoid the miss understanding. Gesture can give the audience the advantage of

being able to grasp the whole message right from the beginning of the sentence. It is very interesting for the writer who needs understanding of gestures to capture the meaning of the speaker when in classroom or attending a seminar. Besides the verbal communication, non-verbal communication is also being the reason that can make writer easier for getting the emphasis of the conversation of the other person.

At least there are three reasons why the writer stated about that. The first and, the most compelling is that nonverbal communication is the predominant means of conveying meaning from person to person. Second, nonverbal communication warrants attention is that, when nonverbal cues conflict with verbal messages, people are more likely to believe what is being conveyed to them nonverbally. Finally, the writer believes that the using of nonverbal communication are to enhance, clarify, or qualify the meaning of a verbal message. For instance, the people can use a certain facial expression and tone of voice to indicate something said is sarcastic and is not meant to be believed literally. It's means that all of our actions every day cannot be separated from the use of non-verbal communication.

One of the uses of non-verbal communication that is very often is when in a meeting or a conference. Practically, the writer found the hand and shoulders movements, facial expressions, and also the uses of fingers to give understanding to the audience in order to grasp the emphasis that want to convey by the speaker. The writer watched the examples of such cases in local media about the use of non-verbal communication made by politicians, businessman, minister, president,

and the people who have a big influence in this country when conveying the emphasis on the speech, then it begins to attract the writer to conduct this research. Whatever it is said in the speech both using verbal and non-verbal communication, and will be a particular concern for the public. Because the peoples are the figures are already widely known.

Furthermore, there are so many figures that have a great influence around the World which become the concern of the public. Especially in the economic sector, all of the peoples must be familiar with the names like Mark Zuckerberg, Bill Gates, and Jeff Bezos who is the founder of big companies like Facebook, Microsoft and Amazon. Those figures are able to create the new innovations that can help all humans more easily to communicate, business, and other important activities. However, the writer is interested in a figure who's his career is rising in economics sectors at the present. Jack Ma, the person which the writer chooses as the object of the research.

The reasons why the writer chose Jack Ma as an object of research because of the admiration of the writer to Ma that known as a representative of successful young entrepreneurs in the world business and also the founder of one of the largest e-commerce companies in the world namely Alibaba. Jack Ma can take advantage of the company's initial venture capital of \$ 60,000 into a valuation of a billion-dollar company in less than ten years and be able to compete in the European and US markets. After that, Ma was eventually invited to give the

education about experience in developing the company at certain important Economic Forum in the world.

Based on the reason, then the World Economic Forum at Davos Switzerland 2018 being a forum which the writer chooses as the research, because the writer believes that the forum is an important agenda in the World Economic and attended by all important people in the economic sector. So, it is important for the researcher to know about the meaning conveyed through gesture in a speech by Jack Ma so the researcher can understand what problems which is happening in the World Economic at the present and how to solve it. For knowing about the problems which delivered by Jack Ma and how to solve it, the writer using the semiotic models.

Actually, there are two popular models of semiotics: the dyadic model by the Swiss linguist Ferdinand de Saussure and the triadic model by the American philosopher Charles Sanders Peirce. Saussure's dyadic model of signs defines a sign as being composed of a "signifier" (significant) and a "signified" (signifié). Within the Saussurean model, the sign is the whole that results from the association of the signifier with the signified and the relationship between the signifier and the signified is called signification.

At the other side, if Saussure has the dyadic model, Charles Sanders Peirce's model is called the triadic model. Moreover, Eco (1986, p.1) explained "Semiotics is an action, or influence, which is, or involves, an operation of three subjects, such as a sign, its object, and its interpretant, this tri-relative influence

not being in any way resolvable into an action between pairs. Peirce triadic model of semiotics consists of: 1. The representamen: the form which the sign takes (not necessarily material, though usually interpreted as such 2. An interpretant: not an interpreter but rather the sense made of the sign. 3. An object: something beyond the sign to which it refers a referent.

From the explanation above of the two dominant models of semiotics, the researcher decided to use the theory of Charles Sanders Peirce named the triadic models, because the writer feels more able to interpret the pierce models with the selected object, rather than the Saussurean model which is more abstract and difficult to explain by the writer.

Finally, the writer conducted a research with entitled Jack Ma's gesture in speech at World's Economic Forum Davos Switzerland 2018. The writer thinks with this research, it can assist us to become more aware of the mediating role of signs and of the roles played by ourselves and others in constructing social realities. This research uses non-human information sources in the form of video, the main data is obtained by capturing images from the video when Jack Ma is talking and doing gestures or expressions. The writer will analyse meaning of gesture by describing it and the context of what is being discussed.

B. Questions and Scope of the Research

1. Questions of the Research

To convey the intent of the speaker, here the author will try to explain about the gesture delivered by the speaker and the meaning of it. The researcher felt that it will help us to know the meaning that conveyed in the discussion so it can't lead to ambiguity and misunderstanding between us. From that reason the researcher can describe 3 questions:

- a. What are the gestures represented in the Jack Ma speech?
- b. What is the meaning of the gestures expressed in Jack Ma speech?
- c. What is the relation between the gestures carried out by speaker at the speech with the problems and social phenomena that is happening?

2. Scope of the Problem

Based on the background that has been described above, this study focuses on the 20 gestures existed in the scenes of the Jack Ma's video speech at World Economic Forum Davos Switzerland 2018 with the duration about 55:40 minutes. Furthermore, the writer used the theory of signs proposed by Charles Sanders Peirce of Semiotic as a framework. It can help us to know the gestures carried out in the speech, meaning of the gestures, the social phenomena that happened in the world, and how to solve the problems that happening at the present.

C. Objective and Significance of the Research

1. Objectives of the Research:

Based on the problems of the research mentioned above, the objectives of the researches are described as follow:

- a. To know the gesture which represented in the Jack Ma speech.
- b. To find out the meaning of gesture which are represented in the Jack Ma' speech.
- c. To find out what is the relation between the gestures carried out by speaker at the speech with the problems and social phenomena that is happening right now.

2. Significance of the Research

The researcher expects to give a contribution theoretically and practically for other writers and also other researchers in the English and Literature Department.

Theoretically, the writer of this research hopes to give an additional source of a semiotic analysis, improving our knowledge and added our understanding of semiotics especially in the form of gesture which can make the communication process become successful.

Practically, the result of this study is expected to be useful for students of the English and Literature department at School of Foreign Language – JIA or students from the other University for the Similar Research as other

references. The writer also hopes the result of this research could give more reference for the development of semiotics theory.

D. Operational Definitions

After having read and understood many theories of the title components, which have been found in the various books semiotic, the researcher can conclude and give explanation that:

1. Speech

Speech is basically an act of individual selection and interpretation by using language as a media. So, the function of the language itself cannot be used if there is no speech. The language is possible only starting with a speech.

2. Gesture

Gesture is the object of our bodies that carried out in the daily life to make other people known about the message that want to convey beside the verbal communication, and “gesture” can refer to any wilful bodily movement. So, all movements carried out by the body intentionally can be classified as gestures.

3. Sign

Sign is something that signifier and can also be used as a signified to represent ideas, thoughts, and feeling. The sign is likely to form a visual or physical conduct that is captured by humans. So, the writer can conclude that anything can be a sign as long as someone interprets it as signifying, something-referring to or standing for something other than it.

4. Non-Verbal Communication

Nonverbal communication is the primary means of expressing—and indeed, experiencing the emotion. Highly intense emotional states are routinely manifested in nonverbal communication, crying or wailing with intense sadness, trembling with intense fear, smiling uncontrollably with intense happiness, and turning red in the face with intense anger or embarrassment.

5. Cultural context

The cultural context can also help us to understand nonverbal communication. When the context is different, it will affect the difference in a person's habits, behavior, mindset, and the way of life. If the two different cultures meet usually will cause the misunderstanding.

6. Semiotic

Semiotic is a study of signs and sign processes (semiosis) indication. Designation, resemblances, analogies, metaphors, symbolism, meaning and communications that has meaning and significance is determined by convention.

7. Linguistic

Linguistic is science of language that learn language or science that takes the scientific study of language as an object.

8. Language

Language is a communication tool for uniting one person to another and has cultural elements or symbols for human in communicating.

E. Systematization of the Research

The systematic of the research means to present the research well edited composition. This research is divided into five chapters as follow:

Chapter I Introduction explains about the background of the research, the questions and scope of research, objective and significance of the research, operational definition and the systematization of the research.

Chapter II Theoretical description consist of the definition of Semiotic, Saussure and Peirce theory, the difference between Saussure and Peirce theory, sign, non-verbal communication, gesture, culture, speech, and Research of the relevance.

Chapter III Methodology of the research contains about the method of the research, 1. Time and place of the research, 2. Kind of the research, procedure of the research, technique of the data collection, technique of the data analysis, and sources of the primary and secondary data.

Chapter IV The data analysis contains the analysis of data found, and interpretation of the research finding.

Chapter V Conclusion (relates to hypothesis discussion), and suggestion (relates to significant of the research).