

**JACK MA'S GESTURE IN SPEECH AT WORLD  
ECONOMIC FORUM DAVOS SWITZERLAND 2018**

**A PAPER**

Submitted to the School of Foreign Language – JIA as a partial fulfilment of  
requirements for the undergraduate degree in English Literature Program



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## MOTTO AND DEDICATION

### MOTTO:

وَأَنْصِتُ إِلَىٰ أَوْ صَافِ طَهَ الْمُجْتَبَىٰ  
وَإِحْضِرْ لِقَلْبِكَ يَمْتَلِيءُ وَجَدَ أَنَا

*“Maka Simaklah akan sifat-sifat Thaahaa (SAW), Imam yang terpilih dan  
hadirkanlah hatimu, niscaya terpenuhilah hatimu dengan Kerinduan padanya*

*(SAW)”*

*(Adhiya’Ulami: Habib Umar bin Hafidz)*

### DEDICATION:

This paper is dedicated to my mother Umsyah Hayati, my father Drs. Dian Suparman, my younger sister Haudli Nur Fitrah Uskytia Syazeedah, all of my friends, and also all of my teacher for the support which can make this paper completed.

# **ISYARAT JACK MA PADA PIDATO DI FORUM EKONOMI DUNIA DAVOS SWISS 2018**

**ADE RIZAL FAHLEVI**

**ABSTRAK**

*Penelitian ini bertujuan untuk menjelaskan isyarat, arti isyarat, dan alasan mengapa isyarat tersebut diekspresikan dalam pidato. Subjek penelitian ini adalah pidato Jack Ma pada Forum Ekonomi Dunia Davos Switzerland 2018. Penelitian ini menggunakan metode penelitian kualitatif. Teori penelitian utama penelitian ini adalah dari pendekatan semiotik Charles Sanders Peirce yang disebut Triadic model terdiri dari representant, object, and interpretant. Langkah pengambilan data dalam penelitian ini adalah: (1) identifikasi data, (2) klasifikasi data, (3) analisis data, dan akhirnya (4) menyimpulkan data. Hasil penelitian menunjukkan bahwa mime cue muncul tujuh kali (35%), isyarat menunjuk muncul lima kali (25%), telapak tangan terbuka muncul lima kali (25%), pergerakan bahu muncul dua kali (10%), dan tangan mengepal muncul satu kali (5%).*

*Kata kunci: Semiotik, isyarat, pidato.*

# **JACK MA GESTURE IN SPEECH AT WORLD ECONOMIC FORUM DAVOS SWITZERLAND 2018**

**ADE RIZAL FAHLEVI**

## **ABSTRACT**

This study aims to explain the gesture expressed, the meaning of gestures, and the reason why the gesture conveyed in the speech. The subject of the research is Jack Ma's speech at the World Economic Forum Davos Switzerland 2018. The research uses a qualitative method. The main theory of this research is the semiotic theory of Charles Sanders Peirce called the triadic models that consist of representamen, object, and interpretant. The steps in taking the data in this research is: (1) identifying the data, (2) classifying the data, (3) analyze the data, and finally (4) concluding the data. The result of the research show that the mime cue emerged seven time (35%), pointing gestures emerged 5 times (25%), open palm of the hands emerged 5 times (25%), arm movement emerged 2 times (10%), and hand clenched emerged one time (5%).

Keywords: Semiotic, gesture, speech.

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In the Name of Allah, The most Gracious, The most Merciful.

There are no nice words to say at first, but thanks to the God who has given the writer opportunity to finish this paper. Without his blessing, there is impossible that the paper can be present. Then, may peace and blessing of Allah SWT be upon the Prophet Muhammad SAW, who has guided as how to be a good and successful person in the world. This written as one of the requirements for taking strata one in English Department School of Foreign Language JIA.

During his research, there were a lot of difficulties both in finding the data and arranging it into an accepted scientific paper. The writer has been given a lot of support and help from various parties so this paper has been finished satisfactory. Therefore, the writer would like to take this opportunity to express his thankfulness, gratitude to:

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Bekasi, 14 July 2020

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# 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 conveyed. But in modern times, the peoples are not only used speech as a reference for expressing personal thoughts but also used the movement of the gesture.

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).

## CHAPTER II

### THEORITICAL DESCRIPTION

Based on the background in the first chapter, then this chapter described the theories that will be the basis for the analysis of the fourth chapter which is the semiotic framework proposed by Peirce. Furthermore, this chapter also contains Saussure theory about semiotic, the meaning of sign, non-verbal communication, gesture, culture, speech, and the research relevance.

#### A. Semiotics

When discussing Semiotics, there are two dominant contemporary models of what constitute a sign, they are the Swiss linguist Ferdinand de Saussure and American philosopher Charles Sanders Peirce. They have a different perspective about the study of the sign based on their own background. Saussure who an expert in linguistics explained semiotics according to his study, and Peirce also do the same thing, he explained semiotics based on his study in philosophy.

First, the writer found the broadest explanations about semiotic are from Saussure that postulated by Danesi (2004, p. 3) explained semiotic as a science that studies the life of signs in the society with the laws which govern them. Semiotics is the science that attempts to answer the following question: What does X mean? The X can be anything from a single word or gesture, to an entire musical composition or film. It can be simply said that semiotic approach is

useful in addressing questions about the nature of verbal and bodily signs, as it is consistent with the view that presupposes a unified underlying system for verbal and non-verbal modalities. The assumption is that verbal and non-verbal data do not convey the exact same meaning, or else there would be no reason to produce both of them.

The first case-in-point which is the meaning of red. In this case, Danesi (2004, pp.3-4) said if our X constitutes is an English color term. As it turns out, there is hardly just one answer to the question of what it means. At a basic level, it refers of course to a primary color that have just seen. However, that very color can have a host of other meanings. Here are few of them:

1. If it appears as a traffic signal, it means “stop” to anyone facing the signal at an intersection.
2. If it is the armband color worn by someone at a political rally, then the wearer is perceived to be an individual who espouses a particular political ideology, often labeled as “left-wing” or “radical.”
3. If it is the color of the flag used by someone at a construction site, then it is a signal of “danger.”
4. If it is used in an expression such as “turning red,” then it is a figure of speech that allows people to refer to emotional states without naming them precisely.

The result of interpretations about the object found by using the concept of semiotics to understand the purpose of a sign. Then, Saussure in Chandler (2007,

p. 16) also stated that Semiotics studies is the role of signs as part of social life. The writer understands the theory clearly because all of the signs which interpreted are within the scope of our daily lives.

Then, Peirce in Chandler (2007, p. 3) also stated the field of study which called 'semiotic' (or 'semiotic') was the 'formal doctrine of signs', which was closely related to the logical mind of human being. In its general sense when interpreting a sign, the people just need a doctrine to build a logical opinion that can help us to find the hidden meaning of the sign so it can understand the character of the sign using our "scientific" intelligence that is to say, by an intelligence capable of learning by experience.

In addition to understood the semiotic terms by Peirce, the writer found that it is indeed a bit complicated because it is really needing an argument in interpreting a sign, not only focused on the meaning of the sign but have to understand what is the existence affected of the sign, and the context. Because usually the context of a sign can affect its meaning also the cause of the sign will be change and all requires a strong argument and right understanding.

On the other hand, Italian Semiotics Umberto Eco in Chandler (2007, p. 2) stated that Semiotics is concerned with everything in this world that can be taken as a sign and has the meaning to interprets. Based on Eco's statement the writer believes semiotics involves the study not only of what something which refer to as 'signs' in everyday speech, but of anything which 'stands for' something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and

objects. Eco's theory gave us more understanding everything in this world that has meaning can be categorized as a sign.

This makes the writer believe by exploring semiotic perspectives, the people become aware that these signs and codes are normally transparent and disguise our task in reading them. Living in a world of increasingly visual signs, it is important to learn that even the most realistic signs are not what they appear to be. By making more explicit codes by which signs are interpreted, and may perform the valuable semiotic function of denaturalizing signs.

Exploring semiotic perspectives, the people will be realized that information or meaning is not 'contained' in the world or in books, computers or audio-visual media. Meaning is not 'transmitted' but actively create it according to a complex interplay of codes or conventions of which are normally unaware. Becoming aware of such codes is both inherently fascinating and intellectually empowering.

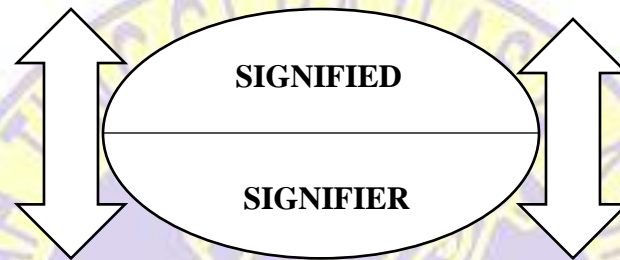
Based on the several definitions above, the writer conclude that semiotics is a study about signs. Semiotics is a science or method to analyze signs. Then, all of the things in this world are signs, and although there are some things that have no intrinsic meaning, it can be a sign if investigated with the original meaning. Then, besides the explanation about the study of the sign, Saussure and Peirce also launched his own framework about semiotic.



## B. Saussure Theory

First, is a semiotic framework called dyadic model by Saussure. In his theory, there are two main concept that is signifier and signified. Both the signifier (the ‘sound pattern’) and the signified (the concept) were purely ‘psychological term’.

The concept can be showed in the picture below:



Picture 2.1

Saussure's model of the sign (Chandler, 2007, p.14)

Language is the most abstract system of a sign. This very abstract language system becomes a concrete expression of the concept adopted by Saussure in the dyadic model to explain the form of a sign. Sudjiman & Zoest (1992, p. 59) postulated the sound pattern which absorbed in our brain is a Signifier, and the concept is signified which will form a physical unity that cannot be separated like two sides of the same coin so that the relationship between the signifier and the signified is very close and cannot be interpreted separately.

Nowadays, while the basic Saussure model is commonly adopted, it tends to be a more materialistic model than that of Saussure himself. The signifier is now

commonly interpreted as the material (or physical) form of the sign – it is something which can be seen, heard, touched, smelled or tasted. Within the Saussure model, the sign is the whole that results from the association of the signifier with the signified. The relationship between the signifier and the signified is referred to as ‘signification’, and this is represented in the Saussure diagram by the arrows. The horizontal broken line marking the two elements of the sign is referred to as ‘the bar’.

According to Berger (2010, p. 5), he said one thing that must be known is the relation between the signifier and signified is not natural but arbitrary and based on convention because the sound patterns will always refer to their respective physical forms, and cannot be exchanged with others. This means that the meaning of signs can change over time, because a sign can be studied two ways: synchronically, at a given point in time, and diachronically, as they develop or evolve over time.

Therefore, based on Saussure’s theory of semiotic the writer can understand that this study tries to find the combination of a sign: Systematically explain the essential, characters, and form of the sign with the process of signification. One sign is everything which can be used as signifier that has it’s important meaning to substitute something else. That something must not exist or that sign obviously exist in the place or particular time.

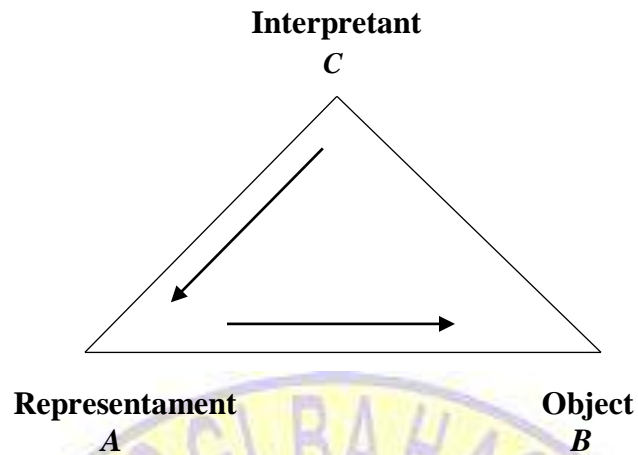
### C. Peirce's Theory

Then, the triadic models of semiotic proposed by Peirce. Thellefsen & Sorensen (2014, p.1) said that Pierce was born in 10<sup>th</sup> September 1839 and died on 19<sup>th</sup> April 1914. He was an original and versatile American scientist, logician, and philosopher. Today, he is, first and foremost, known as the founder of Pragmatism and modern Semiotics. A sign is defined by Peirce in Chandler (2007, p.29) as something which stands for somebody for something in some respect or capacity. In details, it can be said that the sign is a unity of what is represented, how it is represented, and how it is interpreted.

Thus, (Vera, 2014, p.21) explained Peirce's model of the sign and of semiology are consisting of three part, which is:

1. The representamen: the form which the sign takes (not necessarily material though, usually interpreted as such) – called by some theorists the 'sign vehicles'
2. An object: something beyond the sign to which it refers (a referent).
3. An interpretant: not an interpreter but rather the sense made of the sign.

Then, the following pictures is a scheme of Peirce's semiotic formula which called "The Triadic Model":



Picture 2.3  
Peirce's Semiotic Triangle (Deely, 1990, p.89)

A Sign, or Representamen, is the First element which stands in such a genuine triadic relation to the Second element, called its Object, as to be capable of determining the Third element, called its Interpretant, to assume the same triadic relation to its Object in which it stands itself to the same Object. According to Wibowo (2009, p.15) Peirce's theories are often referred as "The Grand Theories" in semiotics because the ideas of these theories are comprehensive, structural descriptions of all sign and can showed the classification, meaning, and the factors that support the presence of the sign itself.

Furthermore, Peirce's in Wibowo (2009, p.18) dividing the sign and how it works into three categories as shown in the table below:

<b>Types of a Sign</b>	<b>Marked by</b>	<b>Example</b>	<b>The Process</b>
Icon	Equation, Similarity	Pictures, Statue	Seen
Index	Causality, Relation	Fire – Smoke Illness - Symptoms	Estimated
Symbol	Convention, Social Agreement	Words, Gestures	Studied

Table 2.1 Types of the sign

#### **D. The Differentness of Saussure and Peirce Theory**

Now, take a look of the differentness of the two popular theories about semiotic from two different experts. Saussure signification of signifier and signified whereas is Peirce's triadic model. Semiotics is defined by Saussure in the course of general linguistics because he is the expert in linguistics. Saussure in Chandler (2007) says semiotic as "the studies the role of signs as part of social life" (p.16). Then he formulates two concepts in semiotics, called signifier and signified. Signifier is the concept of acoustic/sound/sentence or the material aspect from the language. While the signified are the mental concept.

Within the Saussure's 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. He saw semiotics as a model of

social science to understand the world as a system of relations. So, every object in this world is closely related to the interpretation of the meaning of that it in our brains and if someone knew more about somethings, then more varied our brains would be more varied in recording the object from the shape, color, amount, and even the sound produced. It's all a natural process.

At the other side, Peirce's as the master of the philosophy, viewed that there are three important things in semiotics which can be called as the triadic model or triangle meaning of semiotics that is representament, interpretant, and object. Representament is the form which the sign takes (not necessarily material, though usually interpreted as such) In Saussure dyadic it's called as signifier. An interpretant not an interpreter but rather the sense made of the sign. An object: something beyond the sign to which it refers (a referent). In Saussure dyadic it's called as signified. These three things are related to one another and cannot be separated, because representament is the form of the sign, then interpretant is the meaning of the sign, while the object can be explained as the cause of the inception of a sign (reference).

Peirce and Saussure, for instance, were both concerned with the fundamental definition of the sign. Peirce developed logical taxonomies of types of signs. Many subsequent semioticians have sought to identify and categorize the codes or conventions according to which signs are organized. Clearly there is a need to establish a firm theoretical foundation for a subject which is currently characterized by a host of competing theoretical assumptions. As for

methodologies, Saussure's theories constituted a starting point for the development of various structuralist methodologies for analyzing texts and social practices. (Chandler, 2007, p.4). So, in fact what distinguishes these two theories is the context of the sign, because the two theories cannot be applied to the same case because it will cause a misinterpretation in explaining the sign.

The writer believes the theory given by Pierce is more broadly in semiotic and will be more acceptable in interpreting a sign. As Eco said in Sudjiman and Zoest (1992) that the semiotic theory for pierce is "an action and influence or cooperation in three subjects, namely sign/representament, object, and interpretant" (p.43). Then it can explain concretely about the most abstract sign though by using these three subjects.

On the other hand, the dyadic model of Saussure that consist of signified and significant is only a concept of our thinking about a sign, and cannot explain what factors make the sign appear and the meaning of the sign itself. In the Saussure concept, there only thinking of a mind of a sign in the language term, and imagine the sign physically. Therefore, the writer believes that the semiotic theory of Pierce's is more effective to be applied in an analysis of signs.

## **E. Sign**

A sign is the main object in the writer's research which represented by a gesture that can be a reinforcement of verbal communication carried out by the speakers in the forum. In explaining the meaning of the sign, the writer used

several theories from the experts so that the purpose of the sign itself doesn't changes from the true meaning and the parts which included into the sign can be distinguished in detail. Then, the theory will be explained as below:

### **1. St. Augustine (AD 354-430)**

First, are from St. Augustine which divides the signs into three types that is natural sign, conventional sign, sacred signs and also emphasized that the whole process of understanding what signs mean is partly based on social conventions and partly on individual reactions to them (Danesi, 2004, p.7)

Natural sign, as the first item of Augustine's theory is found literally in Nature such as Bodily symptoms, the rustling of leaves, the colors of plants, etc., are all the natural signs, as are the signals that animals emit in response to physical and emotional states. He distinguished this type of sign from a conventional sign, which is a sign made by humans which like a words, gestures, and symbols are examples of conventional signs. Finally, St. Augustine defined sacred signs, such as miracles, as signs containing messages from God. These can only be understood on faith.

Therefore, after understanding the theory of Augustine's, the main object of the writer's research is the gesture classified as conventional sign done by humans, namely Jack Ma by using his body language in a forum. Thus, this makes the writer easier to explain the meaning of gestures expressed with the relationship between gestures and the causes of someone performing the gesture itself so that it can be applied with the main theory from Pierce's



which really emphasizes the close relationship between the three main points, representament, object, and interpretant.

## **2. Thomas Sebeok**

In addition to understood about a theory of a sign, the writer found the function of the sign described by Sebeok (2001, p. 1), he explained that the sign allow peoples to recognize pattern's in things; they act as predictive guides or plans for taking actions; they serve as exemplars of specific kinds of phenomena so they can explain the true meaning of the sign, and the reasons why it is expressed. Then, based in the theory of Sebeok, it can be understood that the sign originated from a phenomenon that can explain the details represented by something and can be done in a period of time that continues in the short term.

Furthermore, the reason why the writer chose the theory because it was related to the writer research that is about a sign which represented by a gesture taken from an action and can be explained from the recently phenomenon. The sign is expressed in a close time during the discussion in a forum and has different meaning based on the discussion and context.

## **3. Roland Barthes**

In modern-day semiotic theory, the sign just divided into verbal and nonverbal. Barthes (1986, p.9) in his book which said that Images, gesture, musical sound, or anything can be a sign, whatever their substance because

semiotics aims to take in any system of the signs, as long as a thing has the meaning so it can be said to be a sign. Therefore, the writer assumes that Barthes divides the sign more detail, so that the interpretation of the sign is more effective and leads to the object that is considered the sign itself. Then, his theory can convince the writer about the object of research that falls within the criteria of the sign itself

Moreover, Barthes' perspective about the sign is reinforced by the theory of Berlo in Kurniati (2016, p. 4) which introduces the communication formula which is known as "SMCR", that is Source, Message, Channel and Receiver. Berlo emphasized that in communication one of the important points is to deliver a message, and the way to deliver it are using "a sign". A sign can be classified as gesture, picture, and color in representing the emphasize want to conveyed.

#### **F. Non-Verbal Communication**

What is nonverbal communication? How does nonverbal communication affect our everyday lives? Do the people learn how to perform body language, or is it instinctive? these problems are fundamental, don't need to answered these questions because actually it already done it in the daily life but everyone didn't realize it. Then, to answer these questions the writer found several theories from experts which became a reference to the research which is explained as below:

## 1. Owen Hargie

First, and perhaps the most important thing is about the function of Non-verbal communication in our daily life are from Hargie (2003, p.50) that mentioned the use nonverbal communication in order to:

- a. Replace verbal communication in situations where it may be impossible or inappropriate to talk.
- b. Complement verbal communication, thereby enhancing the overall message.
- c. Modify the spoken word.
- d. Contradict, either intentionally or unintentionally, what is said.
- e. Regulate conversation by helping to mark speech turns.
- f. Express emotions and interpersonal attitudes.
- g. Negotiate relationships in respect of, for instance, dominance, control and liking.
- h. Convey personal and social identity through such features as dress and adornments.
- i. Contextualize interaction by creating a particular social setting.

Nevertheless, nonverbal communication can be very ambiguous: someone should not presume that it can 'read other people's minds' because of the understanding about nonverbally. It may be right, but can be wrong too. Because someone should not seize upon one gesture or posture in isolation; rather, just need to recognize the entire groups or clusters of nonverbal behavior that suggest the same internal state of mind.

Therefore, the writer assumes that the theory of Hargie are representative the function of non-verbal communication itself, because the writer often felt all the things explained by them personally in daily life, especially in communicating with other peoples or when capturing the intentions of the conversations. Thus, their explanations can also add our concern with nonverbal communication which is sometimes forgotten and misused by many peoples because a lot of peoples usually used the nonverbal communication just for something bad such as the use of body language to engage the racism and represent other negative things.

## **2. Knapp, Hall and Horgan**

Furthermore, Knapp, Hall and Horgan (2014, p. 27) found that the term nonverbal is commonly used to describe all behaviors of the human communication events that consist of spoken or written words which can be interpreted through verbal symbols. Then, based on the theories, the writer can understand the use of Non-Verbal communication is to describe all human communication events that transcend spoken or written and then to interpret the meaning of the it by using certain symbols such as pictures, gesture, and musical sounds.

Moreover, Knapp, Hall and Horgan (2014, p. 28) assumed that the theoretical writings and research on nonverbal communication can be broken down into the following three areas:

a. The communication environment (physical and spatial)

- b. The communicator's physical characteristics
- c. Body movement and position (gestures, posture, touching, facial expressions, eye behavior, and vocal behavior).

Based on these arguments the writer can know how much the effect of non-verbal in communicating then Non-verbal communication should not be studied as an isolated phenomenon but as an inseparable part of the total communication process. Moreover, nonverbal communication the scope of non-verbal communication also includes the environment and characteristics of something that produces it, not only focusing on the type of non-verbal what is expressed when communicating.

### **3. Ekman and Friesen**

In addition to understand the source of nonverbal communication, the writer found the theory of Ekman and Friesen (1969), in *Non-verbal Communication in Human Interaction* that stated there are three primary sources of our nonverbal behavior:

1. Inherited neurological programs
2. Experience common to all members of the species (e.g., regardless of culture, the hands are used to place food in the mouth)
3. Experience that varies with culture, class, family, or the individual.

After considering the arguments about the consequences of the emergence of nonverbal communication, the writer understand that nonverbal communication is strongly influenced by natural factors, the influence of the experience

possessed by people who do non-verbal communication itself, and the culture which being the background from the person.

The writer assumed that the three points stated by Ekman and Friesen is very influential in the writer research on the use of gestures included in nonverbal communication, these three points can explain the natural factors of humans in using gestures in communication, the caused why the gestures are used, and the differences in the meaning of each gesture that originated from the culture of the speaker.

## **G. Gesture**

Besides a language, the people usually used gestures in the daily life communication as the reinforcement of something which want to explained. Because with the used of gesture, it can help the people to understood about the messages conveyed by other people without concern in the verbal communication too much. Therefore, writer used two theories in explaining the meaning of the gesture itself, which can be explained as follows:

### **1. Marcel Danesi**

First, is Danesi (2004) statement in the *Messages, Signs, and Meanings*, he said explained the gestures as “A simply as the use of the hands, the arms, and to a lesser extent, the head to make signs” (p. 56). Gestures included in non-verbal communication, without any explanation through the language of the speakers about the intent to be discussed. By using it, someone can

understand the emphasize conveyed without concerned of the speaker's utterances. He explains gestures in detail based on the order in our bodies with the activities of the gesture itself then with his argument, everyone can distinguish which parts are included in the category of gesture or not.

Therefore, the theory of Danesi becomes the writer reference in patenting the scope of the gesture itself in the Analysis, so that all of body parts movement outside of Danesi explanation is not classified into gestures. Those arguments about gestures also make the writer easier to explain the meaning of the gestures expressed in the research, because each gesture and movement which expressed includes the movement of several parts of the body that are packed with verbal communication in communication. Then with the theory, the writer can explain each movement of the body part which the writer concludes in the sense of gesture as a whole.

## **2. Genevive Calbris**

According to Calbris (2011, p. 38) Gesture is part of the language communication systems and has the functions the other people easier to understand our thought. When it accompanies speech, it assumes specific functions in relation to what is being said. In contrast to Danesi which deals with gestures based on parts of our body, Calbis tends to explain gestures based on their function in communicating with other peoples. Based on the theory, the writer can conclude at least 5 functions of the gestures.

First, the gestures have a function to repeat the ideas presented verbally. For example, after someone explains their resistance to something, usually will shake the head repeatedly to explain expressed the refusal. Second, it has a function to replace verbal symbols, for example, without saying a word, someone can show the agreement by nodding his head. Then, when someone praises the achievements of the colleague by pouting the lips while saying: "Great, you're great!", that's the third functions of the gestures which is reject verbal messages or give other meaning to verbal messages.

Furthermore, when the emotion of someone are expressed in the sad situation with using the hand to holding the head, without giving any explanation the writer takes the conclusion that the person is in a bad mood, it is the fourth functions of gestures that is complement and enrich the meaning of non-verbal messages. The last is to confirm verbal messages or underline them, for example when someone expresses the annoyance with hitting the table in the meeting. The use of gestures also expresses the desire for feelings more clearly by not talking too much and eliminating the meaning contained in the gesture. In the other hands, the gesture can make the audience easier for getting the messages base on the conversation.

Then, the reason why the writer used the theory of Calbis about the gesture to realize the importance of understanding each gesture performed by the speakers in order to avoid miscommunication because of the lack of understanding with the verbal communication spoken by the speakers. On the



one hand, everyone has a different skill in catch the intent of the speaker while communicate, by understanding the gesture that is expressed, it can help these types of people.

Moreover, Berlo in Kurniati (2016, p. 5) found in the daily life, the percentage of non-verbal communication 65%, and the verbal communication are about 35%. Non-verbal communication never used the words for communicate, but using gesture, images, and color to guarantee the secrecy of each messages conveyed. Thus, the writer can conclude that the used of the non-verbal communication especially in the form of gestures have a biggest impact and cannot be separated in our daily life.

### **3. The Theory to Explained the Gesture**

Furthermore, if the Danesi theory explained the scope of the gesture, and the Calbris theory mentioned the function of the gesture itself. Then, to explain the meaning of gesture in the fourth chapters, the writer used the theories from various experts which can help the writer to interpret the real meaning of gestures with the relationship of the Peirce's triadic model in the analysis, which can be explained as follows:

#### **a. Pointing Gestures**

First, is a theory that explains the gesture of pointing, in this case the meaning of the pointing itself can be interpreted differently, depending on the context of the conversation being discussed including:

## 1. Directions

The Pointing which is mean to show the direction and is the most common thing and often used by someone who expresses it. As Wezowski & Wezowski (2018, p. 63) explained in *Without Saying a Word* that the functions of index finger are to show the direction of a conversation partner serves and can be the weapon for the speaker to increase the power and effectiveness of the arguments.

While, those theory is strengthened by Waisman (2010, p. 12), she said that Pointing gestures are used to indicate something, to locate or to mark a direction. They are commonly performed with the hands, but at times, the head, eyes, elbow and even foot and lips may be used to point at a direction. But commonly, pointing gesture not only using index finger but also other body parts. It's meant actually all of our body parts can be used to indicate something, as long as it can be understood and interpreted by others.

Therefore, As Kita (2003, p. 1) The prototypical pointing gesture is a communicative body movement that projects a vector from a body part. This vector indicates a certain direction, location, or object.

## 2. Mindset

Second, is the pointing gesture which meant to explained the mindset of someone expressed. According to Khunke (2016, p. 44) a pointing is types of gestures and the body movements expressed to

other peoples as the way to understand their mindset. Then, Calbris (2011, p. 78) in *Elements of Meaning in Gesture* said a hand configuration with the fingertips touching and pointing upwards which may accompany phrases such as (that's the heart of the matter) and showed the audience about the real problems which being discussed.

Based on the both theories, the writer can know that the meaning of pointing gesture can also be a sign to get people to pay attention to the mindset of someone who expresses it, especially if the pointing is shown to one of part of the body, such as the head, it's means that the speaker want the audience to understand the mindset and hopes to agree with his thought.

### **3. Scolding**

The third is the pointing gesture that means as the scolding of someone. *Goman (2008, p. 97)* mentioned that Finger pointing and finger wagging are parental gestures of scolding, usually used by politicians and executives in the important forum such as meetings, negotiations, or interviews for emphasis or to show their domination over someone.

At the other side, *Pease & Pease (2004, p. 109)* explained the pointing gestures based on the culture differences, they mentioned that pointing index finger up in Western countries can means as: One (if

the context of the discussion is about showing the amount of number), Excuse Me (expressed as the apologize to someone), As God is my witness (when pointing to the sky as the thankfulness to the God), or No! (The prohibition sign to the children).

Furthermore, *Wezowsky & Wezowsky (2018, p. 64)* has the same argument with *Pease & Pease*, they mentioned the index finger can also be used as a signal when the people want to protect someone from something dangerous. For example, “Don’t go swimming in that lake, it’s too risky”. These messages can be reinforced by pointing with the index finger. It shows the other person that have the important information, so that they would be wise to listen. Based on these two theories, the writer can conclude that pointing gestures is the sign expressed as the prohibitions of something dangerous.

#### **4. Function**

Furthermore, besides the explanation about the meaning of the pointing gesture, *Kita (2003, pp. 1-2)* mentioned the function of “pointing gestures”, which can be explained below:

- a) First, it is ubiquitous in our day-to-day interaction with others.
- b) Second, pointing is a uniquely human behavior. In other words, pointing separates humans from primates, just like the use of language.

- c) Third, pointing is primordial in ontogeny. Pointing is one of the first versatile communicative devices that an infant acquires. Pointing emerges out of its antecedent behaviors, such as undirected extension of the index finger, several weeks before the first spoken word.
- d) Fourth, pointing does not merely indicate a vector, but it can serve to create further types of signs. For example, a pointing gesture can create an iconic representation by tracing a shape or movement trajectory.

#### **b. Mime Cue**

The second are Illustrative gesture, according to Given (2002) in *The Nonverbal Dictionary of Gestures, Signs, and Body Language Cues* it can be called as “Mime Cue”, that is when your hand used to describe an object discussed. Furthermore, Given (2002) added Mime cue are the most intellectual gestures and can reveal the presence of conceptual thought of someone. Then, the writer can conclude the function of Mime cue are to express narrative thinking, relationships among objects, and the association of ideas. In this regard, mime cues resemble the spoken words they so often accompany.

Same as Givens, James (2009, pp. 99-100) examined illustrative gestures means when your hands perform a mime to describe the object or actions, you're talking about for making the speakers interest and

understand about our thought. For example, all of the people must know which the thumb and little finger gesture that mimes “call me” when you hold it up to your ear. Illustrative gestures aid the understanding of your listeners.

### c. Arm Movement

The third is arm movement. The arm movement of the shoulder is often done when someone is in the uncomfortable situation when talking to other people in the forum, or a sign to response of the feeling of discomfortable of the environment. Hartley & Karinch (2010, p. 134) in *The Body Language Handbook* mentioned the arm movement can be used to regulate conversation, while drooping shoulders and lifeless arms when your partner brings up an old issue to argue about clearly send a regulating signal: “I am tired of discussing this.”

Moreover, Hartley & Karinch (2010, p. 134) also postulated when combined with the open hands, the arms can also signal that someone feels helpless and frustrated of the problem happening, also need the support from others to solve the problem itself. Then, besides the movement of the arm, the sign which represents the uncertainty about a situation is the shoulder shrug.

As Givens (2002) explained, the shoulder-shrug is a universal sign of resignation, uncertainty, and submissiveness. Shrug cues may modify, counteract, or contradict verbal remarks. Then, Givens (2002) added that

shoulder shrug is response to another person's statement, question, or physical presence; or second in addition to expressing the own inner thoughts, feelings, and moods. It can be said that this gesture is a representation of someone's feelings who express it and also as a response to other people's arguments that are not approved.

#### **d. Hand Clenched**

One of the most expressed gestures in speech is hand clenched, Pease & Pease (2004, p. 131) in *The Devinitife Books of Body Language*, they examined the hands clenched gesture has three main positions: hands clenched in front of the face; hands clenched resting on he desk or on the lap; and, when standing, hands clenched in front of the crotch. Each position certainly has a different meaning according to its characteristics.

Then, Pease & Pease (2004, p. 132) added the correlation between the height at which the hands are held and the degree of the person's frustration: that is, a person would be more difficult to deal with when the hands are held high, as in a centre position, than they would be in a lower position. It can be seen that the highest level of stress for a person is when his hands are clenched in the high position, while if the position of the hand is in the middle lower level, it has the medium level of stress.

#### **e. Temple screw**

The writer found two theories that explain the meaning of the temple screw gesture. First, is from *Calbris (1990, p. 27)* in *The Semiotic of*

*French Gesture* said when the forefingers trace several circles to the temple, then the clustered fingers open abruptly, this gesture means “He is crazy”. Second, is *Fast* (1991, p. 77) explanation, pressing the forefinger against the temple and rotating it means crazy. Both theories explain that the temple screw gesture has a negative meaning for the person aimed, and can be said as a sign which means that the person is “crazy”.

#### f. Palms position

This gesture certainly has many differences because the position of our palms when talking is very flexible and usually without realized, it has the own meaning which can be explained as follows:

##### 1) Down

According to Navarro (2018) in *The Dictionary of Body Language*, Palms-down displays are more affirmative than palms-up displays. These might be made on a table or symbolically in the air. The farther apart the arms are (in a two-handed gesture), or the harder the hand slaps down, the more committed the person. Affirmative declarations such as “I didn’t do it,” when spoken as the palms push strongly downward on a table, tend to have greater validity. Then, it can be said that this gesture is often expressed as the reinforcement of verbal communication or as the validation of something, commonly used in the meeting.



## 2) Up

In the other side, Navarro (2018) also explained “Palms-up display also known as the rogatory hand position, this is a universal behavior of humility, compliance, or cooperation, used by people who want to be accepted or believed”. This gesture is often used as a sign of "welcome" from someone who expresses it and as a positive sign to strengthen the verbal communication being talked.

## 3) Vertical

Calbris (2011, p. 77) said when a palm held vertically with the fingers spread out tensely and moved slightly outwards it may signify as ‘No’ or ‘Five’, depending on the context of the conversation. This gesture has two meanings, the first meaning is that if someone expresses this gesture to respond an argument or problem, it can interprets as "no". On the other hand, this gesture can be said as "five" if the application is in the process of learning in class.

## 4) Open

This gesture has different meaning based on the context itself. First, Goman (2008, p. 92) in *The Nonverbal Advantage Secret and Science of Body Language at Work* postulated when being truthful or forthcoming, people tend to use the open gestures, showing their palms and wrists and spreading hands and arms away from their bodies, as if saying, “See, I have nothing to hide” to showed the honestly

Second, is the explanation of Fast (1991, p. 69) in *The Body Language in the Workplaces* an open-palmed gesture with the hand moving forward at chest height, fingers up and palm out, sends a forceful subtext of seriousness and importance of the topic discussed. This usually expressed to illustrate something for emphasized that the problem being discussed are the important one, and needs our attention.

The third, is from Raah (1990), in *Body Language 101*, She explained that waving with open palm means goodbye as the sign of farewellness. This meaning is the most widely understood by many people because it usually used when someone is in the farwell situation with others.

#### **g. Good Gesture**

This gesture is a positive expression carried out by someone in communication and usually cannot be realized, but it is the representative of the true feelings of the speaker himself. As James (2009, pp. 99-100) mentioned that good gestures are either illustrative or emphatic. Both types of gesture will enhance the effect of your message and the understanding of the listener.

Then, more detail James explains the meaning of Illustrative and emphatic gesture, which is as follows:

- 1) Illustrative means your hands perform a mime to describe the object or action you're talking about. Illustrative gestures aid the understanding of your listener.
- 2) When you use emphatic gesture, it ensured the listener to understand your strength of feeling.

Based on James's theory, it can be said that good gestures are more effective to express when presenting or learning because it can make it easier for the audience to get the message conveyed because this gesture directly describes the object by using both hands.

#### **h. Hand on the chest**

Furthermore, is the hand on the chest, Cienky & Muller (2008, p. 32) examined the gestures with the hand on the chest showed that the speakers speak as a private also want to explained the personal thought about the topic which being discussed. Then Calbris (1990, p. 45) postulated that the relevant body part is indicated by the corresponding verbal utterance said. Automatically, when a person places his hand on his chest, it is explicitly a sign which reflected his own opinion.

At the other side, Waisman (2010, p. 15) said mismatches occur when gesture and speech convey different information, the relationship between verbal communication being discussed is very closely related to the

movements of the gesture. Without realizing it, this is the natural process that occurs and cannot be separated.

**i. Hand steeple**

This gesture symbolizes the calmness of someone when expressing it, also expressed if the person is in the confidence situation, and the focus minds. As Pease & Pease (2004, p. 133) postulated in *The Definitive Book of Body Language* the Steeple was frequently used in superior subordinate interaction and that it indicates a confident or self-assured attitude. Superiors often use this gesture position when they give instructions or advice to subordinates and it is particularly common among accountants, lawyers and managers. Peoples who are confident, superior types often use this gesture and, by doing so, signal their confident attitude.

Moreover, Pease & Pease (2004) added “The Steeple has two main versions: *The Raised Steeple*, the position often assumed when the Steeper is giving his opinions or ideas or is doing the talking, and *the Lowered Steeple*, which is normally used when the Steeper is listening rather than speaking” (p.134). So, it depending on the context of the used, if someone is talking usually uses the raised steeple. The other side, if someone is listening usually, they used the lower steeple.

**j. Hands move up and down**

Calbris (2011, p. 62) mentioned this gesture indicates that there is a targeted object, illustrates that there is something must achieve, and as the sign that indicates us to move forward to catch our goals. Without exhausting the audience, it allows one to concretely demand actions to be taken while maintaining a response in the information. Then Calbris (2011, p. 122) added lowering the edge of the Rigid Hand represents the decisive aspect of judgment and clearly shows the firmness, especially in terms of achieving the object to be achieved.

Moreover, Fast (1991, p. 69) explained in *Body Language in the Workplaces*, one hand raised above the head emphasizes a point; two hands raised above the head signal triumph. Based on the Fast theory it can be seen that if one hand is raised above the head, it's being an emphasis on something which has been discusses then if two hands are raised up to the head, it's symbolizing a triumph.

**k. Animated Gestures**

This gesture is usually expressed by someone who is in good feeling at the conversation with other people. As Goman (2008, p. 85) said when people are passionate about what they're saying, their gestures become more animated. Their hands and arms move about, emphasizing points and conveying enthusiasm. The dynamic movement of the hands make this gesture easily understandable by the other person.

Furthermore, Navarro (2018) mentioned “Animated gestures reflect our emotions and also get us noticed. Broad gestures are powerful displays when the people speaking and are essential to dynamic communication”. Based on the Navarro’s theory the writer believes if someone want to be notice while talking, they expressed the animated gestures to make the audience or other peoples are interested so that our communication process can be successfully.

## **H. Culture**

The cultural context can also help us to understand nonverbal communication. When the situation is different, then it will affect the difference in a person's habits, as well as culture, when two people with different cultures meet, then it will cause a confusion in that person because every country has a different culture that cannot be compared and not necessarily also be accepted by other cultures. The writer includes several explanations about culture that can influence the different meanings of gestures which are the main objects of the research which can be explained as follows:

### **1. Kerry L. Johnson**

Johnson (1988) in Baden explained that the functions of a touch can be usefully classified into five types:

- a) Functional/professional

- b) Social/polite
- c) Friendship/warmth
- d) Love/intimacy
- e) Sexual/arousal

Thus, for example, the western habit of shaking hands has been broadly adopted internationally, but any more demonstrative gesture — embracing or kissing, for example — needs to be approached with caution. For sure, it cannot be accepted by people from eastern cultures because that always puts the principle of politeness in their lives.

Then, based on the theory of Johnson (1998), the writer concluded that the western peoples with their habit of shaking hands, or even kissing felt it can symbolize a professional and social characteristic in polite situation. At the other side, the people in eastern countries think that it is show the intimacy or sexual arousal between them, that's the reasons why it is not acceptable in their term of life. This case is related with Kurniati (2016, p.30) explanation, she stated that Communication barriers can occur because they are caused of cultural differences, religion and social environment. There are some words that have different meanings in each tribe and cannot be interpreted the same meaning.

For example: The word "*Jangan*" in Indonesian language means "no", but the Ethnic Javanese peoples interpreted it as a type of vegetable. In his book, Kurniati (2016) also mentioned Except cultural differences, the factors

that influence communication barriers except cultural differences such as, Status effect, Semantic Problems, Perceptual distortion, Physical Distractions, and No Feedback. This resistance can avoid a misunderstanding between peoples.

## 2. Edward Hall

Moreover, there are some countries that don't have the habit of making direct contact, Hall (1977, p. 2) divide the high-contact cultures include Arabians, Latins, Americans, Russians, most South-East Asians and southern Europeans. Then Low-contact cultures include people of Anglo-Saxon origin, Scandinavians, Japanese, Koreans and Chinese. When the two cultures meet, the awkwardness are often happened.

Then, as example, if a British negotiator (high space needs, low touch norms) meets a Saudi Arabian negotiator (low space needs, high touch norms), the Saudi may advance 'into' the British person's zone, and that person may step back; the Saudi may perceive this as coldness, or as a meaningless accident, and step forward again and so on. Furthermore, it has been traditional in the United States for schoolchildren not to wear uniforms when they are study. Can it be applied by the students in Indonesia? Certainly not because of the cultural differences between the two countries. Intercultural conflict can arise if norms about space and touch are not understood.

In the other case if someone show the palm of one hand to the other person. It also means to "Wait There". Both hands are used at times. In the



west, gestures meaning “wait” often involve raising your index finger. However, Hamiru-aqui (2004, p. 11) explained in Japanese culture when showing the palm of one hand or both palms to the other person is the basic gesture. If the western-style gesture for “wait” is made in Japan, the Japanese would think of it as “1”, as in No.1. If a child grabs your finger when you point it upward to signify the Western “wait”, you will now be aware that it’s because he thinks you are starting a game.

The reason why the writer used the theory of Hall because it can show the characteristics of the culture itself, which cannot compare with each other because it is very closely related to the history of the development of the culture over a long period of time and the ability that has been done by their ancestors from the past. That is precisely what causes so many cultural differences in the world today at the present with a variety of differences that cannot be avoided.

Furthermore, the relationship between culture and gesture which is the main object of research is that every person in a particular culture has its own characteristics in expressing and interpreting the gesture itself. in other words, the gesture when brought into a group that has a different culture will bring up different meanings and understandings.

## **I. Speech**

In the process, the writer used several theories about the speech as a reinforcement of the main object of the writer research about the meaning of a gesture, because if the context of the speech is different, automatically the meaning of the gesture itself also changes and cannot be equated between one and the others despite having a similarity.

### **1. Roland Barthes**

In 1986, Barthes stated speech as “Basically an act of individual selection and interpretation by using language as a media”. (p.14). So, the function of the language itself cannot be used if there is no speech. The language is possible only starting with a speech and the function of language without the presence of speech will be useless then it will cause a failure in communication. In this argument, Barthes explained the interrelationship between speech and language that cannot be separated, there can be no speech if there is no language and also impossible language can stand alone if it is not supported by the speech component itself.

Therefore, the case is similar to the gesture when compared to the speech. A gesture will have a different meaning if the context of the speech delivered is also different, even though the gesture has a sameness in the form of the part of our body or movement, but with a different speech then the meaning will be change followed the context of a conversation.

So, the reason why the authors include Barthes theory about speech in this study is because the argument between speech and language has a similarity in relation if compared to the relationship between speech and gesture. A gesture cannot stand alone because it certainly has meaning that can be conveyed by a speech, and a speech needs help from the gesture to get an understanding from the audience when making the speech.

## **2. Edward Sapir**

Moreover, Sapir (1921, p. 1) stated that speech is so familiar a feature of daily life that cannot rarely pause to define it. The importance of the speech seems as natural to man as walking, and only less so than breathing. Yet it needs but a moment's reflection to convince us that this naturalness of speech is but an illusory feeling. The process of acquiring speech is, in sober fact, an utterly different sort of thing from the process of learning to walk. In the case of the latter function, culture, in other words, the traditional body of social usage is not seriously brought into play.

Then, if compared between the learning of walk the process of speech, it can be found a real equation that is speech is a human activity that varies without assignable limit as to pass the from social group to social group, because it is a purely historical heritage of the group, the product of long-continued social usage. Without realizing, it actually done by all of the peoples in the process of communicating. The problem is because it done too often so everyone always ignores it.

Walking, then, is a general human activity that varies only within circumscribed limits as passed from individual to individual. Its variability is involuntary and purposeless. Who can confirm how many steps are done every day? of course no one else can't be sure of it. A lot of frequency of our steps causes us to not realize how important the process is and what is the effect of activities on our daily lives.

Genetically, the language is constituted in the individual through his learning from environmental speech and a language is the same time the product and the instrument of speech, their relationships is therefore a genuinely bound. Saussure in Barthes (1986, p. 16) said a linguistic of speech, since any speech, are represents the process of communication, is can be categorized as part of language and become the object of the science.

The writer argues that the theory of Saphir represents the importance of the speech in daily life and the relationships cannot separated each other. Furthermore, it will be the same if speech is compared to the gesture which being as the main object of the writer's research, because in its use, speech often uses a gesture as the reinforcement of the intended purpose. On the other hand, the gesture is greatly influenced by the context of a speech, the meaning of a gesture will be change if the context of the speech is different.

## **J. Research of the Relevance**

In this part, the writer is tried to find to some previous research related to the topic in analyzing about the case that used Semiotic theory.

The First by Evita Nanda Karunia (2018) with the research entitled “Representasi kesabaran muslimah dalam iklan subsulk clean and fresh versi Risty Tagor (Semiotic Analysis of Charles Sanders Peirce)” NIM. B76214033 from Islamic University of Sunan Ampel Surabaya. The sameness is about the theory that used for analysis and the different is in the setting of the data object. The focus of the problem in this study are how Muslimah patience is represented in the Risty Tagor version of the Sunsilk Clean and Fresh shampoo. To express the problem thoroughly and deeply, this research uses a media text analysis research method with a critical approach, which is useful for providing facts and data then the data is critically analyzed on the basis of Charles Sanders Peirce's rationale, which analyzes in three stages namely sign ( sign), user sign (intrepetant), and sign reference (object).

The second by Nopi Royani (2014) in his research entitled “A semiotic analysis on Sucker Punch Film”. Reg. Number: 109026000164 from Letters and Humanities Faculty State Islamic University Syarif Hidayatullah Jakarta. The sameness is about the object used for analysis that is the visual media. The different is in the setting of the data object and the theory used. This research is about the Sucker Punch Films. The writer studies the sign as the unit analysis by using Roland Barthes theory of semiotic as the theoretical framework. The

research using qualitative descriptive as the method which try to explain the connotative and denotative meaning in the film thought semiotic by analyzing the thing as the sign. From the data analysis the writer found some sign that has important roles in the film there are map, knife, key, and match. The map is the sign to understanding the situation, the knife is the sign of safety, the key is the sign of freedom, and then the match is a sign for attentions.

The third is by Rahmah, Mawaddatur (2018) in the research entitled “Gaya Komunikasi Pemimpin di Media (Analisis Semiotika Gaya Komunikasi Basuki Tjahaja Purnama “Ahok” dalam Tayangan Mata Najwa On Stage “Semua Karena Ahok” di Metro TV)”. Reg. number 130904145 from Social and Political Faculty University of North Sumatera. This study has different theory and setting of the data object but. For the analysis instrument, this research used semiotic analysis signification framework of Roland Barthes and try to research connotative, denotative and myth meaning behind communication style of Basuki Tjahaja Purnama. The Subject in this study is Mata Najwa On Stage Present “Semua Karena Ahok” On Metro TV and object in this study is style communication of Basuki Tjahaja Purnama. This research found that the communication style of the object can be categorized into a low context communication it appears to the point. The Connotative terms, it appears that the object does not want to be like a leader in general and wants to be a leader who really works for his citizens. Myth that contained in the study object is when Ahok assumed unsuitable to lead the DKI

Jakarta which the majority is Betawi ethnic, and the problem is because he is not from Java but comes from the island of Sumatera.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **A. Method of the Research**

##### **1. Time and Place of the Research**

This research has been done for five months. It was started from the beginning of March 2020 to the end of July 2020. This paper has some references as the theory of the research. The references were obtained from various kinds of books from STBA JIA library, other university libraries, and searching in the electronic source. The data are used to analyzed the meaning of gesture in Jack Ma speech at The World Economic Forum Davos Switzerland 2018. The place where this research is arranged in STBA JIA library and some others university libraries.

##### **2. Kind of Research**

Research method is a very important factor in conducting research. As Kerlinger in Pandey & Pandey (2015, p.18) stated the research method, here, means the arrangement of conditions for collecting and analyzing data. The data in this research were collected from the Jack Ma speech at World Economic Forum Davos Switzerland 2018.

Therefore, Mackey & Gass (2005, p.2) said there are many approaches to dealing with the research. Two of the most common are known as quantitative and qualitative. Then, in this research the writer used the qualitative descriptive method because it can help the writer collect and analyze the data for this study



deeply. Besides, this method is used to describe, interpret, and explained about the signs expressed with the gesture as the main object in the speech.

Moreover, Moleong in Kutjojo (2009, pp.14-15) explained that qualitative is the research that intends to understand the phenomena about what is experienced by research subjects such as behavior, perception, motivation, and action. So, for this study, the qualitative method aims to explained, analyze and interpret the behavior of Jack Ma in the form of gestures based on the theories of the expert and also the things around that affected the emergence of the gestures which influenced by the social phenomena that were collected from the speech with reference to Peirce's theory of semiotics as its theoretical framework.

## **B. Procedure of the Research**

After understanding the role of systematically and arranging steps of the research, the writer comes to the procedure of how this paper is arranged. According to Danim & Darwis in Kuntjojo (2009, p.16) explained the procedure of conducting qualitative research is flexible according to the needs, as well as the situation and conditions in the field.

Furthermore, data collection techniques are so important in the research, because it can help the writer in collecting data and various kinds of information which will be processed and becomes the conclusion based on the data collected. The data in this research were taken from the Jack Ma Speech at World Economic Forum in Davos Switzerland 2018 focusing on the scenes that contain gesture expressed in the speech

with consist of fingers, hand, and arm movements used the procedure of collecting the data based on theory that can explained in some steps below:

### **1. Preparation**

The several basic things at the start of the research are to identify the problem, formulate and limit the statement of research to consider the advantage later, determining the topic of research, choose the speech that will be used as the object data of research, select the fixed tittle, formulating and limiting the problem, and explaining the purpose of the research. Then this research used books of the theory correlates to what the writer analyzed and also what method of the research that the writer used to finish, prove and strengthen the analysis. Moreover, the writer always consults with the first and second counselors relates to the process of writing routinely.

### **2. Implement**

To obtain the research well, the implementation presents analyzing by reading references and identifying the object data such as the gesture which can be found in the speech. After that, collecting the data then processing and analyzing the data to get acceptable result.

### **3. Finishing**

#### **a. Composing the analysed data**

Before reporting the result to finish the research the data analysis needs to be composed, after grouping it in the table that consisting of each gesture, the data need to be explained and arranged based on the Pierce's theory.

b. Discussing with the advisor

Discussing about the topic with lecturer has been done every time to maximize the result and to know something wrong about the research.

c. Revising the result

During analysis of the topic, it is important to seek advices about how to interpret the meaning of gestures expressed in the speech. The lecturer gave some correction on mistakes in the material or technical in writing, how to analysed correctly and relevant with the theory. Revising the mistake in the research is important to make the research better.

d. Concluding the result

The final phrase to make the research can be understood is concluding the result of all chapters. The result based on all chapters in the research. The research can be concluded with the various kind of gestures, the meaning of gestures itself, and the reason why these gestures are expressed in the speech.

### **C. Technique of the Data Collection**

The data were collected by observing thoroughly the Jack Ma speech to find the gestures expressed. To collect the data, the writer uses document as the types of qualitative data. Creswell (2012, p.223) argued that documents represent a good source for text data for qualitative writers. Documents consist of public and private records that qualitative writers get from a site or participants in a study, and they can include newspaper, minutes of meetings, personal journals, and letter.

Besides, the writer applies the observation technique for data collection. Creswell (2012, p.214) stated that observation in qualitative method is the process of gathering information by observing unstructured text data and pictures taken during observation. The data of study collected by using several steps. The first step was watching the speech closely and carefully. Second, captures the scene which are containing the gestures and the last, every data were collected in a folder, then discussed with the advisor. The data that have been listed are the data for analysis.

#### **D. Technique of the Data Analysis**

In this research, the writer used descriptive qualitative methods to analyzed the research. Before doing the analysis, the data need to be understood first. Then, the writer using the four steps in order to obtain the accurate data which is identifying, classifying, and analyzing that can be explained as follows:

First, the techniques that the writer use in the research is identifying the gestures that have been found in speech in the form of images, then make the detail in the of verbal communication that is being discussed when expressing the gesture and named the non-verbal communication, that is the gesture itself.

Second, is classifying the gestures found with Peirce's triadic theory. The gesture that exists in the speech is the representamen [R] that stands for its object [O] are the meaning of the gestures and the relationship between the representamen [R] and the object [O] produces the interpretant [I].

Third, the data found will be analyzed with diagram of Peirce's semiotic theory which consists of representament, object, and interpretant. The existing data will be discussed by searching for the meaning of the gesture using various theories from the expert that will explained the three parts, representament (the sign itself), object (the meaning of the sign) and interpretant (the reason why the gesture expressed) by using some scene footage also explored their elements (seen from utterance, context, relation to the phenomena that are happening and others), then will get the conclusion from the process.

In addition to know the meaning of gestures in the speech, it is important to collect the references and linguistic books from some sources. The data can be collected if the data match with the characterization of the meaning of gestures. The analysis uses some references which related with semiotic especially that concern about the study of human gestures based on the conversation that exist in the Jack Ma speech at World Economic Forum Davos Switzerland 2018.

## **E. Sources of the Primary and Secondary Data**

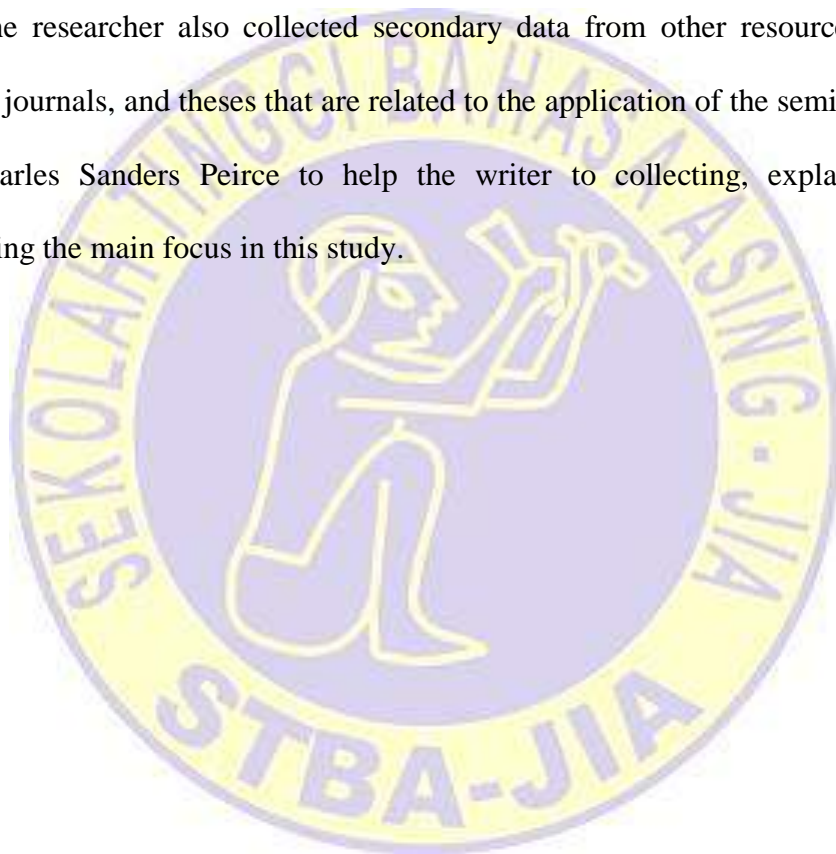
### **1. The Primary Data Source**

The main data for this study were collected from the Jack Ma speech at World Economic Forum Davos Switzerland 2018. The speech was delivered by Jack Ma to all institutions and people related to the development of the global economy in order to motivate peoples to have an advanced mindset in order to develop their potential. Because researchers assume that is important to understand about the

meaning of gestures from Jack Ma also to added knowledge about the real economic problems in the world and how to solve it. Outside of the meaning the words spoken, gesture is one of the media to see the extent of meaning to be conveyed by the speaker.

## **2. Secondary Data Source**

The researcher also collected secondary data from other resources such as books, journals, and theses that are related to the application of the semiotic theory by Charles Sanders Peirce to help the writer to collecting, explaining, and analyzing the main focus in this study.



## CHAPTER IV






### ANALYSIS DATA

#### A. Data Description







In this part of the discussion, the writer presented the results of the research about the semiotics analysis of the Jack Ma gesture in speech at World Economic Forum Davos Switzerland 2018. After watching the speech repeatedly and carefully, the writer found some gestures in the speech. The writer takes the data for analysis which represents all of gesture in the whole of speech.






Furthermore, the data that the writer found in the speech consists of several sign in the form of gestures which refers to the theory of Danesi (2004, p.56) that stated a gesture is a simply as the use of the hands, the arms, and to a lesser extent, the head to make signs. Then, the body movements outside of the argument of Danesi are not classified by the writer as the gesture. The data descriptions can be shown in the following table:





Table 4.1 Data Description

No	Duration	Gestures	Utterance	Kind of Gestures
1	02:24-02:26		“If you want to do something yourself, just do it”	Both Palms of the hand are Down
2	02:26-02:27		“Just do it” “You still can afford to lose, to fail”	Pointing with index finger of right hand
3	02:38-02:39		“My suggestion is that you should do things that you are good at”	The vertical side of his left hand lifted
4	10:51-10:52		“Enriched a lot of countries”	Shoulders shrug
5	10:46-10:50		“I think globalization did a fantastic jobs in the past of 30 years”	The Hand Clenched



6	11:06-11:09		“But it’s only 30 years, it’s a baby.”	One of Ma’s hands are used to illustrated something, and raised above the head
7	11:24-11:26		“Today, we have better technology”	The right hand/fingers or palm(s) on the chest
8	11:31-11:33		“And it’s our generation’s responsibility or opportunity to improve it”	Ma’s are moving his hand forward with his palm in the closed position
9	11:35-11:39		“Responsibility or opportunity to improve it”	Open Palm/Palm Up of the right hand
10	11:40-11:42		“Tell me how to stop globalization”	Shoulders movements, open hands and palm
11	37:14-37:16		“But the things is, you don’t have to know a lot of things”	Mime Cue

12	37:26-37:28		“For so many years, I always tried to find the people smarter than I am”	Hands Steeple
13	37:44-37:45		“It’s easier. The vision you believe.”	Temple screw and Up pointing
14	37:36-37:42		“My job is to make sure that smart people can work together”	Pointing up with index finger then illustrate the circle pattern
15	37:52-37:54		“Smart people can never work together”	A palm held vertically with the spread out fingers
16	40:19-40:22		“I never thought I could become a CEO”	Pointing with index finger

17	40:25-40:28		“One of the things I learned is from teachers”	Thumb, forefinger, and middle finger were put together while moving his hands up and down
18	40:44-40:46		“If you don’t have this kind of thinking”	Temple Screw (fore fingers bores into temple)
19	40:49-40:51		“It’s a lousy, it’s a terrible teacher!”	A palm held vertically with the fingers spread out tensely and moved slightly outwards
20	41:51-41:54		“The things we teach our kids, are the things from the past 200 years, it is knowledge based”	Left hand move, and the palm down

## B. Data Analysis

Then, the writer analyzed the data using Peirce's theory about semiotics called the triadic model as a grand theory including three components that is *representament*, *object* and *interpretant* and also the various theories from the expert to explained about the gesture itself. In this data analysis, the writer focused the analysis on the following gestures:

### Datum 1: Both palms of the hand are down



Scene 1

### Details:

#### Verbal:

In his speech Jack Ma explained his opinion about something that must be done when in the 30-40 ages period by doing all the activities want to do and don't be afraid to fail because there is still an opportunity to learn new things in that time period.

**Non-verbal:**

Both palms of the hand are down

**Interpretation**

The first gesture that exists in the speech is a gesture of which both palms of the hand are down is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.1**  
**The Illustration of Peirce's Triadic Model thought the gesture**

The writer concluded this gesture expressed by Ma's as the reinforcement and emphasis of his thought to the audience for always improve you even though you have entered a certain age, but don't be afraid to fail and learn from a mistake in the past.

**(I)**

Both Palms of the hand are  
down

**(R)**

The gesture expressed as the reinforcement and emphasize about the topic discussed, symbolized the affirmative declarations of Jack Ma to the audience for doing something in the ages of 30 – 40

**(O)**

### 1. Representament (The kind of gesture that found in the speech)

Ma's Palm of both hand are in the down position while he said "*If you want to do something yourself, just do it*" in the speech.

### 2. Object (The meaning of both palms of the hands are down)

Palms-down displays are more affirmative than palms-up displays. These might be made on a table or symbolically in the air. The farther apart the arms are (in a two-handed gesture), or the harder the hand slaps down, the more committed the person. Affirmative declarations such as "I didn't do it," when spoken as the palms push strongly downward on a table, tend to have greater validity.

### 3. Interpretant (Relation between the gesture and what speaker said)

In the speech, Ma explained to the audience that all the peoples could focus on activities and work at around 30-40 years old. Then he added "*You can still afford to lose, to fail*" because at that ages even though someone failed but in Ma's opinion, there "*Still*" a chance to start and learn from these failures. At the other side, it will different in the age of around 40-50, in Ma's perspective at that age peoples must focus on the sector which is good at.

Finally, the writer concluded this gesture expressed by Ma's as the reinforcement and emphasis of his thought also symbolized the affirmative declarations of Ma's to the audience for always improve yourself even though you have entered a certain age, but don't be afraid to fail because in Ma's

opinion at these ages someone can still afford to lose, to fail, but there are still opportunities to begin from the start and learn by the failures.

**Datum 2: Pointing with index finger of right hand**



Scene 2

**Details:**

**Verbal:**

Jack Ma explained that in fact in the 30-40 years period, if you still want to do things as you wish, just do it. Although someone get many failures there is still plenty of time left to fix ourselves and rise from these failures.

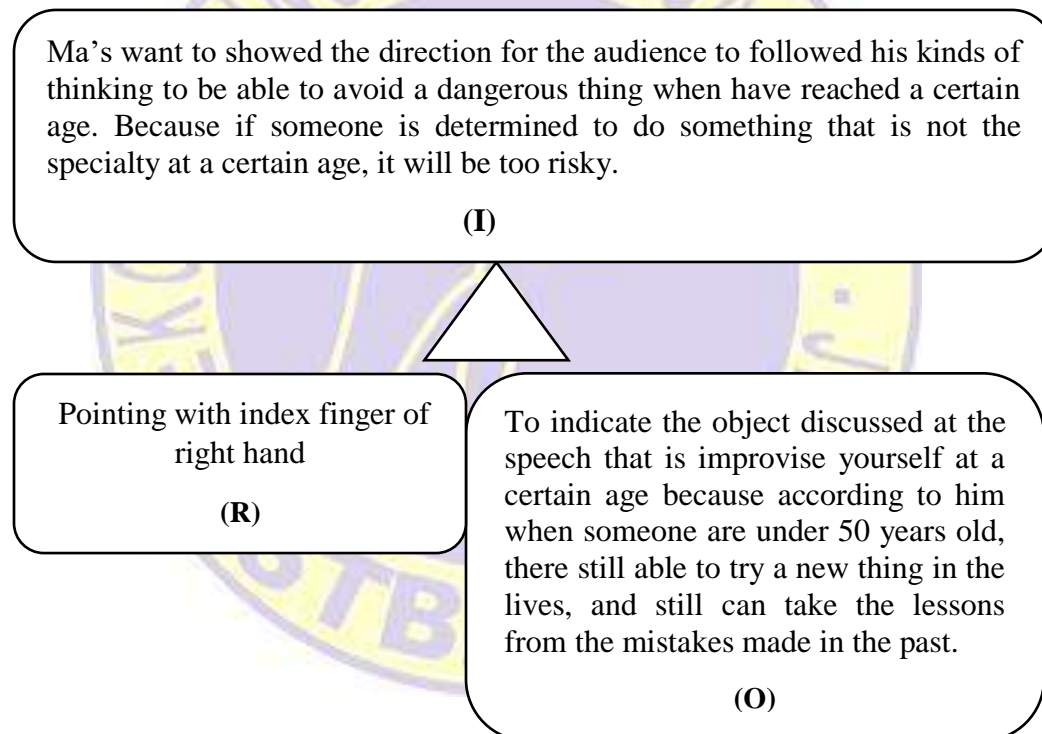
**Non-Verbal:**

Pointing with index finger of right hand

## Interpretation

The second gesture that exists in the speech is a gesture of which pointing with index finger of right hand is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.2**  
**The Illustration of Peirce's Triadic Model thought the gesture**



### 1. Representament (The kind of gesture that found in the speech)

During the speech, Ma's are used his index fingers of his right hand while said "If you want to do something yourself, just do it, you still can afford to lose, to fail".



## **2. Object (The meaning of pointing with index finger of the right hand)**

Pointing are the command gesture that often been done in the daily life for being a reference of the thought. Pointing gestures are used to indicate something, to locate or to mark a direction. It commonly performed with the hands, but at times, the head, eyes, elbow and even foot and lips may be used to point at a direction. But commonly, pointing gesture not only using index finger but also other body parts. It's meant actually all of body parts can be used to indicate something, as long as it can be understood and interpreted by others.

In this case, Ma's are pointed with his index finger to indicate the object discussed at the speech that is improvise yourself at a certain age because according to him when someone are under 50 years old, it still able to try a new things in the lives, and still can take the lessons from a mistakes made in the past.

## **3. Interpretant (Relation between the gesture and what speaker said)**

The writer believes this gesture expressed by Ma's to give the important information which must be learned and applied in the real life by the audience because there are a lot of people who don't have the mindset like Jack Ma, and he want to share it based on his experience to the audience. The index finger can also be used as a signal when want to protect someone from something dangerous. Then the dangerous things based on Ma's Thought is

that when someone at the ages of 30 – 40, and just say “enough” and don’t want to do something new in their life.

Then, the writer can conclude this gesture is used to indicate something that Ma’s want to show to the audience that is to follow his kinds of thinking to be able to avoid a dangerous thing when reached the certain age. Because if someone is determined to do something that is not the expertise at a certain age, it will be too risky.

**Datum 3: The vertical side of the hand lifted moving up and down**



Scene 3

**Details:**

**Verbal:**

Ma suggested that if you have reached the age of 40-50 years, someone should have focused on something that has become his expertise, and do not try anything else because it has a very big risk.

**Non-verbal:**

The vertical side of the left hand is moving up and down

**Interpretation**

The third gesture that exists in the speech is a gesture of which the vertical side of the left hand is moving up and down the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.3**  
**The Illustration of Peirce's Triadic Model thought the gesture**

At the speech The Speaker said "You should do things that you are good at". Its means that the speakers advised that someone must focus on the object want to achieve and the speakers advised listeners to focus on doing activities that fit the expertise at a certain ages, also shows the firmness, especially in terms of achieving the object to be achieved.

(I)

The vertical side of his  
left hand lifted

(R)

This gesture showed that there is a targeted object, illustrates that there is something must achieve, and as the sign that indicates us to move forward to catch the goals.

(O)

### **1. Representament (The kind of gesture that found in the speech)**

At the speech the vertical side of the speaker's left hand lifted while moving his hands up and down.

### **2. Object (The meaning of the vertical side of the hand lifted moving up and down)**

This gesture showed that there is a targeted object, illustrates that there is something must achieve, and as the sign that indicates us to move forward to catch the goals. Without exhausting the audience, it allows one to concretely demand actions to be taken while maintaining a response in the information.

### **3. Interpretant (Relation between the gesture and what speaker said)**

At the speech Ma's said "*You should do things that you are good at*". The writer concluded there are two messages conveyed through gestures and words from the speaker. First, as the message to the audience to focus on the object wants to achieve then second, Ma's advised listeners to focus on doing activities in the certain ages that fit the expertise at a certain age and do not try anything else that can waste time. Lowering the edge of the rigid hand represents the decisive aspect of judgment.

Then the writer can conclude this gesture are clearly shows the firmness of the speakers, especially in terms of achieving the object to be achieved. Between the gestures and emphasis in speech are related to each other because

these two things are done by the speaker simultaneously to make it easier for the audience to get the meaning that wants to convey.

**Datum 4: Shoulders shrug**



Scene 4

**Details:**

**Verbal:**

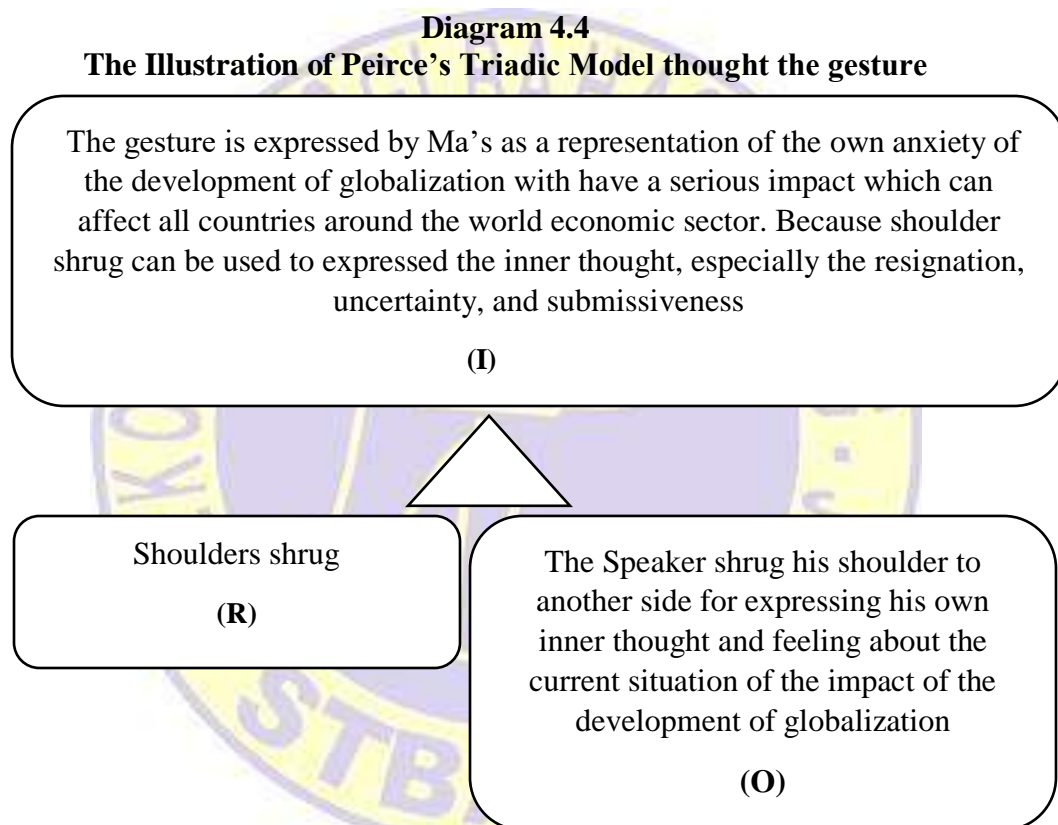
Ma explained the impact of the development of globalization which has a very massive influence throughout the world thus reducing the opportunities of young entrepreneurs and small businesses to compete in the economic world.

**Non-verbal:**

Shoulders Shrug

## Interpretation

The fourth gesture that exists in the speech is a gesture of which the Shoulders shrug is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:



### 1. Representament (The kind of gesture that found in the speech)

When delivering his speech, Ma's are shrugging his shoulders to the left side, while explaining the negative impact of the rapid development of globalization.

## 2. Object (The meaning of shrugging the shoulder to the another side)

While communicating, and then the shrugging the sholder to another side it can carried two meanings. First, it is response to another person's statement, question, or physical presence; or second in addition to expressing the own inner thoughts, feelings, and moods. In this case, Ma's is discussing the impact of the development of globalization which is very rapid, hitting a lot of countries, so that the young people and companies in each countries doesn't have ability to compete in the market place.

## 3. Interpretant (Relation between the gesture and what speaker said)

Ma's are shrug his shoulder to the left side, while looking and saying *"Globalization are enriched a lot of country, young people (did not) have opportunities, small business (did not) have opportunities"* and Ma's are just talked to the audience about the current situations of many peoples are jobless, a lot of companies unable to compete because of their inability to adapt to the development of globalization. Then, the shoulder-shrug is a universal sign of resignation, uncertainty, and submissiveness. Shrug cues may modify, counteract, or contradict verbal remarks.

Finally, the writer can conclude that the gesture is expressed by Ma's as a representation of his own anxiety of the development of globalization which have a serious impact which can affect all countries in the world. Explicitly, Ma's not only conveyed the positive impact of globalization in the

development of the Economic sector but also “the real emphasis” was about the negative impact as well.

**Datum 5: The hand clenched**



Scene 5

**Details:**

**Verbal:**

Ma is talking about the negative impact of the massive development of globalization which can cause a lot of harm to all countries around the world.

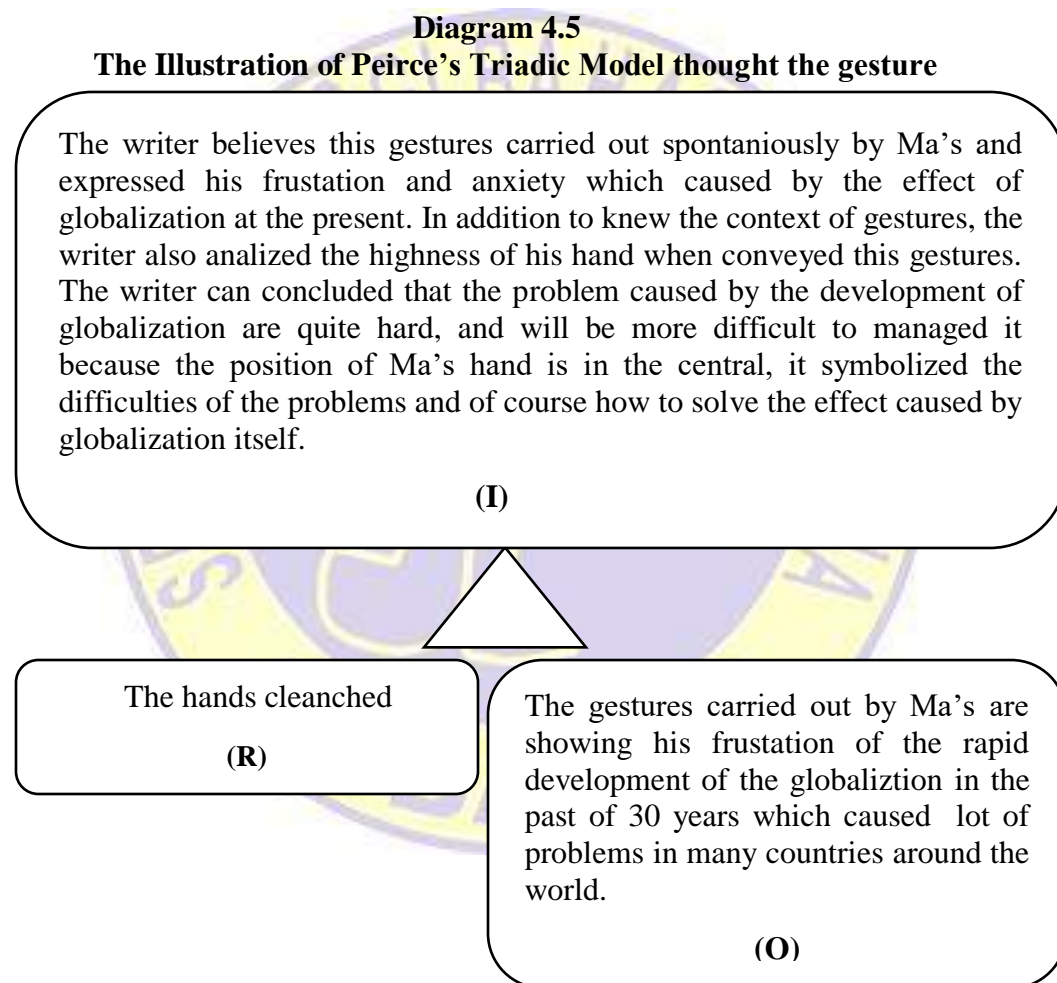
**Non-verbal:**

The Hand clenched



## Interpretation

The fifth gesture that exists in the speech is a gesture of which The Hand Clenched is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:



### 1. Representament (The kind of gesture that found in the speech)

When he speaks, Ma's just clenched his hands on the table while saying  
*"I think globalization did a fantastic jobs in the past of 30 years, enriched a lot of countries, but of course it caused lot of problem."*

### 2. Object (The meaning of the hand clenched)

During a speech, Ma just clenched his hand on the center of his body. The hands clenched gesture has three main positions: hands clenched in front of the face; hands clenched resting on he desk or on the lap; and, when standing, hands clenched in front of the crotch. Each position certainly has a different meaning according to its characteristics.

The correlation between the height at which the hands are held and the degree of the person's frustration: that is, a person would be more difficult to deal with when the hands are held high, as in a centre position, than it would be in a lower position. It can be seen that the highest level of stress for a person is when his hands are clenched in the high position, while if the position of the hand is in the middle lower level, it has the medium level of stress. The gestures carried out by Ma's are showing his frustation of the rapid development of the globaliztion in the past of 30 years which caused lot of problems in many countries around the world.

### **3. Interpretant (Relation between the gesture and what speaker said)**

Jack Ma are sitting on the chair during the speech while expressed hand cleached gestures with a cup of water in the center of his both hands. The height level of his hands are not too high but in front of his stomach with a table being the pad. Ma are talked about the rapid development in the past of 30 years that caused lot of problems in many countries around the world. In the case, the writer believes this gestures carried out spontaneously by Ma's and expressed his frustation and anxiety which caused by the effect of globalization at the presents.

Then, the writer can concluded that the gesture are expressed by Ma's to showing his frustation of the rapid development of the globaliztion in the past of 30 years which caused lot of problems in many countries around the world. The problem caused by the development of globalization are quite hard, and it will be more difficult to managed it because the position of Ma's hand is in the central, it symbolized the difficulties of the problems and of course how to solve the effect caused by globalization itself.

**Datum 6: The hand is illustrated something, and raised above the head**



Scene 6

**Details:**

**Verbal:**

Ma explained the development of globalization in the last 30 years with the impact on life, and recommends that all people to fight the negative impact and turn it into profit.

**Non-verbal:**

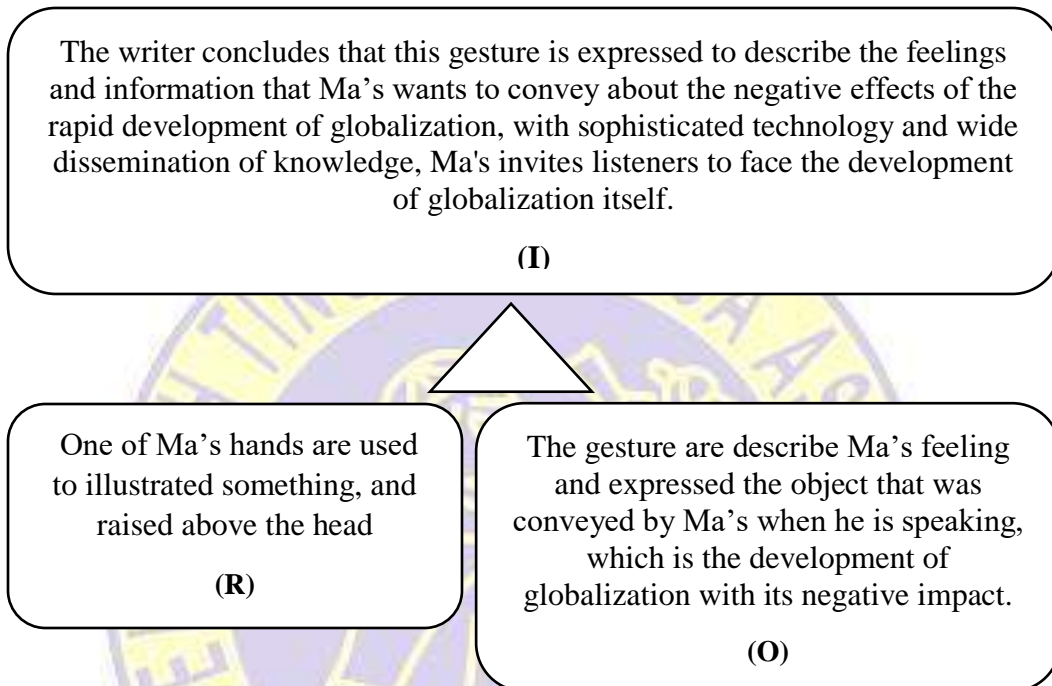
The hand is illustrated something, and raised above the head

**Interpretation**

The sixth gesture that exists in the speech is a gesture of which the hand is illustrated something, and raised above the head is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between

the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.6**  
**The Illustration of Peirce's Triadic Model thought the gesture**



**1. Representament (The kind of gesture that found in the speech)**

One of Ma's hands are used to illustrate something, and raised above the head while said "*But it's only 30 years, it's a baby.*"

**2. Object (The meaning of the hand raised and illustrate something)**

In the common era, there are a lot of gestures used to emphasizes the object while speaking in the Forum or with other peoples in the daily life. One hand raised above the head emphasizes a point; two hands raised above the head signal triumph. Thus, it can be seen that if one hand is raised above the

head, it's being an emphasis on something which has been discussed then if two hands are raised up to the head, it's symbolizing a triumph. Then, the gesture symbolizes one object that was conveyed by Ma's when he is speaking, which is the development of globalization with its negative impact. But now in this era, the people have all the technology and knowledge in order to overcome the problems.

### **3. Interpretant (Relation between the gesture and what speaker said)**

In addition to give the information to the audience while speech, the used of good/positive gestures are very common. Good gestures are either illustrative or emphatic. Both types of gesture will enhance the effect of the message and the understanding of the listener.

Ma's are talked about the real problem of the development of globalization with its negative impact but also said to the audiences for not taking "too much" serious because it has only been running for a while. Right now all of the peoples have all the technology and knowledge in order to overcome the problems carried out by the negatif impact of globalizations.

Furthermore, the writer concludes that this gesture is expressed to describe Ma's feeling about the negative effects of the rapid development of globalization, with sophisticated technology and wide dissemination of knowledge, Ma's invites listeners to face the development of globalization itself. Because when you use emphatic gesture, it ensured the listener to understand the feeling.

**Datum 7: The right hand/fingers or palm(s) on the chest**



Scene 7

**Details:**

**Verbal**

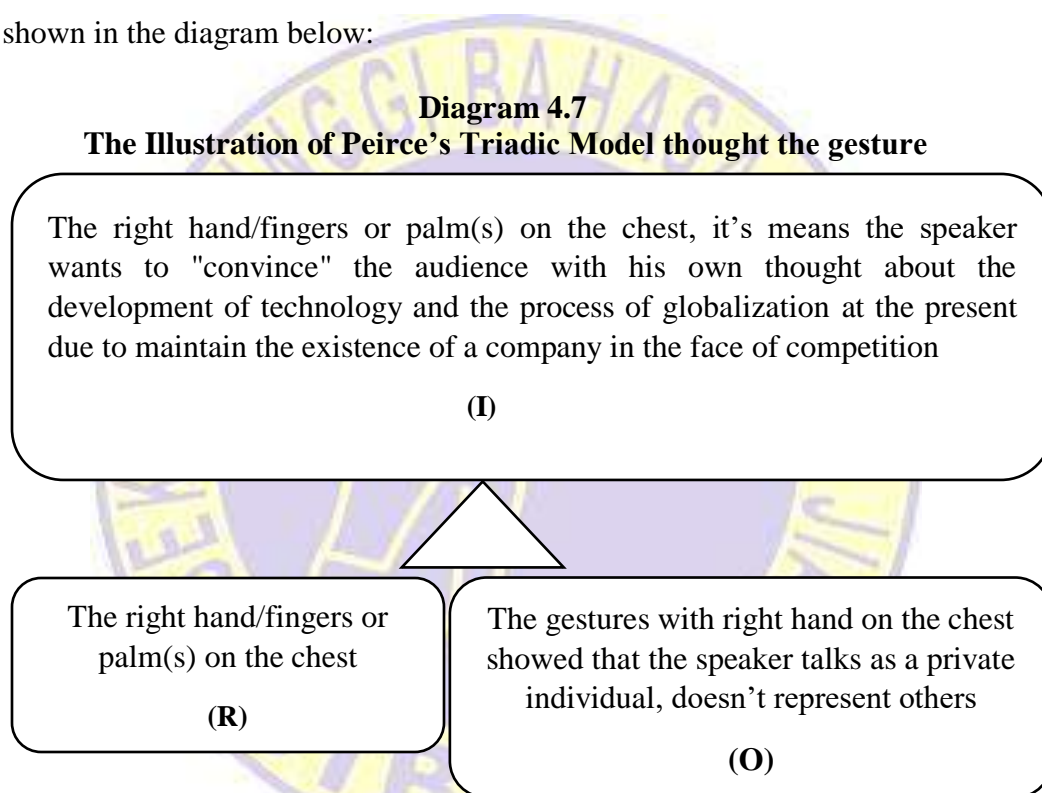
Ma's are giving his personal opinion to the development of globalization, and said that with the technology and science people can increase the negative effects of globalization itself.

**Non-verbal**

The right hand/fingers or palm(s) on the chest

## Interpretation

The seventh gesture that exists in the speech is a gesture of which the right hand/fingers or palm(s) on the chest is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:



### 1. Representament (The kind of gesture that found in the speech)

At the speech The right hand/fingers or palm of Ma's are on the chest.

### 2. Object (The meaning of the right hand/fingers or palm on the chest)

As a right-handed person, Ma's refers to him with the right hand and gestures with the right hand when expressing himself as a private individual.

Since the hands are naturally disposed to represent two equivalent and distinct



entities, the reference to others is signified gesturally by a change of hand. The gestures with the hand on the chest showed that the speakers speak as a private also want to explained the personal thought about the topic which being discussed. Moreover, it means when expressed the gestures itself.

### **3. Interpretant (Relation between the gesture and what speaker said)**

In the speech, Ma's are said *"Today, we have better technology, "We have better knowledge about globalization"*. Ma's as one of the most successful entrepreneurs decided his individual perception in the process of reasoning something (technology and globalization), so that the audience which attended in The Forum can understood about the previous situation in the world, especially in Economic sectors (which run into a massive change due to development of technology and globalizations process) how to manage a large company with high demands to always exist and not experience setbacks.

Finally, the writer concluded this gesture expressed to showed his own opinion about the development of technology at the present and doesn't represent his company or groups. His gestures expressing a profession of faith or self-defense, with his fingers or palm(s) on his chest, are always produced with the right hand and never with the left alone.

**Datum 8: Hand moving forward with a palm in the closed position**



Scene 8

**Details:**

**Verbal**

Ma stated about the responsibility of the current generation to be able to change the effects of globalization to be more positive and bring up opportunities to develop technology from the development of globalization.

**Non-verbal**

Hand moving forward with a palm in the closed position.

**Interpretation**

The eight next gestures that exists in the speech is a gesture of which Ma's are moving his hand forward with his palm in the closed position is the representamen [R] that stands for its object [O] are the meaning of the gestures.

The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.8**  
**The Illustration of Peirce's Triadic Model thought the gesture**

The writer concluded that the gestures expressed as the reinforcement and emphasizes of the points discussed by Ma's at the speech and broadly in the communication process with the audience which is the generations responsibility to improve the technology and knowledges to minimized the problems caused by the rapid development of globalization that being the main topic in the recent years.

(I)

The hands are moving forward with his palm in the closed position

(R)

Ma's hands are used to illustrate the object or action that discussed in the speech that is the generation's responsibility or opportunity to improve the technology and knowledge to handle the problems caused by the rapid development of globalizations.

(O)

### 1. Representament (The kind of gesture that found in the speech)

In the speech, Ma's are moving his hand forward with his palm in the closed position while said *"And it's our generation's responsibility or opportunity to improve it."*

## **2. Object (The meaning of one hands raised and illustrate something)**

This gesture is a positive expression carried out by someone in communication and usually cannot be realized, but it is the representative of the true feelings of the speaker himself. The good gestures are either illustrative or emphatic. Both types of gesture will enhance the effect the understanding of the listener.

Then, the meaning of Illustrative and emphatic gesture can be explained as follows:

- a) Illustrative means the hands perform a mime to describe the object or Action you're talking about. Illustrative gestures aid the understanding of The listener.
- b) When you use emphatic gesture, it ensured the listener to understands The strength of feeling.

## **3. Interpretant (Relation between the gesture and what speaker said)**

In the speech, the people are often to use the movement of body language such as arm, hands, and fingers as the reinforcement and emphasizes of the utterance. When people are passionate about what something said, the gestures become more animated. The hands and arms move about, emphasizing points and conveying enthusiasm. The dynamic movement of the hands makes the movement looks animated and easily understandable by the other person.

Furthermore, animated gestures reflect the emotions and also get us noticed. Broad gestures are powerful displays when speaking and essential to dynamic communication. If someone wants to be noticed while talking, those people will express the animated gestures to make the audience or other people interested so that the communication process can be successful.

So, the writer can conclude that this gesture expressed as the reinforcement and emphasizes of the points discussed by Ma's at the speech and broadly in the communication process with the audience which is the generation's responsibility to improve the technology and knowledge to minimize the problems caused by the rapid development of globalization that being the main topic in the recent years.

**Datum 9: Open palm/palm up of the right hand**



Scene 9

### Details:

#### Verbal

Ma talked about the responsibilities of today's generation to be able to take advantage of globalization in order to get positive results.

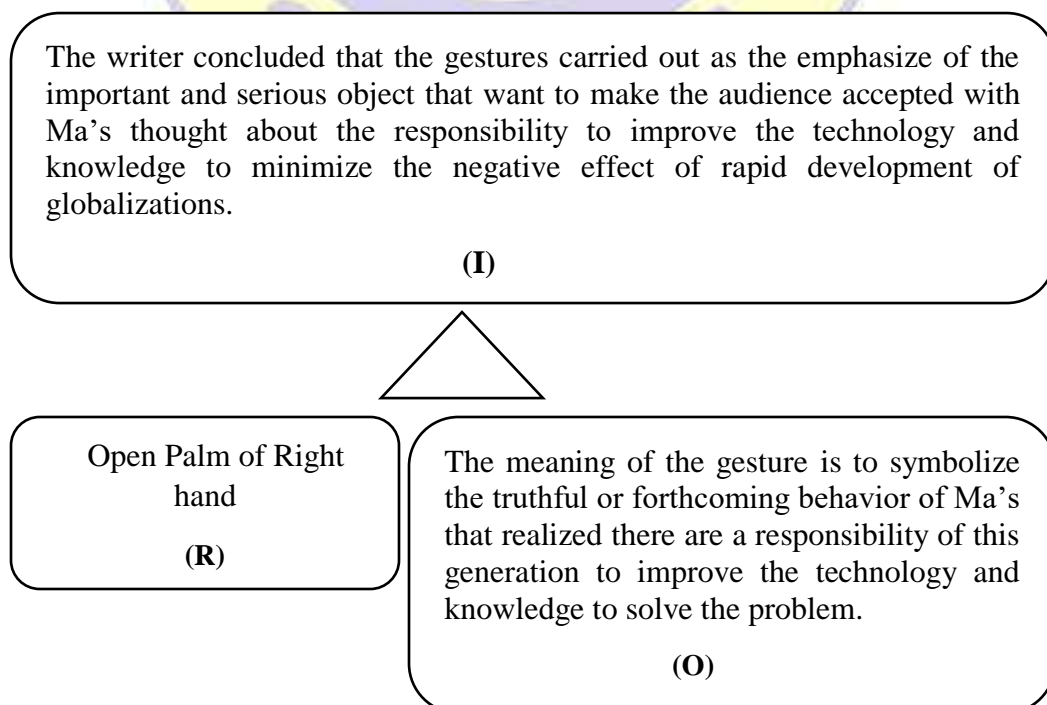
#### Non-verbal

Open Palm/Palm Up of the right hand

#### Interpretation

The ninth gesture that exists in the speech is a gesture of which Open Palm/Palm Up of the right hand is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.9**  
**The Illustration of Peirce's Triadic Model thought the gesture**



### **1. Representament (The kind of gesture that found in the speech)**

Jack Ma are open the palm of his right hand while saying *“And it’s our generation’s responsibility or opportunity to improve it” in the speech.*”

### **2. Object (The meaning of a palm held vertically with the spread out fingers)**

When being truthful or forthcoming, people tend to use open gestures, showing their palms and wrists and spreading hands and arms away from their bodies. The meaning of open gesture expressed in the speech are to symbolized the truthful or forthcoming behavior of Ma’s that realized there are a responsibility of this generation to improve the technology and knowledge to become better for anticipate the negative effect of rapid development of globalizations.

### **3. Interpretant (Relation between the gesture and what speaker said)**

The open gesture or an open-palmed gesture with the hand moving forward at chest height, fingers up and palm out, sends a forceful subtext of seriousness and importance. Based on the discussion in the forum, Ma’s are talked about the about the responsibilities of today's generation to be able to take advantage of globalization in order to get positive results.

Palms-up display also known as the rotatory hand position, this is a universal behavior of humility, compliance, or cooperation, used by people who want to be accepted or believed”. Because the speaker is always needed the agreement of the audience about the object discussed when standing in

front of the people, without the conventions the speech won't have the functions and benefits.

So, the writer concluded that the gestures carried out as the emphasize of the important and serious object that want to make the audience accepted with Ma's thought about the responsibility to improve the technology and knowledge to minimize the negative effect of rapid development of globalizations.

**Datum 10: Shoulders movements, open hands and palm**



Scene 10

**Details:**

**Verbal**

Ma gave a rhetorical question to the audience, "Can you explain who can stop the process of globalization?"



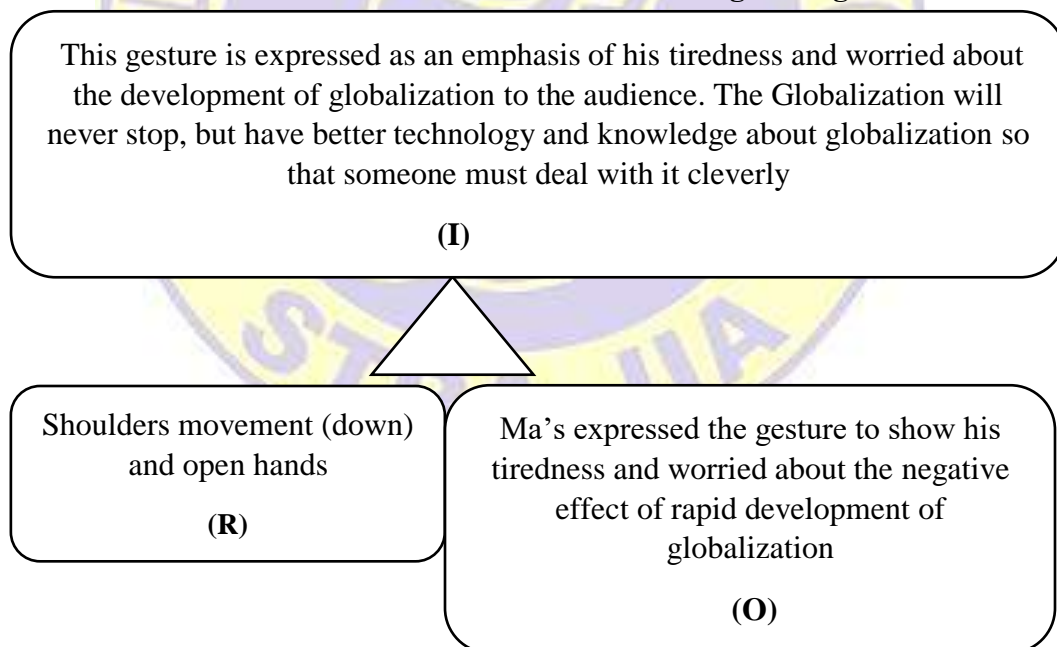
## Non-verbal

Shoulders movements, open hands and palm

## Interpretation

The tenth gesture that exists in the speech is a gesture of Shoulders movements, open hands and palm which is the representamen [R] that stands for its object [O] is the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.10**  
**The Illustration of Peirce's Triadic Model thought the gesture**



**1. Representament (The kind of gesture that found in the speech)**

Ma's are drooping his shoulders, arm and open hands while saying *"Tell me who can stop the globalization"*.

**2. Object (The meaning of Shoulders movements, open hands and palm)**

The arm movement can be used to regulate conversation, whiled drooping shoulders and lifeless arms when the partner brings up an old issue to argue about clearly send a regulating signal. In this case, Ma's are expressed this gesture to show the tiredness and confused about the rapid development of globaliztion which caused lot of negatif impact.

**3. Interpretant (Relation between the gesture and what speaker said)**

Furthermore, when combined with the open hands, the arms can also signal that someone feels helpless and frustrated of the problem happening, also need the support from others to solve the problem itself. In this matter, Ma' doesn't need a help from others and feel resigned but Ma's only gave the emphasis to the audience that nothing will stop globalization which caused lot of problems, young peoples and small business didn't have opportunities for competing in the market, developing countries were neglected.

Then, the writer concluded this gesture are expressed to show his tiredness and worried about the rapid development of globalization. Beyond its positive effects, globalization also has many negative. Globalization will always developed at anytime the only way is to adapt to globalization itself, in the other hand of course all of the peoples in the world have better technology

and knowledge about globalization. Then, don't need to worry too much about it because today the peoples have better technology and better knowledge about globalization.

**Datum 11: Mime cue**



Scene 11

**Details:**

**Verbal:**

Ma explained how to be a successful entrepreneur, that is, don't need to know a lot of things, but by managing smart people in a circle to be able to achieve the target, and don't need to know many things.

**Non-verbal:**

Mime cue

## Interpretation

The eleventh gesture that exists in the speech is a gesture of mime cue which is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.11**

### The Illustration of Peirce's Triadic Model thought the gesture

Ma just done the "Mime Cue" gestures to make the audience understood and accepted his own concepts of being the successful entrepreneurs, don't have to be smart, but the most important thing is to finding someone better than us to realize the concept itself. The emphasis shown by the distance of his hands while produce the utterance. The longer distance is the main point of his speech that is "You have to find the people who are smarter than you are".

**(I)**

Mime Cue  
**(R)**

The Speaker expressed the Mime cue to illustrate his own thought, that is to be a successful entrepreneur, don't need to know a lot of things, but by managing smart people in a circle to be able to achieve the target, and don't need to know many things.

**(O)**

### **1. Representament (The kind of gesture that found in the speech)**

When delivering his speech, Ma are positioning or move his hands used to depict the shape, motion, or location of a person, place or thing, it can be called as “*Mime Cue*”, that is when the hand used to describe an object.

### **2. Object (The meaning of Mime cue)**

Furthermore, when expressed this gesture, Ma positioning his hands like describing something while said “*But the things are, you don’t have to know a lot of things, you have to find the people who are smarter than you are*”. Mime cue can reveal the presence of conceptual thought, mime cues are the most intellectual gestures. Mime cues also express narrative thinking, relationships among objects, and the association of ideas. In this regard, mime cues resemble the spoken words about the company. Then, it can take a conclude that when Ma’s expressed this gesture itself, Ma’s shares his conceptual thought about the way to become a successful entrepreneur that is don’t have to being “a smart” people and knew about a lot of things, but the most important points are must be able to find people who are smarter than us to be able to help the implementation of the ideas have.

### **3. Interpretant (Relation between the gesture and what speaker said)**

In addition to explained his concepts, Ma just done the “Mime Cue” gestures to make the audience understood and accepted his own concepts of being the successful entrepreneur. The most important things are to find the partners who have more intelligence, so that the concepts can be applied.

Don't need to be “too smart people” and knew about everything, but must have a strategy to realize the dreams too.

The writer concluded this gesture expressed as an emphasis given by Ma's about something must pay attention to. Then, the position of Ma's hands when saying “*But the things is, you don't have to know a lot of things*”. The distance between the right and left hand is shorter; the writer interpreted it as a message that it is not being prioritized. In the other side, if it is compared with the positions of Ma's hand when says “*You have to find the people who are smarter than you are*”, the distance of his hands in describing the concept becomes larger.

**Datum 12: Hands steeple**



Scene 12

**Details:**

**Verbal:**

Ma is recounting the efforts over the years to find smart people to carry out the vision of the company leads.

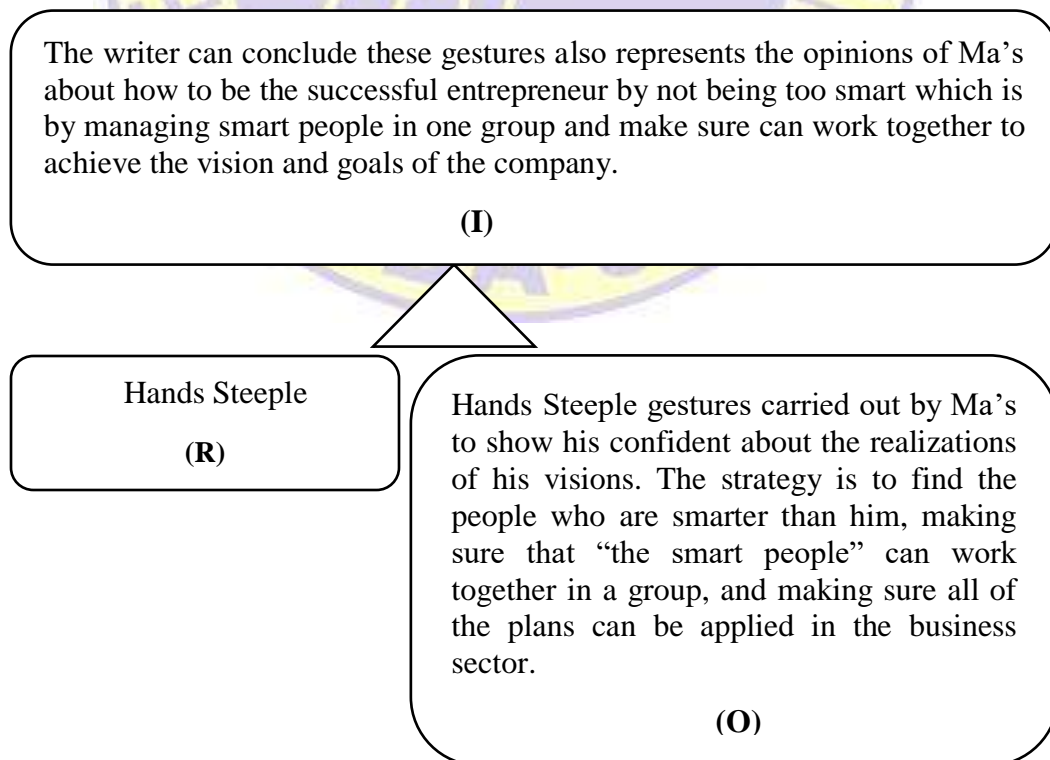
**Non-verbal:**

Hands Steeple

**Interpretation**

The twelfth gesture that exists in the speech is a gesture of which Hands Steeple is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.12**  
**The Illustration of Peirce's Triadic Model thought the gesture**



### 1. Representament (The kind of gesture that found in the speech)

During the speech, Ma's are Steeple's his hands while saying "*For so many years, I always tried to find the people smarter than I am*".

### 2. Object (The meaning of hand steeple)

Therefore, the Steeple was frequently used in superior subordinate interaction and that it indicates a confident or self-assured attitude. Superiors often use this gesture position when give instructions or advice to subordinates and it is particularly common among accountants, lawyers and managers. Peoples who are confident, superior types often use this gesture and, by doing so, signal their confident attitude.

### 3. Interpretant (Relation between the gesture and what speaker said)

Jack Ma carried out the Steeple Hand in order to express his confidence of realizing his vision and believe when lead the company. Then, also as the message to the audience the way to reached out dreams, don't have to knew a lot of knowledge. The most important things are to find the people smarter, make sure that "the smart people" can worked together in the group. At the end, if all of the things have managed, then the planning and dreams will be achieved.

Moreover, The Steeple has two main versions: *The Raised Steeple*, the position often assumed when the Steeple is giving his opinions or ideas or is doing the talking, and *the Lowered Steeple*, which is normally used when the steeple is listening rather than speaking. At the speech, Ma's is Raised the



steeply in front of the chest while saying *“For so many years, I always tried to find the people smarter than I am”*.

Finally, the writer can conclude this gesture carried out by Ma's to show his confident about the realizations of his visions. The strategy is to find the people who are smarter than him, managing smart people in one group and make sure can work together to achieve the vision and goals of the company.

**Datum 13: Pointing up with index finger**



Scene 13

**Details:**

**Verbal:**

Ma explained the advantages of smart people in the circle about believe which will be able to get the vision applied by the company.

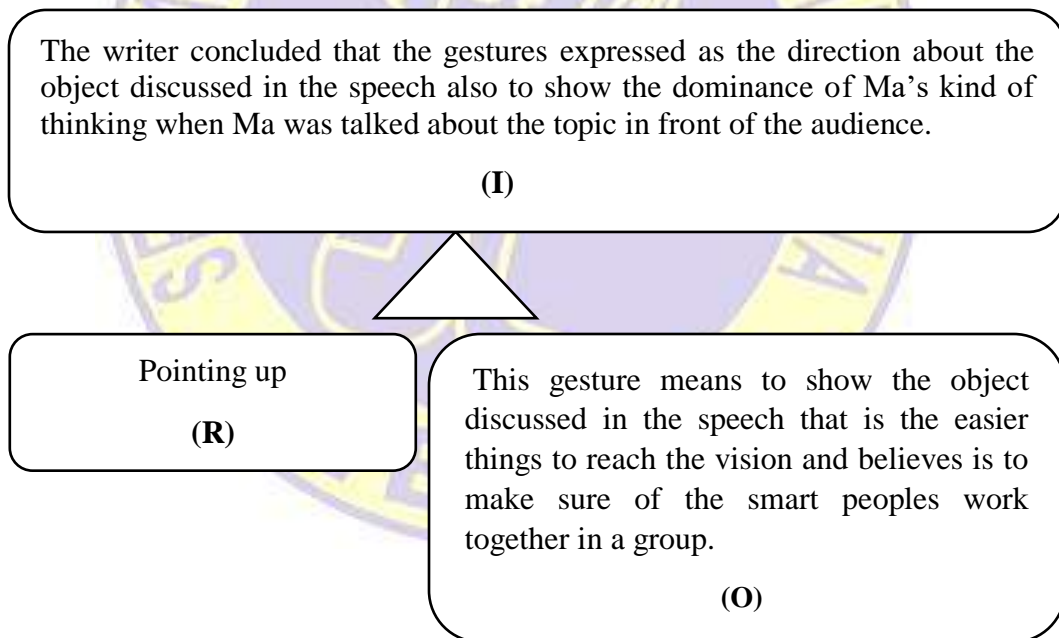
**Non-verbal:**

Pointing up with index finger

**Interpretation**

The thirteenth gestures that exists in the speech is a gesture of which pointing up with index finger is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.13**  
**The Illustration of Peirce's Triadic Model thought the gesture**

**1. Representament (The kind of gesture that found in the speech)**

During the speech, Ma's are pointing up forward while said "*It's easier, the vision you believe.*"

## **2. Object (The meaning of pointing up with index finger)**

The prototypical pointing gesture is a communicative body movement that projects a vector from a body part, expressed by other people as the way to understand their mindset. This vector indicates a certain direction, location, or object.

## **3. Interpretant (Relation between the gesture and what speaker said)**

Finger pointing and finger also the parental gestures of scolding, usually used by politicians and executives in the important forum such as meetings, negotiations, or interviews for emphasis or to show their domination over someone. But in this case, the context of the discussion is talking about the smart people which can realized the vision easily than the stupid peoples when working together in a group.

Finally, the writer concluded that the gestures expressed as the direction about the object discussed in the speech also to showed the dominance of Ma's kind of thinking when he was talked about the topic in front of the audience in the Forum that is the easier things to reached the vision and believes is to make sure of the smart peoples work together in a group.

**Datum 14: Pointing up with index finger then illustrate the circle pattern**

Scene 14



Scene 15

**Details:****Verbal:**

Ma shared his experience with the audience about his responsibilities as CEO, which is to find smart people and ensure can work in teams to achieve the company's mission.

**Non-verbal:**

Pointing up with index finger then illustrate the circle pattern

**Interpretation**

The fourteenth gesture that exists in the speech is a gesture of which Pointing up with index finger then illustrate the circle pattern is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the table below:

**Diagram 4.14**  
**The Illustration of Peirce's Triadic Model thought the gesture**

This gesture is done to make the audience accepted the arguments and thinking patterns of Jack Ma to achieve an intended object that is, don't need to be smart, the most important thing is to be able to ensure people who are smarter than us to be able to work together so that the goals can be achieved.

**(I)**

Pointing up with index finger then illustrate the circle pattern

**(R)**

The writer can conclude that this gesture is done to illustrate something, the index finger that pointing up as the direction of the object discussed, that is the smart people. The circle pattern done by Ma's hands are represents the smart people which worked together in the groups to achieve the goals of the companies.

**(O)**

**1. Representament (The kind of gesture that found in the speech)**

When he was speaking, Jack Ma Pointing up his both index finger then illustrate the circle pattern using his hands while saying *“My job is to make sure that smart people can work together”*.

**2. Object (The meaning of Pointing up with index finger then illustrate the circle pattern)**

The pointing index finger up in Western countries usually means as: One (if the context of the discussion is about showing the amount of number), Excuse Me (expressed as apologize to someone), As God is my witness (when pointing to the sky as the thankfulness to the God), or No! (The prohibitions sign to the children). Then, it will be impossible if theory applied in the context. Therefore, the theory which can applied in this case is about the pointing gestures which expressed to other peoples as the way to showed the direction in the speech, that is the mindset of the speakers itself.

**3. Interpretant (Relation between the gesture and what speaker said)**

This Gesture is expressed as a message to the listener to be able to agree with the thoughts and arguments of Jack Ma. Because the functions of index finger are to show the direction of a conversation partner serves and can be the weapon for the speaker to increase the power and effectiveness of the arguments. Then, a circular motion carried out by his hand illustrates “The Circle” of smart people in a group who are employed to be able to reach the

intended object, because when you use emphatic gesture, it ensured the listener to understand of feeling.

Finally, the writer can conclude that this gesture is done to illustrate something, the index finger that pointing up as the direction of the object discussed, that is the smart people. The circle pattern done by Ma's hands are represents the smart people which worked together in the groups to achieve the goals of the companies.

**Datum 15: A palm held vertically with the spread out fingers**



**Details:**

**Visual:**

Ma explained based on his experience as a CEO, that smart people usually can't work well together in the same group

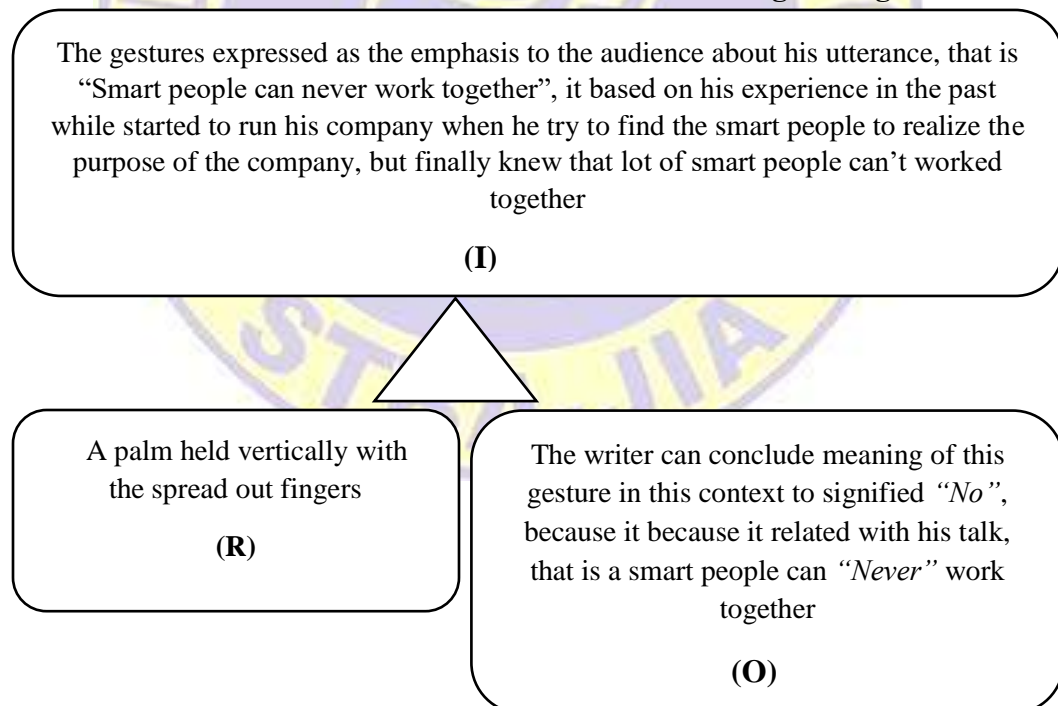
**Non-verbal:**

A palm held vertically with the spread out fingers.

**Interpretation**

The fifteenth gesture that exists in the speech is a gesture of which a palm held vertically with the spread out fingers is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.15**  
**The Illustration of Peirce's Triadic Model thought the gesture**





**1. Representament (The kind of gesture that found in the speech)**

Ma's held his palm vertically with spread out fingers while saying "*Smart people can never work together*" at the speech.

**2. Object (The meaning of a palm held vertically with the spread out**

**fingers)**

Waving with open palm means goodbye as the sign of farewellness. This meaning is the most widely understood by many people because it usually used when someone is in the farwell situation with others. But, while expressed this gesture Ma's are talking about "*a smart people that can't work together in a group*". If the theory are applied in this case, it will never acceptable because the context are not about the farwellness of someone, then it is not the real meaning givens by Ma's.

Furthermore, the meaning which can be applied in this case is when a palm held vertically with the fingers spread out tensely and moved slightly outwards it may signify 'No' or 'Five', depending on the context. Based on it's theory, and if the writer look at the context of the discussion, this gesture means as the sign to say "No".

**3. Interpretant (Relation between the gesture and what speaker said)**

In the speech, Ma are explained to the audience that the most of smart people can't work together while his palm, fingers spread out vertically. The writer believe it is based on his experience in the past when started to run his company. Ma always try to find the people smarter than him and then make

sure that the peoples can working good together in group. As the impact, if the smart people can work together it will be more easier to reach the target and vision of companies.

Then, the meaning of his palm, fingers spread out vertically is the completion of the utterance spoken means "no" or a negative expression of the speaker's thoughts, that is the "*smart people can never work together*". The writer concludes that Ma's gave the message to the audience as a lot of smart people can't never work together in a group. The similarity of the meaning of the gestures expressed while the utterance of the speaker shows the truth of the things conveyed, based from Ma's personal experience.

Also, because the nonverbal communication can be a strong reference to saw the truth of what speaker's said. Mismatches occur when gesture and speech convey different information. Thus perhaps, if the gestures and utterance has the different meaning it can be conclude that at these moment the speaker's just talked about a lies.

Moreover, the writer can conclude this gesture is the signified "*No*", and emphasize of the conversation. Because it related with his talk, that is a smart people can "*Never*" work together and the context of the speech, it not represented the Farwell situation.

**Datum 16: Pointing with index finger up front**

Scene 17

**Details:****Visual**

Ma was telling about her experience from the start of founding a company, he herself never thought that she would succeed as a CEO and look for a successful CEO.

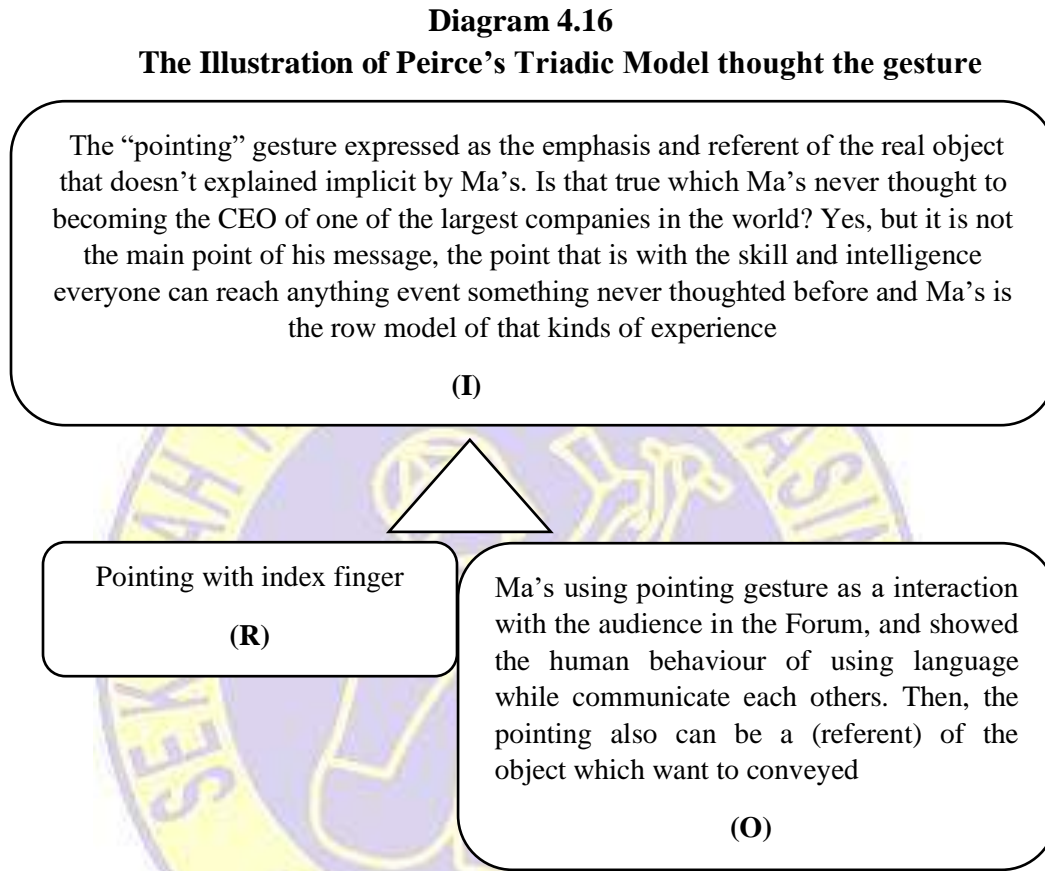
**Non-verbal**

Pointing with index finger up front.

**Interpretation**

The sixteenth gesture that exists in the speech is a gesture of which pointing with index finger up front is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R]

and the object [O] produces the interpretant [I] that can be shown in the diagram below:



**1. Representament** (The kind of gesture that found in the speech)

At the speech Ma’s pointing the object with his index finger of the left hand.

**2. Object** (The meaning of Ma’s pointing with index finger up front)

Furthermore, pointing gesture has a few meaning based in the context of the discussion. But the most important things is that the funtions of the pointing gesturte itself , which can explained as follows:

- a) First, it is ubiquitous in the day-to-day interaction with others.
- b) Second, pointing is a uniquely human behavior. In other words, pointing separates humans from primates, just like the use of language.
- c) Third, pointing is primordial in ontogeny. Pointing is one of the first versatile communicative devices that an infant acquires. Pointing emerges out of its antecedent behaviors, such as undirected extension of the index finger, several weeks before the first spoken word.
- d) Fourth, pointing does not merely indicate a vector, but it can serve to create further types of signs. For example, a pointing gesture can create an iconic representation by tracing a shape or movement trajectory.

In this case, Ma's are used the pointing gesture to make the interactions to the audience in the forum, because in the context of the conversation Ma's just answered the question from someone in the session while the meaning of the gesture is to make the audience understood about Ma's mindset, it is never being expected to become a CEO and The good CEO of one of the biggest companies in the world.

### **3. Interpretant (Relation between the gesture and what speaker said)**

While speaking, Ma's said *"I never thought I could become a CEO, I never thought later I'd become a good CEO"* with the index finger is pointing of something. The writer believes that the gesture itself expressed as the emphasis and referent of the real object that doesn't explained implicit by

Ma's. Is that true which Ma's never thought to becoming the CEO of one of the largest companies in the world? Yes.

Finally, the writer can conclude that Ma's using pointing gesture as a interaction with the audience in the Forum, and showed the human behaviour of using language while communicate each others. Then, the pointing also can be a (referent) of the object which want to conveyed by the speaker that is you must have the intellegance for being "CEO" or event "a good CEO".

**Datum 17: Thumb, forefinger, and middle finger were put together while moving the hands up and down**



Scene 18

**Details:**

**Verbal:**

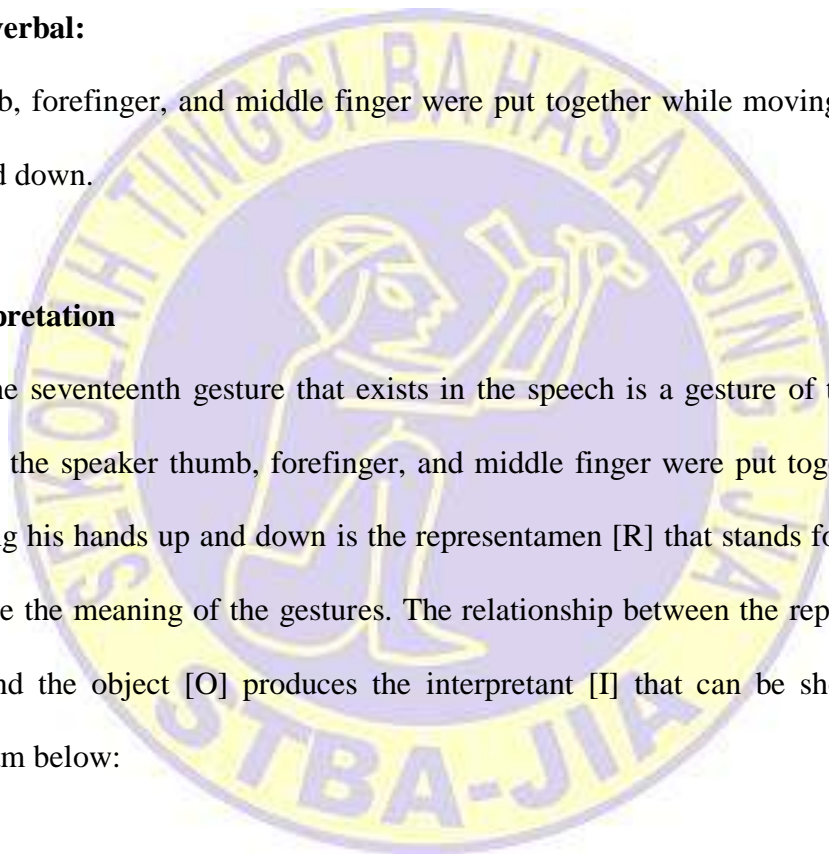
Ma's explained about his admiration for the teachers who had dedicated their time to teaching, had strong character, and always hoped their students to be better. That is the lesson he learned in the learning process that is influencing his current success.

**Non-verbal:**

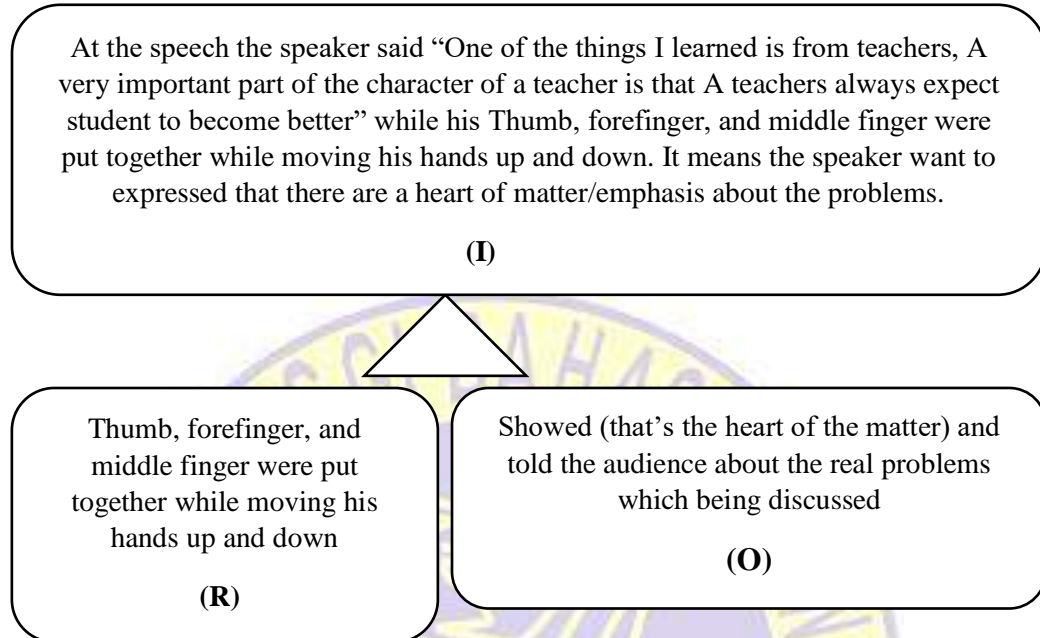
Thumb, forefinger, and middle finger were put together while moving his hands up and down.

**Interpretation**

The seventeenth gesture that exists in the speech is a gesture of the speaker which the speaker thumb, forefinger, and middle finger were put together while moving his hands up and down is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:



**Diagram 4.17**  
**The Illustration of Peirce's Triadic Model thought the gesture**



**1. Representament (The kind of gesture that found in the speech)**

At the speech the speaker's thumb, forefinger, and middle finger were put together while moving his hands up and down.

**2. Object (The Meaning of gesture thumb, forefinger, and middle finger were put together while moving the hands up and down)**

A hand configuration with the fingertips touching and pointing upwards which may accompany phrases such as (that's the heart of the matter) and showed the audience about the real problems which being discussed. So, the gesture leads the audience to know the main points that becomes the main problem.



The gesture also shows the expectations and emphasis of the speaker on the solution problem expressed. Therefore, if the gesture is related to the context that the speaker is talking about, the audience can know that the speaker emphasizes the characteristics of a teacher who always expects his students to be better. And is it the problem in this modern era that a teacher just only to give the knowledge but doesn't expect students to applied that knowledge in the real life so to build strong character in every student.

### **3. Interpretant (Relation between the gesture and what speaker said)**

At the speech the speakers said *“One of the things I learned is from teachers, a very important part of the character of a teacher is that a teacher always expect student to become better”*. There are two messages conveyed through gestures and words from the speaker. First, the speaker wants to show to audience that (the heart of the matter) are Character of a teachers. Because all learning starts from the way of teaching and the mindset of the teacher if the teacher has a good way of teaching and broad thinking it will have a positive effect on students. Second, the speaker expecting for all students to have better quality in the learning process.

Therefore, the writers conclude this gesture showed Ma's fretfulness, the speaker afraid of today's conditions because it is very difficult to find the teachers who have strong characters, which not only gave the knowledge alone, but can also educate their students to become better qualities. The movement of the left hand indicates the serious problem, if peoples don't

improve the way of teach, as a result the peoples will not be able to compete with others who have worked to take advantage of technological development.

**Datum 18: Temple screw (fore fingers bores into temple)**



Scene 19

**Details:**

**Verbal:**

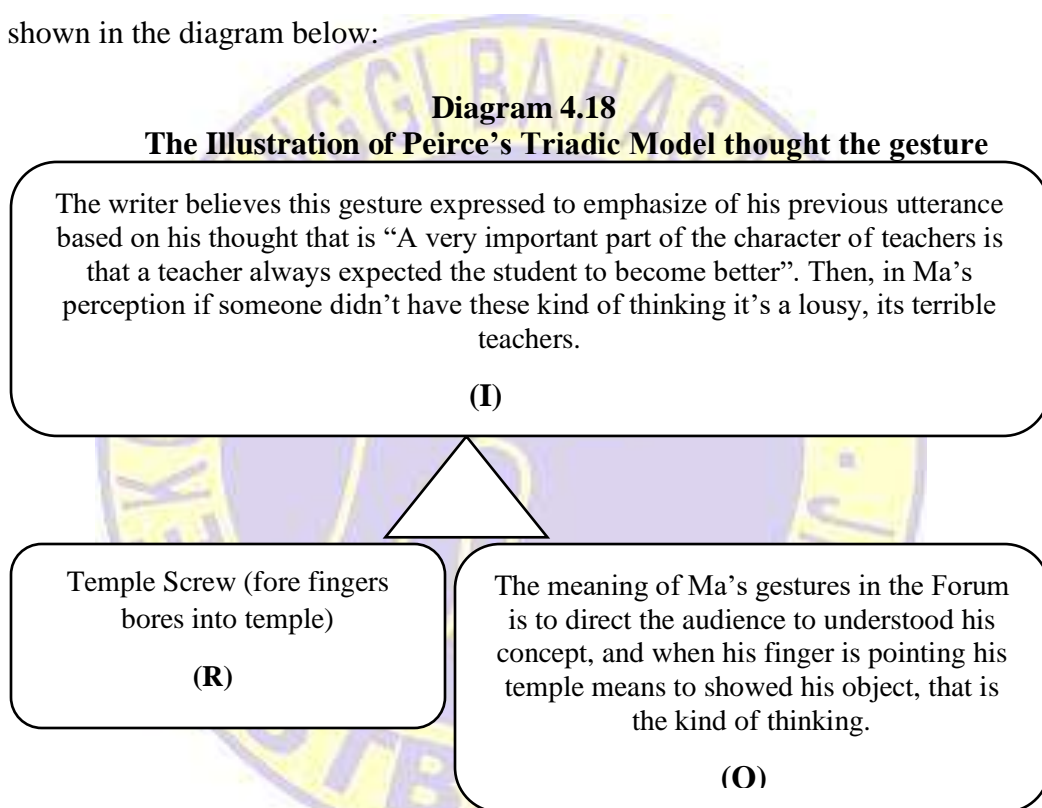
In the context of the conversation, Jack Ma is explaining the strong character of teachers in disseminating knowledge, and he advises us to apply these characters in all sectors of life to be successful.

**Non-verbal:**

Temple Screw (fore fingers bores into temple)

## Interpretation

The eighteenth gesture that exists in the speech is a gesture of which Temple Screw (fore fingers bores into temple) is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:



### 1. Representament (The kind of gesture that found in the speech)

Ma's held his palm vertically with spread out fingers while saying "*Smart people can never work together*" at the speech.

## 2. Object (The meaning of temple screw)

When the forefingers trace several circles to the temple, then the clustered fingers open abruptly, this gesture means “He is crazy”. But when looking about the context of the speaker said, it is exactly don’t have a relation because it is impossible if the speaker talked about the concept of his thinking but he held his palm vertically with spread out fingers as the emphasis of a judgement for someone.

While, the prototypical pointing gesture is a communicative body movement that projects a vector from a body part. This vector indicates a certain direction, location, or object. In this case, Ma’s just pointed his forefingers to the temple to showed the object, that is “*His kind of thinking*”, that is always want the student become better if you are able to be a teacher.

## 3. Interpretant (Relation between the gesture and what speaker said)

These messages can be reinforced by pointing with the index finger gesture. It shows the other person that to have important information want to explained, so that the peoples would be wise to listen and hopes to agree with his thought. The writer believes this gesture expressed by Ma’s as the explicit messages to the audience to agree his concept of thinking. Because first the speaker said “*A very important part of the character of teachers is that a teacher always expected the student to become better*” and then he continued with the utterance “*if you don’t have this kind of thinking*” while his index finger is pointed to the head.

The writer believes this gesture expressed as the reinforcement and emphasize of the utterance based on his thought “*A very important part of the character of teachers is that a teacher always expected the student to become better*”. Then, in Ma’s perception if someone didn’t have these kind of thinking it’s a lousy, its terrible teachers.

**Datum 19: A palm held vertically with the fingers spread out tensely and moved slightly outwards**



Scene 20



Scene 21

**Details:****Verbal:**

Ma explained that if the instructors did not have a strong character in educating their students, it could be said that the instructor was a failure and was included in the bad teacher.

**Non-verbal:**

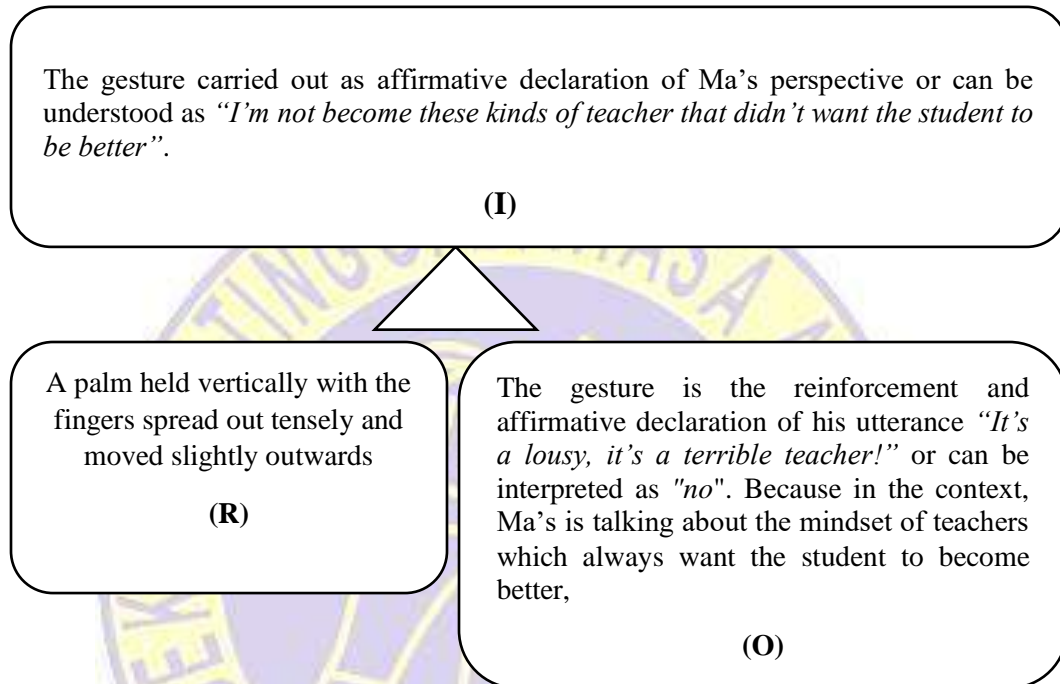
A palm held vertically with the fingers spread out tensely and moved slightly outwards

**Interpretation**

The nineteenth gesture that exists in the speech is a gesture of which a palm held vertically with the fingers spread out tensely and moved slightly outwards is the representamen [R] that stands for its object [O] are the meaning of the

gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.19**  
**The Illustration of Peirce's Triadic Model through the gesture**



**1. Representament (The kind of gesture that found in the speech)**

When talked in the speech, Ma's are held his palm vertically with the fingers spread out tensely and moved slightly outwards with the utterance *"It's a lousy, it's a terrible teacher!"*

**2. Object (The meaning of a palm held vertically with the fingers spread out tensely and moved slightly outwards)**

When a palm held vertically with the fingers spread out tensely and moved slightly outwards it may signify 'No' or 'Five', depending on the context. In this case, Ma's is talking about the goals and mindset of teachers

who always want their students to become better. Then, in Ma's thought if teachers don't have it kinds of purpose, the person can be categorized as bad teachers. Automatically, this gesture can be interpreted as the sign "No".

### 3. Interpretant (Relation between the gesture and what speaker said)

This gesture is expressed as important information to the audience about an object being discussed which is about the mindset of a teacher who always wants the students to be better and the gesture is also being a reinforcement of the words of Jack Ma "*It's a lousy, it's a terrible teacher!*" or can be interpreted as "*No*" in the real meaning gesture itself.

Then, Palms-down displays are more affirmative than palms-up displays". These might be made on a table or symbolically in the air. The farther apart the arms are (in a two-handed gesture), or the harder the hand slaps down, the more committed the person. Affirmative declarations such as "I didn't do it," when spoken as the palms push strongly downward on a table, tend to have greater validity

Finally, the writer believes the gesture also carried out as affirmative declaration of Ma's perspective or can be understood as "*I not become these kinds of teacher that didn't want the student to be better*" and also the reinforcement of his utterance "*It's a lousy, it's a terrible teacher!*" or can be interpreted as "*no*". Because in the context, Ma's is talking about the mindset of teachers which always want the student to become better, and this gesture is a bad indication of teachers who don't have this kind of thinking.



**Datum 20: Left hand moved, and the palm down**



Scene 22



Scene 23

**Details:**

**Verbal:**

In the discussion, Ma explained that the way to teach the knowledge of the common peoples to the next generation is a method that is still conventional and still the same as 200 years ago. In Ma's thought, it must be change to produce the generations which have a quality to solve the problem faced.

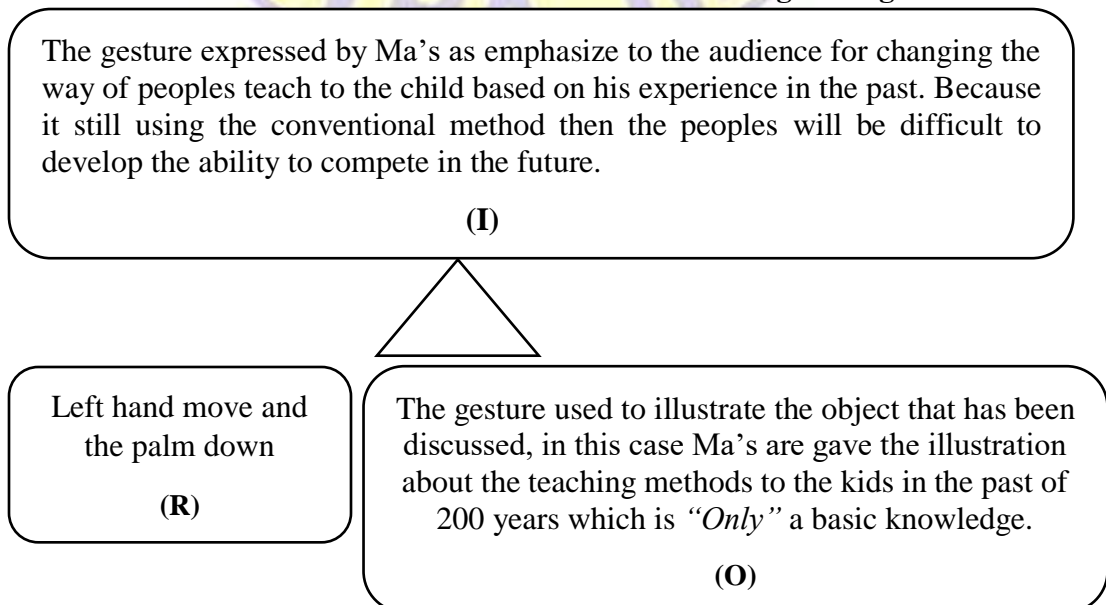
**Non-verbal:**

Left hand moved and the palm down.

**Interpretation**

The twentieth gesture that exists in this time is a gesture of which Left hand move, and the palm down is the representamen [R] that stands for its object [O] are the meaning of the gestures. The relationship between the representamen [R] and the object [O] produces the interpretant [I] that can be shown in the diagram below:

**Diagram 4.20**  
**The Illustration of Peirce's Triadic Model thought the gesture**



### 1. Representament (The kind of gesture that found in the speech)

Ma's are spread his left hand with closed palm then move it until stops in front of the chest while speak *"The things we teach our kids, are the things from the past 200 years, it is a knowledge based."*

### 2. Object (The meaning of a palm held vertically with the spread out fingers)

This gesture expressed to illustrate something that has been discussed by Ma's. Illustrative Gestures, this means the hands perform a mime to describe the object or action you're talking about. The thumb and little finger gesture that mimes "call me" when hold it up ear. Illustrative gestures aid the understanding of the listeners.

Furthermore, Ma's are giving the illustration about the teaching methods to the kids in the past of 200 years which is *"Only"* a basic knowledge. The movement of the hand are representing the long learning process itself which never be changed until now.

### 3. Interpretant (Relation between the gesture and what speaker said)

In this case, Ma's is talking about the method of teaching to the child which is still a knowledge based in the past of 200 years. When people are having the enthusiasm about what the peoples said, the hands and arms move about, emphasizing points and conveying enthusiasm. Someone may not have been aware of this connection before, but instinctively felt it. In this case,

Ma's is talking about the method of teaching to the child which is still a knowledge based.

Moreover, if the children cannot adapt with their environment in the future, the peoples will not be able to compete with human-made sophistication that is smarter than humans itself and it will be very dangerous for them. Therefore, that's why Ma's gave the message to the entire audience to change the learning methods for children.

Therefore, the writer believes this gesture expressed by Ma's as the illustration of the learning process which never changed in the past of 200 years and the emphasize to the audience for changing the way of teaching to the child based on his experience in the past. Because the peoples still use the conventional method, so the peoples will be difficult to develop the ability to compete in the future. Then in the modern era, in addition to competition with humans, the people are also faced the competition with the smart system. If human cannot survive, it will be a dangerous problem.

### **C. Interpretation of the data findings**

In this chapter, the research findings are placed in a table. The table shows the results of the gestures expressed in The Jack Ma's Speech at The World Economic Forum Davos Switzerland 2018. The aim of serving the data into table is to make it easier to be understood by the writer himself and the readers in portraying the research.

According to the data analysis which have been analyzed above, the data shown here is based on the five major topics in The Jack Ma's speech in the forum which is to find the peoples smarter, the things that should doing in the certain ages, the impact of the development of the globalization, the way of teaching the kids, and Ma's experience of become the CEO of Alibaba Group. The data interpretations are as shown in the following table.

**Table 4.2 Data Interpretation**

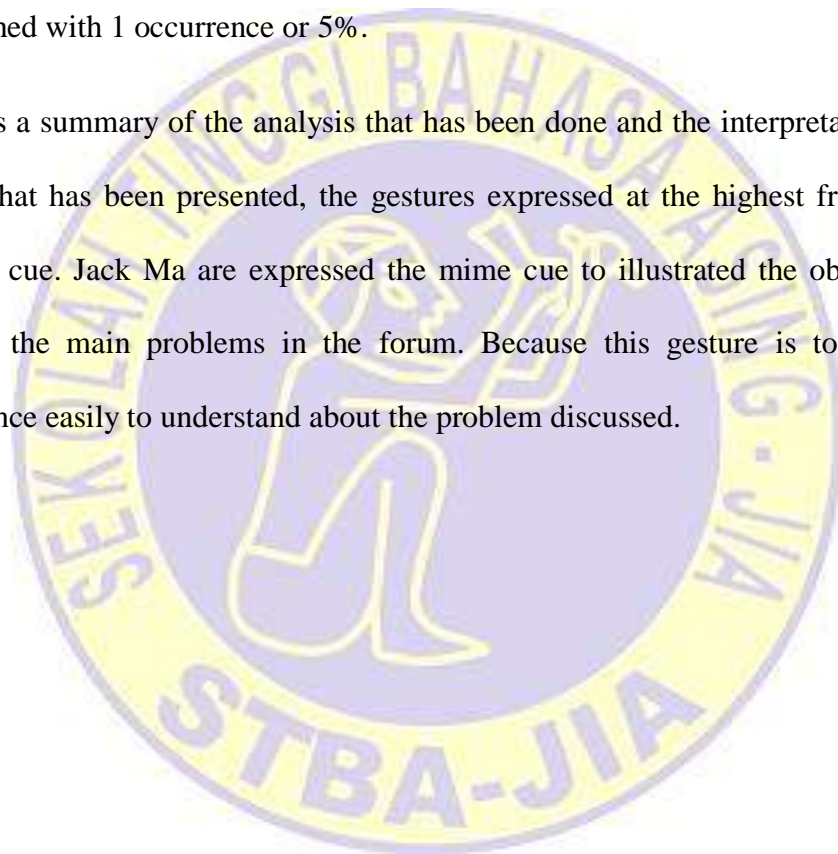
No	Kind of Gestures	Frequency	Percentage
1	Pointing gestures	5	25%
2	Mime cue	7	35%
3	Hand clenched	1	5%
4	Arm movement	2	10%
5	Open palm of the hands	5	25%
<b>Total</b>		<b>20</b>	<b>100%</b>

Based on the data analysis, there are some findings that can be explained to simplify the explanation toward the gestures in this research. Moreover, from the analysis, the writer found the pointing gestures, mime cue, hand clenched, the arm movement, and open palm gestures, and hand clenched.

Besides, the total findings of the gestures are 20 data. Among all of the gestures, the occurrences of the gesture that mostly found were Mime cue and the

least were pointing gestures, open palms, arm movement, and hand clenched. Mime cue had surpassed as the first mostly dominant gestures with 7 occurrences or 35%, pointing gestures followed with 5 occurrences or 25%, has the same percentages with open palms of the hand gesture which is 5 occurrences or 25%. Then, arm movements with 2 occurrences or 10% percentages. The last, is hand clenched with 1 occurrence or 5%.

As a summary of the analysis that has been done and the interpretation of the data that has been presented, the gestures expressed at the highest frequency is mime cue. Jack Ma are expressed the mime cue to illustrated the object which being the main problems in the forum. Because this gesture is to make the audience easily to understand about the problem discussed.



## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

Based on the 20 gestures analyzed in the Jack Ma speech at the World Economic Forum Davos Switzerland 2018, the writer can conclude the result, which can be explained as follows:

The analysis is consisting of 20 data. Among all of the gestures, the occurrences of the gesture that mostly found was mime cue and the least were pointing gestures, open palms, arm movement, and hand clenched. Mime cue had surpassed as the first mostly dominant gestures with 7 occurrences or 35%, Pointing gestures followed with 5 occurrences or 25%, has the same percentages with open palms of the hand gesture which is 5 occurrences or 25%. Then, arm movements with 2 occurrences or 10% percentages. The last, is hand Clenched with 1 occurrence or 5%.

Based on the analysis, the seven mime cue's gestures are expressed to describe the feelings and information (datum 6), reinforcement about the verbal communication discussed (datum 8), emphasized the important object in the speech (datum 9), the directions to make the audience accepted these own concepts of the speaker's though (datum 11), showed the confident about the realizations of the visions (datum 12), expressed the fretfulness of the

speaker's about today's conditions (datum 17). and as the illustration of the problems discussed in the speech (datum 20).

Then, from five pointing gesture, it can belong to indicate the points which the writer want to showed to the audience (datum 2), illustrate something, showed by the index finger that pointing up as the direction of the object discussed (datum 14), interaction with the audience in the Forum, and showed the human behaviour of using language while communicate each others (datum 16), the reinforcement and emphasize of the utterance based on the speakers though (datum 18), the direction about the object discussed in the speech also to showed the dominance of the speaker's kind of thinking (datum 13).

Furthermore, five meaning of open palm of the hands gestures has the meaning as the emphasis of his thought also symbolized the affirmative declarations of the main points (datum 1), clearly shows the firmness of the speaker (datum 3), expressed the own opinion of the speaker about the topic discussed (datum 7), symbolized as the signified "No" (datum 15), as the affirmative declaration of the speaker's perspective (datum 19).

While, the two arm movement gestures are representing the speaker's anxiety about the topic discussed (datum 4), and show the tiredness and worried about the current problems (datum 10). And the last is hand clenched gestures that has the meaning to showing the frustation of the speaker about the problem discussed (daum 5).



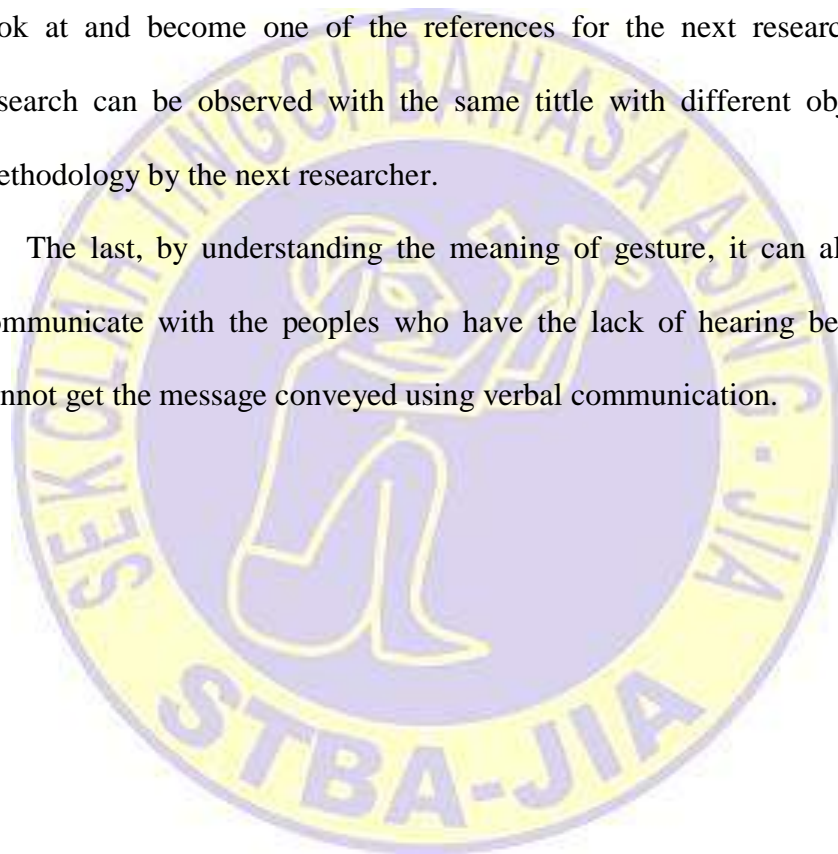
According to the data analyzed, the data findings shown here is based on the five major topics in the Jack Ma's speech in the forum which is to find the peoples smarter for become the successful entrepreneur, the things that should doing in the certain ages, the impact of the development of the globalization, the way of teaching the kids in this generations, and Ma's experience of become the CEO of Alibaba Group. So, these topics have the big influence on the meaning expressed, it means that even though one of the gestures has the same appearance and movement, but because the context of the speech is different, the meaning of the gesture cannot be the same. Finally, the writer can conclude that the context of the speech and the gestures expressed are unity and cannot be separated.

## **B. Suggestion**

Based on the conclusions that have been described, the writer suggest, although the people can understood both spoken and written languages, but one of the most important things is must be understand every gesture that is delivered by the speaker especially in the process of communicating or attending seminars, meetings and other important events because with carried out to each gesture, it can help the people to know the purpose and emphasize of the conversation delivered by the other person, minimize misunderstanding, and also as the reinforcement of verbal communication.

Then, the writer is expected to provide more information and increase the reader's knowledge about Linguistic especially in the Semiotic approaches. The writer also wants to give something new in the development of communication that is not only through spoken or written language but can also with gestures. The writer believes this research can be worthy work to look at and become one of the references for the next researchers. This research can be observed with the same title with different objectives or methodology by the next researcher.

The last, by understanding the meaning of gesture, it can also help to communicate with the peoples who have the lack of hearing because they cannot get the message conveyed using verbal communication.



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## THE TABLE OF JACK MA'S GESTURES ANALYSIS

No	Duration	Gestures	Utterance	Kind of Gestures
1	02:24-02:26		<p>“If you want to do something yourself, just do it”</p>	Both Palms of the hand are Down
2	02:26-02:27		<p>“Just do it” “You still can afford to lose, to fail”</p>	Pointing with index finger of right hand
3	02:38-02:39		<p>“My suggestion is that you should do things that you are good at”</p>	The vertical side of his left hand lifted
4	10:51-10:52		<p>“Enriched a lot of countries”</p>	Shoulders shrug
5	10:46-10:50		<p>“I think globalization did a fantastic jobs in the past of 30 years”</p>	The Hand Clenched

6	11:06-11:09		“But it’s only 30 years, it’s a baby.”	One of Ma’s hands are used to illustrated something, and raised above the head
7	11:24-11:26		“Today, we have better technology”	The right hand/fingers or palm(s) on the chest
8	11:31-11:33		“And it’s our generation’s responsibility or opportunity to improve it”	Ma’s are moving his hand forward with his palm in the closed position
9	11:35-11:39		“Responsibility or opportunity to improve it”	Open Palm/Palm Up of the right hand
10	11:40-11:42		“Tell me how to stop globalization”	Shoulders movements, open hands and palm
11	37:14-37:16		“But the things is, you don’t have to know a lot of things”	Mime Cue



12	37:26-37:28		“For so many years, I always tried to find the people smarter than I am”	Hands Steeple
13	37:44-37:45		“It’s easier. The vision you believe.”	Temple screw and Up pointing
14	37:36-37:42		“My job is to make sure that smart people can work together”	Pointing up with index finger then illustrate the circle pattern
15	37:52-37:54		“Smart people can never work together”	A palm held vertically with the spread out fingers
16	40:19-40:22		“I never thought I could become a CEO”	Pointing with index finger

17	40:25-40:28		“One of the things I learned is from teachers”	Thumb, forefinger, and middle finger were put together while moving his hands up and down
18	40:44-40:46		“If you don’t have this kind of thinking”	Temple Screw (fore fingers bores into temple)
19	40:49-40:51		“It’s a lousy, it’s a terrible teacher!”	A palm held vertically with the fingers spread out tensely and moved slightly outwards
20	41:51-41:54		“The things we teach our kids, are the things from the past 200 years, it is knowledge based”	Left hand move, and the palm down

## BIOGRAPHY



The writer was born in Bekasi on 19 September 1994, his mother is Umsyah Hayati, father is Drs. Dian Suparman, and younger sister is Haudli Nurfitriah Uskytia

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