

LEMBAR PENGESAHAN

Skripsi ini di ajukan oleh :

Nama : Putri Hardianti
No Registrasi : 2225110907
Program Studi : Sastra Inggris
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni
Judul Skripsi :

METADISCOURSE MARKERS IN BARRACK OBAMA'S SPEECH TRANSCRIPT AT UNIVERSITY OF INDONESIA

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DEWAN PENGUJI

Pembimbing

Ketua Penguji

Rahayu Purbasari, M.Hum
NIP. 196507301998022001

Ifan Iskandar, M.Hum
NIP. 197205141999031003

Penguji Materi

Penguji Metodologi

Atikah Ruslianti, M.Hum
NIP. 197203242006042001

Eva Leiliyanti, Ph.D
NIP. 19760505200212202

Jakarta, Juli 2015
Dekan Fakultas Bahasa dan Seni

Dr. Aceng Rahmat, M. Pd.
NIP. 195712141990031001

LEMBAR PERNYATAAN

Yang bertandatangan dibawah ini,

Nama : Putri Hardianti
No Registrasi : 2225110907
Program Studi : Sastra Inggris
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni
JudulSkripsi :

METADISOURSE MARKERS IN BARRACK OBAMA’S SPEECH TRANSCRIPT AT UNIVERSITY OF INDONESIA

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222 511 0907

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Nama : Putri Hardianti
No Registrasi : 2225110907
Fakultas : Bahasa dan Seni
JenisKarya : Skripsi
Judul :

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Putri Hardianti

No Reg. 2225110907

ABSTRAK

Putri Hardianti. 2015. Metadiscourse Pada Pidato Barack Obama di Universitas Indonesia. Skripsi, Jakarta: Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini merupakan sebuah analisis isi yang menganalisis tipe-tipe metadiscourse dari kedua kategori, yaitu interaktif dan interaksional metadiscourse, dan juga tipe yang paling dominan digunakan oleh Barack Obama dalam pidatonya. Data penelitian ini berupa transkrip pidato Obama di Universitas Indonesia. Penelitian ini dilakukan berdasarkan klasifikasi metadiscourse yang dicetuskan oleh Hyland (2005). Hasil penelitian ini menunjukkan bahwa ada 529 metadiscourse ditemukan dalam pidato tersebut, seperti: (1) transition marker (116 kata dari 529 atau 22% dari keseluruhan penggunaan metadiscourse), (2) frame marker (18 kata dari 529 atau 3% dari keseluruhan penggunaan metadiscourse), (3) endophoric marker (0 kata dari 529 atau 0% dari keseluruhan penggunaan metadiscourse), (4) code glosses (58 kata dari 529 atau 11% dari keseluruhan penggunaan metadiscourse), dan (5) evidential (7 kata dari 529 atau 1% dari keseluruhan penggunaan metadiscourse). (6) hedges (24 kata dari 529 atau 5% dari keseluruhan penggunaan metadiscourse), (7) booster (41 kata dari 529 atau 8% dari keseluruhan penggunaan metadiscourse), (8) attitude marker (43 kata dari 529 atau 8% dari keseluruhan penggunaan metadiscourse), (9) self mention (187 kata dari 529 atau 35% dari keseluruhan penggunaan metadiscourse), dan (10) engagement markers (35 kata dari 529 atau 7% dari keseluruhan penggunaan metadiscourse). Dari kesepuluh tipe metadiscourse, self mention marker merupakan tipe yang paling sering digunakan oleh Barack Obama. Hal tersebut dapat disimpulkan jika, dia menggunakannya sebagai strategi promosi Amerika melalui dirinya dengan tujuan untuk mendapatkan pengaruh besar dihadapan penonton.

Katakunci: metadiscourse, transkrip pidato Barack Obama, interaktif metadiscourse, interaksional metadiscourse

ABSTRACT

Putri Hardianti. 2015. *Metadiscourse Markers in Barrack Obama's Speech Transcript at University of Indonesia..* Thesis, Jakarta: English Department, Faculty of Languages and Arts, State University of Jakarta.

This study is a content analysis which analyzed types of metadiscourse markers from both categories, interactive and interactional metadiscourse, as well as the most dominantly type used by Barrack Obama in his speech. The data of this study are Obama's speech transcript at University of Indonesia. This study holds over Hyland's classification of metadiscourse (2005). The result of this study reveals that there are 529 metadiscourse markers found in the speech as follow: (1) transition marker (116 words of 529 or 22% of all metadiscourse uses), (2) frame marker (18 words of 529 or 3% of all metadiscourse uses), (3) endophoric marker (0 words of 529 or 0% of all metadiscourse uses), (4) code gloses (58 words of 529 or 11% of all metadiscourse uses), (5) evidential marker (7 words of 529 or 1% of all metadiscourse uses), (6) hedges (24 words of 529 or 5% of all metadiscourse uses), (7) boosters (41 words of 529 or 8% of all metadiscourse uses), (8) attitude marker (43 words of 529 or 8% of all metadiscourse uses), (9) self mention (187 words of 529 or 35% of all metadiscourse uses), and (10) engagement markers (35 words of 529 or 7% of all metadiscourse uses). Among the 10 types of metadiscourse, self mention marker was mainly used by Barrack Obama. It can be concluded that he uses it as a branding strategy of his country through himself in order to get a big impact in front of the audiences.

Keywords: *metadiscourse markers, Barrack Obama's speech transcript, interactive metadiscourse, interactional metadiscourse*

ACKNOWLEDGMENT

First of all, the writer biggest thank goes to Allah Subhanawata'ala for blessing and help to complete this thesis on time. She also would like to give her graditude, respect, and apreciation for the following people for their great contribution in the process of her study:

1. Her beloved parents, Dasuki and Sri Mulyati, for the endless love, pray, support, and advice in all her life. Her beloved sisters and brother, Reni Pebriani, Nabila Fauziah and Indra Perdiansyah, for their advice, sharing, happiness, and even critique to encourage her to be a better person;
2. Dr. Darmahusni, M.A, as the Head of English Department UNJ. The writer is very thankful for his valuable help and guidance to complete this study;
3. Mrs. Rahayu Purbasari, M.Hum, as her advisor in doing the skripsi. Thank you for the valuable helps, guidances, and many joyful moments during conducting this study;
4. Mrs. Atikah Ruslianti, M.Hum, as her academic advisor, for the guidances and advices during her study;
5. Her big family of H. Tamjid, aunties, uncles and cousins, Thank you for all your loves and cares. Specially for her grandfather, Abah Tamjid (the last). Thank you for all advice, she will make you proud;
6. Her bestie in the college, Astri Idew, for our very nice friendship. Thank you for every moments we have passed for four years. Our study end but we are still friend until die;
7. Her friends of SBR11, for all the story, drama, experience, and spirit in the last four years. Thank you for make her to be a strong person;
8. Her friends in the same advisor, especially Santi, Meylan, and Diandra. Thank you for all cooperation to complete our thesis together, in the same struggle;
9. Her playmates, Hilda, Maya, Ditha, Yusri, and Okta, for your motivation. Her brothers and sisters in life:Ka Hafidz, Ka Anna, Ka Dian, Bang Edi, and many more,thank you for always supporting her.

For people above and those who can not mentioned one by one, may Allah always blesses us.

Jakarta, Juli 2015

Putri Hardianti

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