CHAPTER II

REVIEW OF LITERATURE

This chapter presents the result of reviewing some theories that are related to the study. The study review consists of five parts: the function of language, types of language, types of language functions, Jokowi, Vlog.

2.1 The Function of Language

Brown and Yule (1983) approved only two terms to describe and explain the primary functions of language. They assumed that a natural language utterance is used to fulfill only one function, to the total exclusion of the other. That function which language serves in the expression of content, they describe as transactional, and that function involved in expressing social relations and personal attitudes they describe as interactional. Linguists established general assumption that the most important function of language is the communication of information. In Brown and Yule (1983:2), Lyons observes that the assumption of communication is easily used feelings, moods and attitudes.

Language has a primary function to human live; it is to convey information to each other, or request services of some kind in a variety of situations, such as use language to apologize, refuse, giving direction, asking permission, and expressing a wish. Keraf (1997:1) stated the primary function of language is as communication tool between members of the society in the form of symbol of the sound produced by human vocal

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organs. And all human being needs a language to interact with other people although they have different abilities to use and deliver the language itself. People can fulfill their need to survive through producing and receiving language.

Meanwhile, Bennett remarks 'it seems likely that communication is primarily a matter of a speaker's seeking either to inform a hearer of something or forbid some action upon him'. The language which is used to deliver factual or proportional information is called primarily transactional language. In primarily transactional language, Brown and Yule (1983) assumed that the speaker or writer has the efficient transfer of information primarily in their mind. Conversational analysts have been particularly concerned with the use of language to negotiate role-relationships, peer-solidarity, the exchange of turns in a conversation, the saving of face of both the speaker and hearer (Brown and Yule, 1983:3). It is clearly the case that a great deal of everyday human interaction is characterized by the primarily interactional rather than the primarily transactional use of language.

2.2 Types of Language

General definition of language is a system of verbal communication. In communication, language can be classified into two types which are verbal and non verbal language (Chand, 2015:1).

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2.2.1 Verbal Language

Verbal language is a form of communication which is delivered by the speaker to hearer in written and spoken to express ideas, feelings, emotions and desires as stated by Hanes (2015) that verbal communication refers to the use of sounds and language to relay a message for expressing desires, ideas and concepts and as vital to the processes of learning and teaching. It is one of the ways to communicate with others. Several of the key components of verbal communication are sound, words, speaking and language.

2.2.2 Non Verbal Language

Happiness, sadness, fear and anxiety are universal emotion which is similar to non verbal way of language. Non verbal language is expressing meaning or feeling without words such as gesture, body language, eye contact, facial expression, space, picture and painting.

It can be said as the process of communication by sending and receiving message without saying a word at all or wordless. Such wordless message can be communicated through gestures, body language, facial expressions and postures (Mikoluk, 2015:5).

Other forms of nonverbal communication include dance and music, as well as more directly representing and imitative arts such as miming, drawing, painting, sculpture and architecture (Rosengren, 2000).

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2.3 Types of Language Functions

Language function by Roman Jacobson (1960). Jacobson divide the functions of language into six factors which are required for communication: context, addresseer, addressee, contact, common code, message.

Each factor is the focal point of a relation, or function, that operates between the message and the factor. The functions are the following, in order: (1) referential, (2) emotive, (3) conative, (4) phatic, (5) metalingual, and (6) poetic.

1. Referential

   Referential function, in a line with factor of context. It is an information carrier. It could be describes a situation, object or mental state, such as:

   - The restaurant is comfotrable

   - The Earth is round

2. Emotive

   Emotive function is related to addresser. Language is used by the addresser to her or his feelings. It focused on the addresser, aims a direct expression of the speaker's attitude toward what he or she is speaking about. It tends to produce an impression of a certain emotion whether feigned or true (Jakobson, 1960:354). It is best exemplified by interjections, such as:

   - Oh no!

   - Wow!

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3. Connative

Conative function engages the addressee directly. It means that language is used to ask the addressee (hearer) to act or do something. It is commonly found in commands or requests. It is best illustrated by imperatives, such as:

- Come here

- Close the door

4. Phatic

Phatic function is associated with the contact or channel factor such as greeting, also to open communication. For example:

- Hello?

- Assalamualaikum..

5. Metalingual

Metalingual function is the use of language to discuss or describe itself, to clarify or renegotiate it. Metalinguistic is also commonly used in questions in which the message needs clarification, such as:

- True love's kiss? It's the most powerful thing in the world

- I cannot hear you, what do you say?

6. Poetic

Poetic function is the operative function in poetry as well as slogans. It uses rhyme, alliteration and assonance, such as:

- I like Ike

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In his book, Jakobson stated that its slogan, succinctly structured, consists of three monosyllables and three dipthongs /ay/ (Jakobson, 1960:357). It is using poetic features such as rhyming words and alliteration.

Factors of communication and functions of language

Target factor and function no.	TARGET FACTOR	SOURCE FACTOR	FUNCTION
1	Context	Message	Referential
2	Addresser	Message	Emotive
3	Addressee	Message	Conative
4	Contact	Message	Phatic
5	Code	Message	Metalingual
6	Message	Message	Poetic

2.4 Jokowi

Joko Widodo, commonly called Jokowi, was born in June,21 1961 in Surakarta, Central Java, Indonesia. Jokowi is an Indonesian bussinessman, politican, and goverment official. He successfully atracted international attention with his populist style of campaigning and his anticoruption platform. His success at the polls was viewed by many analysts as marking the beginning of a new, more democratic era of Indonesian politics (Hollar, 2014).

Hollar (2014) state that Jokowi applied himself at school and won admittance to Gajah Mada University in Yogyakarta, from which he graduated in 1985 with a degree in forestry engineering.

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Jokowi, as a member of the Indonesian Democratic Party of Struggle (*Partai Demokrasi Indonesia-Perjuangan; PDI-P*), won election as mayor of Surakarta in 2005. He was extraordinarily effective in reducing crime and attracting foreign tourist to the city. His habit of making spontaneous visits to poor neighbourhoods and his refusal to accept a salary for his public service contributed to his reputation for humily and honesty.

In 2010, Jokowi was reelected as mayor with more than 90 percent of vote .he was later ranked as the third best mayor in the world by the International City Mayors Foundation. During his gubernatorial run in Jakarta in 2012, Jokowi began to be widely compared in the media to U.S. President Barack Obama partly because there was a physical resemblance and Jokowi largely fit the Obama mold as a charismatic non-traditional politican. Jokowi outsed the incumbent, Fauzi Bowo, in the second round of that election, and, as governor of Jakarta, he launched programs aimed at improving Jakartans'access to health care and education.

In 2014 the PDI-P selected Jokowi to be its candidate for the Indonesian president election, which was held on July 9. He was swept to victory with more than 53 percent of the popular vote, defeating former general Prabowo Subianto. Though Subianto alleged that there had been widespread vote rigging and formally challenged the election result, the country's Constitutional Court unanimously rejected his claim in August, clearing the way for Jokowi to take office on October 20. As Jokowi entered the presidency, he identified clamping-down on corruption as among his top

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priorities and as a necessary step to attract more foreign direct investment to the country. He also pushed a nine-point plan for Indonesia that emphasized helping the poor by improving public services, implementing land reforms, and developing more-affordable housing, among other measure (Hollar, 2014).

2.5 Vlog

"Video blogging" is defined as producing and sharing user generated video (Molyneaux et al., 2008). Video-blogging is a form of blogging that features video shorts instead of text. The tools used for video blogging are different from those used for text blogs. Whereas text blogging requires only text editing tools, video blogging also requires video recording and uploading tools. In the early days of blogging, video blogs were called podcasts, a term generally used to describe both audio and video blog posts; now they are often called vlogs.

According to Dean (2005), a popular technology news website, most video blogs have a home-grown, experimental feel, often including clips of the author"s daily activities. Video blog posts are usually no more than five minutes long. According to Luers (2007), video bloggers make their videos accessible to the public in an effort to encourage conversation and elicit feedback among their peers.

Text blogs can be edited easily and require good writing skills. Video blogs on the other hand are based on temporal data and they are not

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related to any established tradition like text blogs. Also video blogs can be time taking to edit once posted. Video blogs are more expensive to create than text blogs. The consumers of blogs are less likely to identify with the authors of normal text blogs as it is harder to show the personality of a person through text. The personality of bloggers can be conveyed easily through video blogs.

Video blogs are videos recorded by an individual on his own and the content of the video is usually related to the person‟s life or his opinion on some issue. Video blogs are usually hosted on video sharing sites such as YouTube, Blip.tv, Vimeo, MySpace video.

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