CHAPTER I
INTRODUCTION

This chapter presents background, research problems, aims of study, benefits, scheme of writing.

1.1 Background

The use of language in real communication determined by linguistic factors and non-linguistic (Lee and Malovrh, 2009). Those factors, are often said to be closely related to background knowledge such as content knowledge, social and cultural factors.

Basically, the language is an integral part of the social system. The social system is closely connected with the culture system at a particular speech community, so it is not strange then that language anyway also cannot be separated from cultural factors. Language is not homogenous. The existence of a wide variety of languages, dialects, sociolects, diversity, the register is evidence that language is not a uniform system. So the language that is owned by a community will affect the community of native speakers.

Fishman (1972) holds that speech components are closely related to socio-cultural norms and values of society. The speaker of a language needs to be aware of speech components such as audience, situation, norm and soon. The components reflect the socio-cultural norms and values of society. A speaker needs to realize the language component so that he can adjust his language to the interlocutor he is speaking to.

Variation within a language may occur not only within a language community such as region and social strata but also within individual speaker in accordance with the situation or context (Tan & Herbst, 1996). The use of language that does not fit with the needs and context will lead to misunderstanding, which can disturb communication process. Utterances are characterized by adjustment with the needs and situations showing language

selection. Thus the language selection occurs because the contextual factors such as social, cultural, and situational factors existing in the society where the speakers are communicating. This suggests that speakers need to be able to recognize linguistics and nonlinguistic factors in delivering a message. In the context of a weeding speech, the speaker faces the situation where he has to consider the linguistic and non-linguistic factors in his speech. Furthermore, linguistic conditions which occurred in many wedding speeches are very interesting for the writer to find out how the language forms are used, because each form of speech used by the speaker has the purpose and function separately, depending on the social context of the community. Because of that, the writer conducted The Analysis of Hymes 'Speaking' Factors in The Wedding Speeches: A Case of Indonesian and Singaporean Weddings.

The cultural events in this study were viewed from the perspective of discourse analysis and from social representations perspective. It was mainly sociolinguistic analysis. Its primary aim was to identify the contextual factors of wedding speeches. In addition, this research could also be described as analysis of language use in their cultural context. Accordingly, the various components of the framework helped to describe the cultural dimensions in the wedding speech in some regions.

1.2 Research Problems

The problem of this study was formulated in the following questions:

1. What are Hymes' SPEAKING factors used in each video of wedding speech ?
2. What are the differences and similarities by using Hymes' SPEAKING factors in each video of wedding speech ?

1.3 Aims of study

The aims of this study were presented in the following statements. This study examines:

1. To describe about Hymes' SPEAKING factors used in each video of wedding speech.
2. To describe about the differences and similirities by using Hymes' SPEAKING factors in each video of wedding speech.

The analysis of speech event can be useful for speakers in many situations. It helps the speakers to anticipate the kinds of varieties of speech to be expected during wedding ceremony so that they can consider the situation and deliver a speech approximately.

1.4 Benefits

This study will be useful to describe the speech events and linguistic factors that determine the use of language expressed in the selected speeches. This is expected to contribute as an input for further research in linguistic factors of speeches. Secondly, the description of the linguistic factors can also be beneficial to the people who are interested in public speaking regarding the use of language that leads to their enhanced communicative competence.

1.5 Scheme of Writing

- **Chapter I** : Introduction
It describes about the background, research problems, aims of study, benefit, and scheme of writing.
- **Chapter II**: Literature Review
It describes about genre, discourse analysis, wedding, dell hymes'framework.
- **Chapter III**: Methodology
It describes about method of research, techniques for collecting data and techniques for analyzing the data.
- **Chapter IV**: Findings and Discussion
It describes about finding and discussion.
- **Chapter V**: Conclusion and Suggestion
It describes about conclusion and suggestion.