

**A LANGUAGE FUNCTION: THE ANALYSIS OF CONATIVE
FUNCTION IN MEGHAN MARKLE'S SPEECH**

Fungsi Bahasa: Analisis terhadap Fungsi Konatif dalam Pidato Meghan Markle

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Abstrak: Penelitian ini menganalisis tipe-tipe fungsi bahasa yang digunakan dalam pidato Meghan Markle dan melihat tipe yang paling dominan di antara tipe lainnya. Peneliti menggunakan metode kualitatif untuk menganalisis seluruh data berupa ungkapan-ungkapan yang diutarakan oleh Meghan Markle Ketika menyampaikan pidatonya. Untuk menganalisis data tersebut, peneliti menggunakan teori fungsi bahasa oleh Jakobson, yaitu referential function, conative function, emotive function, poetic function, dan phatic function. Hasil penelitian menunjukkan terdapat 4 fungsi bahasa yang digunakan Meghan Markle dan 1 fungsi bahasa yang tidak ditemukan dalam data. Fungsi bahasa yang paling dominan dalam penelitian ini adalah conative function (32%) ditemukan dalam 6 ujaran. Fungsi bahasa yang dominan kedua adalah emotive function (26%) sejumlah 5 ujaran. Selanjutnya referential function sebesar 21%, phatic function sejumlah 16%, dan poetic function hanya 5%. Sehingga, dapat disimpulkan bahwa dalam menyampaikan pidatonya, Meghan Markle ingin memengaruhi pendengar melalui ungkapan yang disampaikan dengan menggunakan conative function.

Kata kunci: Bahasa, fungsi bahasa, pidato

Abstract: This paper examined the types of language functions used in the utterances and the one which was dominantly used in Meghan Markle's speech. By applying qualitative method, the researcher analyzes the utterance produced by Meghan Markle as the speaker when she was delivering her speech. The researcher used the five functions of language proposed by Jakobson, that are referential function, conative function, emotive function, poetic function, and phatic function. The results showed that there were five types of language functions used in Meghan Markle's speech. The first most dominant function used was conative function (32%) which was found in 6 utterances. The second most dominant

function was emotive function (26%) which was found in 5 utterances. Then referential function was found in 4 utterances (21%), phatic was found in 3 utterances (16%), while poetic function was found in 1 utterance only (5%). In addition, metalingual function was not used at all. Thus, it was concluded that as the speaker, Meghan Markle wanted to influence her addressee through her utterances.

Keywords: *Language, language function, speech*

INTRODUCTION

Language is a crucial tool for human communication in their daily interactions. According to Roman Jakobson in (Chandler, 2007, p.5) language is central and most important among all human semiotic systems. Language is created by human civilization in a row with the development of culture, thought, and also technology. It is one of the most important things in human life because humans are social beings, humans cannot live without having an interaction with other living things. Language becomes a medium for the human to communicate with each other. Through this communication, either they try to deliver a message or get the message, language is one of the tools to utter it.

Language is a complicated phenomenon that can be studied from many points of view (Shaumyan, 1987, p.1). Language is also the object of linguistics study. It is focused on the main point of language itself as it is applied to natural languages. According to Lanigan (2010, p.186), linguistics is the communication of verbal messages. It is the scientific study of language itself. Linguistics has so many branches under its scope. It is divided into two sides, the first one is theoretical linguistics. There are phonology, morphology, semantics, pragmatics, syntax, discourse analysis semiotics, and so on. On the other hand, there are applied linguistics, for instance; sociolinguistics, psycholinguistics, historical linguistics, and et cetera.

Saussure, one of the most influential linguists, proposes that Language is a system comparable to alphabets, writing, symbolic rites, military signals and so on. It has to conceive of science and can be learned the life of signs inside the social and general psychology framework (Noth, 1990, p.6). He also said that even though it had a right to

exist, that such a science did not exist as yet. Through this definition, language is basically a symbolic system, and semiotics is the study of sign which is one of the linguistic branches. That is why language is very close to semiotics and very interesting to be known deeply.

Semiotics is part of linguistics study. There are so many definitions from the experts about the meaning of semiotics itself. Semiotics as a discipline is simply the analysis of signs or the study of the functioning of sign systems (Cobley & Jansz, 2003, p.4). Ferdinand de Saussure, a semiotician who conducts some theory of semiotics such as synchronic and diachronic, form and substance, langue and parole, signified and signifier, and also syntagmatic and paradigmatic dimensions. Saussure stated that “Semiology would show what constitutes signs, what laws govern them.” Then, C.S. Pierce, another theoretician of semiotics, proposes his triadic models of sign which consist of sign, object (concrete experience), and interpretant (mental concept). Pierce sees the models of sign in different perspectives with Saussure, that is why he conducted a different statement related to models of sign with Saussure. There are still many other semioticians who are popular with their theory about semiotics, for instance, Roman Jakobson, Roland Barthes, Vladimir Propp, Jacques Lacan, and so on.

Studying about semiotics, of course, it is close to sign. A sign is any physical form that has been imagined or made externally (through some physical medium) to stand for an object, event, feeling, and etc. (Sebeok, 2001, p.3). Sign is very close to human's life. It is very easy to found in any place, anytime, and any form. Sign can be anything around us, such as picture, symbol, logo, index, gestures, and so on. Signs bring many functions in human life. Signs help people to recognize thing's pattern, a sign can be a guide for the human that refers to some actions, signs also can be the representative or the portrayal of an event or phenomena.

The theory from Roman Jakobson, one of the linguists who propose a theory of language functions according to which an effective act of verbal communication can be

described, was used in analyzing this paper. Depends on Jakobson's in Noth (1990, p.185), there are six functions of language which are: referential function, emotive function, poetic function, conative function, phatic function, and also metalingual function. In Noth (1990, p.185) Jakobson makes an outline for his six functions of language as the model of communication which is the addressee will get the message from the addresser. The texts should require a context that referred to the referent to be operative. The texts should be full of codes or at least partially codes between the encoder (addresser) and the decoder (addressee) of the message. Then, a contact (a psychological connection between the encoder and decoder) will connect both of them and keep them stay in those communications.

Language functions have been extensively studied in recent years. It is proven by a few previous studies related to functions of language (Riyantono & Setyarini (2012), 'Aliyah (2015), Purwati (2015), Manik & Simanjuntak (2015), Meisani (2016), Asdar (2017), Tribus (2017), Lestari (2017), Susanti, et al (2018)). Those previous studies analyze various data. Most of them are focusing on language functions used in some advertisements (Riyantono & Setyarini (2012), 'Aliyah (2015), Lestari (2018)). Three of them are used the same theory from Roman Jakobson related to language functions. Riyantono & Setyarini (2012) did not analyze the whole advertisement in SUAVE catalog magazine as their object. They just took the headlines and slogan only. Whereas 'Aliyah (2015) did not focus on one field of linguistic. She analyzed some branches of linguistics in Toyota advertisements as her data. Last but not least, Lestari (2018) analyzed Maybelline advertisements recent that is not specifically mentioned in her study. She just took twenty advertisements recent randomly which cannot represent the whole advertisements.

On the other side, Asdar (2017) comes with a study of language functions in the BPEC institution. Unfortunately, he just took thirty people as his subjects that is just a small amount of the whole member in that English club. Susanti, et al (2018) study the

ELT midwife textbook but without using the theory from Roman Jakobson. They tend to analyze their data by using Finocchiaro and Brumfit's theory about language function. Meanwhile, Manik & Simanjuntak (2015) focus on the different form of text that is economics news. Again, since they were not using the theory from language functions from Roman Jakobson, so the researcher does not review it deeper. Another form of text that is speech found in the study of Purwati (2015). Non-verbal forms of language, Instagram caption, also become the data of the study conducted by Meisani (2016). While the others focus on analyzing language functions used in a data, Tribus (2017) did a study of exploration of Jakobson's language function theory, which is communicative function.

However, some of the previous research which analyzed language functions has neglected to consider that speech also an interesting object to be analyzed by using language functions theory. There is only one study found by the researcher which analyzed speech based on language functions field by Purwati (2015). But it is still not enough to fill the need for the research. Especially, Puwati (2015) just analyzed Susilo Bambang Yudhoyono's speech that is an important person in Indonesia. It still needs a wider range of more than just in Indonesia. It seems that previous study ignored the importance of speech as one of communication forms. It is difficult to find a kind of research which analyzed the language function in a speech. Whereas, speech is also one of communication form which also contains many language functions inside the speech. Speech is the manifestation of the speaker's thought. So, there must be some hidden messages which are packed inside the utterances from the speaker. When they tend to focus on analyzing advertisements or utterances of characters, it is probably because language functions appear in the semiotic field, which is concern with something that called assign.

This present study aims to bridge the gaps in some research related to the analysis of language functions. It is intended to investigate two research problems. First, the types of language functions used in Meghan Markle's speech. Second, find out the type of

language functions that are dominantly used in Meghan Markle's speech. For the first research problem, the researcher will analyze Meghan Markle's speech based on the language functions that she used in her speech. After that, the researcher will find the most dominant type of language functions used for accomplishing the second research problem

The researcher decides to choose Meghan Markle's speech as the data of the study. Specifically, it is Meghan Markle's first speech on the Royal Tour that revolved around the Importance of women's education. She delivered this speech because she is the guest in this Royal Tour event. It is interesting that this is her first speech as the wife of Prince Harry. It is widely known, that Prince Harry is one of the grandchild of Queen Elizabeth II, the queen of the United Kingdom. It is also has been an open secret that the life of royal members is always interesting for the common people. This also becomes one of the factors that the researcher wants to review Meghan Markle's speech deeper. The background of her identity can influence the response or the enthusiastic from the audience.

LITERATURE REVIEW

Language and Communication

Language and communication are very close to human's life. Language is used as the medium to communicate in human interaction. That is why language is very important as part of communication. While communication itself is a learned skill of humans. Normally, human has a natural ability to talk and speak to each other. communication is defined as the act of giving, receiving, or exchanging information, ideas and opinions in order to make the message from the addresser (the people who talk to) can be understood by the addressee (the people who speak to).

There are some important elements of communication. They are source, message, encoding, channel, decoding, receiver, feedback, and context (Gemma, 2013). The first

element is source. Source is the person or thing attempting to share information. The source of communication can be a person (living) or thing (non-living entity) because communication does not depend on what kind of entity as the source of communication is, but it focuses on the information delivered by the source of communication and will be gotten by the receiver. The second element is message. There always will be a message inside a communication because the aim of the communication itself is to deliver a message to the receiver. The simplest definition of the message is the information you want to communicate. Next is encoding. Encoding is the process of assembling the message into a representative design with the objective of ensuring that the receiver can comprehend it (Gemma, 2013).

The fourth is channel. We can simply say channel as a medium of communication. It can be written or spoken channel, direct or indirect channel, and so on. Decoding is the next element. It is the process of the receiver try to understand the message from the encoder or the speaker. Next is receiver. There are some factors that influence how the receivers decode the messages from the speaker, for instance how they will react, their sense of humor, their moral conduct, where common ground is shared, and so on. The seventh element is feedback. Feedback here in communication is the moment of reckoning. The last element is the context. This is also an important element because the meaning of the message from the speaker of communication can be interpreted by the receiver by considering the context of their communication too.

Language Functions

Roman Osipovich Jakobson, as known as Roman Jakobson (1896-1982), a Russian linguist, proposed a theory related to language functions. It is popular as Jakobson's six functions of language. Jakobson in (Chandler, 2007, p.184) stated that there are six important elements in his models of communication; context, message, addresser, addressee, contact, and code. From those models of communication, Jakobson conducted

six functions of language which are still oriented with six important elements. According to Lanigan (2010, p.154), there are referential function or cognitive function, poetic function or articulating function, emotive function or expressive function, conative function or interpretive function, phatic function or connotative function, and metalinguist function or glossing function.

Referential Function

According to Holmes “referential function is a function to convey information and this is done through different forms of speech, such as declarative or interrogative statements” (2001, p.286). According to Jakobson in Sebeok, referential or cognitive function is the leading task of numerous messages, the accessory participation of the other functions in such messages must be taken into account by the observant linguist (1960, p.353). Referential function is oriented towards the context of the communication. This function aims to send information or to tell others about the speaker’s idea.

Poetic Function

Jakobson stated in Sebeok’s book that poetic function is “the function towards the message as such, focus on the message for its own sake” (1960, p.354) this function cannot be productively studied out of touch with the general problems of language, and, in the other side, the scrutiny of language requires a thorough consideration of its poetic function. This function is oriented towards the message of communication (Chandler, 2007, p.184). This function focuses on the paradigmatic and syntagmatic category reversal (Lanigan, 2010, p.154). This function is aimed at foregrounding textual features in which the particular form chosen is the essence of the message.

Emotive function

Based on Jakobson in Sebeok, emotive function focused on the addresser, aims at a direct expression of the speaker’s attitude toward what he is speaking about (1960, p.354).

It is oriented to the addresser which is the speaking person. Emotive function state the speaker, affect bodily compartment, and implementation of cognition (Lanigan, 2010, p.154). It also an indication of phonic, grammatical, and lexical levels of distinctive features. The function of this emotive function is to communicate the emotion of the addresser or express the feelings of the speaker's attitude.

Conative function

Conative or interpretive function is an orientation toward the addressee. It occurs earliest in the child's language acquisition. This function is influencing behavior or in other words, through this function, the speaker is trying to get someone as the receiver to do something related to his or her utterances. In this conative function, we just take a look at the speaker's utterance. If it indicates the addressee to do something, then we called it as a conative function (Jakobson, 1995).

Phatic function

Phatic function is focused on physical and psychological engagement. This function is establishing, prolonging, checking, or discontinuing the linguistic messages in communication. Phatic function also distinguishing first and second person discourse functions (Lanigan, 2010, p.155-156). According to Jakobson in Chandler (2007, p.184), phatic function has a function as the opening channel, checking that it is working or not, and as the representation of social relationships. This phatic function is oriented on the contact between the speaker and the receiver.

Metalingual Function

Jakobson in Sebeok (1960, p.356) stated: "Whenever the addresser and/or the addressee need to check up whether they use the same code, speech is focused on the code: it performs a multilingual function." This function is aimed to refer to the nature of

the interaction and focusing attention upon the code, clarify it or renegotiate it.

METHODOLOGY

This present study uses descriptive qualitative research. Particularly, the researcher uses a descriptive qualitative research design since the data will be analyzed and explained descriptively. Therefore, this research provided a detail explanation in the form of descriptions of the data.

The data were in the form of a transcription of Meghan Markle's speech taken from the internet. After download it on the internet, the transcript was identified and classified in order to make it becomes well-understood especially the types of language functions contained in this speech. Then, the result of language functions analysis was calculated into one and the utterances which consist of the type of language functions were interpreted based on Jakobson's theory

DISCUSSION

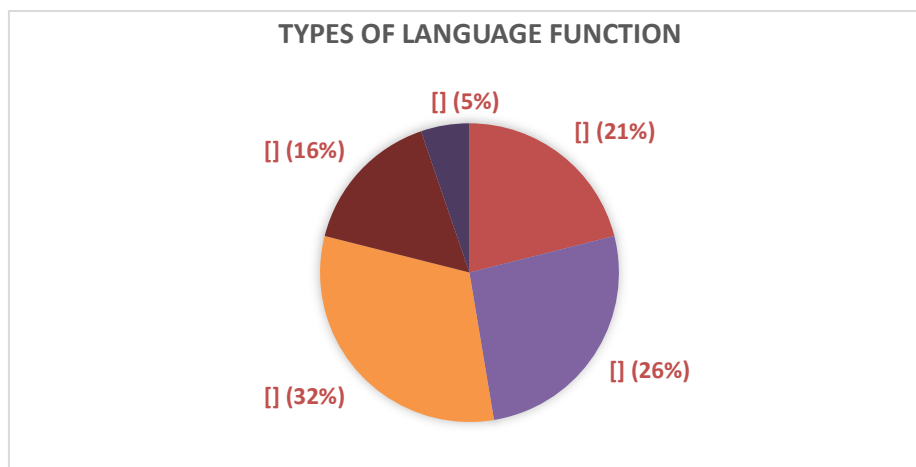


Fig 1. Types of language function

The results show that there are five types of language functions used in Meghan Markle's speech. Conative function is found in 6 utterances (32%), emotive function is found in 5 utterances (26%), referential function was found in 4 utterances (21%), phatic is found in

3 utterances (16%), while poetic function is found in 1 utterance only (5%). Below is some representatives of the result analysis:

Conative function

1. **Everyone should be afforded the opportunity to receive the education they want, but more importantly the education they have the right to receive.**

In this utterance, Meghan implied a message that she wants the audience inspired by her statement that education is allowed for everyone without exception. Through this statement, Meghan wants the audience to realize that they are afforded to get the education that they want.

2. **It is wonderful to join you here today, and we look forward to learning more about your academic endeavors and the work you plan to do as future leaders and as change-makers!**

Meghan said that her husband and her, are having hope for learning more about the audience's academic endeavors and their work plan to do in the future. Through this sentence, she tries to change people's minds that everyone should have their own plan to do in the future as future leaders and change-makers.

3. **My husband Harry and I wish you all the very best of luck as you continue your studies and work.**

As same to the previous sentence, this utterance also contains Meghan's thought that she wants all the audience continue their studies and works as Meghan and Harry's hope.

Emotive function

1. **It is a great privilege to be with all of you today.**

At the beginning of her speech, Meghan expresses her feeling by saying this utterance. She wants the audience know that this such an honor for her to be

with them that day.

2. **I am pleased to announce today** that two new grants will be awarded to Fiji National University and the University of the South Pacific, allowing each of them to run workshops that empower their female staff. Through this utterance, Meghan expresses that she feels a specific feeling when she announces that information.
3. **It is wonderful to join you here today**, and we look forward to learning more about your academic endeavors and the work you plan to do as future leaders and as change-makers!

Once again, at the end of her speech, Meghan shows her happiness to be a part of that moment with the audience. Actually, at the beginning of her speech, Meghan already stated this kind of sentence. But in the end, she re-state her feeling again to emphasize that this is really kind of wonderful moment for having an opportunity to speak in front of them.

Referential function

1. **The Association of Commonwealth Universities**, which Her Majesty the Queen is Patron of, **supports universities to promote equality in their own institutions.**
This utterance contains referential function because, through this sentence, Meghan Markle said a piece of information about The Association of Commonwealth Universities which supports universities to promote their quality. This sentence brings a piece of information from Meghan Markle to the audience or the listeners.
2. I am pleased to announce today that **two new grants will be awarded to Fiji National University and the University of the South Pacific, allowing each of them to run workshops which empower their female staff.**

Through this sentence, Meghan Markle informs that there will be two new grants who will be awarded to Fiji National University and the University of South Pacific to the audience. Not only one information, but this sentence also contains other information from Meghan that each of those grants will be allowed to run workshops that empower their female staff.

3. This means that **female faculty members are able to encourage others to follow in their footsteps and enter higher-education, and that more women become part of the decision-making process in academic institutions.**

Meghan talked about female faculty members and their opportunities in academic institutions. This is the information that Meghan wants to deliver to the audience through her speech.

Phatic function

1. **Bula!**

This simple word made contact between Meghan and her audiences. This word is kind of a greeting word in Hindi Fiji, the place where Meghan delivered this speech. so, through this word, Meghan tried to build a relationship between her and her audience at the beginning of her speech.

2. **From the moment you receive your acceptance letter, to the exams you spend countless late nights studying for, the lifelong friendships you make with your fellow alumni, and the moment you receive your diploma.**

This sentence also one of the examples of phatic function in Meghan Markle's speech. In this utterance, Meghan built contact with her audience by sharing her experience. She tries to make the audience feel that she is one of them who also feel the sensation of being a college student.

3. **Congratulations to you all!**

This sentence is the last sentence of Meghan's speech. In the beginning, Meghan said a word as the greeting to the audience. same as this, Meghan said this utterance as a close greeting of her speech to the audience.

Poetic Function

1. The Association of Commonwealth Universities, which **Her Majesty the Queen is Patron of**, supports universities to promote equality in their own institutions.

Meghan used the words "Her Majesty the Queen is Patron of" as the imagery of the Association of Commonwealth Universities. In the real meaning, it is impossible if the Association of Commonwealth Universities is being a queen. This is personification imagery that implied by Meghan in her utterance inside this speech.

The result shows that there are five types of language functions used in this speech. Each of them has a various number of utterances, start from the conative function as the most dominant type of language functions used in this speech until poetic function that only consists of one utterance only in this speech.

In the referential function, there are four utterances that consist of this function. When we see at the result, the first utterances are informing something from Meghan Markle as the speaker, that The Association of Commonwealth Universities is the association who give their support some universities as their members to promote the equality among the universities itself. Here, Meghan explicitly shows that she wanted to make her audience know about this information. It means that this kind of information is important for her to be known by her audience at that moment. As Jakobson stated in Chandler (2007) that referential function is the function that contains an information message about the speaker's thought which be delivered to the audience. The bold words, "**The Association of Commonwealth Universities supports universities to promote**

equality in their own institutions.” are the keywords that contain the information message. As same as the first sentence, the second until the fourth sentence also functioned to inform the audience.

From the result above, all of them show the sentences which contain a message in it, as the definition of referential function. In this case, Meghan Markle, as the speaker wants to deliver her thoughts to her audiences as her addressee to make them know what is in her mind when she was delivering her speech. Here, Meghan wants to focus on the theme of this speech, which is woman education, to make all of her audiences fully understand what she is talking about. The bold words are the words that contain some information related to woman education. It also can be aimed to increase the audience’s knowledge related to woman education.

The next type is the emotive function. The sentences which are mentioned above are the expressions of the speaker about her feeling at that time. She wants her audience to know exactly about her enthusiast through her utterances. Utterances, even though it is just spoken, but it can represent the feeling of the speaker. Usually, when someone says about his or her feeling, he or she will express it with some kinds of expression which show his or her feeling at that time.

One of the sentences that contain the emotive function is “**It is wonderful to join you here today,...**”. The bold words show the feeling from Meghan Markle as the speaker that she was really excited to attend that event at that time. Through this sentence, Meghan wants the audience to know that that event is such a wonderful chance for her to give her speech in front of all the people in that country. By expressing this feeling, it makes the audience will be respected and praised by Meghan Markle. This will give an impact that her speech will be well-accepted by the audience because of her politeness while she was delivering her speech at that time.

The third function is the conative function. Conative becomes the major result of this study. This also shows the aim of this speech based on the functions of the language

used by the speaker, Meghan Markle. Conative is to influence the behavior of the audience through the utterances from the speaker. Due to the theme of this speech is woman education, so here Meghan Markle wants to inspire her audience through her speech that every woman deserves to be well-educated. Through some utterances above, it seems that Meghan Markle wants to open the audience's perspective about woman education. She believes that through her utterances, she can change and also inspires the mindset of the people who become her addressee at that time.

The sentence “**My husband Harry and I wish you all the very best of luck as you to continue your studies and work.**” bring the message in the form of motivation for the audience. Through this sentence, the speaker wants to influence the mindset of the audience to continue their studies and work. Even though it is just a simple utterance, it can give a big impact on the audience, especially the speaker is a public figure that is honored by all people around the world.

Move to the fourth type of language function, all of the utterances above implied the contact that Megan Markle build to her audience in the beginning, middle, and end of her speech. Refers to the function of phatic language function, the speaker of the speech should try to build the contact with the audience first and engage their attention before they start to speak in order to make them focus on his or her speech at all. This is important because when the audience doesn't interest to hear your speech, then the aim of communication is not well-transferred. The main point of communication is delivering a message through the utterances of the addresser to the addressee. Therefore, it is very important to make the audience believe in what the speaker talks about.

The last one is the poetic function. Meghan doesn't imply any other aim through this utterance. She just wants to emphasize the message of her speech is the main topic that she wants to show. She wants the audience to focus on the main point of her utterance in this sentence without giving any other feeling or expression through this sentence.

From the discussion above, the researcher focus on analyzing the speech from

Meghan Markle by focusing on the language function used in it. The researcher focuses on analyzing one topic, which is language function while 'Aliyah (2015) did this study too but in various focus on linguistics. The researcher also mentioned it specifically that this speech is given when Meghan was attending her first Royal Tour as the Princess from the UK in October 2018 while it is not done by the previous study.

Moreover, the researcher found the different results from the most similar previous studies. Purwati's study (2015) found all types of language functions used in President Susilo Bambang Yudhoyono's speech while this present study just found five of six types of language function. On the other hand, this present study has the same conclusion with Purwati's study that the most dominant type of language function is the conative function. Here, the researcher comes to the conclusion that the speech from a person who is honored by the people around him or her, has the main purpose that is for influencing his or her audience through the utterances in those speeches (Jakobson, 1995). In addition, someone who has a power will have more authority in influencing the hearer. The bases of power can be "physical strength, wealth, age, sex, institutionalized role in society" (Brown & Gilman in Sebeok, 1960, p. 255)

CONCLUSION

The researcher concludes that almost all types of language functions are used in Meghan Markle's speech except metalingual function. The most dominant type of language function used in Meghan Markle's speech is the conative function. It means that Meghan Markle focuses on her audience through the message that she delivered inside this speech. Through this speech, she wants to persuade and convince her audience as her addressee to follow her opinion and doing something like the impact of her speech. Furthermore, she also used this speech to change people's minds, especially about women's education.

From the result, it implies that the existence of language functions in speech, as our form of communication, are definitely important either for the speaker as the

addresser or the audience as the addressee. The speaker should comprehend the purpose of delivering their speech in order to choose the right types of language functions since there are six elements influencing the communication that are obligatory in having communication, such as context, addresser, addressee, contact, common code, and message (Jakobson, 1995). Those elements play an important role to make their message sent clearly to the audience. Without understanding the elements and types of language functions, the speaker will be difficult to choose the appropriate utterances, especially if the speaker is someone who has an important role in society, as Meghan Markle did. So is the audience, they also have to know the functions of the utterances from the speaker. Without this knowledge, they will also face the difficulties to get the main point of the message that the addresser wants to express to them.

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