

THE ANALYSIS OF GRAMMATICAL COHESION REFERENCE IN JACK MA SPEECH TEXT “BELIEVE IN YOUR DREAMS”

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ABSTRACT

The objective of this study is to analyze the grammatical cohesion reference of Jack Ma speech text “Believe in your dreams”. The study used descriptive qualitative method. This study aimed to figure out the types of reference in the speech text and to give an explanation of the reference used in the speech. The source of data in this study is Jack Ma speech text “Believe in your dreams”. The technique of collection data in this study used documentary. The technique of analysis data in this study is related to the theory, concepts, and methods of cohesion theory. This study used Cohesion in English by Halliday and Hasan. The finding in this study showed that there are two types of reference found in Jack Ma speech text “Believe in your dream”. In this speech text there are 36 utterances consist of 30 personal references and 6 demonstrative references. From the finding it was concluded that the most dominant type is personal reference in the speech text "Believe in your dreams" by Jack Ma. The type of personal reference in this study is spoken by the speaker (Jack Ma) who refers to himself and also the listeners/readers

Keywords: Grammatical cohesion; Reference; Jack Ma speech

I. Introduction

Language is important for human life. As human we need to interact by communicating with other people, therefore language is needed as a communication tool. Human are social creatures, where there is an attachment and mutual need between one another. Interaction with others is unavoidable and communication is the main point to convey messages from each party. Communication is a process of transferring message from the speaker to the hearer. In an utterance there is a message that the speaker wants to convey to the listener and the utterance is interpreted by the listener to understand the speaker's intent. Language is inseparable from people's daily lives because language has an important role in establishing communication. In communication, people should concern on comprehension. There is a thing that influenced the text it is cohesion. Halliday & Hasan (1976) stated that cohesion refers to the relation of meaning

that exists within the text and defines as the text. Cohesion occurs when the interpretation of some elements in the discourse.

Discourse is the largest part in language which consists of sentences or clauses that can be conveyed both in oral and written form. Discourse consists of elements of cohesion and coherence. Cohesion has a relationship with sentences in discourse which includes grammatical and lexical cohesion. According to Halliday and Hasan, cohesion consists of grammatical cohesion and lexical cohesion. Grammatical cohesion is related to grammatical elements consisting of references, substitutions, ellipsis, and conjunctions. These elements play an important role in sentences. Meanwhile, linking vocabulary to parts of the text is called lexical cohesion. The elements of lexical cohesion are divided into synonyms, antonyms, hyponyms, repetitions, common nouns and synonyms. Cohesion is related to discourse relations, while coherence is related to all meanings that are channeled in a discourse. In society, discourse is always found both in written and oral form. Therefore, spoken language and written language have differences that can be seen from how this type of communication is carried out informally, formally, intentionally or publicly. For example through presentations or public speaking.

Public speaking is an ability that a person has to speak in front of many people to communicate or convey ideas or opinions to listeners. Public speaking can be in the form of presentation, teaching, presenter, radio announcer and speech. In this study analyzed speech. Speech is an activity of speaking in front of many people using good and correct language so that it can be accepted by listeners. Speech is made in order to convey ideas to listeners, provide motivation, influence, educate and share information with many people. There are several types of speeches, namely informative, argumentative, persuasive, and recreational speech.

Jack Ma Yun or commonly known as Jack Ma, (born September 10, 1964) is a businessman from China. Jack Ma is the founder and chief executive officer of China's largest e-commerce company called the Alibaba group. Jack Ma gave a some importants and motivational words through his speech "Believe in your dreams".

This research analyzes what are the types of grammatical cohesion reference and the most dominant types in Jack Ma speech text "Believe in Your Dreams". This research has taken the speech text from the internet. Therefore, this research is purposed to make the text easily understood by the reader

II. Methods

In order to solve these problems of this study, this study used qualitative method with descriptive qualitative. In this case, this study analyzed, described and found the outcome of grammatical cohesion reference in the speech text "Believe in Your Dreams".

III. Findings and Discussion

This part, analyzed grammatical cohesion reference in the speech text. The data were taken from Jack Ma speech text “Believe in Your Dreams”. This study used theory of Halliday and Hassan that is entitled Cohesion in English.

Finding

No.	Data	Kinds of reference		
		Personal reference	Demonstrative reference	Comparative reference
1.	We keep our dreams, we believe it , no matter how big your dream is make small tiny steps ahead.	√		
2.	When I graduated from University and before, you know, for 3 years I tried fully into the universities.	√	√	
3.	So applied jobs, 30 times, got rejected.			
4.	I went for police, they said no you are not good.	√		
5.	I applied for Harvard, for 10 times, rejected.	√		
6.	Today young people, lot of young people lose hope, lose vision and start to complain.			
7.	We also have the same problem It is not a good feeling to be rejected by so many people.	√	√	
8.	We also feel depressed.	√		
9.	But at least later we find the world has a lot opportunities.	√		
10.	How you see the world? How you catch the opportunity?	√	√	

11.	we don't have a rich father, powerful uncle, we don't get 1 dollar from bank, Where is the income coming in? Just work as a team.	√	√	
12.	Because most of the people, they have fancy ideas in a day, when they wake up in the morning, they go back to the same job.	√	√	
13.	We have to do something different.	√		
14.	So from there , I started my business borrowing 2000 US dollars from my relatives and friends.	√	√	
15.	So 1999 I started Alibaba in my apartment.	√		
16.	People say ah! Alibaba models are terrible, does not make money, have this and that all the big bad things, because Amazon is better, Ebay is better, Google is better.		√	
17.	There is no such model like Alibaba in the USA, so I told myself and people We are better than people thought And those people who are experts of riding horses, they all fell down and I am still surviving.	√	√	
18.	So many people I talked to at that time for Alipay they say, this is the stupidest idea you have ever got.	√	√	
19.	Now we have 800 million people using this Alipay.	√	√	
20.	My advice to the young people, any mistake is a wonderful revenue for you .	√	√	
21.	So I taught to myself and I taught to my young people.	√		

22.	Before 20 years old be a good student, way to entrepreneur just learn some experience.			
23.	Before 30 years old follow somebody, go to a small company.			
24.	Normally in a big company it is good to learn processing, you are a part of a big machine.	√		
25.	But when you go to small company, you will learn the passion, you will learn the dreams, you will learn how to do a lot of things at one time.	√	√	
26.	So, before 30 years old it is not which company you go, it is which boss you follow.	√		
27.	It is very important.	√		
28.	A good boss teaches you differently.	√		
29.	From 30-40 years old you have to think very clear, If you are working for yourself,	√		
30.	if you really want to be an entrepreneur.	√		
31.	When you are 40-50 years old, you have to do all the things that you are good at, don't try to look or jump into the new area.	√	√	
32.	It is too late.	√		
33.	You maybe successful but the rate of dying is too big.	√	√	
34.	So 40-50 think about how you can focus on things that you are good at.	√	√	
35.	But when you are 50-60 years old work for the young people because young people can do better than you .	√	√	

36.	So rely on them , invest on them making sure they are good.	√		
Total		30	6	-

(Data source: <https://subtitlelist.com/en-GB/Jack-Ma-Motivational-Video-Believe-In-Your-Dreams-Inspirational-Speech-Startup-Stories-183980>)

Discussion

From the table above, there are 36 data. It is found no occurrence of comparative reference in the text, while the occurrence of personal reference dominates the text. There is a kind of reference in the datum above namely personal and demonstrative reference:

a. Personal reference

Halliday and Hassan (1976:60) state personal reference is reference by means of function in the speech situation, through the category person.

The personal reference elements which exist in the speech text are **I, my, you, your, they, them, we, our**, and **it**. The elements **I, you, we, us, they, them**, and **it** as personal pronoun while **my, your**, and **our** as possessive adjective.

In data 1 **We** refers to the speaker (Jack Ma) and the listener (reader). **Our** as possessive adjective refers to the speaker and listener dreams. **It** refers to the dreams, while **your** refer to everyone who listen the speech (reader).

In data 2 **I** as personal pronoun refers to the speaker (Jack Ma). **You** refer to everyone who listen the speech.

In data 4 **they** as personal pronoun refer to the word police in preceding text.

In data 20 **my** as possessive adjective refer to the speaker (Jack Ma).

In data 35 **them** as personal pronoun refer to the phrase “young people” in the speech.

b. Demonstrative reference

Halliday and Hassan (1976:73) state demonstrative reference is reference by means of locations, on a scale of proximity.

The demonstrative reference elements which exist in the speech are **the, there, this, that**, and **those**.

In data 2 **the** refers to determiner of university which is as the place.

In data 14 **there** refer to the thing “something different”.

In data 17 **those** refer to people who are experts of riding horses.

In data 18 **that** and **this**. **That** refer to the time for Alipay, while **this** refer to the thing “stupidest idea”.

IV. Conclusion

Based on the analysis in this study, can be concluded in the speech text “Believe in your dreams” by Jack Ma:

1. Contained two types of reference. They are personal reference and demonstrative reference. This study found 36 data personal reference and 6 data demonstrative reference from the speech text.
2. The most dominant types of reference in the speech is personal reference.

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