

CHAPTER I

INTRODUCTION

1.1. Background of the Problem

Language has important place in communication. The human cannot be separated with language. In fact, by using language, all the people can express the feelings, message, opinion, and emotion. Actually, without language the life can be flated and ceased. English is one of language that people need in this era. Usually, people used it in formal situation like business, in the classroom, or communication between students and teacher. It because English is foreign language in our country.

Reading comprehension is an outcome of text processing that involves that construction of coherent cognitive representative of information in the text. When the reader read the text, they found so many kinds of words to make a connectives one sentence to the other sentences. Furthermore, there are many various connectives in on the text, such as *furthermore*, *on the other hand*, *etc.* One of the connectivities that can be called discourse markers. Discourse markers are some words and expression are used to show how discourse is constructed.

Therefore, if the reader did not understand about discourse markers, it made them confused to connect the sentence or make a conclusion, to get the information of the text. The researcher think that discourse markers can help the reader to improve the ability of reading after understanding the discourse markers. From this research, the reader considered if discourse markers are important.

Discourse markers can improve their language proficiency. For example the conversation that is used in daily activity

Nowadays, there are many ways to communicate with the other due to the development of technology. There are many media, whether electronic or printed media to share information and to keep in touch with the other. People can get the information about the development of the world and everything happens in a day from electronic and printed media.

As a means of communication, both printed and electronic media hold an important role to the development of language. They become a source for people to get factual information or news, whether national or international news because nowadays printed and electronic media are more global. As an international language, English also holds an important role in the development of globalization that is as a means of communication in business, politics, science and technology. There are many English News, radio talk shows, entertainment, advertisement, newspaper and magazines.

Moreover, magazine has a big contribution for the people. People can get information about national or international events everyday because the news and information are up to date and accurate. As a consequence, there are many magazines published in Indonesia and one of the English magazine is *INCLOVER*. There, many information that can be found such as sports, features, and advertisement. On the other hand, advertisement is one of marketing strategy to promote or introduce certain product and service that people use in daily need.

Advertisement is found everywhere in every form such as brochure, billboard, or even in all media that people use very day. At the outside, its usually found it on billboards in the street, at the office through promotional flyers, at the home through Tv even using the internet. As media which usually people read regularly, magazine and newspaper's content is about many kinds of news report, recent phenomenon happen around society, many tips in daily usage and even advertisement as the latermezzo between one of topic to another. In other words, there is no place without the presence of advertising in the world. Newspaper agencies have allocated some certains amount of their publishing paper space for advertisement. To create so, each of the agencies applied different writing styles and language tecgnique.

In a sense, discourse markers are linguistic items or expressions, for example the word well, however, furthermore, meanwhile that contribute to the integrity of discourse in spoken or written through relating and joining discourse segments in a coherent way. In addition, Fraser (19999:931) proposes that discourse markers are conjunctions, adverbs, and prepositional phrases that contribute to connect two sentences or clauses together. It means that, discourse markers are connecting words and phrases that link sentences and paragraphs together, so there are no abrupt jumps or breaks between ideas. They also act like sign posts that indicate to the reader when they want to building up to some new idea or thought, when they want to trying to compare ideas or draw conclusion from preceding thoughts.

Thus, the writer should be used discourse markers to make his or her own writing is cohesion and coherence, as a result the reader easy to get information of the text. Coherence, indeed, is a distinctive feature and an essential quality of good writing, a tightly-structured text through which a native reader can navigate effortlessly. One way to cohesively join or relate sentences clauses, and paragraphs with one another is through an appropriate use of discourse markers.

Furthermore, in this research, the researcher intended to analyze types and functions of discourse markers. There were so many object in written language that can be taken, such as article, newspaper, novel, song, poem, short story, and magazine and so on. In addition, the researcher wanted take an English magazine to analyze discourse markers because it will be more useful to help the reader in understanding the text. There are many magazine that can be used when the reader want to read some information. One of them is The Inclover magazine. The researcher was interested to find out the discourse markers in the magazine.

In order to understand the function of discourse markers in language, it is necessary to refer two approaches. Within coherence theory it is assumed that is using discourse markers. Therefore, the researcher want to conduct the research entitled “DISCOURSE MARKERS ON *INCLOVER* MAGAZINE”.

1.2. Identification of the Problem

Based on the background of the research above, the researcher sets the research such as discourse markers are important in a reading text. The researcher should be used as discourse markers to make his or her own writing is cohesion.

Those, discourse markers can connect every words, sentence, and paragraph at once, so there are no jumps, break between the ideas, as a result the reading text will be easier to understand. Furthermore, there are many various discourse markers such as however, meanwhile, furthermore that should be understood by the reader.

Therefore, it is necessary to analyze discourse markers on the text of Inclover magazine. By analyzing the following information, the reader are able to understand and get information of the text.

1.3. Limitation of the Research

In this research, the researcher focuses to analyze and find out types and functions of discourse markers on the text of the Inclover magazine. The types of discourse markers just focused on contrastive, elaborative and inferential. Contrastive discourse markers have function as signals a direct or indirect contrast between one and sentence two. Elaborative can be used to connect word and clause within the sentence and between the sentences by adding the similar ideas using contrastive markers. Inferential have functions as signals that sentence one provides a basis for inferring sentence two.

1.4. Research Questions

Based on the research background above, the researcher formulates this study into the following research questions:

1. What types of discourse markers on the Inclover magazine?
2. What are functions of discourse markers on the Inclover magazine?

1.5. General Objective of the Research

1. To find out types of discourse markers that used on the Inclover magazine.
2. To find out the functions of discourse markers that used on the Inclover magazine.

1.6. Need of the Research

This study shall investigate the area with the hope that it will be beneficial to:

1. Students

The researcher hopes this research would be useful for the reader. So, they would be able in understanding of text, article, etc.

2. Other researchers

The researcher hopes this research would help them to give inspiration for other reader who want to develop similar research in the future. Then, this research can be useful as references.

1.7 Assumption

Based on the research question, the researcher assumed that there are several types of discourse markers on the Inclover magazine.

1.8 Definition of The Key Terms

In order to avoid misunderstanding in this research, definition of terms are given as follows:

1. Analysis is a process which leads to an objective, verifiable description whereas evaluation involves the making of judgments. McGrath cited by Anjaneyulu (2014)
2. Discourse markers are some words and expression are used to show how discourse is constructed (Swan, 1980:151)
3. Magazine advertisement is a printed paid advertisement which is one of mass communication technique to announce or spread information about certain product and service that offered by the advertiser. (Suhandang in Susanto:2015)

1.9 Grand Theories

The researcher used some theories from the authors to review the related literature, such as Tarigan (1987), Swan (1980), Fraser (2009), Rugaiyah (2016). But, to find out the research question, the researcher conducts based on Fraser theory. Thus, this research is analysis of discourse markers on the Inlover magazine.

1.10 Research Methodology

1.10.1. Research Design

This research was conducted by using qualitative design. According to Rugaiyah (2016:1)

“Penelitian qualitative adalah penelitian tentang riset yang bersifat deskriptif dan cenderung menggunakan analisis.

It can be illustrated, that qualitatif research is about research description. In addition, to get the objective of research, the researcher collected, analyzed, and described te data. Furthermore, the researcher stated that descriptive of research is part of qualitative research. According to Rugaiyah (2006:6).

“Deskriptif kualitatif merupakan metode yang digunakan untuk membedah satu fenomena dilapangan. Penelitian deskriptif adalah metode yang menggambarkan dan menjabarkan temuan dilapangan.”

Based on the statement above, it can be summarized that qualitative descriptive is that used by the researcher to get the result of research by using analyzing and interpreting data. In addition, qualitative research is method that illustrate and description some phenomenon wether spoken data, such as speech, conversation, debate, or written data such as newspaper, magazine, textbook, etc. Therefore, this resarch described types and functions discourse markers of English magazine.

1.10.2. Source of Data

Source of data in this research is English magazine. The magazine entitled *Inclover*. In this research, the researcher takes discussion text that consists of five texts. So, there are five texts that will be analyzed in this research. All of the texts can be seen in appendices.

1.10.3. Instrument of the Research

Due to this documentary research, the instrument of this research is documentation from published magazines.

As cited in Rugaiyah (2016:23), documentation is a tool to help researcher in collecting data or information from reading letters, announcements, official publications, and other written materials. Documentation is very necessary since it can be applied without bothering the object and its research situation. Researcher who studies those documents can be able to recognize culture and values in object of research.

Based on the statement above, it can be illustrated that to get the data and information, the researcher uses documentation. As Rugaiyah said, that this activity has correlation that called analysis by inspecting the data. Thus, the data for this analysis is taken from English magazine. The researcher analyzes discourse markers that used in *The Inclover* magazine.

1.10.4. Data Collection Technique

In collecting data, the research uses documentation. Data collecting method is the method that used by researcher to collect or get the data. Moreover,

according to Arikunto (2010:202) he defined that documentation is collecting data by using some variables such as note, transcript, book, newspaper, etc.

Furthermore, in collecting data, the reseracher took these following steps:

1. Collecting the data source “Inclover magazine”.
2. Taking a several reading text on the magazine “Inclover”.
3. Finding out types of discourse markers on the magazine “Inclover”.

1.10.5. Data Analysis Technique

Analysis of data includes activities with data, organize, choose, and arrange into units, synthesizes, looking for the patterns, find out what is important and what learned, and deciding what will be exposed to others, Gunawan (2013:210). In addition, Miles and Huberman, in Gunawan (2013:210) propose there are three steps that should be implemented in analyzing the data, such as data reduction, data display, conclusion drawing/verifying. Moreover, data reduction is an activity in summarizing, data display means select main things, focused on an important thing which looking for the discourse markers. Data display can be implemented in graphic, chart, phie or discribe form.

Therefore, based on the theories above, in this research the researcher followed some procedures or steps:

1. Researcher collecting and reading the data from English magazine entitled “Inclover”.
2. Researcher classifying the data into three types of discourse markers based on Frasers’ theory, such as contransive, elaborative, inferential.

3. After that, identifying the function of discourse markers that found on the text.
4. Reseracher analyzing and describing the data based on the classification of the data.



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