

**A DISCOURSE ANALYSIS OF CLAUSES OF
ENGLISH USE ON THE BABY'S PRODUCTS**



RESEARCH PAPER

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by;

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CHAPTER I

INTRODUCTION

A. Background of the Study

In this modern era, there are many people using a lot of products developed in the world as daily need. The examples of the products are: the instant food products (e.g : Mie Sedap, Oreo, Taro, Sozzis, So Good, O'corn, Biskuat bolu, Sardines, etc); the cosmetic products (e.g : Marina, Olay, ponds, Dove, Red-A, Rexona, Citra, putri, etc) the mineral water products (e.g : Aqua, Ades, Vit, Total, Aquaria, etc); the baby's products (e.g : Pigeon, Cussons, Johnson's, Mitu, Sleak, Kodomo, My Baby, etc). The products mentioned above are the small part of many products that develop in the world. All products are always offered and advertised by audio-visual media and non audio-visual media such as: television, radio, newspaper, magazine and so on.

The factories are producing all famous and popular products in society, it always gives information about the indication and the use to make all people interest and believe of the products. They can give good result as well as their hopes, after using the products.

The information of the products (especially the baby's products) is very important for community in order to choose the best and the comfortable products that are used by the babies' skin and hair which are very soft and sensitive.

Discourse is much needed for understanding a text on linguistics to get the whole information. Crystal (in Nunan, 1993: 5) stated that discourse is a continuous stretch of (especially spoken) language larger than a sentence, often constituting a coherent unit, such as sermon, argument, joke or narrative. Discourse is as highest grammatical level realizing in the whole writing from which are extremely complete and it has high coherence and cohesion the whole discourse are considered from context of information coherence and its cohesion is considered from the sequence elements.

Theme is an element of the thematic structure of a clause. It is realized in English by the first clause constituent, and the rest of the message is the Rheme. Downing and Locke (2002: 223), both of Theme and Rheme are the elements which make up the functional configuration of the clause as message. From this, there are following clauses, which represent the same propositional content a different element has been chosen as the initial constituent in each case:

Theme	Rheme
I	Can't stand the noise
The noise	I can't stand
It's the noise	I can't stand
What I can't stand	Is the noise
The noise,	I can't stand it

In the first clause (*I can't stand the noise*) seems to involve no particular supposition about the situation on the part of the hearer, apart from the definiteness of the noise, signaled by the definite article *the*, as opposed to noise in general. In the second clause (*the noise I can't stand*) seems to imply

a contrast with something else. In the third clause (*it's the noise I can't stand*) seems to presuppose a shared belief on the part of the speaker and hearer that I can't stand some thing, and identifies that entity. In the fourth clause (*what I can't stand is the noise*) seems to restrict what I can't stand among other thing imagined by the hearer. In the last clause (*the noise, I can't stand it*) might be said in answer to the question “don't you mind the from the bar downstairs?”

So, from the explanation above, it is clear that the Theme of clause represents a choice of the absolute point and also as the point of departure from each clause or paragraph. The thematic structure will be appropriate from the point of view of creating a coherent whole if it server with “what has gone before in the discourse and what it helps push the message forward”.

Based on the background explained above, the researcher is interested in conducting kinds of “Discourse Analysis Research” entitle: A DISCOURSE ANALYSIS OF CLAUSES OF ENGLISH USE ON BABY'S PRODUCTS. The researcher chooses the English use on baby's products, because the researcher wants to know the Theme and Rheme of discourse analysis of the English use on baby's products that written in the back of the product. And beside that, it can increase the researcher and the reader knowledge about Discourse Analysis.

B. Previous Study

The research in which the researcher wants to study is not the first study that concerns about Discourse Analysis, the researcher finds that some

graduated students have done some research in discourse analysis. But in this research the researcher has difference way. She uses functional grammar approach to analyze her data.

The researcher takes her first research paper entitled, A SYNTACTIC ANALYSIS OF TRANSITIVITY IN THE SONG LYRICS 'Still Not Getting Any' of SIMPLE PLAN ALBUM (functional Grammar Approach) by Erwik Handayani (2008, UMS). In her research, she analyzed the data by reflecting paraphrasing and revealing the language patterns and the meaning contextually of song lyrics of simple plan album. In here she found three kinds of the elements of transitivity system to structure the language pattern; they are: process types, participant types and circumstantial types, while for the meaning, she found the material process, mental process, behavioral process, relational process and the last existential process.

The second previous study is conducted by Nurjanah (UMS, 2003). Her research paper entitled A SYNTACTIC ANALYSIS OF ENGLISH LANGUAGE IN ELECTRONIC ADVERTISEMENT. In her research, she analyzed the English language used in electronic advertisement based on Traditional Grammar. The data are taken from the Java Pos, Kompas, and Suara Merdeka. In the research, she found the pattern: S + P, S + P + O, and S + P + C. while based on linguistics form are type of sentence (declarative sentence, exclamatory sentence, simple sentence and compound sentence), clause (noun clause) and phrase (preposition phrase, adverb phrase, and noun phrase).

The third previous study is entitled ANALISIS WACANA DUA TEKS TULIS: PENDEKATAN SYSTEMIC FUNTIONAL GRAMMAR by Dwi Haryanti (2001). She analyzed the data from two letters. She analyzed those by using systemic functional grammar and got some result, namely: (1). Knowing the kinds of genre in the text/ letter, (2). Identifying the notion and types of the texts, especially in the field (transitivity, nominal, and verbal group, lexical stings, reference chains, activity sequence), mood (the kind of mood, theme rhyme, analysis of complex and interdependency clause, and conjunctives relation), tenor (status, contact, and affect), ideology and implication on the translation practice.

In addition, from the last previous study, there is one similarity, in analyzing the data by using functional grammar, especially in the theme rhyme but in this research would be different from the previous research. The researcher does the analysis about the English use in baby's products. The researcher focuses on the theme and rheme of discourse analysis of the English use on the baby's products, this research by collecting the data from the package of the baby's products.

So, the researcher tries to make the different research entitled A DISCOURSE ANALYSIS OF CLAUSES OF ENGLISH USE ON BABY'S PRODUCTS. The researcher is sure that her research has not been analyzed yet, so she's going to analyze this research.

C. Problem of the Study

The researcher formulates the problem statement as follow: What is the theme and rheme of discourse analysis of clauses of English use on the baby's products?

D. Objective of the Study

In carrying the research, the researcher formulates the objective of the Study. The objectives of the Study as follow: To describe the theme and rheme of discourse analysis of clauses of English use on the baby's products.

E. Limitation of the Problem

In this research, the researcher limits the problem in discussing English use on the packages of various baby's products, by focusing on the theme and rheme of discourse analysis of clauses of English use on the baby's products.

F. Benefit of the Study

The researcher hopes that this research will be beneficial to the following:

1. Academic Benefit

This study can give contribution to the development of Discourse Analysis study. Beside that, this research gives more information about the

theme and rheme of discourse analysis of clauses of English use on the baby's products.

2. Practical Benefit

This research helps readers to get more knowledge and information about Discourse Analysis.

G. Research Paper Organization

To make easier the understanding points of this research, the researcher draws research paper organization.

Chapter I consists of Background of the Study, previous Study, Problem of the Study, Objective of the Study, Limitation of the Problem and Benefit of the Study.

Chapter II consists of Underlying Theory, such as: The Notion of Discourse Analysis, Text, Context and Discourse, The Linguistics Elements in Discourse, Three Ways of Interpreting clause structure, The Notion of Theme and Rheme, Types of Theme, Theme and Mood, Theme and Text, Theme and Text Development and the last is Clauses.

Chapter III deals with Research Method which consists of Type of Research, Object of the Study, Source of the Data, Method of Collecting Data, and Technique of the Data Analysis.

Chapter IV consists of the Data Analysis and Discussion. In this chapter, the researcher will discuss the theme-rheme of discourse analysis of clauses of English use on the baby's products.

Chapter V consists of Conclusion and Suggestion.