

CHAPTER I

INTRODUCTION

A. Background of the Study

Language function plays significant and essential role to help the addressee to figure out the speaker's meaning and intention. For human being, language has function as communication tool. It is the basic and the common function of language. People use language to communicate each other both verbally and non-verbally. Language has various and certain functions. It depends on the speaker's needs. Because of language people can express their feeling, delivering their idea and thought, negotiate on something, maintain their social interaction, etc. So that communication is not the one and only language function.

Above all, there are some linguists who have different perceptions of language function. *First*, it is proposed by Finocchiaro (1974). Finocchiaro, as cited by Sriyono (2005: p. 7), proposed six kinds of language functions, namely *personal function*, *interpersonal function*, *directive function*, *referential function*, *metalinguistic function*, and *imaginative function*. (1) *Personal function* means that language has function to state about oneself. Personal function can express one's emotion, needs, desires, ideas, thoughts, etc. (2) *Interpersonal function* means that language can maintain social interaction. It relates to two or more people to have interaction. By language, they can maintain and enlarge their interaction. (3) *Directive function* means that language can adjust and control others. It can be an advice, warning, persuasion, discussion, etc. (4) *Referential function* means that language do not always talk about the speaker or the addressee but it can talk about another object around them. (5) *Metalinguistic function* talks about the language itself. (6) *Imaginative function* shows that language is creative. From language, people can compose poetry, short story, rhyme, novel, etc.

Second, according to Halliday in Rivers (1983: p. 107) language has seven functions, i.e. *the instrumental*, *the regulatory*, *the interactional*, *the personal*, *the heuristic*, *the imaginative*, *the representational or informative*, *the play function* and *the ritual function*. (1) *The instrumental* function controls, imitates and

manipulates the environment. Halliday calls this as “I want” function. (2) *The regulatory* refers to trying to control over others. It is as “Do as I tell you” function. (3) *The interactional* defines language associate the group not oneself. It is called by “Me and You” function. It is similar with Finocchiaro’s interpersonal function. (4) *The personal*, language can make the speakers realize and express their own personality. It is called by “Here I come” function. It is similar with Finocchiaro’s personal function. (5) *The heuristic*, language can be a tool, means, or media to learn and know about something. It is called as “Tell me why” function. (6) *The imaginative*, language can create someone’s condition and environment. It is called by “Let’s pretend” function. (7) *The representational or informative*, language convey messages about the real world. It is called as “I’ve got something to tell you” function. Then Rivers (1983) added two language functions from Halliday’s, they are the *play function* and the *ritual function*. The play function is rhyming and making up nonsense words. Rivers called this as “Billy pilly” function. And ritual function means language in the social group as a good manner. It is called by “How do you do” function.

Third, the most interesting language function is proposed by Karl Buhler in Popper (1963). He analyzed language function to be three sub-functions, they are *the expressive function*, *the signaling (stimulative or release) function*, and *the descriptive function*. Afterward, Popper added the fourth function called as *the argumentative or explanatory function*. Popper (1963: p. 134) explained those language functions in detail as follow:

- (1) The expressive function, i.e. the communication serves to express the emotions or thoughts of the speaker;
- (2) the signaling or stimulative or release function, i.e. communication serves to stimulate or to release certain reactions in the hearer (for example, linguistic responses); and
- (3) the descriptive function, i.e. the communication describes a certain state of affairs.
- (4) the argumentative or explanatory function, i.e. the presentation and comparison of arguments or explanations in connection with certain definite questions or problems.

Those mean that the expressive function expresses the speaker’s emotion and thoughts. The signaling function has function that the hearer react, respond and answer the speaker’s expression. The descriptive function develops and expands

the expressive function and the signaling function into description. And the most crucial one is argumentative or explanatory function. It is the language function which gives reason and argumentation. And it is considered as the most important language function of all because it is the basic of critical thinking.

Furthermore, argumentation develops rapidly in this era. Nowadays, people are free and easy to convey and deliver their arguments. The existence of mass media and social media makes them easier to deliver arguments. For instance, people from teenagers up to adult nowadays are mad in social media, from *Facebook*, *Twitter*, *Instagram*, *WhatsApp*, *Line*, *Path*, *YouTube*, etc. From those social media, people can deliver their arguments easily whether it is right or wrong. Many of them deliver their arguments without critical thinking and it can cause hoax and fallacies. Therefore, people should be careful to deliver arguments and accept someone's arguments. People must filter and screen all the arguments by their critical thinking and finding the evidence.

Beside social and mass media usage, critical argumentation often appears and raises in debate. In a debate, there are two sides disputing with a certain case. Those two sides often called as *positive/affirmative team* and *negative team*. If we take a look at the debate, frequently we witness both sides try to defend their own arguments and perception. But debate has better value than delivering arguments through social and mass media because debate is usually based from critical and logical thinking and some supporting facts in the real life.

Argumentation also can be such a simple thing in our daily life. As the social and cultural creature, human being always socializes and communicates with others and they have different ways of thinking and perception. In this case, they will utilize their logic to defend their arguments. For the example, in a family, the daughter will go for a party. Her father thinks that she will be attractive if she wears the trouser and a dress but her mother think that she will be multiple beautiful and graceful if she wears a long dress. No matter what the arguments are, the daughter has the decision by considering all the arguments. And her father and mother have their own reasons to deliver their arguments.

There are some researches conducting on argumentation, such as speech act of argumentation, discourse of argumenation and so on. Afterward, this study also interested to analyze argumentation strategies because usually the arguer has

powerful language to influence the hearer. It will be so attractive to know how the language used by the arguer until He/She can make the hearer has same perception about something. Talking about arguer, Zakir Naik is someone very influential recently. He is not only a good arguer but also a remarkable debater. He likes delivering lecture and conduct debate shows from one country to other countries. He focuses on inter religion discussion. He often meets many people even important people from different religions to discuss and debate. And surprisingly, after having bitter debate they gradually can accept what Zakir Naik said and even they convert to be Moslem.

Zakir Naik is one of the most influential Islamic figure from India who concentrates on religion compare and criticism. As launched from Serambi Indonesia, an online media, formerly he was a doctor who got his degree in *Bachelor of Medicine and Surgery* (MBBS) from Maharashtra. Since 1991, Zakir Abdul Karim Naik or well-known as Zakir Naik chose to conduct Islamic spread and propagation rather than being a doctor until he becomes the founder and the president of Islamic Research Foundation (IRF). It is an organization which has and broadcast free Television network called as Peace TV from Mumbai, India. Then his lectures and debate shows are uploaded into YouTube, so that many people can access and watch his lectures and debate shows.

In fact, Zakir Naik who was born on October 18, 1965 has got many achievements in his career. As mentioned in an online media named Serambi Indonesia, Zakir Naik is the Islamic lecturer who has not only memorized but also understood many different holy books from many religions, such as Al-Quran, Hadiths, various of Bibles, Weda, Tripitaka, etc. Consequently, he becomes an expert in religion compare and criticism. Besides that, due to his logical lectures with obvious arguments and law, he successfully attracts non-Muslim's attention until they convert to be Moslem. He also received Ma'al Hijrah Distinguished Personality Award in Malaysia in 2013 and King Faisal International Prize for Service to Islam in Saudi Arabia in 2015. Another surprising award is that he includes into the list of 100 most influential Moslem in the world according to Georgetown University, United State of America. It means that he has been recognized by non-Muslim countries over the world. It can happen because he often delivers logical, phenomenal and frightening lectures and debate shows to

many audiences from different religions and they can accept Zakir's lecture. For instance, he delivered his analysis on WTC terror. He assumed and analyzed by his own logical argument that it was internal action. Sure, it scared and frightened some sides. For those reasons, Zakir Naik becomes one of the most influential Moslem in the world.

From his remarkable and marvelous achievements, he is called as 'Ahmad Deedat Plus'. This starts from his admiration. He admires Ahmad Deedat, a lecturer of religion compares too. He is unlike Ahmad Deedat who can conduct some debates to many pastors. Zakir Naik has invited some debates to some outstanding pastors but he does not get their responds. Even up to now, there is no information yet whether there is a brave pastor deal with Zakir's debate challenge or not. Above all, those reasons and facts about Zakir Naik make the researcher interested in analyzing Zakir Naik's debate shows in YouTube.

The following is the example of argumentation strategy regarding to speech act that can bring appropriate intention and finally the argument can be well accepted:

(Dr. Zakir Naik visited some cities in Indonesia in 2017 to deliver his debate shows. Bekasi was one of the cities that he visited. When he was delivering the debate shows, a Christian young man named Bona asked him about naming of God)

Bona : I'm a student in a university. And my question is.....
 why human have to give name to our creator? Because we are too small to give a name to our creator.
 Zakir : Brother, do you have a name?
 Bona : Yes, my name is Bona
 Zakir : Why do you have a name?
 Bona : Ee... because my parents give me a name. so, people know me.
 Zakir : If they want to call you, how will they call you?
 Bona : Bona all of people call me Bona.
 Zakir : yes same, ***if we want to call to our creator, the creator should have a name. If you don't give name to our creator, how will you call Him?*** (Zakir laughed and audiences gave applauses)

The example above shows that Bona asked Zakir Naik's argumentation about naming of God. Bona was hesitant why people could give name for the God while people are just small. Firstly, Zakir did not answer the question directly, he asked Bona back instead. In fact, those questions are used by Zakir to support his rebuttal. The utterance "***if we want to call to our creator, the creator should have***

a name. If you don't give name to our creator, how will you call Him?" shows that Zakir gave rebuttal that God having the name was a must. In his further debate shows, he explained that in Islam people did not give the name for Allah, but Allah gave the name by Himself.

Based on some examples and backgrounds of the study above, this study is attracted to conduct an analysis of argumentation strategies in Zakir Naik's debate shows. Therefore, this research was entitled by "*a Pragmatic Analysis of Argumentation Strategies in Zakir Naik's Debate Show*."

B. Research Question

Based on the background of study above, this study formulates the problems on statement as follows:

1. What are the argumentation strategies applied by Zakir Naik in his debate show?
2. What politeness strategies are used in Zakir Naik's argumentation in his debate show?

C. Objective of the Study

In carrying this research, the writer formulates the objectives of the study as follows:

1. To identify the argumentation strategies applied by Zakir Naik in his debate show.
2. To describe politeness strategies of Zakir Naik's argumentation in his debate show.

D. Limitation of the Study

In this research, the writer gives the limitation to focus on pragmatics analysis. It deals with the argumentation strategies and its politeness strategy. Then, this research only will examine argumentation strategies found in Zakir Naik's debate show in *Youtube* during this 2 years recently which have the English script and its translation on *Youtube*.

E. Significance of the Study

This study expects that this study will give some benefits, namely:

1. The result of this study can help students enrich their insights about powerful language in argumentation.
2. From this research, the lecturer or teacher can enrich their critical language as they work in academic department where many things need to be criticized.
3. For the other researchers, they can make this research as their reference to enlarge their works.
4. Arguers in any debate or discussion can learn this research to help them make powerful and critical language.

F. Research Paper Organization

To organize this research, the writer assembles the outline of the research. And it is divided into five chapters, as showed below:

Chapter I is introduction which contains: background of the study, research question, objective of the study, limitation of the study, significance of the study and research paper organization.

Chapter II is underlying theory. This chapter includes previous study, theoretical review and theoretical framework. Previous study shows the previous research relating to the issue of this research, i.e. argumentation. And theoretical review presents pragmatics, speech act, argumentation and politeness strategy.

Chapter III is research method which consists of type of research, object of research, data and data source, technique of collecting data, data validity and technique of analyzing data.

Chapter IV is data analysis and discussion of the findings. This chapter mostly concerns in analyzing argumentation found in Zakir Naik's debate shows.

Chapter V is conclusion and suggestion.