CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Nowadays, people are not only interested in studying language but also in understanding how language is used for many purposes. Ewing defines language as a system of choice, a resource for making meaning (2001, p. 2). People make different choice of words depending on the purpose of communication. For instance, we see how language is used by a writer to convince the reader, a journalist to inform his audience, a motivator to motivate other, or even a salesman to sell his product. Related to language use, Halliday has developed an approach which is designed to account for how language is used, known as Systemic Functional Linguistics (Halliday, 1994, p. 39). In Systemic Functional Linguistics, the meaning of the language use can be seen in three different meanings or metafunctions. They are textual metafunction, interpersonal metafunction and experiential metafunction.

Thematic structure is discussed in textual metafunction. Textual metafunction sees the meaning of the language use as a message. The structure in it, is known as thematic structure. Thematic structure consists of a theme and a rheme. According to the terminology of Prague School of linguist, theme is the element which serves as the point of departure of the message. It is what the message is concerned, while rheme is the reminder of the message, the part in which theme developed. Thematic structure can be used to analyze written text such as, newspaper, magazine, story, and

many others. Besides, it also can be used to analyze spoken text such as talk show and video. One of the most well- known video sharing website is YouTube.

YouTube has been created 12 years ago by Steve Chen, Chad Harley, and Jawed Kareem in California, United States (Rowell, Rebecca, 2011, p.8). Now it has become so popular. Billions of people access it every day. There are many things that people can do on YouTube, for instance, discover new videos, create and share videos, or even like and comment in it. Everyone can act like he is a celebrity on YouTube, not to mention kid, teenager, and old people. We may notice that a YouTube user become a celebrity by seeing from his subscribers. Sometimes, the number of his subscribers are bigger than the subscribers of a celebrity of film or music.

It is supported by the result of a survey conducted by *Variety,* an American entertainment and trade magazine on July, 2014. 1500 respondents are questioned about the influence of 20 well-known personalities. 10 candidates are youtubers who have the most subscribers and video viewers on YouTube. They are PewDiePie, Ryan Higa, Smosh, The Fine Bros, Beast and other youtubers. The other are most famous celebrities among the teenagers in The United States. They are Paul Walker, Jennifer Lawrence, Katy Perry, Leonardo D'caprio and other artists.

It is found that five most influential figure among American teenagers are all YouTube stars. Two of them are Felix Arvid Ulf Kjelber and Ryan Higa. On YouTube, they are more famous with their username, PewDiePie and NigaHiga. Regularly, PewDiePie has got the most subscribed users on YouTube. He owned 52.190. 535 subscribers *(Wikipedia).* On the other hand, Ryan Higa has over than 19

million subscribers now. These two YouTube stars create videos periodically. It is widely accepted that subscribers have big influence on their works, including in making *draw my life* videos in 2013. In these videos they narrate their life history with a fast motion video. They draw the illustrations of the history of their lives on white board. Both videos by PewDiePie and Ryan have been watched by many viewers. PiwDiePie's *draw my life* video has got 30.578.30 views. While Ryan's video has been watched for 29.124.215 times.

In this research, the writer wants to analyze the thematic structures in *draw my life* videos of these YouTube stars in order to know how these YouTube starts use language as a message to be delivered to their audiences. After that, the writer also wants to analyze the thematic progression of their videos by using Danes' theory of thematic progression. Halliday stated that "thematic progression is the most important factor in the development of a text" (1994, p. 67). It is concerned with way theme relates to another theme and with rheme in order to provide a continuity in discourse.

The explanation above is the reason why the writer wants to analyze the thematic structure and thematic progression in *draw my life* videos of two famous youtubers, PewDiePie and Ryan Higa. The theory that will be used for this research are functional grammar by Halliday and thematic progression by Danes. In this case, the text concerning *draw my life* videos of these youtubers will be the focus of this research analysis.
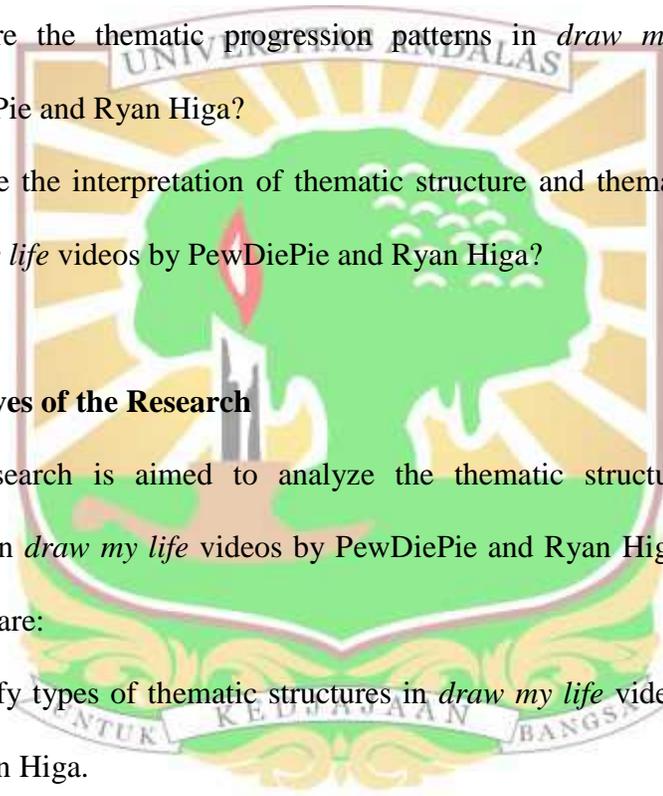
1.2 Identification of Problem

The writer wants to analyze thematic structure and thematic progression in *draw my life* videos by two youtubers PewDiePie and Ryan Higa. The writer wants to study about:

1. What are the types of thematic structure in *draw my life* videos by PewDiePie and Ryan Higa?

2. What are the thematic progression patterns in *draw my life* videos by PewDiePie and Ryan Higa?

3. What are the interpretation of thematic structure and thematic progressionin *draw my life* videos by PewDiePie and Ryan Higa?

1.3 Objectives of the Research

This research is aimed to analyze the thematic structure and thematic progression in in *draw my life* videos by PewDiePie and Ryan Higa. The objectives of this research are:

1. to classify types of thematic structures in *draw my life* videos by PewDiePie and Ryan Higa.

2. to analyze the thematic progression patterns in *draw my life* videos by PewDiePie and Ryan Higa

3. to compare and interpret the thematic structure and thematic progression in *draw my life* videos by PewDiePie and Ryan Higa

1.4 Scope of the Research

In this research, the writer focuses on analyzing the thematic structure of *draw my life* videos by two famous youtubers, PewDiePie and Ryan Higa. In thematic structure there are two terms, known as theme and rheme. Further, there are three types of themes, textual theme, experiential theme, and interpersonal theme. In addition, thematic progression patterns also divided into three, constant theme progression, linear theme progression, and derived theme progression.

1.5 Methods of the research

The writer focuses on analyzing the texts in textual forms of thematic structure and thematic progression in *draw my life* videos by two youtubers, PewDiePie and Ryan Higa. The writer followed some steps. The steps are collecting the data, analyzing the data, and presenting the result of analysis. This research is mainly qualitative approach,"..qualitative approaches are particularly valuable in providing in-depth, rich data (Littosseliti, 2010, p.33). However, the percentage of types of thematic progression is calculated in order to support this qualitative research.

1.5.1 Collecting the Data

The writer collected the data by doing some steps, firstly the writer searched some videos on YouTube by using keyword *"mostly viewed draw my life video on YouTube"*. After finding out the video, the writer downloaded *draw my life* videos of these youtubers in their YouTube channel PewDiePie and NigaHiga. Each of these videos are published on Jan, 31st 2013 and April 10th, 2013. After selecting these

videos the writer watched the videos for several times. Finally the transcription of the video was made in order that, the writer is easy to analyze it.

1.5.2 Analyzing the Data

All the data are analyzed by using systemic functional linguistics approach by Halliday and thematic progression by Danes. The writer followed some steps in analyzing the data. Firstly, the writer identified each clause in the text, and classified the thematic structure for each clause. After that the writer analyzed the thematic progression patterns in each clause and give some explanations in it. Finally the writer draw interpretation for each video.

1.5.3 Presenting the Result of Analysis

After analyzing the data, the writer presented the result of the analysis into tables, graphs, and its percentages. At the end, the writer observed the comparison of thematic structure and thematic progression percentages of two youtubers, PewDiePie and Ryan Higa in making their videos.

1.6 Source of Data

The source of data of this research is the transcription of two *draw my life* videos from two youtubers, PewDiePie and Ryan Higa. The length of these two videos are 06:07 minutes (PewDiePie) and 07:34 minutes (Ryan Higa). The number of words of draw my life video by PewDiePie are 886 word, while the number of words of draw my life video by Ryan Higa are 1934 words.