

ANALYSIS OF GRAMMATICAL COHESION IN MAUDY AYUNDA'S BUKA KARTU SPECIAL VALENTINE'S DAY: CONVERSATION ON LOVE

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Artikel Info

Received : 17 Des 2023
Reviwe : 20 Jan 2024
Accepted : 28 April 2024
Published : 30 April 2024

Abstract

Communication is an important thing especially for humans to give information to each other, and humans use conversation to convey something with the tool language. Discourse analysis as part of linguistics is the study of how language is spoken or written. In this research, the researcher analyzes the language spoken by Maudy Ayunda and Jessie Choi from one of Maudy's videos on YouTube. People should make a good sentence in a conversation to make it easier to understand others. In conversation there are two or more people that talk to each other, it is a good conversation when they reply to each other. Another thing that makes a good sentence is grammatical cohesion which is part of discourse analysis. Grammatical cohesion is the study of how a component of grammar in a sentence is according to the rules. Grammatical cohesion has four types, there are conjunction, reference, ellipsis, and substitution. The theory of grammatical cohesion that the researcher uses is from Halliday and Hasan (1976) with the qualitative descriptive method to explain more detail about each type of grammatical cohesion. From 30 pieces of data that the researcher found in the conversation, there are 14 personal references, 5 additive conjunctions, 4 demonstrative references, 3 causal conjunctions, 2 verbal substitutions, 1 comparative reference, and 1 temporal conjunction. The most frequent grammatical cohesion in Maudy Ayunda's video is personal references.

Keywords: *Discourse analysis, grammatical cohesion, conversation.*

A. INTRODUCTION

People convey something to others through communication to give and share information. Communication can be spoken or written and the tool of communication language. Based on (Schiffrin et. al. 2001, 1) language use is the main point in discourse

analysis. Language serves as a tool for communication that humans utilize to convey messages.

Discourse analysis is one of the linguistics parts that discusses how language itself is used both spoken and written. According to Halliday and Hasan (1976:1) text in

linguistics refers to many sequences, whether spoken or written of any length that form a unified whole. In the spoken language, people can easily say it directly but in written text, people should have good reading skills. Not only speaking, but reading also has an important part in sharing information through non-verbal communication. The simple step to get a good skill for reading is to learn from reading from basic strategies.

When someone speaks to others, it is also important to pay attention to the structure of the sentence to make it understandable. But for daily conversation, people usually do it spontaneously, especially in their environment. To make sure about the pronunciation, people can check it through a translator application because it helps to give the right pronunciation from the voice. Discourse analysis encompasses not only the field of language discipline but also various other areas such as psychology, sociology, politics, communication, literature, and so on (Eriyanto, 2009, p.1). For this research, the field of communication has been chosen for further exploration.

In the way communication happens, there is a text that grows from words, clauses, and sentences, until it makes a paragraph. As well as Halliday & Hasan (1976, 1-3) specify a passage spoken and written, composed of words, phrases, and sentences interconnected with one another and governed by a principle called cohesion. A good text must have cohesion in the relationship between texts. Cohesion can be described as linguistic tools employed to connect different parts of a text, establishing relationships of meaning within the text. Ildikó Berzánovich (2008, 2) states that cohesion plays role as an important character of text in constructing the pattern of discourse.

The researcher is interested in discourse analysis especially grammatical cohesion for

this research. From the conversation in the video, even though Maudy Ayunda and her husband are fluent in speaking English, the researcher wants to prove does the grammatical cohesion that they used consists of the function of grammatical cohesion. Also, the researcher makes this research to analysis what are the effects of grammatical cohesion in daily life conversation.

B.METHOD

This research was conducted qualitatively based on previous research. Qualitative research has a characteristic that is the context relationship which can show a pattern or theory to describe social phenomenon (Creswell, 1994). The researcher used a descriptive qualitative to explain grammatical cohesion in more detail.

C.FINDING AND DISCUSSION

Finding

The researcher has found 30 grammatical cohesions in Maudy Ayunda's video with the title *Buka Kartu: Special Valentine's Day – Conversation on Love*. The researcher will explain five examples below, there are 2 references, 2 conjunctions, and 1 substitution with a detailed explanation.

Discussion

Examples of reference.

Data 1

Context:

Before they started the video, Maudy explained the name of the segment to Jessie Choi so he would understand the rules.

Maudy: "*Buka kartu* means open card but it also means you're an open card we're trying to get people to open up."

Jessie: "Yeah."

Maudy: "And share their stories."

Jessie: "Yeah."

(BK / 1.02 – 1.11)

Analysis:

The word “it” in the video is categorized into references in grammatical cohesion, especially the type of personal reference. In more detail, the word “it” that Maudy said is the anaphoric reference, because it explains what “it” refers to in the words before. The word “it” refers to *buka kartu*. Maudy explained at the beginning of her word, then she explained again and replaced the word “*buka kartu*” with “it”. The use of “it” in data 1 is consistent with the function of reference.

The effect of “it” as a reference in Maudy’s sentence is to make someone who hears that understand easily what she means because she already said the explanation before. People often just use personal references without paying attention to their real function. Especially for the word “it”, sometimes it makes someone confused because the speaker doesn’t mention it before or after the sentence in a conversation. But in this sentence, Maudy uses personal reference at the right moment. So, this is the right example of personal references based on the theory.

Data 2

Context:

Jessie shared his story about his first date with Maudy and she said Maudy was late to come, Maudy admitted that she was late.

Maudy: “Anyway yes I did come a little bit late.”

Jessie: “It was ok.”

Maudy: “**You** like had a hot drink already in your hand.”

(BK / 2.45- 2.51)

Analysis:

The word “you” that Maudy said is categorized into personal reference. It is an exophoric conjunction because Maudy did not mention as clearly the word “you” as Jessie in the sentence. But it can certainly be true for Jessie because Maudy just talked to

Jessie in the video. Maudy explained when she came late, she saw Jessie that he already had a hot drink in his hand. The use of “you” in data 2 is consistent with the theory of grammatical cohesion.

The effect of personal reference is to make the sentence clear, to whom the word “you” refers. It is easy to understand by the viewers or the interlocutor. Also, the using of the word “you” makes the conversation go both ways because the interlocutor feels involved in the conversation. Another effect of the word “you” is will not cause misunderstanding, especially when the speaker staring at someone that he meant. Maudy used the personal reference “you” as well as the theory explained.

Example of conjunctions.

Data 3

Context:

Now it is time for Maudy to explain the rule of the section *buka kartu*.

Maudy: “Basically we take turns **and** picking up the card **and** asking each questions. Okay you ready?”

Jessie: “Who starts first?”

(BK / 1.13 – 1.19)

Analysis:

The word “and” in data 3 is categorized into additive conjunctions. Maudy uses “and” in her sentence as the conjunction twice to explain the rule of playing the cards. The word “and” in grammatical cohesion has a rule that it connects independent clauses that are called coordinate conjunctions. It consists of her sentence, the use of “and” in data 3 connects independent clauses. In the conversation, Jessie still can understand what Maudy wants to convey. The use of “and” twice in conversation is still right but better to use it just once to make it simpler.

The effect of the word “and” as a conjunction can explain something more

because there is a new opinion that is thought spontaneously in the sentence. Maudy gives an example that there is a spontaneous statement, and then she uses the word “and” there. In data 3, there is a little bit of a waste of words even though it is still very understandable since Maudy mentions it twice in the same sentence. The use of the word “and” in Maudy’s sentence is still right although it is repeated as well the interlocutor understands what the speaker wants to explain.

Data 4

Context:

In the introduction, Maudy the owner of the YouTube channel said that this video is requested by her viewers on YouTube.

Maudy: “**So** we’ve kept it a surprise and yeah it’s quite nice today because it’s like rainy.”

Jessie: “Yeah, it’s cozy.”

(BK / 0.45- 0.49)

Analysis:

The word “so” in the conversation is categorized into a type of conjunction, it is a causal conjunction. Maudy’s YouTube viewers requested to make a video with her husband, Jessie. By the word “so”, Maudy concluded that the request was already here, and her husband was the surprise for the video. She also explained about the current condition when the video was taken. The use of “so” in data 1 is consistent with the function of grammatical cohesion.

The effect of using “so” is easy to make a conclusion from a long story and show an explanation with a sentence. Another effect of the causal conjunction “so” is often the first word in a sentence because it can give an explanation or a reason from the preview question. The word “so” is also categorized into coordinate conjunction based on the theory. It can connect independent sentences as well. If someone uses the word “so” in the

middle of the sentence, the effect is the sentence can stand alone without using “so” and is also still understandable.

Example of substitution.

Data 5

Context:

Now is time for Jessie to pick one card. This is the fifth question in the video.

Jessie: “What does being a partner mean to you?”

Maudy: “We talked about this so much. We **do**.”

Jessie: “Yeah.”

(BK / 15.06 – 15.15)

Analysis:

The word “do” in Maudy’s sentence is categorized into substitution based on the theory. Especially, it is the type of verbal substitution. The function of substitution is to replace the word before and make the opinion simpler and the type of verbal substitution is to replace the verbal words. Maudy said that she and Jessie already talked about the meaning of the partner on their selves, then Maudy repeated the statement again by saying “We do”. The use of the word “do” as a verbal substitution is consistent with the theory.

The effect of verbal substitution “do” is to make the repetition of the word simpler and easier to understand because the speaker has mentioned it before. The listener must pay attention to the words before to make sure where the word “do” refers. People can use the word “do” as a very short and concise statement to repeat something without mentioning the same action twice. The word “do” also can make the sentence more clear because it just replaces the word before that the speaker already said. The word “do” can replace any verbal things to make it easier to say.

D.CONCLUSION

The conclusion of this research is from 30 pieces of data that the researcher found in the conversation, there are 14 personal references, 5 additive conjunctions, 4 demonstrative references, 3 causal conjunctions, 2 verbal substitutions, 1 comparative reference, and 1 temporal conjunction. So, the most widely used grammatical cohesion in Maudy Ayunda's video with the title *Buka Kartu: Special Valentine's Day – Conversation on Love* are personal references. Both Maudy and Jessie often use personal references to make the sentence clear, to whom the sentences refer support with eye contact to the interlocutor. The grammatical cohesion that the researcher did not find is ellipsis. Instead of an ellipsis that omission the word, Jessie prefers to use substitution by replacing another word with a simple one. Then, the use of grammatical cohesion by Maudy Ayunda and Jessie in the video is already consistent with the theory of grammatical cohesion.

The effect of grammatical cohesion in conversation ensures that language flows smoothly and that participants can follow the discourse with ease. It minimizes confusion, aids in understanding, and contributes to effective communication. Grammatical cohesion plays a crucial role in maintaining the coherence and flow of conversations. In daily life conversation, people already use grammatical cohesion because it has directly become part of the conversation.

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