# SPEECH FUNCTION IN SHORT MESSAGE SERVICE (SMS) BROADCAST ON TELKOMSEL

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## ABSTRACT

This study discussed the speech function in SMS broadcast. The objective of the study was to find out the types of speech function and the dominant type used in SMS broadcast. The method used in this study was descriptive qualitative design. The sources of the data were taken randomly from the SMS broadcast in TELKOMSEL collected from December 2018 until May 2019 and there were 25 SMS broadcast. The data were classified based on the types of speech function. Based on the findings, it was found that they were 58 speech function occurred such as Command (19 or 32.76%), Statement (25 or 43.10%), Question (2 or 3.45%), and Offer (12 or 20.69%). The most dominant type of speech function was Statement. This result showed that the most dominant type occurred type was due to the fact that the provider (TELKOMSEL) should deal with the customers' demand to provide them goods or services or the customers should follow the program provided by the service provider.

**Keyword:** speech function, SMS broadcast, TELKOMSEL

## *ABSTRAK*

*Studi ini membahas tentang speech function pada layanan SMS. Tujuan dari studi ini adalah untuk mengetahui jenis-jenis speech function dan jenis yang paling dominan digunakan pada layanan SMS. Metode yang digunakan dalam studi ini adalah desain kualitatif deskriptif. Sumber data diambil secara acak dari layanan SMS TELKOMSEL yang dikumpulkan dari bulan Desember 2018 sampai Mei 2019 dan terdapat 25 layanan SMS. Data diklasifikasikan berdasarkan jenis speech function. Berdasarkan temuan, ada 58 speech function yang muncul yaitu Perintah (19 atau 32,76%, Pernyataan (25 atau 43,10%), Pertanyaan (2 atau 3,45%), Penawaran (12 atau 20,69%). Jenis speech function yang paling dominan adalah Statement. Hasil ini menunjukkan bahwa jenis yang paling dominan muncul dikarenakan fakta bahwa penyedia jasa (TELKOMSEL) harus berurusan dengan permintaan pelanggan untuk menyediakan barang atau jasa atau pelangan harus mengikuti program yang disediakan oleh penyedia jasa.*

*Kata kunci : speech function, layanan SMS, TELKOMSEL*

## A. Introduction

This study described the speech function used by a telecommunication service provider using a Short Message Service (SMS). The company usually broadcasts certain messages to the customer with certain purposes or program.

Nowadays, people can share information faster, easier, and simpler by technology. One developed technology is mobile phone. It supports many additional services and accessories such as SMS (or text) messages, e-mail, internet access, gaming, Bluetooth and infrared short range wireless communication, camera, MMS messaging, MP3 player, radio and so forth. By mobile phone, we can transfer our messages although our target in long distance and even we can see their picture by 4G wave.

Technology significantly has affected society and its surrounding in a number of ways and moreover affect in business world. In business which so many competitiveness, many company try to think not only to get costumer but also to defend their customer. To get or even to defend their customer, the company must have a good relation with the customer. A good relation between company and customer would improve the loyalty of customer and the brand-awareness of company. The relation has constructed by marketing or promotes their customer.

Now day companies used mobile marketing to promote their product especially using a certain message broadcast service. Many big communication provider companies in Indonesia such as TELKOMSEL, Flexi, XL, MENTARI, AS, and so forth offer a telecommunication services provider or known as TSP. A company that works primarily within the telecommunications industry is typically referred to as a telecom services provider or TSP. TSP provide access to telephone and related communications services. One product of telecommunication using TSP system is a short message service broadcast.

Short Message Service or commonly abbreviated with SMS has become a massive commercial industry. SMS is the text communication service component of phone, web or mobile communication systems, using standardized communication protocols that allow the exchange of short text messages between fixed line or mobile phone devices (wikipedia). SMS broadcast is a message service application web based which sending SMS to many number of mobile. Another enhancement of SMS broadcast is the messages can directly read to target or reader. Because SMS has function as an effective tool to communicate with customer, thus, SMS broadcast is the most medium usage in companies. By SMS broadcast we can send messages to our customer, like say greetings, marketing promotion, remainder birthday, give information about launching product etc. so that the newest product or information about the company can share to the customer. To attract customer, the company must use attractive and communicative language, so the customer are willing to buy the product or to access the application that the companies offer.

SMS deals with the communication system. Communication is process of sending and receiving information between two or more people via some medium. Every people always want to interact with others because communication can be a strength fellowship by giving and demanding information or things. Through communication, people may form any kind of relationship and associations with others family, friends, co-workers, and countrymen. With a communication medium, people can interact and cooperate with other people. Communication is done to convey idea, like statement, question, offer, and command.

Human beings use language in their daily life to make easy communication because language convey messages that including meaning. Owen (2006:1) describes that language can be defined as a socially shared those combinations of symbol (language can be defined as a socially acceptable code or conventional system for delivering concepts through the use of symbol and combination of the desired

symbols are governed by the provisions). Moreover, Smarapradhipa (2005:1) provides two language understanding; the first is notion of language as stated means of communication between members of public in the form of symbol of the sound produced by means of said human and second is language is a communication system that uses symbols vocal (speech sound) which are arbitrary. Thompson (2004:28) states that language used to talk about our experience of the world, including the worlds in our minds, to describe events and states the entities involved in them. We also use language to interact with other people, to establish and maintain relations with them, to influences their behavior, to express our own view point on things in the world, and to elicit or change them. Finally in using language, we organize our messages in ways which indicate how they fit in with the other messages around them with the wider context in which we are talking or writing. Because those reasons, language is very important to fulfill their needs such as to represent, to exchange, and to organize their experience.

SMS is then a communication tool which can convey the language which can be sent through over a web based system.

Language also is an instrument for conveying meaning. The study of this instrument reflects its function and it can be only properly understood in terms of its function. When people speak or write, they produce text, and text is what listener and readers engage with and interpret. The term text refers to any instance of language, in any medium, that makes sense to someone who knows the language. Thus, text is a process of making meaning in context.

Moreover, according to Halliday (2004:1) the function of language can be interpreted as metafunction in the study of functional grammar. Functional grammar is a way of looking at grammar is used. It is used for describing languages in functional terms. Moreover, it is an approach in which grammar is not seen as set of rule, but rather as a communication resource. A functional grammar attempts to describe language in actual use and so focus on texts and their contexts.

Technically, metafunction is termed as ideational, interpersonal, and textual functions. One subdivision of metafunction is interpersonal function which uses language to exchange experience. Saragih (2010:18) states that the interpersonal function is realized at two levels namely at the level of (discourse) semantics and lexicogrammar which is termed mood. At the level semantics human being perform two roles namely giving and demanding. The commodity exchanged may be either information or goods and services. When the roles and commodities are cross classified, four specific activities or speech functions are derived. When speakers/writers give you some information, actually they want you to receive that information. Then, if they offer you goods and services, actually they want you to receive those goods and services. If they demand information of you, inherently they want you to give that information. If they demand some goods and services of you, actually they want you to give goods and services.

Language and communication also relate closely with the speech function. Speech function is an exchange communication between speaker and listener where are speaker adopts a speech functional role and assigns the addressee a complementary role. There are several types of speech function: statement, question, offer, and command. Each of the types is used in accordance with the purposes of the users.

## B. Research Method

This study was conducted by alying qualitative research design. The source of data was the SMS Broadcast on TELKOMSEL mobile operator network. The data were collected from the SMS broadcasted by the provider from December 2018 until May 2019. There were 25 data obtain during the collection. The data were collected by conducted some techniques such as reading SMS broadcast on TELKOMSEL and gathering any documents relate with the study and the theory, and doing library research to complete all information. The data obtained were

analyzed using Miles and Huberman (2014) by applying three main components in analyzing the data, namely data condensation, data display, drawing and verifying conclusion.

## C. Result and Discussion

Using the Miles and Huberman (2014) data analysis, the data obtained were displayed in table. There were 25 SMS broadcast by TELKOMSEL collected during the time collection from TELKOMSEL in December 2018 until May 2019. The data were condensed into each type of speech function as presented in the following table.

**Table 1. Types of Speech Function**

| No | Date of SMS | Amount of SMS | Types of Speech Function | | | |
|---|---|---|---|---|---|---|
| | | | S | Q | O | C |
| 1. | December 2018 | 3 | 4 | - | 1 | 2 |
| 2. | January 2019 | 2 | 2 | - | 2 | 2 |
| 3. | February 2019 | 3 | 2 | - | 2 | 3 |
| 4. | March 2019 | 5 | 3 | - | 4 | 5 |
| 5. | April 2019 | 3 | 2 | 1 | 1 | 3 |
| 6 | May 2019 | 9 | 12 | 1 | 2 | 4 |
| **Total SMS** | | **25** | **25** | **2** | **12** | **19** |
| **Total Speech Function** | | **58** | | | | |

Note :
S = Statement
Q = Question
O = Offer
C = Command

Calculating from above table, there were four types of speech function used in SMS broadcast namely: Statement, Offer, Question, and Command. Below table showed the percentage of each type of speech function.

**Table 2. The Percentage of the Types of Speech Function**

| No | Types of Speech Function | Number (F) | Percentage % |
|---|---|---|---|
| 1. | Statement | 25 | 43.10 % |
| 2. | Question | 2 | 3.45 % |
| 3. | Command | 19 | 32.76 % |
| 4. | Offer | 12 | 20.69 % |
| **Total** | | **58** | **100 %** |

Above table showed that the percentage of Statement = 43.10 %, Question = 3.45 %, Command = 32.76 % and Offer = 20.69 %. The most used type was Statement.

Statement
The example of statement can be seen below.

Mobil CRV Hitam akan diundi 20 Hari lagi, pastikan anda akan menukar Tiket dan Poin Anda, caranya ketik FPG kirim ke 212. Info www.telkomsel.com atau 147.
(December 18, 2018)

a. <u>Mobil CRV Hitam</u>  <u>akan</u>    <u>diundi</u>
    Subject      auxverb   verb
  19 hari lagi,
  ⟹ Statement

b. <u>Caranya ketik FPG kirim ke 121</u>
    Subject      Verb

  ⟹ Statement

c. <u>Info www.telkomsel.com</u> atau 147
    Subject    Noun

  ⟹ Statement

The speech function at example (a) is statement. It is started by subject, followed by auxiliary and verb.
The speech function at example (b) is statement. It is started by subject, followed by verb.
The speech function at example (c) is statement. It is started by subject, followed by noun and ended by full stop (.).

Question

The example of Question can be seen below.

Sibuk? Tidak sempat bales SMS? Gunakan saja layanan AutoReplay dan AutoForward dari Telkomsel SMSPRO, tidak ada lagi SMS yang tidak tidak terjawab. Ketik: SMSPRO ke 123. Info 147
(January 20, 2019)

a. Sibuk?
   Adj
   ⟹**Question**

b. ngga sempat bales ?
   Verb        Verb
   ⟹**Question**

The speech function in the example (a) above is Question. It is started by an adjective and ended by a question mark (?).
The speech function in the example (b) above is Question. It is a question begun with verb and ended by question mark (?).

Offer

The example of offer can be seen below.

Mau berbagi pulsa kesesama Telkomsel? Ketik *858*No Tujuan*Nominal Transfer# lalu tunngu SMS konfirmasi.
(September 4, 2019)

a. Mau Berbagi Pulsa ke sesama
   Modal            Verb
   Telkomsel ?
   Subject
   ⟹**Offer**

The speech function at example (a) above is Offer. Its is started by modal and followed by verb and subject and ended by question mark (?).

Command

The example of Command van be seen below.

Mainkan full Musik tanpa batas dari Telkomselmu! Dengarkan Ungu, Kotak, Slank, Armada, SO7, D'Masiv dan banyak lagi Telpon ke *616#. Nikmati Full MUSIK tanpa putus!
(December 12, 2018)

a. Mainkan Full MUSIK
   Verb        Object
   tanpa batas dari Telkomselmu!
   ⟹**Command**

b. Dengarkan Armada SO7,
              Verb
   D'Masiv dan banyak lagi
   Object
   ⟹**Command**

c. Nikmati Full MUSIK   tanpa putus!
      Verb      Object
   ⟹**Command**

The speech function (a) above is Command. It is started by verb and ended with exclamation mark.
The speech function (b) above is Command. It is started by verb and there is no subject.
The speech function (c) above is Command. It is started by verb and there is no subject.

**D. Conclusion and Suggestion**

After conducting this study, it was concluded that several types of speech function were used by communication service provider TEKOMSEL. They were Statement, Question, Command, and Offer. The total of speech function occurrences in 25 SMS Broadcast on TELKOMSEL were 58 clauses with the following detail: Statement was 25 (43.10 %), Question was 2 (3.45 %), Command was 19 (32.76 %), and Offer was 12 (20.69 %). The most dominant use was the Statement type because of some reasons such as the provider (TELKOMSEL) should deal with the customers' demand to provide them goods or services or the customers should follow the program provided by the service provider.

Following the conclusions, it is suggested to students of English/English Education students to study more about speech function, so they can understand how speech function used in daily life especially in SMS broadcast. Also, it is

suggested to provider of telecommunication services not only to use the Statement type but also use other types of speech function in SMS broadcast. The language use in delivering the SMS also is suggested to be clear so the customers will be more easily to understand what the provider meant. Last, it is suggested to customer to read carefully the SMS broadcast sent by provider. The customers need to fully understand the content of SMS broadcasted by the provider in order not to avoid misunderstanding.

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