AN ANALYSIS POSITIVE AND NEGATIVE STATEMENTS OF OPRAH WINFREY'S STATUS ON TWITTER

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Abstract

This paper analyzed the positive and negative statements of Oprah Winfrey's Status on Twitter. Status is the tweet of the Twitter users in order to communicate or broadcast what they are doing; their feelings, happiness, sorrow, and many other events that they feel can spread rapidly by using Twitter. Oprah Winfrey is an American media proprietor, talk show host, actress, producer, and philanthropist. Oprah's status on twitter got positive response by her followers. Along she is a queen in talk show, she already develop good communication style and loss the obstacle between herself and audience. Winfrey often make status on her twitter to show her image. Beside make status about motivation, from her status on twitter, Oprah Winfrey also sometime publish her real life in her status on twitter. This thing be proved with some her status which is analyzed in this research. Oprah's tweets also often contain about success tips and as motivation sentence. Based on the result of the research and it can be concluded that Oprah's status on twitter more dominant positive than the negative one it is Because of her life is inspiring many people and Oprah Winfrey is famous celebrity and good or kind-hearted person public figure.

Keyword : Analysis, Positive and negative sentence, Oprah Winfrey, Status, Twitter

Introduction

As a part of linguistic field, the language meaning is concerned with how meaning is inferred from words and concepts. This research is focused on the semantic scope. Semantic is the study of the meaning of linguistic expressions according to Thomason (2012, p.30). In linguistic, semantic is the subfield that is devoted to the study of meaning, as inherent at the levels of words, phrases, sentences, and larger units of discourse (termed *texts*, or *narratives*).

According to Wisniewski (2007, p.54), semantics is a branch of linguistic dealing with the meaning of words, pharases and sentence, however, contrary to pragmatics it does not analyze the intended speaker meaning, or what words denote on a given occasion, but the objective, conventional meaning. Additionally, it is concerned with the conceptual meaning and not the associative meaning.

The use of twitter as a social media through internet, has become an interest by the researcher, because people update their status with special messages and motivations to another people. The research object that interest the researcher is the English status in the Twitter account of Oprah Winfrey. She is a famous celebrity and gives inspire, motivation, donation, and so on to many people. The words and sentences in status or tweets updated by her contain good messages and meanings.

About 24,2 million people have followed her page. In this research, there are 30 statuses which will be analyzed along 1 mounth in the beginning of June 2014. Responding to the status, the role of audience, listeners, or readers cannot be neglected. Audience or listeners or readers may have positive or negative response towards the status in forms of statements. People may like the status or even dislike it. Therefore , *"An Analysis of positive and Negative Statements of Oprah Winfrey's Status on Twitter"* becomes the tittle of this research.

Conceptual Theory
 A. **Positive Statements**
As it has been mentioned in the previous chapter above, positive statements are statements with its positive meaning and preference in it responded by the readers of the status of Oprah Winfrey on Twitter. In other words, positive statements mean positive responses from readers towards the status of Oprah Winfrey on Twitter.

The statements reflect positive aspect of an area. It means to agree with something. Yuant (2006, p.86) said, *"We've defined "positive" to mean "that which agrees with my position"*. For example: "I agree with you" or "I have the same idea with you" or I absolutely support your opinion and so on". From the example, known that positive statement is where we support with a statement. And Yuant (2006, p.86) adds, "Positive statements should be objective statements which are acceptable by those having the attitude, and just as unacceptable to those not having it. It means that a statement which will be accepted if having that but if not having it not will be accepted, for example: "I have good plan today".

According to Riley (2012, p.58), possitive statements are objective statements that can be tested, amanded or rejected by refrering to the available evidence. Mikha (2013, p.152) a sentence which is marked with nothing rejected word like not, do not and so on and be marked with aspect word like word; already, will, while.

It can be concluded that positive statement is a sentence which express agreement and nothing rejected toward a statement and also can be said the statements with its positive meaning. It usually be marked with word like "agree, support, absolutely, good idea, etc".
 B. **Negative Statements**
Negative statements (as it has been mentioned in the previous chapter) are statements with its negative and dislike in it responded by the readers of the status Oprah Winfrey on Twitter. In other words, negative statements mean negative responses from readers towards the status of Oprah Winfrey on Twitter. According to Bidadari (2012, p.68), negative statement is the sentence which it's content explain something is negative. This sentence usually marked with word "disagree, no, do not or not yet". For example: " Nia disagree with her brother's opinion". In other hand, Indah (2014, p.78) said, " A negative sentence is a sentence stating that something is incorrect or is not true. In this case, a negative adverb has to be included in order to cancel or negate the validity of the sentence.

Negative statements are the statements with its negative meaning and dislike toward a statement and also can be said the sentence which reject or not support toward a statement. It usually is marked with word like "not, do not, not yet and so on".

It can be concluded that negative statements are the statements with its negative meaning and dislike toward a statement and also can be said the sentence which reject or not support toward a statement. It usually is marked with word like "not, do not, not yet and so on".

C. **Meaning**

Meaning is one of discussion in semantics which is according to Oxford Dictionary is thing or idea that a word, sentence, etc represents. According to Paul H.Portner (2004, p.248) meaning is fundamentals of formal Semantics is a concise introduction to the field of semantics as it is actually practiced. Threre are three levels of meaning:

1. Expression meaning
2. Utterance meaning
3. Communicative meaning

To look for the meaning in Oprah's status on twitter can use implicit and explicit method. According to Sean (2009, p.119) stated that implicit meaning is universal meaning which is hidden by language. This meaning concept character connotative (simile) as representation from emotive language. Explicit meaning refer on information, while implicit meaning refer on emotion. For example: Could you take that salt?. Based on some theories above, theory which will be used in this research that is implicate and explicate by Sean (2009, p.119).

D. **Status**

Status is the tweet of the Twitter users in order to communicate or broadcast what they are doing, their feelings, happiness, sorrow, and many other events that they feel can spread rapidly by using Twitter. "Status" update which is known as tweets Sutorius (2013, p.244) is a user's posts arranged in chronological order with the latest additional appearing at the top of the profile. There are many reasons why people write or update their status or tweet which depends on who the users are. People use twitter and update their status to benefit their constituents, fans and followers Hargittai and Litt (2011, p.132).

E. **Oprah Winfrey**

Oprah Winfrey is an American media proprietor, talk show host, actress, producer, and philanthropist. She was born in Kosciusko, Mississippi, United States, January 29th, 1954. Her full name is Oprah Gail Winfrey. Her nationality is America. She ever school in East Literature Magnet School, Tennessee State University, Nicolet High School.

She has made some books. Oprah was taught to read by her grandmother in Mississippi at just 3-years-old. Beginning with the Bible, Oprah's love of books and reading has been a prominent part of her entire life. With the introduction of *Oprah's Book Club*, Oprah has singlehandedly brought reading back into the American household. Some of Oprah's favorite books include: "I Know Why the Caged Bird Sings" by Maya Angelou, "The Bluest Eye" by Toni

Morrison, "Their Eyes Were Watching God" by Zora Neale-Hurston, "A Tree Grows in Brooklyn" by Betty Smith, and "The Color Purple" by Alice Walker.

F. Twitter

Twitter is free microblogging, or social messaging tool that let people stay connected to other through brief text message updates – up to 140 characters in length. Twitter is based on people answering the question *what are you doing?* People can post thoughts, observations and what is going on during the day in answer to that question. People's Update can be posted on their Twitter profile page through SMS text messaging, the twitter web site, instant messaging, RRS, e-mail or through other social applications and sites, such as Facebook.

Nation (2014, p.77) defines Twitter as a miniature blog, social messaging, news reporting, and social media marketing. He added that it can be used by a family to keep in touch, or a company to coordinate business, or the media to keep people informed or a write to build up a fan base. Besides, it is an event coordinator, a business tool, a news reporting service and a marketing utility.

In October 2006, Biz Stone, Evan Williams, Dorsey, and other members of Odeo, formed Obvious Corporation and acquired Odeo, together with its assests including Odeo.com and Twitter.com from the investors and shareholders. Williams fired glass, who was silent about his part on Twitter's startup until 2011. Twitter spun off into own company in April 2007.

Methodology

The approach of this study is qualitative method that deals with the non numerical linguistics unit un the forms of words, phrase, clause, or sentences according to Creswell (2003, p.184), by means of which this research paper attempts to identify and focus on Oprah Winfrey tweets and interpret the positive and negative statements founds in the Oprah Winfrey's Twitter.

The source of this paper is tweets. Tweets is a social networking feature on Twitter that can be used to post people's feeling so the followers of Twitter can see the posts. The focus of analysis is the tweets from Oprah Winfrey on Twitter.

There are some ways to find the meaning of positive or negative statement. They are: 1) Look for positive and negative statement 2) Explain the meaning of positive and negative using implicit and explicit theory 3) Find statement which dominant 4) Response from the reader about that status.

Finding

Along one mounth, there are thirty oprah's status which was taken on this research. But which was analyzed in finding just ten status and twenty other status was put in appendix. There are seven positive statement of oprah's status which was analyzed. Positive statement is a sentence which express agreement and nothing rejected toward a statement and also can be said the statements with its positive meaning. It usually be marked with word like "agree, support, absolutely, good idea, etc. There are three negative statement of oprah's status which was analyzed. Negative statement is reverse from positive statement, that is a sentence which express disagreement and there is rejected toward a statement and also can be said

the statements with its negative meaning. It usually be marked with word like "dislike, disagree, not sure, it's bad, and sometimes said a bad word.

Based on analyze of Oprah's status above, can be concluded that Oprah's status many which positive, positive statement and positive response by reader. It proof by so little rejected and got bad word. There are seven status that positive and three status that negative. Oprah got many positive response, nice word, and sometimes she also got a praise by follower.

Analysis

Oprah's status on twitter get positive response by her followers. Actually if seen from sentence which she wrote, nothing special and seen standard. Oprah comprehend about influence of herself toward people and know how way to form her image as media of powerful organize. Along she as queen in talk show, she already develop good communication style and loss the obstacle between herself and audience. She not put us in place to be judge and she listen with open thought. Winfrey use that her ability to relate it as gift and people easily fall down to her spell. Besides that, Winfrey also smart to show her image. Winfrey often make status on her twitter to show her image. Beside make status about motivation, from her status on twitter, Oprah Winfrey also sometime publish her real life in her status on twitter. This thing be proved with some her status which is analyzed in this research. Oprah's tweets also often contain about success tips and as motivation sentence.

Based on the result of research and analysis in this research, Oprah's status on twitter more dominant positive statement than the negative statement. According to Riley (2012, p.58) said, " Positive statements are objective statements that can be tested, amanded or rejected by refrering to the available evidence. With other word a sentence which is marked with nothing rejected word like not, do not and so on and be marked with aspect word like word; already, will, while". This thing already fittingly occur because Oprah Winfrey is famous celebrity and good or kind-hearted person public figure. There are comment about Oprah, her best friend Endrico said " Don't know more except from event who her was brought, but one thing which interest that even who her was brought it interest all class including problem which there in our society which term " Can be world salt". A famous presenter Theresia said " Her struggle spirit in life , rely on god to always move on although the past she ever experience about sexual coarse. A politicians Bregitta said " move from buried, I ever hear if she was experience sexual act of despising from her father. Today she be blessing for many people (from her event) hm..4 thumb for her". Certainly her status on twitter is positive sentence which can give motivation for her followers.

From Oprah's status which is analyzed there are some status which is judged as negative statement. According to Putri (2014, p.85) stated, "A negative sentence (or statement) states that something is not true or incorrect" with other word write a negative sentence, if not careful, can lead to different meanings of the message to be conveyed its author. Logic sentences in the negative form is often more difficult to catch the reader. Support theories about positive and negative sentence which is used in this research so help the researcher in analyze the result this research.

Based on the result of observation from ten status of oprah Winfrey that observed on twitter, there are five status that include and mean explicit words. They are as follow:

1. *"Hi Supersoulers unable to tweet with you today. Thanks all for your beautiful words of support for our beloved".*
2. *"@WUncleRUSH thanks for your wisdom"*
3. *"Being still at least once a day centers me. How about you Super soulers?"*
4. *"I'm so aproud of my partners @Starbucks look at what they're doing now!"*
5. *"Success IS happines... wow what a paradigm shift. Thanks"*

However, there are five status that have implicit meanings. They are:

1. *"Do what you have to do, until you can do what you really want to do has always been my creed".*
2. *"It takes courage to believe that the best is yet to come".*
3. *"You are not your thoughts. You are the observer of the thoughts. One of the most powerful lessons i ever got."*
4. *"Miracles are all aroud, can you see and feel them daily?"*
5. *"When did you stop seeing me" such a powerful question".*

The meaning of status are explicit words because the meaning of the sentences on the status can be understood directly. In these sentences there are not implicit words. The sentences of the status can be categorized as explicit sentence, because the meaning of sentence is clear

The sentences of that status have meaning as implicit meaning because the meaning of the sentences is still must be analyzed by the reader or the followers who have self interpretation indirectly.

Conclusion

Based on the result of the research and it can be concluded that Oprah's status on twitter more dominant positive than the negative one it is. Because of her life is inspiring many people. Oprah is who famous with her philanthropist some foundations already is well mannered for hospital and research institute Aids sufferer, some school, dependence sufferer, deforming sufferer and many more again. Background her life which poor, often evil and discriminative tease her heart to try help others make she is famous as a donor, her event on TV always with humanity judgement morality and education. Oprah also is famous as a talk show host. The Oprah Winfrey show talk show which the highest rating with nation scale which ever there in TV history in America.

Oprah's status on twitter raise many responses by follower. That response consist of positive response and also negative response. Bunt, must followers give positive response toward Oprah's status. It show that most followers like Oprah personally and also her statement which inspire many people.

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