AN ANALYSIS OF MOTIVATION WORDS IN “ZIG ZIGLAR” FANS PAGE ON FACEBOOK

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Abstract

Semantic is a branch of linguistics. This branch is the important one, and there are lexical meaning and contextual meaning. By reading the motivation words, we can get knowledge about motivation and it can motivate us to be a better person. Therefore, the researcher was interested in analyzing the kinds of meaning used in motivation words in Zig Ziglar fans page. The problem of this study are: (1) what is the lexical meanings of Zig Ziglar motivation words? (2) What is the contextual meaning of Zig Ziglar’s motivation words in his fans page? (3) How is the response of the fans toward the motivation words? The researcher took twenty five motivation words to analyze. This study used a descriptive qualitative method to analyze and interpret the research object of motivation words in Zig Ziglar fans page. The step to obtain the data was by collecting sources of the data from Zig Ziglar fans page on facebook. After that, the researcher selected twenty five motivation words that contain lexical and contextual meaning, analyzed the collected data, and made conclusion. The result of this research are as follows: (1) related to the lexical meaning, while (2) related to the contextual meaning, and (3) related to the response of fans. The researcher expects this research will be useful for the other researchers who are eager to know more about semantics.

Key word: Semantic, motivation words, lexical meaning, contextual meaning, Zig Ziglar.

Introduction

People can communicate and interact easily and cheaply with one another nowadays by using some social media in internet, even though they stay in different villages, different cities, or even different countries. Some social media that can be used by people such as Facebook, Twitter, Bbm, Line, Path, WhatsApp, and also Instagram. People also can share their thought, feelings, information, photos, videos, and even motivation using those social media.

One of social media that is mostly used by people is facebook. According to a new survey by the Pew Research Center that involves researchers from the University of Michigan School of Information (2015), Facebook remains the most popular social media site, by far, with 71 percent of online adults using the platform. Facebook was launched in February 4, 2004. It was found by Mark Zuckerberg with his college roommates and fellow Harvard. Facebook can connect people all over the world who have internet access. Facebook can be accessed in mobile phone, smart phone, laptop, and also notebook. Many people use facebook with some reasons, some of them use facebook to make friends with other people, some others use facebook to make group with same purpose such as English group, schoolmates group, and working group. Besides groups, there are also some fans pages on
facebook. Many kinds of fans page on facebook such as educational fans page, artist fans page, news fans page, and motivator fans page.

In this research, the researcher will conduct motivator fans page which contains motivation words. According to Lai (2011:2), “Motivation refers to reasons that underlie behaviour that is characterized by willingness and volition.” So, motivation can be the reason for people to do something willingly and and they will do it well. Furthermore, Broussard and Garisson (2004:106) have similar opinion, they says that “motivation is the attribute that moves us to do or not to do something.” There are many motivator fans page on facebook such as Eric Thomas, Les Brown, Tony Robbins, Nick Vujinic, and Zig Ziglar. The researcher chooses the motivation words of Zig Ziglar on Zig Ziglar fans page to be analyzed.

Zig Ziglar has fans page on facebook. 3,955,649 people have liked this page and Zig Ziglar will get more fans day by day. Zig Ziglar fans page started in 2009. In a month, Zig Ziglar fans page publishes between 6 to 10 motivation words. It has been about 500 motivation words published in Zig Ziglar fans page until March 2016. The fans can get many motivations from Zig Ziglar in this page. Those motivation words are not only about the success in carrier or job, but also about the happiness in life, good attitude, happy family, and many other positive things. Therefore, the researcher will analyze the meaning of Zig Ziglar motivation words based on semantics study about lexical meaning and contextual meaning.

Statement of the Problems

Zig Ziglar has made many motivation words and shared it to people on facebook especially to the people who liked his fans page. Therefore, the researcher wants to find:
1. What is the lexical meaning of Zig Ziglar’s motivation words?
2. What is the contextual meaning of Zig Ziglar’s motivation words in his fans page?
3. How is the response of the fans toward the motivation words?

Methodology

The method that is used in this research is descriptive analysis method carried by data that are found in Zig Ziglar fans page on facebook. In this research, the researcher collects the data by accessing facebook, then opens the Zig Ziglar fans page and chooses the motivation words that will be analyzed. The researcher uses semantic lexical meaning and contextual meaning to analyze those motivation words.

Conceptual Theory

Semantics

When we read something, we want to know what the meaning of that written is. Semantics is a study about meaning and connected with the researcher’s research. The researcher takes some opinion about the definition of semantics by experts. According to Saeed (2003:3), “semantics is the study of meaning communicated through language.” It means that semantics is a study about meaning that is used in communication among people by using language.

In addition, Griffiths (2006:15), has similiar opinion with Saeed that “semantics is the study of word meaning and sentence meaning, abstracted away
from context of use, is a descriptive subject.” He said that semantics is the study of context of use about the meaning of word and sentence. Then, Lobner (2002) said that “semantics is the part of linguistics that is concerned with meaning.” Linguistics has some branches of study, such as pragmatics, sociolinguistics, phonology, phonetics, psycholinguistics, morphology, syntax, and also semantics. Each of those linguistics branches has different field of study.

From the experts’ opinions above, the researcher takes a conclusion that semantics is a branch of linguistics that study about the meaning of a word, a word in a sentence, or a complete sentence. The meaning could be the real meaning of the meaning based on the situation or the context of the words, sentence, or complete sentence when it is used.

**Lexical Meaning**

According to Chapelle, C.A (2012:1), “Lexical semantics is an academic discipline concerned with the meaning of words”. Lexical semanticist are interested in what words mean, why they mean, what they mean, how they are represented in speakers’ mind and how they are used in text and discourse. In addition, Harimurti (1982:103)said that “lexical meaning is the meaning of the word when the word is seen in isolation, either in form or shapelexeme affixes whose meaning more or less fixed, as can be read in a particularlanguage dictionary.” Lexical meaning refers to the real meaning, meaning that proper with our sense of observation. It has been known that a language has amount of lexical system by which the semantic with structure could be based its meaning on paradigmatic and systematical. The researcher said that lexical meaning could be defined as a meaning which has a characteristic of lexicon, lexeme and word. It also has a meaning as it reference, meaning which is result of our observation through our sense, or the reality in our life. Not all lexeme were word-lexeme or lexeme whose forms are words forms. Many of them would be phrasal lexeme whose forms were phrases. Lexical meaning is also smallest meaning unit in the meaning system of language that could be distinguished from other similar units. A lexeme is an abstract unit. It can be occurring in many different forms of actual spoken or wrote sentences, and regarded as the same lexeme even when inflected. Therefore, many people who say that the lexical meaning is the meaning in the dictionary or that of the lexeme meaning even without any contexts. The example lexical meaning in ZigZiglar motivation words is in sentence “when the world says ‘give up’, hope whispers ‘try it one more time.’” The word says in this sentence has lexical meaning as pronounce something, it could be aa word or a sentence. It based on the real meaning of this word in dictionary.

**Contextual Meaning**

Contextual meaning is the meaning according to the context. According toChaer(2007:290), “Contextual meaning is the meaning of a lexeme or word inside a context.” A contextual definition is also a definition in which the term is used by embedding it in a larger expression containing its explanation. Furthermore, Petada(2001:116) says that “contextual meaning could be regarded as a situational meaning.” It arised as a result of the relationship between speech and context. It took the form of a lot of things. There are some contexts in here is the first context organs, including those relating to gender, position the speaker, the speaker or the listener age , socio-economic background speaker or the listener. The second context of the
situation, such a situation is safe or noisy situations. The third context purposes, such as asking or expecting something. The fourth context of whether or not a formal conversation. The fifth context of the speaker or the listener’s mood such as afraid, excited, upset or angry. The sixth time context, for example, night or day. Context seventh place, for example where at school, at home, in the field, etc. Eighth object context, mean what the focus of the conversation. Ninth context fittings speak or hear the speaker or the listener. Tenth linguistic context that does meet the rules of the language used by both sides. Eleventh context of language, meaning the language used. Then, Chaer(2007:290) said that “contextual meaning is the meaning of a lexeme or word inside a context.” However, the contextual meaning could be regarded to the situation, where the time, the language usage environment. The example of contextual meaning in Zig Ziglar motivation words is “Success is not a destination, it’s a journey.” In this sentence, the word journey does not mean that we go from a place to another place, but in contextual meaning, it means about what we do or struggle to reach our success.

Motivation

Motivation involves a constellation of closely related beliefs, perceptions, values, interests, and actions. According to Guay, et al, (2010:712), motivation refers to “the reason underlying behaviour.” It means that how the people behave depends on the motivation that they get. In addition, Broussard and Garisson (2004:106) says that “motivation is the attribute that moves us to do or not to do something.” Furthermore, Lai (2011:2) has opinion that “motivation refers to reasons that underlie behaviour that is characterized by willingness and volition.” From the experts’ opinion about motivation, the researcher makes a conclusion that motivation is the reason for people to do or not to do something willingly. The people also have more spirit by getting motivation.

After finding the data, the researcher found some words or combination of words that have figurative meaning. Those words had to be analyzed in order to find the real meaning and also the meaning based on the context of each motivation words. Firstly the researcher searched the lexical meaning or the real meaning of each word in dictionary. As Harimurti (1982:103) said that “lexical meaning is the meaning of the word when the word is seen in isolation, either in form or shapelexeme affixes whose meaning more or less fixed, as can be read in a particular language dictionary.” The researcher used some dictionaries such as oxford dictionary, English-Indonesian dictionary and also a dictionary application on the researcher’s hand phone which named “Kamusku”.

Next, the researcher tried to find the contextual meaning or the meaning based on the context of each words or combination of words that are found having figurative meaning. As Chaer (2007:290) said that “Contextual meaning is the meaning of a lexeme or word inside a context.” So, the meaning of words in contextual are different with their meaning in lexical. The contextual meaning of each motivation words also could be based on the situational when they are posted. Petada (2001:116) said that “contextual meaning could be regarded as a situational meaning.” After finding the lexical meaning and the contextual meaning of some words in each motivation words, the researcher explained the whole meaning of them one by one in order to help some fans especially who will read this research to
be more understand about what motivation that Zig Ziglar wants to share to motivate his fans.

In this research, the researcher also analyzed the response of fans toward the motivation words. The researcher read their comments in each motivation words to find out how their response are. The response of the fans could be positive or negative. As Azwar (1988) said that “someone’s response could be good or bad, positive or negative.” After reading the comments of fans, the researcher found that most of fans gave positive response. They agreed with the motivation words and some of them gave their own explanation and opinion to support those motivation words. The negative response also appeared in each motivation words, but their amount are less than the positive response. Only few of fans gave opinion that is against the motivation words, they had different opinion.

Conclusion

After analyzing and discussing the problem in previous chapter, the researcher would like to present some conclusion. Besides conclusion, the researcher also gave suggestions for the next researchers who want to make a research, especially those who have similiar topic to be analyzed. The terms being discussed would not be immediately, when it was read for the first time. The researcher would interpret with various kinds of meanings to understand what the meaning of some terms that contain figurative meaning.

There are many terms that have different meanings between lexical meaning and contextual meaning. Having discussion about the data, the researcher finds that the lexical and the contextual meanings are mostly used in the motivation words in Zig Ziglar fans page. The researcher conclude that the fans as the reader in reading the terms have to know not only lexical meaning or the real meaning of those terms, but also the contextual meaning or the meaning based on the context of the motivation words. So, this research would be helpful to make the fans more understand about those motivation words. Besides that, the researcher also shows some response from fans toward each motivation words. Some of the fans gives positive response and some others gives negative response.

References


