IDEOLOGY OF EMMA WATSON SPEECH ON FEMINIST THROUGH THE USE OF TRANSITIVITY: AN SFL PERSPECTIVE

Muhammad Aliffudin[1], Setyo Prasiyanto Cahyono[2]
[12]English Department, Universitas Dian Nuswantoro
311202002194@mhs.dinus.ac.id

Abstract

This study examines the ideology of Emma Watson's speech to the UN through the use of transitivity within systemic functional perspective (SFL). The method used in this study is a descriptive qualitative method by employing content analysis. Meanwhile, the source of the data was gained from a video of Emma Watson's speech which was downloaded from YouTube channel. Then, in collecting the data, the researchers transcribed the speech. Furthermore, the analysis of the data was analyzed by using SFL specifically one of the lexicogrammar called transitivity. The results of this study show that there are five types of processes used by Emma Watson to represent her thoughts, those are material processes, relational processes, mental process, verbal process, existential process. Mental processes and relational processes are widely used by Emma Watson in her speech to show her ideas about feminism. On the other hand, the ideology represented by Emma Watson reveals that feminism is not man hating as misinterpreted, but an idea in which women fight for gender equality.
Keywords: feminism, ideology, sfl, speech, transitivity

Introduction

Feminism has recently become a term that often appears in society. According to (Sai'dah & Khatimah, 2003); (Fakih, 2003) explains that feminism is a sustainable social consciousness, based on various acts of violence against women, such as oppression and exploitation. Most of the people who support this movement are women, as an element of society that aggressively voices its ideals in fighting for justice for women. In other words, feminism is a movement and idea that focuses on gender equality in all scope and other aspects ranging from culture, politics, and the social economy that is felt by everyone, especially women. In social practice, feminists generally tend to use speech in expressing their ideas. Furthermore, speech is always considered as the conclusion of some perceptions of the speaker's experience to be used as a persuasive way for the audience (Permana, 2022). So it is important to understand how speakers construct meaning in their words so that the ideology they convey can be reached by the audience.

The use of language which is realized through utterances allows one to build certain ideologies that can influence people's mindsets. In this case, it was Emma Watson who conveyed her ideology about gender inequality through her speech. Ideology according to (Seliger, 1970) ideology is a collection of ideas and through these ideas a person is able to explain goals and organized social action. Meanwhile, according to (Martin, 1992) ideology is a system of coding orientations which makes meaning selectively available depending on subjects' class, gender, ethnicity and generation. Furthermore, (Fairclough, 1992) argues that only certain uses of language and other "symbolic forms" are ideological; that discursive practices are ideologically invested in so far as they incorporate significations which contribute to sustaining or restructuring power relations. Based on the explanations above, it can be concluded that ideology is an idea with a meaning that is believed by a group of people or that contains more about culture or lifestyle for a particular purpose.

In line with the previous reasons, the researcher employs systemic functional linguistics or SFL, specifically transitivity, as an approach to analyze the data. According to (Halliday & Matthiessen, 2014); (Martin, 1997); (Butt, 1996); (Gerot & Wignel, 1995) transitivity is a clause system that has a constituent structure that can be used as a resource for interpreting experience in terms of configurations of processes, participants, and circumstances.

This research focuses on the transitivity of the system and also the ideology contained

in Emma Watson's speech. This study deepens the use of SFL theory in transitivity systems by Halliday. Transitivity itself consists of processes, participants, and circumstances (Halliday & Matthiessen, 2014). The choice of this research object is because the researcher wants to see Halliday's universality theory in various English discourses in general, which often shows three dominant processes, namely material processes, relational processes and followed by mental processes (Halliday & Matthiessen, 2014). For this reason, researchers want to examine the objects in this study to understand what processes often arise and conclude the ideology contained therein.

There have many researchers conducted research on ideology through the use of transitivity such as (Kristiandi et al., 2020); (Megah & Fazelah, 2021) (Permana, 2022); and (Yualiana, Manda, 2018) which the results of the above research show that the highest use of transitivity processes is the material process because it is easily accessed by consciousness so that it easily influences audiences positively. Meanwhile, some scholars did research on ideology using appraisal theory such (Cahyono et al., 2021) ; (Rahmaida & Cahyono, 2022) which uses the appraisal theory and the results of the study are, the ideology achieved is represented by the use of attitudes consisting of affect, appreciation, and judgment. In so doing, this study explores ideology by employing transitivity theory but uses different data which is taken from a speech by Emma Watson on Feminism.

Systematic functional linguistics (SFL) is a theoretical approach that analyzes the relationship between social contexts and linguistic aspects (Halliday & Matthiessen, 2014). In general, SFL can be interpreted as a linguistic approach that examines the meaning of a text in a context. The SFL approach is used all over the world, especially in language education developed by M.A.K Halliday which until now has been used for several purposes such as discourse analysis. Apart from this, SFL can also encourage critical thinking skills and the ability to analyze a phenomenon. In addition, it also contributes in various fields, such as research, methodological innovation, the design of teaching materials, or the evaluation, even in the analysis of research data. SFL has three metafunctions: ideational, interpersonal, and textual. In the ideational function, there are three forming aspects, namely participants, processes, and circumstances. These three things will form a reality that can be furtherexplained by the science of transitivity.

Transitivity is defined as a grammatical feature, which indicates if a verb takes a direct object, then it is described as transitive, and is called intransitive otherwise. Halliday divides the transitivity process into 3 parts such as the process itself, participants in the process, and conditions associated with the process. A transitivity system consists of various types of processes as well as the structures that make up those processes. Halliday in (Gerot & Wignel, 1995) identified seven types of processes in transitivity : Material Processes, Mental Processes, Relational Processes, Behavioral Processes, Verbal Processes, Existential Processes and Meteorological Processes. The concept of transitivity in Halliday's theory is a grammatical system which is a general concept and is widely used to analyze the meaning expressed in clauses. The transitivity system was necessary to construct the context that the deepened content of what the utterances could reach a conclusion for people listened to the speech until the ideology constructs a hypothesis about the object.

Ideology is the faith or belief of someone or many people in something. In his book (Martin, 1992) explains ideology in two views. Viewed synoptically, ideology is the coding system of orientations that shape a culture. Viewed dynamically, ideology is concerned with the redistribution of power - with semiotic evolution. Of these two views, the second is the easiest to study when discourses are actively competing with each other. Ideology represents the discursive that allows for interaction in the correspondence of thought and society. responsibility.

In a book entitled Feminism, (Hannam, 2011) explains that feminism arises because there

is awareness of gender imbalance which indicates that women are positioned below men. Feminist theory is a major branch of the which derives assumptions, an analytical lens and a thematic of perspectives and mal Feminist theory highlights common issues that have often been overlooked or misidentified by the historically dominant masculine in social theory male-to-female reverse experiences. Feminist theory highlights common issues that have often been overlooked or misidentified by the historically dominant masculine in social theory.

Method

This study uses a qualitative descriptive method. According to (Sugiyono, 2005), qualitative research is more suitable for types of research that understand social phenomena from the perspective of participants. In simple terms, it can also be interpreted as research that is more suitable for examining the condition or situation of the object of research. In line with this research, as Emma Watson said in her speech to the United Nations: I'm Feminist. As a UN WOMEN's Goodwill Ambassador, Emma Watson wants to convey what is comfortable for women and focuses on gender inequality. The statements conveyed by Emma Watson in her speech contain beliefs and values that build a way of looking at the world in a certain social context. The method of collecting data in this study is the method of downloading the video from Youtube then transcribing into a text form. As for the data analysis, the researchers identify the processes in the transcript and calculate the appearance presentation, then analyze findings and draw conclusions.

Findings and Discussions
Finding

The research objective of this research is to use the transitivity process to find out the ideology contained in Emma Watson's speech. The result is a table containing an analysis of speech by Emma Watson which is identified and classified based on Halliday's transitivity according to their respective categories as shown in the Table 1 below:

Types of Process	Finding	Percentage
Material Process	36	25,53%
Mental Process		
Perception	7	4,96%
Cognition	16	11,35%
Affect	28	19,86%
Verbal Process	9	6,38%
Relational Process		
a. Identifying	8	5,67%
b. Attributive	34	24,11%
Existential Process	3	2,13%
	141	100%

Table 1 The occurrence of the process type

Based on the table, there are 141 clauses in total.Mental Process is the most widely used with a total of 51 occurrences 36,17%, and Relational Process with total 42 occurrences 29,78%, followed by Material Process with 36 occurrences 25,53%, Verbal Process with 9 occurrences 6,38% and finally Existential Process with 3 occurrence 2,13% .

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Discussions

Material Process

Material Process is the process of carrying out a real action and involving physical members or real activities against other people. In its use, speakers generally use process material as an act of approaching the audience with utterances that refer to an action.

"Today, we are launching a campaign called HeForShe"

In the utterance above, the speaker "launching" as the material process in the sentence and "we" as an actor. The statement implies that "we" refers to the United Nations, which is represented by Emma Watson as their ambassador. It indicates that she as an UN Ambassador announced that they were launching a campaign HeForShe as a program of the UN in the context of efforts to end gender inequality. On the other hand, another statement delivered by Emma Watson represents herself as an ambassador in the following utterances:

"I am reaching out to you"

In this utterance "reaching out" indicates a material process with the actor "I" referring to the speaker himself, there is also "you" as a goal aimed at the audience. Emma Watson uses the word "reaching out" as she tries to invite the audience in the HeForShe campaign. Emma wants the audience to be aware of this issue and participate in achieving gender equality.

"How can we affect change in the world". In this utterance Emma tells the audience that she wants to convince the audience that in achieving change in the context of gender equality, we all have to participate and work together to achieve it.

Mental Process

Mental Process is the most used by speakers in data findings. Mental process is a process that shows the speaker's feelings either emotionally, intellectually or sensory. The speaker in this case uses a mental process to convey her feelings about the phenomenon that is happening, gender inequality. Emma described her feelings and thoughts by sharing some of her experiences in her speech.

"We want to end gender inequality,"

From the utterance above, the word "want" indicates a mental process(affection) and also "we" indirectly refers to the United National represented by speaker Emma Watson as their ambassador. The speaker expressed her feeling and desire for the UN organization with their campaign which aims to end gender inequality to the audience. In addition, Emma also shared her thoughts that she realized one thing that people misinterpreted.

"I have realized that fighting for women's rights has too often become synonymous with man hating."

From the utterance, Emma conveys that there are things that are misinterpreted about feminists by people. The word "realized" indicates mental process(cognition), where she shares her thoughts that what society currently believes that feminism has become synonymous with man hating is wrong.

"I've seen men made fragile and insecure by a distorted sense of what constitutes male success"
In the utterance above, Emma tells the audience some of her experience. The word "seen" indicates a mental process(perception), she as a senser directly sees the phenomena of men being vulnerable and insecure due to misperceptions in social life.

Relational Process

The Relational Process is the process most used by Emma Watson in her speech. Emma provides information through utterances where she shows it as an attribute or value. Emma conveyed some information to her audience in the following utterances:

"This is the first campaign of its kind at the United Nations."

This shows a relational process with "is" as an attributive (intensive) and "this" as a carrier that refers to the campaign that is currently underway (HeForShe campaign). The speaker provides information through this speech to the audience that this is the first campaign

conducted by the UN.

"that I was a feminist"

The word "was" indicates a relational process. It's the same as before, only in this utterance the speaker provides information related to himself through "I" which refers to Emma Watson herself as a feminist. Furthermore, Emma also explains what a feminist really is.

"For the record, feminism by definition is the belief that men and women should have equal rights and opportunities"

In the utterance, the word "is" indicates a relational process as an identification. Emma explains that the meaning of feminist is the belief that aims to achieve equality for men and women. Emma believes that this is the exact opposite of what people currently misinterpret feminism to mean. Emma explains that the goal of feminism is gender equality and not one-sidedness especially toward men.

Verbal Process

Verbal Processes are processes that require participant sayers and are realized with the words tell, say, speak etc. There are four participants in the verbal process of sayer, verbal, receiver, and verbiage. Here is an example of utterance:

"But sadly, I can say". The word that indicates a verbal process is "say", then in the utterance there is also an "I" as a sayer, in this case referring to Emma Watson herself as a speaker.

Existential Process

The existential process is the process with the smallest occurrence in the findings of this study. The existential process is expressed by the verbs "exist", "arise" the existent can be represented experience by showing that "there was/is" something. The speaker uses existential processes in the following utterances:

"If there is one thing"

This indicates an exitential process with the word "there is" which refers to a particular thing or experience. The word "one thing" in these utterances is "existent" which refers to something that Emma Watson knows about the misunderstanding of the meaning of feminism in the sentence she conveyed before.

Ideology in Emma Watson Speech

Based on the transitivity analysis that the researcher conducts, the frequency that most often appears in the clauses used in Emma's speech is mental process and relational process. In addition , these two processes builds a context that leads to the ideology that is constructed in Emma Watson Speech's. Emma also expresses her feelings and experiences which are closely related to mental processes and relational processes. This shows the tendency of Emma's point of view in conveying her thoughts on feminism in her speech using 51 mental processes, dominated by 28 affection, 15 cognition and 7 perception. Through the HeForShe campaign conducted by United Nation, Emma conveys their desire to achieve gender equality. Emma also explains the misconceptions that society has about their opinions on feminism. There are 28 affections that indicate emotion in the speech. Awareness of the treatment where men are more aggressive and controlling, this is the reason for the idea that gender equality is needed so that women do not feel oppressed and controlled. The influence of what she does as an ambassador of gender equality makes Emma who she is today, and perhaps others. In addition, there are 7 perceptions that show Emma's experience of some of the phenomena around her in the speech.

As an ambassador for gender equality, Emma has a great opportunity to speak out. But she also realizes that there may be many people out there who don't have the same opportunity. However, there are 16 cognitions that show her thoughts in the speech. Emma also said that in this case it is not only women who feel disadvantaged, she thinks that the current phenomenon also indirectly makes men burdened because of a misunderstanding of what success means for men. For this reason, the importance of gender equality, which is considered the main goal of feminism, is needed. Feminism is not just about women wanting to be elevated in the social

sphere, but equality on a spectrum rather than the opposing sides of men and mowen. And Emma believes that the role of the audience is needed to participate in the HeForShe campaign to achieve this.

Conclusion

Based on the data findings and discussions conducted, the researcher concludes that feminism is actually an understanding that fights for gender inequality, especially for women. Emma Watson clearly admits that she is a feminist, but she focuses on fighting for gender equality. Emma Watson in her speech also explained that there is a misunderstanding about feminism which seems to be synonymous with menhating. Based on the results of the analysis, Emma Watson tends to use Mental Process with 51 occurrences and Relational Process with total 42 occurences. There are 28 affection, 15 cognition and 7 perception. The process used builds context so that the overall content of what Emma said can achieve a conclusion about the ideology of Emma Watson and also the message she conveyed in the form of an invitation to the audience to participate in fighting for gender equality.

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