



Premise : Journal of English Education and Applied Linguistics

e-ISSN: 2442-482x, p-ISSN: 2089-3345

<https://fkip.ummetro.ac.id/journal/index.php/english>

DOI: 10.24127/pj.v13i2.8548

**THE TRANSITIVITY SYSTEM ANALYSIS ON BANGTASONYEONDAN'S (BTS)
SPEECH TEXT**

by

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(Article History: Received: 26-03-2024; Reviewed1: 19-04-2024; Reviewed2: 21-05-2024; Accepted: 12-07-2024; Published: 15-07-2024).

Abstract

The Love Myself Campaign, a collaborative project between BTS and UNICEF, is a campaign that voices the importance of loving yourself. As part of the campaign, BTS gave a speech at the 73rd UN General Assembly on September 28, 2018. The researcher used the speech text in this campaign as data in literature research, which was analyzed using a descriptive qualitative method. The study aims to discover how mental health awareness is conveyed through the transitivity system. Systemic Functional Linguistics by M.A.K. Halliday is used as a theory to analyze data, more precisely, the transitivity system in ideological meta functions. This meta function sees language as a symbol of human experience in the real world and the mind. Meanwhile, transitivity is a system that represents human experience as a process. The researcher found three dominators: the mental process (20) showed that the speaker tried to motivate the audience through his or her personal feelings and experiences; the first person "I" (42) showed that the speaker made himself the central subject of the speech. The non-circumstance clause (53) showed that the speech was global. Through these results, it can be concluded that the soft campaign method conveys the concept of mental health awareness in speech.

Keywords: *Bangtasonyeondan's; love me campaign; mental health awareness; UNICEF; transitivity*

Abstract

Kampanye Love Myself, proyek kolaborasi antara BTS dan UNICEF, merupakan kampanye yang menyuarakan tentang pentingnya mencintai diri sendiri. Sebagai bagian dari kampanye, BTS memberikan pidato pada Sidang Besar PBB ke – 73 pada 28 September 2018. Peneliti menggunakan text pidato dalam kampanye ini sebagai data dalam penelitian kepustakaan yang dianalisis dengan metode kualitatif deskriptif. Tujuan dari penelitian adalah untuk mengetahui bagaimana konsep mental health awareness disampaikan melalui sistem transitivity. Systemic Functional Linguistics oleh M.A.K. Halliday digunakan sebagai teori untuk menganalisis data, lebih tepatnya sistem transitivity dalam metafungsi ideasional. Metafungsi ini melihat bahasa sebagai simbol dari pengalaman manusia di dunia nyata

How cite this article:

Lestari, T. P., Nugraheni, Y., & Santosa, B. T. (2024). The transitivity system analysis on Bangtasonyeondan's (BTS) speech. *Premise: Journal of English Education and Applied Linguistics*, 13(2), 706–727. <https://doi.org/10.24127/pj.v13i2.8548>

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maupun pikiran. Sementara transitivity adalah sistem yang merepresentasikan pengalaman manusia dalam bentuk proses. Peneliti menemukan tiga dominator: mental proses (20) menunjukkan bahwa pembicara berusaha memotivasi audience lewat perasaan dan pengalaman pribadinya, first person "I" (42) menunjukkan bahwa pembicara menjadikan dirinya sebagai subjek sentral dalam pidato, sementara klausa non circumstance (53) menunjukkan bahwa pidato ini bersifat global. Melalui hasil tersebut, dapat disimpulkan bahwa konsep mental health awareness dalam pidato disampaikan dengan metode soft campaign.

Kata Kunci: *Bangtasonyeondan's; love me campaign; mental health awareness; UNICEF; transitivity*

INTRODUCTION

Social media plays an essential role in the lives of teenagers; it provides several benefits, such as networking and socializing. Social media transcends place and time, allowing teenagers to communicate with friends nearby. Nearly half of teenagers identify the advantages of socializing on social media platforms is to building and maintaining connections with others while using social media (Anderson et al., 2022). Hence, based on those beneficial points, UNICEF utilizes social media to support its programs.

In 2018, the United Nations International Children's Emergency Fund (UNICEF), as part of the United Nations agency that provides humanitarian and developmental assistance to teenagers around the world, offers continuous projects to enhance children's health, nutrition, education, protection, water, sanitation, and hygiene in over 190 nations and territories (UNICEF, 2019), two of them are educational and mental health crises. In order to overcome those situations, UNICEF carries out various programs and collaborations. In times of educational crisis, UNICEF gives early learning, primary, or secondary education to more than 11.9 million out-of-school girls and boys; it supports the development of skills for young people in 97 countries and through teacher development programs and the creation of strong early childhood development policies and learning systems, UNICEF and partners enhance the learning outcomes (UNICEF, 2019).

Meanwhile, to overcome the mental health crisis, UNICEF launched the Unlimited Generation Program as its flagship program. This program aims to increase opportunities and empower teenagers. The vision is to have every young person in school, training, or age-appropriate work by 2030 (UNICEF, 2019). Henrietta Fore pioneered this program as UNICEF Executive Director (2018). UNICEF is carrying out numerous measures to accomplish this program's goal. For example, UNICEF organized a campaign called

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#ENDViolence to protect children and teens from violence (Azriel & Evangelista, 2019). In keeping with UNICEF's focus on the second decade of life for teenagers in 2018, this organization attempts to listen to teenagers' stories and uses their ideas, excitement, and vision as inspiration.

To increase awareness of children's issues, UNICEF collabs with BTS, the idol from South Korea. Bangtan Sonyeondan (BTS) was chosen as the collaborator partner because they are concerned with teenager's social issues and actively communicate them (mental health, self-confidence, and self-love) through their music; BTS motivates the fans (ARMY) and other teenagers through their songs. In relation, the Naver Survey found that ARMY is the age under 20 years (Hidayati & Sari, 2023). BTS also has a purpose similar to that of the UNICEF program, Generation Unlimited. On November 1, 2017, BTS announced the Love Myself Campaign, which argues that a teenager's potential stems from loving oneself; similarly, Generation Unlimited strives to unlock teens' boundless potential.

The collaboration between BTS and UNICEF was formally marked by the speech of Kim Nam Joon, the leader of BTS, at the 73rd United Nations General Assembly on September 28 2018 (Azriel & Evangelista, 2019; *BTS and UNICEF Celebrate LOVE MYSELF Campaign with Renewed Support foUNICEF's #OnMyMind Initiative | UNICEF*, n.d.). This speech contains messages about the necessity of expressing one's thoughts, recognizing one's strengths and faults, and loving oneself. Several reasons make this speech essential to analyze. First, the speech is delivered in a huge forum that involves many countries and is broadcast all over the world. Second, the speaker is a popular idol with many fans. Therefore, this speech has had a lot of exposure in society. Third, this speech is important to analyze because many words encourage and invite people to be concerned with teenagers' mental health. Hence, the researcher uses the Love Myself Speech text as the data for analysis with the transitivity system. Henceforth, it is secondary data (Subekti, 2022).

Transitivity is the grammatical system in ideational metafunction (Klein et al., 1978). Ideational or experiential metafunction explains how language represents human experiences, both in the natural and mind worlds (Klein et al., 1978). This metafunction is part of Systemic Functional Linguistics Theory founded by the Australian linguist M.A.K. Halliday (Megah S, 2019). Transitivity depicts the world experience as it is experienced through process,

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participants, and situation (Megah S, 2019). It consists of six processes; there are material (represents physical action), mental (represent something non-concrete), verbal (represents speech activity), behavioral (represents habitual action), existential (represents that something exists), and relational process (represents the process of being and having) as cited in a publication (Klein et al., 1978).

Many previous studies used transitivity. For instance: *in the Transitivity Analysis of the 2018 State of the Union Address by President Donald Trump*, the political discourse analyzed the motive behind Trump's speech related to America's political issues. *Transitivity Analysis of the Jokowi and Prabowo Campaign Speech in the Indonesian Presidential Election 2019* uses transitivity to compare how the presidential candidates convey their concepts to illustrate the reconstruction of each presidential candidate when he is elected president. However, different from those researches, this paper is the humanitarian discourse which describes teenagers' mental health awareness. It aims to discover how the concept of Love Myself campaign delivers through transitivity and to reveal the underlying meaning of the speech's surface. Hence, through the transitivity system, the research aims to make society aware of teenagers' mental health issues and thus the research question: ***what aspects of awareness of teenagers mental issues need to be addressed?***

METHOD

Design

This research is categorized as library research. Library or documentary research focuses on finding out the transcription data saved in the library (Bado, 2021), as also adopted by a scholar who uses library study (Turmudi, 2020). Moreover, this research uses BTS's speech text in the 73rd United Nations General Assembly as the primary data and articles as the secondary data. Primer data comes from the informant related to the analysis topic (Bado, 2021). Secondary data comes from library documents, such as articles from the literature, books, and magazines; this data clarifies the topic discussed (Bado, 2021).

As part of the qualitative descriptive analysis that has the purpose of making the chosen phenomenon (the data) understandable and generating new hypotheses (Adlini et al.,

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2022), this research analyze BTS's speech text in the 73rd United Nations General Assembly by describing and summarizing numerous conditions from its (Ikhsan, 2022).

Subject

The current study investigates the non-human subject and thus some focused are addressed. Mental health awareness identifies, knows, and comprehends mental health issues (Lee et al., 2023). The rise of mental health crisis in teenagers makes mental health awareness become the vital thing to promote, which is through a social media campaign.

Next is **transitivity**. Systemic Functional Linguistics is the discourse theory founded by Halliday (Eklesia & Rido, 2020). It consists of three metafunctions. One of them is the Ideational metafunction, which pictures how language represents human experiences, either in the real world or the fictional world (mind). Ideational metafunction includes the grammatical meaning named transitivity. Transitivity analyses language at the clause level. There are three elements to all transitivity processes' structures: the process itself, the participant in the process, and the circumstance or the conditions related to it.

Further, it is BTS. BTS is the Korean Boy Band that actively communicates about teenagers' mental health through songs. This group has lots of songs that contain plenty of positive messages about mental health issues which have occurred teenager's' lives. Furthermore, On September 24, 2018, BTS was chosen to collaborate with UNICEF in the #ENDViolence Campaign. This collaboration was marked by delivering a speech at the opening of the 73rd United Nations General Assembly.

Data collecting technique

The researcher read the BTS's speech text in the 73rd United Nations General Assembly comprehensively from the website, classify the text into clauses, identify clauses in tabulator form based on process, participant, and circumstance. There are 84 data based on identified result. In addition how all sources are cited with the aid of referencing manager under a model of Offline automatic citation using Mendeley desktop (Turmudi, 2020) to secure that the intext and list of references are accurate.

Data analysis technique

The researcher analyses 84 predetermined data by considering the components in every clause (process, participant, and circumstance), calculates the components, group the clauses that have been analyzed based on the kind of type process, participant, and circumstance, select the clauses with the strongest motive in every component, then interpret the selected clauses.

RESULT AND DISCUSSION

Result

A. Analysis of Transitivity Process iBTS's speech

The following data is presented based on the highest to the lowest amount of processing, here are the details:

Table 1. 1. Transitivity Table

PROCESS	PARTICIPANT	NUMBER
Mental	Senser	20
	Phenomenon	13
Material	Actor	16
	Goal	8
	Range	4
	Beneficiary	1
Identifying	Token	15
	Value	12
Attributive	Carrier	10
	Attributive	11
Behavioral	Behaver	3
	Behaviour	6
Verbal	Sayer	3
	Receiver	4
	Verbiage	3
Existential	Existent	3

The mental process is the dominator iBTS's speech. It means that BTS tends to show their feelings more than their actions. Nevertheless, Nam Joon still uses the material process to show how he makes choices in life, his struggles in achieving his dream of being an idol,

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and his effort to love himself. Nam Joon uses the relational identifying process to show his identity as the common boy before his popularity or as part of BTS and a collaborator partner of UNICEF after his popularity. Meanwhile, the relational attributive process shows his acceptance of his faults and feelings toward the ARMY as a fan who supports all of BTS's events.

Nam Joon uses behavioural process to show his latest routines that BTS carries out. In relation, BTS is working on a collaboration project with UNICEF. The verbal process is used to urge the audience to speak their selves bravely. Then, Nam Joon uses the existential process to show the existence of his will inside himself and the worst time that has occurred before.

In general, those processes convey the same points: they motivate the audience through NaJoon's experience, then urge them to know and speak for themselves. Hence, the audience can love their selves.

Discussion

Mental Process BTS's speech contains 84 clauses; the mental process becomes the dominator with 20 processes. This process is related to human emotion and thought. The mental process includes process, sener (the process performer), and phenomenon (something the sener thinks, feels, or perceives).

*49. Because I **had** my other BTS members by my side, and because of the Love and support of our ARMY fans.*

In terms of structure, this clause is composed of the sener "I" that refers to Nam Joon, the mental process "had," and the phenomenon "my other BTS members by my side". The mental process "had" implies that Nam Joon owns something, shown by the usage of the phenomenon as something that the sener feels. Nam Joon owns the trust and gratitude of the BTS members and fans. He has implied that trusting the people around him can prevent mental health issues. Talking to trustworthy family members, friends, other parents, or teachers is the idea to enhance children's mental health and wellness (UNICEF, 2021).

*39. Sometimes, I just **wanted** to quit! I'm **sure** that I, and we, will keep stumbling and falling.*

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59. *And who I **hope** to become.*
 72. *I **want** to hear your voice.*
 73. *And I **want** to hear your conviction.*

Those clauses use the senser "I" that refers to Nam Joon and the mental process: "wanted", "sure", "hope", and "want". The usage of "I" implies that Nam Joon has complete control over his feelings, represented by the mental process.

In number 39, Nam Joon uses the past process "want" to convey that he once intended to stop pursuing his dreams. In number 43, he uses the mental process of "sure" to show that BTS feels confident that it is the right decision to keep stumbling and falling. Then, in 59, the mental process "hop" shows that Nam Joon wants something to happen in case he wants his dreams to be an idol become reality. Afterward, in the last two clauses, Nam Joon uses the same process, "want" In 72, this process shows NamJoon's will to make the audience bravely speak up, while in 73, the mental process "wan" shows his will to make the audience confident.

In addition, "we" in the 43 is the plural inclusive subject that refers to Nam Joon and BTS members. Meanwhile, "your" in 72 and 73 is the exclusive plural subject that refers to the audience, which has the function of urging and interacting with them.

79. *I **have** many faults.*
 80. *And I **have** many fears.*

Nam Joon uses the sensor "" and the mental process "hav" in those clauses. This process conveys that Nam Joon owns something; there are faults and fears. The mental process "hav" indicates that Nam Joon has already admitted those things. Accepting his emotions shows good mental health; he has risen from his disappointments. Teenagers with good mental health recover quickly from setbacks and disappointments (UNICEF, 2021).

1. Material Process

The material process stands in the second position with 18 clauses. It is the process of action that involves physical activities. In this process, Nam Joon mostly shows his action or physical effort to achieve his dreams, which were conveyed in the mental process before. The

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data includes two participants of the material process: the actor (the process performer) and the goal (the process receiver).

35. *But it **took** me a long time to hear music calling my name.*

36. *Even after **making the decision** to join BTS.*

In 35, the actor "i" refers to NamJoon's inclination to speak up, while the material process "too" implies that Nam Joon has experienced a particular course of action before being concern with the music. Meanwhile, in 36, the material process of "makin" implies that joining BTS is the result that appears after he is concerned about the music. It shows that Nam Joon has already found the things he is interested in and made the decisions in his life.

42. *That **Ididn't give** it all up.*

Nam Joon uses the actor "I" and the material process "didn't give" This actor indicates that Nam Joon has absolute control over what he wants or interests by not giving it all up to achieving his dream; Nam Joon conveys his optimism through this clause.

50. *Maybe I **made** a mistake yesterday,*

78. *Like most people, I **made** many mistakes in my life.*

In those clauses, Nam Joon uses the actor "I," which refers to himself and the material process "made". The past process "made" in 50 indicates that Nam Joon has caused the incorrect action or decision. In 78, the past process "made" also indicates the same thing. However, the amount of "a mistake" and "many mistakes" as the goal is different. It shows by using the article "a" in 50 and the adjective "many" in 78, indicating that Nam Joon made more incorrect actions in the last clause. In addition, "maybe" in 50 indicates that he is unsure about the mistakes he made. However, this is defective by the clause below. Nam Joon repeats the same meaning to underlie that he has admitted all his faults.

56. *I have **come** to love myself.*

81. *But I am **going** to embrace myself as hard as I can.*

In those clauses, Nam Joon uses "I" as the actor. The present perfect tense "have come" as the material process in 56 implies that Nam Joon has moved in a particular way to love himself. Meanwhile, the present continues "going" as the material process in the 81 indicates that Nam Joon is doing something different; there is embracing himself. This difference indication is strengthened by using the contradictory conjunction "but". Embracing

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is the representation of loving himself. It shows that Nam Joon starts to see his life positively. Teenagers with good mental health are frequently happier and more positive toward themselves (UNICEF, 2021).

*64. So, let's all **take** one more step.*

Through the usage of the actor "all" and the material process "take", Nam Joon conveys the demonstrating clause to urge the audience to do a particular course; there is moving on in order to love themselves. This clause shows his care for the audience's mental health. In relation, caring for the people around can promote other mental health (UNICEF, 2021).

2. Relational Identifying Process

The relational process is the process of being and having. It is separated into two categories: attributive and identifying. The relational identifying process becomes the third dominator with 16 clauses. It has two participants: a token (the process performer) and a value (defines the things).

76. Find your name, find your voice by speaking yourself. I'm Kim Nam Joon, RM of BTS.

77. I'm a hip-hop idol and an artist from a small town in Korea.

Nam Joon uses the token "I" and the relational identifying process "am" in those clauses. The token is identified by the process, with the participant values "Kim Nam Joon, RM of BTS" and "a hip-hop idol" as its identity. In short, this process has a function to reveal Nam Joon's identity. It indicates a sense of achievement; Nam Joon conveys his confidence and pride in the position or identity he has achieved.

*44. We have **become** artists performing in huge stadiums and selling millions of albums.*

Nam Joon uses the plural inclusive subject "we" that refers to himself and BTS members as token, also "become" as the identifying process. The token is identified by the process, with the participant value "artist" as its identity. This process implies that BTS start to be something they dream about: being an idol. Nam Joon conveys BTS's sense of

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achievement through this clause. A sense of achievement is a sign of a good mental health condition. (UNICEP, 2021)

- 12. And I **was** just an ordinary boy.*
*15. I **was** a superhero, saving the world.*
*41. I **was** very lucky.*

Nam Joon uses the token "I" and the identifying process "was" in those clauses. The usage of "I" indicates that Nam Joon has the absolute power as the performer to talk about how he assesses himself. The token is identified by the process, with the participant values "an ordinary boy", "a superhero", and "very lucky" as the identity of its. In relation, Nam Joon reveals his identity before joining BTS in 12 and 15. Then, he reveals how he sees himself positively as "the lucky man" after joining BTS in clause number 41.

- 52. I **am** who I am today, with all my faults.*
*55. These faults and mistakes **are** what I am, making up the brightest stars in the constellation of my life.*

In 52, Nam Joon uses the token "I" and the relational identifying process "am," while in 55, he uses the token "these faults and mistakes" and the identifying process "are". The token is identified by the process, with the participant values "who I am today" and "who I am" as its identity. Through his position as "I," Nam Joon has the absolute power to assess himself and rise above his disappointment by accepting his imperfections. Concerning this, Nam Joon highlighted this acceptance by applying "these faults and mistakes" as the token.

3. Relational Attributive Process

Relational attributive, the process of having, ranks fourth with 13 clauses. It has two participants: carrier (the process performer) and attribute. The attribute can be the features and character of the carrier as the entity.

- 6. Our fans **have become** a major part of this campaign with their action and enthusiasm.*
*7. We truly **have** the best fans in the world.*

Nam Joon uses the plural inclusive subjects "our fans" and "we" to refer to himself and BTS members as the carriers, then uses "have become" and "have" as the attributive

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process. The carrier is attributed by the process, with the participant attribute being "a major part of this campaign" and "the best fans in the world" as its character.

The process "have become" in 6 implies that ARMY starts to be something important for the campaign's success through their participation, whether buying the merchandise or using the campaign's hashtag on social media. Meanwhile, the process "have" in number 7 implies that BTS already owns and claims ARMY as the best fans in the world. This statement is emphasized by the usage of the adjective "truly." Those processes indicate that Nam Joon feels like he belongs to the community. Feeling belonging in communities is a marker of significant mental health. (UNICEF, 2021).

*18. Looking back, that's when I **began** to worry about what other people thought of me.*

*23. Soon, I **began** to shut out my own voice.*

Nam Joon uses the carrier "I" and the past form "began" as the attributive process in those clauses. The carrier is attributed to the process, with the participant attributing "to worry about what other people thought of me" and "to shut out my own voice" as its manner.

The process in number 18 implies that Nam Joon was starting the phase of worry about the people's point of view, while in 23, the process implies that Nam Joon was starting to keep his opinion. Using the carrier "I" shows that Nam Joon has the absolute power to feel worried and keep his opinion once in the past. In this regard, he conveys his worst experiences to motivate the audience.

*51. But yesterday's me **is** still me.*

Nam Joon uses the carrier "me" and the attributive process "is." The carrier is attributed by the process, with the participant attribute "yesterday is me" as its character. Using "me" as the carrier implies that Nam Joon has the power to accept his former self. In relation, acceptance is needed to maintain mental health.

*75. Where you're from, your skin colour, gender identity: **speak** yourself.*

The carrier "you" is the plural exclusive subject that refers to the audience. Nam Joon uses it to interact and to make the audience feel involved in the speech. The process attributes

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the carrier "are," with the participant attribute "from" as its character. This clause indicates that Nam Joon knows the audience and tries to urge them to share their opinion bravely.

4. Behavioral Process

The behavioral process ranks fifth with ten clauses. It is the slicing process between physical and psychological; primarily, this process is human's regular activities, for instance: "breathing" and "listening." This process consists of two participants: the behavior (the process performer) and the behavior (restatement of the process).

*5. We have been **partnering** with UNICEF's #ENDviolence program to protect children and young people all over the world from violence.*

*61. After releasing the "Love Yourself" albums and launching the "Love Myself" campaign, we **started** to hear remarkable stories from our fans all over the world.*

In those clauses, Nam Joon uses the plural inclusive "we" as the behavior that refers to himself and BTS members, and then he uses the behavioral process "partnering" and "started." The process "partnering" implies that BTS is involved in a project with UNICEF called the #ENDviolence program, while the process "started" implies that BTS began in a particular way to hear the stories from their fans after releasing the Love Yourself albums and Love Myself campaign. Nam Joon points out BTS's role as the collaborator partner in the campaign and his achievements with BTS through those processes.

*82. and I'm **starting** to love myself, little by little.*

Nam Joon uses the behavior "I" and the behavioral process "starting." "I" indicates that Nam Joon has the absolute power to take a positive step toward loving himself and enjoying his life gradually. Teenagers with good mental health are more favorable toward themselves (UNICEF, 2021).

5. Verbal Process

The verbal process ranks six with a total of seven clauses. It is the process of saying which shows when someone is talking, for instance, "scream", "talk", and "whisper". It has two participants: sayer (the process performer) and verbiage (a nominalized process description).

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66. *So now I urge you to "speak yourself"*

71. *Tell me your story.*

84. *Speak Yourself!"*

In those clauses, there is only a singular participant sayer, "I," which refers to Nam Joon, and the verbal process "urge," "tell," and "speak". The process of "urge" in 66 implies that Nam Joon tries hard to persuade the audience to speak for themselves. The process of "tell" implies that he commands the audience to share their story. Then, the "speak" process implies that Nam Joon tells the audience to state themselves. In addition, Nam Joon repeats the usage of "yourself" in clauses 66 and 84 with different functions. In 66, "yourself" becomes the additional information (circumstance) that clarifies the process, while in 84, "yourself" has a function as the verbiage. Those processes indicate how important it is to be confident in expressing opinions.

6. Existential Process

Existential ranks the last process with a total of three clauses. It is the process that conveys the presence of an entity; "there" is the singular sign of this process. However, this does not refer to a place. In addition, this process has one participant called existent (the process performer).

33. *There was a small voice in me.*

37. *There were hurdles.*

Those clauses use "there was" and "there were" as the existential process. The process "there was" indicates the existence of Nam Joon's ambition, represented by "a small voice" as the existent participant. Then, the "there were" process indicates difficulties that must be solved before achieving his dreams. Nam Joon implies the positive impact of sharing emotional thoughts on mental health.

B. Analysis of Participant Element in BTS's Speech

The participant is one of the components in the transitivity system; based on its role, there are two kinds of participants: actively and passively. Active participants include the sensor, actor, token, carrier, behavior, and sayer. It can be a person or thing. Meanwhile, passive participant consists of phenomenon, goal, range, beneficiary, value, attributive, behavior, receiver, verbiage, and existence. The passive participants can be additional

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information, the purpose of the process, or to be. There are three kinds of active participants: first-person pronoun (I, me, we, us, our), second-person pronoun (you, your), and third-person pronoun (they, them, their, that, it):

1. Participant of the First Person

There are three kinds of first-person in the data: "I" (42), "we" (7), and "all" (2).

42. *That I didn't give it all up.*
 56. *I have come to love myself.*
 82. *And I'm starting to love myself, little by little.*

The first pronoun, "I," indicates that Nam Joon conveyed his experience in the speech. He motivates the audience by sharing how he faces difficult phases in his life; for instance, in clause number 42, Nam Joon shares that he never gives up when many people claim that BTS cannot be a popular idol. Then, in the last two clauses, he points out the same core: loving yourself and accepting yourself, no matter how you were before.

22. *I tried to jam myself into moulds that other people made.*
 23. *Soon, I began to shut out my own voice.*

Using the actor "I" leads the absolute power to Nam Joon as the process performer to express his condition before finding what he likes and what he aspires to be. He followed what others said and was afraid to express his will.

76. *Find your name, find your voice by speaking yourself. I'm Kim Nam Joon, RM of BTS.*
 77. *I'm a hip-hop idol and an artist from a small town in Korea.*

Then, Nam Joon also uses "I" to show his position as an idol and a member of BTS. It implies that he successfully achieved his dream after all the things he had through before. A sense of achievement is a sign of good mental health condition (UNICEF, 2021).

5. *We have been partnering with UNICEF's #ENDviolence program to protect children and young people all over the world from violence.*
 44. *We have become artist performing in huge stadiums and selling millions of albums.*

In those clauses, Nam Joon uses the inclusive plural first person "we" that refers to other BTS members intending to underlie BTS's role in the 73rd United Nations General Assembly. Also, to show the accomplishments of BTS, they collaborated with UNICEF in the

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#ENDviolence Program and became the representative speaker of UNICEF at that event. In addition, Nam Joon also highlighted their achievements in the music field, which included selling millions of albums and performing in many places.

*64. So, let's **all** take one more step.*

Meanwhile, Nam Joon embraces the audience by using the exclusive plural first person, "all," which refers to them. Nam Joon gives moral support to never give up by demonstrating that he and the audience were in the same situation.

2. Participant of the Second Person

The second person, "you" (2), becomes the singular participant in this speech.

*74. No matter who **you** are.*

*75. Where **you** are come from, your skin color, gender identity: speak yourself.*

In those clauses, the second person, "you," refers to the audience; Nam Joon uses this plural exclusive subject to interact and make them feel involved in the speech. In addition, it also shows his concern for the audience.

3. Participant of the Third Person

The third person occupies the second position with 18 numbers, for instance: "BTS", "My heart", "My eyes", "It", "Our message", "Most people", "These stories", "No one", "Your story", "That", "These faults and mistakes", "Our fans", and "Yesterday is me". Generally, Nam Joon uses the third person to mention his feeling.

*62. How **our message** helped them overcome their hardships in life and start loving themselves.*

*6. **Our fans** have become a major part of this campaign with their action and enthusiasm.*

In those clauses, Nam Joon uses the third person "our message" and "our fans". The pronoun "our" is an inclusive pronoun that refers to himself and other BTS members. Specifically, in 62, Nam Joon points out another achievement of BTS: motivating people through their songs. Meanwhile, in 6, Nam Joon emphasizes the important role of the ARMY as their fans in the success of the previous campaign called the Love Myself Campaign.

*38. **Most people** thought we were hopeless.*

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25. **No one** called out my name.

The third person, "most people," and "no one," are general, unspecific, and do not refer individually. In number 38, it implies that many people (uncountable) narrate BTS as an idol that has no future and will not be successful. Meanwhile, in number 25, the unspecific third person shows that Nam Joon was once underestimated. From those clauses, Nam Joon conveys how people judge him and BTS far before their popularity.

55. **These faults and mistakes** are what I am, making up the brightest stars in the constellation of my life.

51. **But yesterday's me** is still me.

In those clauses, Nam Joon uses "these faults and mistakes" and "yesterday's me" in the third person. Those pronouns refer to the same thing: Nam Joon's self in the past. Nam Joon conveys how his present - self accepts his past, including all of his faults.

C. Analysis of Circumstance Element in BTS's speech

Circumstance is the part of transitivity that exist in every process of its. It has a function for giving extra information on the clause; there are five kinds of circumstances in this speech: location, cause, accompaniment, manner, and extend. Here are the details:

1. Circumstance Location

Nam Joon uses two different kinds of location circumstances; some circumstances refer to the spatial location, and the other refer to the time or when the event occurs.

4. **Last November**, BTS launched the "Love Myself" campaign with UNICEF, building on our belief that "true love first begins with loving myself."

50. **Maybe I made a mistake yesterday**,

53. **Tomorrow I might be a tiny bit wiser**,

In those clauses, Nam Joon uses time circumstances "Last November", "yesterday", and "Tomorrow" as the additional information that explains when the event occurs. However, "Last November" becomes the only definite circumstance from those circumstances. Meanwhile, "yesterday" and "Tomorrow" are abstract circumstances that do not refer to any time specifically.

77. **I'm a hip-hop idol and an artist from a small town in Korea.**

9. **I was born in Ilsan, a city near Seoul, South Korea.**

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Then, Nam Joon also uses the spatial circumstance in both clauses, "from a small town in Korea" and "in Ilsan, a city near Seoul, South Korea", which refers to the same place. The repetition usage of this circumstance indicates that Nam Joon emphasizes his identity as a Korean boy.

2. Circumstance Cause

The cause circumstance is the additional information describing the reason behind the activity (process).

*35. But it took me a long time to **hear music calling my name.***

*36. Even after making the decision to **join BTS,***

*49. because I had my other BTS members by my side, **and because of the Love and support of our ARMY fans.***

In those clauses, Nam Joon uses "to hear music calling my name", "to join BTS", and "because of the love and support of our ARMY fans" as the cause circumstance. In data 35 and 36, Nam Joon uses the circumstance to underlie how he finally finds his dreams of being an idol and joining BTS. In relation, he uses the circumstance in number 49 to show the support he has got from his fans as the beneficial impact of his decision to join BTS.

3. Circumstance Accompaniment

The accompaniment circumstance has a function to show the other entity which accompanies the actor/senser/ token in doing the process. This entity can be a thing, people, or ways.

*4. Last November, BTS launched the "Love Myself" campaign **with UNICEF,** building on our belief that "true love first begins with loving myself."*

*5. We have been partnering **with UNICEF's #ENDviolence program** to protect children and young people all over the world from violence.*

In both clauses, Nam Joon uses accompaniment circumstance "with UNICEF" and "with UNICEF's #ENDviolence program" to underlie BTS's position in the event as the collaborator partner of UNICEF in the #ENDviolence program.

4. Circumstance Manner

Manner circumstance describes how the process exists.

*8. I would like to begin **by talking about myself.***

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76. *Find your name, find your voice **by speaking yourself**. I'm Kim Nam Jun, RM of BTS.*

Nam Joon uses circumstance "by talking about myself" and "by speaking yourself" to emphasize that speaking up is important. In number 8, Nam Joon conveys how he introduces himself, while in 76, he conveys how to know the audience's self.

81. *but I am going to embrace myself **as hard as I can**,*
82. *and I'm starting to love myself, **little by little**.*

Then, Nam Joon uses the manner "as hard as I can" and "little by little" to show how he consistently learns to love himself step by step.

5. Circumstance Extent

Extent circumstance describes the duration or how long something has happened.

35. *But it took me **a long time** to hear music calling my name.*
39. ***Sometimes**, I just wanted to quit.*

In number 35, Nam Joon uses the circumstance "a long time" to show how long he needs to realize that music is his expertise. Meanwhile, in number 39, Nam Joon conveys how often he wants to stop achieving his dream of being an idol.

CONCLUSION AND SUGGESTION

Conclusion

Based on the previous exposure, the researcher found that the concept of mental health awareness in the Bangtan Sonyeondan's (BTS) speech text is conveyed through the soft campaign method and is reflected by how Nam Joon shares his personal feelings and experiences to inspire the audience through the mental process, also by how Nam Joon uses himself and BTS as the center of the speech with the usage of first-person "I" that refer to Nam Joon and third person "we" or "our" that refer to Nam Joon and BTS as the dominator in order to motivate the audience without making them feel pressured or forced. In addition, the minimum usage of circumstance also reflects this method; it shows that the speech is global, delivers for a broad, unlimited audience, and does not refer to a specific location or occasion.

Implication

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For further research on transitivity, the researcher suggests using more references to facilitate the preparation for interpreting the data in Chapter IV and also for completing the other aspects of the thesis, for instance, in the part of the method or theory of analysis. Moreover, the researcher needs to understand the theory, specifically the transitivity system, as the data analysis tool; hence, the analysis section will be constructed efficiently.

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