

Critical discourse analysis on BTS commencement speech in dear class of 2020

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Abstract – The aim of the study is to examine the representative of critic in CDA and the hidden meaning in BTS Commencement Speech in Dear Class of 2020. The analysis of this research based on theory of CDA and its analysis methods which were represented by Van Dijk. Whereas the discussion used descriptive qualitative research method which deals with data that are in the form of word, rather than statistics and attempts to arrive at a rich description of something systematically. It starts by analyzing the represented critic on the text and separated them into an expression from each data. Then, it is continued by analyzing the hidden meaning of the text. Since it is a critical discourse, therefore those features are analyzed critically. The result shows that CDA can explore the relationships among language, power, and ideology. Through the language used, it can be known the strength of power and the purpose of the speaker, which the power is strongly felt and the ideology is clearly seen as well as understandable

Keywords: Critical Discourse Analysis (CDA); Hidden Meaning; BTS; intended meaning

1. Introduction

A social problem in society could be a circumstance that has a detrimental impact on a sizable number of people. Our civilization faces various problems, including the effects of climate change, warfare, inequality, poverty, conflicts between religions, sexual assault, and many others. A variety of terrible circumstances exist. According to some sociologists, deplorable conditions do not constitute a social problem until they are acknowledged by sizable numbers of residents. The researcher was all experiencing the same societal problem, too. Nearly everything that was scheduled for 2020 has been cancelled as a result of the COVID-19 problems that are currently sweeping the globe. Additionally, postponed were concerts, festivals, conferences, and school commencements. Many folks are in such a sad state and believe there is no hope. An online graduation ceremony called Dear Class of 2020 was took place on June 7, 2020. This event is to honour graduates of all grade levels who are unable to attend ceremonies that were postponed because to the COVID-19 pandemic.

This event is full of moving speeches. All of the speakers are saying a good speech to the graduated students. BTS (Kim Namjoon, Kim Seokjin, Min Yoongi, Jung Hoseok, Park Jimin, Kim Taehyung and Jeon Jungkook) gave a powerful commencement speech during “Dear Class of 2020”. Wearing black suits, the seven members recorded their speech to the event from the National Museum of Korea in Seoul, South Korea. All of BTS member get the opportunity to delivering their speech, each of them takes turns sharing messages of hope and inspiration for the class of 2020 in both English and Korean and YouTube providing the official translation in English. They mention a lot about the problem that everyone related to as a student or even human being and they also give encouraging speech to everyone during these challenging times. That is why the researcher is interested to BTS than the other figures. Moreover, the reason why speech is chosen because it is a form of language in used. Through the use of language, it creates the idea about power and its ideology. In order to examine the use of language and ask why it has been used that way and

what the implications are of this kind of use on speech, the researcher conducted an analytical framework for studying connections among language, power, and ideology which is called critical discourse analysis.

The researcher was examined BTS's statement in "Dear Class of 2020" since they speak extensively about issues that affect everyone as a student or even as a person, and because they also offer words of encouragement to everyone during these trying times. The representation of CDA and the hidden meaning that are there in this speech will be examined by the researcher. Critical Discourse Analysis (CDA) is an interdisciplinary approach to the study of discourse that views language as a form of social practice and focuses on the ways social and political domination are reproduced by text and talk. The researcher used BTS's speech to communicate thoughts, facts, and knowledge from the speaker to the receiver with her own thinking and expression during the analysis the representation critic of CDA. The phrase "hidden meaning" is typically used to describe anything mysterious, covert, and inexplicable. Something being out of sight or simply not immediately obvious has a hidden meaning. In fact, there are so many definitions for the word "hidden" that it is difficult to explain it in its entirety. However, this one is the simplest to understand what is hidden. So, something that has been tucked away in the very back and is difficult to view is hidden. In essence, concealed meaning is difficult to uncover. To understand what is actually being stated, we must analyse each word and also look for the context of every phrase.

Using critical discourse analysis in BTS's speech, the researcher attempted to elucidate not only the language, power, and ideology of the speech itself but also from the speaker, the BTS himself. Thus, language, power and ideology can be seen from its use to the social problem which is going on at that time and to the social power which is trying to influence the representation of the critical discourse analysis to become closer to something that is desired by the speaker. There are some studies that mentions about CDA in previous topic, here are some of them:

Van Dijk (1998) in his international journal entitled "The Handbook of Discourse Analysis" mention that CDA is particularly interested in examining any discourse, whether it be written or spoken, from the standpoint of discursive practices in a society, such as hegemony, dominance, inequality of fundamental rights, and racial discrimination. Its main objective is to assess how these methods are used from a socioeconomic and political standpoint. Media and politics are intertwined because media spreads the ideas and ideologies of the ruling class. According to him, media discourse promotes elite policies, hegemony, and exploitation. It consistently supports the ideology of the ruling class and government. Their language reveals the high class's prejudice toward the poor class.

Fairclough (1992) mentions In the first stage of the CDA, the speaker's knowledge, experience, and beliefs are all taken into account. Following the speaker's knowledge of reality and identity comes the effect of social interactions on the conversation. According to him, vocabulary choices and syntactic patterns in a speech can also shed light on a speaker's social background and identity. He argues that discourse is produced by language, and that divergent socio-political stances are ultimately what trigger the practice of power relations. Members of a certain social setting, according to Fairclough (1992), have unique relational and expressive criteria that are evident in their speeches. This indicates how closely linguistic and social traits are related. Analysis of the text in light of social theory of language and the operation of ideological and political processes is the primary goal of CDA.

Wodak and Meyer (2001) mention that the term "Critical" in the CDA in this international journal as the study and comprehension of the language integrated in a social, political, and economic standpoint. Establishing connections between the impact language has on society and politics as a whole is the aim of CDA. The focus seems to be on text in its most basic form since text represents the ideological and identity underpinnings that are generated and evolved through social relations. They believe that CDA not only exposes the power dynamics at play in social practices, but also gives people the chance to question and critique them (Wajdi & Asrumi, 2024).

Fatmala et al (2020) in her research that was published with the titled "Critical Discourse Analysis on Ghazwul Fikri Book by Shabur Mazru" She emphasizes the usage of abstract sentence forms and takes discourse into account as a component of spoken language. Focus appears to be placed on the macrostructure, superstructure, and microstructure of Abdul Shabur Marzuq's novel Ghazwul Fikri.

2. Method

This research is qualitative research. Three approaches will be used to analyse the qualitative data according to the theory put forth by Miles and Huberman in 1994. There are: Data Reduction (The process of grouping, focusing, identifying, simplification, abstraction, and modification of the data that were deemed relevant is known as data reduction. By identifying and categorizing the hidden meaning in the data, the

researcher was able to do the investigation and produce useful information). Data Display (Data presentation is the process of presenting information as sentences, a story, or a table. In order to display data, the researcher tabulated the representative of critical discourse analysis) and Drawing and Verifying Conclusion (After the data was displayed, the final stage was to formulate a conclusion and perform a verification. To make the data apparent, it was used to describe all of it, the solution to the problem's initial formulation may be found in the conclusion) (Wajdi, 2018).

The data analysis procedure in this study consisted of (1) Searching for the video. Video recorder observation was used by the researcher as the first step in data collection. It is looking for the network's website, in this case www.youtube.com, where the speech by BTS is available on video. Specifically, on the BANGTANTV channel. It demonstrates that the incident actually did take place. It indicates that the speaker, in this case all of the BTS members, actually said what they claimed to have said, (2) Searching the script. The researcher then searches for the speech's script after discovering the video. It's discovered in a blog on the internet called armyconnect.id, and the method of looking for it is nearly identical to that of the video. (3) Downloading both the script and the video. The last step for the researcher was downloaded and save both the script and the video. After the data has been gathered, It will be utilized for the primary data to be studied for the script in particular.

3. Results and Discussion

The result obtained from the research have to be supported by sufficient data. The result will be separated into two table which is related to the problem discussion.

Based on the result of the schema of critics, it found there are 4 expression that the speaker delivers during their speech, there are feeling, experiences, motivation and suggestion.

According to data (E.F.1), RM expresses his feelings about how the graduation event that the 2020 graduates do at that time, unlike the usual graduation event, everyone used to have a big event with lots of flower and had a cool graduation cap. His opinion in that sentence said that he also recognizes the different between 2020 graduation event version and the usual version.

In Data (E.F.2) Jimin delivered his feeling by saying "I am worried for everyone". The point in this part is Jimin explained that he concerns about 2020 graduates' conditions at that time. As we know, the condition in the beginning of COVID-19 is worse. Jimin thinks about all the 2020 graduate's health and whether all of them going okay during the pandemic.

In data (E.E.1), it can be concluded that there are main idea that he used to express his experience is "I feel like I've come a very long way, all I've done is continue on, but even today, I continue to learn new things" Jungkook says that he feels like he's stuck for a long way without any problem solving, but realized after long way of trying, he feels that he improves in anything and be a good person these days.

According to Jin statement in data (E.E.2), the phrase "Back then, the notion of becoming an adult was something quite scary" is the highlight from this sentence. That phrase was included the main idea of his experiences. For catch the 2020 graduate's attention, Jin wants to tell his experience when he was celebrating his graduation event and that feels in the same as most of the 2020 graduates at that time.

Data (E.M.1), Suga giving a motivation by saying, "*Take your hands off what you can't control, and get your hands on what you can change*". According to Oxford dictionary, control mean *the act of limiting or managing something*. By this word, Suga gives motivation and completely declares that the 2020 graduates need to only managing something that they can do.

According to data (E.M.2), the main idea in this datum is "*You are the leader of your own life, and chant it over and over again. I can do it. You got it. I can do it well. I can do it better than anybody*". J-hope reveals his thought and shared it to the 2020 graduates. All of the things that happened to us sometimes make us questioning our decision, we often think like: Is this the right choose?" or "Is this my passion?" and many more. As the member of the most popular group, J-hope is also likely to questioning his path and his profession, and it's totally okay, because we are as a human, sometimes it's totally okay when we are down and we have to questioning our decision because we only can us ourselves because we are the leader of our life.

According to data (E.S.1), Main idea of this datum is "I urge you to listen to your heart". V gives advice to all 2020 graduates to listen to what their inner voice wants to do, no matter how good other people's wishes are if they don't feel comfortable doing it themselves, leave it.

Table 1 Schema of Critic

No.	Expression	Data
1.	Feeling	(E.F.1) ...Ten years ago, it snowed really hard on the day of middle school graduation, I was just a boy who had closed just one chapter, ready to pen another... (E.F.2) ...I am worried for everyone...
2.	Experience	(E.E.1) ...I feel like I've come a very long way, all I've done is continue on, but even today, I continue to learn new things... (E.E.2) ...Back then, the notion of becoming an adult was something quite scary...
3.	Motivation	(E.M.1) ...Take your hands off what you can't control, and get your hands on what you can change... (E.M.2) ...You are the leader of your own life, and chant it over and over again...
4.	Suggestion	(E.S.1) ...I urge you to listen to your heart...

According to data above, it can be concluded that each speaker delivers the hidden meaning. The term “hidden meaning” is usually taken to refer to something unexplained, undisclosed and obscure. Hidden meaning is something being out of sight or even not readily apparent.

According to datum 1, Jung kook told the 2020 graduates that he watch his graduation video again that happen in the past to throwback when he also was a student, he watch it because he want to make his speech more deep but turns out he is being touched about how he has grown a lot since that time. As we can see, he asked himself “Did that child really grow to become me?” in those phrases, he knows that he kind of not expect that he became the better version of himself. With the word ‘hope’ that he mentions above, he encouraged the 2020 graduates to also realized that they are has grown a lot and to keep moving forward in life and never lose hope. The hidden meaning in this datum is, some students in 2020 feels like they are being stuck in places and couldn't moving forward because of the pandemic. Everyone being stuck in a small room and they feel like they can't enjoy their teenage life freely like how we used to do our life. But Jung kook give the best advice to 2020 graduates who think that they can't move forward.

According to datum 2 Jin says that sometimes he feels anxious when he sees his friend's achievement. Jin also ever says in BTS's concert that Jin's mom frequently have a conversation with her friends, His mom's friends never stop talking about her children's achievement and at that time, Jin's mom couldn't say anything back because Jin didn't have a lot of achievement at that time. Jin used to following his friend's speed but he realized that is not good and make him feel tired. Then he grow up in his own pace and be the best version of himself. And then these days Jin made it. He became a successful singer with a lot of achievement. Jin's mom now being so proud of Jin. So, Jin gave the 2020 graduates advice that everyone need to move at their own pace and never compare themselves to others. He is trying to say that everyone don't need to rush but we need to realize that even though we in a slow pace, we still make an improvement. In this datum, Jin say that he trying so hard being the other person. That's how society think these days. We likely to be someone who we see on social media. Everyone looks perfect in social media and sometimes it makes us feel insecure about what we have achieve now because everyone out there moving so fast, being so success in an easy way, meanwhile we want to be like them so bad. Jin give every 2020 graduates that it's okay to moving slow, but we need to make sure that we are in our own pace and we'll make it in our own way.

Table 2 Hidden Meaning Analysis

No.	Data	Speaker
1.	"I recently watched that video again, and it made me wonder, "Did that child really grow to become me?" ... And I hope you all also do the same for yourself and move forward."	Jungkook
2.	"Sometimes, I'd feel restless, watching my friends go on far ahead of me... I soon realized that their pace was not my own. What held me together during those times was a promise I made with myself: "to take it slow." "I'd go at my own pace, steadily"	Jin
3.	"One small person can dream the biggest dream, paint the largest picture, and make endless possibilities come true... Get your hands on the changes you can make, because your possibilities are limitless,"	Suga
4.	"But if things are not okay—even in the slightest—we send you our most sincere consolation with all our hearts. ... Remember there is a person here in Korea, in the city of Seoul, who understands you."	Jimin
5.	"I'm not much different from all of you ... There will be times in your life when you question your own decisions, whether it be about your major or your profession, whether you have the right choice, whether you are doing well or walking the path of failure. And when you do, remember: You are the leader of your own life."	J-hope
6.	"In all honesty, I wasn't born with the talents of singing and dancing, and wasn't much the persevering type either ... If there is anyone out there who cannot see where they should go from here forth, I urge you to listen to your heart."	V
7.	"The recent unforeseen events completely changed our plans, and the sense of loss and anxiety we felt then are still with us today. We may be seeing each other through just a camera in this small screen, but I know your future will bloom to something much bigger and magnificent."	RM

In datum 3, Suga is trying to tell the 2020 graduates that even we think that we are small, we are weak or any else, we still can have a big dream. The quotes above reminds me of how Suga really came from a hard time in the past, he has a big dream when he was a student but he came from a family who are not supporting him in any ways. So, he did what he said on his speech such as "Get your hands on the changes you can make." and that's what makes him work hard to achieving his dream because he knows that no one could help him, so he helps himself. In this datum, the hidden meaning is we trying so hard to control something that we actually can't control. We only focus on something we can't change. But Suga says that the only thing we can control is ourselves. Instead of thinking how the others think about us, we need to think that we can made it, we can be a great person, and we can success because our possibilities are limitless. We need to control our self.

In datum 4, Jimin shows what people need. Instead of advice, what every human being need is an emotional support. Sometimes, people feel like they hate to get an advice. Jimin provided compassion to the 2020 graduates who watching the graduation event. Jimin wants everyone to know that he is there to anyone and understand how everyone feels. That words also means that he wants everyone to not feeling alone. In this datum, the hidden meaning is when Jimin mention "but if things are not okay even in the slightest, we send you our most sincere consolation with all our hearts". Sometimes we are all not feel good or okay. We might think that no one understand how we feels. And the only thing Jimin says to make sure everyone will not fill alone, He says "Remember there is a person here in Korea, in the city of Seoul, who understands you".

In datum 5, J-hope tells the 2020 graduates that in this life, we sometimes questioning our decisions that we already make, maybe about our major, the carrier that we want, or any important decision in this life. If that's ever happen to all the 2020 graduates, he wants everyone to remember that we are the leader of our own self. So, only ourselves who can choose the best decision to our future. In this datum, the hidden meaning is when J-hope says that "I'm not much different from all of you". Sometimes, the society think that celebrity is someone who have an easy life. Celebrity can't relate to what the ordinary human feels. But j-hope said that he is still a human being who can questioning their decision. And the advice is "You are the leader of your own life" to let everyone knows that we are all can make a decision by ourselves and we don't need to worry about anything because we will make it.

In the datum 6, V emphasizes to every 2020 graduates that they need to listen to their heart as they move through life. V thinks that our conscience is the most important part in this life. He also say

that if anyone feel puzzled to make our life decision, we need to listen to our heart. Even though it feels hard, but he sure that many opportunities will come when we want to listen to our heart. The hidden meaning is V mention is “I wasn’t born with the talents of singing and dancing, and wasn’t much the persevering type either”. We are able to find out what V about to say in this phrases easily. He is trying to say that he used to not have any talents like a lot of teenagers or 2020 graduates. But as he trying hard to working on it to achieve his dream, he made it. He wants every 2020 graduates to work hard on their passion or something that they think they don’t even have.

In the datum 7, for the final remarks of BTS’s “Dear Class of 2020” speech, RM assured the 2020 graduates that despite these uncertain times, they will create something amazing. RM gave the advice to the graduate that everyone should never give up on their dreams because even though they celebrate their graduation only through small screen of their phones, but he knows that the future on the 2020 graduates will be a great human. The hidden meaning in this datum is when RM mention “The recent unforeseen events completely changed our plans, and the sense of loss and anxiety we felt then are still with us today”. RM, 2020 graduates, or even we also feel the same thing. All of us made a good plan for 2020, we have some bucket list that we need to do in 2020 or some resolution but it’s all gone and get cancelled. We are all feel the same anxiety, we afraid that our resolution in 2020 would not happen. But RM give a good advice that we need to feel blessed about the other things. There is a lot of things we should be grateful for. RM ever said a phrase in his interview that made me amaze and 2020 graduates should know this phrase too. “Don’t take anything for granted”.

4. Conclusion

From the research that has been done, it can be concluded that: the representation critic of CDA is very strongly felt, it can seen in the text that included the basic norms, values and principles, In this sub chapter also included the general meaning to a text that can be understood by looking at the topic of the text, main idea or main topic, and it’s also built text with a schema in order to produce meaning of beginning to the end of the sentence of the text, and also it can be analysed by seeing the diction, sentence structure, and the local meaning that also shown on the text. It can be called, in BTS’s speech, critic is expressed through the words which contain power and be able to make other people do an action based on their words. In other words, they has the power over something that they says. It also can be called that the representation critic is a goal which want to be achieved. In their speech the main goal of BTS is that they want to bring motivates to all of the 2020 graduated. It is proved in the speech that they tell about how their feeling in that situation, and how they have a energy to motivated people by their words. It can be concluded that the representative critic that can be seem from their speech are their feeling and motivation that they give to all the 2020 graduates.

Meanwhile, the language used by BTS can be seen through the hidden meaning. For example, *“One small person can dream the biggest dream, paint the largest picture, and make endless possibilities come true... Get your hands on the changes you can make, because your possibilities are limitless,”* based on the example, those are not only words but also a real action which will be realized. Whereas the hidden meaning is seen through the use of the sentence. It means that the through their speech, BTS also can motivated the people, because by conducting a commencement speech, people realize that BTS also known about the incident that occurred. It calms the people (the 2020 graduates) down because the graduates know that the situation and the condition have been under control.

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