



**AN ANALYSIS OF MODALITY IN THE SCRIPT OF  
ANTHONY ROBBINS' MOTIVATIONAL SPEECH  
“WHY WE DO WHAT WE DO”**

By:  
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**200932003**

**DEPARTMENT OF ENGLISH EDUCATION  
FACULTY OF TEACHER TRAINING AND EDUCATION  
UNIVERSITY OF MURIA KUDUS  
2013**



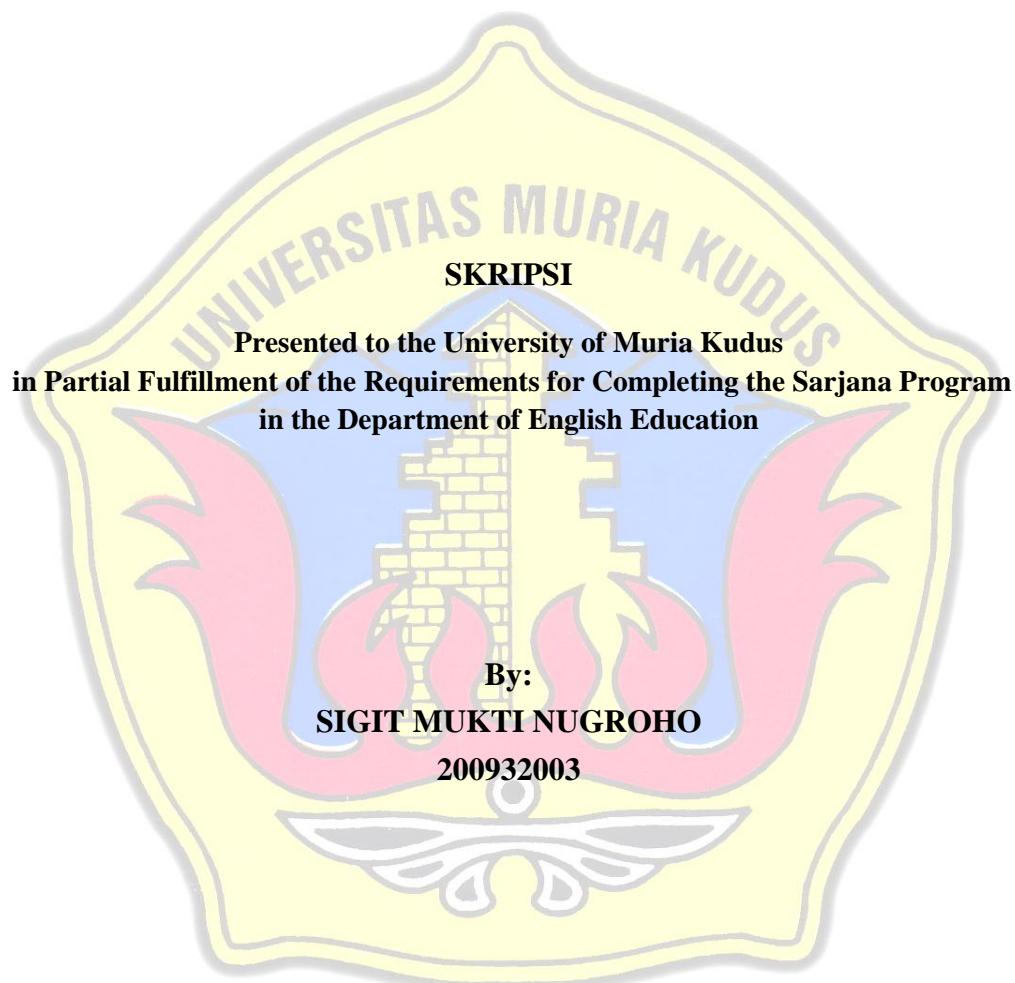
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## MOTTO AND DEDICATION

- The best winning story is when we have devoted our lives to God wholeheartedly.
- The main story of this life is all about how to express gratitude to God
- Live your life to give as much as possible, and let God decide what's the best
- When troubles come your way, how to fix them is a number-two matter. Getting closer to God is the very first answer upon all.
- *If you did good it proved to be good for yourselves and if you committed evil it proved to be bad for your own selves. (QS Al-Israa: 7)*
- Dream, pray, action (Yusuf Mansur)
- Think – Act – Learn, Be a Blessing for the Universe (Rohani)
- Every hard thing will get easier as we get used to it (Agung Dwi N)
- It requires very deep sincerity to have a big dream while doing simple things for its realization (Mario Teguh)

I would like to dedicate this skripsi to:

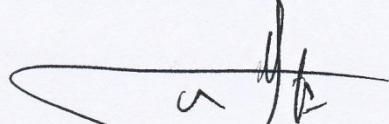
- Allah SWT, The Owner of Universe, The Master of Creativity
- My father as my very first ideal model of life-learning, my best teacher ever
- My mother for her warm love
- Nunik Istiana Wulandari, S.Pd. and family, as a great support
- Mr Asfan Faizin the late, as my English and life tutor
- Ustadz Winarno Al-Hafidz, as my spiritual mentor
- All friends of mine
- All people around me

## ADVISORS' APPROVAL

This is to certify that the *Skripsi* of Sigit Mukti Nugroho (2009-32-003) has been approved by the *skripsi* advisors for further approval by the Examining Committee.

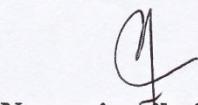
Kudus, July 2013

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Acknowledged by

The Faculty of Teacher Training and Education

Dean,



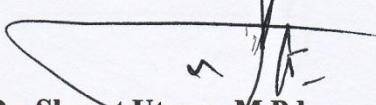
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## EXAMINERS' APPROVAL

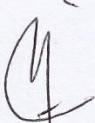
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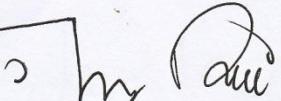
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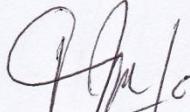
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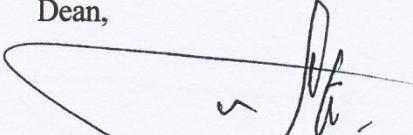
  
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## **ACKNOWLEDGEMENT**

Alhamdulillah thanks to Allah SWT the Almighty who has been bestowing everything to me since the creation of me until this time, and thanks to Him who has been always with me beginning from the title choosing of this skripsi, advisors deciding, references supply, time-for-consultation management, and even the process of completing this skripsi entitled "*An Analysis of Modality in the Script of Anthony Robbins' Motivational Speech "Why We Do What We Do"*".

This skripsi is not merely my own work but has also been greatly improved by the willing cooperation and assistance of a number of people in the process of accomplishment. Therefore, I would like to express my deep gratitude to:

1. Allah SWT the Almighty, the Most Merciful, the Most Gracious, the Everlasting Energy Source, And Eternal Hope.
2. My beloved parents for their loves and supports me in finishing this skripsi.
3. Dr. Slamet Utomo, M.Pd., the Dean of Teacher Training and Education Faculty of Muria Kudus University and the first advisor who has guided me and supported me in finishing this research with a great patience.
4. Diah Kurniati, S.Pd., M.Pd, the Head of English Education Department of Teacher Training and Education Faculty of Muria Kudus University.

5. Nuraeningsih, S.Pd., M.Pd., as the second advisor who gives her constructive criticisms and assistances during completing this research.
6. The lecturers of English Education Department of Teacher Training and Education Faculty of Muria Kudus University.
7. Dhe Ngat, who has been serving my family with her loyalty.
8. Nunik Istiana Wulandari, S.Pd., who has been a great help for my life turning point, as well as for her skripsi as one of my resources.
9. Ustadz Winarno Al Hafidz, who has been helping me spiritually.
10. All IC A 2009 friends, and all friends in English Education Department Muria Kudus University.
11. All people I have met, seen, heard of during my lifetime.

I am convinced that there are mistakes made elsewhere. Therefore, I would like to apologize for any mistakes and am open for more constructive criticisms and suggestions. Furthermore, I hope that this skripsi will be useful especially for those in the field of English teaching and learning.

Kudus, July 2013

**Sigit Mukti Nugroho**

## ABSTRACT

Nugroho, Sigit Mukti. 2013. *An Analysis of Modality in the Script of Anthony Robbins' Motivational Speech "Why We Do What We Do"*. Skripsi. English Education Department Teacher Training and Education Faculty Muria Kudus University. Advisors: (1) Dr. Slamet Utomo, M.Pd., (2) Nuraeningsih, S.Pd., M.Pd.

**Keywords:** modality, script of Anthony Robbins' motivational speech "Why We Do What We Do".

Communication takes place in our life in order to fulfill needs. It is carried out by means of language that is viewed to have metafunctions, one of which is interpersonal meanings as resources to manage interaction between people. Modality is one of the features of these meanings, functioning as the intermediate range between extreme positive and extreme negative. Motivational speech delivered by Anthony Robbins entitled "Why We Do What We Do" also contains modality that makes persuasive language.

The objective of this research is to find out the system of types of modality in the script of Anthony Robbins's motivational speech entitled "Why We Do What We Do" and the functions of the types of modality used in the script.

Descriptive qualitative method has been utilized to reach the objectives of this research. The data of this research is the types of modality (probability, usuality, obligation, and inclination) found in the script of Anthony Robbins's motivational speech "Why We Do What We Do". Meanwhile, the data source of this research is the script of the motivational speech itself.

The result of the research showed that Anthony Robbins in fact uses all types of modality including probability (39%), followed by obligation (22%), usuality (19%), and inclination (20%). The most dominant ones are probability and obligation. By this result of analysis, we can see the way Tony Robbins persuades and motivates his audience. He optimises modality of probability to offer more possibilities to the audience to make them easier to grasp spirit, and modality of obligation to execute communication technique of leading which is done by presenting necessities to the audience. The other modalities (usuality and inclination) also contribute with their each function that also influences the power of hypnotic language.

By the result of the analysis, this research has provided resources for motivational speakers to optimise modalities to motivate people, for teachers to motivate and teach their students, for students to learn and use modality in daily life more appropriately and effectively, for further researchers as a resource to conduct a research, and for common readers to improve their communication.

## ABSTRAKSI

Nugroho, Sigit Mukti. 2013. *Analisis Modal dalam Skrip Pidato Motivasi Anthony Robbins “Why We Do What We Do”*. Skripsi. Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muria Kudus. Pembimbing: (1) Dr. Slamet Utomo, M.Pd., (2) Nuraeningsih, S.Pd., M.Pd.

Kata kunci: *modality*, skrip pidato motivasi Anthony Robbins “*Why We Do What We Do*”.

Komunikasi ada di dalam kehidupan kita untuk memenuhi kebutuhan. Komunikasi dilakukan dengan menggunakan bahasa yang memiliki metafungsi, salah satunya adalah makna interpersonal (*interpersonal meanings*) yang berfungsi acuan untuk mengatur hubungan manusia. Modal atau *modality* merupakan salah satu fitur dari makna ini, berfungsi sebagai wilayah pertengahan antara bahasa yang bersifat ekstrim positif dan ekstrim negatif. Pidato motivasi yang disampaikan oleh Anthony Robbins berjudul “*Why We Do What We Do*” juga berisi modal yang berpengaruh terhadap daya persuasi bahasa yang dipakai.

Tujuan penelitian ini adalah untuk menemukan jenis-jenis modal dalam skrip pidato motivasi Anthony Robbins berjudul “*Why We Do What We Do*” beserta penafsiran tentang jenis modal yang digunakan dalam skrip tersebut.

Metode deskriptif kualitatif digunakan untuk mencapai tujuan penelitian ini. Data yang digunakan dalam penelitian ini adalah sistem penjenisan (system of type) dari modal (meliputi *probability*, *usuality*, *obligation*, dan *inclination*) yang ada di dalam skrip pidato motivasi Anthony Robbins “*Why We Do What We Do*”, sedangkan, sumber datanya adalah skrip pidato motivasi tersebut.

Hasil penelitian ini menunjukkan bahwa Anthony Robbins benar-benar menggunakan semua jenis modal yang terdiri dari *probability* (39%), *obligation* (22%), *usuality* (19%), dan *inclination* (20%). Yang paling dominan ditemukan adalah *probability* dan *obligation*. Dengan hasil analisis tersebut, kita dapat melihat cara Tony Robbins memberikan persuasi dan motivasi pada penonton. Ia mengoptimalkan modal *probability* untuk memberikan kemungkinan-kemungkinan lebih pada penonton sehingga mereka lebih mudah mendapatkan semangat. Modal *obligation* ia gunakan untuk melakukan teknik komunikasi *leading*, yaitu merangsang penonton melakukan sesuatu yang diharapkan. Hal ini dilakukan dengan menyajikan keharusan-keharusan (*necessity*) pada audience. Modal yang lain, yaitu *usuality* dan *inclination* juga memberikan kontribusi terhadap pidato Tony Robbins dengan fungsinya masing-masing. Hal ini juga memengaruhi kekuatan bahasa hipnotiknya.

Peneliti berharap bahwa hasil penelitian ini dapat dijadikan sumber acuan bagi trainer motivasi untuk memanfaatkan *modality* untuk memotivasi orang lain.

Penelitian ini juga memberikan sumber bagi guru untuk memotivasi dan mengajar siswa khususnya tentang modal dalam bahasa Inggris. Melalui hasil penelitian ini, siswa pun dapat belajar lebih dalam lagi tentang *modality* dan menggunakannya dalam kehidupan sehari-hari dengan lebih tepat dan efektif. Untuk para calon peneliti lanjutan, mereka dapat mempergunakan hasil penelitian ini sebagai acuan untuk melakukan risetnya. Bagi para pembaca pada umumnya, diharapkan hasil penelitian ini bermanfaat untuk menjadi sumber yang dapat meningkatkan kualitas komunikasi mereka.



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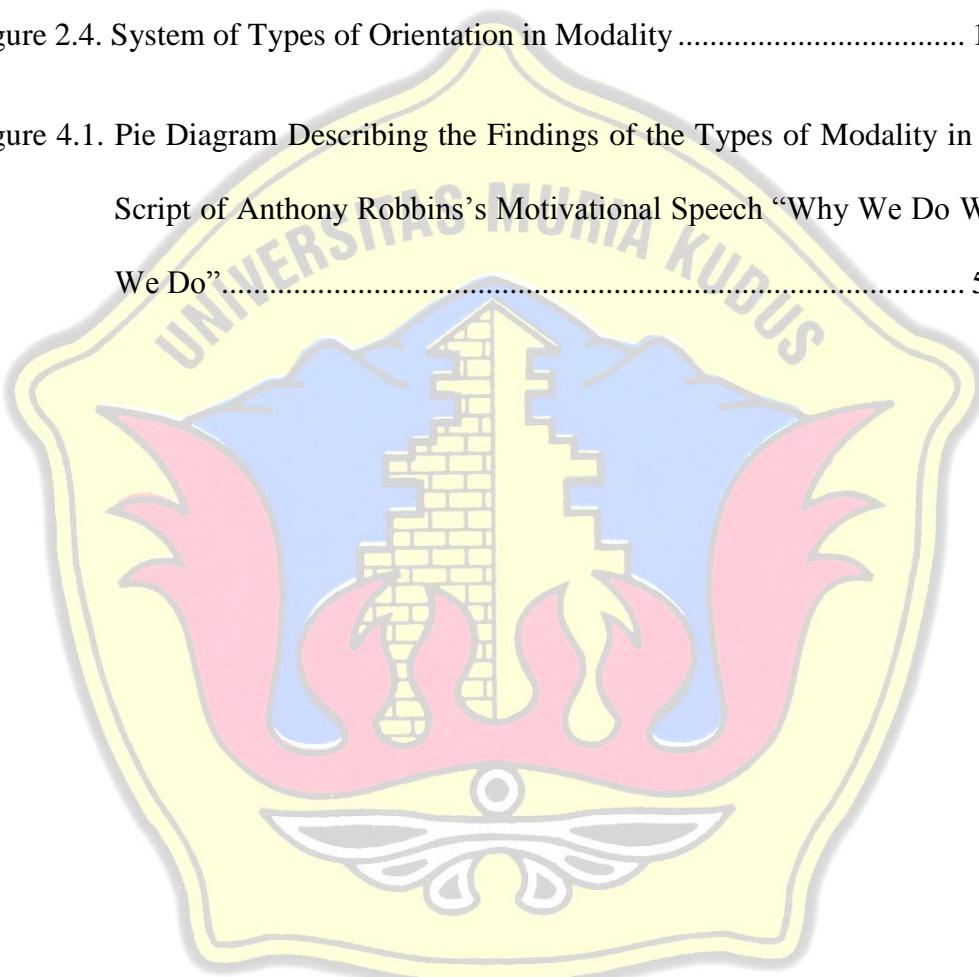
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