

Kim Namjoon Speech at the UN Assembly: A Discourse Analysis

*Lale Chusnun Nisa*¹, Erwin Suhendra², Zainuddin Abdussamad³*

^{1,2,3}English Literature Department, Universitas Bumigora, Indonesia
*e-mail: nisaelizar@gmail.com¹ erwin@universitasbumigora.ac.id²,
zainudinabdussamad@universitasbumigora.ac.id³

Abstract

The aim of this research is to reveal values, beliefs and assumptions in Kim Namjoon's speech at UN Assembly. This research used descriptive qualitative narrative strategy that describe data through form of the written word or verbally from people and behavior observed. Data of this research are qualitative in type and the text were taken from the YouTube videos. The data is obtained through watching and recording method which include reading the text of the speech, transcribing and sorting the data. This research examines the discourse of the speech using a narrative approach and conveyed narratively through sentences. In this analysis qualitative data were portrayed to describe the findings. Several discourse components were found covering the word usage: cognitive statement, affective statement, state and action statement, ability and constraint statements and achievement statement also figurative language used in Kim Namjoon speech is metaphor and personification. Further, this research also found that ideology was used in the speech. It is correlate with that person positions in the society.

Keywords : *Discourse Analysis, Kim Namjoon, UN.*

1. INTRODUCTION

With over two decades of the evolution of Hallyu wave which can be roughly described as the spread of the Korean popular culture and media throughout the globe. Hallyu wave can also be described as the proliferation of the Kpop culture throughout the mass media has been taking attention of the globe for the last two decades and its phenomenon interest many academicians to research of it(Lyan, 2019; Masood & Abdul Rahim, 2020; Mustikawati, 2020; Yoon, 2020).

The popularity of K-pop lies in a splendid performance that harmonizes excellent singing skills, stage manners, and flashy dance moves. In 2012, as Psy's "Gangnam Style" maintained its ranking as No. 2 on the Billboard Hot 100 for seven consecutive weeks and finally reached three billion views on YouTube, the K-pop craze began to spread around the world in earnest (Korean Culture and Information Service, 2013).

In the K-pop industry which is a highly manufactured industry, BTS has carved its niche by becoming the most talked about K-pop act. BTS has been spreading the messages about positivity, self-love, self-empowerment, inclusivity, and youth struggles, the fans resonate with BTS. These fans look up to BTS as their role models and when they see BTS members engaging in charity and taking up social causes, the ARMY is inspired to do the same (Kanozia & Ganghariya, 2021).

The Speech delivered by the members of BTS, Kim Nam Jun not only has influential powers due to its militant ARMY. Also it has contextual messages that addressed to the world of SELF-LOVE. Therefore, this research keen to see the message of the speech in the linguistic perspective. Within linguistic branch, Discourse is defined as the language context that constructed within the communication that had several features to create meaning within communication (Ganghariya & Kanozia, 2020; Gee & Handford, 2012; Heracleous, 2006; Vásquez, 2022). It is one of linguistic studies that is part of the pragmatics and discourse analysis study. Both of these approaches focus on the meaning in an interaction and how the speaker communicates more information than the word used in which oral discourse is known as the form of utterances.

Speech has very powerful tools used to convey ideas especially when analysed through discourse there are lots of pattern can be found to understand its meaning. Erdogan, the Prime of Minister of Turkey sufficiently demonstrate his speech where he used his attitude and linguistic behaviour as the reflections of particular groups in Turkey and made him famous (Bayram, 2010). Further, Sipra & Rashid (2013) in his research on Marthin Luther King speech he found that Martin Luther King skilfully uses metaphors and other techniques to effectively highlight the connection between the powerful and the oppressed. He adeptly gains the support of the powerless without antagonizing the powerful, and his speech peacefully illuminates institutionalized social injustices.

This research focuses on the analysis of both spoken and written speech through displaying the related linguistic components which comprised in BTS speech, what messages are conveyed to the public. The interest of the speech is interesting because the BTS campaigning the importance of self-love and #ENDViolence to protect children and young generation from verbal and physical abuse that implicitly attached on their song lyrics entitled love yourself

2. RESEARCH METHOD

This research design refers to descriptive qualitative narrative research. Data of this research are qualitative in type and the text were taken from the YouTube videos. The data is obtained through watching and recording method which include reading the text of the speech, transcribing and sorting the data. The method used to analyse data by describing data through written words or

verbally from people and behaviour observed. (Stake, 2010) stated that personal experience, intuition and scepticism work alongside each other to help refine the theories and experiments that mean it relies primarily on humans (in this case the writer's) perception and understanding. Thus, this research used Kim Namjoon's Speech at UN General Assembly as the object of the research. The research was retrieved from YouTube. The data obtained through reading the text of the speech, watching the video on YouTube, examining and taking notes on several issues related to the object of the research. Further, the data then analysed through reading and choosing further sorting the data into words form, sentences or expression comprised in Kim Namjoon's speech text and video recording.

3. FINDING AND DISCUSSION

3.1 Finding

This chapter analyzes (1) the use of word, (2) discourse components, (3) power relations, (4) implications, and (5) figurative language.

1) The Use of Word

Gee & Handford (2012) divides the words usage into several categories as follows:

a) *Cognitive statements*

"I think I was very lucky that I didn't give it all up."⁽³⁰⁾

The 30th statement comes after Kim Namjoon describing his experiences (how he underwent his days, his childhood) before finally reaching his success by means that, if someone wants to progress his/her life, he/she must begin to get along with good, quality, and inspiring people.

b) *Affective statements*

"I would like to begin by talking about myself"^(8th).

The 8th quotation indicates about desiring. In further discussion, a person commonly shows affective statements by talking about relationships and activities in ways that seem to have a direct or indirect reference outside of themselves to success

c) *State and Action statements*

We truly have the best fans in the world!^(7th).

The writer states the 7th statement - "We truly have the best fans in the world!" - as *state statements*, since this statement functions as a conclusion of the preceding statements. The statements of 4th, 5th, and 6th have reinforcing that BTS's fans give a lot contribution in running

the program namely “Love Myself” which aimed at protecting children and young people all over the world from violence.

d) *Ability and Constraint statements*

This statement is closer to the description about one’s capacity and ability either description in a place where ones being insist to do thing. As it is attached in the following table:

Table 1. Ability and Constraint Statements

Ability statements	Constraint statements
<i>"Last November, BTS launched the “Love Myself” campaign with UNICEF, building on our belief that “true love first begins with loving myself.”(4th)</i>	<i>"I’m sure that I, and we, will keep stumbling and falling.(31st)</i>
<i>We have been partnering with UNICEF’s #ENDviolence program to protect children and young people all over the world from violence.(5th)</i>	<i>Tomorrow I might be a tiny bit wiser, and that’s me, too.(37th)</i>
<i>We have become artists performing in huge stadiums and selling millions of albums.(32nd)</i>	<i>These faults and mistakes are what I am, making up the brightest stars in the constellation of my life.(38th)</i>
	<i>I have come to love myself for who I was, who I am, and who I hope to become.(39th)</i>

The quotations attached in the *ability statement* column are getting closer to the statements which relate a number achievement with BTS. Those statements reflect abilities owned by Kim and BTS that we know from achievements they have got.

e) *Achievement statements*

It is marked as person talks about about activities, desires, or efforts that relate to “mainstream” achievement, accomplishment, or distinction as it is shown in the following citation.

"Find your name, find your voice by speaking yourself.(50) "I’m Kim Nam Jun, RM of BTS.(51) "I’m a hip-hop idol and an artist from a small town in Korea.(52) "Like most people, I made many mistakes in my life.(53) "I have many faults and I have many fears, but I am going to embrace myself as hard as I can, and I’m starting to love myself, little by little.(54) "What is your name? Speak Yourself!(55) Thank you very much

2) Discourse Components

Discourse structure itself divided into several discussions, as follows:

Coherence is understood as the connection of ideas at the idea level. In this speech is represented by the following quotation: "**Thank you**, Mr. Secretary General, UNICEF Executive Director, Excellences and distinguished guests from across the world.(1) **My name is Kim Nam Joon**, also known as RM, the leader of the group BTS.(2) **It's an incredible honor** to be invited to an occasion with such significance for today's young generation.(3). The phrase "**thank you**" is often appeared as a conventional phrase to acknowledge person's presence.

Cohesion means the connection of ideas at the sentence level and it is usually focused its discussion on structure. (1) Pronoun: "... **I** would like to begin by talking about myself.(8th); **We** have become artists performing in huge stadiums and selling millions of albums.(32); "**Our fans** have become a major part of this campaign with **their** action and enthusiasm.(6)

3) Power Relations

Kim Namjoon's speech at the UN General Assembly in New York on September 24, 2018 uses a lot of personal pronouns (pronouns). The pronouns that appear are the singular first-person pronoun (I), the plural first-person pronoun (we), as can be seen in the speech quotation, as follows:

The singular first-person pronoun is very widely used by Kim Namjoon. The singular first-person pronoun refers to the speaker himself, namely Kim Namjoon. The use of the first-person singular "I" indicates that Kim Namjoon stands out or shows his existence as the leader of BTS, which in this case the chairman has a capacity above the other BTS members. And the use of my word can be found in almost every paragraph of this speech.

"...We have been partnering with UNICEF's #ENDviolence program to protect children and young people all over the world from violence.(5) "Our fans have become a major part of this campaign with their action and enthusiasm.(6) We truly have the best fans in the world!(7)"

The pronoun "we" indicates that Kim Namjoon wants to show the involvement of other BTS members in UNICEF's #ENDviolence program campaign as well as to show BTS fans' involvement in the #ENDviolence program. The word "our fans" is also shown as a sense of belonging that BTS fans are not for himself only, but for all BTS members, so that in this text Kim Namjoon wants to involve himself with other listeners.

"I would like to begin by talking about myself.(8) I was born in Ilsan, a city near Seoul, South Korea.(9) It's a beautiful place, with a lake, hills, and even an annual flower festival.(10) I spent a happy childhood there, and I was just an ordinary boy.(11) I would look up at the night sky in wonder and dream the dreams of a boy.(12) I used to imagine that I was a superhero, saving the world.(13)..."

The sentence "and I was just an ordinary boy" represented when Kim Namjoon told his past before becoming famous singer. In this quotation, there are social structures that emerge, in the form of social class, status, social and social identity which belong to discourse analysis components. What Kim Namjoon wants to show is that initially he was an ordinary person who finally through hard struggle he could achieve his dreams, and able to posit himself socially equal to the audience at the UN General Assembly. As we know that the audience is the important people which are the delegation from different countries.

4) Implicature

As it is explained in previous chapter, implicature is an expression that has a different meaning of its literal meaning. Or to say in other, it is an indirect expression that is the meaning of the expression is not reflected in the vocabulary plainly (Levinson, 2008).

"...We have become artists performing in huge stadiums and selling millions of albums.(32) "But I am still an ordinary, twenty-four-year-old guy.(33) If there's anything that I've achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans all over the world made for us.(34)

In this statement Kim Namjoon wants to presents the message to the listeners that he is nothing without other BTS members and the motivation of his fans "ARMY" during starting his career. Other messages that he wants to deliver is a humble figure, as he shows through his sentences "*...We have become artists performing in huge stadiums and selling millions of albums.(32) "But I am still an ordinary, twenty-four-year-old guy.(33)"*

5) Figurative Language

Figurative language that are contained in Kim Namjoon's speech text is metaphor and personification

3.2 Discussion

According to (Gee, 2011) word usage divides into several categories namely cognitive statements, affective statements, and state and action statements.

Cognitive statements classify to value because cognitive statement is human's intellectual potential capacity to expand his ability that deals with knowledge, comprehension, application, and evaluation to analyze and syntheses to an object.

Example: *"I think I was very lucky that I didn't give it all up."*

Explanation: In the sentence, it means that he is describing his experience before reaching his success. During that time, he finds an obstacle which is bullying and underestimates that he got from people on his surrounding until he realized that he deeply stirred and trapped on it. After that, he finally starts to awake and unties bring him back to the track at which he was dream of and possessed.

Affective statements classify to belief because affective statements are talks about desiring also affective statements understood as attitudes and values which belong to a person that he/she wants to instill to others or a person shows affective statements by talking about relationship and activities in ways that seem to have direct or indirect reference outside of themselves to achievement or success.

Example: *"If there's anything that I've achieved, it was only possible because I had other BTS members by my side, and because of the love and support of our ARMY fans all over the world made for us."*

State and action statements classify as an assumption because state statements are defined as to declare to be fact or make known, the way to communicate an absence of reasonable doubt, and to emphasize the factual or truthful nature of communication. Meanwhile, action statement is understood as the way to communicate someone's experiences and accomplishments effectively, in a person is used to describe someone's skill and knowledge. Example of state and action statements: *"We truly have the best fans in the world."* (7th)

"... we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardship in life and start loving themselves."

Explanation: the function of this statement as a conclusion which this statement is presented after the factual events shown in the preceding statements.

Ability and constraint statements classify to assumption because ability and constraint statements are talks about being able or having to do things or descriptions about someone's capacity and ability either description in a place where ones being insisted to do a thing.

Example:

Ability statements	Constraint statements
<i>"Last November, BTS launched the love myself campaign with UNICEF building on our belief that true love first begins with loving myself."</i>	<i>"I have come to love myself for who I was, who I am, and who I hope to become."</i>
<i>"We have been partnering with UNICEF's #ENDviolence program to protect children and young people all over the world from violence."</i>	<i>"And I'm sure that I and we will keep stumbling and falling like this."</i>
<i>"We have become artist performing in huge stadium and selling millions of albums."</i>	<i>"These faults and mistakes are what I am, making up the brightest stars in the constellation of my life."</i>

Explanation: those statement was reflected abilities owned by Kim Namjoon and BTS that we know from achievement that they have got. Indeed, in one of the statements in the table communicates that not just any group or people can be invited to campaign for a program that is considered important, especially for humanitarian problems.

Achievement statement classify as belief because talks about activities, desires, or effort that relate to accomplishment or distinction. Example: *"Last November, BTS launched the love myself campaign with UNICEF building on our belief that true love first begins with loving myself. We have been partnering with UNICEF's #ENDviolence program to protect children and young people all over the world from violence."*

Implicature classify as assumption because in one of the statements contain implied meaning that Kim Namjoon actually wants his listeners will not depend on other people's judgements. In that context, Kim Namjoon does not say "don't let other people stir your life", he really understands that the current context where his speech occurred is a very formal moment. A moment which is attended by excellencies from all across the world. Example: *"There was a small voice in me that said "wake up man and listen yourself."*

Figurative language usually we find at literature work like poetry, short story even novel. The figurative language that contains in Kim Namjoon's speech text is personification and metaphor. Metaphor defined as a figure of speech that makes a comparison between two unlike things. As a literary device, metaphor creates implicit comparisons without the express use of "like" or "as." Metaphor is a means of asserting that two things are identical in comparison rather than just similar.

Meanwhile personification is figure of speech that gives human characteristics to inanimate object, animals, or ideas.

4. CONCLUSION

This research focuses on the discourse component on the speech of Kim Namjoon speech at UN Assembly. The BTS popularity around the globe has influences many of their fans following almost any of the campaign that implicitly conveyed throughout their song lyrics. Thus, BTS spreading the messages about positivity, self-love, self-empowerment, inclusivity, and youth struggles, the fans resonate with BTS. The speech delivered by Kim Namjoon representing BTS ideology was seen very impactful to young generation. This research focus on seeing the speech in the linguistic perspective.

Kim Namjoon's speech at the UN General Assembly in New York on September 24, 2018 not only composes sentence use of the words properly (Gee & Handford, 2012) but also has a lot of personal pronouns. The message has lots of meaning beyond its speech (Levinson, 2008) and most of his speech consist of metaphor and personification. The messages Kim Namjoon portray was based on his personal reflection and trajectories of the importance to self-love and self-empowerment.

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