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1 Language as a Communication Tool, Motivation, Achievement, Negotiation, and Business Professionally

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Abstract – In everyday life, in principle, humans cannot be separated from the use of language. Through language, a person can express his opinion (ideas / ideas / thoughts) as well as his desire to convey his opinions and information. Language as a tool for interacting in society has a social nature. In the sense that the use of language used by everyone and the community, both speakers (communicators) and speech partners (communicants) will try so that they can understand each other's meaning well. Humans as social beings certainly need facilities/media/vehicles to interact and communicate with humans or their partners in social life. For the sake of socializing (social interaction), it takes a medium of communication called language. Every society must have a language. As a means of communication, the use of language in every nation or country has a very important role so that it does not only act as a means of communication but also as the identity of a nation. The language that can unite the Indonesian people is the language that was recognized as the national language at the time of the Youth Pledge of October 28, 1928, namely Indonesian. As the national language and also as the state language, Indonesian must of course be used in all matters relating to official state activities. Departing from the statements above, this paper aims to describe the function of the nature of language and the function of language both theoretically and practically. The basis of the analysis is using literature review and qualitative descriptive. Likewise, the use of Indonesian at all levels of education, from elementary school to university, Indonesian is used as the language of instruction in formal education. This is intended so that Indonesian (as the official language of the state) can develop properly, regularly, normally and naturally in the midst of the people who use it. However, regardless of the position, function, and role of language at the same time, the use of good and stunning language in a practical way can also be used as motivation, business, and at the same time to improve the professionalism of the wearer in interacting in people's lives.

Keywords: communication media, motivation, business, implicature, professional

1. Introduction

Language is a symbol system in the form of sounds that can be used to convey thoughts / ideas, feelings, or identify something meaning and purpose between one speaker and another speaker. Language in everyday life is a process of communication in socializing. Each region has its own language characteristics. Language can be spoken or written. Language can be said to be an utterance when someone when talking to other people directly or indirectly uses the speech that is in the language system. Written language is a written language in the form of words that have an implied meaning or meaning in the writing. As for the written language (in the form of symbols or symbols), it requires us to translate the symbols into words and also the meaning of the language of the symbols. Keraf (2001) states that language is a communication tool between community members in the form of sound symbols, which are produced by human speech tools (Wardaugh: 1972; Kentjana: 1984; Halliday and Hasan: 1991; Kridalaksana: 2009). Humans are social creatures who need language communication with others so that their social nature comes out. In addition to using speech tools, language can also be done with movement, of course it is a special language with people who really need special attention as well. Language is a sign system that is stored in our memory center, ready to be poured (actualized). On the other hand, Chaer (2009) also states that language is a verbal tool used to communicate and socialize, while the term language is the process of delivering information in communicating.

In principle, descriptive linguists usually define language as "a system of arbitrary sound symbols", which then interact and identify themselves. Language is the most important communication tool in people's daily lives, which is

used to work together, communicate, interact, and identify themselves. Language has a substitute nature, individual, cooperative, and as a means of communication. Language is also a verbal communication tool which is an arbitrary sound symbol system, in context and meaning, there is no mandatory relationship between symbols in the form of words and objects or concepts marked by the word. In other words, there is no correlation between aspects of form and meaning. The language used has a vital function, namely as a tool for communication.

Today, the nature of language has received enough attention from each linguist. Language can be found everywhere, of course every human being needs another human being and between those needing each other, of course, really needs language. Language plays an important role in human life. This should really be realized, especially as a prospective lecturer or language teacher in particular, and teachers of other fields of study in general. In carrying out their daily tasks, being a language teacher must really understand the ultimate goal to be achieved in the language teaching process. Of course, the thing that should be done is to encourage, invite, and motivate students to be able to appear and be skilled in language. The final hope is of course proficient in four language skills, namely listening, speaking, writing, and reading. In addition, there are some basic principles about the nature of language, which states that language is a system, language is a vowel (speech sound), language is composed of arbitrary symbols, each language is unique, distinctive, language is built from habits, language is a means of communication, language is closely related to the culture in which it is located, language is changing. Language is also an arbitrary sound symbol system, which allows all people in a particular culture or other people who have studied the cultural system to communicate or interact properly and correctly.

2. Method

This article was compiled based on a literature review, the way of which it works is based on books that propose several theories, which are then analyzed in a qualitative descriptive manner. Authentic expert opinions are presented, classified, and studied, based on several theories contained in reference books that have been put forward by these experts. In principle, the things studied in this article are language characteristics, language functions, language as a tool for communication, motivation, achievement, and as a professional business tool. For this reason, the things that are studied intensively in this article are language that can actually be used as a tool to motivate the interlocutors, be achievement oriented, as a negotiating trick for a successful business, and at the same time make a conditioning and enlightening impact in communication.

In connection with the things above, this paper discusses the problem of language characteristics, language functions, and at the same time the target of using language in a structured, conceptualized, and target-oriented manner according to their needs (users/speakers/speakers/communicators) to their interlocutors (audience/communicant/listener/public).

2.1. The Nature of Language

Basically the word "language" is often used in various contexts with various meanings. There are several terms that exist in daily practice so that terms appear such as: body language, sign language, prokem language, flower language, spoken language, written language, military language, advertising/promotional language, political language, and many other uses of the term. language juxtaposed with language.

Departing from the terms above, a question arises, what is actually meant by the term or the nature of language itself? There are several opinions about the nature of language, among others, are as follows.

Language is an arbitrary sound symbol used for human communication (Wardhaugh, 1972).

On the other hand, the English dictionary (Webster's New Collegiate Dictionary, 1981) states that language is a tool for systematically communicating ideas or feelings through the use of signs, sounds, gestures or agreed signs, which have meanings that can be understood by the user community.

In line with the above opinion, Kentjono (1984) states that language is an arbitrary sound symbol system, which is used by social members to communicate, cooperate and identify themselves.

Some of the opinions above are in accordance with the opinions of other experts, namely Halliday and Hasan (1991) who assert that language is one of a number of meaning systems that together form human culture.

From the views of the experts above, it can be concluded that language is an arbitrary sound symbol system, which is used by social members to communicate, cooperate, and identify themselves, the use of which can be in the form of signs, sounds, gestures or agreed signs, which are agreed upon. has a meaning that can be understood by the user community.

2.2. Language Features

Kridalaksana (2009) states that the characteristics of a language in all its subsystems are what distinguishes it from other language characteristics. In translation, the difference between the characteristics of the source language and the target language requires faithful translation, which follows the principles of dynamic equivalence (very close meanings). Based on the characteristics of language, it can be used as an indicator of the nature of language seen from

the point of view of general linguistics as a language. Meanwhile, according to the views of sociolinguists, language also has characteristics as a means of communicating and carrying out social interactions in human life with the surrounding community and also has characteristics as a tool to identify each individual user of the language itself.

In addition to the above language characteristics in the realm of linguistic studies, it is still related to coding, namely it can be seen that codes are often shaped as language variants characterized by linguistic main elements which include phonology, morphology, syntax, and lexicon. However, apart from the things mentioned above, there are still the most important markers in terms of coding, namely the phonological structure and the lexicon. Why? Because the phonological and lexicon structures are the most volatile and related to the nature of language as a sound system, it depends on each user.

2.3 Language Function

Halliday and Hasan (1975; Tompkins and Hoskisson, 1995) specifically identifies the following language functions.

1. 3.1 Personal function

Personal function, namely the function of language related to the use of language to express an opinion, idea, thought, attitude or feeling of the wearer.

3. 3.2 Regulatory Functions

The function of language as a regulator is a language function related to the use of language to influence the attitudes or thoughts/opinions of others, such as persuading, seducing, submitting requests or orders.

3. 3.3 Interactional Functions

Interactional language function is a language function related to the use of language in establishing communication (establishing contact) and maintaining social relationships, such as greetings, pleasantries, sympathy or consolation.

3. 3.4 Informative Functions

Informative language function is a language function related to the use of language in conveying an information, scientific or cultural information.

3. 3.5 Heuristic Functions

Heuristic function is a language function related to the use of language to learn or obtain information, such as a question or request for an explanation of something.

3. 3.6 Imaginative Functions

Imaginative language function is a language function related to the use of language in channeling an aesthetic sense (beauty), such as singing and literary works.

3. 3.7 Instrumental functions

Instrumental language function is language functions related to the use of language to express the desires or needs of the wearer, such as I want the blue shirt, lobbying (in the realm of marketing), and so on.

2.4 Language as a Discussion Tool

Referring to the General Indonesian Dictionary that "tool" can mean: 1) vehicle; transportation means; 2) tools or means to achieve a goal. In the Big Indonesian Dictionary, taking the example of cooperatives is expected to be -- to improve people's welfare. It's just like in the context of this paper that the word "tool" is also interpreted as a tool or means to achieve a goal. The context of this goal is to state that language is also used as a vehicle for discussion and at the same time a means of motivation to achieve goals.

In line with the statement above, Budiyo and Ngumarno (2021; 2021) state that the term "discussion" comes from the Latin *discussio*, *discussi*, or *discussum*, which means to examine, discuss, discuss. In English, the word "discussion" is also known, which means negotiation or conversation.

Meanwhile, according to The General Indonesian Dictionary, the term "motivation" can be interpreted: 1) an impulse that arises in a person consciously or unconsciously to take an action with a specific purpose; 2) in the realm of psychology, it is an effort that can cause a certain person or group of people to be moved to do something because they want to achieve the desired goal or get satisfaction with their actions. Furthermore, the term motivation has various forms which include: subconscious motivation; extrinsic motivation; and intrinsic motivation. Subconscious motivation is an urge to act which is essentially hidden for the person concerned, but can be traced through his behavior. Extrinsic motivation is an impulse that comes from outside a person, while intrinsic motivation is an impulse or desire that does not need to be accompanied by external stimuli or external influences.

From some of the statements above, it can be concluded that discussion is a talks or negotiation whose purpose is to solve a problem whose process is in the form of an exchange of ideas between two or more people whose aim is to find the best solution or to achieve certain goals.

2.5 Language as A Tool for Achievement

The term "achievement" semantically refers to the results that have been achieved (from what has been done, done, and so on). This statement is in accordance with the meaning of the concept in the General Indonesian Dictionary.

This can be seen in the use of two example sentences such as: 1) He feels disappointed with the "achievement" that has been achieved by his foster children; 2) His "achievement" had toppled the previous record. Likewise in other examples of sentences such as: academic "achievement" learning outcomes obtained from learning activities at schools or universities that are cognitive, are usually determined through structured and factual measurements and assessments (Budiyono and Ngumarno, 2021).

In this context, language that is well structured and cannot satisfy all parties and will not lead to misinterpretations, both for the speaker (spokesman/speaker/communicator) and the speech partner (listener/communicant/public).

2.6 Language as A Tool for Negotiating in Professional Business

According to the General Indonesian Dictionary, the meaning of "negotiation" is the process of bargaining by negotiating in order to reach a mutual agreement between one party (group or organization) and another party (group or organization). This action is a way or vehicle in resolving disputes peacefully through negotiations between the disputing parties (parties).

In the business world, almost everyone will not be free from the efforts of negotiation. Business people can negotiate. Business and negotiation are two elements that cannot be separated, which make one unit. Most of the problems in business, especially in the field often arise. Of course, one of the reasons for this is the lack of knowledge about tricks/tips on how to negotiate properly, correctly, and on target. Often these business people carry out negotiations, but what they do is negotiate without feeling, without using "stunning" language, without looking at the right "timing" so that the results of course do not satisfy their colleagues or even cannot satisfy each other.

In fact, in this negotiation, it will determine the goals that will be achieved by the business party. When business people enter into a black and white agreement when they work together, they prepare each other by good negotiation, and with good feelings (mood conditions). Negotiations in business are sometimes also not carried out with careful preparation, business people only carry out random negotiations, which of course without careful and programmed preparation. Negotiations carried out without preparation and also without feeling the results will not be good and even in vain. This will result in business actors in negotiating losing time, costs, and energy, and even moral loss as well. Indirectly and even directly, actually the techniques or tips for negotiating are very decisive, for example, how does the company run its business and how does the company have its employees (potential human resources) enter into agreements with other people? Of course this is not easy, it takes practice, preparation, experience, morals and even a reliable mentality as well.

The negotiating ability of each businessman, marketer, and even if necessary all his employees (ideally) should (should be) honed and cared for properly. However, the reality is that not a few negotiators are only appointed by the company without special expertise.

However, it should be noted that in the use of language there are often deviations in meaning that are not in accordance with the literal meaning. This happens because the speech conveyed contains implicatures. Implicature is the implication of an utterance in the form of a proposition that is not actually part of the utterance and is not a necessary consequence of the utterance (Leech, 1983; Levinson, 1983; Elen and Pease, 2004; Mustofa, 2010; Purwa, 2015; Astuti, 2017; Sari and Effendi, 2020).

3. Results and Discussion

3.1 Language Functions That Always Develop as Needed

The results of the discussion stated that language does not only function personally, it is regulatory, interactional, informative, heuristic, imaginative, and instrumental. However, what is more important than that is the goal setting of the term language function itself. In general and definitely the use of language is the user's own benefit. Practically, the use of language that is good, correct, systematic, and practical is that language can also be used as a tool to negotiate with the surrounding community to run their businesses. So it is very appropriate, if there are two kinds of language functions, namely personal and social functions. Personal function refers to the role of language as a means of expressing the thoughts and feelings of each human being as an individual being. Meanwhile, the other function is a social function which refers to the role of language as a means of communication and interaction between individuals or between social groups.

One thing that is more prominent or striking is that language is also a reliable vehicle for negotiation. Good negotiation techniques are certainly closely related to the use of good language as well. That is why negotiating tricks are very necessary because language as a vehicle is a means of communication of speech or body movements that are appropriate between two or more people who are negotiating in order to facilitate the achievement of the goals of both parties. On the other hand, it is also necessary to pay attention to when interacting, you should use polite and smooth language so that communication runs smoothly in the negotiation process.

3.2 Use of Language that Contain Implicatures

It should be noted that the theoretical use of language is different from the practical use of language. Theoretical use of language refers to things that are good and right, while practical use of language relies more on useful things. So, in principle, it is more prominent on the principle of benefits that are beneficial to its users, especially in the business realm.

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4. Conclusion

Language is a meaningful, arbitrary, conventional, and productive symbol system that is used by individuals and social members to communicate, cooperate, and identify themselves.

There are two kinds of language functions, namely personal and social functions, personal functions refer to the role of language as a means of expressing the thoughts and feelings of each human being as an individual being. While social function refers to the role of language as a means of communication and interaction between individuals or between social groups.

Language is a symbol system in the form of sound. So what is symbolized is an understanding, a concept, an idea, or a thought to be conveyed in the form of that sound. Surely you can understand what is meant by this statement? The statement implies that language is a system of symbols in the form of sound or speech as certain symbols are symbolized. What is symbolized is the concept, idea, or thought to be conveyed in the form of the sound. Because the symbols refer to a concept, idea, or thought, it can be said that it has meaning. Conventional language is a view or assumption that words as markers do not have an intrinsic or inherent relationship with objects, but are based on habits, agreements or community approvals that are preceded by arbitrary formation.

Arbitrary language is the absence of a mandatory direct relationship between the symbol and what it symbolizes. In other words, the relationship between language and its objects is only based on an agreement between language speakers in the language community concerned. On the other hand, what is more important than the nature, function, and role is to understand more about the implied meaning or the intended meaning in an utterance, a research based on implicature theory is needed. This is necessary to solve the problems of language meaning in the utterances of its users which cannot be solved by semantic theory in general. For this reason, it is necessary to further study the theory of implicatures used by language users in general. In addition, special understandings are also needed for rhetoric in language. Because the use of beautiful language (containing aesthetic artistic value) can also raise the implicit meanings that exist in the speech of the language.

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