

ABSTRACT

Today's youth live in a world full of unlimited potential, but in fact there are still many young people who do not have these capabilities, Generation Unlimited (GenU) is a program that was built with the aim of providing education, skills, and opportunities that are relevant to their jobs in the future. In an effort to attract the attention of young people, UNICEF collaborated with BTS as the most influential figure among young people to give a speech at the launch of GenU at the 73rd UN General Assembly with the theme 'Speak Yourself!'. BTS's invitation to this agenda is of course judged from an ideological point of view, similarity in purpose and various social actions that have similarities to the UNICEF campaign and the goals of GenU itself. The United Nations and UNICEF took GenU as an innovative approach to young people so that they could work together on sustainable development goals which is also the agenda of the United Nations by inviting BTS to be a speaker for representatives of young people at the General Assembly. The purpose of this research is to uncover a practice of power contained in the speech text. The results of the study are: 1. There is an interest in the purpose of GenU that is built in the discourse 2. There is control of context and text control, 3. There is mind control in the discourse of Speech texts formed by the United Nations, UNICEF, Generation Unlimited, BTS as an authority that is considered to have credibility against youth.

Keywords: Critical Discourse Analysis, Van Dijk, RM's Speech, BTS, Generation Unlimited