CHAPTER I

INTRODUCTION

A. Background of The Study

Humans, as language speakers, always communicate meaning, sentiments, ideas, and thoughts through their words in the context of communication. By communicating humans can say the word that the speaker means. When a person is speaking, not only does he produce utterances that contain grammatical sentences, but there is also action through the words spoken.[1]

Language allows individuals to communicate with one another in order to transmit their ideas, emotions, and feelings. To ensure that others get what is being said, communication must be expressed clearly at all times. As a communication tool, language is used as a means of conveying messages from one person to another, or from speakers to listeners, and conveying self-expression. Humans are social creatures who have relationships and interact with each other. One of the relationships between humans is by communicating. People not only generate or display grammatical structure phrases, but

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[1] Fantasiya Nurul Huda, Tri Septa Nurhantoro, and Galant Nanta Adhitya, "Dissecting Nadiem Anwar Makarim's Speech at The Singapore Summit 2020 : A Study on Assertive Speech Act," *JOLALI: Journal of Language and Literature* 1, no. 1 (2023): p 1–6.

also behaviors in that language.[2] People often speak in a wide variety of languages when communicating. One of them is pragmatics.

Pragmatics is the study of the speaker's meaning and how the hearer or reader interprets it. One can utter the term regarding the person's intended meaning, assumptions, purpose, and the types of activities displayed when speaking. Pragmatics is a discipline of linguistics that explores how people communicate using human language.[3] The pragmatic study is the meaning of lingual units that are externally linked by context and form in order to understand the speaker's meaning. In pragmatics, the listener comprehends the speaker's message as well as the knowledge and context of the speech.[4]

Learning the meaning of words is inextricably linked to speech act theory in pragmatics. Speech actions are significant because they provide human advice for assessing a situation. Speakers and speech partners execute speech actions. Speech actions express

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[2] George Yule, *Pragmatics* (Oxford University Press, 1996): p 54.
[3] George Yule, *Pragmatik* (Yogyakarta: Pustaka Pelajar, 2006) p 52.
[4] Plora Fitri Manalu et al., "An Analysis Of The Illocutionary Speech Act In Hua Mulan Movie By Disney," *INNOVATIVE: Journal Of Social Science Research* 3, no. 5 (2023): p 888–900.

the speakers' statements in context, which the conversation partners accept and comprehend.[5]

When communication happens, speech occurs, and actions signify the action of the speech. As a result, humans must interpret communication through speech acts.[6] Under certain situations, speech actions are the smallest unit of linguistic communication and might be any statement, inquiry, demand, or other. People do not only give words or phrases in their utterances, but also demonstrate action or desire something in exchange for their assertions. Speech acts include apologies, complaints, praises, invites, pledges, or requests communicated through utterances.[7]

Austin introduced the speech act in his book, speech act is divided into three acts performed by someone who pronounces a sentence: locutionary act, illocutionary act, and perlocutionary act.[8] In the next development, Searle classified illocutionary speech acts into

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[5] Dwi Ummi Lestari, Arso Setyaji, and Laily Nur Affini, "The Analysis of Assertive Speech Acts on The Speech of Barack Obama at The English Speech Channel About Ignorance Is Not A Virtue," *Proceeding of English Teaching, Literature and Linguistic (ETERNAL) Conference* 2 (2022): p 136–45, http://conference.upgris.ac.id/index.php/etll/article/view/2811.

[6] Desinta Larasati, Arjulayana - Arjulayana, and Cut Novita Srikandi, "An Analysis of the Illocutionary Acts on Donald Trump's Presidential Candidacy Speech," *Globish: An English-Indonesian Journal for English, Education, and Culture* 9, no. 1 (2020): p 7, https://doi.org/10.31000/globish.v9i1.1895.

[7] George Yule, *Pragmatics* (Oxford University Press, 1996) p 47.

[8] John Langshaw Austin, *How to Do Things with Words* (Oxford University Press, 1962): p 105.

five categories: assertive (representative), directive, commisive, expressive, and declarative.[9]

An illocutionary act is a more sophisticated and divided sort of speaking act than other forms. Identifying an utterance's illocutionary act necessitates a thorough understanding of its illocutionary deed. An illocutionary act occurs when someone with a goal says, writes, or signs something in a specific context. In other words, when speakers seek illocution, they are striving to communicate the idea of locution.[10] The illocutionary act is an important component of the speech act since it is the most crucial to linguistic components of communication. An illocutionary act is the act of accomplishing something. The illocutionary act is the function of the word, the particular goal that the speakers have in mind.[11]

Speech acts are interesting to discuss since they may be used to understand one's actions through the speech acts stated by the speaker. This research is using videos of English Speeches YouTube

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[9] John R. Searle, "A Classification of Illocutionary Acts. In: Language in Society," *Cambridge Univerisity Press* 5, no. 1 (1976): p 1–24.

[10] Plora Fitri Manalu et al., "An Analysis Of The Illocutionary Speech Act In Hua Mulan Movie By Disney," *INNOVATIVE: Journal Of Social Science Research* 3, no. 5 (2023): p 888–900.

[11] Putri Amalia Safitri Lubis, "Illocutionary Acts in Alice Wonderland Movie Script" (Universitas Muhammadiyah Sumatera Utara, 2018): p 11, http://repository.umsu.ac.id/bitstream/handle/123456789/92/Illocutionary Acts In Alice In Wonderland Movie Script.pdf;jsessionid=ED6A6595B08D35E8490B27C4AEDB489B?sequence=1.

channel, is being examined since it provides education for many groups that need to understand what inspires many individuals, most notably all undergraduates worldwide, through the statements of various personalities supplied in this channel. These influential people will be there with former Microsoft and Apple CEOs Steve Jobs and Bill Gates, as well as a few more well-known role models for the general public. Since English Speeches has a large audience, a variety of people from different backgrounds and occupations watch that program there. Every person who requires comfort can benefit from their verbal activities, which can increase self-assurance and do other good things. As a result, by employing assertive speech act, the inspiring discourse of these inspirators might be studied.[12] There are many videos on the English Speeches YouTube channel with inspired and renowned individuals who will give the speech in an easy and understandable spoken language, so everyone will learn a lot from the speech they are watching. This channel also has a website where we may view all of the video's transcript.[13] In the videos studied, it is very interesting to study because all three videos discuss self-doubt,

[12] Anggi Permana Sidik, Pepen Priyawan, and Erlan Aditya Ardiansyah, "Representative Illocutionary Acts on English Speeches Youtube Channel," *PARADIGM: Journal of Language and Literary Studies* 5, no. 1 (2022): p 63–74, https://doi.org/http://dx.doi.org/10.18860/prdg.v5i1.15806.

[13] Mutiarani and Atikah Rusiana, "Stimulating Students Speaking Using English Speeches Youtube Channel," *JALL (Journal of Applied Linguistics and Literacy* 5, no. 2 (2021): p 40–55, https://jurnal.unigal.ac.id/index.php/jall/index.

and also in the first video studied, there are Michele, Melinda, and also Amal Clooney who are very concerned about humanity rights. The second video is also interesting to study because Leen Al Kassab discusses her becoming Muslim when she was a Harvard student, and also how she deals with the way people stereotype her as a Muslim. The last one is also very interesting to study because of how Taylor Swift organized her emotions during her time as an artist.

The researcher does not address broad speech act study in this study, but rather a more specialized study or illocutionary act will be the subject of this research. As a result, the researcher performs this study under the title "An Analysis of Illocutionary Acts Used in English Speeches YouTube Channel (A Content Analysis of Pragmatic Studies)"

B. Focus of Study

The focus that will be discussed in this study is to find illocutionary acts. There are five types of illocutionary acts: assertive (representative), directive, commisive, expressive, and declarative. This study was focused the types of illocutionary acts found in English Speeches YouTube channel and how the illocutionary acts conveyed in the English speeches YouTube channel. The scope of

this research that the researcher will only use the videos of the English speeches YouTube channel. The writer is using Searle's illocutionary acts theory to analyze the function of the speech acts and how these are utterances in the videos on English speeches YouTube channel. English Speeches has a large audience, this channel is watched by a wide range of people. Their speeches are invaluable to anybody in need of comfort, self-assurance, or other positive reinforcement. As a result, the inspiring discourse of these inspirators may be explored through illocutionary acts.

C. **Research Question of Study**

Before conducting the research, the researcher formulated the following question:

1. What are the types of illocutionary acts used in English Speeches YouTube Channel?

2. How are the illocutionary acts conveyed in the English Speeches YouTube Channel?

D. **Objective of Study**

Based on the research questions, the researcher establishes the study aim:

1. To analyze the types of illocutionary acts used in English Speeches YouTube channel.

2. To know how the illocutionary acts conveyed in the English Speeches YouTube Channel.

E. **Significance of Study**

The researcher expects that the research would provide students and teachers with important knowledge on forceful speech behaviors. The importance of the study may be shown as follows:

1. Theoretically

   The theoretical benefits of this research are that it will be valuable in discovering more implementation linked to speech acts, and it will contribute to the advancement of knowledge in the field of linguistics, specifically in the study of speech acts.

2. Practically

   Practically, the result of this research will be expected to be achieved a greater insight in the function of illocutionary actions. This study can potentially be utilized as a starting point for future research on illocutionary acts.

F. **The Previous Studies**

Several previous studies on assertive speech acts have been carried out by previous researchers.

First, from Devi Isnaeni in 2021 entitled *Analysis of Directive Illocutionary Acts on Imperfect Movie.*[14] The focuses of this study is to finding the types and functions of directive illocutionary acts used by all characters in Imperfect movie by using Allan's theory (1986) and Yule's theory (1996). The research used qualitative approach, with the technique of analyzing the data used descriptive analysis. The finding of this study show 117 sentences. The type of directive illocutionary acts used are request, question, requirements, prohibition, permission, and advisories. And also, there are some functions of directive illocutionary acts, and they are beg, implore, invite, query, command, instruct, require, forbid, prohibit, allow, forgive, admonish, advice, suggest, and warn.

Second, the research by Yella Dezas Perdani in 2023 entitled *The Investigation of Illocutionary Acts Uttered By The Characters in Brave Movie.*[15] The content analysis is carried out in the research devoted to investigating the illocutionary act phenomenon in the film Brave. As part of the descriptive qualitative research technique, the

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[14] Devi Isnaeni, "Analysis of Directive Illocutionary Acts on Imperfect Movie" (University of Muhammadiyah Mataram, 2021), http://repository.ummat.ac.id/id/eprint/2753%0Ahttp://repository.ummat.ac.id/2753/1/COVER - BAB 3.pdf.

[15] Yella Dezas Perdani, "The Investigation of Illocutionary Acts Uttered by the Characters Tn the Brave Movie," *Humaniora* 14, no. 1 (2023): p 49–57, https://doi.org/10.21512/humaniora.v14i1.8018.

data in this study are presented descriptively. As core theory illocutionary actions, this research employs Searle's and Austin's. This study discovered 85 illocutionary acts in the film Brave, which were classified into five categories: representative, directive, expressive, declarative, and commissive. There are 10 (11,76%) representative actions, 42 (49,41) directive acts, 0 the commissive act, 19 (22,35%) expressive acts, and 10 (11,76%) declarative acts, according to the results. As a result, directions are the most common illocutionary acts in the film Brave.

Third, the research by Firda Amalia and friends in 2021 entitled *Illocutionary Speech Acts Analysis in Nadhira Afifa's Speech as A Student Speaker at Harvard Graduation 2020.*[16] The technique for the study was qualitative descriptive by analyzing Nadhira's speech as the main data. This study applies Yule's theory. The data were grouped into five types of illocutionary acts which are used in Nadhira's speech. They were representative, expressive, directive and commissive. In this term, one of illocutionary acts type which is declarative did not find in the speech. The preferable type of illocutionary speech act was representative. In this term, Nadhira

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[16] Firda Amalia, Didin Nuruddin Hidayat, and Alek Alek, "Illocutionary Speech Acts Analysis in Nadhira Afifa's Speech as A Student Speaker at Harvard Graduation 2020," *Aksis : Jurnal Pendidikan Bahasa Dan Sastra Indonesia* 5, no. 1 (2021): p 50–64, https://doi.org/10.21009/aksis.050106.

delivered the information related to the importance of being part of public health during this day that she concerned about.

Based on the three references above, the similarities between those three previous studies and this research were that both of them analyzed illocutionary acts that exist in their own research objects with descriptive qualitative as a method. The difference between the three previous studies and this research is that previous research only examines directive or assertive acts. Using the theory of Allan and Yule, and also in previous studies using movies as research objects. This research focuses on one type of speech acts namely illocutionary acts using Searle's theory and uses the utterance of several video in the English Speeches YouTube channel as data.

G. Writing Organization

This study is divided into five chapters, which contains several points that describe the chapter.

Chapter I Introduction, it is including of Background of Study, Focus of Study, Research Question of Study, Objectives of Study, Significance of Study, Previous Studies and Organization of Discussion.

Chapter II Theoretical Framework, it is including Pragmatics, Speech Act, Classification of Illocutionary Act, YouTube.

Chapter III Research Methodology, it is including Method of Research, Research Instrument, Data Collection Technique, Data Analysis Technique.

Chapter IV Research Finding and Discussion.

Chapter V Conclusion and Suggestions.