

CHAPTER 1

INTRODUCTION

A. Background of the Problem

Pragmatics is study of linguistic. The message this collection sends out is that pragmatics is a well established subdiscipline of linguistics and at the same time a progressive branch of philosophy of language.¹Pragmatics is the investigation of parts of the utilization of significance and language that rely upon the speaker, recipient and different highlights of the setting of discourse. It resembles the investigation of how language is utilized to impart, especially the relationship between sentences and the context and situation of human use.

Speech act is activity performed by means of articulation (Yule, 1996; 47). At the discourse, numerous kinds of discourse acts are performed by speaker. It implies that when a speaker communicates something by means of him/her says, it additionally really plays out an activity through the articulation.. Speech acts are entities that are central in pragmatics so that they are central in pragmatics. Speech acts are the basis for the analysis of other pragmatic topics such as presuppositions, the principle of cooperation, and the principle of politeness. Speech acts have various forms to express a goal.

¹ Allan, K., Jaszczolt, K.M. *The Cambridge Handbook of Pragmatics*. (New York: Cambridge University Press, 2012), p. 2

Pragmatics is concerned with the study of meaning as communicated by speaker or writer and interpreted by a listener or reader.² According to Yule, Pragmatics is the investigation of speaker meaning. Pragmatics is investigation of importance as conveyed by speaker or author and deciphered by an audience or reader..

Pragmatics is a part of etymology that reviews the connection between setting outside language and the reason for discourse. The outside context of language is an element outside of speech that affects the purpose of speech. Intent cannot be seen only from the form and meaning, but also from the place and time of speech, who is involved, the purpose, form of speech, the manner of delivery, the means of speech, norms, and genre. What is learned in pragmatics includes speech act, speech implicature, conversation interaction, and external factors of conversation, for example deixis.

Austin specifies that basically when somebody says something, he also accomplishes something. The announcement at that point underlies the introduction of discourse act hypothesis. Yule (1996) characterizes speech goes about as activities taken through expression. While Cohen (in Hornberger and McKay, 1996) characterizes speech goes about as a practical substance in correspondence, so it very well may be presumed that speech demonstrations are an articulation that

²Mufiah, N. S., & Rahman, M. Y. N. Speech acts analysis of Donald Trump's speech. PROJECT (Professional Journal of English Education, 2019), 1(2), 125

contains activities as an utilitarian element in correspondence that thinks about parts of the speech situation.. Speech act theory tries to capture all the possible functions of language by classifying the kinds of action that can be performed by speech.³

There are five basic of speech; representatives, directives, commissives, expressive, and declaratives. Orders, advice, work instructions, or prohibitions. It is generally manifested in actions said the directive, which is the speech actintended for the speech partner to do something according to the wishes of the speaker.⁴Directive are those kinds of speech acts that speakers use to get somebody else to accomplish something. It implies that the directive is one kind of the grouping of speech acts that concern with the demonstration of getting somebody to accomplish something by conveying a speech. Then, the researcher uses the speech delivered by World Health Organization as the speech to be analyzed.

The World Health Organization (WHO) or the World Health Organization is one of the United Nations bodies that acts as an international public health coordinator. WHO itself is based in Geneva, Switzerland. It was established by the United Nations on April 7, 1948. WHO inherited many mandates and supplies

³ Baktir, H., Cornilescu, A., Molea, A., *Language, Literature and Cultural Stidies*, (Roma: Military Technical Academy Publishing House, 2012), p. 203

⁴Afriansyah, Moh Tahir, Ali Karim. *Karakteristik Penggunaan Tindak Tutur Direktif dalam Pembelajaran di Madrasah Aliyah Putri Aisyiyah Palu*, (Tadulako: Program Studi Magister, 2016), p. 114

from an earlier organization called Health Organization which is an agency of LBB. Reporting from the official website of the World Health Organization, WHO has a better health value for everyone, everywhere.

WHO has the most errand of battling irresistible maladies such as flu and HIV. And non-communicable infections such as cancer and heart infection. WHO too helps mothers and children to outlive and create so they can see forward to sound ancient age. They guarantee the security of breathed in discuss, nourishment expended, water taken, and drugs and immunizations required. WHO's aim is to ensure that all people are guaranteed health on a universal scale. Protect more than one billion people from health emergencies. And provide better health and well-being.

Since the Covid-19 virus was first discovered at the end of December 2019, the health mission to be reached not only by WHO but also by all people is now experiencing very difficult problems. Crown infection contamination is called COVID-19 (Corona Virus Diseases 2019) and was to begin with found within the city of Wuhan, China. The infection is transmitted exceptionally rapidly and has spread to nearly all countries, including Indonesia, in fair a couple of months.

According to data collection of Johns Hopkins University on Friday, 15 May. The total number of confirmed deaths in the world exceeds 300,000, while those declared cured recorded 1.5 million patients. In his notes, Johns Hopkins

University - which began collecting data shortly after the outbreak occurred in China late last year - said worldwide there were more than 4.4 million confirmed cases.

Meanwhile, in Indonesia itself, the data recorded until Monday, May 18, 2020 at 12.00 WIB, the number of patients who tested positive for Corona virus increased by 496 people. So that the total is 18,010 people. On this day there are additional patients recovered as many as 195 people. Cumulatively recovered as many as 4,324 people. However, for the case of death again jumped by 43 people. So that the total reached 1,191 people.

This fact is an indication that this virus is very dangerous and threatens the lives of the human population. This prompted WHO to continue to provide the most up-to-date information about the corona virus and set various provisions in an effort to eliminate the virus. Some of the information and provisions stipulated by WHO are conveyed directly through speeches.

There are a few reasons why this inquire about studies around directive speech act. To begin with, directive may be a kind of speech act that frequently utilized by speakers in day by day utterances. Moment reason, directive appear a solid relationship between speaker and listener. The following reason is because directive speech acts are used to urge most of the audience's consideration..

The reason why the writer choose WHO's speech about corona is because the theme is being very hotly discussed in this pandemic virus. And it is important to understand more deeply and explore the intent of WHO speech which might convey important appeals or information. That is why it is important to explore the intent of the speech's speaker and what the speech's speaker wants to convey to the listener so that there are no misunderstandings.

B. Research Question

There are two questions that the writer formulated and shorten it, they are as follow:

1. What are the kinds of Directive Speech Act found in WHO's Speech?
2. What is the reason for using the dominant type of directive speech act found in WHO speeches?

C. Objection of the Problem

Based on the research question, this research get the problem objections as follow:

1. To know what are the kinds of Directive Speech Acts found in WHO's Speech.

2. To know what is the reason for using the dominant type of directive speech act found in WHO speeches?

D. Research Focus

Based on background of the problems, there are the scopes and limitations of this research are:

1. This research only focuses to analysis WHO's speech on 11 May 2020 that is said about Covid-19.
2. This research only focuses to Directive Speech Acts that found in World Health Organization's speech.

E. Significant of the Problem

The writer hopes this research will give any significance as follow:

1. Theoretical use

This research expected that can give some contribution in development of pragmatic study, especially on analyze text using speech act.

2. Practical use.

This research expected to be a based to study linguistic for teacher and students in English Faculty of University, especially to study pragmatic, speech act and directive speech act. This research also expected to teach

students in English Faculty at University to be a smart reader that can accept the information properly. Besides, it expected to be able making the reader understand about the speech of World Health Health about Covid-19.