CHAPTER I

INTRODUCTION

This research focuses on the pragmatic study that explains about speech act. The researcher analyzed types, meaning, and types of speech acts and types of satire which occur in Sacha Stevenson's youtube entitled *How to Act in Indonesian*. As a general introduction, this chapter describes the background of research, statements of the problem, research objective, research significance, previous studies, clarification of key terms and organization of writing.

1.1 Background of The Study

Nowadays people become smarter in utilizing social media as a means of delivering messages, such as criticism or satire of social phenomena and the means of self-expression. It can be seen clearly when people develop social media in the form of different links which are called a speech act. Since a long time ago, the speech act has become an important part of the civilization of humankind. It can be said that a tool of satire can also be more than just an invitation to meaning. Satirical can be a medium for thinking outside the box about things that happen in everyday life. Meanwhile, youtube is one of the social media to get focus analysis. This is the point which is attempted to be highlighted by satirical video content on social media.

Sacha Stevenson is a youtuber comedian from Canadian. Yet two years ago this Canadian wrote a weekly piece full of satirical on the ways of Indonesians, like the politics, religions, the ubiquitous bureaucrat or the way of Indonesians use funny speaking English with the wrong pronunciation and their habit. At the time, Sacha already had many video content with various topics and titles. However, the researcher decides to choose *How to Act Indonesian* video as the object of this research because a few years ago, in 2013, the video entitled *How to Act Indonesian* was first viral. Because it was able to make people feel

related with the content. Not a few people have the argument that his video is a satirical joke content which made with sketch concept. In the video series entitled *How to Act Indonesian*, Sacha is not only the director, she is also the actor. She has developed a fan club and viewers until her youtube site once had more than 200,000 followers. Sacha Stevenson's video is also often called smart humor that is able to invite the viewers to think logically upon the words she utters. She frequently criticizes act like an Indonesia through the satirical joke because it is an interesting way, but the impact is considerable. Thus, it can be said that her satire is created because of social phenomena and her assumption.

Furthermore, the type of satire consists of direct satire and indirect satire. Type of satire was born as one of the productions that contain a satirical message about the phenomena that occur in social interaction. Satirical as a unique form of message is applied in the form of images that serve as a symbol of social criticism, with satire's character and meaning to the satire. Indonesians became trending topics in social media entitled *How to Act Indonesian*. It shows that the communication patterns are changing now go hand in hand with the development of information and communication technology is going on around the subject.

Sacha also produces a certain type of illocutionary acts in the video content and from this researcher, the reader will know why one type of illocutionary acts is used frequently than other types of illocutionary acts, and also the type of satire which implied in the video series. This involves information about all those important theories, key concepts, ideas and principles in pragmatics in general and speech act theory in particular. According to Searle (1975: 6) speech act is:

> Speaking a language is performing speech acts, acts such as making statements, giving commands, asking questions or making promises. Searle states that all linguistic communication involves linguistic (speech) acts.

The meaning of utterances is made clear illustrating through appropriate and self-explanatory examples. The speech acts are used in standard day-to-day exchanges as well as in-jokes or drama. In fact, the performance and kind of speech act depend on the intention and attitude of the speaker and the effect that it has on the hearer. There are three types of speech acts; locutionary, illocutionary and perlocutionary. Locutionary act is a speech act which is more easily understood by the meaning of the speech. According to Umar (2011: 138), "locutionary act is a speech act to state something". This speech act is called the act of saying something.

Furthermore, illocutionary acts are the speech acts which the speakers use to do something. Illocutionary acts are divided into five types, namely declarative, representatives, directives, expressive, and commissives. Speech acts are part of pragmatic. Thus, "learning pragmatics is one of the ways to create effective communication because by knowing the meaning by seeing the context, the hearer can understand what the speaker's intention", Taping et al (2017: 226). The last is perlocutionary. Nadar (2008: 15) explains that "perlocutionary act serves to influence the opponent's utterance such as embarrassing, intimidating, persuading, and so forth". It means action, with the results of what he has heard from the speaker and the listener respond to what the speaker said.

Meanwhile, the general classification in illocutionary acts has five types of general function is performed by speech act are representative, commissive, declarative, directive and expressive. Representative is illocutionary acts which try to represent the situation of the condition and to describe in the case or event occur in a place. Then, commanding is the instruction to do something. It means someone who wants to give instruction to people or animal can use command and the command mostly uses in this video to provide an explanation of what someone tells to them. Meanwhile, declarative are those kinds of speech acts that changed the world via utterance (Yule, 1979: 19). It is mean declarative are acts of the speaker have to create a new thing. In this video, the researcher finds some declarative types that will be explained they are: greeting, naming and statement.

A directive is a speech act that the speaker uses to get someone else to do something", said Yule (1996: 54). It means the speech act intended the speaker's speech tell to the listener to doing something that the speaker says to the listener. The last, expressive is a kind of speech act that serves to show the psychological attitude of the speaker to a state that is being experienced by the partner.

1.2 Statement of Problem

Satire has principal targets. Sacha's utterance has a specific purpose to say something. Whereas, it is expressed Sacha Stevenson by her account youtube; whose account is presented by some video series entitled *How to act Indonesian.* The research is formulated as questions follow:

1. What are the directness and indirectness of Sacha Stevenson's satire in *How to Act Indonesian* video?
2. What types of illocutionary acts are used in both types of satire in *How to Act Indonesian* video?

1.3 Research Objective

Based on the research questions above, the researcher focuses on conducted to fulfill the beneficence among humor in social interaction or media. For the specific explanation of the researcher put them as follow:

1. To describe directness and indirectness of Sacha Stevenson's satire in *How to Act Indonesian* video.
2. To describe types of illocutionary acts are used in both types of satire in *How to Act Indonesian* video.

1.4 Significance of The Research

This research was theoretically significant that the theory used in this analysis has very given supported; it is suitable with a theory about speech act

focusing on the types of illocutionary act and types of satire like direct or indirect satire by Sacha Stevenson on her youtube which the satire has the targets to indirect of something Indonesian's life with social media access. Particularly, this is for developing language in social life. Generally, the researcher hopes that the reader will be understood that today, satire is a very powerful art form used to critique specific human behaviors which aware jokes that are based on wordplay. Then, really want to persuade people that youtube is a media that can make people know about anything. Because, when somebody does not understand this speech act in this situation, it can make someone feel like an outsider and create a sense of isolation. For all these reasons, an important part of learning speech act. Naturally, this research can be helpful for everyone who wants to learn about the types of illocutionary act and types of satire. Especially, in the understanding the meaning behind Sacha utterance. Sacha Stevenson's video is also often called smart humor that is able to invite the viewers to think logically upon the words she utterance.

In this case, illocutionary acts are importantly needed. Illocutionary Acts is the speech acts which the speakers use to do something. Illocutionary acts are divided into five types, namely declarative, representatives, directives, expressive, and commissives. This study will analyze the illocutionary acts in Sacha Stevenson's youtube entitled *How to Act Indonesian* and will be useful to know how the content perform illocutionary acts in her utterances and the researcher hope to be useful for the reader as one reference for next researcher who wants to conduct similar research about pragmatic study especially for speech act and focusing on types of illocutionary act which related with types of satire in Sacha Stevenson's video entitled *How to Act Indonesian.*

1.5 Previous Studies

Additionally, to gather the theories application examples the researcher involves several previous research which is written and produced by several researchers. The previous research included five journals which us related to the

research of the study such as the theories, the object and any other similarities such as; (Zuhairo: 2013) he used descriptive qualitative research to analyze the illocutionary act produced by the main characters in the movie script of Harry Potter and the Deathly Hallows Part 1. Besides, it tried to find out the types and functions of the illocutionary act in the movie script of Harry Potter and the Deathly Hallows Part 1. He shown that there were some types and functions of illocutionary act found in this movie script. He also explained about the majority type in representative or assertive which means that the characters here was committed to the truth of a proposition and tell the audience (giving information) about their idea, though, feeling, experience and purpose through utterances. In addition, he also found four functions of illocutionary act like collaborative functions, convivial functions, competitive functions, and conflictive functions.

Then, Wiryatama (2015) with the research entitled "*Interpretasi Khalayak terhadap Humor Sara dalam Video Sacha Stevenson di Jejaring Sosial YouTube*". It was a content analysis of satirical humor. He also said that the video entitled *How to Act Indonesian* was one of the short video series of Sacha Stevenson. Broadly speaks, the humor which Sacha brings were satirical humor to her video content. The object that was criticized or insinuated in this video from the government, Indonesian behavior and some videos also display *SARA* content.

Emmiyati and Indriani (2015) were the next research entitled Illocutionary Acts in "Midnight in Paris". She also aimed to described the type of illocutionary acts which is mostly used by the main character. It was a content analysis where the source of data is the "Midnight in Paris" movie directed by Woody Allen in 2011 which consisted of 245 utterances. The data were in the form of the main character's 44 utterances and categorized into types of illocutionary acts based on Searle's theory. Based on her data analysis, the finding shows five types of illocutionary acts in the main character's utterances, namely assertive, directive, commissive, declarative and expressive. The resulted of this research was assertived which mostly used by the main character.

The next research was conducted by Mudzakir (2013) with the research entitled "A Speech Act Analysis of Direct Utterances on Short Story Mr. Know All". This research aimed to find the type of direct utterance and how many kinds of speech act. Thus, the resulted of his research shown that Mr. Know All's Story has four factors which related to utterances such as locution, illocution, perlocution, and situational context. Furthermore, he also used three types of a direct utterance like declarative, interrogative and imperative.

Then, Rahmayeni (2015) in this research writer discussed the using of the illocutionary act in the caption by celebrities on Instagram. The aimed of this research were identifying the types of illocutionary acts and describing the context and the functions of each type of the speech act in the Instagram caption by top 10 Indonesian celebrities to understand the interpretation of the caption which is selected by her. At the end of this research, the researcher concluded that context and acts of each kind illocutionary act were represented the photos uploaded in Instagram which sometimes the user mixed the English and Indonesian in their caption. The variety of captions found in the collected data showed that people used language for different acts. Not only they were expressing themselves but people were also defining their identities.

Based on the explanation above and those similar studies, the researcher will try to analyze the same topic, that is speech acts by focusing on illocutionary acts in the utterance spoken by them. This researcher also uses the same Searle's theory like the previous studies above. However, the object of discussion of this present research is different from the previous research because there is not found the type of satire. Based on the phenomena above, the researcher takes the research entitled *"Illocutionary Act Analysis in Sacha Stevenson's Satire in How to Act Indonesian Video"* as the main to be the focus.

1.6 Clarification of Key terms

In this section, the researcher explains the definition of key terms which are used in this research. To avoid misunderstanding about the terms, some of the key terms are defined as below   :

a. Pragmatic: Is concerned with the study of meaning as communicated by a speaker or (writer) and interpreted by a listener or reader. It is also a branch of linguistics study. It focuses the study in the meaning of utterances. Pragmatics is one of the informative intent or the sentence meaning and the other the communicative intent or speaker meaning (Leech: 1983). There are many approaches for studying pragmatics such as deixis, implicature, presupposition, speech acts, and conversation structure.

b. Speech act: Yule (1996: 133) explains that "the term of speech act is described actions such as requesting, commanding, questioning or informing". It means that a speech act is a perform action by an utterance. Speech acts also focus on communication acts which are performed through speeches.

c. Illocutionary: The utterance of a sentence with determinate sense and reference. According to Austin (1962: 108), "illocutionary is perform an act such as informing, ordering, warning, undertaking the utterance which has a certain (conventional) force". It means the action to do something like informing, ordering, warning, undertaking via utterance.

d. Satire: Is a technique used by the writer to expose and criticize foolishness and corruption of an individual or a society by using humor or joke, irony, exaggeration or ridicule.

e. Direct satire: Is the narrator speaks directly to the hearer.

f. Indirect satire: The narrator's intent is realized within the narrative and its story.

g. Sacha Stevenson: Is a YouTuber from Canadian Caucasian who is living in Indonesia. She has been living in Indonesia since early 2000. Sacha has developed a fan club. Her YouTube site once had more than 200,000 followers. Sacha is not only the director, but she is also the actor.

h. Youtube: Is a video sharing service that allows users to watch videos posted by other users and upload videos of their own.

1.7 Organization of Writing

The discussion of this research is divided into five chapters and subchapters. Chapter I is an introduction, this chapter presents the background of the research, research problems, research objective, significance of the research, organization of the writing and clarification of key terms. In the next chapter, the author discusses some theories related to this study. The discussion will present some theories like pragmatics, speech act, types of illocutionary and types of satire. Chapter III contains the research method. It contains the research design, the unit of analysis, source of data, the technique of data collection, the technique of data analysis. Then, chapter IV finding and discussion present data analysis which covers the analysis of the problem, there are the types of illocutionary acts and indirect satire type which implied Sacha Stevenson's video content. The last chapter V is the conclusion from the result of the research and the suggestion for future research after the writer analyzes and interprets at the acquired data from the previous chapter. The conclusion is covered from the statement of the research problems while the suggestion is intended to give information to the next researchers who are interested in conducting similar research.