

CHAPTER I

INTRODUCTION

This chapter consists of five sub-chapters that are background of the study, statements of problem, research purpose, research significances, and definition of key terms.

1.1 Background of The Study

Currently, the Palestinian-Israel conflict or war is still being talked about in various countries around the world because this war is taking many lives, from children to older people. Based on the UN report, until November 16, 2023, or 40 days after the Israeli attack on Palestine, the bombardment and siege in Gaza has claimed 11,000 lives. Thousands of people are still buried under the rubble. The UN noted that half of the civilian infrastructure in Gaza was destroyed.

Many people, including public figures, are spreading the word in social media about the genocide that is happening in Palestine. As a public figure, whatever is done will always be the center of attention of netizens. Netizens will always comment on celebrities or public figures about what they do and talk about. Many netizens find out and ask whether a public figure takes the side of Palestine to liberate it and stop this genocide or not. It is not uncommon for public figures to spread information or links to fundraising for Palestine to show that they vote for Palestinian independence. Furthermore, public figures who do not do the same or support Israel will be boycotted.

One of the public figures is Selena Gomez. She is a very famous actress and singer. She is also one of the most famous Hollywood artists and has the 4th most followers on Instagram. On October 30, 2023, she posted a story on Instagram containing her statement on the Palestinian-Israel issue, stating that she chose to be neutral and not take sides with either country. This post caused many comments from netizens who felt disappointed with her statement. In September 2009, Selena

Gomez was named a UNICEF Ambassador. During the Ukraine-Russia conflict, she donated to Ukraine but during the Palestinian-Israeli conflict, she did not do the same. Many netizens regret this, Selena can help by spreading information of the Palestinian-Israel conflict through her social media. Furthermore, many news accounts have been published on various social media platforms about her statement, including X.

Twitter, now known as X, is one of this century's most popular social media platforms, used for posting text, images, and video, interacting or communicating through tweets, comments, and direct messaging. Communication occurs when a speaker makes the posts while speech partners make the comments. The @PopBase account on X has been created to share news about Hollywood celebrities. One of them is Selena Gomez, and she has been reported about the story she has uploaded on her Instagram account about the Palestinian-Israel issue. Many netizens have commented on this news, the comments addressed in the @PopBase account are not just a series of words. Netizens make comments of disappointment to Selena Gomez, including in the assertive speech act, namely the speech act of complaint.

In linguistics study, an assertive speech act is a speech act that states something to be judged as accurate or not true (J. R. Searle, 2014). An assertive speech act is a type of illocutionary speech act in linguistics and pragmatics. The main purpose of assertive speech acts is to convey factual information, to express beliefs or opinions, or to describe the world as it is seen by the speaker. Assertive speech acts include stating, reporting, inferring, suggesting, and complaining (J. R. Searle, 1969). In assertive speech acts, the speaker commits to the truth or accuracy of the statements that are made. Assertive speech acts can be found in many cases, one of which is social media.

The speech act of complaint is a feeling that arises because something is disliked, undesired, disappointed, etc. Laforest(2002) argues that the speech act of complaint is a statement of displeasure that is addressed by one person to another person because of his or her unpleasant behavior. Trosborg (1995) defines the

speech act of complaint as an expression that is used by a person when he or she wants to express his or her feelings of disappointment or dissatisfaction with something expressed by the speaker to another person (speaker). According to Trosborg, the strategy of complaint speech act is divided into 4 strategies and has the function of expressing dissatisfaction, emotional release, and seeking empathy and understanding.

The netizens exchanged retweets and likes on tweets that echoed the topic of Selena Gomez's statement on the Palestinian-Israeli issue, especially on the @PopBase X account that posted the news. Not a few netizens made tweets containing complaints, annoyance, and even outright anger. Tweets containing annoyance addressed to Selena Gomez on the @PopBase X account are not just a series of words. More than that, the tweets contain speech that contains the power of a certain action from the speaker. In this case, the netizen who made a tweet of annoyance and disappointment to Selena Gomez regarding her statement chose to be neutral on the Palestinian-Israeli issue. The speech acts of annoyance and disappointment produced by netizens as speakers have various forms of delivery strategies.

Moreover, this research has a difference from the previous research, mainly the object. This research analysis the @PopBase X account's tweets/posts of Selena Gomez posting in Instagram as the object. The researcher uses Trosborg's theory complaint strategies theory and Diana Boxer's theory of the function. Furthermore, this research analysis the complaining speech act and the function found in comments of X users from @PopBase posts regarding Selena Gomez's news about her statement on the Palestine-Israel issue.

1.2 Statements of Problem

Based on the background above, the researcher found that as a public figure, Selena Gomez will always get the attention of netizens even in social media. She posted a statement about the Palestinian-Israeli issue, saying that she chose to be

neutral and that "a post won't change". For this reason, netizens flocked to reply and express their disappointment of Selena Gomez's statement. The comments from netizens mostly show assertive speech acts that are speech acts of complaint. The main problem of this research can be formulated into the following questions:

1. What are the strategies of the speech act of complaint on x towards Selena's statement in relation to the Palestine-Israel issue?
2. What are the functions of the speech act of complaint on x towards Selena's statement in relation to the Palestine-Israel issue?

1.3 Research Purpose

Based on the problem formulation above, the following problems can be formulated:

1. To analyse the strategies of the speech act of complaint on x towards Selena's statement in relation to the Palestine-Israel issue.
2. To analyse the functions of the speech act of complaint on x towards Selena's statement in relation to the Palestine-Israel issue?

1.4 Research Significances

The researcher hopes that the results of this study can be useful and bring benefits to the use of language theoretically and practically.

1. Theoretically

This research is expected to provide useful benefits for the developments of pragmatic research, especially in the use of complaining speech acts of strategies and functions of complaining speech acts.

2. Practically

This research can be used to help readers analyse complaining speech acts. This research is also expected to be an empirical source for future researchers and readers who have an understanding of complaining speech acts. The

researcher also hopes that this research can be further developed by parties who are interested in pragmatics studies, especially in speech acts.

1.5 Definition of Key Terms

There are some key terms used in this research. To clarify the key terms, some definitions are composed to give a general view to the readers. The lists below are the definitions of the key terms:

1. **Pragmatics** is the study of speaker intent and as a result the study is more concerned with analyzing the intent of an utterance than the separate meanings of the words or phrases used in the utterance itself (Yule, 1996).
2. **Speech acts**; Searle (1969) define speech act is the smallest unit of linguistic communication which includes linguistics acts. Speech act is the meaning of utterance and defined as the act which performed in the utterance of sentence.
3. **Illocutionary act** is the attempt to make the hearer to do something (J. R. Searle, 1979). Illocutionary act is divided into five classes assertive, directive, commissive, declarative, and expressive.
4. **Assertive act** defined as the class of the speech act which has the objective to make the speaker commit that something is true (J. R. Searle, 1979). Its goal is to commit that the communicated message by the speaker is true in various degree. Representative is divided into five that are stating, reporting, concluding, suggesting, and complaining.
5. **Speech act of complaint** is an illocutionary act in which the speaker expresses disapproval and negative feelings towards a particular situation for which the hearer holds some level of responsibility, either directly or indirectly (Trosborg, 1994).
6. **X/Twitter** is one of the most popular social media platforms. Used for posting text, images, and video, as well as interacting or communicating through tweets, likes, retweets, comments and quotes, and direct messaging (Tamaraya, 2020).

1.6 Previous Research

There are some previous researches that relate to the topic. The first is a study by Lailiyah, Djatmika, Santosa, and Sumarlam (2023). The title is “Acts of Complaining as Realized by COVID-19 Survivors in Indonesia: A Gender Perspective”. This research uses Trosborg’s theory and sociopragmatics approach. Data was collected from 31 informants of different genders.

The second is a study by Wen, (2022). The title is “The Speech Act of Complaint on Social Media: A Case of #Epidemic in Shanghai”. This study aims to determine the use of the Complaint Speech Act online and the directness of social media in China. The most frequently used speech act set is complaint and request. The study also finds that the complainer tends to address the complainer in an indirect way, which is consistent with the face-to-face interaction.

The third was conducted by Yuniar, (2022). The title is “Representative Act and Its Relation with Classical Rhetoric in Steve Job’s Speech at Stanford Commencement Address (2005)”. This study aimed to describe the representative illocutionary act using Searle’s (1979) theory and how it relates to the classical rhetoric in Steve Jobs’ speech using the theory of Aristotle (1964). The research result is representative utterances that appeared in the speech are statement (84), explanation (15), assertion (12), and description (10).

1.7 Conceptual Framework

A conceptual framework is a sequence of ways of working to solve the problem being researched. This study aims to investigate two important points of purpose, namely the types of strategies and functions of the speech act of complaint found in the comments on X @PopBase Account. This study uses a pragmatic approach because the comments on X @PopBase account often use Assertive speech acts to express their complaint about Selena Gomez’s statement. To answer the first question, the researcher uses Trosborg's (1995) theory of strategies of the speech act of complaint to find out the type of strategies of complaint used on the

comments on X @PopBase account. Meanwhile, to find out how the types of functions of speech act of complaint by netizen on X @PopBase account about Selena Gomez's statement, the researcher used Boxer's (1989) theory.

