

CHAPTER I

INTRODUCTION

Introduction is the first part of thesis. The introduction contains the appearance of a problem in the object. This chapter will be divided into four discussions, namely research background, research questions, research purposes, and research significance.

1. 1. Research Background

In this section, the researcher writes about motivational speech, directive speech acts, and sentence types. The topic arises from the video which contains motivational speech. The theory used in this research is Searle (1979) speech act theory and Greenbaum & Randolph (1980) sentence type theory. The method used in this research is Creswell (2018) qualitative method. In this section there are also 3 previous research related to directive speech acts.

Environmental conditions often make a person's behavior change. In today's era, many people have lost their motivation to live. Most people feel that they do not have the spirit to continue living or change their situation, or it can be said that they do not want get out of their comfort zone. Therefore things that influence it are the actions and utterance from other. The utterance is not only limited to grammatical structures and words, but also a desired action after the utterance is conveyed, it is called a speech act.

According to Searle (1979) these speech act can be directive, assertive, expressive, declarative, and commissive. He argues that directive speech acts mean “we try to get them to do things”. It is a statement that makes the researcher choose the directive speech act type compared to other types of speech acts, because the other types of speech acts are speech that only have the meaning of utterances that contain conveying something without expecting more action from the utterance conveyed. Directive speech acts clearly command the listener to perform a certain action. This directive speech act can also be related to the problems described earlier.

Many people do not want to continue their lives because they are afraid of an unknown future. The media they see or hear can greatly influence their thinking. This motivational-themed content is in great demand by people because it can open their minds and make them motivated for their future. The action and words of others can be seen from a speech. As we know, speech is a public speaking that can certainly be seen by anyone. For example, a motivational speech that can be accessed through any media.

This motivational speech contains a person’s achievements or experiences that can be motivation or inspiration for others (Telg, 2011). This motivational speech is a part of speech acts. In a motivational speech, the motivator must say an utterance that invites someone to take an action, not just giving information and messages.

Many content creators create motivational-themed content. Usually, these content creators upload their videos on social media such as YouTube, Instagram, X, and other social media. There are many YouTube channels that upload content that contains motivation. Some examples can be found on Ben Lionel Scott's personal YouTube channel, which has consistently produced motivational content, as well as Mateusz M's YouTube channel, which also actively presents motivational videos. The last is TEDx Talks YouTube channel that has been known by many people. TEDx Talks is a YouTube channel which uploads a lot of motivational videos delivered by great motivators.

The TEDx Talks YouTube channel was chosen as the object of this research. It is a motivational channel that contains motivational videos that are in line with the definition of motivational speech according to (Telg, 2011). It contains motivational speech acts that clearly invite someone to have the courage to make decisions. The researcher selected videos uploaded in 2022 to 2024 to minimize the search. Because TEDx Talks channel has posted content from 2009, and the 3-year range is enough to contain dozens of motivational sentences that can be divided into more specific types of directive speech acts.

Therefore, this research aims to analyze the way in which motivational speeches based on real-experiences can inspire audiences through the speech acts used, using Searle's (1979) speech act theory. In addition, this research also aims to identify the types of sentences that belong to directive speech acts and analyze how these

sentences contribute to the overall impact of the motivational speech on the audience.

There are several previous researches that also analyze same discussion. The first previous research is a research that discussed what types of speech acts are contained in the video, as well as analyzing what types of speech are more dominantly used in the video (Priambada, Senowarsito, & Sodik, 2020). Next is previous research written in 2023 entitled “Song Lyrics Translation of Expressive Act in Capaldi’s Song” (Khotimah, 2023). This research uses type theory on expressive speech acts according to Searle (1979) and (Vanderveken, 1990). The researcher in this study collected data through clauses and sentences in the song lyrics. The type of expressive speech acts found in this research is dominated by the type of lament that uses the word-for-word strategy.

The last previous research is a research entitled “An Analysis of Directive Speech Acts in UP Movie” which researches directive speech acts. This research was written by Sari (2022). In her research the researcher uses George Yule’s speech act theory. From this research, it was found that types of directive speech acts in the film “UP”, such as command, request, suggestion, and order, and the type of directive speech acts that become dominant was the type of command.

From all the previous research above, it can be seen that the research only analyzes speech acts in general, and some only analyze one type of directive speech act. Although there is one previous research that does discuss directive speech acts, the previous research is different from this research. The previous research only

analyzes the type of directive speech acts, while this research will more specifically discuss the effect of the directive speech acts used, will analyze the sentence type of directive speech act, and the effects of directive speech act types and the sentence types used in influencing the listeners in the selected motivational speech.

1. 2. Research Question

From the background in this research, the researcher concludes that there are two questions that will be the main focuses on this research, they are:

1. What kinds of directive speech acts are used in selected motivational speeches on TEDx Talks YouTube channel?
2. What are the types of sentences used in directive speech act that contained in Selected Motivational Speeches on TEDx Talks YouTube channel?

1. 3. Research Purposes

1. To find out the directive speech acts used in selected motivational speeches on TEDx Talks YouTube channel.
2. To find out more clearly about which sentence type of directive speech acts found belongs to in selected motivational speeches on TEDx Talks YouTube channel.

1. 4. Research Significances

Speech act is very useful in various fields, especially in the fields of linguistics, speech acts are one part of pragmatics. Speech acts can help us know the meaning of an utterance and understand whether the utterance contains certain commands in

it. A speech act is one of the actions shown through an utterance. With this research on speech acts, it will be easier to understand what the real meaning of a sentence is and what actions are expected from an utterance. To find out more specifically what if the directive speech act type is contained in a motivational speech, and to find out more clearly about what type of sentence is contained in the directive speech act. So that we can find out how much influence the directive speech acts that have been known to the sentence type have for the listeners of motivational speeches.

1. 5. Definition of Key Terms

This section contains a short explanation of pragmatics, speech act, motivational speech, and TEDx Talks YouTube channel.

1. 5. 1 Pragmatics

Pragmatics is one of the branches of linguistics that discusses the meaning of a language. According to Yule (1996), pragmatics is a study of the meaning of conversations between speakers and the interpretation of the listener. Meanwhile, according to Levinson (1983), pragmatics is the study of language use, or the relationship between language and context.

1. 5. 2 Speech Act

Speech acts are one part of pragmatics. Speech acts are the study of the meaning of utterances conveyed by a speaker. In speech acts, there is an expectation from the speaker that the listener will perform action (Searle, 1979).

1. 5. 3 Motivational Speech

Motivational speech contains an achievement of the speaker or motivator based on their experience. Motivational speech contains someone's experience that can be used as motivation or inspiration for others (Telg, 2011).

1. 5. 4 TEDx Talks YouTube Channel

TEDx Talks is a channel on the media social platform YouTube. The channel is part of the TED (Technology, Entertainment, Design) organization, which aims to spread ideas that are worth spreading. TEDx itself is a program that is organized to give local communities the opportunity to make TED- style events independently in their respective regions and eventually publish them through the official YouTube channel, that is TEDx Talks.

