

CHAPTER I

INTRODUCTION

This chapter provides a general overview of the study and introduces the main aspects that form the foundation of the research. It includes the background of the research, research questions, research purposes, research significance, organization of research and definition of key terms.

1.1. Research Background

In human interaction, language functions not only as a medium for conveying information but also as a tool for performing actions (Austin, 1962). Language is widely used to deliver information in various fields, such as education, business, and politics. In different contexts, the way information is conveyed often depends on the purpose and the audience. This functional aspect becomes particularly significant in political communication, where language is strategically used by political actors to convey intentions, shape public perception, and guide action. In political contexts, language is used to deliver messages as well as to influence how audiences think and respond to various issues.

In addressing political issues, particularly those related to governmental and international matters, communication is often carried out through speeches delivered by political actors, who act as speakers addressing both direct participants and wider audiences. In this process, interaction occurs between the speaker and the hearer, including officials attending the forum as well as people who follow the speech through media. Through these speeches, speakers not only convey information but also express intentions. The hearers then interpret the ideas based on the context in which the communication takes place. Therefore, meaning is constructed and understood within specific contexts, which is closely related to the study of pragmatics.

Pragmatics is the branch of linguistics that studies how meaning is constructed in context. Within this field, speech act theory plays a central role

in explaining how utterances function as actions in communication. According to Austin (1962), speech acts are divided into three levels: locutionary, illocutionary, and perlocutionary acts. This theory was further developed by John Searle (1979), who classified illocutionary acts into several categories, including directive, representative, expressive, declarative, and commissive. Among these categories, directive speech acts play a significant role in institutional and governmental communication. Directive acts are used to influence the listener to perform certain actions, including requestives, questions, requirements, prohibitives, permissives, and advisories.

In governmental forums, presidents rely on directive speech acts to ensure that policies are carried out effectively and organizational goals are achieved. In international forums, these directives extend beyond national interests, functioning as strategic tools to coordinate actions, influence global audiences, and address shared challenges among countries. The use of directive speech acts in international forums can therefore be observed through various forms of political communication, particularly when leaders discuss economic cooperation, policy coordination, and common challenges. One forum that provides a relevant context for examining such communication is the St. Petersburg International Economic Forum (SPIEF), where leaders from different countries come together to discuss issues of international economic and political importance.

The St. Petersburg International Economic Forum (SPIEF) is a prominent international forum that brings together global leaders, policymakers, and business representatives to discuss economic development and foster international cooperation. SPIEF was established in 1997 and has been held under the auspices of the President of the Russian Federation since 2006. The forum has developed into a significant platform for global economic dialogue and collaboration. In recent years, SPIEF has also been influenced by geopolitical developments, particularly following the 2022 Russia–Ukraine conflict, which has shifted participation toward countries in Asia, the Middle East, and Africa. The 28th SPIEF, held on 18–21 June 2025, carried the theme

“Shared Values: The Foundation of Growth in a Multipolar World.” The forum addressed various issues, including global economic trends, technological transformation, investment, financial policy, and international cooperation. With more than 24,000 participants from 144 countries and regions, the forum showcased its growing global significance.

A central event of the forum is the plenary session, which serves as the main platform for political communication among global leaders. During the SPIEF 2025 plenary session, several prominent figures delivered speeches, including China’s Vice Premier Ding Xuexiang, Indonesia’s President Prabowo Subianto, Russia’s President Vladimir Putin, Bahrain’s National Security Adviser Sheikh Nasser bin Hamad Al Khalifa, and South Africa’s Deputy President Paul Mashatile. As an international forum addressing economic transformation and global cooperation, the session contains numerous instances in which speakers communicate expectations, proposals, and strategic directions to a global audience.

The speeches are delivered in a formal institutional setting, where political leaders seek to influence international perspectives, encourage collective action, and articulate policy positions within a global context. Because international forums such as SPIEF are designed to facilitate dialogue, negotiation, and cooperation among states, much of the communication relies on directive expressions intended to guide responses, shape attitudes, and promote coordinated action among global actors. These interactions reveal how speakers exercise political power and authority to influence global audiences. For this reason, the SPIEF 2025 plenary session provides a highly relevant source for examining directive speech acts within political communication at the global context.

Political communication is an important field in understanding how political actors convey messages related to power, policy, and governance to various audiences. Brian McNair (2011) defines political communication as “purposeful communication about politics.” This suggests that political communication is not limited to verbal or written forms, but also includes

various means used to convey political meanings. Similarly, Nimmo (1990) defines political communication as “the strategic use of communication to influence public knowledge, beliefs, and action on political matters.” This definition highlights the role of communication as a strategic tool in shaping public understanding and influencing responses to political issues. In general, political communication aims to influence public perception and opinion, inform policies and governmental programs, convey public aspirations to policymakers, and build the image and legitimacy of political power within a particular political system.

Political communication plays an important role in how political leaders convey positions, priorities, and calls for action through language. Despite the growing attention to political communication, studies that specifically examine the use of directive speech acts in formal international political settings remain limited. This study does not explore political communication in a broad media or domestic context. Instead, it focuses on directive speech acts used by global leaders during the SPIEF 2025 plenary session. The analysis concentrates on how directive expressions are employed as part of political communication to influence responses, encourage cooperation, and articulate policy intentions within an international forum. Through their utterances, leaders can express intentions, make requests, give instructions, and encourage others to take particular actions. These communicative actions can be examined through speech act theory, which provides a framework for understanding how speakers perform actions through language.

According to Searle (1979), speech acts are essential components of language and are classified into several types, including representative, directive, commissive, expressive, and declarative acts, each reflecting different communicative intentions. Among these categories, directive speech acts are used to direct, request, instruct, or encourage the hearer to perform certain actions. In political communication, such speech acts function as strategic linguistic tools to shape audience interpretation and guide responses, playing a significant role for political leaders in advancing their policy goals (Jowett &

O'Donnell, 1999). The use of directive speech acts in political speeches has also been examined in previous studies, particularly in relation to how political or public figures use directives to influence and engage their audiences.

One example is the study by Fajar and Aisyah (2024) entitled "*An Analysis of Directive Speech Act in Elon Musk's Speech on World Water Forum.*" Their research examined the types of directive speech acts used in Elon Musk's address at the 10th World Water Forum, focusing on how the speaker employed directives to influence and engage his audience. The study specifically analyzed the linguistic expressions used by the speaker to identify the directive acts present in the speech and to understand their functions in communicating messages to the audience. Using a qualitative approach and analyzing the speech transcript, the researchers identified several types of directive acts, including commanding, requesting, inviting, forbidding, and suggesting. Their findings show that commanding and requesting were the most dominant directive strategies in the speech, revealing how Elon Musk used directive forms to guide, encourage, and direct the audience toward specific viewpoints and actions.

The second study was conducted by Toisuta and Aritonang (2024), entitled "*An Analysis of Directive Speech Acts and Their Felicity Conditions in Jokowi's G20 Session I Speech.*" This research examined the types of directive speech acts employed by President Joko Widodo during his opening remarks at the 17th G20 Summit. Using Searle's classification of directives along with Cook's felicity conditions, the study analyzed how warnings, advice, and requests function within the speech. The analysis focused on the forms of directives as well as the conditions that supported their use in the speech. The researcher found that these directive forms were used to guide the attending leaders toward certain actions and future commitments. The study also highlights how the felicity conditions such as preparatory, sincerity, and essential conditions were fulfilled through Jokowi's attempts to influence his audience. The findings demonstrate that Jokowi's speech relies heavily on directive strategies, showing how advice, orders, requests, and warnings are

used to encourage cooperation and prevent potential future problems.

The third study is conducted by Aditiya (2022), entitled “*A Directive Speech in Nadiem Makarim’s Speeches.*” This research analyzed directive speech acts in Nadiem Makarim’s address for National Teacher Day 2021 using a descriptive qualitative approach and documentation technique. The study focused on identifying the directive forms found in the speech and examining their use in conveying the speaker’s intended messages to the audience. The study identified several types of directive acts, including commands, statements, requests, orders, advice, and suggestions. These directive forms were used to convey different intentions, ranging from directing the audience to take certain actions to encouraging them to follow the ideas expressed by the speaker. The findings show that statements dominated the data with a frequency of 55.56%, followed by orders at 22.22%, while other directive types appeared in smaller proportions. The study concludes that Nadiem employed these directive strategies to encourage teachers to apply the values and actions he proposed, particularly those related to fostering nationalism and strengthening their role in educating the nation.

Based on the three previous studies, this research shares several similarities while also presenting clear points of distinction. All three studies examine directive speech acts and explore how speakers employ directives to influence their audiences within formal communicative settings. However, the present research differs in several important aspects. First, while earlier studies focus on speeches delivered in specific national or international events such as Elon Musk’s address at the World Water Forum, Joko Widodo’s opening speech at the G20 Summit, and Nadiem Makarim’s National Teacher Day speech, this study centers on political communication delivered by global leaders at the SPIEF 2025 plenary session, an international economic forum characterized by multipolar discourse and a diverse global audience. Second, previous studies primarily concentrate on identifying the types of directive speech acts or examining their felicity conditions, whereas this research specifically investigates the use of directive speech acts as strategic tools within political

communication in a global context. Third, unlike earlier studies that analyze directives mainly as linguistic forms, this study emphasizes their communicative functions. Therefore, this research offers a distinct contribution by examining how directive speech acts are employed by global leaders at the SPIEF 2025 as part of broader political communication particularly in conveying aspects such as power, influence and authority, in the SPIEF 2025 plenary session.

1.2. Research Questions

Based on the background of this study, the directive speech acts become the central focus of analysis in the political communication delivered by global leaders at the SPIEF 2025 plenary session. This study examines how directive speech acts are employed as part of political communication within an international institutional forum, where political leaders address a diverse global audience. Therefore, the research is guided by the following questions:

1. What types of directive speech acts are used by global leaders at the SPIEF 2025 plenary session?
2. How are the directive speech acts constructed as a part of political communication by the global leaders at the SPIEF 2025 plenary session?

1.3. Research Purposes

Based on the research questions, this study aims to achieve several objectives related to the use of directive speech acts used by global leaders at the SPIEF 2025 plenary session. These objectives are intended to provide a deeper understanding of how directive expressions are utilized within political communication. The objectives of this research are as follows:

1. To identify the types of directive speech acts used by global leaders at the SPIEF 2025 plenary session.
2. To analyse how are the directive speech acts constructed as a part of political communication by the global leaders at the SPIEF 2025 plenary session.

1.4. Research Significances

This research is expected to contribute to a deeper understanding of directive speech acts in political communication, particularly in how global leaders use directive expressions within an international forum such as the SPIEF 2025. The findings can also help explain how these expressions are used to convey intentions and communicate with audiences in a formal political setting.

Theoretically, this research contributes to pragmatic studies, particularly those grounded in Searle's theory of speech acts, by providing a detailed analysis of directive speech acts used in an international political context. While many previous studies examine directives in domestic public speeches or ceremonial settings, this research analyzes political communication delivered by global leaders at the SPIEF 2025 plenary session. The analysis is expected to enrich discussions on how directive speech act operates within political communication. It may also provide a broader perspective on the application of speech act theory to political discourse in an international institutional context.

Practically, the findings of this research may be useful for students, researchers, and practitioners interested in pragmatics, political communication, or governmental discourse. This study can serve as a reference for future research on directive speech acts in international institutional forums, particularly in the context of leadership communication. By examining directive speech acts used by global leaders at the SPIEF 2025 plenary session, this research provides insight into how directives such as requests, appeals, and suggestions are employed to guide responses, promote coordination, and project authority in formal political discourse. For students, the findings may also serve as an example of how pragmatic analysis can be applied to authentic political speech in an international forum.

1.5. Organization of Research

This research divided into five chapters.

Chapter I Introduction

This chapter consist background of research, research questions, research purposes, research significance, organization of research, definition of key terms.

Chapter II Theoretical Framework

This chapter divided from the theory foundation which basic of this research such as pragmatics, context, speech act, speech act classification, directive speech act and political communication.

Chapter III Research Method

This chapter discussed about the methodology of research such as research design, source of data, technique of collecting data, and technique of analyzing data.

Chapter IV Finding and Discussion

This chapter consists analyze of the topic, this chapter explain and analyze the types of directive speech acts used by global leaders at the SPIEF 2025 and to analyze how these directives function within political communication.

Chapter V Conclusion

The last chapter is consisted of conclusion and suggestion from this research.

1.6. Definition of Key Terms

1. Speech Acts

Speech acts is an action accomplished through utterances.

2. Illocutionary Acts

Illocutionary acts are a type of speech act that are commonly recognized through explicit performative sentence.

3. Directive Speech Acts

Directive acts is an illocutionary act used to make another person to do something, such as requesting, instructing, advising, or encouraging them to take a particular action.

4. Political Communication

Political communication is a form of communication that determines the political participation or activities of individuals or groups.

5. SPIEF

The St. Petersburg International Economic Forum (SPIEF) is a global forum that addresses current economic challenges, emerging markets, and the global economy while promoting practical solutions and innovative projects.

