

CHAPTER I

INTRODUCTION

This chapter presents a general description of the paper. It consists of background of research, research question, research objective, research signification, conceptual framework, previous study, and organization of writing.

A. Background of Research

Language is very important role in human life. With language human can be communicate with others. Language is used of humans to interact with the community. With language, human can express their messages, convey various stories, thoughts, and experiences (Wibowo, 1996: 4). Because of the importance of the functions of language, humans cannot be separated from the use of language. When look at in terms of its function, language as a communication tool, language is a tool used to give information between one communicator with another.

According to Buck and Arthur in (Usman, 2017: 1), there are two types of communication, they are verbal communication which is the way of communicating messages by using words as element and nonverbal communication which is the way communicating messages by using gesture, body movements, eye contact, facial or general appearances as the element. These two types of communication are means of interaction that speaker and hearer use to process their ideas or thoughts.

Communication is an important aspect of human life. The interaction of human life began from communicating with himself and those around him. For communication to take place properly, humans must master language skills. Language can be conveyed through oral and written media. In oral media, the part who commits speech acts is the speaker and the participant (listener), while in the written media the utterance is delivered by the writer (speaker) to the participant (interlocutor) is the reader.

In communication occur in various forms in daily life such as conversations between speakers and the hearer in buying and selling activities, discussions, seminars, teaching and learning activities, conversations in films, television shows, and so on. These various form of communication prove that it is indeed impossible for humans to be free from language activities among themselves. In addition, the form of communication in which does not take turn of conversation and who become the center of conversation only done by the speaker and function of the participant only as the hearer is speech. Speech has several examples like preacher, speech itself, campaign and soon. The form of communication which rarely occurs in daily life but waiting for a certain moment is a campaign.

Campaign is one form of communication one-way who carried out by someone who has the authority to convey something in front of many people who have certain goals. Campaign is an action and effort aimed at gaining support, a campaign effort can be carried out by an individual or a group of people organized to achieve a decision making process within a group, ordinary campaigns are also carried out to influence, inhibit, distort the achievements (Riadi, 2019). In a democratic political system, a powerless political campaign refers to an electoral campaign of achieving support, where elected representatives or referrals are decided. In a campaign, the candidates always declare and explain their vision and mission for the next period of governance if they are elected. In declaring their vision and mission, the candidates commonly deliver campaign speech that is directed to the public. Campaign is considered as the persuasion step of the candidates in order to get public's impression. One of the interesting campaign is the campaign who conveyed by the president.

In the presidential candidate's campaign forum, certainly the candidates must speak well and simple. The context of language must be adapted with the conditions of the community, also absolutely is very calculated to be able to win the hearts of the society and attract the sympathy of the community by taking speech that can be called an oral discourse. The utterances or statements other

than the form of promises, hopes, can also be in the form of allusions, attacks, or criticism of political opponents.

In carrying out human communication activities especially in campaign are inseparable from speech acts. When someone speaks, sometimes the person also does something, not just saying something, even expecting reaction from the participant. Speech acts are actions that are displayed through utterances to display the intentions and objectives to others in various social dimension activities in social life. Speech acts according to Searle in his book Searle in his book (1969) *Act An Essay in the Philosophy of language* divided by three categories and those are, locutionary, illocutionary, and perlocutionary.

Locution is a speech act for saying something. Austin said that locutionary is only saying something, convey information, talk, ask, and soon (Austin, 1962: 143). So, locutionary is lexical meaning. Illocutionary is speech act for doing something based on what uttered. The utterance can contain the force. Through the utterance someone can create something new, can make someone doing something, change the situation, and soon. Perlocutionary is a speech act for affecting something. Perlocutionary is the act which happens to the participant as the effect of an utterance.

The most dominant speech acts appears in every utterance and has a specific purpose which is in the campaign is illocutionary acts, because beside conveying something, illocutionary acts also act to do something in each utterance. Likewise in a campaign, beside for saying something in front of the voters also acts to take an action and has certain purpose. One of the purposes in order to the voters elects him (candidates). In a campaign, the effect which produced by utterance does not accepted by the hearer.

Illocutionary acts are the act of uttering speech. Saying a particular utterance can be seen as taking action (influencing, ordering), in addition to actually saying or uttering the utterance (Rustono, 1999: 33). Likewise in the implementation of a campaign, the utterances spoken in the campaign not only to

say but also contain an action (influence, order). This paper tries to explore the various political utterances during campaign activities, especially Donald Trump's speech of 2020 American president general elections campaign in Toledo, Ohio.

Illocutionary acts can be used by anyone and anywhere, both of in formal and informal situations. In doing a speech act of there are many ways, one of which is a presidential election campaign speech. The presidential election is an important part in the running of the democratic process in every country which use democratic government system such us America. The purpose of democracy can dialogue with the community in order to they can absorb their aspirations going for the future. The speech of the campaign is used when the state is demanded the consequence to carry out what has been said (Putriani, 2016: 2). The campaign is usually carried out by speaking in public or in front of voters who in their speech have certain purposes. The utterances delivered by each partner in the campaign have various types of speech acts. Communicating strategy for delivering messages and attracting of the community are the main goals for partner.

In this research the researcher analyzed the illocutionary acts contained in Donald Trump's speech of 2020 American president general election campaign in Toledo Ohio. Speeches in Donald Trump's campaign speech often used informal language despite being in a formal situation. This is done in order to the listener understands the purpose and object of the speech and can create a more intimate situation.

Donald Trump's campaign on the 2020 presidential election is full of illocutionary acts. The illocutionary who delivered were aimed at attracting public sympathy. Illocutionary acts in Donald Trump's presidential election campaign plays a very important role for his speakers to be able to win the sympathy of voters. According to Rustono (1999: 38) illocutionary acts are not easily identified. This happened because the illocutionary act was related to who speak to whom, when and where the speech act was carried out, and so on.

The choice of illocutionary acts theory itself is because the use language as a medium of interaction between speaker (Donald Trump) and the hearer contains a lot of illocutionary acts that have a purpose informing about America and promise several his mission and vision for USA, and win the sympathy of prospective voters. In addition, the types and function of illocutionary acts campaign like what Donald Trump speech in the 2020 election campaign, so as to attract or be able to ingratiate the people of the United States of America with promises and program solutions made by Donald Trump after becoming president.

The researcher chose object the campaign speech of Donald Trump for American General Election in 2020 because several causes those are, 1) Trump is the president which most famous in America, generally in the world both of from his action (behavior) which controversial, and his utterance which make the world shaken up. In linguistics phenomenon he has special characteristics in terms of being a public speaker such as blunt and frank rather than others. 2) The campaign of Donald Trump contains illocutionary acts and also has meaning in every utterance who Trump uttered. 3) The campaign of Donald Trump for the American presidential election in 2020 is currently in full consideration.

B. Research Question

In this research the researcher will focus to analysis of illocutionary act which are taken from transcript Trump's speech of 2020 American president general election campaign in Toledo Ohio. The researcher to be focused on following questions:

1. What are the types of illocutionary acts in Trump's speech of 2020 American President General Election Campaign in Toledo Ohio?
2. What are the functions of illocutionary acts in Trump's speech of 2020 American President General Election Campaign in Toledo Ohio?

C. Research Objectives

Based on the statement problem above, the researcher wants to the object are:

1. To describe the types of illocutionary acts in Trump's speech of 2020 American President General Election Campaign.
2. To describe the functions of illocutionary acts in Trump's speech of 2020 American President General Election Campaign.

D. Research Significance

This research is expected can be beneficial for other. The beneficial which expected from this research, both of practically or theoretically as bellow:

1. Practically

Practically, to another researcher expected can be contribution of thought to critically on understanding types and functions of illocutionary acts. Also the result of this research practically expected can be reference, source of information, and the next reference in order to can more expend in another material.

2. Theoretically

Theoretically, this researcher expected can be contribution scholarly on linguist that is types and functions of illocutionary acts in Indonesia. Beside that the result of this research expected can be additional of knowledge about pragmatics in form of illocutionary acts in utterance Trump's speech of 2020 American general election campaign.

E. Conceptual Framework

This research aims to identify the types and functions of illocutionary acts which in Donald Trump's speech of 2020 American President General Election Campaign in Toledo Ohio. This research use methods and techniques the research will be explained in detail in the next chapter.

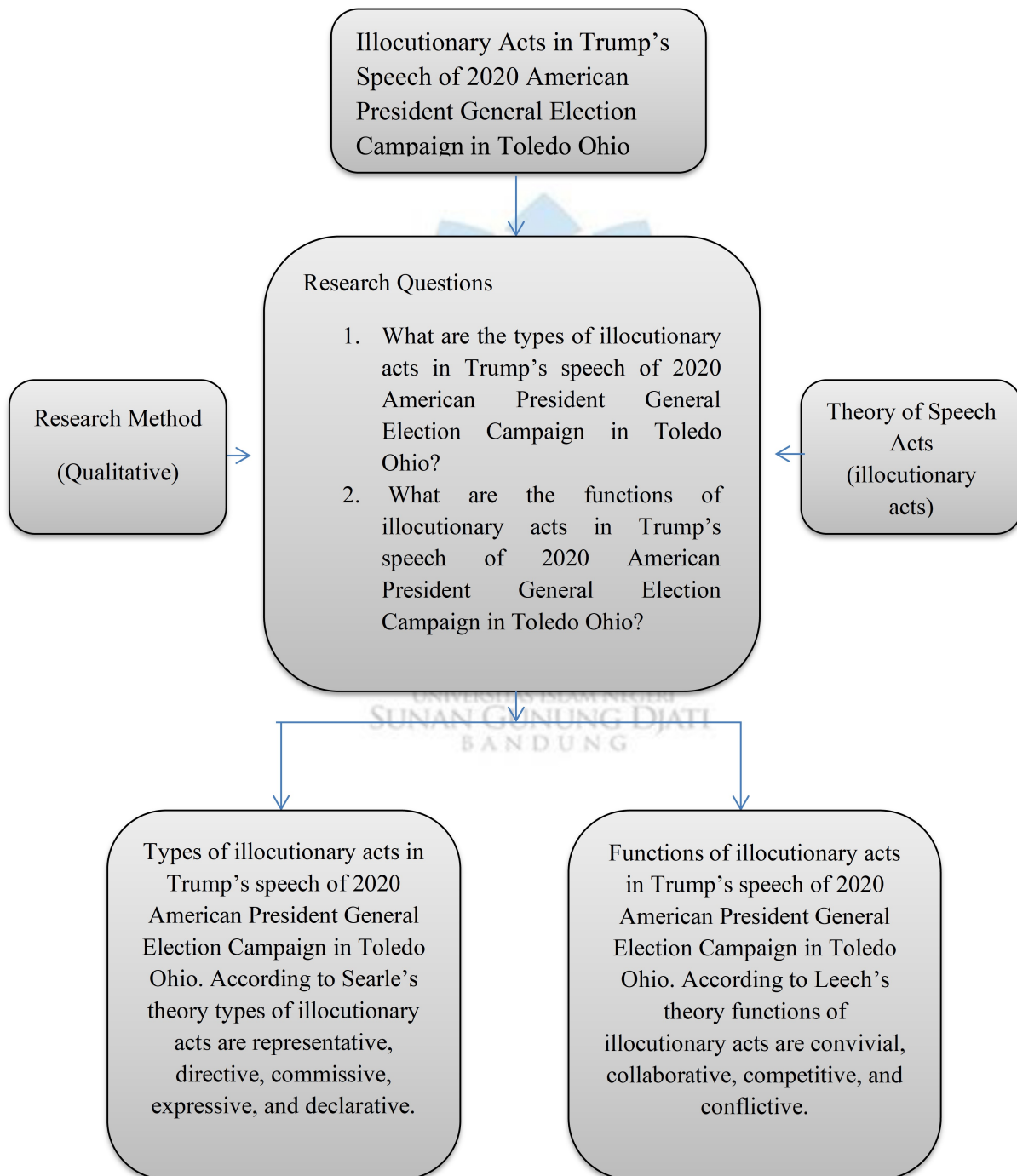
This research uses pragmatic theory, specifically speech act theory. The results of this study are expected to illustrate the types illocutionary acts contained in Trump's Speech of 2020 American President General Election Campaign in Toledo Ohio and illocutionary acts and function are contained in Trump's speech of 2020 American President General Election Campaign in Toledo Ohio.

To analyze this research, the researcher uses several theories to help this research to be appropriated. The first is pragmatics. Pragmatics takes the theory from Leech, Kridalaksana, Lavinson, Tarigan, and Yule. The second is Context. Context takes theory from Leech and Dell Holmes. The third is speech acts. Speech act conducted by several theories from Austin, Searle, Chaer, Tarigan and Yule.

The last theory is illocutionary acts, as the main of this research. Illocutionary acts, the speaker form utterance with several functions in mind. Utterance besides function to say or inform something, also can used to do something. Illocutionary acts called as the act of doing something. Searle (2005, 13-16) explains illocutionary into five types those are representative, directive, commissive, expressive, and declarative.

The types of illocutionary act contain several functions conducted by Leech, such as competitive, collaborative, convivial, and conflictive. Based on theory that, then the framework of thinking in this study can be described as follows:

Figure 1
Conceptual Framework



F. Previous Study

This research refers to several published research relating to the object and research topic. The previous studies serve to be a reference for relevant studies and also as sign that the research has never been done before, and researcher has not plagiarism from some of the previous studies that have been selected. The study of illocutionary act has been carried out by many people.

The first previous study of this research is a thesis conducted by Tya Indah Kurniawati in English Education Department of IAIN Surakarta (2017) entitled "*An analysis Class of English Education Department of IAIN Surarkarta in 2016/2017 Academic year.*" In this research, researcher used descriptive qualitative research designs. The research focus on the types of illocutionary acts and functions of illocutionary acts. The researcher use theories from Yule for types of illocutionary acts and Leech for functions of illocutionary acts. The most frequently used of illocutionary acts is directive and the least frequently used illocutionary act is commissive. Meanwhile the most function used in this research is competitive, and the fewest function used in this research is convivial. The similarity between the first previous study with this research is the theory to answer the research question of number two but to answer number one is different and the object.

The second previous study of this research is conducted by Yudhistira Tri Wiratama English Language and English Department, Letter and Humanities Faculty, State Islamic University Syarif Hidayatullah Jakarta (2017) entitled "*Illocutionary Act on Donald Trump Inaugural Speech*". This research focus on two question of problem those are types of illocutionary acts and how to convey the illocutionary acts directly or indirectly. The researcher uses Searle's theory and found five types of five illocutionary acts. Those are representative, directive, commissive, expressive and declarative. Those identified categories appeared in his twenty four data which were analyzed. Representative is the most type of illocutionary act was found in this research. The similarities between the second previous study with this research is theory. Theory which used is Searle's theory

to answer the first question. The different between second previous study and this research absolutely from the object study, the second previous study inaugural Trump speech, and the second research question about how to convey illocutionary acts directly or indirectly.

The third previous study of this research conducted by Rahmat Ady Prasetyo in English Letters Department, Faculty of Humanities, States Islamic University Maulana Malik Ibrahim Malang (2017) entitled “*Illocutionary acts found in Barrack Obama’s speech in Baltimore*”. This research focus on two question of problem those are types of illocutionary acts found in Barack Obama’s speech in Baltimore and the functions of illocutionary acts used in Barack Obama’s speech in Baltimore. The researcher uses Austin’s theory those are verdictives, exertives, commissives, behavites, and ekspositives. Exercitives ,behavites, and commissives are the major type used by the speaker. The similarity between the third previous studies with this research is the research question and the topic, but to answer the questions is different theory.

The last previous study of this research conducted by Meliana Mustofa in English Literature study Program of Yogyakarta State University (2017) entitled: “*Illocutionary Acts in The Headlines and Slogans of Beauty Product Advertisement*”. In this research, she decides to use illocutionary acts based on Searle Theory and found four of five types of illocutionary acts. There are assertive, directive, commissive, and expressive. From those four categories of illocutionary acts which is founded, assertive is most dominant type. It is used by the advertiser to give a description about the product. Directive is employed by the advertiser to direct customers to do something. Commissive usually express a promise that the product offers some kind of results. Expressive is a type of illocutionary acts that states what the speaker in the sense of advertising. The similarity between the last previous study and this research is the topic and the result of the research. It looks for types of illocutionary acts. The different between this research with last previous study is the object.

Based on those previous studies, the researcher of this present study found the differences between the present studies. The difference was found on the

object study and the theory used. The illocutionary acts was used on all studies as the subject of this study. The result of all studies showed the same names of what the research intended to investigate. All of studies tried to capture some types of illocutionary acts. Every researcher found the different use of every type of illocutionary acts which is connected to the context of the subject.

G. Definition of Key Term

1. Pragmatics

Pragmatics is the study of meaning of utterance which conveyed by the speaker and interpreted by hearer.

2. Speech act

Speech act are actions which showed through by utterance.

3. Illocutionary acts

Illocutionary act is speech act which has function to say or inform something and used to do something.

4. Campaign

A campaign is an action and effort aimed at gaining support, a campaign effort can be carried out by an individual or a group of people organized to achieve a decision making process within a group, ordinary campaigns are also carried out to influence, inhibit, distort the achievements.

H. organization of writing

This research divides into five chapters.

Chapter I Introduction

This chapter consist background of research, research question, research objective, research significance, conceptual framework, previous studies, definition of key term and organizing of writing.

Chapter II Literal Review

This chapter divided from the theory foundation which basic of this research such as pragmatics, context, speech act, situation of speech, type of illocutionary acts, felicity condition of illocutionary acts, and function of illocutionary acts, and direct and direct illocutionary acts.

Chapter III Research Methodology

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

Chapter IV Finding and Discussion

This chapter consists analyzes of the topic, this chapter explain and analyze the types and function of illocutionary acts in Trump's speech of 2020 American President General Election Campaign in Toledo Ohio.

Chapter V conclusion

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

