CHAPTER I

INTRODUCTION

This chapter presents a general description of the research. It consist of background of research, previous study, statement of problem, research purposes, research significance, definition of key term and organization of writing

1.1. Research Background

An interesting phenomenon that we often find is that many people are sedated or instigated just because they listen to the content of someone's speech. A good speaker is a speaker who succeeds in conveying the message or content of his speech clearly and well so that the speech becomes interesting to listen to and manages to convince or persuade the listeners to share the message contained in the speech. In conducting a speech, there are several things that need to be considered, such as appearance, language style or expression. By paying attention to these things such as neat appearance, good language style, cheerful expression will make listeners interested in paying attention and listening to the speech that we deliver. Usually the speech is delivered by someone who has influence for many people such as the president, high-ranking officials, artists, influencers and others. Of the many people who gave speeches, the author was interested in analyzing the speech delivered by Emma Watson. This speech by Emma Watson contains elements of feminism. Due to the beauty of her appearance and the style of language used, she was designated as the United Nations Goodwill Ambassador for Women by the United Nations.

Based on the writer's interest in this phenomenon, the writer wants to apply the theory of directive illocutionary act as an approach in analyzing the speech delivered by Emma Watson.

This phenomenon is interesting to analyze because it provides evidence that speech is an effective form of communication in conveying messages to other people. According to Sibarani (1992: 90), "language is considered to be an important part of communication. Language is considered an important part of communication because with language we can communicate. Basically, language is a very principal system in the continuity of a communication process. From the statement above we can conclude that language is the most important thing in communication.

As human beings, we cannot live alone. We definitely need other people in our lives, even if it just to communicate with each other. Living things are created to be able to talk and communicate with each other, not only humans, but even animals are the same. Humans speak using language. Language is important because with language we can communicate. According to Keraf in Smarapradhipa (2005: 1), language is a communication tools between members of society in the form of symbols of sounds produced by human speech tools. Language is a communication system that uses arbitrary vowel symbols (speech sounds). Language is used as a communication tools because language can express someone's expressions, thoughts and stories to other people or their interlocutors.

In communicating, we need partners to understand and respond to what we are talking about because the purpose of communication is to delivery a message or idea conveyed by the speaker to the interlocutor. There are two types of communication that are usually carried out, namely one-way communication and two-way communication. One-way communication is communication that has no reciprocal relationship between speaker and listener, usually like a speech. Speakers and listeners have no reciprocal relationship in communicating. The speaker only conveys the things that need to be conveyed in the speech while the listener only listens to the things conveyed by the speaker without reacting in communication. Meanwhile, two-way communication is communication which there is a reciprocal relationship between speaker

and listener or called a conversation. There are two or more people who are in the process of communicating. In this two-way communication the listener responds to the expressions expressed by the speaker. Therefore it is called two-way communication because of the reciprocal response between speakers and listeners in the communication process.

A speech according to Wisanggeni (2017: 2) is a greeting with a good structure to be conveyed to the crowd which is one-way communication and used in official forums. According to Slamet (2007: 33), speech is speaking in front of people to convey a problem to achieve a certain goal, for example for deliberation, providing references, and so on. According to Rahmat (1999: 17), several methods must be done in making a speech, there is spontaneous speech, that is, a speech that is done without preparation or done suddenly. The second is framework method, namely a speech in which there is a concept in the form of a topic that the speaker wants to convey. The third is memorization method, namely the speech delivered by the script that has been made and has been memorized by the speaker. Speech with this method is usually used for speech contest participants who are usually not allowed to carry a script when delivering a speech. The last method is script method, Speech with this method is carried out by the speaker by bringing and reading the script. This method of speech is usually used for state speeches or other official events because it carries the risk of making mistakes.

However, in the communication process, there are often misunderstandings between speakers and listeners. This is because speakers cannot convey the message well. Usually it arises because of differences in cultural and linguistic backgrounds between speakers and listeners. In fact, it is not uncommon for us to find fights because of misunderstandings that occur between speakers and listeners. In order to avoid fights due to misunderstandings, in communication we have to realize one equation, the same mind. To minimize the occurrence of misunderstandings, Emma Watson used simple words in expressing her opinions and ideas

related to the Feminism Movement so that it is easily understood by listeners from various circles, especially female listeners.

Emma Watson, whose long name is Emma Charlotte Duerre Watson, was born in Paris, April 15, 1990. She is an actress and model from England. She is known for playing the character Hermione Granger in the Harry Potter film series since she was nine years old. In 2014, Watson was named United Nations Goodwill Ambassador for Women by the United Nations, is a program that actively engages leading figures in the arts and sports to promote United Nations programs. Her role was to be a supporter of the UN Women's gender equality campaign known as HeForShe. HeForShe, led by the U.N.'s Elizabeth Nyamayaro and under the direction of Phumzile Mlambo-Ngcuka, was a program dedicated to improve the status of women and invite men and boys around the world to stand in solidarity with women and girls so that gender equality is realized.

Emma Watson's speech talked about gender equality. Women always received unfavorable treatment before the feminist movement because women were always considered weak and could not live independently. Women are also not allowed to continue their education to a higher level. Even women are not allowed to take political or social roles. This is because women's rights are limited, in contrast to men who are always prioritized and dominate in any case. This is because the society's mindset is that women do not need higher education because they think that women only need to take care of their homes and families. Women are considered unable to think rationally, so they are not allowed to be leaders. Women are also considered to always depend on men because they are always considered unable to do the right thing by themselves.

This causes social jealousy between women and men. Matters that refer to discrimination against women give birth to the feminist movement. The feminist movement is a movement

that demands equal rights between women and men. This movement promotes gender equality between women and men. According to Beasley, "Feminism is a range of movements and ideologies that share a common goal: to define, established, and achieve equal political, economic, cultural, personal and social rights for women". Women carry out this feminist movement as a form of self-liberation from social inequalities that exist in society, as well as argumentation, politics, education, and others. Feminist theory always criticizes existing social orders, such as social inequalities, education, kinship, political institutions, or power.

Every speech must have a meaning in it, for example, such as the ideas about feminism conveyed by Emma Watson, which aims to make women in the world get equal rights with men. Even though in this speech Emma Watson uses simple words, there is still an implied meaning in it. The implied meaning may be for the purpose of persuading, or inviting, or ordering, or inciting the listeners. To find out what the hidden meaning means, we need to learn about pragmatics which is a branch of linguistics. Linguistics is the study of language. Linguistics deals with the study of specific languages including the properties of language and communication, and properties that are common to all languages. In linguistics, there are studies related to meaning based on social contexts, namely pragmatic studies. Pragmatics is the basic science of the meaning of expressions. We pragmatically study how to understand the meaning of expressions in different contexts. By studying pragmatics we can find out what exactly the speaker is trying to say and what impact it has on the listener. This of course can be one way to avoid misunderstandings in communication.

Pragmatics is a branch of linguistics that deals with meaning in using language. According to Kridalaksana (1993: 177), pragmatics is the study of speech, context, and the meaning of an expression. In other words, pragmatics is the science of language that studies meaning and its relationship with social contexts and situations. One of the branches of pragmatics is speech acts. Speech act is the main topic of discussion of pragmatic science itself.

Speech act is the study of the meaning and function of an expression. This science serves to clarify what is in the expression conveyed by the speaker. There are two things contained in the speech act concept, namely speech, and action. In practice, these two things can form the true meaning of a person's speech, but they can also be different or even contradictory. This concept is related to the interlocutor's strategy to do or not do something by following the content of the expressions conveyed by the speaker.

According to Searle (1969: 16), speech acts are carried out in the pronunciation of a sentence in the general function of the meaning of the sentence. The meaning of a sentence in all speech does not determine what speech act is carried out in the pronunciation of the sentence, to a speaker, it can mean more than what he says, but it is possible for him to say exactly what he means. Searle also argues that in every utterance there must be a hidden meaning that the speaker wants to convey. Therefore, we must be able to convey the message to be conveyed properly and correctly so that the purpose of the message is conveyed to the listeners. As has been discussed in the previous paragraph that between speakers and listeners must have knowledge of the same culture and language in order to achieve a goal in a conversation.

There are three kinds of speech acts that can be described: (1) locutionary acts, (2) illocutionary acts, and (3) perlocutionary acts. Two of three types of speech act has several categories. There are twelve categories in the perlocutionary act, they are to convince the hearer, to surprise the hearer, to bore the hearer, to annoy the hearer, to frighten the hearer, to cause the hearer, to insult the hearer, to alarm the hearer, to enlighten the hearer, to inspire the hearer, to get the hearer to do something, to get the hearer to realize something. There are five categories of illocutionary act, how do we tell people about the situation (Assertives), how we try to get them to do something (Direction), how do we get ourselves to do things

(Commissives), how we express our feelings and attitudes (Expressive), and how we bring change to people through our sayings (Declarations).

This research is interesting to discuss and find out the directive illocutionary acts used in Emma Watson's video. In this video of the speech the writer found that many utterances are included in directive speech acts because they contain imperative elements that ask someone to do something. From this research, it will be known the types of directive illocutionary acts used in Emma Watson's video.

In addition, there are also several previous studies that both discuss about directive illocutionary acts. The first is a research by Febi Rosella Wijaya and Jauhar Helmie entitled "An Analysis of Directive Speech Acts in "The Fault in Our Stars" Movie Script". The focus of the problem in this study is to analyze the directive speech acts contained in the "The Fault in Our Stars" movie, the author classifies directive speech acts into several sub categories. The results obtained from this study are that the authors successfully analyzed 40 data on directive speech acts contained in the movie "The Fault in Our Stars". Based on the analysis, directive request is the first dominant speech used in the expressions contained in this movie. After that, directive suggests is the second dominant, and directive command is the third dominant, while directive order are not found in this movie. The second research was written by Fara Della with the title "An Analysis of Directive Speech Acts by Searle Theory in" Sleeping Beauty "Movie Script". The focus of the problems discussed in this study is to analyze the use of the expression directive speech acts in the movie "Sleeping Beauty" based on each character, the author classifies directive speech acts into several sub categories of each character. The results obtained from this study are the author successfully analyzed 111 data about directive speech acts contained in the "Sleeping Beauty" movie. Based on the analysis, directive command is the first dominant used in the expressions contained in this movie, the most expressed utterance of the command by Prince Jayson. Then directive question is the second dominant, directive

request becomes dominant third, directive permits and prohibitions were found in an equal number and a small number. The third research of directive illocutionary act is entitled "Directive Illocutionary Acts by Mario Teguh in" Super Show "Talk Show" written by three authors, namely Jessica Angela Aziz, Sutiono Mahdi and Rosaria Mita Amalia. The focus of the problems contained in this study is to analyze the use of the expression directive speech acts contained in the "Mario Teguh in the Super Show Talk Show", the authors classifies directive speech acts into several sub categories. The results obtained by the authors from this study are the authors successfully analyzed 33 data about directive speech acts contained in the show "Mario Teguh Super Show Talkshow". Based on the analysis, directive suggesting is the first dominant used in the show. Then, directive command becomes second dominant, directive inviting and directive requesting are found with the equal number and a small number, last, directive forbidding is not found in this show.

1.2 Statement of Problem

This research discusses about the type of directive illocutionary acts. This reseaech focused on the pragmatic process of directive illocutionary acts in Emma Watson's speech about Gender Equality. There are several directive illocutionary acts in the utterances spoken by Emma Watson in her speech about gender equality. Utterances that contain directive illocutionary acts are usually in the form of an invitation, or an appeal, or a request or suggestion. Emma Watson's speech was about gender equality, so there are a lot of feminism ideas expressed by Emma Watson in her speech this time. Therefore, in addition to analyzing the types of directive illocutionary acts contained in Emma Watson's speech, the author also analyzes the function of illocutionary acts of feminism ideas contained in Emma Watson's speech about gender equality. From the background in this research above, the writer concludes that there are two questions that will be the main focus of this research, there are:

1. What are the types of directive illocutionary acts on the video "Emma Watson's Speech: Gender Equality"?

2. How are feminism ideas conveyed as a function of illocutionary acts that used in the video of "Emma Watson's Speech: Gender Equality"?

1.3 Research Purposes

Based on the formulation of the research question above, the researcher is intended:

1. To find out the types of the directive illocutionary acts that is used on video "Emma Watson's Speech: Gender Equality".

2. To find out how the feminist ideas are conveyed as a function of illocutionary acts on video "Emma Watson's Speech: Gender Equality".

1.4 Research Significance

Theoretically, it is expected that the result of this research could enrich the knowledge in pragmatic analysis in terms of speech acts. According to Jauhari (2010: 103), the significance of the research is divided into the theoretical significance and practical significance. Theoretically, the use of this theory makes researchers gain a lot of new knowledge and experiences, which means that researchers can develop their research.

Practically, there are some advantages to some parties as follows:

1. To English Literature students, the result of this research is expected to facilitate them to gain a better understanding related to speech acts.

2. To other researchers, this research is expected to provide reference and evidence to guide them to conduct further research which is related to pragmatic analysis especially in term of speech acts and also the result of this research can be the reference to be more

creative in teaching including the method, the activities, and the way to communicate to others.

1.5 Definition of Key Term :

1. **Pragmatics :**

   The study about meaning which communicated by a speakers and interpreted by a listener or reader.

2. **Speech act :**

   Speech act is utterance delivered by a speaker during a conversation. There are three types of speech acts: locutionary, illocutionary and perlocutionary speech acts.

3. **Directive illocutionary act :**

   One type of illocutionary act. The action that the speaker uses to get someone to do something from his utterances.

4. **Feminism :**

   A movement carried out by a group of women who want to fight for women's rights to achieve gender equality.