

CHAPTER I

INTRODUCTION

This chapter explains the background of the research, research questions, research objectives, research significance, and definitions of key terms.

1.1 Background of Research

Speech acts is a branch of pragmatics related to communication and utterance. According to Yule (1996, p. 4), pragmatics is the study of the interactions between linguistic features and their users. Meanwhile, Searle (1969) defines speech acts as the actions when someone is speaking and doing something in communication. In other words, a speech act communicates a confident attitude, and the type of speech act depends on the attitude being communicated.

There are three kinds of speech acts based on Austin's (1962) theory; there are locutionary, illocutionary, and perlocutionary acts. A locutionary act is the exact meaning of what was said or what the situation meant. In general, an illocutionary act is a speech act that is not only meant to give information but also to command. Searle 1969 stated that an "illocutionary act" is the speaker's natural action. As a result, the actual, intended meaning. The last type is called a perlocutionary act. Speech acts that either has the effect the speaker wants or does not have the effect the speaker wants is a perlocutionary act. Horn and Ward (2006, p. 55) say that the perlocutionary act results from what the addressee does

think or feels. In this case, the effect mentioned is the response after the locutionary, and illocutionary utterances are spoken.

Locutionary, illocutionary, and perlocutionary acts commonly occur in people's communication and daily life, such as in reality shows that include interactions between one another during the show's airing, on specific topics of conversation, and in specific situations.

According to Allen (2017), a reality show is a television program genre that shows unscripted action by everyday people without prepared dialogue like an actor. Moreover, Allen adds that a reality show is a program that reveals the basic categories; one of them is competition shows, one of the oldest categories (2017, p. 1405). Generally, in television competition shows, there are shows about people's talents, such as singing, modeling, cooking, and etcetera. For example, one famous cooking competition show aired on one American TV channel, Fox, and there is Hell's Kitchen US.

Kelly (2021) stated that Hell's Kitchen US is a cooking competition show in which the chefs compete for the restaurant's executive chef position. In Hell's Kitchen, the participants would have to make the food immediately in front of the customers with several challenges, and they were not told what they would do at a particular time or what would happen in the future. Nevertheless, since 2005, this show has been offered to the public with such a competition show concept. It has already had 20 seasons in 2022, with widespread support and several awards for its achievements (Simpson, 2011). As reported in emmys.com

(2022), Hell's Kitchen has been nominated for and won six Primetime Emmy Awards, one of the most well-known American awards.

This show is hosted by Gordon Ramsay, a chef who acts as the head chef as well as the host. According to Simpson, Gordon Ramsay is a celebrity chef who has received 17 Michelin stars for his private restaurants in cities like New York, England, and Paris, among others (2011, p. 86). Furthermore, Gordon Ramsay is the most famous chef in the world. Following the result of Chef'spensil's (2022) study, which did a 12-month survey based on Google search data in 2022.

When leading the show, he often uses harsh words when something is wrong and gives instructions with loud voices, making the atmosphere in kitchen tenser (Kelly & Kelly, 2021). Bullock (2017) for MAILONLINE claims that Gordon Ramsay popular for his cooking and sharp tongue. There are times when the participants and Gordon Ramsay are on the verge of an argument in Hell's Kitchen because of his utterances. Sometimes, his comments also made the contestants and even the viewers, angry.

What distinguishes Hell's Kitchen from other culinary shows is that, according to (DBK Admin, 2016, para. 13), The Diamondback News, this culinary show makes food less critical. The viewers will be carried away by the atmosphere that Gordon Ramsay created due to his utterances and emerging drama. That sounds ironic because Hell's Kitchen is a culinary show, but the highlight is not totally about the food but something else.

Gordon Ramsay is a head chef that in every program, "Do something with words". As according Bullock (2017) stated that the television program hosted by Gordon Ramsay must have a lot of bleep sounds to censor his unsavoury language. Simpson's (2011) statement reinforced the fact that even some famous people argue that Gordon Ramsay's utterances would ruin the program. Furthermore, his position as head chef allows him to give instructions and statements that will have an effect on himself and the response of participants because of his utterances. Therefore, he incorporated with illocutionary theory, and the effect of what he said would probably cause a perlocutionary act.

Hell's Kitchen is an exciting object to analyze because, in general, television shows should not contain harsh language. However, Hell's Kitchen got attention, became a popular show, was nominated for many awards, and won significant achievements. Therefore, based on what has been said earlier, Gordon Ramsay and Hell's Kitchen can be used for illocutionary and perlocutionary purposes.

The topics of illocutionary and perlocutionary discourse are undoubtedly important and relevant enough to be expanded on in this research because they discuss the attitudes and expressions of one's actions in communication, which have an essential role in it, with the study focused on the speaker and the hearer. Furthermore, Ramsay's occasionally evil speech is even more fascinating to be analyzed.

The data to be analyzed in this study is from Hell's Kitchen Season 20, the newest season on Netflix. According to [netflix.com](https://www.netflix.com), Netflix is a platform that

shows a variety of films, documentaries, and even TV shows that can be watched without ads by subscribing.

There have been several studies conducted regarding Gordon Ramsay's utterances, illocutionary, and perlocutionary speech acts. Dzumillah (2016) accomplished this. The research analyzed illocutionary and perlocutionary acts in the movie "Reasonable Doubt." This study looked at the type of illocutionary act the speaker did in the dialogues and found that the response was a perlocutionary act. The theory used in this study is based on John. R. Searle's theory. Using the same theory and topics, the research reveals five types of illocutionary acts. The object of Dzumilah's study is the movie, which is fiction. Meanwhile, this research uses an actual activity from a competition show. Moreover, this research finds two types of perlocutionary acts in this movie: success and failure, with representative illocutionary as the dominant type.

Compared to the previous study, Safa et al. (2016) observe politeness strategies using the same object, Gordon Ramsay's utterances and attitude in the culinary show. The research focuses on Gordon Ramsay's utterances for judging the contestant's dishes of Masterchef US and Masterchef Junior. The research also reveals whether Gordon Ramsay uses different politeness strategies for Masterchef and Masterchef Junior participants. This journal uses Brown and Levinson's theory. The research finds that Gordon Ramsay's utterances use bald on-record and off-record strategies and positive politeness. Furthermore, Gordon Ramsay used a variety of politeness strategies in Masterchef but only used positive politeness strategies in Masterchef Junior.

Lastly, the research was done by Nadeak et al. (2017). They examined the types of illocutionary and perlocutionary acts in the Zootopia (2016) movie. Judy Hoops' utterances are the object of the study. Similar to this study, the journal examines how someone's utterances impact the listener, determining whether Judy Hoops' utterances affected another character in the film Zootopia to demonstrate the effect of illocutionary acts. This journal uses different theories in this research. The analysis results are thirteen sentences of facts, questions, conclusions, information, verification, and reports. These are thirteen directive Commissive, expressive, and declarative. Taking all of the following aspects into consideration, a pragmatics study entitled "Illocutionary and Perlocutionary Acts of Gordon Ramsay's Utterances in Hell's Kitchen" is conducted.

Unlike the previous studies summarized above, this research revolves around the illocutionary and perlocutionary acts of Gordon Ramsay in Hell's Kitchen. Gordon has a superior position in this TV program compared to the participants. That is why his utterances must have some impact on the hearer. Also, as was already said, this competition makes food less important because Gordon Ramsay creates the show's atmosphere with words, not food. Therefore, pragmatic analysis is needed to examine this unique linguistic phenomenon.

1.2 Statement of Problems

In general, a reality show that is aired on television should present the program containing language used by the host in a proper, polite, and correct manner. However, in the Hell's Kitchen show, people or viewers seem to find

Gordon Ramsay's utterances as a host sometimes rude, uttering insults, sarcasm, etcetera., that are intended for the participants. However, this show becomes a popular reality show. Therefore, this study aimed to investigate the speech acts used by Gordon Ramsay's utterances: to demonstrate the types of illocutionary Gordon Ramsay's utterances and the responses or perlocutionary used by Gordon Ramsay's utterances to the participants as the hearers.

In reference to the statement of the problem above, the research questions are formulated as follows:

1. What types of illocutionary acts are used by Gordon Ramsay in Hell's Kitchen Season 20?
2. **How** are the responses given by the participants as the perlocutionary acts of Gordon Ramsay's utterances in Hell's Kitchen Season 20?

1.3 Research Objectives

This section presents the objective of this research according to the research questions formulated earlier. This research aims to:

1. To identify the types of illocutionary acts used by Gordon Ramsay in Hell's Kitchen Season 20.
2. To describe the responses as perlocutionary acts by participants of Gordon Ramsay's utterances in Hell's Kitchen Season 20.

1.4 Research Significances

Theoretically, this research will expand knowledge about pragmatic studies, particularly speech act theory, identifying speech acts in competition shows, and other speech act-related topics.

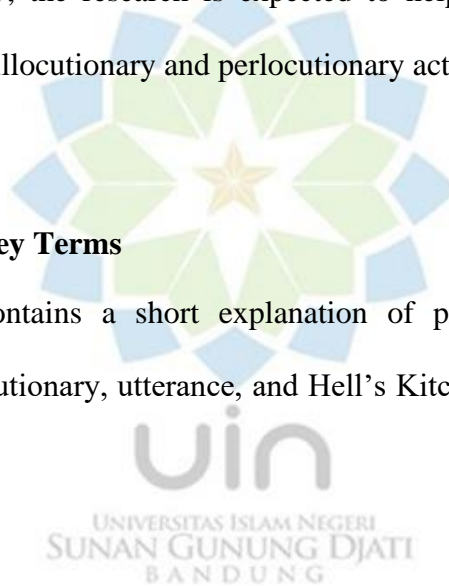
Practically, these two pragmatic subjects are incorporated in our daily utterances because sometimes humans are unaware of the effects of what they say and provide insight for those who have a mutual interest in this particular subject. Additionally, the research is expected to help everyday people and academics dwell on illocutionary and perlocutionary acts.

1.5 Definition of Key Terms

This section contains a short explanation of pragmatics, speech act, illocutionary, perlocutionary, utterance, and Hell's Kitchen as the key material of this research.

1.5.1 Pragmatics

Pragmatics can be defined practically as studying the meaning of speech in certain situations. As Levinson (1983) stated, pragmatics is often used in linguistic research to study the interpretation of meaning. The term pragmatics used in this research examines specific utterances in particular situations. It focuses on how different social contexts are contained and how language performance can affect interpretation.



1.5.2 Speech Acts

This research used the term speech act to identify the reaction created by someone's speech act. A speech act is a functional nature that causes every human to try to act well so that speech acts can be understood by the hearer or speech partner. Speech acts can be found in various settings, including formal spaces and contexts.

1.5.3 Illocutionary Speech Acts

An Illocutionary act is an action that serves to state or informs something and is also used to do something. Illocutionary speech acts are related to who speaks to whom, where, and when the speech act is performed. Illocutionary acts are the most vital speech acts in this research because they talk about the purpose and function of the utterances and what they are for, which is something to be identified.

1.5.4 Perlocutionary Speech Acts

Perlocutionary speech acts are utterances spoken by speakers that affect or influence the speech partner or the hearer. Following the situation and form of the statement's pronunciation, perlocutionary acts produce the effect that a person's attitude has on the listener. In addition to words, the response might also take actions or gestures. The speaker may, consciously or unconsciously, generate this impression or influence.

1.5.5 Utterance

The utterance is the unit of conversation (Märtsin, 2011, p. 41). This method determines the meaning of an utterance by considering the conventional meaning of its conveying construction and the specific social function relevant constructs to arrive at an acceptable situation-specific meaning.

