

# CHAPTER I

## INTRODUCTION

This chapter reviews the general outlines of the present study. It begins with the background of the research, research questions, the purpose of the study, the significance of the study, the conceptual framework, previous studies, and the definition of key terms.

### 1.1 Research Background

People use language to communicate to exchange information with one another. Getting that information requires a good understanding in communication between the speaker and the hearer. The hearers must infer the speaker's utterance and meaning by interpreting it. According to Cutting (2002), the speaker's meaning is dependent on assumptions of knowledge that both speaker and hearer share: the speaker constructs the linguistic message and intends or implies the meaning, and the hearer interprets the message and infers the meaning. Thus, communication requires mutual understanding from both the speaker and the hearer.

Leech (1983) states that pragmatics is the study of the meaning of word situations. Leech divides the speech act situation into five aspects, namely the speaker (the person who is speaking) and the listener (the person who hears the speaker), context (background knowledge possessed by both the speaker and the listener), purpose (the purpose of saying something the speaker), speech as spoken acts as a product, and utterances as actions are called a speech act. Utterance is an action or activity called a speech act.

One of the topics discussed in pragmatics is the speech act. Examples of speech acts included greeting someone, say congratulating, giving a warning, advising and telling something. In pragmatics, the speech act is crucial. This is significant because speech acts serve as the foundation for discussing other pragmatic topics such as presumption, participation, implications, conversations, principles of cooperation, principles of politeness, and so on. Speech acts are components of activities that occur in a speech situation.

Furthermore, Searle (1979) classified illocutionary acts into five types of speech, each of them which has a communicative function, namely; 1) representative, directive, expressive, commissive, and declarative. This research is an expressive illocutionary act. It is a part of the illocutionary act. Leech (1983) said that an expressive illocutionary act is a speech act that expresses the speaker's psychological attitude toward the situation implied in the illocutionary act. So, expressive illocutionary acts are speech acts that function to communicate the speaker's feelings to the speech partner. This is also recognized as the evaluative speech act.

Expressive illocutionary acts can be found in social media, both oral and literary. At this time, social media has become a fundamental need for all of society, along with the higher, middle, and lower classes. The variety of social media is also expanding. The purpose and function of the media are essential to human communication. The positions and duties of the media are used to communicate the diverse aims and affairs of various parties.

In social media, everyone can convey what they want, and it can also be used as a place to get news, share information, ask for info, and many other things that can be done. YouTube is one of the audio-visual communication media that broadcasts sound and moving images so that the audience can easily capture or receive a message (Rukmanasari, 2017). Apart from providing entertainment, YouTube gives much knowledge to its viewers. On YouTube, users can easily search and watch videos for free. In general, videos on YouTube are music, movies, television shows, speeches, podcasts, etc (Rais & Triyono, 2019). Speech is the formal talk that the speaker addresses through spoken language words in front of the audience gathered in a place to hear the message.

The researcher chose Najwa Shihab. She is an intellectual figure women love because she is seen as capable of voicing feminist ideas. In addition, Najwa Shihab is the Founder of Narasi TV & a journalist holding various national and world awards. In this video, she delivers a speech entitled "Women and Entrepreneurship: We Support Each Other" at the 2019 Global Conference on

Women & Entrepreneurship held by Alibaba Group and Lazada Group in Jakarta on 28 August 2019.

Expressive illocutionary in Najwa Shihab's video as a research topic. In this evocative and inspiring speech, Najwa Shihab highlighted the various obstacles and challenges that women are still facing in a world and industry dominated by men and encouraged women to do three things, namely to dare to change the cliché and stereotype paradigms they face into strength, to dare to courage take a role in the national and global economy to ensure that women's voices and perspectives exist in every discussion and decision-making, and to dare to mutually reinforce fellow women providing information, capital, mentoring and a supportive community, which can uplift and empower other women.

In this event, the researcher found a lot of expressions containing expressive illocutionary acts which were uttered in Najwa Shihab's video. Such as expressions of greeting, thanking, praising, arguing, criticizing, and so on. So, this object is related to the material that the researcher discussed. The object that the researcher use is Najwa Shihab's speech at Global Conference Woman and Entrepreneurship.

## **1.2 Research Questions**

There are obstacles and challenges that are still faced by women in the world, namely not having the courage to take a role in the national and global economy and expression to ensure that women's voices and perspectives exist in every discussion and decision-making. Like the expression of the problem. Therefore, the researcher brought up a video speech from Najwa Shihab entitled Najwa Shihab in 2019 Global Conference on Women & Entrepreneurship to find out how Najwa Shihab expresses this problem. Researchers use expressive speech acts to analyze a person's way of thinking, because basically expressive speech acts are the actions of speakers to convey what they feel. From the background in this research above, the researcher formulates that there are two questions that will be the main focuses on this research, as follow:

1. What types of expressive illocutionary acts are used in Najwa Shihab's speech on YouTube Video?
2. What functions of expressive illocutionary acts are found in Najwa Shihab's speech on YouTube Video?

### **1.3 Research Objective**

Following the formulation of the problems, the objectives of this research are as follows:

1. To find the types of expressive illocutionary acts used in Najwa Shihab's speech on YouTube Video.
2. To know the functions of expressive illocutionary acts used in Najwa Shihab's speech on YouTube Video.

### **1.4 Research Significance**

The researcher expects that the results of this study can be helpful and bring some benefits to the use of language theoretically and practically.

1. Theoretically, this research can be helpful to improve and provide the knowledge and theoretical perspective in linguistics study, specifically on expressive illocutionary acts.
2. Practically, this research is expected to be useful in practical terms. This research is expected to contribute to further research, especially for all students majoring in English Literature who also analyze expressive speech acts in speech video using the same or different approaches. This research is expected to enrich the understanding of the researcher and provide information and confirmation to students to be a trigger for another researcher to be critical and creative in responding to the development of expressive speech acts. In particular, the types of expressive speech acts and the functions of the expressive speech act in a speech video.
  - a. Academic Readers

Research results can become a new reference and source for academic readers. Readers can better understand and analyze more deeply about speech video. This research is expected to provide a broader insight into how the utterances or speech acts have meaning and what types of representations are contained.

b. Public Readers

The researcher wishes the research could give the encouragement addition for everyone interested in this study and it also can be the alternative reference or the supporting complement of the research that has been done.

### **1.5 Previous Studies**

The previous research considered relevant is the thesis by Kurniawan (2021) entitled "Assertive Speech Act in Greta Thunberg's Speech at The UN Climate Action Summit 2019." This thesis discusses speech acts, especially illocutionary acts, in the YouTube by Greta Thunberg's speech. The results revealed that Greta Thunberg's speech used 26 assertive in which delineated to 6 (six) data on asserting type, 3 (three) data on concluding type, 9 (nine) data on describing type, 5 (five) data on assessing type, and 3 (three) data on complaining type. Regarding the second objective, which described the functions of assertive speech acts, the results showed that assertive speech acts were used by the speaker for 26 times. It consisted of 8 (eight) illocutionary forces which were stating, stressing, reporting, notifying, complaining, informing, protesting, and concluding.

Then, Anggraeni & Soemantri (2019) research entitled "The expressive speech act on Ridwan Kamil's Comments in Instagram Post about the First COVID-19 Case in Indonesia". This study discusses netizens' responses to the news of the first patient being infected with the coronavirus in Indonesia, posted by Ridwan Kamil on Instagram through the theory of expressive speech acts. The results of this study were 26 data consisting of 13 data expressive speech acts of wishing, 9 data expressive speech acts of complaining, and four expressive speech acts of protesting.

Besides that, there are also the results of research conducted by Rostiana & Novari (2021) with the title "A Speech Act Analysis of an Interview Podcast Between Siti Fadilah and Deddy Corbuzier on YouTube." This study discusses speech acts, especially illocutionary acts, in the YouTube podcast interview between Siti Fadilah and Deddy Corbuzier. The results of this research are 75 assertive illocutionary data, four directive illocutionary data, 1 commissive illocutionary act, and 1 expressive illocutionary act data.

Besides that, there is also a thesis conducted by Rahayu (2021) titled "Expressive Speech Acts in Comment's Video Coronavirus Update from Around the World - BBC News". This study discusses speech acts, especially Expressive illocutionary acts. The results of this research found 49 data including 3 data included in the expressive speech acts of greeting, 4 data included in the expressive speech acts of thanking, 6 data included in the expressive speech acts of praising, 9 data included in the expressive speech acts of wish, 1 datum included in the expressive speech acts of apologizing, 13 data included in the expressive speech acts of criticizing and 13 data included in the expressive speech acts of arguing.

Then, Indriyana (2021)thesis entitled "The Expressive Speech Acts on Netizen Comments of Joe Biden's Instagram Post During Campaign Period." This thesis results in 79 data containing an expressive speech act, of which 35 data as expressive of thanking, 5 as expressive of congratulating, 15 as expressive of wishing, and 24 as expressive of attitude. The expressive speech act of thanking is the most dominant type of expressive speech act found in the netizens' comments on Joe Biden's Instagram post. In conclusion, netizens' comments contained the expressive speech act of thanking since netizens appreciated the good things that Joe Biden had planned when he ran for President of the United States.

The results of the five studies above are the same because all five discuss speech acts. The first formulation of the study addressed Assertive Speech Act in Greta Thunberg's Speech at The UN Climate Action Summit 2019, in the second study examined netizens' responses to the news that the first patient was infected with the coronavirus in Indonesia through the theory of expressive speech acts. The

third study discusses Expressive Speech Acts in Comment's Video Coronavirus Update from Around the World - BBC News. And fourth research discusses the Comment's Video Coronavirus Update from Around the World - BBC News with expressive speech act theory, and the last previous studies discussed The Expressive Speech Acts on Netizen Comments of Joe Biden's Instagram Post During the Campaign Period.

In addition, the difference can also be seen in the studies and research objects. The first study took an object from Greta Thunberg's Speech at The UN Climate Action Summit 2019; the second took an object from Ridwan Kamil's Comments in Instagram Post about the First COVID-19 Case in Indonesia. The third research takes the object of the Podcast Interview Between Siti Fadilah and Deddy Corbuzier on YouTube the fourth research took an object from Comment's Video Coronavirus Update from Around the World - BBC News. And the last research took an object to Netizen Comments on Joe Biden's Instagram Post During the Campaign period.

### **1.6 Definition of Key Terms**

Defining key terms is necessary to ensure the research is understood. The researcher will explain the keywords: speech act, illocutionary act, and expressive speech act.

#### **1. Speech act**

Yule (1996) said that pragmatics is a branch of linguistics that studies the interpretation of utterances made while speaking. Pragmatics is the study of how context influences speech participants when understanding sentences or examining meanings of speech contexts. For example, when we make an appointment. We communicate a choice to do something in the future and expect the opponent to understand that intention. So, speech act is a theory that examines the meaning of language based on the relationship between utterances and actions performed by speakers. Speech acts are

pragmatic elements involving speakers, listeners, writers, and readers and what is being said.

## 2. Illocutionary Acts

The Illocutionary act is the study that analyzed the contained context in an utterance. Yule (1996) states that an illocutionary act is performed via the communication force of utterance. For example: when someone says “The radio is too loud”, it means that the person requests to turn the radio volume down.

## 3. Expressive Illocutionary Acts

According to Searle (1979), expressive illocutionary acts are speech based on a person's psychological expression of feelings or emotions towards the listener. Expressive illocutionary acts include apologizing, praising, wishing, greeting, thanking, lamenting, condoling, and expressive attitude.

Example: "Thank you for your help."

The type of expressive speech act is thanking. The utterance is an expressive speech act because the speaker expresses his feelings by saying thank you to the speech partner for helping him so far.

