

ABSTRACT

Nurul Azizatul Khusnah (1195030171). *An Analysis of Illocutionary Act Used by Taylor Swift in NYU's 2022 Commencement Speech*. Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung, Advisors: 1. Hasbi Assiddiqi, M.A.; 2. Toneng Listiani, M.Hum.

Illocutionary speech acts are actions used by speaker not only to convey utterances, but also have other purposes for conveying meaning. Meanwhile, motivational elements are used by speaker to arouse the enthusiasm of their listeners. This study aims to find out and analyze illocutionary speech acts and how the utterances conveyed motivational elements in NYU's 2022 commencement speech. The data used is a transcript of a video entitled *NYU's 2022 Commencement Speaker Taylor Swift*. In this research, the researcher uses Searle's theory to classify and analyse sentences and Daniel Goleman's theory to classify and analysis motivational elements. This study used a qualitative method with descriptive results based on the researcher's analysis. The technique used to analyze the data uses Bowen's theory, categorizing, describing and drawing a conclusion. The results of illocutionary speech act show, that there are 37 data of representative, 9 data of directive, 12 data of expressive, 6 data of commissive and no sentences stated as declarative. The results of motivational elements show, that there are 4 data of personal drive motivation, 3 data of commitment motivation, 3 data of initiative motivation and 3 data of optimism motivation. It can be concluded that representative was the most commonly found data because speaker told their life stories, also related to personal drive motivation as the most commonly found data to motivate graduates to improve themselves to achieve their goals.

Key words: Speech act, Illocutionary speech act, Motivational elements.

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Tindak tutur ilokusi merupakan tindakan yang digunakan pembicara tidak hanya untuk menyampaikan ujaran, namun juga memiliki tujuan lain untuk penyampaian makna. Sementara itu, *motivational elements* digunakan pembicara untuk membangkitkan semangat pendengarnya. Penelitian ini bertujuan untuk mengetahui dan menganalisis tindak tutur ilokusi dan bagaimana ujaran yang disampaikan mengandung *motivational elements* dalam video acara kelulusan. Data yang digunakan berasal dari transkrip sebuah video berjudul *NYU's 2022 Commencement Speaker Taylor Swift*. Teori Searle digunakan untuk menemukan dan menganalisis tindak tutur ilokusi, serta teori Daniel Goleman tentang *motivational elements*. Penelitian ini menggunakan metode kualitatif dengan hasil deskriptif berdasarkan analisa peneliti. Teknik yang digunakan untuk menganalisis data menggunakan teori Bowen, mengkategorikan, mendeskripsikan dan membuat kesimpulan. Hasil dari penelitian tindak tutur ilokusi menunjukkan, terdapat 37 data *representative*, 9 data *directive*, 12 data *expressive*, 6 data *commissive* dan tidak ditemukan kalimat yang dinyatakan sebagai *declarative* sebagai tipe ilokusi. Hasil dari tipe *motivational elements* menunjukkan 4 data *personal drive motivation*, 3 data *commitment motivation*, 3 data *initiative motivation* dan 3 data *optimism motivation*. Hal ini bisa disimpulkan *representative* ditemukan sebagai data yang paling banyak ditemukan karena pembicara banyak menceritakan kisah hidupnya, juga berkaitan dengan *personal drive motivation* sebagai data yang paling banyak ditemukan untuk memotivasi para lulusan dalam memperbaiki diri untuk menggapai cita-cita.

Kata kunci: *Speech act, Illocutionary speech act, Motivational element.*