

CHAPTER I

INTRODUCTION

This chapter presents a general description of the research. It consists of five sub-chapter, namely background of the research, statements of problems, research objective, research significance, and definition of key terms.

1.1 Background of the Research

Language is an important aspect of social life. Its existence is very important in the social order because it becomes a tool used to communicate, convey ideas, self-expression, social adaptation, as well as social control. Language can be very different from one society to one another. A certain society used their own language, so did the other. People from outside the group can use the language as long as they learned the language. They used a certain language to communicate, worked together, ask for a help and many other things as we know the function of a community. This is because language is indeterminate, which means that the relationship between the sound symbol and the one symbolized is not mandatory, can change at any time, and it can not be explained why the sound symbol can "concept" a certain meaning. Therefore it can be concluded why the language of each group can be different.

As a tool to communicate, language has a very important role as communication means a process, to share an idea, information and message to others in a certain time and place, (MERL, 2004) in (Jumanto, 2017). In order for

a message from the speaker to reach the listener well and not as ambiguous as the purpose of communication, contextual meaning is needed in a conversation. This is necessary so that communication is not in vain.

Normally, it occurs in a society, where its members communicate to exchange messages. It is called interpersonal communication, a communication that most often occurs between humans, in the same place and time. The most basic form of interpersonal communication is dyadic communication, a communication between two people. Skills are needed between two people so that communication can run smoothly and the purpose of the communication itself is created.

Interpersonal communication also happened in a big group like a speaker in front of their audience. However, the audience has limited responses, clapping hand, nodding head, whistle, make a "boo" sound, or just stay silent. A speaker usually has a persuasive purposes, so good word choice skills are needed in order for the listener to do what the speaker says.

The communication function is in line with pragmatic definition according to Nunan (1993:122), pragmatics is study concerned with the used of a language in certain contexts to achieve a certain goal. Then Yule (1996) added a pragmatic definition, Pragmatics is the study of meaning communicated by speakers (or writers) and interpreted by hearers (or readers), which includes: the meaning of the speaker, contextual meaning, hidden meaning, and expressions about the relative distance between the speaker and the speaker, (Jumanto, 2017). In order to be successful in communicating, speech act is one of the theories studied in pragmatics.

Speech acts theory is a theory about direct speech that is used to show various complex interaction purposes, Austin (1961). Mostly, we do not just produce well-formed utterances with no purpose. We form an utterance with some kind of function in mind. When we were in a classroom and then a lecturer came in and said, "It's so dark", his or her words not only showed that the room he or she had just entered lacked light, but, he or she asked someone to turn on the light for them so that the room could be seen clearly and caused a feeling of comfortable for studying.

Yule classifies speech acts into three types, there are Locutionary, Illocutionary, and Perlocutionary. In short, locutionary is the basic of utterance, illocutionary act is when we form an utterance with some kind of function in mind, and perlocutionary is when a utterance have the assumption that the hearer will recognize the effect speaker intended.

According to Yule (Yule, 1996), the illocutionary act is performed via the communication force of an utterance. That is, a word is not just spoken, but someone has a specific purpose when saying it. Classification five types of general function performed by speech acts: representative, directive, expressive, commissive and declarative.

Representatives illocutionary acts is the speaker's commit to something's expressed, false or true and the words state what the speaker believes, it can be found in the presidential debates, for example 'state' or 'report'. Directive illocutionary acts is the speaker's attempt to get the hearer to do something. The example, 'inviting', 'commanding', the real example can be found in a wedding

invitation, the wedding invitation not just some words spoken by the future bride and groom, also as a bride's request for guests to attend the wedding. Expressive illocutionary acts is the speaker's express the psychological state feelings or attitudes, example, 'apologize' and 'thank you'. If we step on someone's toe, to express feelings of guilt, we apologize to the person concerned. Commissive illocutionary acts intended the speaker into a future action. For example, 'promise' and 'swear', a brother promised to buy his sister a new shoes. Declarations illocutionary acts show speakers taking actions that change the reality in the world, for example a priest who marries lovers.

Talking about entertainment, there are Taylor Swift, a pop singer from the United States who is also a songwriter, producer, director, actress, pioneering and influential advocate for artists' rights and philanthropist. It's been 18 years since starting her career, Taylor Swift has been able to maintain her throne as one of the rulers of the music industry. Therefore, it is not surprising that Swift is made a role model by young people today thanks to her success.

Apart from the above, Swift also received many awards and honors in every category. She also has fearlessly challenged the exploitation of music artist and successfully championed their right to be compensated for their work, these things are what would have made New York University give her the degree of Doctor of Fine Arts honoris causa. She was also given the opportunity to be the commencement speaker at the graduation ceremony which was held on Wednesday 18 May 2022 at Yankee Stadium.

Taylor Swift also mentioned a lot about how we humans as social beings had to be confined for about two years due to the coronavirus pandemic. This certainly makes many young graduates in 2022 have less experience of how campus life and the world at large is. Therefore, the speech which was packed with lots of jokes was used by Swift as a means to provide life motivation which more or less helps graduates to be ready to live in this brutal world. Providing motivation and lots of advice from her life story which Swift hopes can be used as a lesson or at least a reminder for graduates.

With so much life experience, this immediately made not only the New York University graduates who attended the stadium, but also the more than one million viewers who watched via the YouTube platform feel a positive effect after hearing how Swift delivered her speech. Swift made many people believe that dreams and small things that we do in life we should always give effort that comes from the heart and also not half a day doing it.

In Pragmatics, this is called a Perlocutionary act, if at the beginning the illocutionary act is a utterance issued by the speaker which is carried out so that the listener takes action, perlocutionary is the effect or action taken by the listener. According to (Yule, 1996), perlocutionary act is the assumption that the hearer will recognize the effect you intended. "I've watched this speech live and every day since then. I'm just so proud and inspired!", comments provided by the Youtube account Named *Reddits Night Owl* in the video of the graduation ceremony. Another comment that is no less touching is from *the Jeannie Stamps account*, "I'm pushing 40, med school graduate (medical school), mother of 3. Yet

Tay can inspire me like never before”. This proves, only from words, but it is already able to make other people feel or take action on something. Utterances uttered by Taylor Swift can be used as motivation by listeners.

In the field of pragmatics, there has been research that discusses the relationship between pragmatics and meaning and many other things.

First previous study related to directives speech act was conducted by Desi Novita Sari and Asep Purwo Yudi Utomo. In the research uploaded in 2020, researchers uses a qualitative methods to describe the types, forms and meanings or intentions of speech acts in the president’s speech about the handling of the coronavirus, related with pragmatic studies. In concluded, they found that in delivering his presidential states, Joko Widodo used directive speech act and most of them are commanding. The title of their study was “*Directive speech act in president Joko Widodo’s speech related to handling coronavirus (covid-19) in Indonesia (Pragmatic review)*”, they also found Jokowi’s speech act strategies in his speech act about handling Covid-19 with the classification: speaking without pleasantries for 2 times, speaking with positive politeness pleasantries for 1 time, and speaking with negative politeness for 1 time. It can be concluded that the speech act strategy that tends to be used in the speech act for president Jokowi’s speech about Covid-19 is to speak without further ado. (D. N. Sari & Utomo, 2020).

Second previous study related to speech act theory was conducted by Putri Indah Sari and Budi Eko Pranoto published on Linguistics and Literature Journal Vol: 3 with the title “*An analysis of illocutionary act and perlocutionary act towards the queen Elizabeth’s speech entitled we will succeed and better days will*

come". In their study, researchers uses qualitative method to analyze the outcome data from the object or data source that had been chosen. Researchers takes Queen's Elizabeth speech as the object because the main object of this research is to found out the types of illocutionary act and the perlocutionary act found in queen's Elizabeth speech on coronavirus speech since pandemic coronavirus became the main problem in today's conditions to the society. Using the theory of speech act by Searle, researchers found out the types of illocutionary act and perlocutionary act in Queen's Elizabeth speech. There are 14 illocutionary act in Queen's Elizabeth speech and found out the most dominant type of illocutionary act was assertive act, it had 6 data. The speaker used assertive because the speaker wants to give a fact about the conditions of this pandemic. The second dominant type of illocutionary act used by Queen's Elizabeth in this speech was commissive act it had 4 data from each type. The third dominant type is expressive act it had 1 data. (P. I. Sari & Pranoto, 2022).

Third previous research was done by Indrawan Hadi Syafi'I published on 2017 entitled, *The use of speech acts for giving motivation in the king's stuttering therapy in the "The king's speech" movie*. In the research, researcher used speech act to describes actions performed via utterances which need theory of giving motivation for the further and specific effort of speaker commanding indirectly. Researcher uses descriptive qualitative method and theory of giving motivation by Daniel Goleman. Researcher found out that Lionel Logue uses speech acts strategy, Lionel also uses giving motivation to deliver the intended meaning of giving command in order to avoid the gap between Lionel and the King. He uses

the elements of giving motivation, such as initiative, commitment, optimism, and personal drive. (Syafi', 2017).

Fourth research about speech act was done by Desy Biatrik, M. Natsir, Singgih Daru Kuncara published on 2020 entitled, *The functions of directive speech acts of maleficent character in Maleficent movie*. Researchers used two theories in this research, Searle's types of directives speech act and Jakobson's function of language. Searle's theory used to identify types of directive speech act uttered by Maleficent meanwhile Jakobson's theory used to identify functions of language existed in each directive of Maleficent. This theory using descriptive qualitative. This research not only identify utterances uttered by object but also the actions involved within. There were two conclusions from this research. First, Maleficent as the object used all the five types of directive speech acts by Searle: Commanding, inviting, forbidding, requesting, and suggesting. Commanding type is the most used and effective in this movie. Then, researcher found only three types: expressive, conative, and referential. (Biatrik et al., 2020).

Fifth previous research was done by Muhammad Azizul Chakim and Haris Dibyaningsih published on 2019 entitled, *An analysis of teacher speech act in giving motivation for English students*. This research aim to determine the teacher's speech act in giving motivation and to analyze the teacher's speech act in giving motivation in illocutionary act. The researcher used classroom action research (CAR) study. In result, the teacher uttered motivation in many terms of illocutionary acts, 23% of Assertive, 40% of directive, 20% of commissive, 14% of declarative. The teacher argued that her reasons of using more directive act are

only to get students to talk more and to carry out the principle of communicative language teaching as what she believes. (Chakim & Dibdyaningsih, 2019).

There are distinctions in the research that the authors conducted with previous studies. The difference in the selected object and also the use of other discussions is the motivational element. That is what makes researcher interested in bringing this case to writing, to prove the utterances that Taylor Swift utters in the NYU's 2022 Commencement Speaker Taylor Swift contains locutionary act, illocutionary act, perlocutionary act and also the effects of giving motivation to motivate the graduates of New York University class of 2022 also viewers of the video uploaded by New York University Youtube account in life caused by her utterances.

1.2 Statements of Problems

Based on the background above, this research intended to found illocutionary speech act in giving motivation in *NYU's 2022 Commencement Speaker Taylor Swift*. In the video, Taylor Swift was chosen as a speaker also someone whom awarded an honorary doctorate of fine arts, Taylor Swift as a success singer gave encouragements to graduates while also reflecting on the highs and lows of her career. From this explanation, the research problem can be formulated into research questions below:

1. How is the illocutionary speech act used by Taylor Swift in NYU's 2022 Commencement speech?

2. What kinds of motivation elements used by Taylor Swift in NYU's 2022 Commencement speech?

1.3 Research Objective

Based on the research questions formulated above, the researcher focused on how illocutionary speech act used and how this illocutionary speech act related with motivation elements so graduates take notes and do what Taylor Swift asked.

The purposed of this research is:

1. To describe how illocutionary speech act used by Taylor Swift in NYU's 2022 commencement speech.
2. To describe what kinds of motivation elements used by Taylor Swift in NYU's 2022 commencement speech.

1.4 Research Significance

It is hoped that the research of this study can be useful and bring some benefits to the use of language theoretically and practically.

1. Theoretically

The research can be beneficial for the researcher herself. Furthermore, this research can be helpful for readers in enriching the knowledge and theoretical perspective in speech act specifically in illocutionary act. In addition, this research can be used as a reference for other researchers who wants to analyze illocutionary speech act.

2. Practically

This study can be employed in helping readers to analyze utterances in illocutionary speech act in giving motivation. It is also hoped that this study can be an empirical source for the next researcher and readers who are concerned about speech act.

1.5 Definition of Key Terms

The definition of key terms is needed in order to avoid misunderstanding of this research. Some definitions are proposed.

1. Pragmatics

According to Yule (1996:3) in (Jumanto, 2017), Pragmatics is the study of meaning communicated by speakers (or writers) and interpreted by listener (or readers), which includes: speaker meanings, contextual meanings, hidden meanings, and expressions about relative distances between speakers or hearers.

2. Speech act

According to (Yule, 1996), Speech act is generally defined as actions performed via utterances. Speech act has a close relationship with humans and how the utterances spoken are able to have a relationship with how the context, the tone that is spoken and also with whom the speaker speaks.

According to Austin in (Rahardi et al., 2018), a speech act integrates three kinds of acts: The Locutionary act, The Illocutionary act, and The Perlocutionary act.

3. Locutionary act

Locutionary Act is an act of stating something also called “the act of saying something”. In other words, there is absolutely no other intention that is outside the meaning conveyed in utterance, namely the act of declaring or saying something.

4. Illocutionary act

Illocutionary act can be said as “the act of doing something”. In contrast to locutionary act, an utterance or perhaps another utterance of a similar nature can also function “to do something”.

5. Perlocutionary act

Perlocutionary act can be said as “the act of affecting someone”. Perlocutionary act is an action to influence listeners or other parties to do something.

6. Motivation

Motivation is a way of creating high level of enthusiasm to reach organizational goals. Motivation is what pushes us to achieve our goals, feel more fulfilled and improve our overall quality of life.