CHAPTER I
INTRODUCTION

1.1   Research Background

The advent of social media as a consequence of the advancement of information and communication technologies is remarkable. Social media has revolutionised societal communication by offering a diverse range of services. The advent of social media has significantly transformed the communication style, shifting it from traditional to contemporary and entirely digital. Consequently, internet-mediated communication has emerged, leading to enhanced effectiveness in continuous interactions. Social media facilitates efficient, rapid, and transparent communication for disseminating information. Recently, there has been a significant transformation in online communication due to the widespread use of platforms like Whatsapp, Instagram, Facebook, TikTok, and Twitter/X. Additionally, there are specific applications designed just for particular groups, such as the program known as Weverse.

Weverse is an official application (App) dedicated to hosting media content and direct communication with fans and idols. It aims to provide up-to-date information about artists under HYBE Corporation regarding upcoming activities. HYBE Corporation, also known as Hybe Labels, is a South Korean entertainment company established in 2005 by Bang Si-hyuk and formerly known as Big Hit Entertainment. The company functions as a record label, talent agency, and event management and concert production company, along with its role as a home music publisher. Its subsidiaries, including ADOR, Big Hit Music, Source Music, Pledis Entertainment, Belift Lab, and KOZ Entertainment, provide a comprehensive range of entertainment services. Weverse app is an application that is the official platform for internationally renowned artists (especially K-Pop artists) under HYBE

cooperation to communicate with fans around the world. Weverse app itself leads to a type of social media because it has features for sharing pictures and activities and can even do live broadcasts for the artists to greet and chat with their fans (Khairifah, 2021). Reverse has many features provided by this app, makes it easier, especially for the ARMY (Adorable Representative M.C. for Youth), to communicate more easily with BTS members.

BTS is one of the most popular about boy bands, they are talked about their achievements, awards and the works they give to the fans or ARMY. Of course it is not easy to get some of these achievements. Initially, the group was formed with a competition organized by one of the small agencies. Organized by a small Korean agency called Big Hit Entertainment or as we know today is HYBE Cooperation, BTS was formed. The name of BTS stands for *Bangtan Sonyeondan* in Korean or Beyond the Scene in English. The band consists of seven members, including Kim Namjoon, known as RM, the leader of this boy band is joined by Kim Seok Jin, also known as Jin, Min Yoon Gi, known as Suga, Jung Ho Seok, also known as J-Hope, Park Jimin, who goes by Jimin, Kim Tae Hyung, also known as V, and finally, Jeon Jung Kook, known as Jungkook.

In addition, the interaction process in Weverse also creates harmonious relationships among fans through cooperation. The cooperation of fandom members is also realized in the form of support. The support is in the form of motivational sentences sent through the comments column to members who are experiencing difficulties. The comments are given, because of the lure of text uploads about the condition or feelings of the member. With the existence of cooperation in this interaction, it can provide good relationship because they care about each other.

A reader must know the meaning of the words spoken in the Army's comments because it is difficult to get the implied meaning of an utterance to be

known, the readers must understand the meaning of the utterance especially the context that the speaker wants to talk about. That process is called pragmatic. Pragmatics is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader (Yule, 1996:3). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves.

A speech act as "An intentional, meaningful act performed with an expression. Expressions is called speech act". It is also stated by (Searle 1979), that speech act is the product or result of a sentence in certain conditions and is the smallest unity from lingual interaction. Then, dealing with Yule's theory (1996), illocutionary act was divided into five categories, those are; (1) declarative, (2) representatives, (3) expressive, (4) directive, and (5) commisives. This research focuses on expressive speech act types.

Expressives is "An expressive speech act that occurs in conversation when a speaker expresses his or her psychological state to the listener". It states the feelings and attitudes of the speaker (Searle, 1979). According to Yule (1996) states that expressive speech act is related with someone's feelings. An expressive speech act, It is the type of activity that manifest psychological states and relate to the feelings or emotions expressed to the receiver: "It's been a sad day". This study emphasized the use of expressive speech acts by ARMY Fandom comments on BTS Weverse app. For a reason that the researcher chose expressive speech acts in this analysis is because in commenting fans are usually more expressive in expressing their feelings for their idols.

The presupposition is one part of pragmatics because pragmatics raises the study of the meaning of words in context, pragmatics can also be used to analyze the context of the speech. Phenomenon of presupposition can also be found in talk shows, speech, conversation comments etc. Therefore in this case, presupposition played a role. The presupposition of the speaker's discourse is an undeniable fact,

that is, truth needs to establish an appropriate relationship between the word and its meaning. Yule (1996:25) remarked presupposition is a situation assumed by the speaker before making a statement. The phenomenon of the presuppositions can be found in comments. Understanding sentences or utterances can be through presupposition. So below are presented theories that have a relationship with presupposition. These theories are grouped according to their respective levels. To better understand the definition of presupposition, there are several explanations of presupposition from linguists. The type of presupposition there are existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, and counterfactual presupposition. One example of the six types of presupposition is:

I dreamed that I was rich. (>> I was not rich)

We imagined that we were in Hawaii. (>> We were not in Hawaii)

Verb like "dream", "imagine" and "pretend" are used with the presupposition that what follows is not true.   It is an assumption that something is not true (Yule, 1996: 29)

The researcher has conducted a literature review and analyzed several previous journal articles, undergraduate paper and theses, revealing the similarity of theories due to the limited number of linguistic experts who specialize in expressive speech acts and presuppositions. Yule's theory is generally applied in research on presupposition, but this research focuses on a different object than previous researchers in the literature. Previous research often used objects from films, speeches and talk shows, while this research has the distinction of having a different object from previous research. By analyzing public comments on social media on the Weverse related to cyberpragmatic studies with a pragmatic approach. Therefore, a pragmatic study was used to investigate the phenomenon in this research. This weverse app is indeed widely used by fans of idols to be able to

communicate easily with their idols. So that from the comments that appear the researcher wants to know whether the comments addressed tend to be positive or negative through the type of presupposition in expressive speech acts.

1.2 Statement of Problems

Based on the background in this research above, the researcher concludes that there are two questions that will be the main focuses on this research, they are:

1. What are expressive speech acts in comments by ARMY fandom on BTS Weverse app?

2. What are the type of presupposition in ARMY fandom comments on BTS Weverse app?

1.3 Research of Purposes

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

1. To find out of expressive speech acts in comments by ARMY fandom on BTS Weverse app.
2. To find out the type of presupposition in ARMY fandom comments on the BTS Weverse app.

1.4 The Significance of Research

1. **Practical Benefits**

   a. It is hoped that this research can be used as a basis for analysis who are curious about expressive speech acts types and presupposition in ARMY fandom comments on BTS Weverse app.

   b. This research is expected to be useful for the community related to how presupposition of ARMY fandom comments on BTS Weverse app.

   c. The results of this study are expected to provide benefits to readers and other researchers interested in linguistics.

2. **Theoretical Benefits**

This research can add and provide repertoire of language development, especially in the field of linguistic regarding speech acts and presupposition.

1.5   Conceptual Framework

In pragmatics also will learn about speech acts in expressive type, and people's assumptions about other people, which is called presuppositions. Yule (1996:25) adds "a definition of presupposition is something the speaker assumes to be the case prior to making an utterance". Presuppositions can occur in comments by ARMY Fandom in Weverse app. The researcher would analyze the utterances on it.

A speech act is "An intentional, meaningful act performed with an expression or expressions is called speech act". It is also stated by (Searle 1979), that speech act is the product or result of a sentence in certain conditions and is the smallest unity from lingual interaction. Speech act also refers to the theory that emphasizes more on examining the meaning and intention of a sentence, not the theory which tries to examine sentence structure. Thus, a speech act can occur when the speaker utters a sentence while performing. Then, dealing with Yule's theory (1996), illocutionary act was divided into five categories, those are; (1) declarative, (2) representatives, (3) expressive, (4) directive, and (5) commisives. Assertive/representatives acts are used to stating fact or information, it is including informing, stating, asserting, and others. Declarative act is a type of illocutionary act that can change the world (someone's life, status, etc.), it is including baptizing, blessing, cursing, resigning, and so on. Commissive act is used for the speakers to commit to do something in the future, for example promising. Directive act has a function to make someone to do something like the speakers want, it consists order, request, command, suggest, etc. Meanwhile, expressive act is used to express the speakers' feelings, such as pain, like, dislike, anger, sorrow, and joy.

Expressive is "An expressive speech act that occurs in conversation when a speaker expresses his or her psychological state to the listener". It states the feelings and attitudes of the speaker (Searle, 1979 This research focuses on expressive act types. Yule (1996) states that expressive speech act is related with someone's feelings.

The researchers applied qualitative description methods and applied the presupposition theory suggested by Yule (1996) and Speech acts expressive type by Searle (1976) in a pragmatic framework to respond to the types both of them that will be used in this study.

1.6 Previous Study

This research is inspired by several studies. For the first the title was *"An Analysis of Pragmatic Presupposition Used in A Talk Show Golden Ways Entitled Maturity"* which was made by Sianipar (2018). This research was to analyze the presupposition statements between the host and the guest, to find out the types of presupposition used in the talk show. This research was conducted by using a descriptive method because it described and it was suitable to the purpose of the study. This research showed that Mario Teguh used all the presuppositions types.

After studying it, there are several similarities with the research that researcher will study. Namely regarding the method used, qualitative descriptive method. However, here the author has differences in the object of his research which are quite interesting to study.

The second study was made by Fady and Kurnia (2015), entitled *"Presupposition in Post-Jakarta Political Articles: A Pragmatic Approach.* This research was aimed to investigate the presuppositions on online articles in the political column of Jakarta Post and covered two issues they are presupposition types and presupposition triggers. Both of them were related to each other for instance, the existential presuppositions triggered by the definite descriptions; they

were standing in the highest percentage of all. It means that the writer of The Jakarta Post's political column used the entities of person, something, problems, things in conveying the information about politics to the readers.

For the second previous study here, the researcher found the equation in theory again such as in first previous review. And the difference between this references with this research is in object study.

The third previous study was made by Elok Faiqoh (2017), entitled *"An Analysis of Presupposition in Make Over Beauty Production Advertisment on Website".* This research aims to describe the types and functions of presuppositions contained in MakeOver beauty products advertisement on Website. In the analysis the writer uses the theory of Yule about presupposition in 1996. From the analysis that has been conducted by the writer on the type and functions of presupposition in advertisements, the writer finds 34 of presupposition of three types of presuppositions: The slogan contains three types from six types of presupposition.

After studying this, there are several similarities with the research that researcher will study. Regarding the theory use. Here the researcher has differences in the object of his research which are quite interesting to study.

The fourth previous study was made by Sayidah Pramitya As Syifa (2021) entitled "Presupposition of Joe Russo's Interview About 'Avengers: end Game' in Talks at Google's Youtube Channel" This thesis analyzes the presuppositions contained in Joe Russo's interview on the talk show Talks at Google. The results are as follows; First, Joe Russo's presuppositions have generated context and meaning. The context found in presuppositions has 4 factors, namely; physical context, epistemic context, linguistic context, and social context. Second, the types of presuppositions from the 37 data from Joe Russo's speech. Among all types, only non-factual types were not found in the data.

The fifth study was done by Rubiyanti (2014). The title was "Presupposition in interrogative on 'allkpop' and news gossip site". In this study the writer only focused on the text of the question. The writer used 'allkpop' news and questions

from the site of the gossip as of February 26, 2013, as data. The purpose was to detail the assumptions in the questions' headers. The writer showed the indications for those questions based on assumptions by using presupposition analysis.

The next one of the research thesis by Aditya (2014), the title was "A Pragmatic Analysis of Presupposition in Genny Tartakovsky's Hotel Transylvania". His research focused on presuppositions, especially the types of presuppositions and the movie "Hotel Transylvania". The implied meaning of the character statement in the film. The film was analyzed using George Yule's (1996)'s presupposition theory and description-qualitative method. This research showed that all the types of presuppositions according to Yule have been found. The counterfactual presupposition was the most commonly used type among the 11 from 40 data. The second most commonly used types of presupposition were structural presupposition and lexical presupposition. Each type has 8 data out of 40 data. Thus, counterfactual presupposition became the most used presupposition type in film because it is related to the story of Dracula who is trying to protect his daughter from the human world. Dracula always lied to his daughter, and his conversations with his daughter always used counterfactual types. As a researcher, Brian discovered the implicit meaning in the dialogue. The context of the dialogue between the characters in the Transylvania Hotel was gained by four factors. They are; the participants, scenes, topics and, functions of the conversation.

The last one, the title was "Presupposition In The Movie Pitch Perfect" was conducted by Paradieta (2014). This research only focused on types and the function presuppositions in the movie. As a result, it is found that out of 114 presuppositions found in the movie because the object from this research is a movie, the most used type is existential presupposition (28. 94%). Meanwhile, the rest of them was active (21.92%), lexical (27, 1996), structural (9. 65%), non-factive (5.26%), and counter-factual (7.1%).

The researcher has conducted a literature review and analyzed several previous journal articles, graduated paper, and theses, revealing the similarity of theories due to the limited number of linguistic experts who specialize in presuppositions in expressive of speech acts. Yule's theory is generally applied in research on presupposition, but this research focuses on a different object than previous researchers in the literature. Previous research often used objects from films, speeches and talk shows, while this research has the distinction of having a different object from previous research. By analyzing public comments on social media on the Weverse related to cyberpragmatic studies with a pragmatic approach. Therefore, a pragmatic study was used to investigate the phenomenon in this research. This weverse app is indeed widely used by fans of idols to be able to communicate easily with their idols. so that from the comments that appear the researcher wants to know whether the comments addressed tend to be positive or negative through the type of presupposition in expressive speech acts.