CHAPTER I
INTRODUCTION

This chapter presents the introduction to the research, consists of five sections. The firstsection contains an explanation of the background of the research, previous research, and differences from previous research. The second section is the problem formulation, which includes the questions that underlie this research. The third section is the purpose of the research, which includes the main objectives of this research. The fourth section is the significance of the research, containing the benefits or advantages of this research. The last section is the definition of key terms, which contains the main keys in this research.

1.1 Background of the Research

According to Levinson (1983, p. 5), communication aims to convey ideas that are in the minds of speakers and interlocutors to listeners. People use speech acts to communicate with each other. Speech acts help speakers and interlocutors express expressions or feelings that are in their minds to the listeners so that they know the meaning of the speech utterances. Successful in communication will be achieved when the listener understands what the speaker and interlocutor are talking about. The communication must be clear so that the message conveyed by the speaker and interlocutor can be conveyed well to the listener and does not have an ambiguous meaning. One of which methods is used to communicate information from one to another is the language. The study of language observed the attached meaning of their context is called pragmatics.

Richards (2002) argues that pragmatics is the science of language use to see how it relates to other people, or the science of language that looks at meaning and its relationship to the situations of speech spoken by speakers and interlocutors. A language can only function when the speaker and interlocutor can communicate well. Good communication will arise when the meaning in a communication can be interpreted properly or can be understood as it should be.

This understanding arises when the speaker and the interlocutor understand the situation and context of the speech. Without language, communication among people will not run smoothly. In communicating, speech spoken by people is not same and has its own type or style of speech. In this case, speech activity happening in daily life pragmatically is named speech acts.

According to Austin (1962: 100-102), speech acts are communications used by speakers to provide information to the interlocutor, with certain purposes and certain ways to fulfill the level of politeness in speech, speech acts are things that are believed to be true according to themselves. Levinson (1983: 236) says that in speaking someone does three things at once, namely Locutionary acts, Illocutionary acts, and Perlocutionary acts. Locutionary acts are speech acts that aim to state something to provide information carried out by the speaker in which the interlocutor responds or does something. Illocutionary acts are speech acts in which the speaker wants to convey something, so that the interlocutor does what the speaker means. Perlocutionary acts is a speech act to influence the interlocutor to do what the speaker means. Searle, an American philosopher, further developed Austin's theory in 1969 by classifying illocutionary acts into five types: assertive, directive, commissive, expressive, and declarative. In this study, researchers will focus on assertive speech acts. Assertive speech act is a type of speech act that states what the speaker believes to be true or not true. The source of this research uses one of the platforms that is currently growing very rapidly and is used by many people to communicate, the platform is a podcast.

According to Smith (2005), podcasts are audio or video that are uploaded and can be accessed either by subscription or not by using an electronic device as a medium. Podcast is a platform that can be reached by listeners anytime and anywhere. However, currently podcasts have increasingly developed not only through audio, but also through video as a medium of communication. Usually communication in podcasts is carried out by two or more people, consisting of a speaker and interlocutor.

Podcasts usually discuss phenomena that are trending topics or can also discuss inspirational things that can be a motivation for others, and this is a special attraction for podcast listeners. In the podcast, the communication between the speaker and the interlocutor, although it seems free to talk about anything, must be in accordance with the context.

Cutting (2002) mentions that there are three types of context that can be observed. First, situational context. Situational context means what the speakers know about what they can see around them. In other words, the situation in which the interaction is taking place at the time of speaking or direct physical presence is the situational context. Second, the background knowledge context. Background knowledge context is what the participants of a conversation know about each other and the world. Speakers and listeners assume background knowledge. This can be general cultural knowledge that people carry in their own minds about areas of life

or more specific interpersonal knowledge and perhaps personal knowledge about the speakers own history. Third, the co-textual context. Co-textual context is what the participants in a conversation know about what they are saying. As what has been stated so far, having a conversation means understanding the context of what the speakers are saying. When someone utters a word, phrase, or sentence, it not only produces sound, it must also have meaning. The meaning of what the speaker is saying is called context.

Related to the context of speech act study, it can be found in the conversation between the speaker and the interlocutor in Piers Morgan's podcast. This is based on the context of the conversation between Piers Morgan and Cristiano Ronaldo. Because in the Piers Morgan podcast, the context of the conversation discussed by the speaker and interlocutor is identified as an assertive speech act. This is because the podcast discusses a lot of topics ranging from the death of Cristiano's baby boy, Cristiano's situation being discussed in the print media, preparations for the world cup, and many more. Therefore, researchers chose the podcast as the object of research because there are so many topics discussed that many assertive speech acts are identified in it. The Piers Morgan podcast is a popular podcast program on the Youtube platform that has been running since April 2022 and is hosted directly by Piers Morgan himself. Currently, the number of subscribers on Piers Morgan's Youtube channel has reached 2.24 million subscribers, this number will continue to grow again considering that Piers Morgan invited this world-famous guest star and the best player in the world, Cristiano Ronaldo. Cristiano Ronaldo Dos Santos Aveiro, born February 5, 1985. Is a Portuguese professional soccer player who plays for Saudi Arabian club Al-Nassr FC as a forward and also captains the Portugal national team. He is the best player in the world and is widely regarded as one of the all-time greatest players in football. Cristiano Ronaldo won five Ballon d'Or awards (the world's best player) and was awarded the golden boot (the player with the most goals in the world) four times. He is one of the most famous athletes in the world, Ronaldo was ranked the world's highest-paid athlete by Forbes magazine in 2016 and 2017 and the world's most famous athlete by ESPN from 2016 to 2019. Time magazine included him in its list of the 100 most influential people in the world in 2014. He is the first soccer player and third sportsman to earn US$1 billion in his career. (Cristiano Ronaldo - Team, Kids & Facts (biography.com).

In this podcast, Piers Morgan and Cristiano Ronaldo discussed the rumors of Cristiano move to a rival team, the hot situation at Manchester United during pre-season, the sad situation after losing her baby boy, how to become the best player in the world, and much more. Some of the hot news made it into the discussion of online and print media in the United Kingdom,

making it even more discussed by people. This podcast managed to attract the attention of viewers on YouTube, around 5.4 million people have watched Piers Morgan and Cristiano podcast. Because in the podcast, Cristiano's told the audience everything about the situation that happened to him at this time to set things straight so that there were no more misunderstandings.

However, among the five types of speech acts consisting of directive, expressive, commissive, and declarative speech acts. Assertive speech act is the least studied type. Therefore, the writer is interested in to study it further. This studies uses the theory of assertive speech acts from Searle & Vanderveken (1985), to analyze the types and Searle & Vanderveken (1969), to analyze the functions of assertive speech acts spoken by speakers and interlocutors.

In addition, there are also present previous studies related to the analysis of assertive speech acts. There are several studies who have analyzed on this subject. Each of them has different objects, uses different perspectives and also uses different theories in presenting the topic. There are three previous studies related to the research that has been written by researcher and below are three previous studies.

The first studies was conducted by Kartika Dina Ashfira and Tofan Dwi Harjanto (2021). The title of the research is "Assertive Speech Acts in Donald Trump's Presidential Speeches". This research uses a qualitative descriptive method that focuses on identifying the types of assertive speech acts in Donald Trump's speeches. The theory used by the researcher is Harnish's (1979) assertive speech acts. The results show that there are types of assertive speech acts found in this study, such as affirming, asserting, avowing, claiming, and declaring.

The second studies was conducted by Rini Indah Sulistyowati (2020). This research focused on discussing assertive and commissive speech acts in the meeting of commission VIII DPRD members Ali Taher against the Minister of Religion Fachrul Razi which was obtained via YouTube. His research used a pragmatic theoretical approach. Data collection techniques used listening, tapping, and recording techniques which were then analyzed using the matching method. The theory used refers to Leech's (1993), opinion which classifies assertive speech acts into the forms of declaring, proposing, complaining, and scolding. As for commissive speech acts, there are forms of promising, threatening, and refusing pledges. The results of his research showed that assertive forms employed are in the form of stating, proposing, complaining, and scolding. The commissive found is in the form of threatening.

The third studies was conducted by Firna Putri Ananda and Yulianah Prihatin (2022). This research discussing assertive speech acts in the Mata Najwa dialogue. This research examines assertive speech acts using theory from Searle (1969), which divides them into several types, namely mentioning, showing, stating, and reporting. The studies approach uses a qualitative approach. Data collection techniques using free speech dan recording. Miles and Huberman's (1994), model data analysis is done by reducing data, presenting data, and concluding. In the results of his studies, assertive speech acts in the form of mentioning found 9 data, the form of showing found 21 data, the form of declaring found 64 data, and the form of reporting 3 data.

The difference between this studies and the previous studies lies in the discussion of the types and functions of assertive speech acts. In the journal of observations made by researchers, there are only three to five types of assertive speech acts. But in this study, nine types of assertive speech acts were found. The next difference with the previous research is in the function of assertive speech acts. In the previous research based on the researcher's observation, it is rare to find discussing the function of assertive speech acts, only discussing the types. However, this study is different from previous studies, in this study discussing the function of assertive speech acts which aims to make it easier for readers to know and understand the meaning of the conversation spoken by the speaker and the interlocutor. The last difference between this study and previous studies is in the object of research. In previous studies, most of the research objects came from talk shows, speeches, and interviews. But in this study, the object comes from podcasts. Because podcasts are currently developing very rapidly, their progress is not only through audio but can already use video as a communication medium. Another reason the researcher chose the object is podcasts, because not many have been found in previous studies that use the object of research from podcasts. Another reason why researchers choose podcasts, because currently various platforms such as Spotify, Youtube, ITunes, and others, have provided many podcasts that are easily accessible to listeners for free and can also be listened to offline. Based on the results of observations that researchers have made to previous studies and another reason, it can be concluded that this is the reason why researchers chose podcasts as the object of this research.

Based on the results of the explanation above, in this study focus of the research discussion is on assertive speech acts in the speech uttered by the speaker and interlocutor in the selected podcast Piers Morgan by analyzing the types and functions of assertive speech acts.

1.2 Statement of Problem

Communication takes place between a speaker and interlocutor. When someone communicates that intention through speech acts, listeners have to interpret them in their minds. These speech acts have different meanings and functions depending on how the speaker and interlocutor convey their utterances and how the listener interprets them. Based on the above background, this research analyzes the utterances in Piers Morgan's selected podcast entitled "Full Talk Cristiano Ronaldo With Piers Morgan". There are many utterances of Piers Morgan and Cristiano Ronaldo that are closely related to assertive speech acts. The researcher wants to analyze the speech uttered by Piers Morgan and Cristiano Ronaldo to find out the intention of the speech through the types and functions of assertive speech acts.

Therefore, the theory of assertive speech acts can help to analyze it to distinguish the intention of what is said by the speaker and the interlocutor. This research is formulated into several questions as follows:

1. What are types of assertive speech acts on Piers Morgan's selected podcast: Episode Full Talk Cristiano Ronaldo With Piers Morgan?
2. How are the functions of assertive speech acts on Piers Morgan's selected podcast: Episode Full Talk Cristiano Ronaldo With Piers Morgan?

1.3 Research Purpose

Based on the research questions that have been formulated above, the researchers focuses on the types and functions of assertive speech acts uttered by the speaker and interlocutor in Piers Morgan's selected podcast episode: Full Talk Cristiano Ronaldo With Piers Morgan. The purposes of this research are:

1. To find out what types of assertive speech acts are found on Piers Morgan's selected podcast: Episode Full Talk Cristiano Ronaldo With Piers Morgan.
2. To analyse the functions of assertive speech acts on Piers Morgan's selected podcast: Episode Full Talk Cristiano Ronaldo With Piers Morgan.

1.4 Research Significances

The researcher hopes that the results of this study can be useful and bring benefits to the understanding of the types and functions of assertive speech acts. Both theoretically and practically.

1. Theoretically, this research is expected to provide useful final results to enrich science and theoretical perspectives in the field of linguistics, especially in the field

of pragmatics. This research can also be used as a reference to get information about the type and function of assertive speech acts.

2. Practically, this research can be used to help the readers in analyzing assertive speech acts. This research is also expected to be an empirical source for further researchers and also readers who are interested in assertive speech acts. The researcher also hopes that this research can be further developed by parties who are interested in linguistic studies, especially assertive speech acts.

1.5 Definition of key Terms

To clarify the key terms that being used in this research, some definition are put forward:

A. **Pragmatics** is the study of language usage (Levinson, 1983). It is the study of the relationship between linguistics form and the users of those form. Which means the kind of statement that the speaker's intended to and how the users take turn to act as the speaker and the hearer to build a good communication. The interpretation of what people mean is involved in certain context and how the context influence what is said (Yule, 1996).

B. **Speech Acts** are communications used by speakers to provide information to the interlocutor, with certain purposes and certain ways to fulfill the level of politeness in speech, speech acts are things that are believed to be true according to themselves. Levinson (1983: 236) says that in speaking someone does three things at once, namely Locutionary acts, Illocutionary acts, and Perlocutionary acts. Locutionary acts are speech acts that aim to state something to provide information carried out by the speaker in which the interlocutor responds or does something. Illocutionary acts are speech acts in which the speaker wants to convey something, so that the interlocutor does what the speaker means. Perlocutionary acts is a speech act to influence the interlocutor to do what the speaker means.

C. **Assertive Speech Acts** is a type of speech act that states the speaker to the truth about something he said whether it is true or false. Speech that is believed to be true by the speaker must be in accordance with the reality in the world in order to be true. This kind of speech act can be a statement of fact, description, conclusion, affirmation, and other. Thus, assertive speech acts are speech acts that state what the speaker believes to

be true, such as "describing", "claiming", "insisting", "predicting", and "hypothesizing" (Searle, 1969).

D. **Podcast** are audio programs that are available for download and listening at any time. Generally, podcasts are created by people who have special expertise, experience or interest who want to share their knowledge with the audience. (Smith, 2005).