

CHAPTER I

INTRODUCTION

This chapter covers the research background, statement of problem, research objective, research significance, and definition of key term.

1.1 Research Background

Communication is a part that will never be separated from human life because humans need communication to convey information or messages. The delivery of this message is the purpose of communication. Communication will be well established when the speaker and listener understand the meaning conveyed. Therefore, successful communication requires a good interaction between speaker and listeners. When communication occurs, the utterance by speaker is expected to be interpreted well by the listeners, so that the listener must understand the speaker's intention and communication goes well. For example, when the speaker says that she/he is happy, the listener must be able to understand that it means happy. Communication requires a certain context, so that the listener understands what the speaker means (Heriyanto and Garnida, 2022). But in reality, failed communications still occur a lot, and cause misunderstandings because the listener cannot interpret what speaker means.

Besides conversation being used as a media to convey messages, conversation can also influence someone because through utterances someone can convince, motivate or direct other people who listen to their utterances so that they can influence the listener's views through their utterances. Besides that, the communication can occur because of language. According to Siahaan (2008), language is unique human way which plays a critical role in human life, including how to think something, communicate, and interact with others. People use language at all times to realize something because basically language is a tool for communication and also a media to show expression in interacting in society. In

addition, the convey of language or utterance meaning is divided into two types, namely direct and indirect speech acts. This is used to convey meaning either directly or indirectly, because basically sometimes someone's utterance has a hidden meaning in it. In the utterance there is a meaning that the speaker wants to convey to the listener and this in pragmatics is known as illocutionary acts, which is any form of spoken action that intends to convey meaning in the utterance.

In language analysis, people's action in uttering words are known as speech acts. This speech act theory is part of the study of pragmatics. According to Yule (1996: 3), "*Pragmatic is concerned with the study of meaning as communicated by speaker (or writer) and interpreted by a listener (or reader)*". This means that pragmatics is study of the meaning spoken by the speaker and tried to be interpreted by listener. This statement is also supported by Grundy (2019), who states that pragmatics is the study of the speaker's meaning, which appears from the use of language. Speech act is the utterance of a sentence to state something so the listener knows the speaker's intention. As Yule (1996) said, speech act is theory that analyses an action performed through utterance. This statement aligns with Huang (2014) statement that speech acts are the pronunciation of linguistic expressions that function not only to say but also to do something or actively perform an action. In addition, the function of this speech act is to show the action when we apologize, congratulate, order, ask for advice, warn, complain, or express the speaker's purpose. This speech act cannot be avoided in everyday life, but sometimes the meaning of speech act itself is needed to be more understood. For this reason, it is necessary to understand the interpretation of speech act.

According to Austin (1962) (in Levinson, 1983: 236), speech acts are divided into three types, namely locutionary acts, illocutionary acts, and perlocutionary acts. According to Austin (1962), locutionary act is the word that are actually spoken by the speaker. In other words, the speaker's act of saying something follows the meaning conveyed or by the grammatical structure. Perlocutionary is the effect of the speech uttered by the speaker to the listener. Meanwhile, an illocutionary act is an action shown by the speaker's speech, and usually this

illocutionary utterance wants action from the listener. For example, the speaker says, “Close the door.” It means the utterance means commanding, and the utterance can refer to an action. In addition, illocutionary acts can be divided into several types based on Searle’s theory. According to Searle (1979), illocutionary acts are divided into five types: assertive (also known as representative), declarative, commissive, directive, and expressive.

Illocutionary acts can be found in daily conversations to convey someone’s intention or desire. In addition, illocutionary acts can appear on several mediums of communication. One of them is online media, such as streaming services that offer television shows, for example reality shows and more. One of the famous streaming platforms today is Netflix. Netflix has many series that many people favor, such as the Hell’s Kitchen reality show. Hell’s Kitchen is an American cooking competition reality show airing on Netflix and hosted by celebrity chef Gordon Ramsay. In Hell’s Kitchen, Gordon Ramsay uses illocutionary acts to convey something from his comments, and he also expects his utterance to produce actions from his listeners. Based on that, this research will focus on the illocutionary act of Gordon Ramsay’s commentary in Hell’s Kitchen season 21.

Gordon Ramsay whose full name Gordon James Ramsay OBE is a celebrity chef and restaurateur. Gordon Ramsay has been a judge on several cooking competitions such as Hell’s Kitchen, Kitchen Nightmares, The F Word, MasterChef and others (Schreiber, 2024). Hell’s Kitchen is a cooking competition hosted by Gordon Ramsay. In addition, Ramsay is the head chef and a judge on this show. He was tasked with commenting on the participants’ cooking results before being served to customers. He is famous for his emotional, rude, and sarcastic comments that make participants depressed. As the Diamondback News reports, never question the wisdom of esteemed head chef Gordon Ramsay, lest you want to be immediately kicked out of the kitchen by the grumpiest Brit on TV (DBK Admin, 2016). Moreover, Bullock (2017, in MAILONLINE) states that Gordon Ramsay is famous for his cooking and sharp tongue (Solihah, 2022).

The researcher chose Gordon Ramsay's commentary on Hell's Kitchen season 21 as the object of this research because Gordon Ramsay is a respected and influential person in the culinary world, so his utterances often in the spotlight and influence other chefs. On the other hand, in reality show Hell's Kitchen he is famous for his harsh, sarcastic, and emotional speech. However, in his words there is a meaning that he wants to convey to the participants so that they can serve better food than before. However, because of pressure during the competition, sometimes they cannot understand Ramsay's utterances properly, so the message cannot be conveyed. Base on this phenomenon, researchers are interested in examining Gordon Ramsay's commentary on Hell's Kitchen to see the types of illocutionary acts in Ramsay's comments. Besides that, researcher also want to analyze how the illocutionary acts conveyed by Gordon Ramsay.

1.2 Statement of Problem

In every utterance the must be a meaning that speaker wants to convey to the listener. For example, when the speaker says, "Please, get the book." in these words, there is a meaning requesting. But sometimes, in daily communication it is not uncommon for listeners to misinterpret what the speaker says. Therefore, the meaning of the utterance conveyed by the speaker must be understood and accepted by the listener properly so that there is no misunderstanding and multi-meaning. In addition, the way a person conveys the meaning of his utterance is different, namely direct and indirect. Therefore, this research is conducted to find out the meaning of Gordon Ramsay's utterance in his comment on Hell's Kitchen Season 21 and to find out how to convey the meaning of Gordon Ramsay's utterance. In the Hell's Kitchen competition, he is famous for his emotional, sarcastic, and rude comments. But behind his utterance, there is another meaning that he wants to convey to the participants.

Based on the statement of problem in this research, the researcher determined that this research will focus on two questions:

1. What types of illocutionary acts are revealed in Gordon Ramsay's Commentary to participants in Netflix "Hell's Kitchen" Video Season 21 Episodes 1-2?
2. How are the illocutionary acts conveyed in Gordon Ramsay's Commentary to Participants in Netflix "Hell's Kitchen" Video Season 21 Episodes 1-2?

1.3 Research Objectives

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

1. To identify the types of illocutionary acts found in Gordon Ramsay's Commentary to Participants in Netflix "Hell's Kitchen" Video Season 21 Episodes 1-2.
2. To report how the illocutionary acts conveyed in Gordon Ramsay's Commentary to Participants in Netflix "Hell's Kitchen" Video Season 21 Episodes 1-2.

1.4 Research Significance

This research can be beneficial for others. Both practically and theoretically as follow:

a. Theoretical Significance

Theoretically, this research is expected to add insight and understanding to linguistics. It is expected to be used as an additional reference for the study of illocutionary acts. In addition, this research becomes a material or source for everyone interested in pragmatics studies, especially speech act analysis.

b. Practical Significance

Practically, this research is expected to make it easier for readers to understand illocutionary acts. Furthermore, readers can interpret the speaker's speech properly and avoid misunderstandings in conversation.

1.5 Definition of Key Terms

The following are the key terms used in this research. Some definitions are provided to give a general understanding of the key terms. The following are the definitions of the key terms:

1. Pragmatics

The term pragmatic used in this study is to show contexts of contextual meaning (Yule, 1996). This is because pragmatic is related to context or every utterance is affected by context of utterance.

2. Speech Act

This study uses the term speech act to indicate the actions performed in saying something (Austin, 1962). This means that when speaking, people not only produce sentences, but also perform an action. Furthermore, Austin divides it into three types, namely: locutionary acts, illocutionary acts, and perlocutionary acts.

3. Illocutionary Act

In this study, the term illocutionary act is used to identify speech acts that contain hidden meanings or other meanings intended by speakers to speech partners. Searle (1979) classifies of illocutionary acts to five types: directive, assertive (representative), expressive, commissive, and declarative.

4. Direct and Indirect Speech Act

The terms direct and indirect speech act can be related to conveying the meaning of an utterance. According to Searle (in Cutting, 2002: 19), a direct speech act is when speakers want to communicate the literal meaning. Meanwhile, an indirect speech act is when the speaker wants to express a meaning that differs from the literal or the original meaning.

1.6 Previous Study

As consideration in this study, the researcher included some of the results of previous studies by several researchers that has read. The first study was written by Putri, Sartini and Al Fajri (2020) with the title “The Analysis of Illocutionary Acts of Judges’ Comments in America’s Next Top Model and Asia’s Next Top Model Competitions: A Cross-Cultural Pragmatic Study”. This research analyzes the illocutionary acts in the judges’ comments in America’s Next Top Model and Asia’s Next Top Model competitions. In addition, this research also examines American and Asian cultures to support this research. This research uses Searle’s theory and qualitative descriptive method to analyze the data. The researcher found 146 utterances consisting of 72 from America and 74 from Asia. On America’s Next Top Mode, four types of illocutionary acts were discovered: directive, assertive, expressive, and declarative. While on Asia’s Next Top Model, four type of illocutionary acts were found: assertive expressive, directive, and commissive.

The second study was written by Siregar and Salsabila (2021) with the title “Act of Illocutionary Speech by Ganjar Pranowo in the “One Hour Closer” Talkshow”. The research analyzes the types and functions of illocutionary acts in Ganjar Pranowo’s speech in the talk show “One Hour Closer.” This research uses Searle’s theory. The researcher used a descriptive qualitative method with a sample of conversational quotations in this study. In Ganjar Pranowo’s speech, the researcher found five types of illocutionary acts: directive, expressive, assertive, commissive, and declarative. In addition, the researcher found 11 functions of illocutionary speech acts consisting of four utterances of stating, one utterance of complaining, one utterance of advising, two utterances of offering, two utterances of praising, and one utterance of firing.

The third study was written by Rahmi, Gani, and Sari (2023) with the title “An Analysis of Illocutionary Acts in Prince Harry's Interview”. This research aims to analyze the types of illocutionary acts and identify the dominant illocutionary act in Prince Harry’s interview on The Late Show. In this research uses Searle’s theory to identify the types of illocutionary acts. This research uses a qualitative method

with a descriptive analysis design. This study found 64 utterances included in illocutionary acts, such as 52 assertive utterances, 4 directive utterances, 6 expressive utterances, and 1 commissive utterance. Based on this, the dominant type of illocutionary act is assertive act.

From several previous studies, this study has the same problem as previous studies, namely identifying the type of illocutionary act. In addition, there are similarities in the discussion, namely, discussing the jury's commentary speech from a reality show. Although, illocutionary act research on reality shows has been previously studied. However, research focusing on comments is still rare, so it must be studied further. On the other hand, this research differs from the previous research in the object and discussion of how the illocutionary act is conveyed. In this study, the researcher uses the object of Gordon Ramsay's commentary on Hell's Kitchen season 21. The purpose of this study is to analyze the type of illocutionary act in Gordon Ramsay's commentary. In addition, this study aims to determine whether the comments made by Gordon Ramsay are included in direct or indirect speech acts. Therefore, it can find out the meaning of Gordon Ramsay's comments without causing a misunderstanding of the meaning. Based on that, this research is entitled "Illocutionary Act in Gordon Ramsay Commentary to Participants in Netflix "Hell's Kitchen" Video Season 21 Episodes 1-2".

1.7 Conceptual Framework

This research aims to analyze the type of illocutionary act and the way the illocutionary act is conveyed in Gordon Ramsay's commentary utterances on Hell's Kitchen Season 21 cooking competition. This research uses a pragmatic approach because the utterances contain meanings that can be analyzed using pragmatics. Pragmatics is a branch of linguistics that studies language used to communicate in certain situations. According to Yule (1996) pragmatics is study of contextual meaning. This is because pragmatics is related to context, which in every utterance can be related to the context in use. In pragmatics, speech acts are also discussed because the focus of pragmatic discussion is the interpretation of speech

acts. Speech act as the actions performed in saying something (Austin, 1962). Besides that, speech acts are divided into three types, namely locutionary acts, illocutionary acts, and perlocutionary act (Horn and Ward, 2006). Illocutionary act are speech acts that contain hidden meanings or other meanings intended by speakers to speech partners. This research will analyze the illocutionary acts used by Gordon Ramsay in his comments on Hell's Kitchen Season 21, which aims to determine the meaning of Ramsay's comments. Gordon Ramsay's comments in Hell's Kitchen are famous for his emotional, sarcastic, and rude speech, which makes participants depressed by his utterances. But Gordon Ramsay's comments are not just angry but here are other meanings that he wants to convey.

The researcher uses Searle's (1979) theory to discover the types of illocutionary acts used by Gordon Ramsay in his comments to Hell Kitchen Season 21 participants. Searle states that an illocutionary act is the speaker's natural action. In general, illocutionary acts are not only meant to give information but also command. In other words, there is something else in the speaker's utterance that is intended to be conveyed to the listener. In addition, according to Searle (1979), it is divided into five types, namely representative (assertive), directive, declarative, commissive, and expressive. The representative illocutionary act represents a state of affairs, and the directive illocutionary act is a speaker's attempt to persuade listeners to do something through language. Furthermore, commissive is an illocutionary act that aims to involve the speaker in some future action. The expressive illocutionary act aims to express the speaker's mental state about an event considered true. A declaration is an utterance that brings change to the world. The researcher used Searle's theory to answer the question about the type of illocutionary act.

The way of delivering illocutionary acts is divided into two types, namely direct speech acts, in which speakers who use direct speech want to communicate the literal meaning. Meanwhile, indirect speech acts, in which the speaker wants to express a meaning that is different from the literal meaning or the original meaning (Cutting, 2002). The researcher used this theory to find out the meaning of Gordon

Ramsay's comments because how a person conveys his utterance can affect the listener in understanding the utterance's meaning. Besides, this theory is used as a reference in previous research with the same topic as this research.

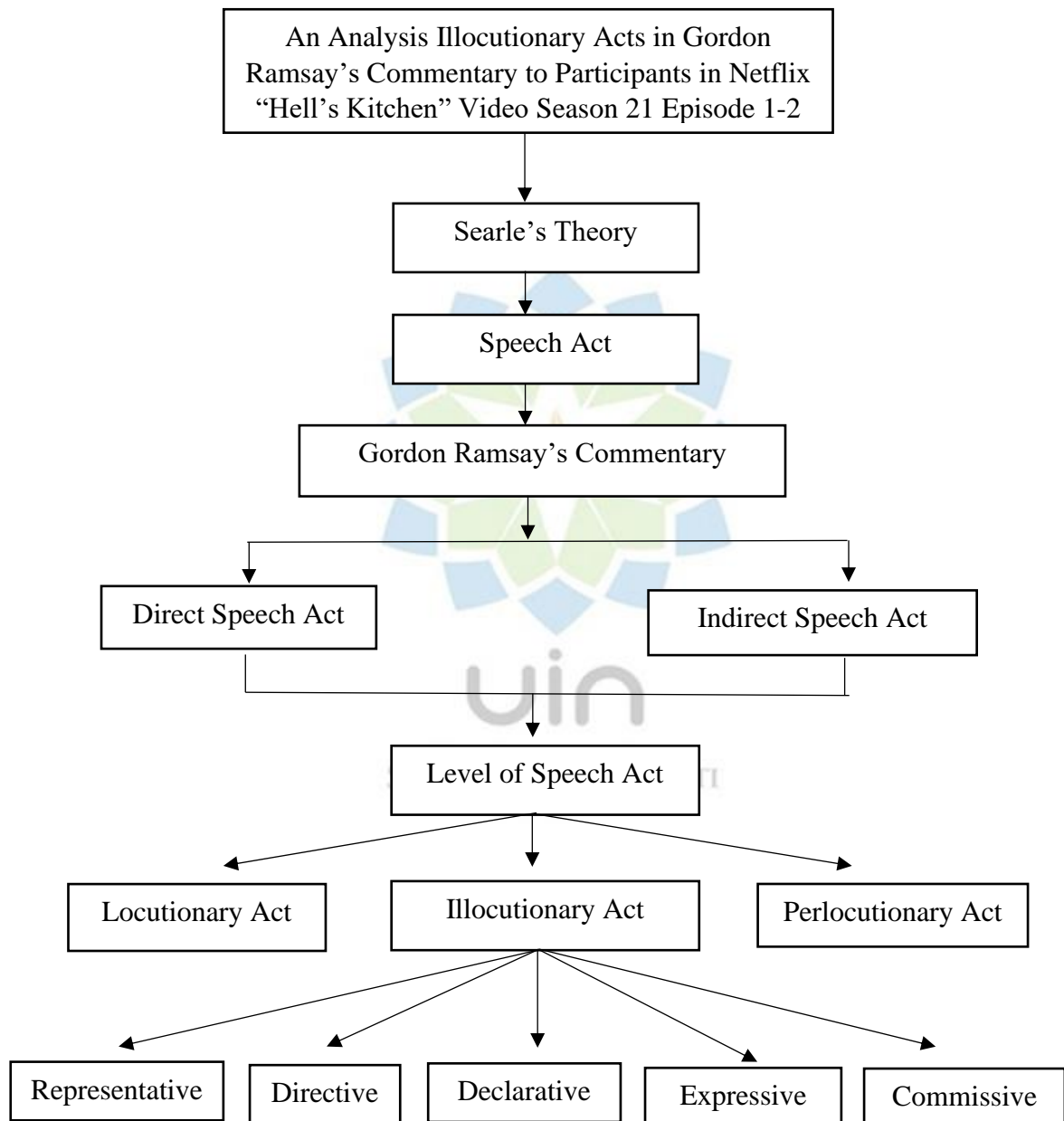


Diagram 1. 1 Conceptual Framework