

CHAPTER I

INTRODUCTION

This chapter introduces various elucidations, specifically delving into the research context encompassing the background, formulation of the research problem, objectives, significance, and definition of key terms.

1.1 Background of Research

Language plays an integral role in the fabric of human existence and serves as a fundamental tool within society. Its utility in communication becomes essential within a communal setting, as individuals employ language in both spoken and written forms when engaging with one another. Consequently, a specialized field of study, known as pragmatics, delves into the exploration of language and its intricacies.

Pragmatics is a subdivision of linguistics, focuses on the semantics of language and examines how language significantly impacts human communication. Within conversations, individuals frequently employ indirect speech, which may convey meanings different from the literal content of the spoken sentences. Essentially, pragmatics seeks to elucidate the understanding of the dynamics between Amani and the audience in a given context. This field encompasses various subcategories such as deixis and distance, reference and inference, presumption and supposition, politeness and interaction, as well as speech acts and events, among others. However, the current investigation specifically centers on the examination of speech acts in isolation.

Speech act, as defined by Austin (1962) refers to a functional element in discourse where Amani actively engages with the words spoken. Due to the significant connection between speech acts and context. These speech acts encompass three components: locutionary, illocutionary, and perlocutionary (Halenko & Wang, 2022).

Locutionary acts are speech acts to express something. This speech act is called “The Act of Saying Something”. It is uttered by someone often has perlocutionary force, or an effect on those who listen to it. This effect or influence can be created intentionally or unintentionally by Amani. In term of illocutionary acts, Searle (1979) identifies five broad categories of speech acts in his work. These include: 1. Representative acts, where information is conveyed about the state of affairs, 2. Directives, involving attempts to prompt specific actions from others, 3. Commissive, wherein commitments to future actions are made, 4. Expressives, allowing the expression of personal feelings and attitudes, and 5. Declarations, which have the power to effect changes in the world through spoken words. It is noteworthy to acknowledge that various sources may employ alternative terms such as "speech events" for "language events," and expressions like "language acts," "language behavior," or "speech" may be used interchangeably to describe these speech acts (Atusaadah & Zuindra, 2022).

Drawing upon the analysis of the three aforementioned speech acts, this research confines its focus to illocutionary acts. Illocutionary acts hold significant relevance in communication, making them a pivotal aspect of speech. Recognizing the crucial role of speech, this study centers its investigation on illocutionary acts within Amani Al-Khatahtbeh’s discourse featured on the TED Talks YouTube channel.

Al-Khatahtbeh is a vocal advocate for Muslim women's rights. She has spoken out against Islamophobia and discrimination, and she has worked to promote understanding and acceptance of Muslim culture. She is also a strong supporter of women's empowerment and education. Being a Muslim who wears the Hijab, she has been inspired to communicate with her audience through acceptance, kindness, and a revolutionary yet authentic approach within contemporary society. It is noteworthy that this discourse took place at a TEDx event, following the TED conference format, but was independently organized by a local community.

TED is a non-profit organization committed to disseminating concepts, typically through concise and impactful presentations. Originating in 1984 as a convergence of Technology, Entertainment, and Design, it has evolved to encompass a wide range of subjects from science and business to global issues. TED Talks are delivered in over 100 languages, reaching communities globally.

Meanwhile, this information was also communicated through the TED Talks conference's YouTube channel, an event organized by TED with the objective of introducing fresh ideas, diverse experiences, and alternative perspectives through the participation of speakers from around the globe in spoken presentations. The TED Talks cover a wide array of subjects, including science, business, and global issues, spanning over 100 languages. Presently, TED boasts a collection of over 3,000 videos featuring a diverse range of speakers, including politicians, actors, scientists, and comedians. Additionally, TED Talks incorporate videos or brief presentations that leverage technology, entertainment, and modern design, all of which are made available on the YouTube platform (Pothepalli, 2020).

TED serves as a worldwide community that embraces individuals from diverse fields and cultures, all united in their quest for a profound comprehension of the world. One notable presentation from the countdown TED event focused on culture, featuring Al-Khatathbeh, a beauty influencer and Muslim model, who has had a significant impact on Muslim women.

Exploration of illocutionary speech acts is not a novel endeavor; analogous studies have been previously undertaken. These include:

The first study, Zafirah (2019) discussed the use of illocutionary acts in Nouman Ali Khan's speeches. It aimed to analyze the types and functions based on Searle's theory. The result of this research showed that there were four types of illocutionary acts found. Representative consisted of 306 data, directive consisted of 144 data, commissive consisted of 22 data, expressive

consisted of 12 data and declaration didn't find in that speeches as it requires specific circumstances to perform declaration statements.

The Second study, Alawi (2016) conducted the research with a representative focus. This research aimed at analyzing the kinds of representative speech acts and divided the kinds of representative speech acts. The finding research of its study, were four kinds of representative speech acts: 12 statements of fact, 17 assertions, 7 conclusions, and 5 descriptions.

Furthermore, Hidayat (2016) analyzed the pragmatics as the fundamental aspect of speech acts concept. This was exploring English as a foreign language which had specific considerations to bear in mind. This was primarily due to the absence of barriers like idiomatic expressions and cultural norms that could often impede the interpretation of meaning.

Moreover, Apriliana (2018) discussed the types of illocutionary acts and the context of illocutionary acts used by the characters in Joshua Michael Stern's In Jobs Movie, the result of this research was there were directive, representative, expressive, commissive, and declaration. Then, the second finding in this study which classified to the context of illocutionary was the addressor, the addressee, the audience, the topic, and the setting in which the result of its appearance is the same.

Fifth, the research by Eriva Adelia (2021) entitled "Directive Illocutionary Acts in Emma Watson's Speech: Gender Equality". The purpose of this research is to find out what types of directive speech acts and illocutionary functions are used in the speech video delivered by Emma Watson on "Gender Equality". The author analyzes the datum by using the theory of speech acts according to John Searle. In the result of this research, the author can analyze 38 data which are included in the type of directive speech acts and also in the illocutionary function.

The differences of the previous research above are the object of the data analysis. The first previous research used one function of the illocutionary act.

Even in the third previous research 4 was the same title, it proposed the types and context as the problem. Meanwhile, this research proposes the types and functions as the problem. The researcher analyzes the illocutionary act in TED TALK. The researcher uses Searle's theory about the speech act illocutionary act categorizing into five types: representative, directive, expressive, declaration, and commissive and the functions of the types. Consequently, this study is dedicated to an analysis entitled *The Illocutionary Acts Used by Amani Al-Khatahtbeh to Influence Muslim Women in TED Talk YouTube Channel*.

1.2 Statement of Problem

Speech acts are commonly employed to inquire about specific information, distinguished by the participation of speakers and speech counterparts, centering around a singular subject of speech within a specific timeframe, location, and context. This research is concentrated on identifying the categories and purposes of illocutionary speech acts present in Amani Al-Khatahtbeh's discourse on the TED Talks YouTube channel, employing Searle's theory. The formulation of the questions is as follows:

1. What types of illocutionary acts can be identified in Amani Al-Khatahtbeh's discourse during her TED Talk on Going with The Flow or Defying The Current?
2. What function of illocutionary acts play in Amani Al-Khatahtbeh's TED Talks speech as a Muslim role model, influencing Muslim women?

1.3 Research Purpose

From the formulation of the aforementioned research question, the researcher aims to:

1. To identify the illocutionary acts carried out in Amani Al-Khatahtbeh's discourse during TED Talks.

2. To elucidate the function of illocutionary acts in Amani Al-Khatahtbeh's discourse presented during TED Talks.

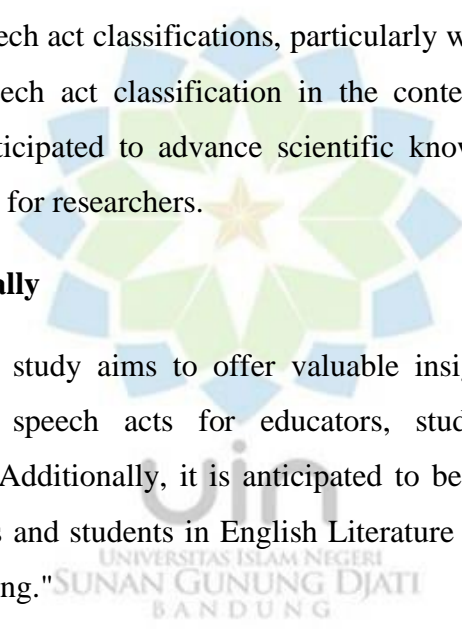
1.4 Research Significance

The outcomes of this study hold significance both in theoretical and practical contexts:

1. Theoretically

The findings from this investigation contribute to the enhancement of understanding in analyzing and elucidating verbal expressions through speech act classifications, particularly within the framework of Searle's speech act classification in the context of interviews. This study is anticipated to advance scientific knowledge and theoretical applications for researchers.

2. Practically

This study aims to offer valuable insights into the practical aspects of speech acts for educators, students, and a broader readership. Additionally, it is anticipated to be particularly beneficial for lecturers and students in English Literature at UIN Sunan Gunung Djati Bandung." 

1.5 Definition of Key Term

To elucidate the essential terms employed in this research, certain definitions are presented:

1.5.1 Pragmatics

The exploration of pragmatics involves the examination of language utilization in communication. As highlighted by Portner (2014), pragmatics directs attention to the application of language in specific contexts, seeking to elucidate how external factors beyond language play a role in shaping both the explicit and implied meanings conveyed by

speakers through language. Moreover, according to Leech (1983), pragmatics can be effectively described as the examination of how expressions acquire significance within specific contexts.

1.5.2 Speech Act

A linguistic phenomenon, known as speech acts, encompasses both speech and social interaction. J. L. Austin (1962) contends in his book that language serves not only as a means of conveying information but also as a tool for accomplishing specific actions. In essence, speech acts function as a medium through which individuals utilize language not solely to express thoughts but also to achieve distinct objectives. Searle (1976) further contends that language is the enactment of speech acts, encompassing various forms such as requests, comments, and statements. Yule & Widdowson (1996) contends that speech involves the creation of utterances driven by Amani's intent in using language, whether it be in the context of apologizing or conveying information.

1.5.3 Illocutionary Act

The illocutionary act within a statement signifies the expression of illocutionary meaning, indicating the action accomplished through speech. This act is executed through the communicative force embedded in the utterance, encompassing various communicative functions like promising, apologizing, or offering, as outlined by Yule and Widdowson (1996). Illocutionary acts represent a category of speech acts designed to convey information or issue directives. In undertaking such actions, Amani communicates a message intended to prompt the audience into responding or taking action based on the conveyed message.

1.5.4 Amani Al-Khatahtbeh

Amani Al-Khatahtbeh is a Jordanian-American entrepreneur, author, and social justice advocate. She is the founder and CEO of MuslimGirl, a digital media company that aims to empower and connect Muslim women around the world.

Al-Khatahtbeh was born in Amman, Jordan, and raised in the United States. She attended the University of Pennsylvania, where she studied political science and international relations. After graduating, she worked as a journalist and activist.

In 2010, Al-Khatahtbeh founded MuslimGirl as a blog to share her experiences as a Muslim woman. The blog quickly gained popularity, and Al-Khatahtbeh soon realized that there was a need for a platform that would represent the voices of Muslim women. MuslimGirl has grown into a global media company with a reach of over 10 million people. The company publishes a magazine, produces a podcast, and hosts events and workshops. MuslimGirl has also been featured in major media outlets, including The New York Times, The Washington Post, and CNN.

Al-Khatahtbeh is a vocal advocate for Muslim women's rights. She has spoken out against Islamophobia and discrimination, and she has worked to promote understanding and acceptance of Muslim culture. She is also a strong supporter of women's empowerment and education.

In 2018, Al-Khatahtbeh was named one of Time magazine's 100 Most Influential People in the World. She has also received numerous awards for her work, including the Muslim Public Affairs Council's American Muslim Civic Leadership Award and the Ford Foundation's JustFilms Impact Award.

Al-Khatahtbeh is a role model for Muslim women around the world. She is a powerful voice for change, and she is committed to creating a more just and equitable world for all.

1.5.5 TED Talks

TED was founded in 1984, it is a convergence of technology, entertainment, and design. Its talks cover a wide array of subjects, ranging from science and business to global issues, presented in over 100 languages. Concurrently, independently organized TEDx events facilitate the exchange of ideas within communities worldwide. TED Talks, concise presentations utilizing technology, entertainment, and design, form an integral part of this platform. Operated by the TED organization, in collaboration with various partners to disseminate ideas, TED has amassed a collection exceeding 3,000 videos. These feature diverse speakers, including politicians, scientists, actors, and comedians, with new content released daily. Notably, all these videos are accessible at no cost through the official TED website or the TED YouTube channel.

TED is a global community that welcomes individuals from diverse disciplines and cultures seeking a deeper understanding of the world. TED.com disseminates and provides free access to knowledge from some of the most influential thinkers worldwide. Additionally, TED fosters various communities for the exchange of ideas, both online and at TED and TEDx events worldwide. TED speakers are constrained to present their ideas and concepts within a concise timeframe of no more than 18 minutes.

1.5.6 Influencer

Influencer is a term commonly used to refer to individuals with a substantial following, particularly on social media. In the present era, being an influencer has evolved into a profession, especially given the various trends and new phenomena in the digital world. Many aspire to become influencers, and numerous companies are eager to collaborate with them. This is primarily due to the influencer's ability to shape opinions and even alter people's behavior in the online realm. As a result,

the role of an influencer frequently involves activities such as endorsements, reviews, or product promotions on social media (Schouten, 2020).

1.6 Organization of Writing

This subsection delineates the structural framework of the document, offering an overview of the study's contents. The ensuing outline presents the table of contents based on the research conducted:

1. Chapter I

This section elucidates the contextual backdrop of the research, articulates the problem statement, defines the research objectives, underscores the research's significance, and provides key term definitions. Additionally, it reviews previous studies to highlight distinctions between the current research and its predecessors.

2. Chapter II

This chapter expounds upon the literature review pertinent to the research. It delves into underlying theories, encompassing pragmatics, speech acts, types of speech acts, illocutionary acts, and speech.

3. Chapter III

This chapter details the research methodology, elucidating how the study achieved its objectives. It encompasses the research design, data sources, data sampling, data collection techniques, data analysis methods, and the overall organization of the document.

4. Chapter IV

The primary goal of this chapter is to address the research problems posited in Chapter I. The study has two objectives: (1) to identify the types of illocutionary acts manifested in Amani Al-Khatahtbeh's 2017 TED Talk, and (2) to scrutinize and delineate the functions of illocutionary acts in Amani Al-Khatahtbeh's 2017 TED Talks speech. Consequently, the chapter presents the analytical findings.