

CHAPTER I

INTRODUCTION

This chapter explains the background of the research, research questions, research objectives, research significance, and definitions of key terms.

1.1 Background of Research

According to Allen (2017), a reality show is a television program genre that shows unscripted action by everyday people without prepared dialogue like an actor. Moreover, Allen adds that a reality show is a program that reveals the basic categories; one of them is game shows, one of the oldest categories (2017). In this instance, television game shows have long served as a platform for entertainment, competition, and cultural commentary, offering viewers a window into the dynamics of human interaction and communication. Among these shows, *Celebrity Family Feud* stands out for its unique blend of celebrity culture, familial camaraderie, and competitive spirit (Shierra, 2024). This show hosted by Steve Harvey, a winner outstanding host category for Emmy Awards 2016. In each episode, celebrity families face off against each other in a series of challenges and trivia games, vying for cash prizes to donate to their chosen charities.

One particularly memorable episode of *Celebrity Family Feud* features the iconic Kardashian family pitted against the renowned West family, led by superstar Kanye West. The video stars the family influencer Kadarshian family there are Team Kardashian-Jenner, Kris Jenner, Kendall Jenner, Khloe

Kardashian, Kris' mother Mary Jo Campbell and Cici Bussey, one of their cousins. Competing against them is West and Kardashian West were on a team with members of West's family. Therefore, that episode garnered significant attention from viewers and media outlets alike, drawing anticipation for the clash of two prominent celebrity clans on the game show stage and one of the most famous families in the world (Maas, 2018). As the Steve Harvey as the host and Kardashian and West families engage in friendly competition, their interactions offer a rich tapestry of linguistic cues, social dynamics, and rhetorical strategies ripe for analysis. Therefore, this research aims to delve into the intricacies of communication and persuasion within the context of the Celebrity Family Feud episode of Kardashian vs. West Family.

This research employs Speech Act Theory, as developed by Austin (1962) and further elaborated by John Searle, as the theoretical framework for analysis, to uncover the underlying mechanisms of language use, interpersonal influence, and strategic communication strategies employed by the contestants and the host. Speech acts is a branch of pragmatics related to communication and utterance. Furthermore, Searle (1969) defines speech acts as the actions when someone is speaking and doing something in communication. In other words, a speech act communicates a confident attitude, and the type of speech act depends on the attitude being communicated. By applying this theoretical framework, this research can analyze the speech acts performed by the host in the "Kardashian vs. West Family" episode and their impact on the dynamics of the game and the reactions of the contestants and audience.

According to Austin's (1962) theory, there are three categories of speech acts: locutionary, illocutionary, and perlocutionary acts. A locutionary act refers to the literal meaning of an utterance or the interpretation of the situation. Searle (1969) elaborated that an illocutionary act represents the speaker's intended action, thereby conveying the actual meaning intended. The third type, known as a perlocutionary act, pertains to the effect an utterance has, whether it achieves the desired outcome or not. Horn and Ward (2006, p. 55) explain that a perlocutionary act arises from the addressee's thoughts or emotions, indicating the response triggered by the locutionary and illocutionary expressions.

In this instance, the Kardashian and West families are well-known public figures with significant influence and large followings (Maas, 2017), as well as the host, Steve Harvey. Their interactions on a popular television show *Celebrity Family Feud* are likely to be closely watched and analyzed by fans and media outlets. Moreover, as Harvey's role as the host and how his language shapes the dynamics of the game and interactions with the contestants can lead to the performance of locutionary and various illocutionary acts such as asserting dominance, negotiating, or persuading, as well as perlocutionary acts that influence the contestants and their behaviors of how their responses, reactions, and behaviors influence the flow of the game, evoke emotions in the audience, and shape perceptions of their personalities and interactions. Therefore, based on what has been explained earlier, the host and the contestants in this show can be used for speech acts analysis related to locutionary, illocutionary and perlocutionary purposes and can have a notable impact.

The discussion of locutionary, illocutionary, and perlocutionary speech acts is very important and relevant to this study, because these topics explore how individuals convey their intentions, emotions, and responses in communication. Expanding these concepts enriches the understanding of how speech acts influence and reflect a person's attitudes and behaviors during interactions. Through a meticulous examination of verbal exchanges, nonverbal cues, and audience reactions, this research aims to shed light on how language functions as a tool for asserting dominance, negotiating relationships, and entertaining audiences in the realm of celebrity game shows. Moreover, the research can gain valuable insights into communication dynamics, interpersonal relationships, and persuasive communication strategies. The data to be analyzed in this study is Celebrity Family Feud video that uploaded by YouTube Channel Family Feud in July 2022, with seven million viewers. The data is in the form of dialogue from the video.

Several studies have been conducted on speech acts analysis related to locutionary, illocutionary and perlocutionary, including the research by Dzumillah (2016), which analyzed these acts in the movie "Reasonable Doubt" using John R. Searle's theory. Dzumillah examined the types of illocutionary acts performed by speakers in the dialogues and found that the responses elicited were perlocutionary acts. In contrast, this current research focuses on an actual competition show, presenting a departure from Dzumillah's study, which centered on a fictional movie. Moreover, this study identifies two types of

perlocutionary acts in the competition show: success and failure, with illocutionary acts predominating.

In comparison, Safa et al. (2016) investigated politeness strategies in Gordon Ramsay's utterances on culinary shows such as Masterchef US and MasterChef Junior, utilizing Brown and Levinson's theory. The study analyzed Ramsay's language and demeanor in judging contestants' dishes, examining whether different politeness strategies were employed for participants in Masterchef and MasterChef Junior. The research found that Ramsay utilized bald on-record and off-record strategies as well as positive politeness, with a broader array of politeness strategies observed in MasterChef compared to Masterchef Junior.

Lastly, Nadeak et al. (2017) explored illocutionary and perlocutionary acts in the movie "Zootopia" (2016), focusing on the utterances of the character Judy Hoops. Unlike the current research, this study utilized different theoretical frameworks. It examined how Hoops' utterances affected other characters in the film, demonstrating the impact of illocutionary acts. The analysis revealed thirteen types of illocutionary acts, including commands, orders, questions, conclusions, and expressions of emotion such as praising, regretting, and apologizing. The final illocutionary act is declarative, which takes the form of admitting.

The previous studies on speech act analysis have provided valuable insights into the application of speech act theory in various contexts such as movies and culinary shows. However, there are distinct gaps and differences in focus and

methodology that the current research aims to address. This research analyzing spontaneous interactions in a reality competition show versus scripted dialogues in movies. Focusing on real individuals in a competitive setting rather than fictional characters, and exploring speech acts in a game show environment, which involves unique interaction dynamics compared to previous contexts. Therefore, taking all the following aspects into consideration, a pragmatics study entitled "Speech Act Analysis of The Contestants and Host in Celebrity Family Feud Episode Kardashian vs. West Family" is conducted. Furthermore, unlike the previous studies summarized above, this research revolves around the illocutionary and perlocutionary acts of Kadarshian and West family also the host Steve Harvey in Celebrity Family Feud game show.

1.2 Statement of Problems

This study examines how Steve Harvey speaks and acts in the "Celebrity Family Feud" episode with the Kardashian and West families. Specifically, it investigates the types of locution and illocutionary acts utilized by Harvey and the perlocutionary effects of these speech acts on the Kardashian and West families. The objective is to understand the impact of Harvey's communication on the reactions and responses of the participants, contributing to a deeper understanding of speech act theory in the context of a televised game show. In reference to the statement of the problem above, the research questions are formulated as follows:

1. What illocutionary types are performed by Steve Harvey in the Celebrity Family Feud episode of Kardashian vs. West Family?
2. How do the Kardashian and West family respond to Steve Harvey as the perlocutionary acts in the Celebrity Family Feud episode of Kardashian vs. West Family?

1.3 Research Objectives

This section presents the objective of this research according to the research questions formulated earlier. This research aims to:

1. To identify and classify the types of illocutionary acts performed by Steve Hravey as the host in the Celebrity Family Feud Episode Kardashian vs. West Family.
2. To examine the influence of the Steve Harvey speech acts by the reactions of the contestants as perlocutionary acts in the Celebrity Family Feud Episode Kardashian vs. West Family.

1.4 Research Significances

Theoretically, this study aims to deepen the understanding of pragmatics, particularly in the realm of speech act theory. By focusing on a competitive event, this study offers insights into how speech acts, such as illocutionary and perlocutionary acts, are manifested in a public and competitive context. This study extends the application of speech act theory beyond traditional conversation analysis, making it relevant to studies of media, entertainment, and other public interactions.

Practically, this study underscores the importance of pragmatic principles in everyday communication. This study illustrates how people often perform speech acts without realizing the impact of their words on others. By analyzing these interactions, this study provides valuable insights for individuals in academic and everyday settings to become more aware of the illocutionary and perlocutionary acts they perform. This awareness can lead to more mindful communication, which is beneficial for those interested in understanding the effects of language in social contexts, as well as contributing to broader fields such as media studies and education..

1.5 Definition of Key Terms

This section contains a short explanation of pragmatics, speech act, illocutionary, perlocutionary, and family feud as the key material of this research.

1. Pragmatics

Pragmatics is essentially the study of how meaning is derived from language in a given context. Levinson (1983) states that pragmatics is a major field in linguistic research, which is often used to explore how meaning is interpreted. In this study, pragmatics is applied to analyze certain utterances in different situations, focusing on how the context shapes the meaning of the utterance. It focuses on how different social contexts are contained and how language performance can affect interpretation.

2. Speech Acts

This study uses the concept of speech acts to identify the responses elicited by a person's verbal expressions. Speech acts are functional aspects of language that influence individuals to communicate effectively to ensure their messages are understood by the listener or interlocutor. Speech acts can be found in various settings, including formal spaces and contexts.

3. Locutionary Acts

The locutionary act provides the literal meaning that is interpreted and acted upon in various contexts. As according to Searle (1969) that the distinct levels of meaning and function in language, particularly focusing on the importance of understanding the literal content of utterances before analyzing their intended and perceived effects.

4. Illocutionary Speech Acts

An Illocutionary act is an action that serves to state or informs something and is also used to do something. Illocutionary speech acts are related to who speaks to whom, where, and when the speech act is performed. Illocutionary acts are the most vital speech acts in this research because they talk about the purpose and function of the utterances and what they are for, which is something to be identified.

5. Perlocutionary Speech Acts

Perlocutionary speech acts are utterances spoken by speakers that affect or influence the speech partner or the hearer. Following the situation and form of the statement's pronunciation, perlocutionary acts produce the effect

that a person's attitude has on the listener. In addition to words, the response might also take actions or gestures. The speaker may, consciously or unconsciously, generate this impression or influence.

