

## CHAPTER I INTRODUCTION

### 1.1 Research Background

Language and communication are two interrelated components in human interaction. Language is used to convey ideas, emotions, feelings, and information. According to Schwarcz (1969), language is used to communicate or represent something to someone. In that sense, language has a structure and meaning in communication that can enable individuals to convey messages clearly and efficiently. In line with that, according to Noermanzah (2019), language is a series of sounds intended to communicate something to the interlocutor to create interpretations that are in harmony with each other. Thus, various sounds in language have a substitute role in showing expression in an interaction. In addition, communication is a supporting aspect of daily communication activities. In this modern era, there are various ways of interacting. According to Fidler (1997), communication media has changed patterns both directly and indirectly in its development. Thus, the two are intertwined to optimize each other. Language as a container and communication plays a role in influencing the development and use of language in a social and cultural context.

Pragmatics is one of the branches of linguistics. This study examines language use in a social context and how linguistic meaning affects communicative purposes. According to Horn and Ward (2006), pragmatics is a science that can be explored more deeply regarding the complexity of human language interaction and meaning in a communicative context. In line with that, according to Yule (1996), pragmatics deals with the explanation applied by the speaker. Therefore, pragmatics studies how to recognize an intention both explicitly and implicitly. Still, according to Yule (2006), pragmatics focuses on dimensions that need to be presented but can still be understood. In other words, pragmatics examines the implied meaning in communication so that readers and listeners can understand it.

Speech acts can involve several components, such as using gestures, sentences, or words to show expression in achieving a goal. According to Yule

(1996), the types of speech acts are classified into three parts: locutionary act, illocutionary act, and perlocutionary act. Still, Yule (1996) divides illocutionary speech acts into five parts: declaration, representative, directive, commissive, and expressive.

An expressive illocutionary act is one type of speech act that the speaker uses to express the speaker's emotion, affection, or attitude. In the intended expression, the speaker does not intend to influence his speech but only shows the expression of each spoken to the interlocutor. According to Yule (1996), an expressive illocutionary act is a type of speech act used by speakers to express feelings that are being experienced, either feelings of happiness, sadness, disappointment, or despair. Based on the emotional feelings above, the speaker or listener can speak through expressive illocutionary acts.

Thanking expression is a derivative of expressive illocutionary act in a more detailed space. Thanking is used in language to express thanks for the attitude, action, or help someone has given. According to Levinson (1983), the first situation that needs to be understood is to clarify how an utterance sentence can be said to be an action. The utterance can be said to fail if there is no action from the person.

In this study, the researcher will apply the theories of Fishgadam & Zarei (2011) and Eisenstein and Bodman (1986) regarding thanking expressions in an award ceremony organized by one of the YouTube channels, Hollywood Creative Alliance, with the title "*2023 HCA Film Awards Full Ceremony*", by presenting the framework represented by the two theories above in classifying all types and functions included in the thanking expression category. Fishgadam & Zarei (2011) has established four types. The first type is thanks, which focuses on positive statements to express thanks to individuals and groups that have eased the burden, provided support, and channeled contributions. The second type is praise, given to individuals and groups for their capabilities, performance, and skills. It is used to justify and praise the results obtained for their potential and proficiency. The third type of compliments is a form of expression to give compliments on personality or performance to others for traits or behaviors considered extraordinary, attractive, and stunning. The fourth type of appreciation is a feeling that arises sincerely given

to others for actions that are considered meaningful and essential values given to one's life.

Furthermore, Eisenstein and Bodman (1986) state two functions exist in thanking expression. The first function is gratitude, which is gratitude for all forms of kindness given individually and in groups. The second function of appreciation can reflect appreciation or heed actions whose nature is to help or provide help.

YouTube was first released in 2005. It is a popular platform that can be used as an audio-visual media intended for mutual interaction with users worldwide. The facilities YouTube provides vary from makeup content to podcasts, debates, animations, and award shows. According to Rukmanasari (2012), YouTube is an audio-visual communication platform that channels messages through sound and moving images, making it easy to understand and access the audience. On YouTube, users can search for the desired video category, one of which is a video of a Hollywood Critics Association award show that the researcher chose to analyze.

An award event called "*2023 HCA Film Awards Full Ceremony*" is held to reward actors and actresses for their work, which has won a positive response so that they deserve a proper award. But something is interesting about this event with three highlights: Best Picture, Most Awards, and Most Nominations led by the movie "Everything Everywhere All At Once." The researcher is interested in analyzing this speech act video focusing on thanking expression. The researcher chose the video because many actors and actresses convey various expressions of thanking, which can then be analyzed in a structured manner through the available theories. The event entitled "*2023 HCA Film Awards Full Ceremony*" was held on February 24, 2023, at the Beverly Wilshire Hotel, Beverly Hills, and was also broadcast live on the KNEKT Television Network and then broadcast live on the official HCA YouTube channel and application on February 25, 2023, which Tig Notaro also hosted.

The video titled "*2023 HCA Film Awards Full Ceremony*" has been chosen by the researcher as the object of this research. The reason for choosing this video is that it is the first time anyone has ever analyzed it, so researchers are interested

in examining it thoroughly with a focus on thanking expressions in the video. With this object, researchers will provide readers with various information and insights by providing precise and easy-to-understand explanations.

The theories of Fishgadam & Zarei (2011) and Eisenstein and Bodman (1986) were chosen based on the research framework according to what we want to analyze. In the analysis process, various types and functions will be contained in the "2023 HCA Film Awards Full Ceremony," with multiple utterances delivered by actors and actresses whose expressions certainly have intentions and purposes, which will then be selected based on the theory and analyzed.

The theory of speech acts has gained many attention that it has been the basis for several studies by a wide range of researchers. The first previous study was conducted by Indrayani (2020), in this research examine how people in the internet reacted to the news of the first coronavirus patient in Indonesia, which Ridwan Kamil shared on Instagram. They analyze their responses using the framework of expressive speech acts. The study revealed 26 expressive speech acts, comprising 13 cases of people expressing their well-wishes, 9 individuals complaining, and 4 people protesting.

The second previous study was conducted by Herman (2020), entitled Illocutionary Acts in Trump's Speech in the 2020 American President General Election Campaign in Toledo, Ohio. This study aims to analyze the different types and purposes of speech acts in Donald Trump's speeches during the 2020 American Presidential General Election Campaign in Toledo, Ohio. The research employs Searle's theory to identify the types of speech acts and Leech's theory to explain their purposes. The qualitative method involves selecting data, organizing information, and drawing conclusions. The study's findings reveal four types of speech acts according to Searle's theory: statements of fact, directives, commitments, and expressions of emotion. Additionally, it identifies four functions of these speech acts based on Leech's theory: promoting cooperation, competing, working together, and creating conflicts.

The last previous study was conducted by Nabila (2021), this research examined how Barack Obama used different types of expressions in two instances:

during a town hall discussion on policing and racism on NBC News in 2020 and in an interview titled 'Post-Racial America after My Election' on NBC News in 2017. The research identified six types of expressive speech acts in the 2020 event: greetings, gratitude, praise, well-wishing, congratulations, and sadness. In the 2017 interview, only three types were found: praise, well-wishing, and expressions of sadness. In total, there were 58 instances of expressive speech acts. In the 2020 town hall event, Obama used 46 expressive speech acts, with 4 greetings, 8 expressions of gratitude, 8 praises, 12 well-wishing statements, 7 congratulations, and 7 expressions of sadness. In the 2017 interview, there were 12 instances, including 8 praises, 2 well-wishing expressions, and 2 expressions of sadness. Among these, praising was the most frequently used form of expression.

There is a relevance between the three studies above and this research, which lies in the focus of pragmatics studies, especially thanking expressions. However, some differences can be seen through the selection of data sources with the selected video "2023 HCA Film Awards Full Ceremony," which took place on the evening of February 24, 2023, at the Beverly Wilshire Hotel, Beverly Hills, and hosted by Tig Notaro. The event was also broadcast live on the KNEKT Television Network and streamed live on the HCA's official YouTube channel and app on February 25, 2023, which has not yet been studied.

Apart from the findings in the above research, the previous research explained various expressive speech acts from each object. However, in this study, researchers will analyze the data in detail by classifying multiple types and functions based on the videos that have been determined. They will undoubtedly produce different results from the three previous studies. Therefore, this study is intended to understand speech acts with a focus on thanking expression using the theory of Fishgadam & Zarei (2011) and Eisenstein and Bodman (1986).

## **1.2 Statement of Problem**

It is important to properly understand the expressive speech acts contained in awards events, especially thanking expressions, because it plays an important role in learning that each thanking utterance has its type and function so that there is no misunderstanding in understanding it. The audience who attended this event

can also listen to what statements or expressions are spoken by many guest stars. From the background of the study above, the researcher can conclude that two questions will be the main focus of this study, they are:

1. What are the types of thanking expression used in YouTube channel entitled “2023 HCA Film Awards Full Ceremony?”
2. What are the functions of thanking expression used in YouTube channel entitled "2023 HCA Film Awards Full Ceremony?"

### **1.3 Research Purpose**

Based on the formulation of the research question above, there are two purposes of this study, they are:

1. To find out the types of thanking expression use in YouTube channel entitled “2023 HCA Film Awards Full Ceremony”
2. To analyze the function of thanking expression use in YouTube channel entitled “2023 HCA Film Awards Full Ceremony”

### **1.4 Research Significance**

Theoretically, thanking expressions make an essential contribution in the context of theoretical research as they enable the exploration of the emotional and psychological dimensions of language and communication. By analyzing these speech acts, researchers can explore the feelings, attitudes, and emotional responses contained in language expressions, opening the door to a deeper understanding of language as a channel of emotional expression. In addition, thanking expression contributes to the study of identity and personality, allowing researchers to understand how individuals form and convey their identities through language. This analysis also contributes to the development of communication theory by adding the expressive dimension as an essential function of human communication. In cultural and social contexts, thanking expression opens a window of insight into the influence of cultural norms and social context in language expression. Lastly, the concept also plays an essential role in developing pragmatic theory by highlighting how language creates expressive effects in everyday interactions. Thus, thanking expression significantly deepens the understanding of language functions in various

contexts and provides a rich theoretical basis for linguistics and communication research.

Practically, exploring thanking expression in the “2023 HCA Film Awards Full Ceremony” event has significant practical implications for future researchers. This research could provide actionable insights into effective communication strategies, especially when addressing complex emotional topics. These insights are relevant in various fields, including media and public relations. In addition, this study examines emotional engagement techniques that equip researchers with practical tools to strengthen audience resonance and empathy. It can apply to conflict resolution, negotiation, media production, public speaking, and interpersonal communication, offering a versatile and applicable guide. Overall, this analysis provides a tangible framework for improving diverse aspects of communication and engagement in real-world scenarios.

### **1.5 Definition of Key Terms**

To provide a clearer definition and to guide the reader through the study, the following purpose terms are given here:

1. Pragmatics

Pragmatics is a branch of linguistics often used in everyday life to study how the context and purpose of communication.

2. Speech act

Speech act are the way people interact with each other to achieve various communicative purposes in different social situations.

3. Illocutionary act

An illocutionary act can be referred to as an action to do something. It is not only used to inform something but can also be used as the extent to which an event can be considered.

4. Expressive illocutionary act

An expressive illocutionary act when someone talks to show how they feel about something. It’s all about sharing emotions, attitudes, or personal opinions.

5. Thanking expression

A thanking expression when someone wants to thank another person for providing help.

