

CHAPTER I

INTRODUCTION

This chapter the researcher presents the background of the researcher, the formulation of the research problems, the objective of the research, the significance of the research, and the definition of key terms.

A. Background of the Research

Language has a function for asking and expresses an idea to each other because language is used as a tool for communication in daily life. Usually, the language used by people forgiving and asking for information with their own style depending on the situation. A lot of situation that will adapt by each other in every situation around the home, market, public office, school and many more. That's also needed control suit on the context which we stay on. Actually, we control our language by speaking that consist number of people we ought to contact.

Speaking is a way to make our idea appear to audiences which uncertain of a number of people. Therefore, speaking was divided into two ways that called by public speaking and face to face. The public speaking is an event which speech that commonly understood as speaking of a single person to a group of listeners, but for another way that called face to face is an event only consists on a single person to single person. Besides, the person whose speech usually called the speaker and for the audiences is called hearer. In this research, of course, the researcher will focus on speeches an object of analysis.

Remembering in lectures, especially the researcher as English Department Student did observe that many students had to present their material and arguments as information by public speaking as an education. Sometimes in conveying information, they had a problem with invitation and orders experience obstacles in vocabulary and word selection. Therefore, the researcher is very

interested in overcoming the problem by finding alternatives that are suitable for students who have difficulties in public speaking.

Speech is one generally appear in public speaking, one example of speech as a way to make the addressee do, or sometimes not do is consisting in speech. Speech is basic of human instinct which universal among the human culture. Nowadays, how to express students' idea in public also needed a good model like a president's speech. So, it will be helpful, if they get a good guide from the president. The president absolutely as good one alternative according to the researcher. Other than it, because the president so much, but researcher only choose Barack Obama. He has history and viral which unique to become an object. Because in 2008 he won election to the presidency chosen by the American minority because of his democratic thinking coupled with the progress of social media and re-election in 2012 and following named Time Magazine's "Person of the Year". Among the hundreds of speeches, he also includes a speech to the Islamic world that proves he is democratic and not racist which makes no doubt the quality of his speech. Absolutely, he was 6 to 10 years old, Obama lived in Indonesia with his mother and stepfather that place as same as the researcher. That also happened that make the research choice him, because Barack Obama can be an example for many students that will get in public speaking especially of speech.

On January 10 th, 2017, Barack Obama did a speech to make farewell toward the citizenry. The utterances in his speeches also make influence too. It is another way to convey his feeling, emotion, hope and the last message to someone else through by speech. The speech tries to take the hearer to the United State created by his imagination and make the hearer thinks and reacts to do something right. That is speech also gives inspiration for the learner who will get public speaking. Therefore, Obama's speech, sometimes he does not only try to apprehend the meaning of speech itself, but also the meaning of the hearer. The study of what speakers mean or speaker meaning is called pragmatics.

The pragmatics is focused on the study of meaning as communicated by the speaker. The utterances were recognized by what speaker's mean. Sometimes, misunderstanding of meaning could happen in the language users. That understanding related to the reference to the utterance or sentence. In order to understand a reference of utterance, the audience should be able to identify the contexts of utterance. Therefore, Cruse said that context is a key aspect to interpret utterances and expressions.

Some scopes of pragmatics include the study of reference, entailment and speech acts. Speech acts is a way to look out language use which performing a kind of action. Speech acts are can be founded in many ways such as daily conversation, movie, video, song, novel, public speaking, speech, short story and many more. But the researcher just focuses on speech that becomes a problem for the student in college. For that stuff, the researcher chose many types to discuss of general function. For classification that terms, Yule (1996: 53) clarifies there are 5 types of speech acts such as Directives, Expressive, Declaration, Representatives and Commissive. In this research, the researcher uses a pragmatic approach that analyses the directive in speech.

Based on (Cruse, 2000:342) Directive acts have the intention of eliciting some sort of action on the part of hearer; order, command, request, beg, advise (to), warn (to), ask, etc. That main important thing in speech. In the speech, the president does use directive with word that can be an example to the student. In this connection, the discussions will possible undesirable consequence from the listener for directives sentences. It points out that in the speech that the hearer should do something for their attainment and made some apologized or thanks. Also, it would the last he can do a speech as president followed by that chance. Thus, the researcher tries to look out a directive in his last presidential speech. To make easier discuss directive acts the research, the researcher looks at previous studies. That study is written by Anis Zulaiha about "***Directive Acts Used By The Main Characters In The Movie Script 'Around The World In 80 Days' By Frank Coraci***". In this case, she founds there are four types of paradigm cases of

directive acts used by the main characters found in the movie script “Around The World in 80 Days” by Frank Coraci; (1) Ordering (2) Requesting (3) Advising and (4) Suggesting. Besides she also found the intended meaning of directive acts uttered by the main characters in the movie script “Around The World in 80 Days” by Frank Coraci.

Everything that is the utterance which will appear can be detected by speech act analysis. Moreover, the researcher assumes that many directive words and also their meaning could be found in President Obama’s Farewell Address. It’s become one special can be analyzed. Moreover, his speech has good moral values that ask the hearer to become do something following it’s also will the last section for him. He also apologizes, gives some message, and saying thanks for United State that as long time has elected him as president. Those will be a lesson for hearer even he is not a president again for now. For that’s all reason, the researcher will do research with directive approach also hope it can be useful for the student who at university and who want to learn about public speaking more.

According to the explanation above, the researcher wants to conduct research about analysis of directive acts used speech script of “President Obama's Farewell Address”. Therefore, the researcher is going to conduct the research entitled “*A Pragmatics Analysis of Directive Acts of President Obama’s Speech Farewell Address*”.

B. Research Problem

Based on the background stated the problem that common in this research are:

1. What kinds of directive acts that are used by President Obama’s Farewell Address?
2. What kind of directive acts are the most dominant Barack Obama productions?

C. Objectives of the Research

Based on the problem of research, the researcher will take some objectives to answer the problem of the research, such as:

1. To identify the kinds of directive acts that used in President Obama's Farewell Address.
2. To find out the kind of directive acts that is the most dominant Barack Obama productions.

D. The Significances of the Research

Theoretically, the significances of study are able to show the use of directive in speech and give more information about what kinds of the directive term in this research. Probably of this research hopefully with directive analysis will be helpful for another researcher who is interested in investigating other speech which has the same topic. It also hoped this research will be useful for the English Department Student of IAIN Tulungagung as a linguistic reference which will assist them to understand and appreciate works of linguistics, especially about pragmatics approach on directive acts.

E. Scope of the Research

The research focuses on the kinds of directive acts used by the native speaker (president) Barack Obama, his frequencies and their reasons to make directive acts applied in this research.

F. Definition of the Key Terms

The researcher gives a sequence of definitions of the key to make the readers understand the words that are provided as follows:

1. Speech Acts: According to Yule (2006:118), speech acts is type of “action” performed by a speaker with the utterance.
2. Directive Acts: Directive acts have the intention of eliciting some sort of action on the part of hearer; order, command, request, beg, advise (to), warn (to), ask, etc (Cruse, 2000:342).
3. Ordering: According to Cambridge advanced learner’s dictionary (third edition), Ordering is to orders someone to do something, or orders something to be done, they tell someone to do it.
4. Requesting: According to Cambridge advanced learner’s dictionary (third edition), requesting is to ask for something politely or officially.
5. Advising: According to Cambridge advanced learner’s dictionary (third edition), advising is to give someone advice about something.
6. Suggesting: According to Cambridge advanced learner’s dictionary (third edition), suggesting is to mention an idea, possible plan or action for other people to consider.
7. Speech: According to (<https://www.dictionary.com/browse/speech>, 2019) Speech is noun that the faculty or power of speaking; oral communication; ability to express one’s thoughts and emotions by speech sounds and gesture, a form of communication in spoken language, made by a speaker before an audience for a given purpose and something that is spoken; an utterance, remark or declaration.