

# CHAPTER I

## INTRODUCTION

This chapter presents the discussion on context of the study, focus on the study, formulation of research question, purpose of the study, significant of the study, scope and limitation of the study, and definition of key terms.

### **A. Background of Research**

Language is an expression that contains the intention to convey something to others. Something intended by the speaker can be understood and understood by the listener or interlocutor through the language that is expressed. Chaer and Agustina (1995:14) the main function of language is as a means of communication. Language is also useful for rules and for expressing emotions. Humans are social creatures who must interact with each other in fulfilling various needs of life. Therefore, it is impossible for humans to live alone without interacting with other people. In everyday life, humans recognize culture and create various forms of ideas, activities, and artifacts to meet their needs. Language is one of the most important elements that influence human life and culture. Language has an important role in human life because it is the main means of communication. As a means of communication, language includes words, groups of words, clauses and sentences expressed orally and in writing.

If someone wants to convey something to another person, then what is said is the meaning or intent of the sentence. However, to convey that meaning or intention, the person must put it in the form of a speech act. Thus, one speech intent needs to consider various possible speech acts according to the position of the speaker, the speech situation, and the possible structures that exist in that language. For example, if a teacher has one intention that the fan is turned on because he feels hot, then several possibilities, he can simply say, "open that door" if it is his students who are talking. However, if he is facing fellow teachers, he will almost certainly not choose such speech acts. He will choose, "please sir, open the door a little!", or "maybe it will be fresher if the door is opened, sir!", and so on. The speech acts described have only one purpose, but

are conveyed in various utterances according to the speaker's position and the speech situation. Speech acts are more emphasized on the meaning of the action in the utterance. This is in accordance with the function of language as a communication tool, which aims to formulate intentions and give rise to the feelings of speakers.

Speech acts are found in language communication. Language is a symbol system in the form of arbitrary sounds used by a speech community to work together, communicate and identify themselves (Chaer in Subekti et al., 2013). Speech expressed by humans can be expressed orally or in writing. In oral media, the party who performs the speech is called the speaker and the speech partner is called the listener, while in written media, the speech is conveyed by the author (speaker) to the interlocutor, namely the reader. Meanwhile, for speech through the media, speakers can express their writings both orally and in writing by utilizing mass media. One of the mass media that is loved by many people, both teenagers and adults, is the internet. Many people access the internet with various needs provided by various applications. One application that provides audio-visual information or in the form of video is the Youtube application. Youtube itself is not much different from television, it's just that Youtube is an application on mobile phone where people can watch various videos that are more flexible than television and the duration of the advertisements varies, where people can skip ads on Youtube.

With so many Youtube creators in various parts of the world, this adds to the variety of creativity that Youtubers have, they can create various types of content that attract the attention/interest of YouTube viewers, such as game content (Jess No Limit), educational content (Nihongo Mantappu), make up tutorial content (Pony Syndrome), music content (RIG RIG RIG Gear Demo), and many dozens of other interesting content. One of the foreign Youtube channels that has a lot of viewers is the youtube channel that disseminates ideas in short (no more than 18 minutes) oral form, on the TEDx Talks channel. There are many topics discussed by TEDx Talks, starting from science, business, to global issues in over 100 languages. Meanwhile, independently run TEDx events help communities from around the world share ideas. Meanwhile,

TED Talks are short videos or presentations that utilize technology, entertainment, and design. TED is the organization that runs TED Talks and partners with others to share ideas. This is also the reason why the data source for this research is a video taken from TEDx Talks' video.

In pragmatic studies, speech acts are an important thing. Rustono argues an utterance that expresses a certain utterance with the results obtained by an action (Lutfiana & Sari, 2021). Rustono (1999:35) also divides the types of speech acts into 3, namely locutionary speech acts, illocutionary, and perlocutionary. The focus of this research is on only one type of speech act, namely illocutionary speech acts, because the researcher intends to examine the intent of the speech spoken by speakers in the videos on TEDx Talks' Youtube channel. Currently, TED already has a collection of more than 3,000 videos filled with various speakers, ranging from politicians, scientists, actors, to comedians. There are always new videos that are shared every day. Interestingly, all of these videos can be accessed for free through the official website or through the TED YouTube channel.

Based on the background described above, the researcher is interested in analyzing illocutionary speech acts in YouTube videos because YouTube has become a very popular communication platform in the digital era. Millions of videos are uploaded daily, and interaction between content creators and viewers through comments is an important part of the YouTube experience. In this context, understanding illocutionary speech acts in YouTube communications can provide insight into how communication occurs on the platform. Secondly, YouTube content creators have a huge influence on their audience. They can influence the opinions, attitudes and behavior of viewers through the act of speaking and interacting in their videos. By studying illocutionary speech acts in YouTube videos, we can uncover the communication strategies used by content creators to influence viewers, both consciously and unconsciously. Thirdly, YouTube allows content creators to express themselves in creative ways. They use language, visuals and other strategies to create engaging and impactful content. Research on illocutionary speech acts in YouTube videos can help identify creative communication

elements that content creators use to achieve their communicative goals, where they share various ideas "magical" and inspiring, the title is always catchy and the content is not too complicated. Overall, research on illocutionary speech acts in YouTube videos can provide valuable insights into communication on the platform, the influence of creators, the dynamics of interaction between content creators and viewers, communication creativity, and related ethical issues.

As for previous research studies, Sella Oktaviani's thesis entitled "*Tindak Tutur Lokusi dan Perlokusi dalam Dialog Film 5 Cm Karya Rizal Mantovani*". The research equation relevant to this research is pragmatic theory. The difference in this study is in terms of the subjects studied. the subject is from a youtube video, in the form of a speech or presentation about something or an idea that is worth spreading (Koiroh, Fatikhatul, Kulup, 2021). Rofita Safitri in 2015 in her thesis entitled "*Tindak Tutur dalam Komik Detektif Conan Karya Aoyama Gosho (Tinjauan Pragmatik)*" from the Islamic University of Majapahit, the difference in this research is that the previous research described all types of speech acts, while the current research only focuses on one type, and the subject is a video presentation or interview on YouTube. Research conducted by Yuniarto namely *Tindak Tutur pada Program Sentilan Sentilun* (2017). Where is this previous research including qualitative descriptive research. Previous research with this research is the same use descriptive method, the study is the same in the pragmatic field of speech act theory. However, there are some differences between previous research and this research on objects, data sources, and methods.

The topics discussed in the video are always about to share ideas with one another, both online and at TED and TEDx events around the world. Speeches that speakers or speech partners convey are not always related to information and forms of verbal clarification, therefore there is a need for more understanding when understanding the speech they convey. Thus, in order to gain an understanding beyond the meaning and context, the researcher is interested in examining illocutionary speech acts with pragmatic studies, which is a linguistic science that examines the intent and context of language outside

speech. By choosing a pragmatic study in analyzing this research, it is expected to be able to understand the meaning and context outside the speech of the illocutionary speech act. The results and discussion in this study are in the form and function of illocutionary speech acts in TED YouTube videos.

Researcher select video TEDx Talks as a source of data or research materials for several possible purposes, including:

1. Quality content: TEDx Talks are known for delivering inspirational, informative, and thought-provoking presentations on a wide variety of fields and topics. Researcher can choose this video because it contains strong ideas and ideas that are relevant to the research topic.
2. Diversity of topics: TEDx Talks cover a wide range of topics from science, technology, arts, culture, health and many more. This gives researcher access to a wide range of subjects and perspectives relevant to the researcher field of research.
3. Clarity and focus: Each TEDx presentation is limited by a short amount of time, usually around 10 to 20 minutes. Therefore, speakers are required to convey their ideas clearly and concisely. Researcher can take advantage of this clarity and focus to gain a comprehensive understanding of a topic in a short amount of time. In some cases, researcher may also use TEDx Talks videos as examples in qualitative research or as a source of quotations to support the researcher's argument.

In general, there are five types of illocutionary speech acts, namely representative, declarative, directive, commissive, and expressive (Yule in Nikmah, 2015). According to Leech (2015: 104–106) the functions of illocutionary speech acts are categorized into representative (stating, telling, expressing opinions, reporting, and complaining), directive (ordering, suggesting, and pleading), declarative (declaring, and deciding), expressive (thanking, apologizing, praising, disappointed, and likes/dislikes) and commissive (promises).

The selection of this research was based on the belief that understanding the illocutionary acts in Karen Faith's TEDx Talk speech could provide valuable insight into the dynamics of human communication. This research not

only contributed to linguistic studies, but also offered a new perspective on how language can be used to build empathy and social connection. By exploring the illocutionary acts contained in Faith's speech, it is hoped that this research can inspire other researchers to further explore aspects of communication that are in-depth and relevant in the current social context.

## **B. Statement of Research Problem**

Based on the description of the background, the formulation of the problem in this study are:

1. What kinds of illocutionary speech acts are found in Karen Faith's speech on TEDx Talks Youtube channel?
2. What are the functions of illocutionary speech acts in Karen Faith's speech on TEDx Talks Youtube Channel?

## **C. The Objectives of the Research**

Based on the formulation of the problem, the research objectives in this study are:

1. To describe the types of illocutionary speech acts in Karen Faith's speech on TEDx Talks
2. To describe the form of illocutionary speech acts in Karen Faith's speech on TEDx Talks
3. To know the functions of each type of illocutionary speech acts used in the Karen Faith's speech on TEDx Talks
4. To describe the implications of illocutionary speech acts in Karen Faith's speech on learning English.

## **D. Significant of the Research**

The findings in study are expected to be useful and relevant in some respects, both theoretically and practically:

1. Theoretically

The results of this study are expected to provide more knowledge about pragmatic studies in the form of forms and types of illocutionary speech acts in Karen Faith's speech on TEDx Talks Youtube channel.

2. Practically

Practically, this research is expected to provide benefits for various parties concerned, namely:

- a. For language research, especially pragmatics, this research is expected to be used as reference and comparison material.
- b. For general readers, especially regarding the ability to use speech acts, it is hoped that they can be used as additional material for insight and knowledge in the field of language.

### **E. Scope and Limitation of the Research**

The scope of this research is pragmatics. Problems that arise in the identification of the problem will not be studied in its entirety. This is done so that this research is focused and has a clear direction. Therefore, the researcher limits the research problem to the categories and meanings of illocutions contained in TEDx Talks' videos

### **F. Definition of Key Terms**

#### **1. Illocutionary Act**

In a speech act, the sentence uttered by the speaker always has a broad meaning both in terms of locutionary, illocutionary or perlocutionary. Austin (1974:109-120) Illocutionary speech acts are speech acts that are usually identified with explicit performative sentences. These illocutionary acts are usually related to giving permission, saying thank you, asking to offer, and promising.

#### **2. TEDx Talks**

TED is a global community that welcomes people from every discipline and culture seeking a deeper understanding of the world. Meanwhile, TEDx is an event held independently by the community under the TED license. Every TEDx event features a local speaker to share ideas with the community. Meanwhile, TED Talks are more global in nature.