

CHAPTER I

INTRODUCTION

This chapter introduces background of the research, Background of the Research, Formulation of Research Question, Purpose of the Research, Formulation of Hypotheses, Significance of the Research, Scope and Limitation of the Research, and The Definition of Key Term.

A. Background of the Research

Language is one of the tools of communications. In many forms of communications, people need language to deliver their message and also to express them. When people express themselves, they do not only produce utterances containing grammatical structures and words, they also perform actions via those utterances. For example, when someone said “can you stop by in a minute?”, he or she performed a request although the sentence he or she produced is in the form of a question. This kind of action performed via utterances is called a speech act.

Language functions as a communication tool used to convey and inquire about ideas in everyday life. Language serves to apologize and obtain information, with variations in usage depending on the particular situation such as at home, market, public office, or school. Each situation requires adjustments in language use according to the context. Language control is done through speaking, which is adjusted to the number of people who need to be contacted. Speaking is a method of conveying ideas to a diverse and uncertain audience, and therefore, speaking is divided into two

forms: public speaking and private speaking. Public speaking is speaking to a group of listeners, while private speaking is face-to-face communication between two individuals. The speaker is the person delivering the message, while the listener is the audience receiving the message.

Speech act is a basis for analysis in pragmatics area. Pragmatics is the study of speaker meaning (Yule, Pragmatics, 1996). It explains that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). The concepts are related to the action that uses language. Speech act is proposed by two languages philosopher George Yule, Pragmatics, (New York: Oxford University, 1996), named John Austin and John Searle. Speech acts are found in many works such as film, play, novel, speech and short story. Speech act is an utterance which serves as functional unit in communication. In uttering the speech, one can do other things besides purely saying something.

According to Searle, the most basic illocutionary categories consist of five different types; 1) declarative, namely speech acts that "change the world" because of what has been done, 2) persuasive, namely speech acts that allow speakers to express feelings, beliefs, guarantees, illustrations and the like; 3) Expressive, stating the psychological state of the speaker or listener, 4) Directive, namely speech that allows speakers to force an action on listeners, 5) Commission, namely speech that allows speakers to force future performance.

The use of language in communication is more important when it comes to getting listeners to do something. Precisely in the case of directive speech acts, directive speech acts are speech acts in which the speaker instructs someone to do and express what the speaker wants. Instructions are not only the meaning of sentences, but also statements, in communication sometimes the listener does not really understand the meaning of the statement uttered by the speaker. So, by learning the commandments, the listener receives the message from the speaker in communication and people understand the intended meaning of the text. The study of directive speech acts is always interesting. Directive speech acts are types of speech acts that speakers often use when speaking. Directions demonstrate a strong connection between speaker and listener. Directive speech acts are used to get the attention of listeners as much as possible in communication. The speaker uses directed speech acts to make the interlocutor do something. In their speech, speakers often use instructions, but they say them in different ways. Speakers must pay attention to the situation and context to get listeners to do what they want. The speech situation can be seen from various angles. who the listeners are, what the speakers want to convey and when they speak. The context that is most visible in the act of guiding speech is related to the listener and the relationship between the speaker and the listener. The relationship between speaker and listener can be an indicator that speakers are taking different paths to ask listeners to do something for them. That is the logical reason why directive speech acts are

divided into three specific aspects. They are: Commands, requests and suggestions. In speech it can be used for listeners. After the explanation above, the writer is interested in analyzing the directive utterances contained in the statement.

In this study, the researcher naturally focuses on language as an object of analysis. Considering that in lectures, researchers, especially students from the English Language Institute, observe that many students have to present their material and arguments as information, while public speaking functions as education. When conveying information, they sometimes have problems with requests and commands, problems with vocabulary and word choice.

Therefore, researchers are very interested in overcoming this problem by finding suitable alternatives for students who have difficulty in public speaking. Speech is one that often occurs in public speaking, one example of a speech to make the recipient do or sometimes not do something is by talking. Language is a basic human instinct that is universal in all human cultures. To bring students' ideas to the public, a good model like the current President's speech is needed. So it will be very helpful if they get good coaching from the President. According to the researchers, the word is really a good alternative. Due to the large number of presidents, the researcher chose only Donald Trump.

Donald Trump was born with the full name Donald John Trump. He was born on June 14, 1946 in New York, United States. He is the 45th

President of the United States since 2017 until now. Trump, as he is known is a real estate developer and entrepreneur who owns, manages, and licenses his name to several hotels, casinos, golf courses, resorts, and residential properties in the New York City area and around the world. Since the 1980s, Trump has also ventured into a number of retail ventures, including branded clothing, cologne, food, and furniture lines, including to Trump University, which offered seminars in real estate education from 2005 to 2010. Forbes magazine data September 2018 his wealth is as follows US \$ 3.1 billion and puts himself as the richest person number 766 in the world. Carving new history in the United States (US), Trump is the first successful businessman to become president of the United States (US). However, before he became what he is today, he had to go through many stories first. Starting from having to go to school in the military, businesses that go bankrupt, to being revived as a public figure. From the story of Donald Trump, we can make it a role model so that we don't give up easily in building a business.

This also prompted the researcher to choose Donald Trump as a role model for many students who will be speaking in public, especially speeches. On January 26, 2018, Donald Trump delivered a world economics speech in Switzerland. The words of his speech also had an impact. This is another way to convey feelings, emotions, wishes and final messages to others through speech. The speech attempts to transport the listener to the United States that their imagination created and make the listener think and react to do something right. This means that these speeches are also an

inspiration for students who will speak in public. Therefore, in Donald Trump's speeches, he sometimes tries to capture not only the meaning of the speech itself, but also that of the audience. The study of what speakers mean or what speakers mean is called pragmatics.

Pragmatics focuses on the study of the meaning conveyed by speakers. The statements are recognized by what the speaker means. Sometimes there can be misinterpretation of meaning among language users. This definition deals with references to statements or sentences. To understand language references, the audience must be able to identify the context of the speech. Therefore, Cruse said that context is a key aspect in interpreting sentences and expressions. Some areas of pragmatics include reference studies, engagement, and acts of speaking. Speech act is a way of looking at the use of language that performs an action. Speech acts can be found in several ways, for example . in everyday conversations, movies, videos, songs, novels, public speaking, speeches, short stories and many more. However, researchers only focused on language, which created problems for students. Therefore, researchers chose many types to discuss functions in general.

To classify these terms, Yule (1996: 53) explains that there are 5 types of speech acts, namely directive, expressive, declarative, representative and commitment. In this study, the researcher uses a pragmatic approach that analyzes instructions in utterances. Based on (Cruse, 2000:342), directive action is intended to provoke some kind of

action on the part of the listener; to send, to order, to request, to request, to advise (a), to warn (a), to ask, etc. This is the most important thing when speaking. In his remarks, the President used guidelines with words that could serve as an example for students. In this sense, discussion would allow unintended consequences on the part of the listener for directive sentences. This shows that in speech the listener needs to do something for his achievement and apologize or say thank you. Also, this will be the last person to speak as President after this opportunity. For this reason, the investigator tries to see the course of his last presidential speech.

As a consideration and reference in this research, researchers present several research studies that are relevant to this research, the first is research from Halinda (2020) which shows that there are four speech acts used by Hanan Attaki, namely ordering, commanding, advising, and recommending. There is also a form of directive that does not appear at all or is not used by Hanan Attaki when lecturing is directive begging. There are two dominant forms of directive speech acts used by Hanan Attaki, namely ordering and commanding.

In line with this research, the results of Herlinah's research (2020) which conducted a study related to illocutionary acts in the film "Mecca I'm Coming" showed that there were assertive, directive, commissive and expressive illocutionary speech acts. Then the function of illocutionary speech acts includes competitive, convival, and conflictive functions. In contrast to Indarti's research (2019) which examines the use of directive

speech acts that examine their use in upper and lower class society in the novel “Crazy Rich Asian” the results of the study show that upper-class people use directives as orders to their employees while lower-class characters use directives in their work.

Some previous studies that are relevant to this research have different objects and results, the objects commonly used are movies, speeches of President Joko Widodo, and lectures from religious figures, novels. So it is necessary to study the illocutionary acts related to directive speech acts in the speeches of major world figures which in the context of this study is the speech of Donald Trump as the former President of the United States of America held in Davos Switzerland.

In addition, the Analysis of Directive Speech Acts in Global Economic Speeches of Donald Trump's speeches, among others, became the topic of study for the following reasons: First, from the pragmatic side of the research, directive speech act is a crucial language component. Context determines the meaning of a phrase. Second, a literary work with dialog and narration, one of which is speech, most likely contains directive speech acts. Third, the researcher hopes to communicate the importance of the character's speech in Donald Trump's speech about the state of the world economy. Fourth, based on general interpretation, this speech contains directive speech acts. Fifth, the President of the United States and Davos are among the figures in the speech.

Based on the brief explanation related to the definition of illocutionary speech acts, especially directive speech acts, the importance of the study of Donald Trump's speech in the Global Economic Speech, as well as several previous studies relevant to this research. So it is interesting to do a study related to directive speech acts in Donald Trump's speech. Thus, the researcher conducted a research study with the title “DIRECTIVE ACT ANALYSIS OF DONALD TRUMP SPEAKING AT THE 2018 DAVOS PIDATO”.

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 in President Donald Trump's speech?
- 2) What are the function of the directive speech act used in President Donald Trump's speech?

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 Donald Trump's speech.
- 2) To find out the functions of the directive speech acts in President Donald Trump's speech.

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 UIN Sayyid Ali Rahmatullah 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) Donald Trump, 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. 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.