

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Communication is a process of sending and receiving information through words or symbols from the sender into the receiver to understanding each other. To convey the intention of communication, people deliver their thoughts differently through language, because they create different perceptions for their communication participant. Generally, individuals or groups involved in communication use media to communicate their feelings or thoughts (Katz, Haas and Gurevitch 1973). Language has a large part to build relationships and associates between people.

In the current state of the world, communication easily performed through media; even direct or indirect communication. Many media can be used as a language medium as long as the same manifestation of the idea is possible in the language itself. This century's popular communication media is *YouTube*. YouTube is a video communication platform that allows people to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. Each user has a different channel to share their contents; one of the channels that share educational video is National Geographic.

National Geographic is the world's premium destination for science, exploration, and adventure. Every video in this channel gives educational experiences because it was made by world-class scientists, photographers, journalists, and filmmakers. According to Boyd (2014), most of the comments are part of multi-stakeholder conversations that show the interaction between users. It is relevant to this study because there is a comment column on YouTube. The comment column shows the response of YouTube viewers so that it relates to the interaction between each other or between the participants.

Communication is a function of language and it is carried out by speech in spoken language. This function is studied through pragmatic. Pragmatic is a study of meaning as communicated by the speaker and as interpreted by the addressee. According to Yule (2010), pragmatic is the study of the expression of meaning in relative distance to identifying the relationship between linguistic forms such as purpose, goal, and intention. The utterance that delivers a purpose in communication is speech act (Austin 1969). The speech act can be performed in everyday life such as greeting, apologizing, and requesting. He also stated that there are differences in perceiving a speech act by differentiating a speech act into a locutionary act, illocutionary act, and perlocutionary act.

The illocutionary act is a basic unit of language and produces the token in the context of a speech act not the word, sentence type, or the theory (Searle 1985). Afterward, the analysis of a particular illocutionary act succeeds it may provide the basis for a definition. Some of the English verbs and verb phrases associated with illocutionary acts are stated, assert, describe, warn, remark,

comment, command, order, request, criticize, apologize, censure, approve, welcome, promise, express approval, and express regret. Austin (1969) stated that there are over a thousand expressions of an illocutionary act in the English language. Illocutionary acts deal with what the speakers mean by saying the utterances. Speakers have many techniques for delivering the same message, which means something different with more than one interpretation, while two or more statements can have the same interpretation. Thus, overlaps are often found in the categorization of pronouncements in terms of illocutionary acts. There are five types of illocutionary acts, namely representatives, directives, commissives, expressives, and declarations (Searle 1985).

According to Zhou (2012), many ways of researches write, and report on information to be presented in mass media, including print media, electronic media, and digital media. The information presented in the digital media is YouTube, there are some reasons to make YouTube as the popular digital media, for example, to play the constructive in nowadays life, and give the influences worldwide. Instead of documentary video and journal of wild-life, National Geographic presents the Explorers Festival as a talk show. The talk show is about the world's most innovative scientists, conservationists, and storytellers who share their solutions for creating a more sustainable future. In addition, there are three speakers who are involved through the Explorers Festival in 2019. All of them speak into the audiences using their own delivery method of language.

The study adapted from the research by Zakiah (2018) about the usage of an assertives illocutionary act in the interview between Charlie Rose and Jack Ma at the World Economic Forum. Jack Ma is a success in business mostly in China, the interview held at World Economic Forum. In Zakiah's research, she conveyed directly or indirectly in Jack Ma's words. Mostly, Jack Ma use stating in his speaking as the interviewee and the research stated representative type is dominantly performed.

Auliya (2018) written a research about the illocutionary act performed by Donald Trump during the U.S presidential election in 2016. She analyzes Donald Trump's immigration speech and finds that Donald Trump wants to convince people in order to believe in his all statements and votes for him as the next president of the United States. She found Donald Trump's speech performing assertives as the most type of illocutionary act; it refers that Donald Trump's warrant to strengthen his argument.

President does not only give promises to advance a country, but the president does to deal with problems within a country (Angelina, 2017). Her research presents the illocutionary act used by Rodrigo Duterte in his inaugural speech in the Philippines. Her finding which is representative type mostly performed, it is represented that Rodrigo's speech wants to build a good relationship with the Philippines people to convince them that the leadership style he takes is the best leadership style to make the Philippines better.

Another research is written by Saputro (2015), though ideally expected the speech of President Joko Widodo fluently; it is not always delivered well, the

question is about as the part of politician person how President Joko Widodo gives and explain about Indonesian culture face up APEC. There is comparing speech but at different times, so that is only comparing two speeches in a person.

Seha (2018) stated in her research that talk shows give a chance to many great guests to share and obtain information such as, Mata Najwa as a popular program invite Basuki Tjahaja Purnama (Ahok). Ahok governor of Jakarta at that moment, but he has several problems. This research analyzes both Najwa and Ahok's speech during this talk show. Seha found representative and expressive are more used by Najwa and Ahok in that convention in front of the audiences.

Based on the previous researches, the writer found the gaps among the five kinds of research above. There are many attempts such as the other researchers' only state one or two speakers not analyze the illocutionary in groups. One of them, Seha (2018) analyzes the illocutionary act performed in conversation, but it little bit assures so, the writer research more people. Auliya (2018), Angelina (2017), Saputro (2015), and Zakiah (2018) conduct their study from extraordinary people who have the power to affect more people to focus on the speakers. The speakers such as, Donald Trump, Rodrigo Duterte, Joko Widodo, and Jack Ma present the speeches those are have strong utterances. This study is made to cover shortcomings from those five kinds of research above. The writer is looking for speeches spoken by different people but in the same forum and topic directly. Moreover, the other study focused on a political person but in this study stated ordinary people can change the audience's mind by his or her statements and utterances. Another reason is looking for the differences while the speeches have

spoken directly or indirectly to suggest the audiences and viewers. The previous researches didn't take the source from YouTube video while several of the researches use the video, but it takes from another source.

It is interesting to conduct research on illocutionary acts in "Tracking Plastic Sea to Source" by National Geographic in its YouTube Channel. The writer wants to know the illocutionary act performed in same event but different people to speak and speech. This video portrays the real life of speakers. Furthermore, the speakers in the videos similarly use language as people in the real society do. They use language as a purpose to deliver their argument according different occupation. They use language to communicate their feelings and emotions (Aitchison 2003). The utterances in a video are produced naturally. Thus, language use can be observed and learned from video.

## **1.2 Statement of the Problems**

Based on the background of the study, the writer formulates the problems about illocutionary acts in the National Geographic Video "Tracking Plastic Sea to Source". The research questions are:

1. What are the illocutionary acts used in "Tracking Plastic Sea to Source" video?
2. Why does the most dominant type of illocutionary act occur in the video of "Tracking Plastic Sea to Source"?

### **1.3 Objectives of the Study**

According the statement of the problems, the writer intends to:

1. To find out the types of illocutionary acts that exist in the speeches from different speakers based on their occupation in the entire video.
2. To find out the most dominant type of illocutionary acts occurs in the video uttered by different speakers.

### **1.4 Significance of the Study**

This study offers both theoretical and practical significance. Theoretically, the results of this study can help to enrich the theories about the illocutionary acts, especially spoken by different background speakers according their occupation. This study can help to know how the language is used to carry out actions, why the actions should be performed, and how the viewers can listen then comprehend illocutionary acts on some speeches. Practically, the findings about their speeches which are correspondent or comparing can give beneficial source as reference. The writer can refer the theoretical base to analyze illocutionary acts as the part of speech act that performs on different context.

### 1.5 Definition of Key Terms

Speech act:	The utterances that deliver a purpose in communication (Jarasch, Jamai, and Gumus 2014).
Illocutionary act:	Basic unit of language and produce the token in the context of a speech act not the word, sentence type or the theory (Searle 1985).
Speech:	The communication messages orally; however, we can communicate messages in other forms, including via written text (McLeod and McCormack 2015).
Speaker responsibility:	The term that indicate the speakers' abilities based on their backgrounds to utter the relevant speech (Paterson 2019)
Speaker:	A person who produces the utterances and delivers into the audiences (Vlach 2014).
Utterance:	An event of becoming; as an active response; as a position-taking towards other positions; and as an encounter with the other (Haye and Larrain 2011).