## ABSTRAK

Tindak tutur adalah sebuah fenomena yang dapat ditemukan di acara perdebatan, dialok, pidato akademik bahkan di dalam pidato politik. Menurut Rzadkiewicz (2009), pidato merupakan bagian dari acara public yang tertulis atau menggunakan bahasa isyarat. Skripsi ini berbasis area studis pragmatic yang mempunyai tujuan untuk mengidentifikasi tipe tindak ilokusi dan untuk mencari efek perlokusi yang ditemukan di dalam tipe dominan tindak lokusi. Penulis menggunakan teori dari Searle (2005) tentang tindak lokusi. Searle (2005) memperluas konsep dari tindak tutur bahwa tindak ilokusi dapat dibagi menjadi lima tipe, yaitu deklarasi, representatif/asertif, directif, komisif dan ekspresif. Penulis menganalisa efek perlokusi yang dapat dilihat dari komen-komen *Youtube* dengan menggunakan teori dari Austin di Oishi (2006) dan Sbisa (2007). Berdasarkan Austin di Oishi (2006), tindak perlokusi berkaitan dengan efek dari pengucapan kalimat. Sbisa (2007) menyimpulkan bahwa dalam menyampaikan tindak perlokusi, pembicara juga memberikan beberapa efek. Singkatnya, tindak tutur pembicara harus mempunyai tujuan perlokusi. Tujuan dari skripsi ini juga untuk menerangkan kepada pembaca bahwa Mark Zuckerberg mempunyai beberapa tindak ilokusi dan beberapa efek perlokusi di dalam pidatonya. Penulis menggunakan metode kualitatif untuk mengumpulkan data dimana yang sudah diterapkan di dalam tujuan penelitian. Penulis mengumpulkan data dengan cara mengunduh video dari akun resmi *Youtube* Harvard University. Penulis menemukan sekitar 209 tipe tindak ilokusi di dalam skripsi ini. Asertif merupakan yang paling dominan dengan frekuensi sekitar 174 (69.9%), lalu diikuti dengan direktif sekitar 10 frekuensi (13%), komisif sekitar 7 frekuensi (7.5%) dan ekspresif sekitar 8 frekuensi (9.6%).

**Kata Kunci**: Efek Perlokusi, Pidato, Tindak Ilokusi, Tindak Tutur, Tipe Tindak Tutur.

# CHAPTER I

# INTRODUCTION

## 1.1 Background of the study

Speech is a formal address or discourse which is given to an audience. According to Rzadkiewicz (2009), speech is a kind of public form such as written or sign language. She divided speeches into three types, they are informative speeches, persuasive speeches, and special occasion speeches. Rzadkiewicz (2009) also explained that an informative speech provided the audience with some sort of information. Hence, the speaker educates the audience about the topic, and that topics may be an object, and even, a concept or a procedure. Rzadkiewicz (2009) also believed that a persuasive speech usually attracts audiences' beliefs and/or attempts to change the existing points of view, or at least recognizes the importance of opposing viewpoints. Consequently, she also stated that persuasive speeches are the most difficult to deliver because they often use controversial topics to their speeches when the audiences already have strong opinions. Moreover, special occasion speeches are the ones that are usually used in the myriad of special occasions in life, for example, birthdays, anniversaries, graduations, weddings, bar mitzvahs, christenings, award presentations, retirement dinners and funerals (Rzadkiewicz, 2009). In performing their speeches, speakers usually use speech act to deliver their utterances.

Speech act is a phenomenon that could be found in debates, dialogues, academic speeches, and even in political speeches. Speech act is an action implemented through

1

utterances. In English, it is generally given more particular appellation, such as apologies, compliments, grievances, commitments, invitations, or solicitations (Yule, 1996). Moreover, Aithcison (2003) stated that speech act was like an act that performed several utterances. Additionally, she also said that when someone said a combination of words, the effects of those words would be achieved by the hearers. In brief, a speech act can affect the action to achieve certain purposes in particular circumstances.

The speech act theory was introduced in 1975 by an Oxford philosopher J.L. Austin through his famous book "How to Do Things with Words", and the theory is further developed by an American philosopher J.R. Searle (Malmkjaer, 2010). In the effort of comprehending the utterances in communication, Austin (1962) explained in his speech act theory that voice functions as a communicative act in which speakers act in a particular context through their utterances. Thus, Green (2017) stated that speech acts are used to perform these kinds of utterance: requests, warnings, invitations, promises, apologies, predictions, etc. Furthermore, according to Green (2017), these acts are the cornerstones of a communicative life, but they have only become a focus of sustained study in the middle of the Twentieth Century, at least in the English-speaking world. People make utterances that deliver the context of their utterances; it is the way they want to express the sentence. To express an utterance, it usually needs a speaker, a hearer, a time of utterance, and a topic for utterance.

The idea of logical positivism in the 1930s, which argued that explaining true or false statements was the main function of a language, was rejected. Nevertheless, the empirical thought brought the theory of speech actions into life in the mid-1950s with the seminal work on J's speech activities (Malmkjaer, 2010). Two language theorists, Austin and Searle, were interested in meaning, use, and behavior. Speech act represents a key concept in pragmatics that can be broadly defined as the use of language in the context, with taking into account the verbal and non-verbal contributions of a speaker and an addresser to the exchange of meaning in interaction (Malmkjaer, 2010). Accordingly, Green (2017) explained that Searle had the opinion that Austin's classification rules were vague. For example, behaviors tend to be a heterogeneous category of unified values, likewise, describing types that emerge as expositives and verdicts while others expect that taxonomy categories are explained more exclusively. Moreover, Austin's brief explanation of each category does not provide a clear direction that can be defined along with its most fundamental lines. Green (2017) also explained that Searle had proposed a new definition of speech acts based on relatively clear differences in principles. To broaden understanding of Austin's theory, the writer gives the Searle's concept of illocutionary acts in the following explanation.

Although both speech act theories by Austin and Searle were not designed to examine the stretches of conversation in social interaction, they provided the foundation for the analysis of social action. Austin (1962) proposed a three-way

taxonomy of speech acts. He divided speech acts into three parts, they are locutionary act, illocutionary act and perlocutionary act. According to Austin (1962), locutionary act is the act of expressing linguistic equipment, like grammar and sound within an expression, the absolute construction of an utterance. Likewise, Cutting (2002) stated that locutionary act is the arrangement of the words spoken. On the other hand, according to Austin (1962), illocutionary act is the utterance that is applied to performing action, and it commonly uses certain sentences. It is defined as an illocutionary force or a proposed spoken action that is socially valid. The similar proposals could express different activities in specific situations because these two acts, illocutionary and locutionary, are independent. Furthermore, perlocutionary act is the impact of the pronouncements on listeners, and the absolute impact of the speech acts, such as persuading, scaring, and making someone do something or understand something (Austin, 1962). Austin in Oishi (2006) explained that perlocutionary acts were related to the effect of uttering sentences. He also added that when a speaker delivers the illocutionary acts that have several effects, it has a meaning and from the perlocutionary acts presented by pronouncing the sentences, whereas it can conduce certain effects. Sbisa (2007) concluded that in order to present a perlocutionary act, a speaker has to deliver several effects, while the speaker's speech act should have a perlocutionary goal.

Searle (2005) adopted the speech act concept by Austin and developed more theories of speech act by recognizing the shapes required for the implementation of

speech act. Therefore, Searle (2005) stated that when people speak, they implement three different acts, they are utterance acts, propositional acts, and illocutionary acts. The utterance act involves the uttering words series. At the same time, under certain circumstances, and with certain purposes, propositional and illocutionary acts deal with uttering words. Moreover, Searle (2005) divided speech act into five types as a classification system. It was divided into declarations, assertives, expressives, directives, and commissives. Firstly, declarative is a variety of speech acts that could change the world by using utterances. Secondly, assertive is a variety of speech act that declares about a speaker's belief by using examples like statements of fact, assertions, conclusions, and descriptions. Thirdly, expressive is a variety of speech acts that declares about the speakers' feelings. Fourthly, directive is a variety of speech act that is usually used by a speaker to ask someone to do something. Lastly, commissive is a variety of speech act that is usually used by a speaker to present him/her to perform some action in the future (Lee, 2016; Searle, 1976).

On the other hand, Vanderveken and Kubo (2002) explain that a speaker uses the assertive type when he/she wants to represent how things are in the world. A speaker uses the commissive type when he/she wants to commit to doing something. Meanwhile, a speaker uses the directive type when he/she wants the hearer to do something. And, a speaker uses the declarative type when he/she wants to change the world by uttering what they want to do. And finally, a speaker uses the expressive

type when he/she wants to represent their attitudes about the purposes and the world fact by using their expression utterances.

The area of the study in this undergraduate thesis is using pragmatics. Pragmatics linguistic theories that understand speeches include recognizing the intention of the speaker. Licea-Haquet et al (2018) stated that a significant strategy to the research of a speaker's intention in speeches is the example of the speech act theory. It corresponds to the conversational statements that involve the execution of various acts, like a promise, order, and suggestion. In the area of pragmatics, many problems can be explored, such as deixis, assumptions, principles of cooperation, implications, speech acts, and their kinds are included in the area of pragmatics.

Pragmatics is concerned with the study of language which can be expressed by the speakers or writers and can also be perceived by hearers or readers (Yule, 1996). In a brief, Yule (1966) specified that pragmatics is also known as the study of understanding a speaker's meaning, contextual meaning, and the way a speaker communicates, rather than understanding what is said, and the sense of comparative distance. Furthermore, he also stated that pragmatics study is the connection between the linguistic lines and the operator of the lines. Yule (1996) added that the advantage of studying language by using pragmatics method is knowing the purposes of the speaker's utterances, the assumptions of the speakers, the objectives of the speakers, and the types of acts that they want someone to do (the example of requesting).

There are various studies about illocutionary acts throughout the years. Most of them discuss political speech, like in Ismail (2013), he analyzed about illocutionary acts on Jokowi's speech campaign. Ismail aimed to analyze the speech and identify the most dominant illocutionary acts used in the speech campaign. Ismail also examined the reason for the use of specific illocutionary acts in Jokowi's speech campaign. From the study, he obtained 5 types of illocutionary acts used in the speech. Furthermore, he discovered that representative act was the most dominant illocutionary act because it appeared more frequently during the speech campaign. The reason for using more representative act in the speech was because Jokowi was pursuing his improvement program for Jakarta citizens. Meanwhile, Wikantyas (2017) explained and identified the type of assertive illocutionary acts found in Barack Obama's speech and interview with the Islamic center's development. The result of the study showed that there were 3 types of assertive acts used by Barack Obama in his speech; they are statements, assertives, and reports. In that study, the most frequently occurred illocutionary act was the assertive act. Lastly, Auliya (2017) explained about the illocutionary acts on Donald Trump's speech campaign. She aimed to analyze Donald Trump's campaign speech and attempted to find out the reasons for the use of the most dominant illocutionary acts in the speech. From that study, Auliya concluded that assertive is the most dominant illocutionary act that appeared in the speech.

In this current study, the writer focuses on illocutionary acts that occurred in Mark Zuckerberg's Harvard Commencement Speech 2017. Being born on May 14th, 1984, Mark Elliot Zuckerberg is considered as one of the most powerful people in the world. He is well-known as the CEO and the president of Facebook, Inc. Besides, he is also acknowledged as the American magnate, an internet enterprise, and a philanthropist. In 2004 at Harvard University, a 19-year-old Mark Zuckerberg succeeded to create a digital social media known as Facebook. Through further researches, in May 2012 he published his multibillion-dollar company, Facebook, to the world. According to Forbes Magazine, Zuckerberg is the seventh-richest billionaires in the world in 2020. Other than that, he is also listed as an influential investor by Forbes Magazine. Currently, Forbes Magazine mentioned that Zuckerberg still had 15% of Facebook shares. He has become very influential that even though he had dropped out of Harvard University in 2005, he was invited to deliver a prestigious speech at Harvard Commencement 2017.

The writer uses three similar theories from the experts in this study; first theory is about the concept of speech act by Austin (1969) that speech acts can be divided into three parts, which are locutionary, illocutionary and perloctionary acts. Thus, the writer uses the concept theory of illovcutionary acts by Searle (2005). He expanded the theory of illocutionary acts that can be divided into five parts, which are assertive, directive, commissive, expressive and declaration. Furthermore, the next theory is

from Sbisa (2007) about perlocutionary acts as a supporting theory. Sbisa (2007) deduces the concept theory of perlocutionary acts that proposed by Austin (1969).

The writer is interested in analyzing Mark Zuckerberg's speech because he is one of the most successful entrepreneurs who established a big company called Facebook. In that speech, he gave some sort of motivation to the audience. He was able to influence and convince the audience to become a successful entrepreneur after graduating from college by using illocutionary acts. Therefore, the writer is interested to analyze his speech act at Harvard Commencement 2017, especially the illocutionary acts contained in his speech.

The differences between this study and the other studies are on the research object. Most of the previous studies use political speech as the object of the research, while the current study uses academic speech. Moreover, the research gap between this undergraduate thesis and the previous studies lies in further discussion about the perlocutionary effect that has never been discussed before. Therefore, this current study also analyzes the perlocutionary effect that occurred in Mark Zuckerberg's speech.

This thesis analyzes the different usage of illocutionary acts contained in academic speeches and political speeches, and the reason for the differences, considering that both speeches use similar theories. Additionally, this thesis identifies the most dominant illocutionary act used by Mark Zuckerberg during his speech at

Harvard Commencement 2017. This study aims to identify and categorizes the types of illocutionary acts, identify and explain the function of the most dominant illocutionary act implemented in the speech. Concerning the previous theories, the writer attempts to identify the most dominant illocutionary act that occurred in Mark Zuckerberg's speech at Harvard Commencement 2017. The writer also presents the percentages of every illocutionary act type, which are declaratives, assertives, expressives, directives, and commissives.

## 1.2 Statement of the problems

According to the background of the study, the writer formalizes the problems about illocutionary acts that occurred in the Mark Zuckerberg Harvard Commencement Speech. The research questions are:

1. What are the types of illocutionary acts found in Mark Zuckerberg's speech?

2. Why does perlocutionary effect occur in the most dominant types of illocutionary acts?

## 1.3 Objectives of the Study

1. To identify and categorize the types of illocutionary acts implemented in Mark Zuckerberg's speech entitled "Harvard Commencement Speech".

2. To analyze the cause of perlocutionary effect occurrence in the dominant type of illocutionary acts implemented in Mark Zuckerberg's speech.

**1.4 Significance of the Study**

The purpose of this study is divided into two; they are theoretical and practical purposes. Theoretically, it could give more knowledge improvements about speech acts, especially illocutionary acts for the readers. The writer hopes that this study could help readers to increase their understanding of pragmatics by defining speakers' utterances in speeches. Furthermore, the writer also hopes readers could understand the way the concept of argumentation applied in this study reinforces the importance of the speaker's utterances.

Moreover, the writer hopes that this undergraduate thesis could expand related studies. Practically, the writer hopes that this study could be used as a reference for the next further research related to speech act, especially illocutionary act. In other circumstances, the writer hopes that many researchers will use this approach to analyze speech acts data on their analysis of speech acts especially illocutionary acts in various contexts for a theoretical basis. Lastly, the writer hopes that this study could help entrepreneurs learn and investigate the entrepreneurship strategy.

**1.5 Scope and Limitation**

Many experts present different classification of speech acts. Nunan (1993) states that speech acts are frugally things that people perform through language, such as excuses, complains, instructs, agrees and warns. Thus, Yule (1996) states that speech acts are the action presented through the utterances. The experts concur that speech acts can replace the action to the utterance distinctive purposes of certain

situation. Furthermore, Austin (1969) also says that speech acts can categorize into three parts, which are locutionary, illocutionary and perlocutionary acts. Hence, Searle (2005) expanded the concept of illocutionary acts that can be classified into five parts, which are assertive/representative, directive, commissive, expressive and declarative. Furthermore, Leech (1996) classifies speech acts as competitive, convivial, collaborative and contentious.

Regarding to the issue above, this study only limits the analysis of speech acts specially illocutionary acts in the speech that chosen by Mark Zuckerberg. Also, this study analyzes the meaning of the speech in order to get an extensive understanding as well as the effects of the dominant type of illocutionary acts. the gap between this undergraduate thesis and previous study is in the previous undergraduate thesis was not discussed about perlocutionary effect yet, so that the current study analyze about the perlocutionary effect that happen caused by Mark Zuckerberg's speeches.

## 1.6 The definition of key terms

- Speech Acts: the utterances delivered by a speaker that do not only give the information but also implement the action (Yule, 1996).
- Illocutionary Acts: the utterances that are applied to perform an action, and are usually done by using certain sentences. It is defined as an illocutionary force or a proposed spoken action (Austin, 1962).