

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research problems, objective of the study, significance of the study, scope and limitation of the study, key terms of study.

A. Background of the Study

As social beings, communication is the important aspects of socialization. People would like to have interaction with others to show their existence in the world by using communication. What happen if the world without communication, people will faced difficulty in environment. Communication consist between two persons or more. Communication is the activity when people want to convey information or idea that they have. When the communication occur, language will take a part as a tool. That's why the language is very essentials for communication.

Language is important part in communication as a bridge of how someone want to express something from one to another by utterance. Gimson (1980) stated that language is a system of conventionalized signals used for communication by whole community. The definition also supported the idea that language is important for the community to convert their thought into form of words which can be delivered to others in order to build the relationship. Another definition comes from Wibowo (2001:3), language is a system of symbols that are meaningful and articulate sound (generated by said tool) that are arbitrary and conventional, which is used as a means of communication by a group of men to

give birth to feelings and thoughts. There are several branches of linguistics to study the use of language, one of them is pragmatics which has special bond with how language is used in the interactional context. Pragmatic tells about people's imply meanings, their purposes or goals, assumptions, and the kinds of actions in Tutuarima, Nuraeningsih, and Rusiana (2018). Yule (1996:3) has cited that Pragmatics deals with the study of meaning as communicated by speaker or a writer and interpreted by a listener or reader. It concludes that pragmatics not only deals with what word means, but also deals with what speaker means. In short, pragmatic is the study of the aspects of meaning and language that are dependent on the speaker, the addressee, and other features of the context of utterances. When people want to convey information or idea, sometimes they do a speech to convey them. Speech is the ability to speak in front of the public to express their opinion or give an idea about something important. When expressing the speech does not only provide information but at the same time also to take action. Action inherent when we are revealing something that is called a speech act.

Realizing the phenomenon, some linguists like John L. Austin and Searle also the other experts start to pay attention to the broader meaning of an utterances delivered by the speakers. The study that commonly appears is speech act. The speech act theory enables us to explain the words uttered by speakers rather than merely describe some of their most significance features. There is an example, when someone says, "I will be the winner in the next contest". By hearing that sentence, we grasp the words' meaning but at the same time we also trying to find

the intention of the speaker by saying so, the intention could be a promise, prediction, or a threat.

Pragmatic is one of the linguistic study which discussed language meaning depend on the context. Pragmatic consists of speech act which is the main focus in this study. Pragmatics explains how to use the language in context and the way in people produce then understanding the meanings through language. In short, pragmatics tells about people's imply meanings, their purposes or goals, their assumptions, and the kinds of actions (Tutuarima, Nuraeningsih, and Rusiana 2018).

Speech act firstly introduced by Oxford Philosopher John L. Austin in his book *How to Do Things with Words* (published posthumously from William James Lecture in (1962). Austin presented a new framework of analyzing meaning (correlation between language principle and its meaning), the situation where the speaker says something to the hearer, they do not only deliver utterances, but also do something in which to support their intention to the hearer. Austin depicted the concept of act, the experts introduces the concept of Locutionary, Illocutionary, and Perlocutionary act (1962). Locutionary act is a kind of uttering certain utterance with certain sense and reference, it is including the act of pronouncing sounds, the act of uttering words or sentence according to the rules of the language they are belong, and the acts of uttering a sentence. The other expert like Cutting in (2002:16) states if locutionary is what is said.

Speech Act are shows that when people use language, they are represent kind of action. There are some classification systems lists types of general

function performed. According to Yule in (Januarini n.d.) there are one general classification which is illocutionary system lists five types of general function performed by speech acts. The first type is Declarative, are those kinds of speech acts that change the world via their utterance (example: I name this ship Oasis). The second is Assertive or as known as Representative, are those kinds of speech acts that state what the speaker believes to be the case or not (example: the earth is flat). The third aspect is Expressive which is those kinds of speech acts that state what the speaker feels (example: thank you!). The fourth is Directive which are those kinds of speech acts that speakers use to get someone else to do something (example: don't touch that!). The fifth is Commissive are those kinds of speech acts that speakers use to commit themselves to some future action (example: i'll be back). Those are some classifications from the expert to explain about the speech acts function.

According to Searle (1979) describes five general ways of using language. There are five general categories of illocutionary act; the speaker tell to the audience how the things are, commit the hearer to something being the case (Assertive/Representative), the speaker try to get people to do something or try to make the addresses perform an action (Directive), speakers commit to doing something in the future like promising, planning, vowing, betting, and opposing (Commissive), the speaker express their feelings and attitudes about the situation such as thanking, apologizing, welcoming, and deploring (Expressive), and bringing out the changes in the world through our utterances which represent (Declarative).

There are some reasons why the researcher chooses this topic as the research. First, the speech act is important to learn. According to Hussein (2019), the speech acts learned by EFL English to develop their ability to succeed in academic or social communication. Moreover, it is considered in each aspect of life, as well as having different world of context gives impacts to illocutionary act (Prastio, 2020). The researcher chooses Sundar Pichai's speech because he is one of the influential person in the world of technology. Second, Youtube is the world's most popular online platform, has transformed from a video-sharing site into a job opportunity. Based on the previous study, most of the relevant studies focus on the speech act in the speech context like election speech, debate, conversation in the movie, etc. The researcher also wants to find the speech act of Sundar Pichai's speech utterance with the theory of speech act by Searle (1979) and Yule (1996).

Sundar Pichai as the speaker of the speech in the event of Dear Class 2020 known as a successful innovator, also one of the guest star for the event. 'Dear Class of 2020' is YouTube's graduation ceremony event that already held on June 6, 2020. Students will not be able to attend graduation ceremonies in the current coronavirus pandemic, and so, a virtual graduation has been organised considering the safe social distancing norms. 'Dear Class of 2020' is a virtual graduation event hosted by YouTube to celebrate all the students graduating .

B. Research Problem

Related to the the background stated the problems that appear in this research are:

1. What speech acts categories are found in Sundar Pichai's speech?
2. What speech acts category is the most dominant and the effect of speech acts?

C. The Objective of the Study

From the problem analysis, the writer will take some objectives to answer the problems of the analysis, they are:

1. To find out and describe the speech acts categories found in the speech of Sundar Pichai.
2. To find out and describe the most dominant category and the effect of the speech acts.

D. Significance of Study

The result of this research have a purpose in theoretically to give an example for pragmatic learner in classifying pragmatic theory into an object such as a speech. This analysis can give some information about speech act contained in Sundar Pichai's speech. Also, this research intended to be usefull in practically, such as helping people in reviewing the influential figure speeches through linguistics review.

E. Scope and Limitation of the Study

When analyzing a source data like a speech, there will so much materials found to be analyze, so this study focused in the analysis and identifying the speech act found in Sundar Pichai's speech in the online event of Dear Class 2020, by using speech act theory from John Searle (1979) and George Yule (1996).

F. Definition of Key Terms

In order to clarify the key terms used in this research, some definitions are put below:

1. Pragmatic

Pragmatic is the study of those context-dependent aspects of meaning which are systematically abstracted away from in the construction of content or logical form.

2. Speech Acts

There are some explanation from the experts about speech acts. Speech acts is the lesson about the meaning behind words or utterances that represent the action when the interlocutor or listener accepted.

3. Speech

Speech is an activity that is speak in front of people about idea, opinion, information. Beside those kinds of aims, speech also to train someone's self confidence when they speak up in front of people.

4. Sundar Pichai

The subject of this research is Sundar Pichai. As an influential figure, the researcher choose his speech to be analyze because it will motivated, inspired the audience. Sundar Pichai is the current CEO of Google and Alphabet. Known as a successful innovator, he focuses on developing new products and services at Google. Pichai serves on Alphabet's board of directors. He is one of the guest for Dear Class of 2020 event to give speech to the audience in all around the world.

5. Dear Class Event

'Dear Class of 2020' is YouTube's graduation ceremony event that already held on June 6. Students were not able to attend graduation ceremonies in the current coronavirus pandemic, and so, a virtual graduation has been organised considering the safe social distancing norms. 'Dear Class of 2020' is a virtual graduation event hosted by YouTube to celebrate all the students graduation ceremony that year. There are some guest who give speech include Barak and Michelle Obama, Lady Gaga, Sec. Robert M. Gates, Sec. Condoleezza Rice, Malala Yousafzai, the K-pop group BTS, and the CEO of Alphabet and Google, Sundar Pichai.