CHAPTER I

INTRODUCTION

A. Background Of Study

The attitudes and behaviours of a country are impossible to separate into two important parts related to language and culture, which are representative of a country (Hutajulu & Herman, 2019; Situmorang & Herman, 2021). All these influences certainly bring the role of language which is considered a container in a means to represent the expression of the reality of a culture itself. Cultural and language differences are related in many ways. This is influenced by several factors that are most dominant in having an impact, namely cultural changes and the mindset of the community itself. The form of one of the language skill activities that can be done is to communicate effectively.

Lumbantobing et al. (2020) argue that language skills in communication can be divided into two types: formal and informal. In conveying a message by the speaker, the message's recipient can be conveyed verbally and nonverbally. The message conveyed is communicated verbally and nonverbally. Verbal is conveyed using words, while nonverbal is conveyed by body movements or eye contact. Thus, language is used as a communication tool in conveying messages, intentions and goals from the speaker to the listener.

Discussing Pragmatics promoted by Ninio (2018: 4), it is stated that pragmatics contains the study of speech. Speakers and listeners must recognize the context of types of speech and utterances based on references to what is

conveyed and understood. Meanwhile, pragmatic develops with the process that implements the form of sounds in interpersonal that is done precisely, effectively and structured (Herman, 2015; van Thao et al., 2021). The use of speech act frameworks used by researchers in analyzing data related to speech acts as the main approach in communication. Therefore, this requires analyzing pragmatics to fully understand how the communication process occurs in certain interactions. Tauchid and Rukmini (2016:2) explain the theory of the process of a speech act to explain how to achieve action in the form of a message conveyed by the speaker and how the recipient of the message or the listener can conclude a message or utterance in the direction of what is intended by the speaker.

This idea relates to social networking sites, which cause different social groups in the same digital space to interact with the adaptation of strategies for using network audiences (Milagros, 2023). Wills (2020) argues that podcasts are a useful tool or platform to promote a topic that can be shared publicly with its easy to access anywhere, anytime and with free jargon. Podcasts can be found on several online platforms, including YouTube, Spotify, iTunes and many other types, which are usually loaded for thirty minutes and even 2 hours. With easy access to many people, it certainly boosts podcast users. In recent years, podcasts have become popular among listeners. The use of podcasts has increased from 332 million in 2020 and 2022 to 424 million, predicted to increase steadily to 500 million in 2023 (Gotting, 2023).

Casares and Binkley (2021) argue that podcasts have evolved from their traditional form of bibliotherapy to become tools or platforms that can be used for

education and provide positive changes in podcast audiences' daily activities. Podcasts are a suitable medium for education, especially mental health. Many YouTube influencers use their channels to highlight themes and invite figures who understand and are successful in managing their mental health.The World Health Organization (2022) states that 80% of people experience difficulties in managing their mental health because they do not have access to affordable and quality mental health services. The presence of podcasts is a new solution for people needing additional mental health knowledge.

The meaning of speech acts has been widely studied by many researchers, such as Tsoumou (2020) who observed the use of speech acts in Facebook communication related to politics. In his research findings, speech is an orientation that leads to goals. Every speech act is said to be complete if illocutionary and perlocutionary power is needed in every utterance or utterance delivered.

Likewise, Caroline et al. (2021) analyzed Mark Zuckerberg's Speech Act on the English Speech YouTube Channel. There is a dominant style of illocutionary action in speech, namely the intimate style, with assertives covering 40% of cases, directives for 43%, expressives for 8%, commissives for 6%, and declarations for 1% of cases (3 per cent).

Ogiermann & Bella (2021) investigated the dual role of expressive speech acts in relational work on signs announcing closures during the COVID-19 pandemic. The research results show 82% apologies, 83% greetings, 160% thank you, and 87% hope in expressive speech acts in Greek and English data.

Heidari et al. (2020) in his study on using short stories vs video clips to improve upper intermediate EFL students' sociopragmatic knowledge: Speech acts in focus. Short stories and video clips were found to have a greater impact in providing authentic real-life learning for rigorous oral production of speech acts.

Argyris et al. (2021) conducted other research who used speech acts to evoke positive emotions in reporters on social media. The findings show that low levels of each speech act refer to the emergence of positive emotions in customers, but both can erode individual superiority.

With podcasts, they become a forum for communication between speakers and listeners. A new thing to analyze speech acts in podcasts. Can the meaning of what the speaker conveys be understood properly and correctly, and how is the implementation of the illocutionary act? Many phenomena that occur today cause misunderstandings when communicating. It is clearly visible in the conversation that there are certain construction patterns or grammar. As a result, many people do not understand what is actually said and how to classify it. Of course, this can influence and determine whether the context being discussed can be understood clearly by the audience or not. For this reason, this research will analyze what types of speech acts will often appear in Jay Shetty's YouTube podcast, Building Confidence And Overcoming Fears. From the many types that appear, you will know the purpose of the conversation on the podcast as a result of the purpose of the communication carried out.

Based on data analysis in the first video podcast, Kendall Jenner Opens Up About Anxiety, Insecurity, & How to Be Truly Happy! | Jay Shetty – YouTube.

This section presents the research findings as follows: the following analysis found three illocutionary types: Declaratives, exploratives, and representatives. This data was taken from one of Jay Shetty's third videos, which had the theme of Building Confidence and Overcoming Fears. The analysis was based on Weigand's (2010) theory. Weigand's theory (2010) provides a different aspect from other theories, such as the theory presented by Searle (1969) which tends to focus more on the actions caused by the speaker. The recipient or interlocutor in Searle's perspective on speech acts is considered a passive individual role that proceeds into implementation. Therefore, many writers believe that Searle does not focus speech acts on the illocutionary force by not focusing on the listener's reaction.

Speech acts cannot be separated from one another, where one would be incomplete without the other. The presence of the opinion expressed by Weigand (2010) in response to Searle's failed description, produces a dialogic perspective on the interactions that occur (illocutionary and perlocutionary) which realizes the importance of meaning in an utterance that is made. This is in line with and influences what is happening now, the answer produced by the listener (reaction) is more awaited to find out whether the words delivered by the speaker are understood well or not by the listener to get an answer in the form of information. Weigand (2010) provides a taxonomy of speech acts into 4 types, namely declarative, exploratory, directive, and representative.

Declaratives is a type of speech act that states that it can create a world so that the world exists through declarative expressions, reactive actions like this are

expected to produce reactions from listeners that become confirmation. Exploratives functions as one of the basic human needs in fulfilling the need for information or obtaining information to act or act, reactive speech acts are expected to produce exploratory speech acts as comments with good or bad responses. Directives speech act type has the function and role of changing the world, reactions produced from this type are positive and negative forms of approval. Representatives is based on truth and aims to ensure acceptable results. The expected outcome of the listener is a variety of things that are not only positive but also completely unacceptable.

After analyzing the first data, 31 illocutionary acts were found in the video Kendall Jenner Opens Up About Anxiety, Insecurity, & How To Be Truly Happy! | Jay Shetty – YouTube show 19 utterances for the declarative speech act type, 9 utterances for the exploratives speech act type and 3 utterances for representative speech acts.

1. Data 1 Declarative Speech Act

   Jay Shetty: Kendall, thank you so much for doing this.

   Kendal Jenner: Thanks for having me that was a wonderful introduction.

   Reason: The conversation that occurs between the speaker and the listener produces a type of declarative speech act because the speaker receives a reaction from the listener in the form of a confirmation sentence of what he conveyed to the listener, namely "Thanks for having me that was a wonderful introduction."

2. Data 2 Eksplorative Speech Act

    Jay Shetty: Final question <u>if you could create one law that everyone in the world had to follow what would it be ?</u>

    Kendall Jenner: Oh I would do like on <u>like a sunday you have to take half the day and like not look at your phone or something.</u>

    Reason: From the conversation above that occurs between the speaker and the listener, it produces an explorative speech act because the speaker gives a response to seek information about what plans the listener will do if in the future they are given the opportunity to make laws. This reactive of explorative results in a positive response from the listener regarding what is understood from the speaker.

3. Data 3 Representative Speech Act

    Kendall Jenner: It is like there's also just we all just like live in such a it's an interesting time obviously and it can feel really negative and I tend to stay off of platforms like social media platforms because it's hard to look at sometimes and <u>it feels really negative so i feel like we all just need a little bit of a smile sometimes.</u>

    Jay Shetty<u>: I agree I agree I</u> post these uh videos every day which are just these fun silly things that happen in the world that my team.

    Reason: From the conversation above that occurs between the speaker and the listener, it produces a type of directive speech act because the speaker gives a response to the listener. The reactive results resulting from this type of speech act are in the form of positive or negative approval responses.

B. The Problem of Study

In the research Analysis Of Speech Acts In Jay Shetty's Podcast YouTube:, the problem formulation is as follows:

1. What types of speech acts are used in Jay Shetty's Podcast on Youtube?

2. How are speech acts realized in Jay Shetty's Podcast on Youtube?

C. The Objectives of Study

In connection with these problems, the aim of this research is?

1. To find out type of speech acts used in the Jay Shetty Podcast.

2. To describe the realization of speech acts in the podcast.

D. The Scope of Study

This research tries to describe and explain speech acts using Weigand's (2010) taxonomy in the Jay Shetty Podcast YouTube. The main aspect of this research is to describe and examine the types of speech acts used in the Jay Shetty Podcast YouTubr during the interaction. Apart from that, the researcher also covered the research location, namely one of the video podcasts on Jay Shetty's YouTube Account Channel about Building Confidence And Overcoming Fears. Of a large amount of podcast content on the Building Confidence And Overcoming Fears theme in Jay Shetty's podcast, only three podcast video content will be taken as data.

E. The Significance of Study

The research findings are expected to provide theoretical and practical contributions.

1. Theoretically, the findings of this research are expected to increase insight into theories of linguistic speech acts, especially for certain communities, especially people who are experts in the field of public speaking.

2. Practically, the findings of this research can be used as a model for identifying and understanding social speech acts, which have their characteristics in the interaction between the parties carrying out the action and reaction. Researchers hope it will be useful for sociolinguistics teachers and lecturers in applying speech acts, especially in interacting with others or many people.