

CHAPTER I

INTRODUCTION

1.1 Introduction

We live in a world of languages. We talk to our friends, our families, our neighbors, our teachers, our students, our parents, and whoever we meet. We talk with face-to-face communication, we also talk by using electronic media, and everyone responds by speaking actively. There is almost nothing in our life that does not use communication. Even in dreams, we talk. Sometimes we speak loudly in our dreams. We talk even though no one answers. Often we also talk to pets and nature and sometimes to ourselves. Whatever humans do when they are together, such as playing, fighting, making love, doing whatever they do, they talk. Language is an inseparable part of human life. Language is the only means of communication that it is created by itself since birth. All forms of human communication use language.

Humans use language to convey their hearts, thoughts, knowledge, questions, joys, plans, desires, feelings and work. Humans use language as a tool to do something.

When you are familiar with a language, you can talk to and understand other people who know that language. This implies you can make strings of sounds that mean something and understand or interpret the sounds that other people make. However, language is more than just talking.

What does one know about meaning when they are fluent in a language? When a "sentence" (Jack swims) has meaning, you know it (Swims figurative

every), and you know when a "word" has significance (flick) or not (blick). Some words, like "bear," have more than one definition, and some sentences, like "Jack saw a man with a telescope," have more than one.

How words alter meaning depending on circumstance is a central topic in pragmatics. For instance, "It's cold in here" can indicate, "Close the windows" depending on the context.

Actions that are performed via utterances are called speech acts e.g. advice, affirm, apologize, ask, believe, challenge, complaint, compliment, conclude, congratulations, commands, deplore, deny, guarantee, insist, invitation, pledge, promise, and request, suggestion, swear, thanks, threats, welcoming, statements of pain pleasure, dislikes, likes, sorrow, or joy.

The speaker usually thinks that the people listening will understand what they want to say. The situation around the speech helps both the speaker and the listeners. The speech event is the situation that includes these things, like other things that are said. For example, "The tea is very cold!" Austin in Huang (2007:102) says that there are three types of speech acts: locutionary, perlocutionary, and illocutionary.

Searle concisely delineates his five categories as follows: 1) "inform individuals of the state of affairs," 2) "persuade them to take action," 3) "pledge to undertake actions," 4) "articulate our emotions and perspectives," and 5) "effectuate changes via our statements." Searle asserts that "the most significant conclusion to be derived from this discussion" is that "there are not ... an infinite or indefinite number of language games or applications of language." The notion

that language can be employed in countless ways is undermined by a significant ambiguity regarding the distinctions between various language games or usages.

Social media are interactive platforms that enable individuals to create and disseminate information, ideas, interests, and many forms of expression through online communities and networks. The plethora of stand-alone and integrated social media platforms now available complicates the definition of social media. However, there are several things that all social media have in common. At first, social media was only a tool for people to talk to friends and family. Later, businesses started using it to reach out to customers because it was a new and popular way to communicate. The best thing about social media is that it lets you interact with and exchange information with people all over the world or with many people at once. Emerging applications such as TikTok are joining the ranks of established social networks such YouTube, Facebook, Twitter, and Instagram. Social media is ever evolving and expanding. By 2023, over 257 million individuals in the United States will use social media. People can stay in touch with friends and family using social media. Some people use different social networking apps to network and look for job openings, interact with people around the world who share their interests, and share their own thoughts, feelings, and ideas online.

Status update is a feature that social media users can use. The status update feature allows users to share links, posts, photos and videos. An interesting status will invite interaction among social media users. For millennial and gen z, status updates on social media have definitely been done. You share a piece of writing,

photo or video related to today's momentum. Even you will be happier when you get a response to your post. Many people diligently update the status all the time, either telling his privacy or posting something that is not important.

1.2 Background of the Study

Many users of social media write status updates as needs, hobbies and routine activities that they have to do every day. Speech acts often do not reach the recipient of the message well. Speech acts can even make people angry, offended or misunderstood. Even so, many people still use social media by conveying their speech acts in their status updates.

- The example of speech acts that do not reach the recipient or are not understood by the listener.

Susan: It is cold. There are several possibilities that Susan wanted to say.

- Susan ordered the Air Conditioner to be turned off.
- Susan said that she could not go out.
- Susan asked the listener to give her a jacket.

The speech acts that conveyed by Susan may not received by the listener or the recipient of the message, and they will not do what is expected by Susan or they will do the opposite of what the speaker's aim.

- The example of speech acts that create misunderstanding

Jane: I eat at one o'clock in the afternoon. There are several possibilities that Jane wanted to say.

- Jane cannot visit her friend at one in the afternoon.
- Jane cannot attend the seminar.

- Jane give information that she will come late because she has to have lunch first at one in the afternoon.

Jane expected that she would not be disturbed at one in the afternoon for it is her lunchtime. However, the recipients of the message do not get the message well by doing the contrary of Jane's expectation.

Such as:

- People or the recipient of the message even came at one o'clock in the afternoon to meet Jane.
- People or the recipients of the message invited Jane to attend seminar at one in the afternoon.

We can see that the listener or the recipient of the message can be misunderstanding to the speech act that Jane conveyed.

- The example of speech acts that make people offended or get angry.

Florence: City X is poor, ignorant, and has no culture. Friends, do not visit and live in city X.

This speech act makes people angry and offended. The speech act uttered by Florence sparked the anger of the citizens of City X who insulted and humiliated them.

The easy dissemination of information through Twitter results a lot of information and is sometimes misunderstood by some people. Seuren (1998) Speech act theory is full of problems, most of which remain unsolved. In this case, one of the cases that cannot be solved is the difference in understanding between the speaker and the addressee. Even more fatally, there are some who do

not understand the purpose, meaning, and direction of the language that someone conveys on social media.

It is clear that we can see that to get the meaning of the speech act conveyed, one must know the functions of the speech act itself. If not, the speech act delivered will not be accepted as expected by the speaker, so the message cannot be carried out. If you know the functions of speech acts, the message can be understood properly and correctly and the message can be carried out by the recipient of the message as the message sender or the speaker hopes. This is what motivates the researcher to do this study.

It is interesting to investigate speech acts in the status updates on twitter of the four music judges because as judges of the talent and singing competitions on American Got Talent and American Idol, the four of them actively send their speech acts to their fans and followers to inform them about the events and participants of the talent and singing competitions and about their respective activities, and invite their fans and followers to participate in the talent and singing competition and express their feelings about the talent and singing events and their experiences.

Of the many social media used by celebrities and politicians, Twitter is one of the popular one. This study focuses on studying speech acts. Researcher chose four accounts of public figures on Twitter; they are Simon Cowell, Howie Mandel, Luke Bryan and Lionel Richie as sources of speaking action research data. Researcher chose these figures because they are very popular in American singing competition television and American talent show competition because

these four figures are judges in American Got Talent and American Idol. Each of them has many fans and followers. They communicate with their followers on Twitter actively. These four figures are role models in their respective fields for now. They are active doing speech acts on Twitter. Every action, behavior and even their arguments become the center of attention. Any information or language they write on social media, especially on their Twitter account, can be misinterpreted by other people or may be cannot be understood by the recipients (the listener or the readers.).

To facilitate the researcher in this study, the researcher examines speech acts within the scope of pragmatics. Pragmatics holds a role as a determinant of the regularity of language use in daily communication, as well as part of the use of language that refers to contexts outside the language that have an effect on meaning. Pragmatics is recognized as a sub-discipline of practical linguistics that examines language, particularly speech acts. Speech acts constitute a facet of pragmatic studies. The researcher employed Searle's theory of speech acts to conduct this investigation.

In Searle's theory, speech acts are considered too monological by ignoring the recipient of the message. In this research that is regarding the speech acts of public figures in the field of music, they care about the speech acts delivered in communicative language by including photos, websites and videos to make it easier for the recipient of the message to understand.

This research has never been studied before. Although some of the previous studies consisted of research on speech acts using Searle's theory, they

only examined parts of speech acts like declarative speech acts or they focused on analyzing only representative speech acts. This study concentrated on all categories of speech activities. Previous research used Twitter as a data source but the research focus was different from this research. This research differs from previous research, in the sense that no one has done this research yet, so the researcher is interested in doing this research. Another reason the researcher chose to conduct the study in the field of illocutionary speech acts was that the researcher saw that there was still little research on speech acts.

This study was inspired by existing studies as comparison material, which shows that speech act research has been carried out by several researchers. There are several differences among the previous research and this research, namely in this study it is intended to examine all speech acts that occur, not just some of them as found in previous research. The existing research subjects and objects with this research are also different. The data sources are different even though they use the same Searle's theory of speech acts.

Tanjung (2021) did the first study that looked at speech acts as a comparison. She examined the many types of expressive speech acts and paid particular attention to the ones that were utilized by the characters in this film the most. The characters' speech in the movie is where the data comes from. The most common sort of expressive action we utilized was praise. She says that praising people can make them more driven, calm them down, and make them feel better and more confident. This study should be able to be utilized as a guide for future research.

Fitrie, Senowarsito, and Nugrahani (2021) did the second investigation, which was about speech acts. They looked into speaking acts. They looked into the several sorts of directive speech acts utilized in the movie, talked about the most common type, and explained what directive speech acts meant in the movie. This study is based on Searle's illocutionary speech acts. The most common type of directive speech act is a query. They decided that the actors in the short movie "Among Us" employed question directive speech acts to solve all of the problems that came up.

Putri and Skolastika (2022) did the third study, which was a study of speech acts. They looked at the different kinds of directive speech acts and what they do. The directive speech act can be used in the form of asking, commanding, suggesting, giving advice, inquiring, and requesting. This study is grounded in Searle's concept of illocutionary speech acts. This study revealed certain sorts of directed speech acts, such as asking, demanding, suggesting, giving advice, asking a question, and making a request. The researchers also observed that there are three types of directive speech patterns used in this study: interrogative, declarative, and imperative.

A speaking act was the subject of Manik's (2022) fourth study, which may be found here. The purpose of this research is to determine the many types of directed speech actions that are present in comic books and to identify the type of speech act that is utilized the most frequently. These illocutionary speech acts by Searle serve as the foundation for this investigation. The command, the order, the request, and the suggestion are the four types of directive speech acts that are

investigated in this study. The words that are said in the Melayu Deli and Batak Toba ethnic stories are the source of the knowledge. As a consequence of this, the research project uncovered 28 directed speech acts. There are a total of eleven ideas, ten requests, six commands, and one order. The type of directed speech act that is most frequently used is the suggestion.

Fitriyah did the fifth study in 2022. She looked at the many kinds of directed speech acts and what they do in Louisa May Alcott's novel "Little Men." The study found that there are 301 directive speech acts. This book has seven different types of directive speech acts. Those are asking (41.8%), ordering (24.5%), commanding (7.3%), advising (5.3%), begging (6.6%), inviting (4.9%), and forbidding (8.3%). Fitriyah, the author of the book "Little Men," wants the reader to be able to easily comprehend what the book is about through the acts of the speaker.

Ulrikayanti's (2022) study as the sixth. The goal of this study is to find out what people meant when they tweeted with the hashtag #IndonesiaTerserah on November 15, 2020, and how they expressed their displeasure. We look examine 30 tweets using the paradigm of pragmatic analysis. This study looks at the illocutionary acts and pragmalinguistics forms of the tweets. The Twitter Archiver Program (API) is used to get the data. The main reason for utilizing #IndonesiaTerserah is to communicate anger, and research on pragmalinguistics shows that people use thinly veiled cynical humor to make their point more clear to the people they are talking to.

It is clearly that previous studies examined only a part of speech acts, such as they only investigated one kind or two kinds of speech acts. They only focus to analyze the expressive speech acts, or they only focus their study to analyzed commissive and directive speech act. Meanwhile, this research is investigating all kinds of speech that exist in the status update of the four public figures ‘account on Twitter.

In this case, it can be concluded that this research emerged for several reasons as explained above which made researcher interested in conducting speech act research on the accounts of the four musical figures on Twitter social media.

Table 1. 1Speech Acts in Public Figure Status Updates

Public Figures	Speech Acts
Howie Mandel	It's time to VOTE! #AGT
Simon Cowell	You'll understand my reaction when you see this audition!! #AGT tonight!
Lionel Richie	I am speechless after that performance @noahthompsonmu1#AmericanIdol
Luke Bryan	This one is personal. #PrayinADeerStand is out now. Hope y'all like it.

Here we can see that the message conveyed by Howie Mandel in his status update is of an announcement nature, namely an illocutionary speech act of declaration. However, here the researcher sees the statement not only as an announcement but also as an intention to invite them to choose their preferred singer and of course implicitly invite them to watch or to attend the American Got Talent. Therefore, it can also be said that the speech act conveyed by Howie Mandel is a directive illocutionary speech act.

In this case, Lionel Richie conveys speech acts based on what he believes or thinks is the truth. Therefore, based on Searle's theory, these speech acts are called representative illocutionary speech acts. Representative Illocutionary speech acts is the speech act conveyed is a statement that he thinks or thinks is true. However, the researcher also found that Lionel Richie's speech act has the intention of praising. Lionel Richie expresses how he feels about being amazed by a great performance from singer@noahthompsonmu1#AmericanIdol. Therefore, these speech acts are called expressive illocutionary speech acts. In addition, implicitly this speech act contains the intention or meaning to invite to watch or to attend the show of American idol.

Luke Bryan delivered his speech act with three different sentences in one update status. There are three kinds of speech acts that occur here with different functions. In *This one is personal* this is representative illocutionary speech acts because this is a statement based on what Luke Bryan concluded and believed. In *#Praying in a Deer Stand is out now*. This speech act clearly announced that Luke Bryan's album entitled *Praying in a Deer Stand* is now on sale. Therefore, it can be said that the speech acts of declaration illocutionary speech acts that occur here. Still, the researcher also sees that there is an implicit meaning in it, namely inviting people to buy his new album entitled *Praying in a Deer Stand*. Therefore, directive illocutionary speech acts also exist here. In *Hope y'all like it*. Luke Bryan hopes that people will like his new album. Commissive illocutionary speech acts constitute the category of speech acts relevant to this assertion. Commissives are speech acts that obligate a speaker to undertake a future action. However,

implicitly these speech acts can also be called expressive illocutionary speech acts because Luke Bryan expressed his feelings so that the public will like his new album.

Simon Cowell in his status update *You'll understand my reaction when you see this audition!! #AGT tonight!* In this statement we can see that Simon Cowell is sure and concludes that the audience will understand his attitude if they see for themselves how the auditions for American Got Talent Tonight take place. Then the speech act for this is representative illocutionary speech acts. As we know that representatives: Speech acts that the speaker perceives as true or false. However, here it can also be seen that Simon Cowell implicitly announced that there was an American Got Talent program tonight, so it can be said that declaration illocutionary speech acts occurred here. Practically, Simon Cowell's intention was also to invite the public to watch this program tonight. Therefore, it can also be included in directive illocutionary speech acts.

It is clear that we can see that to get the meaning of the speech act conveyed, one must know the functions of the speech act itself. If not, the speech act delivered will not be accepted as expected by the speaker, so the message cannot be carried out. If you know the functions of speech acts, the message can be understood properly and correctly and the message can be carried out by the recipient of the message as the message sender or the speaker hopes. This is what motivates the researcher to do this study.

1.3 Problems of the Study

Based on the background described above, the formulation of the problem in this study, are:

1. What types of speech act are found in public figures' status updates?
2. How the speech acts are realized in public figures' status updates?
3. Why are the speech acts realized in the ways they are?

1.4 Objective of the Study

In relations to the problems, the objectives of the study are:

1. To find out the types of speech acts that occurs in the accounts of four figures (Simon Cowell, Howie Mandel, Luke Bryan and Lionel Richie) on Twitter.
2. To describe how the speech acts are realized in these four accounts of public figures.
3. To elaborate reasons for the use of speech acts in the ways they are.

1.5 The Scope of This Study

This research is using the theory of speech acts based on Searle's theory speech acts. This research explores the speech acts that occurred in the status updates of the four accounts of public figures (Simon Cowell, Howie Mandel, Luke Bryan and Lionel Richie) on twitter. The main focus of this research is to investigate the types of speech acts that occurred in these four accounts of public figures, and also analyze how the speech acts are used and describe the contributions of findings in this research to the theory.

1.6 Significance of the Study

1.6.1 Theoretically Significance

Theoretically, this study investigates speech acts on the status updates of four public figures' accounts on Twitter based on Searle's theory of speech acts. Through the examination of speech acts in accordance with Searle's theory, it is demonstrated that every speech act that is said by speakers possesses a speech act function. Additionally, it demonstrates the types of speech acts and can discover ways to comprehend the speech acts that are communicated by speakers. The findings of this study are expected to have a contribution to developing speech act theory and to have a contribution to find a way to understand the meaning of uttered speech acts. The research findings are useful for broadening knowledge of the use of speech acts.

1.6.2 Practical Significance

- ❖ A useful reference for the coming researchers.
- ❖ A guide for the readers to understand the usage of speech acts.
- ❖ A guide to understand what the speaker conveys.