CHAPTER I
INTRODUCTION

A. Background of Study

Modern linguistics has been referred to as the study of language as a system of human communication. A main observation is that language can be used not only to describe the reality but also to change the existing reality. In simple words, it can be asserted 'to speak is to act'. Linguistics act that intend to influence the reality is commonly called Speech Acts. Akram (2010:2), Speech Acts plays an important role in effective communication; these acts are functional unit in communication.

Language is a representation of thought, feeling, objective, action and destination. People use language to communicate their thoughts to others. But language is not just limited to the act of communication of one's thought. People do more things with language. A lawyer, through the use of language, is able to convince the jury to convict/acquit a suspect in a crime; a salesperson is able to persuade a potential customer into making a decision to purchase or sign a contract; and a supervisor uttering "You're fired!" terminates the service of an employee. These are examples to show how the use of language brings about certain effects and change in the environment.

Language can be viewed not just a system of representation but as a vehicle for all sorts of social activity. In this case, language is as a form of verbal activity. Means, every people use the language to convey their message to others. In conveying the messages to other, people always use speech as the core of language. In several things, people use speech to make action, in extreme

meaning, speech is an action. They are: *promise, suggest, invite, order and so on.* Therefore, speech is a part of social interaction.

In real communication, there are levels of speech that is usually done by people in communication. The levels of speech used depend on how and in what situation where the interaction happened. Of course, level of speech used by the host of Television program will be different with the level of speech used by street children.

There are three levels of speech as context, from the biggest to the smallest; they are speech situation, speech event, and Speech Acts. Speech Acts in this condition is a part of speech event, and speech event is a part of speech situation. Speech situation is as "a situation related to speech". Speech situation is as "a situation related by or not action". For instance; *Ceremony, Warring, Eating, Making love.*

Speech situation does not a study of speech role, but it can be referred by speech role as context. Speech event is as communicative, and it is related to the role of usage act. While Speech Acts is part of speech event, and speech event is part of speech situation. Therefore, Speech Acts is a set of the smallest level, but it is very interesting to be analyzed because Speech Acts may has a form as long sentence, short sentence, or just as a morpheme but has the deep meaning. For examples; *go out, shut up, let's do it and etc.* those are the core of communication. Communicative in this context is agreeing to another person's point of view and it amounts to agreeing or accepting. The speaker acknowledges another person's point of view renders him/her stand committed to that explanation.

In attempting to express themselves, people do not only produce utterances containing grammatical structures and words. The people perform actions via those utterances or actions that are performed via utterances are generally called Speech Acts, Yule (1996:47). According to Austin (1962) the study of Speech Acts is the study how people do thing with utterances. It means someone use language to express the activities that is to convey information, request information, give order, make request, make threat, give warning and so on.

Kees (1992:153) states when people speak, they do not only transfer information in a technical sense but also convey their attention. For example, "this room is very hot". This utterance can be gather into three meaning, first meaning expresses an utterance like the example (literal meaning), the second meaning s/he intend to inform other people that the room is very hot and try to convey an intention. Perhaps, asking someone to open the window, door or complain about the room. Thus, Speech Acts is the common study of pragmatics and each utterance/conversation has a meaning.

Speech Acts is also often used by Indonesians in talk show programs on Television. The programs such as **Buka Bukaan** in RCTI, **Showim@h** in Trans TV, **Just Alvin** in Metro TV, and **Hitam Putih** in Trans 7. The topic is chosen in **Hitam Putih** Trans 7 because there are so many entertainment programs here since morning up to night where everyone wants to enjoy and relax. **Hitam Putih** program is also a very interesting topic as the object to study. This is a reality show the host of which is a master mind and he brought his guest to tell the truth

in their lives. Many nominations have been achieved by this program for example, Panasonic Gobel Award. Speech Acts is one of the linguistics branches that are very simple to use and found in TV programs. There are some hosts of TV programs use it consciously or not. The host of **Hitam Putih** is one example that uses Speech Acts frequently. Some examples are as follows:

Jangan kemana-mana! Tetaplah di **Hitam Putih**
(Don't go anywhere! Stay tune in **Hitam Putih**)

Tepuk tangan buat Afgan
(Applause for Afgan)

Coba buka kacamatanya
(Please open your glasses)

Spesial karena di **Hitam Putih***, saya pake kacamata baru*
(Special for **Hitam Putih**, I use a new one)

There are some previous researches related to the Speech Acts. For example is Speech Acts in Twilight's Movie Script (Tiodora, 2011). Her study described the types of Speech Acts and its meaning in Bella's speech. Bella is a protagonist woman in the Twilight's Movie. In her research, she found that the most dominant Speech Acts used by Bella is representative act which means that Bella wants to represent the world as she believes in it. The study of Illocutionary Act in Hoobastank Band's Lyric (Novranda, 2013), also described the types of Speech Acts, Hoobastank is an American group band. In her research, she found that the dominant Speech Acts used by Hoobastank is also Representative which means that Hoobastank wants to represent what they felt is occurred for other as

they believed. The study of (Tiodora, 2011) & (Novranda, 2013) inspires to conduct study of the establishment in the procedure of the data analysis.

Speech Acts as one of pragmatics mainly concerns with a theory, which analyzes the role of utterances in relation to the behavior of speakers and hearers in interpersonal communication. It is not "an act of speech" in the sense of parole, but a communicative activity (illocutionary act) defined with references to the intention of speakers while speaking: the illocutionary force of their utterance, and the effects they achieve on listeners (perlocutionary effect of their utterances).

According to Searle (1969), Speech Acts is observed on what the speaker says when due to communication. Searle (1969) states that when we communicate each other, we do not only produce symbols, words and sentences which do not have meanings but also have some meanings. Moreover, Searle (2011) categorizes the illocutionary acts or types of Speech Acts into representatives, directives, commisive, expressive, and declaration. It can be concluded that illocutionary act often occurs in doing communication because the speaker and hearer come from different cultural background, so the ways of communication are different.

Searle (1969) describes how speaker uses language to accomplish intended action and how hearer infers intended meaning from what the speaker says. In this case, the hearer may different in getting the meaning of the utterance from the speakers. For instance, "*could you pass the salt?*" it is identified as locutionary act because this utterance indicated as literal meaning, then the utterance above on illocutionary act means " pass the salt, please". It is indicated as the hearer would assume whether the addressee would able to pass the salt. As a perlocutionary act,

the utterance above is indicated to realize the speaker's intention to ultimately get hold of the salt. From the explanation it can be realized that an utterance may have some interpretations.

On the basic of the explanation above, this study focus on the Speech Acts in Talk show program *Hitam Putih* on Trans 7 Television.

B. The Problem of the Study

The problems of the study were formulated as the following:

1. What types of Speech Acts used by the host Deddy Corbuzier, inprogram *Hitam Putih*?

2. What type of Speech Acts is dominantly used by the host Deddy Corbuzier, in program *Hitam Putih*?

3. In what context is the dominant type used?

C. The Objective of the Study

The objectives of the study were formulated as the following:

1. To find out the types of Speech Acts used by the host Deddy Corbuzier in Talk Show program *Hitam Putih.*

2. To find out the dominant type of Speech Acts used by the host Deddy Corbuzier in Talk Show program *Hitam Putih.*

3. To reason for the use of the dominant type.

D. The Scope of the Study

The Speech Acts that will be studied is downloaded from the internet on a television talk show program. *'Hitam Putih'* broadcasted in June, 13th and 14th 2013 editions. The host often uses Speech Acts either in English or Indonesian. So, the scope of the study is the use of Speech Acts in both languages, Indonesian and English used by the host in Talk Show program *Hitam Putih.*

E. The Significance of the Study

Findings of this study are expected to give both theoretical and practical contribution in discourse studies, especially in analyzing Speech Acts used in *Hitam Putih* program.

Theoretically, the finding of the research is expected to be one of the sources in Pragmatics and Sociolinguistics Studies, particularly on analyzing Speech Acts in *Hitam Putih* program.

Practically, the students who learn English are expected to be able to recognize and to analyze Speech Acts in written or spoken language. Also the result of the study is expected to be a contribution to others who are interested in doing similar field of the research.