

# CHAPTER I

## INTRODUCTION

This chapter presents the introduction of the research. It consists of 5 sections. The first section is the *Background of the Research*. It covers the background information related to the issues and concerns. The second section is *the Statement of the Problem* that contains questions to be answered in this study. The third section is *the Purposes of the Research* that includes the main purpose of this study. The fourth section is *the Significance of the Research*, it consists of this study's benefits or advantages. The fifth section is the *Previous Studies* that contain the similarity of this study with the previous study.

### A. Background of the Research

In many elections, political party candidates will always try to make other candidates or candidates “messageless” with regard to their policies or attempt to divert to conversations that are not related to policy or program points. Most campaign strategies drop candidates or other candidates who prefer to keep messages broadly in order to attract the most potential voters. A message that is too narrow can alienate the candidate or candidates from the electorate or slow down the detailed description of the program. For example, Trump’s speech at the RNC initially used a message that focused on nationalism and political experience: the message was then captured and turned attention to a series of statements about the adversary’s vices.

In the presidential candidate campaign forum, of course, the candidates must speak well and straightforwardly. However, the context of the language that is following the conditions of the community is also, of course, very calculated to be able to win the hearts of the people and attract the sympathy of the community by carrying direct actions, which can be called oral discourse. Speeches on statements other than in the form of promises, hopes can also be in the form of satire, attacks, or criticism of political opponents.

In the politics aspect, language plays an important role that can be used as a powerful weapon. Politicians can rely on their language skills to maintain power, create peace or even cause polemic through decisions made. Besides, social-strata are also influential in using a language. If the speaker wants to make a communication with other people, the speaker can see the position of someone who the speaker wants to invite to communicate. It means that language uses observation of the context of situation. Someone will be polite, if they are talking to their parents or their lecturers rather than peers. This shows that social-strata are influential in the use of language to communicate with each other. So the language that is used properly and correctly by the speaker can judge the politeness of them. Therefore, using the correct language can also assess the attitude and behavior of the speaker. Good communication can occur with using good language, polite language, and correct language.

People use language to exchange information from the speaker to the listener. Not only that, but the language is also often used for speech. Besides speech, language also can be applied in writing, which is called written language.

Humans use speech and writing to convey information, arguments, ideas, and others to do what the speaker wants to do. Language is a communication system in speech and writing that people or a particular country (Hornby, 2003). The language is used in various aspects of life, such as in education, social, legal, economic, cultural, political, and others. In the political aspect, language plays an important role that can be used as a powerful weapon. Politicians can rely on their language skills to maintain power, create peace, or even cause polemic through decisions made.

Communication aims to convey ideas that are in the speaker's mind to the listener. People use utterances to communicate with each other. Utterances help the speaker express the words in their minds to the listener to do what the speaker means. Communication by verbal language in the form of speech acts allows people beings to interact within society. The success in communication will meet when the speaker and the listener understand what they are talking about. The communication is made to clearly transfer the speaker message to the listener and so that it does not have an ambiguous meaning. One of which methods is used to communicate information from one to another is the language. The study of language observed the attached meaning of their context is called pragmatics.

Pragmatics is defined as the study of language use in context (Birner, 2013). Furthermore, Yule (1996) states pragmatics is the study concerning the meaning communicated by a speaker and interpreted by a hearer. The study of pragmatics is interpreted which people mean in a certain context and how it affects what is said. In the study of pragmatics, there is a fundamental way that

should be understood by academics, namely speech act. An utterance is a unit of speech act, with learn speech act automatically; it also learning about speech act means learning about utterances as well. When people are in conversation with other people, so in the conversation, there will be utterances. An utterance can then be called a speech act if there is an action that the listeners do after the speaker says what they want the listener to do.

According to Austin (1962), a speech act is an utterance that functions in communication. This means that utterance cannot be disconnected from the language act because it is a unit for communication between the speaker and the listener. Speech act consists of two words; there are speech and act. Speech is the utterance that the speaker says to the listener. An act is an action that appears after the speaker says the word in their mind using utterance to the listener. So speech act occurs when the utterance is combined with the action, and from that, it can produce clear meaning. A speech act is a study about doing action via utterances. It deals with locutionary acts, illocutionary acts, and perlocutionary acts.

Austin (1962) affirms there are three types of speech acts, i.e., the Locutionary Act, the Illocutionary Act, and the Perlocutionary Act. Locutionary act is the context contained in the utterance. The Illocutionary act is the meaning contained in the utterance by the speaker to the listener. The perlocutionary act is the interpretation of the listener to the message of the speaker's utterances. The researcher only takes illocutionary acts. Illocutionary consists of assertive, directive, commissive, expressive, and declarations. The focused study is the assertive illocutionary act of assertive speech act.

Speech events and speech acts that occur will vary in each speech situation, depending on who the speaker and the interlocutor is, the topic, and the time and place the speech takes place. Likewise, what happens when someone makes a speech at a certain event. At this event, what can see the speech acts used. Based on this, the researcher is interested in examining more deeply speech acts in speech. Speech is part of political rhetoric. Speech is a form of communication that is carried out through public speaking by utilizing public speaking skills. Speech is one way for a president to build personal relationships with his people in the same direction. A good speech will give a positive impression on the president's self-image in building public opinion. A president is required to have the ability to speak because rhetoric has become a political necessity.

Of the many linguistic studies, the researcher has chosen to use a pragmatic approach that focuses on the speech act. By definition, pragmatics is the study of meaning in line with the researcher's research, namely examining the meaning. Research on the meaning of this researcher is careful with understanding the meaning through speech. Therefore, the researcher chose one of the pragmatic studies, namely, the speech act. A speech act is a study of understanding meaning through speech. After the researcher had researched, there are many types of speech acts contained in the speech. However, the type of speech act that dominates in the speech is assertive. This assertive speech act is a real action that is carried out by utterance or speech. The assertive speech act is also a realistic representation that makes other people believe what the speakers say. From this

understanding, it is in line with the intention or purpose of Trump's speech, which was used as a campaign as a presidential candidate that aims to bind his listeners.

Among the many presidents, the researcher chose Donald Trump because this research is intended to be different from the others; the intention of being different from others is that the researcher was interested in taking the latest speech in 2020 where no one else had yet used the speech, so research on this speech is purely the result of the researcher's study without any plagiarism of the previous study. Also, what picked Trump's speech is that the researcher wants to research the previously elected president who was re-nominating as a presidential candidate. The researcher wants to know how the actions taken by President Trump as a candidate for the next presidential candidate return to winning the election. The researcher chose this speech because President Donald Trump's speeches often used informal language, even in formal situations. This was done so that the listener could better understand the meaning and purpose of the speech and create a more intimate atmosphere. The style of communication in President Donald Trump's speech used colloquial, simple, and non-emotional language. The speech contained the information and contains campaign says such as submission of promises of a government parliament candidate. Donald Trump's as the candidate of America President wanted to bind the American people to vote for him and make him president of the United States. He conducted a campaign to strengthen himself, making him the best and dropped his opponent. Therefore, the researcher wants to identify speech acts carried out by President Trump in his campaign speech.

Based on the explanation above, the researcher wants to research more about the assertive act in speech. This study analyzes the type and the functions of the assertive speech act in President Trump's speech. The researcher raised this study entitled *“Assertive Speech Act in President Trump's Speech at the 2020 RNC (Republic National Convention)”*.

## **B. Statement of the Problem**

In the presidential candidate campaign forum, of course, the candidates must speak well and straightforwardly. However, the context of the language that is following the conditions of the community is also, of course, very calculated to be able to win the hearts of the people and attract the sympathy of the community by carrying direct actions, which can be called oral discourse. Speeches on statements other than in the form of promises, hopes can also be in the form of satire, attacks, or criticism of political opponents. For this reason, the author does this research with the following research questions:

1. What types of assertive speech acts are performed in President Donald Trump's speech at the 2020 RNC?
2. What are the functions of the assertive speech act observed in President Donald Trump's speech at the 2020 RNC?

## **C. Purposes of the Research**

Based on the statement of the problem above, there are two purposes of the research:

1. To find out the types of assertive speech act in President Donald Trump's speech at the 2020 RNC.
2. To find out the the functions of assertive speech act in President Donald Trump's speech at the 2020 RNC.

#### **D. Significance of the Research**

This research is expected to be expected from the research objectives that those investigations result in benefit both theoretical and practical advantages, by generally for UIN Bandung and society in general. These advantages include the following:

1. Theoretical Significance

The results of this study are expected to explore that it useful to determine more implementation in relation to speech acts. The researcher hopes that this research provides more understanding, especially in the pragmatic field in relation to assertive speech acts. It is expected that this research will contribute to the development of knowledge in linguistics, especially in the investigation of assertive speech acts.

2. Practical Significance

In practical terms, it is expected that this research has received a deeper understanding of the function of the assertive speech acts. This research can also be used as a reference for further research related to assertive speech acts.



## E. Previous Studies

This research is not the first research that concerns the speech act. Nevertheless, this research has relations with some other researchers. Those related researches are as follows:

First, the research conducted by Trisnawati (2017), her paper entitled *Assertive and Directive Acts found in "My Name is Khan," movie by Karan Johar*. The objective of the research was to find out assertive and directive acts. The study resulted that in *"My Name is Khan Movie"* was found 1) the types of assertive acts were asserting, concluding, describing, assessing, and complaining. 2) The types of directive acts were advising, ordering, requesting, and suggesting.

Second, the research conducted by Akinwotu (2013) his paper entitled *A Speech Act Analysis of the Acceptance Nomination Speeches of Chief Obafemi Awolowo and Chief M.K.O. Abiola*. He analyzed language's role in communication and interpreted one's intention by analyzing some chosen political speeches. The study concluded that Nigeria's presidential candidates used some significant illocutionary acts to deliver their hearer's intention.

Third, the research conducted by Pertiwi (2019) his paper entitled *The Directive Illocutionary Act Analysis of the Character Utterances in 13 Reason Why*. In his paper, the researcher discussed the the types of found in 13 Reason Why. The research focused on the pragmatics function of illocutionary acts the speech. The data were categorized by a preponderance of the structure which are divided into direct and indirect utterance strategies.

The last research was conducted by Sita (2018), her paper entitled *An Analysis of Commissive and Assertive Speech Acts in Donald Trump's First State of the Union Address on January 30, 2018*. This research focused on identifying the commissive, and assertive speech acts in Donald Trump's speech. The study concluded that Donald Trump's speech used assertive and commissive illocutionary acts, in which it was classified into asserting, state, remind, report, suggest, commit, promise, pledge, and offer. The researcher found 8 data that were conveyed directly and 12 data that are represented indirectly.

