

# **CHAPTER I**

## **INTRODUCTION**

This chapter presents the introduction of the research. It consists of five sections, namely Background of the Research, Statement of the Problem, Purposes of the Research, Significance of the Research, and Definition of Key Terms.

### **A. Background of the Research**

Communication is a process by which a person creates and uses information to connect with other people. There are two types of communications: verbal and non-verbal communication. Verbal communication can be done in oral or written form, while non-verbal communication generally uses body language such as facial expressions, hand movements, head shakes, signs, and so on. Jakobson (1960) stated that communication is composed by six factors, namely a context, an addresser (a sender), an addressee (a receiver), a contact between an addresser and addressee, a common code, and a message. All the factors must be fulfilled so that the communication can run well.

Many problems in life arise because of poor communication and to solve it only good communication between the two parties is needed. As Hunsaker (in Lestari, 2018) said that communication is a tool to solve problems. Human as a social creature interact and communicate with one another using a language. A language is used to deliver a message from a speaker to a hearer or from a writer to a reader. In delivering message, someone must have a goal to be achieved. To

achieve the goal, they must pay attention to what other party says. In linguistics, it is the part of speech act.

In pragmatics, speech act is an action behind an utterance. It means that when someone says something, they are not only saying but also uses it to perform an act. Yule (1996) explained that speech act is an action performed via utterances. Speech act consists of locutionary, illocutionary and perlocutionary acts. Those aspect is related to each other. Successful communication will happen only when locutionary and illocutionary act can be understood by listener. Then the listener will do perlocutionary as the effect of it.

Illocutionary acts can be found in various forms of utterance such as apologies, greetings, promises, questions, requests, statements, threats, and warnings. Anytime the speakers produce certain utterances intentionally, they perform some illocutionary acts. Illocutionary acts consist of some forces given to the audiences. Two similar utterances produced are perhaps literally meant the same but they may have different illocutionary acts. For instance, “Ryan will leave the house” and “Ryan, leave the house!” These two examples have the same content that Ryan will leave the house. But typically, the first example has the illocutionary act of prediction and the second one has the illocutionary act of command. Therefore, illocutionary act is used to understand people’s behavior through words.

Illocutionary is the main speech act. It is used by someone to understand the function and the intended meaning of an utterance. Illocutionary is not focusing on sentence but on what people mean inside it. Illocutionary act is useful to ask for help, make promise, express feeling and etc. Searle (in Sita, 2018) divided the

illocutionary act into 5 types, namely assertive/representative, commissive, declaration, directive, and expressive. Yule (1996) stated that assertive is utterances about what speaker believe. The purpose of assertive act is to make listener believe about the truth from the speaker utterances. Assertive act is important to be studied to know someone's perception. There are few words showing that the sentences are included in assertive act, such as admit, affirm, argue, assert, assure, claim, deny, inform, notify, state, etc.

Illocutionary act may occur in one-way and two-way interaction. One-way interaction happens when a speaker takes the most dominant part during conversation, such as speech. Meanwhile, in two-way communication, the two parties have same portion as the speaker and the hearer. The example of two-way communication is in a talk show programme on a television and/or YouTube channel. The speaker conveys messages and get the response from the listener. They usually talk about certain themes that are currently being discussed by people. A talk show itself is consist of the host, guest, and audiences. The guest is usually a well-known and influential people. They must have an ability of being able to answer questions well so that the message and purpose can be achieved. While listening to it, the host and audiences receive the speaker's messages very attentively.

In this research, the researcher analysed the assertive act used by Elon Musk in a talk show with H.E. Mohammad Al-Gergawi as the host at World Government Summit 2017. He is a good speaker who has a lot of experiences in delivering speech in international big events. Elon Musk has delivered a lot of his thought in

a speech and also in an interview or talk show. One of them is at World Government Summit 2017 in Dubai entitled “*Future, A.I., and Mars*”. It contained his thought about how the future will be, from transportation, A.I, mass unemployment, to alien.

The researcher chooses Elon Musk’s talks in this study because as one of the richest people in the world, of course what he conveys has a message, purpose, and a very big influence for his listeners. One example is when Elon Musk expressed his support for Bitcoin assets that was tweeted through his Twitter account. As a result, the price of the digital currency was pushed up to 20 percent. In the different time he said that he would not use bitcoin as a Tesla (his car brand) purchase transaction tool, the price of bitcoin in the world fell because of it. Another example of how powerful his words is when Elon Musk tweeted about a chat app called Signal. Elon's tweet caused the application to be flooded with new users and caused the application to be down so that it was difficult for Signal to accommodate new users. From this, it can be seen that that his speech through the selection of words to the way he pronounces it will have a great influence on those who hear it.

Thus, the researcher is interested in analyzing the assertive act used by Elon Musk at World Government Summit 2017 in Dubai.

Previous researchers who discussed speech acts are as follows:

The first study is conducted by Mirza Fajrin for his undergraduate thesis in Brawijaya University. He focused in analyzing illocutionary act used by Hasyim Muzadi in one of his speeches. The title of the research is “*Illocutionary Act in Hasyim Muzadi’s Speech Entitled ‘Belajar Gaya Hidup Bangsa Cina’*”. This

research was published in 2011. This research is purposed to find out the types of illocutionary act used by Hasyim Muzadi in his speech entitled *Belajar Gaya Hidup Bangsa Cina*. The results of research conducted by Mirza Fajrin revealed Hasyim Muzadi used all types of illocutionary act (expositives, commissives, behabitives, exercitives, and verdictives). Each of the type applied for different purposes. The most frequent illocutionary act used by Hasyim Muzadi is expositive while the rarest illocutionary act used is verdictives.

The second study is conducted by Intan Indah Pratiwi for her undergraduate thesis in State Islamic University of Syarif Hidayatullah Jakarta. She focused in analyzing the assertive acts in a movie entitled *The Boss Baby*. The title of the research is “*Assertive Acts Analysis in The Boss Baby Movie*”. This research was published in 2019. The result of the research conducted by Intan Indah Pratiwi shows that there are three assertive acts in the form of stating, two assertive acts in the form of complaining, two assertive acts in the form of boasting, three assertive acts in the form of affirming, one assertive act in the form of denying, and four assertive acts in the form of informing. Three data are conveyed indirectly and twelve data are conveyed directly.

The third study is conducted by Yuli Trisnawati for her undergraduate thesis in State Islamic University Institute (IAIN) of Tulungagung. She focused in analyzing the assertive acts and directive act in a movie entitled *My Name is Khan*. The title of the research is “*Assertive and Directive Acts Found in “My Name is Khan” Movie by Karan Johar*”. This research was published in 2019. The result of the research conducted by Yuli Trisnawati shows that there are 43 data of asserting

act which consist of 6 data of concluding act, 12 data of describing act, 4 data of assessing act, and 3 data of complaining act. On the other hand, there are 47 data of directive act which consist of 6 data about advising act, 16 data of ordering act, 19 data of requesting act, and 6 data express suggesting act.

This research has its own specifications that differentiate it with the others research. This research discusses assertive acts used by Elon Musk at World Government Summit in 2017. The focus of the problem in this research, not only focused on the function of assertive act he used, but also focused on the form of the assertive act itself. Based on the explanation above, this study entitled “*Assertive Act Used by Elon Musk at World Government Summit*”.

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

Based on the research background, the problem proposed in this research is the use of assertive act by Elon Musk at World Government Summit to make people believe his thought about future. Elon Musk as one of the richest people in the world often shares his views on what has been, is, and will happen. By revealing what will happen, of course he means that people who listen to him believe what he believes. Therefore, he often uses assertive acts to make listeners believe his words. From this explanation, the research problem can be formulated into research questions as follow:

1. What are the types and functions of assertive illocutionary act used by Elon Musk at World Government Summit?

2. How are the assertive acts conveyed by Elon Musk at World Government Summit?

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

1. To find out the types and functions of assertive illocutionary act used by Elon Musk at World Government Summit.
2. To find out how the assertive acts conveyed by Elon Musk at World Government Summit.

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

Theoretically, this research can enrich the knowledge in the field of linguistics specifically in the study of speech act. Moreover, this research can be used as a contribution to the development of pragmatic theories and subsequent studies related to speech acts, especially assertive acts.

Practically, the reader has better understanding about types of assertive illocutionary acts that are most frequently used by Elon Musk at World Government Summit in 2017. This research can be a reference for the next researchers who are interest in assertive acts.

### **E. Definition of Key Terms**

1. Pragmatics

Pragmatics is the study of language in context, use of voice, meaning in communication, and the use of natural language.

## 2. Context

Context functions as a situation that has to do with the understanding and knowledge possessed by speakers and speech partners.

## 3. Speech Act

A speech act is an act of communication. It means that the speech act functions to communicate or express a certain attitude that is executed, which corresponds to the type of adjustment expressed.

## 4. Illocutionary Act

The Illocutionary act is the study that analyzed the contained context in an utterance. Yule (in Mansyur, 2019) stating that illocutionary act is performed via the communication force of utterance. For example: when someone says “The radio is too loud”, it means that the person requests to turn the radio volume down.

## 5. Assertive Act

Assertive is a language act that includes the speaker about the truth of the target that is expressed. Searle (1969) write that assertive act is the act in which has the words that stating what speaker believes such as ‘describing’, ‘claiming’, ‘predicting’, ‘insisting’, and many more.