

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Speech is spoken language. The communication or expression of thoughts in spoken words and the power of expressing or communicating thoughts by speaking. Stalnaker in Irawan (2015) says that speech is expressing thoughts in the form of words addressed to the crowd or discourse prepared to say in front of the audience. Words carry an enormous weight that can either make the other feel good, humiliated, motivated, etc. Wisely used words define the person's attitude and showcase the method of communication. It is the process of expressing ideas, insights, and emotions. Many understand the importance of its expression, but others don't realize its importance. The power of words is beyond expression, it defines what the person wants to express. It can change the course of life and the vocabulary used must express your feeling wisely without hurting the opposite person and giving rise to misinterpretation. Speech is also an utterance that leads to action. When the speaker says something, the hearer will take the action. For example, when speakers use the form "be about to" to emphasize that an action will happen very soon. It is a friendly form we use in speech every day. For example, "I told you I was about to go to bed." That means the speaker was at the point of starting that action.

Speech Acts can be used not only in daily conversation but it can also be used in public speaking. For example, a speech from politicians, leaders, or celebrities. They can easily gain more attention from their followers; they can pursue or suggest their followers with a speech. These people have some power to spread the meaning of their thought because they speak to the people who admired them. In linguistics, a speech act is an utterance defined in terms of a speaker's intention and the effect it has on a listener. Essentially, it is the action that the speaker hopes to provoke in his or her audience. Speech acts might be requests, warnings, promises, apologies, greetings, or any number of declarations. As you might imagine, speech acts are an important part of communication.

Searle (1969) argues that, “the speech act is a basic unit in communication that is combined with expressive principles that indicate a series of events” (p.21). the analytical relationship between the intent of the speech act, for example, what is meant by the speaker, what is the meaning of the sentence (or other linguistic elements) spoken, what is expected by the speaker, what is understood by the listener, and what are the rules governing the elements. In line with this definition, Austin in Richard Nordquist (2020) mentions three types of speech acts; they are Locutionary Act, Illocutionary Act, and Perlocutionary Act. In this research, the writer will focus on types and meaning of Illocutionary Act used by KimNamjoon speech.

Furthermore, Searle in Rahardi presented by Umar (2016) classifies the illocutionary speech acts in five kinds of utterances each have a communicative

function. The fifth forms of speech that showed the from functions that can be summarized as follows: (1) Assertives, (2) Directives (3) Expressives (4) Commissives (5) Declarations. Those several classifications of speech acts, The writer will discuss the Illocutionary Act with the classification as the main focus. The Illocutionary Act refers to the speaker's intention in uttering the words that will be taken on Kim Namjoon's speech who has always use some interesting words to uttering his speech to the audience in Global Conferences, his live talking session and his ment in Live Concert.

Previous research on the study of speech acts was found in a study written by Umar (2016) this research discussed about Speech Act President Joko Widodo in APEC Forum which aimed to find out the kinds of communication function in illocutionary act and to identify the effects of contained in the speech. The findings showed that the kinds of communication function in illocutionary act there were 9 assertive (stating), 0 directives, 2 expressive (thanking), and commissives (offering and promise), and 0 declarations. In this research, the content of the speech a lot more to offer in order to lead the audience to invest in planning President Jokowi to build Indonesia and was more suggestive President Jokowi of planning in Indonesia, and the possibility of site planning fact was realized or not it can not be predicted. Thus, directives and declarations are not found in this research.

Based on previous statement, the writer analyze speech act theory presented by John Searle (1969) in the speech seen on BTS Leader Kim Namjoon speech on his several speech videos in Global conferences, Weverse Live, and Concert.

The reason the writer took the BTS Leader Kim Namjoon as an object of the research because he is famous and known as a motivational person. As in Kim Namjoon of BTS's speech in his campaign with UNICEF called "Love Myself campaign with UNICEF" on the UNICEF YouTube channel (2018), Kim Namjoon conveys his various aspirations and thoughts toward young people in the world by using various forms of illocutionary speech acts. He has a specific purpose in every speech that is conveyed to the audience. In his seven-minute delivered in English by Namjoon, his speech talked all about what it takes to practice self-love and acceptance. Namjoon began by thanking the BTS ARMY for being a major part of their previous campaign, the Love Myself movement that was part of UNICEF's #ENDviolence campaign. "We truly have the best fans in the world," he said. The Leader continued by talking about the emotional journey he took in order to be able to love himself. "After releasing our *Love Yourself* albums, and launching the *Love Myself* campaigns, we started to hear remarkable stories from our fans all over the world how our message helped them overcome their hardships in life and start loving themselves," he said. It is very interesting to study the form of illocutionary speech acts used by Kim Namjoon in his speech to invite young people to speak their own voices, be themselves, and love themselves. Based on this background, the formulation of the problem that will be discussed in this study is how the form of illocutionary speech acts is used by Kim Namjoon on his speech video. Because The Leader of the Korean Group BTS Namjoon has always talked about many interesting words and sentences that always have an act for the listener to understand the purpose like he always do to his music, that he want to heal people through music. The purpose of this study is to describe the types and meaning of illocutionary speech acts seen on Kim Namjoon speech.

1.2 Limitation of the Problem

The limited problem that will be discussed in this research is focus on analyzing types and meaning of Illocutionary act in Kim Namjoon's speech.

1.3 Research Question

From the Background of the Study, the research question can be formulated as follows:

1. What are the types of illocutionary act used by Kim Namjoon's speech?
2. What is the meaning of each illocutionary act used in Kim Namjoon's speech?

1.4 Objective of the Research

The objectives of this research are to discuss and find the types and meaning of Illocutionary act in Kim Namjoon's speech. Based on the problem statement above, the objectives of this research can be formulated as follows:

1. To find out the types of Illocutionary acts that use in Kim Namjoon's speech.
2. To analyze the meaning of Illocutionary acts in Kim Namjoon's speech