CHAPTER I

INTRODUCTION

1.1. Background of the Research

Communication is an activity to convey idea, message, desire and command from the speaker to the hearer. When the speaker utters something, he/she actually performs certain act which is called as speech acts. Speech act is part of pragmatics that focus on meaning and the purpose of the utterance. According to Yule (1996), speech act is an action performed via utterances, such as suggestions, commands, promises or declarations. In speech act, the speakers will expect the hearer to understand their intention.

Yule (1996) classifies speech acts into five categories of general functions, they are: "representatives, directives, declarations, expressive, and commissives" (p.53). Directive utterances are often used in conversation; it is uttered by the speaker when he/she wants to ask the hearer to do something. According to Schmidt and Richard 1980 (as cited in Martinez-flor 2005, p. 168), directive utterance is classified into request, command, and suggestion. The main goal of directive utterance is to persuade the hearer to do something, although the force of the attempt can be different from one to another.

One type of directive speech act is the suggestion. According to Merriam-Webster Dictionary, "the suggestion is an idea about what someone should do or how someone should behave". Rentell (as Cited in Martinez-Flor, 2005, p. 168) states that "suggestion occurs when the speaker asks the hearer to do something that can give some benefits to the hearer". The aim of suggestion is to deliver opinion and idea about something that will be beneficial to the hearer, but there will be no obligation for the hearer to do what is said by the speaker. It is different from other directive speech acts; command utterance has control over the action, such as physics, position, or age, while request wants the hearer to do

something that will give some benefit to the speaker. It can also imply that the intention of request utterance is to ask the hearer to do what the speaker wants.

Suggestion is used in daily life, because people utter suggestion to help others. Suggestion can be given by anybody with different background; it asks the hearer to do something that will give benefit to them. Martinez-Flor argues that the analysis of suggestion in speech act is scanty than other directive speech acts especially requesting and commanding. It is the reason why the writer focuses on analyzing the suggestion utterance than other directive speech acts.

Suggestion can be easily found in the reality show. Reality show based on www.freedictionary.com is "television show in which members of public or celebrities are filmed living their everyday lives or undertaking specific challenges". The function of the reality show is more likely to entertain the audience rather than just to give information. One of the famous reality shows is Master Chef; it challenges the contestants to cook foods based on the criterias that are made by the judges. The show is firstly aired in U.K and spreaded to several countries including Indonesia, Australia, and United Stated. It was created by Franc Roddam in 1990, but then the reality show is developed into several versions such as Celebrity Master Chef and Master Chef Junior.

Master Chef U.S. is a competitive cooking reality show based on the original Master Chef U.K version; it is opened to amateur and home chef. The reality show itself is supported by Shine America and One Potato Two Potato. It was debuted on July 27th, 2010 at 9 Pm ET/PT on Fox TV Network. At least, 7 seasons of Master chef have been aired, the show is guided by professional chefs including Gordon Ramsay, Christina Tosi, Kevin Sbraga, and Edward Lee.

In this research, the writer only focuses on the Master Chef season 7th which can be downloaded from youtube.com. The duration from each video is around one hour and

thirty minutes. The writer chooses two videos from 7th season where the contestants are part of top ten after strict selection. It can be assumed that the top ten contestants are talented, so suggestion utterance will be mostly used in their conversation.

The conversation below shows the example of speech acts of suggestion found in one of the episodes of MasterChef U.S. Season 7th.

Christina : How are you imagining the dish, that you're cooking tonight?
Terry : Pictures, things that I've read, places that I've gone virtually in.
Christina :*"Imagine that dish"*. Fine dining is all about, like, taking a snapshot - 'cause it's just so beautiful, beautiful.

The conversation occurs in the MasterChef kitchen where the contestants got a box of best ingredients that need to be elevated to impress the judges. The contestants who have a beautiful presentation need to bring their dishes to the judges' stage, so they can rate the taste, then the winner will have an honor to stand on the balcony.

This conversation happens during the challenge, when Christina Tossi who acts as judge comes to Terry's table. Christina gives terry a suggestion to make his dish presentation more beautiful by imaging it. Based on the previous conversation, it shows that the contestants never cook the ingredients that are given by the judges, so they need to imagine the dish to create beautiful presentation. In this case, Christina suggests Terry to imagine the picture of the dish that was previously taken by him which will help him to create better impression to the judges.

Christina's utterance "*imagine the dish*" is identified as **direct** suggestion, because the speaker directly asks the hearer to do something. In this case, Christina asks Terry to imagine the dish from the picture that was previously taken by him. "*imagine the dish*" is categorized as imperative strategy. According to Martinez-flor (2005), imperative strategy is a direct strategy that is base by the verb and there is a pragmatic force found in the utterance. The function of verb "imagine" is to ask the hearer to visualize the dish that he would cook; if he can do it, he will receive some benefits from the suggestion.

The imperative is mostly used to command the speaker to do something. In this context, Christina does not force Terry to do it, because it is not an obligatory for Terry to accept the suggestions given by Christina; but it surely gives benefit to him if he follows her suggestion.

1.2. Identification of the problem

In this research, the writer analyzes the speech acts of suggestion found in the MasterChef U.S season 7th. However, the writer only focuses this thesis on one main point; it is demonstrated in the following questions:

1. What are the types of speech acts of suggestion as found in MasterChef U.S Season 7th based on the strategy used by the participants in these reality show?

1.1. Objective of the Research

Based on the research question, the objective of the research will be:

1. To identify the types of speech acts of suggestion in MasterChef U.S Season 7th.

1.2. Limitation of the Research

In this research, the writer analyzes the speech acts of suggestion found in the in MasterChef U.S Season 7th. The writer limits the data by analyzing the speech acts of suggestion found in the two recorded videos that are taken from Master Chef US Season 7th. The data are the utterances by the participants which containing the speech acts of suggestion found in Master Chef US season 7th.

In this research, the writer only focuses on two episodes where the contestants are part of top ten after strict selection. The data are then analyzed by applying theory from Martinez-Flor (2005) as well as the context theory by Leech (1983)

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1.3. Method of the Research

The method of the research shows how the sources of the data are selected by the writer; it will also mention the procedures in conducting the research. There are three stages that are done to conduct this research; they are collecting the data, analyzing the data and presenting the result of the analysis. The sources of data are taken from the Reality show in US Master Chef Season 7th, but then the data are limited to two videos of the 7th season. Those videos are selected because the entire contestants were part of the top ten that are selected from the preliminary test, so it can be implied that the entire contestants from these episodes are more talented than the previous contestants. Thus, the speech acts of suggestion will be mostly used by the participants.

In collecting the data, observational method with non-participant technique is applied, in which the writer does not get involved in the conversation process. Following this method, there are several steps in collecting the data. Firstly, the writer takes the data from the Master Chef Reality Show on www.youtube.com and takes the transcript of the reality show on www.springfieldspringfield. Secondly, the writer watches and listens to those videos carefully for several times to make sure the transcript and the utterance are coherent and also to understand the context of each utterance. Thirdly, the writer revises the transcript based on the utterances. Fourthly, the writer notes the entire utterances that contain speech acts of suggestion. Lastly, the writer identifies the types of the speech acts of suggestion that present in the reality show video records.

In analyzing the data, the writer uses pragmatic identity method which is proposed by Sudaryanto (1993). The data are analyzed by applying some theories proposed by some linguists. They are: the theory of suggestion by Martinez-flor (2005) and the theory of

context by Leech (1983). After analyzing the data, the dominant types of speech act of suggestion that are found in the utterances are explained based on their context.

In presenting the result of the analysis, the writer describes the data by using verbal language. At least three steps are used in presenting the result of the analysis. First, the writer explains the context that relates with the utterance. Second, the writer classifies the suggestion utterances. Then, the writer identifies the types of suggestion based on the strategies that are performed by the speaker. In presenting the result of the analysis, the writer sorts the data based on the research question and explains them by using table to recapitulate the entire data in order to help the reader to understand easily.