

CHAPTER I

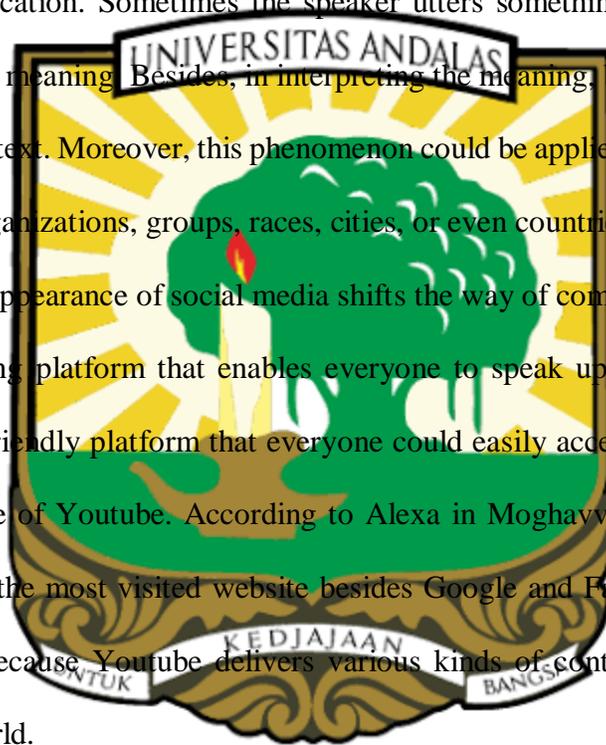
INTRODUCTION

1.1 Background of the Research

Language is a tool in communication that could not be parted from daily life. While communicating, there might be a misinterpretation. Speaking of distortion, people tend to experience miscommunication. There are a lot of causes that might happen between the speaker and hearer in communication. Sometimes the speaker utters something implicit, expecting the hearer to understand the meaning. Besides, in interpreting the meaning, both speaker and hearer at least share the same context. Moreover, this phenomenon could be applied in a broader range, such as between different organizations, groups, races, cities, or even countries.

Nowadays, the appearance of social media shifts the way of communicating. Social media is an information-sharing platform that enables everyone to speak up, whether it is written or spoken. Hence, it is a friendly platform that everyone could easily access. A new trend in social media is the appearance of Youtube. According to Alexa in Moghavvemi, Sulaiman, Jaafar, & Kasem (2018: 37) that the most visited website besides Google and Facebook is Youtube. This phenomenon appears because Youtube delivers various kinds of content created by numerous creators all over the world.

Among numerous creators on Youtube, Jubilee is one who delivers various contents related to social issues. By creating a series named Middle Ground, it brings together people of opposing views to debate and talk through serious issues. They address all things, including belief or religion, political choice, vaccination, poverty, wealth, immigration, abortion, police and criminal relationships, war, historical conflict, education, and Trump supporters and immigrants.



Speaking of the aim of this channel, by bringing the opposing views within a group for debate means that they expect the participants of the debate to understand the intention of each other and fix the misunderstanding of each group. Thus, in producing a particular sentence, it might show intentional meaning and some kinds of speech acts. Considering those phenomena, this research was analyzed by applying the speech acts theory in pragmatics study.

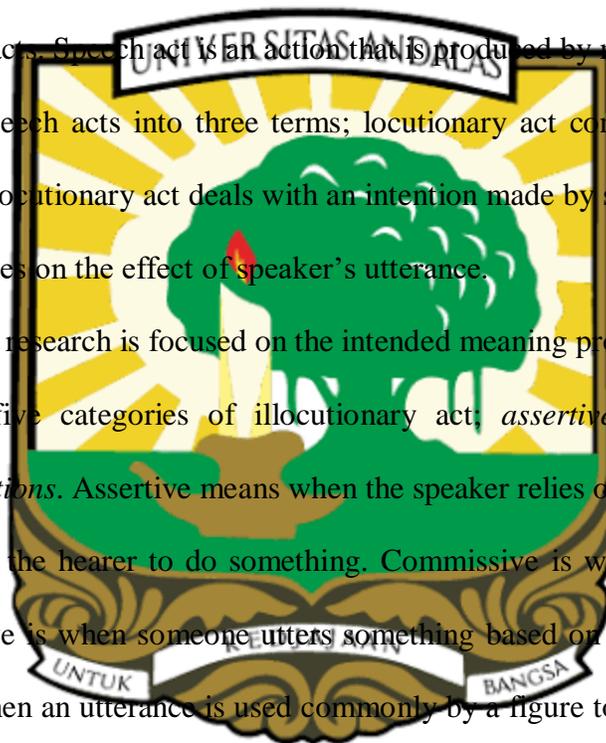
Pragmatics, in Levinson (1983: 7), is the study of the use of language. Thus an utterance should have meaning that is supported by context. In order to analyze the speaker's intention, there is a term called speech acts. Speech act is an action that is produced by making an utterance. Yule (1996: 48) classifies speech acts into three terms; locutionary act concerns about producing a meaningful sentence; illocutionary act deals with an intention made by speaker in their utterance; perlocutionary act focuses on the effect of speaker's utterance.

Considering this research is focused on the intended meaning produced by speaker, Searle (1969: 12) classifies five categories of illocutionary act; *assertive, directive, commissive, expressive, and declarations*. Assertive means when the speaker relies on their belief. Directive is an attempt to influence the hearer to do something. Commissive is when a speaker commits a future action. Expressive is when someone utters something based on their psychological state. Declaration refers to when an utterance is used commonly by a figure to influence the world. For instance, an example is taken from the book entitled *Pragmatics* by Yule (1996).

A: Don't touch that!

(Yule, 1996, p. 54)

In this sentence, the speaker warns the hearer to avoid what is instructed by the speaker. This utterance indicates an action that needs to be left immediately, as Searle (1969: 13) states that directive is a type of illocutionary act that is aimed hearer to do the speaker's order.



Furthermore, because social issues could derive from miss-communication, Jubilee provides the platform to speak. By bringing the opposing view in a group to debate, one hopefully grasps the contrary opinion of the other side. Moreover, applying the illocutionary acts to the utterances of the participants might result a tolerance between the opposite groups. Therefore, the data are four videos that show pro sides and the anti or opposite sides. Those videos are taken from the Jubilee Youtube channel. In order to understand the intention of both sides, this research is aimed to find out the illocutionary act that are intended by each side while arguing and the function of the illocutionary act that they show.

1.2 Research Questions

As this research is aimed to find out the illocutionary acts that is found in Jubilee Youtube channel. Therefore, the writer proposed two research questions as follow:

1. What are the types of illocutionary acts in Jubilee Youtube channel?
2. What are the illocutionary functions of illocutionary acts in Jubilee Youtube channel?

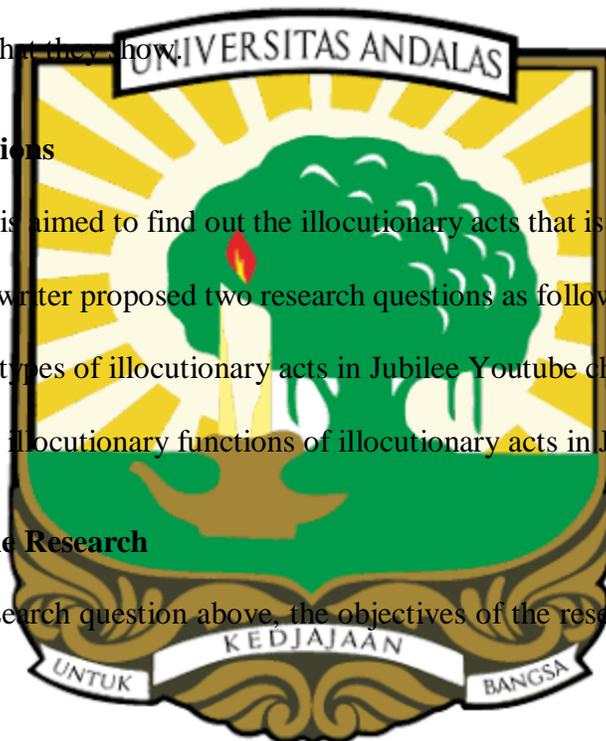
1.3 Objectives of the Research

Based on the research question above, the objectives of the research are aimed to several results:

1. To identify the types of illocutionary acts in Jubilee Youtube channel.
2. To analyze the illocutionary function of illocutionary acts in Jubilee Youtube channel.

1.4 Scope of the Research

This research is conducted in the scope of pragmatics study which focuses on the illocutionary acts used by participants in Jubilee Youtube channel, specifically in their “Middle Ground” series. Using Searle’s (1969) theory, the research focuses on the types of illocutionary

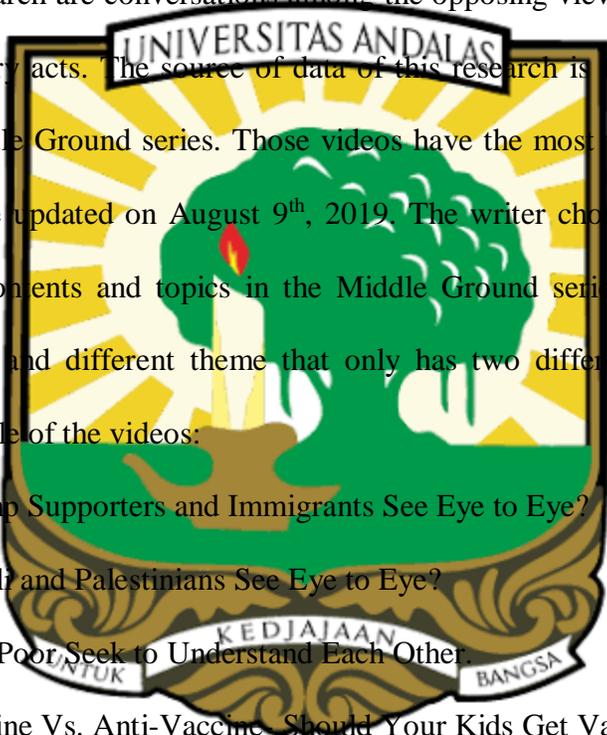


acts that are used by the participants. Those types are assertive, directives, commissives, expressive, and declarations. Besides, the writer also focuses on the illocutionary function of those illocutionary using the theory that is proposed by Leech (1989). The last, context is as supporting aspect in analyzing the type of illocutionary act and the function of the act.

1.5 Research Methods

1.5.1 Data and Source of Data

Data of this research are conversations among the opposing view of the following videos that indicate illocutionary acts. The source of data of this research is four videos of a playlist, namely *Best Of* in Middle Ground series. Those videos have the most viewers from the Middle Ground series that were updated on August 9th, 2019. The writer chose those four videos that represent the various contents and topics in the Middle Ground series. Each video discusses different current issues and different theme that only has two different points of view. The following lists are the title of the videos:

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1. Can Trump Supporters and Immigrants See Eye to Eye?
 2. Can Israeli and Palestinians See Eye to Eye?
 3. Rich and Poor Seek to Understand Each Other.
 4. Pro-Vaccine Vs. Anti-Vaccine: Should Your Kids Get Vaccinated.

Among the four videos, there are 166 utterances are found. Meanwhile only one third of each video are discussed in the analysis.

1.5.2 Data Collection

In collecting the data, the writer applies the observational method with non-participant observation techniques. In this method, the writer stands as an observer, by means that the writer

is passive in the dialog that the absence of the writer does not change the meaning of the object (Sudaryanto, 2015: 134).

Furthermore, the steps in collecting the data were:

1. Downloading four videos above from a series called Middle Ground in Jubilee Youtube channel.
2. Observing several times the utterance that could be the data of this research.
3. Transcribing the videos with the help of the English subtitle to enable the writer to collect the data.

1.5.3 Data Analysis

In analyzing the data, the utterances are identified based on the types of illocutionary acts using Searle's (1969) theory. After the data are classified, then the writer determines the illocutionary function of illocutionary act by using Leech's (1989) theory. In determining the types of illocutionary acts and illocutionary functions, the help of context is applied to help analyzing the illocutionary acts and illocutionary functions of the utterances.

1.5.4 Presenting the Result of the Analysis

In showing the result of the analysis, the data are explained by using sentences. Besides, the explanations of the data are divided into two sub-chapters based on the types and functions. Moreover, the aggregate data is presented by using a table to show the frequency and percentage of each type and function.

