

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Communication is an instrument on how to provide information to someone. People need to communicate to connect with other people (Yule, 2014, p. 4). Yule suggests that communication is recognizing by the hearer and recognizing the meaning of utterance from the speaker. There are numerous ways to communicate, such as direct and indirect communication (Yule, 2014, p. 4). Direct communication is used by having direct conversations such as when met friend physically and the friend reply to it. At the same time, indirect communication develops by a long conversation through a medium (virtual channels) to convey a message. The indirect speech act gravitates through various forms of communication in everyday life.

People use an indirect speech act known as illocutionary to convey the meaning in an unclear and indirect way to a speech. The hearers will think more about understanding the indirect speech act that was delivered. It could happen because indirect speech acting as the combination of 2 speech acts (Mey, 2001, p. 113). The two combined are the primary indirect speech act (illocutionary) and secondary indirect speech act. This study was conducted to find out what are the classifications of speech acts detected as indirect speech in the selected videos on *Grammarly* advertisement.

Nowadays, people communicate through virtual channels. Virtual channels

can be used, such as social media, YouTube, website, advertisement, others. Dyer states that advertisement attracts attention by tell someone about something (Dyer, 1982, p.2). Thus, advertisement knows as a platform to convey information to the hearer. This research attempts to examine the indirect speech act in the advertisement on *Grammarly*. The copywriter has an intention for the advertisement would be attractive by applying indirect speech. Therefore, there is exist hidden truth further word manipulation in the advertisement to attract readers to be consumptive towards the products (Melchenko, 2003, p. 7).

Nowadays, advertising is part of daily life. A human could find advertising on television, radio, newspaper, online website, magazine, social media, even the billboards in the street. Moreover, Melchenko stated advertising as a specific type of discourse that has purposed to inform and persuade the targeted consumer for economists and companies (Melchenko, 2003, p. 2). According to Belch advertising is any form of non-personal presentation, promotion of ideas, goods, and services (Belch, 2001, p. 15). An identified sponsor usually pays to advertise. Non-personal means the advertising does not belong to a single person but belongs to a large company. Advertisement can be a form of TV advertisements, online advertisements, or advertisements in print to promote products and get income.

The researcher analyzed the utterance from *Grammarly* video advertisement selected. *Grammarly* is an Inc. 500 company with offices in San Francisco, New York, Kyiv, and Vancouver (*Grammarly.FAQ*). *Grammarly* develops digital writing tools, artificial intelligence, and natural language processing through machine

learning and deep learning algorithms.

Thus, *Grammarly* offers grammar checking, spell checking, and plagiarism detection services. *Grammarly* provides suggestions about writing clarity, concision, vocabulary, delivery style, and tone.

*Grammarly* makes sure everything that the users type correct and accurate, and then it is easy to read. *Grammarly* algorithms flag potential issues in the text and make context-specific suggestions to help with grammar, spelling and usage, wordiness, style, punctuation, and even plagiarism. *Grammarly* explains each suggestion's reasoning (Byadmin, 2017). Then the users can decide how to solve those issues (Support *Grammarly*). Now, *Grammarly* can be accessed by phone and laptop as easy to use it.

Then, an example of how the researcher analyzes the utterance from one of the videos in *Grammarly* ads:

- (1) "With *Grammarly*, **you can feel confident** no matter what you are writing or where you are writing it."

The speaker said this sentence in order to convince the hearer of the quality of *Grammarly*. This utterance includes the assertive classification. The speaker assumes that some writers also feel less confident. Finally, if the hearer uses *Grammarly*, the hearer does not need to worry about the writing. The speaker also seemed promising through convey belief to the hearers who were still unsure it is called commissive. The speaker detected the universal use of indirect, increasing the force of one's message and politeness. From the example above, the researcher could say that in

utterance, figured out indirect utterance and speaker use. Then this is the reason why the researcher wants to analyze this is as the research.

## 1.2 Identification of Problem

Based on the background of the research above, the researcher formulated the study's problem as follows:

1. What are the classifications of speech acts detected as indirect speech acts in *Grammarly* Advertisement?
2. What are the universal uses of the indirect speech act in *Grammarly* Advertisement?

## 1.3 Objective of the Research

Based on the identification of the problem above, the researcher has the following objectives:

1. To analyze the classifications of speech acts detected as indirect speech acts in *Grammarly* Advertisement?
2. To identify the universal use of indirect speech act in *Grammarly* Advertisement?

## 1.4 Scope of the Research

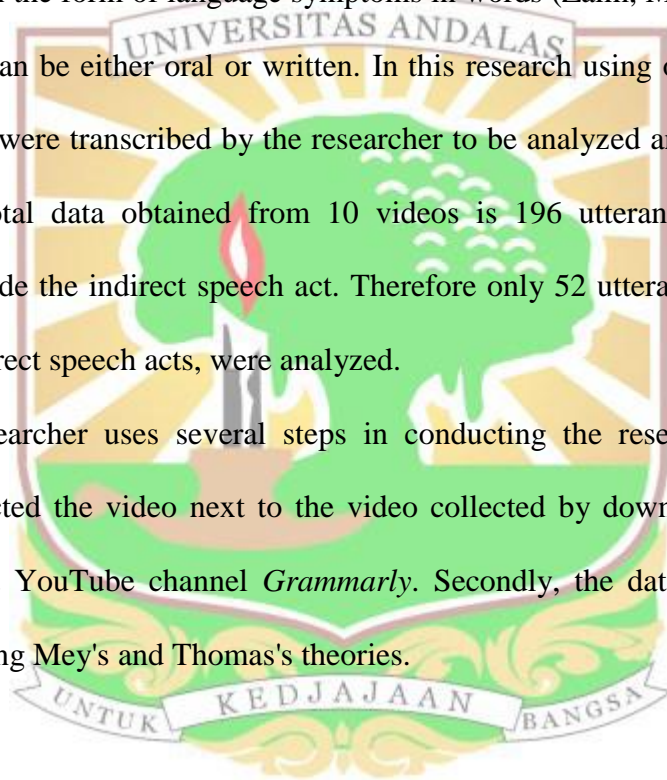
The researcher focuses on the analysis classification of indirect speech act and the universal use of indirectness from video advertisement *Grammarly*. The researcher takes video advertisements from the official account YouTube *Grammarly* channel. The researcher limited the videos by the duration; the minimum duration is one minute. Then only ten videos are chosen. The language used from the advertisement

is English language. The researcher took video from 2018-2019 as a limitation. The researcher chose the video because it can be analyzed using the indirect speech act theory.

## **1.5 Method of the Research**

The method of research uses descriptive methods. The descriptive method is data collected in the form of language symptoms in words (Zaim, M. 2014, p. 6). The data collected can be either oral or written. In this research using oral, the speaker's oral recordings were transcribed by the researcher to be analyzed and documented in writing. The total data obtained from 10 videos is 196 utterances, but only 52 utterances include the indirect speech act. Therefore only 52 utterances, which were detected as indirect speech acts, were analyzed.

The researcher uses several steps in conducting the research. Firstly, the researcher selected the video next to the video collected by downloading from the official account YouTube channel *Grammarly*. Secondly, the data is detected and analyzed by using Mey's and Thomas's theories.



### **1.5.1 Data Collection**

The methods and data collection techniques used were the observation and note method. The observation method is a data collection method with a listening process in the language under study (Zaim, M. 2014, p. 81). Another thing with the note-taking technique is a technique that records all data in an oral or written form



(Zaim, M. 2014, p. 83). In this research, data is utterance on video advertisements. In this study, the researcher revealed that the researcher had downloaded the observation method and note-taking technique to the video. Then the observation was carried out, and the researcher noted all the data in the video.

The data criterion in this study is a minimum one-minute video advertisement. The second is that all utterances are the English language. The three videos were selected only from 2019-2018. Last, the researcher used the indirect speech act from the utterance as data. The following are the steps in collecting data. Firstly, there are 65 videos from the official *Grammarly* YouTube channel account. The minimum duration is one minute. Then, only the ten videos were selected. Secondly, the videos downloaded, which talk about the speaker's experiences of using *Grammarly*. Thirdly, the researcher used the listening method to listens to the utterance from the video. The researcher then used the note-taking technique by writing the English transcript language on the video advertisement. Frequently, the researcher looks at the transcription on YouTube to ensure the correctness of the utterances.

### **1.5.2 Data Analysis**

The method used to analyze the data is the Pragmatic Identity Method. According to Zaim, the pragmatic identity method is used by a researcher to determine identity using a determining device. The pragmatic identity method devices are the speech partner (Zaim, M. 2014, p. 90-93). Speech partners in this research are speakers in video advertisements. So that when a speech partner delivers an utterance, the speech is called data. The data is analyzed by referring to Mey (2001) and

Thomas (1995) theories to examine the classification of indirect speech act and the universal use of indirectness. The indirect speech act classification identified using Mey (2001) while the universal uses of indirectness are examined by referring to Thomas's (1995) theory.

The presentation of results analysis uses a formal presentation method. The formal presentation method is the presentation of data analysis results using signs and symbols (Zaim, M. 2014, p. 106). The sign in question can be added such as minus, curly brackets, arrows, and others, while the symbol can be in the form of name abbreviations, unit sentence diagrams, graphics, tables, and others. In this study, the researcher using a symbol in the form of a table containing grouped data.

