

CHAPTER I

INTRODUCTION

1.1 Background of the Research

In communicating, the speakers do not only produce utterances, but they also perform action through the utterances. They are doing things with their utterances when they speak because language is used not only to explain words but also to perform an action that is intended to have a function and effect on the hearer. Those actions that are performed via utterances are called speech acts (Yule, 1996: 47).

Speech act theory as a branch of pragmatics deals with the meaning of an act performed in the speaker's utterance in a particular context. Knowing which speech acts to perform is a crucial part of how speakers use language to communicate; likewise, knowledge of how to identify that action is critical to hearer understanding (Schiffirin, 1994: 57). Identifying an act must be done since interpreting the meanings of certain utterances is not enough in understanding speaking.

The form of communication done by the speaker in society is then called utterance. In the utterance, there is a meaning that is not separated from the context of sentences, either expressed or implied. In conducting the communication, people will use language style to express ideas during the communication so that they can convey meaning and atmosphere that will touch the listener's intellectual power and emotions. Everyone has their own way of speaking, which becomes an individual's personality. One of the language styles that often encounter in an utterance is an expressive style. The term "expressive" refers to a speech act in which people not only say a sequence

of words or sentences but also take actions. Some expressive utterances that can be found in conversations are gratitude, apologies, congratulations, compliments, etc.

An example of expressive utterance can be seen in the sentence below:

Bretman : Hey babe!

Host : Yes.

Bretman : **How are you?**

Host : How are you? I'm good.

Bretman : Oh my gosh, come in!

The conversation above was between Bretman and the host in the opening of the interview. The host first knocked Bretman's room door, then Bretman opened the door. Bretman greeted the host and asked how the host's condition as the small talk before the interview started.

Bretman's utterance "**How are you?**" is the type of **greeting** because this utterance contains an expression of welcoming where the speaker expresses positive toward the arrival of the interlocutor. In this utterance, Bretman tried to welcome the host of the Clevver News Interview.

The utterance above is not only found in daily life. The expressive utterance is also widely found in novels, theaters, films, and digital media. In this research, the data are taken from *Bretman Rock* conversation in his interview on *Clevver News Channel*. Bretman Rock is one of the most influential content creators. With more than eight million YouTube subscribers and 15 million followers on Instagram, he is the most influential influencer in the fashion and beauty industry. At a young age, he has shown an unusual talent. Makeup does not limit a gender, but this cute guy chooses to become a Make Up Artist (MUA). Bretman Rock is a Filipino internet superstar who has lived in Hawaii since he was seven years old. Bretman Rock is one of the internet's biggest

stars. His well-known reputation start since he was a teenager, the vlogger is for his beauty videos, but he is so much more than just a beauty influencer. The YouTube star is also beloved for his sassy personality, quirky sense of humor, and confident style. He's got millions of followers across his social media accounts, with over ten million fans on Instagram alone. So, the writer is interested in Bretman's unique personality. Bretman is a gay who focuses on the beauty and fashion world, who wasn't a native English speaker, and he can survive by being an influencer this day.

1.2 Identification Problem.

In this study, many types of utterances can be found in *Clevver News Channel* on *Youtube* and one of them is expressive utterance. Since the way how people express their feeling is different in every culture, how the translator translated the expressive utterance is interested to be analyzed. Then, the following are several problems to be solved in this research :

1. What is the typical choice of expressive speech act that reveals *Bretman* behaviors as found in *Clevver News* interview on *Youtube*?
2. What are the characterizations of *Bretman Rock* based on the dominant type of speech act used?

1.3 Objectives of the Research

Based on the problem above, this research is conducted to answer the research questions, they are:

- 1.3.1 To find out the typical choice of expressive speech act that reveal *Bretman Rock's* behaviors as found in *Clevver News* interview on *Youtube*.

1.3.2 To reveal the characterization of Bretman Rock.

1.4 Scope of the Research

This research concerns analyzing *Bretman Rock* utterances in dialogue that support the expressive speech act to reveal his character as found in *Clevver News* interview on *Youtube*. The types of expressive utterances that are found in those utterances will be explained based on what is proposed by Ronan (2015).

1.5 Methods of the Research

In analyzing this research, the writer needs several methods in answering the research problem. The methods are collecting the data, analyzing the data, and presenting the result of the analysis. In addition, to specify the techniques, which are explained in the following explanation.

1.5.1 Collecting the Data

The writer takes the data from *Clevver News* that has been uploaded to *Youtube Channel*. *Youtube* is the biggest video sharing in the world which provides all kinds of video from all categories. This video is published on February 20th, 2020. The video has more than 376.000 viewers. The title of the video is "*Bretman Rock Talks Hiding Boyfriend, Meeting Rihanna, & More!*".

In collecting the data, the observational method is applied in this research. The information is gained by the writer's direct observation without getting involved asking the respondent (Kothari, 2004:96). Then, non-participants' observational and note-taking techniques are used to observe the data. First, the video is searched on *Youtube* by typing the keywords related to the video. Second, the video is opened and

downloaded. Third, the video is watched and listened to carefully. Fourth, the video is transcribed into text. Fifth, the expressive utterances are selected and classified. In the last step, each datum is identified based on the two research questions above. Every word that appears two or more times counts as one. Every datum that contains expressive utterances will be given a bold mark.

1.5.2 Analyzing the Data

The analysis of the expressive speech act of *Bretman Rock* interview that is written in the word based on the theory described by Yule about speech act. The data are analyzed based on the Stylistic Pragmatic framework. Then, identify based on the type and counting the number of the most dominant type to be analyzing the characteristics of *Bretman Rock*.

In this analysis, the context of an utterance can also be determinant in helping to do an analysis. The data are analyzed to describe the context such as setting, ends and the participants that involve in the dialogue to find out the expressive speech act by *Bretman Rock*. In analyzing the data the writer uses stylistic speech acts and the types of expressive utterances based on Ronan (2015). The expressive speech act is defined as a device of the characterization of the traits of *Bretman Rock* that are identified in the conversation.

1.5.3 Presenting the Result of Analysis.

After analyzing the data, the result of the research is presented. The result of the research is presented descriptively. Then, the writer also uses a table to include all the data. The writer uses the pattern to find out the percentage of types and functions of expressive utterances found in the research. The formula that is used to find out the

percentage for the data is,

$$\text{percentage} = \frac{\text{data}}{\text{total number}} \times 100 \%$$

