CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a tool for humans to communicate with each other. Every day people always use language in their speech. People as a speaker utter many kinds of utterances, and all of them have different meanings or purposes. It is about the speaker's meaning and the utterances themselves. Utterances and meaning are operations in one of the branches of linguistic study, namely pragmatism. According to Yule (1996), pragmatism is the study of the linguistic relationship and the user of those forms.

Speakers do not always convey what they mean directly to the listener. They deliver the meaning behind their utterances and also the intention on them.. This case is the power of illocutionary force. Austin (1962:108) states that the illocutionary force has a function of the speaker's words. It can influence the hearer to gain the meaning of those utterances. It is essential, and people have to learn more about the illocutionary force behind people's utterances so that there is no misinterpretation.

Austin (1962:108) states that attention has many functions performed by utterances is part of interpersonal communication. For example, when someone makes an action of conveying, the meaning that he wanted to deliver is only to give a statement of speaking and give something such as an argument or opinion which can

convey people through the utterances. This case shows some kinds of types of illocutionary force.

In this present time, people can freely communicate either directly or indirectly. An example of indirect communication is communication carried out on social media. It has many features that humans can use to communicate. One example of the features is a 'status' and 'tweet' as on Twitter. A tweet is a feature where people can express feelings, ideas, thoughts by writing them in the status column and can be seen by a lot of people. The researcher focuses on the tweet by one of a public figure named Mark Manson. He is a famous American blogger, self-help author, and influencer.

The researcher chooses Mark Manson because of his capability to engage viewers and the content of his tweets which contain many useful solutions to overcome the variety of life problems. One of his works that become a best seller is *The Subtle Art of Not Giving a F*CK*, a book about hope and self (capitalism.com)**.** Furthermore, he is constantly updating his tweets every day and has many followers, and it is about two hundred twenty thousand followers (Markmanson.net). His Twitter account is attractive with motivation and quotes that can influence people from his words, including illocutionary force. A piece of the tweet below is one of the examples of an illocutionary force phenomenon.

This week :

1. I <u>explain</u> our strange indifference to tragedies involving a large number of people.

2. I <u>discuss</u> how social trust is always challenged in times of uncertainty.

3. And I get into why I think the world will go full YOLO in 2021.

(tweet on March 01)

This tweet was uploaded by Mark Manson on March 01, 2020. He writes in the first line of his tweet as **This week:** as a title. Th**is week** and colon mark (**:**) means that he informs the audience about time by writing a word **This week.** Then he also adds (**:**) colon mark to give a clue there are several things explained after that sentence. Colon mark has a function to separate general statements with details or introduce a specification, and we also use it in time writing, such as separator between hours and minutes.

Furthermore, those several things are written below in 3 points of numbers. Those 3 points are three things he wants to do next week. The first point is to explain the strange indifference to the tragedy of people, including himself. In this first point, Mark Manson would like to explain how people and himself feel careless about the tragedy that involves many people. On the second point, Mark Manson wants to discuss social trust in social circles as an indefinite challenge. Here, Manson wants to invite the audience to join the discussion with him. On the third point, Manson realizes the things that make the world full of YOLO. Manson tries to deliver YOLO as the acronym of You Only Live Once. The word You Only Live Once means that people should take every opportunity to enjoy life or to excuse something stupid that they have done (Oxford Learner Dictionary). In this tweet, Manson uses casual language, not formal language. It is because his audiences or followers are the general public of various ages. In the situation, Manson expresses his desire to make the

audience aware of the life issues that occur in society also hopes that the audience can understand and overcome them.

This tweet contains illocutionary force indicated by the device that is the performative verb. The performative verb is defined as the utterance that is also an action in the speaker's exact times. The word **explains** and **discusses** the example of performative verbs that the meaning as the utterances and the speaker's action simultaneously. In the tweet above, the word **explains** and **discuss** are the performative verb.

Manson's tweet above also contains an intention. The intention used by Manson in the face of expansion. The key to this intention is to cooperate with it everywhere and express itself through people and the speaker and everyone encountered. It is open a chance for the audience to cooperate by responding or giving feedback on his tweets. Manson expresses what he thinks and did with himself. The speaker's actions show cooperation with other people who are discussing something. The speech above is that Manson talks to his followers when some problems come up in social life and have to know.

The explanation above becomes why the researcher wants to identify and analyze Manson's tweets' illocutionary force. The aim is to know what is the illocutionary force behind the utterances and intentions that the speaker used on it.

1.2 Research Questions

This study examines the illocutionary acts found in society's status on Social Media (Twitter) as one of the phenomena of illocutionary force. The research questions are :

1. What are the devices of illocutionary force used by Manson in his Twitter account?

2. What are the intentions of Manson's utterances behind his tweets on his Twitter account?

1.3 Objectives of the study

Based on the research questions, the objectives of this research are :

1. To identify the devices of illocutionary force behind Manson's tweets on his Twitter account.

2. To describe the intentions of Manson's utterances behind his tweets on his Twitter account.

1.3 Scope of the study

This study aims to identify the illocutionary force and the intention found in Manson's tweets on his Twitter account. Twitter has been chosen as social media where the researcher observes society's utterances on their status. On Twitter, a *status* is called a *tweet.* In analyzing this phenomenon, the researcher used the approach by Yule (1969) to examine the Illocutionary Force Indicating Devices (IFIDs) behind

Mark Manson's tweet that includes illocutionary force and Intention by Dyer (2008). The data are taken in Mark Manson's Twitter Account.

1.4 Methods of the research

1.4.1 Data collection

1.4.1.1 Source of Data

In conducting this research, the researcher needs a bunch of data to examine the phenomenon. According to Arikunto (2006), data are facts of figures loaded into recording results to compile information. In finding the research result, the data should be compiled appropriately based on the research topic. Thus, the data are all tweets from Manson's Twitter account in three months: January, February, and March in 2021 that contain illocutionary force. These three months is the moment when Manson has just finished the second book titled *"Everything is a fun*ed,"* released in 2020 as continued from the first one titled *"The subtle of not giving a fuc*ed"* released in 2016 the best seller in Indonesia in 2018 (Gramedia.com). This moment makes Manson's Twitter account gets visited by many people. Thus, the tweets are selected and classified based on the purpose of this research. This research aims to find the devices and intentions of the illocutionary force behind Manson's tweets.

In this study, the researcher chooses Twitter as a source of data. According to Arikunto (2010), the data source is the subject from which data can be obtained. In this study, the source of data is Manson's Twitter account. Twitter is one of his platforms

Where Mark Manson has continually updated his motivation and thoughts. Manson has also updated his tweets regularly and almost every day. The researcher uses three steps in this research. They are collecting the data, analyzing the data, and presenting the result of analyzing data.

1.4.1.2 Instrument

In collecting the data, the researcher uses observation. That is a non-participant observation technique. Sudaryanto (2015:203) stated that it is a non-participant technique because the researcher act more as the observer instead of participating in the research. First, the researcher observes and gets an understanding of all Mark Manson's tweets for three months. Then, identifies the utterances that consist of an illocutionary force and compile them by the screenshot of all tweets on three months. Finally, the utterances are classified based on the appropriate kinds of illocutionary force.

1.4.1.3 Data Collecting Procedure

In order to collect the data, the researcher monitored Mark Manson's Twitter account from January until March. The researcher activates notifications for every tweet that is updated by Mark Manson so that the researcher can see it regularly. Then, takes a screenshot of each tweet and put it in a certain file. All The screenshots of the tweets are compiled in one document and then printed out. The total number of tweets on Mark Manson's Twitter from January until March is 189 tweets. After that, the researcher sorts the tweets by marking tweets containing illocutionary force with a checklist. 60 tweets contain illocutionary force.

1.4.2 Data Analysis

All of the data was analyzed by the researcher to get the result of this research. Data analysis is a process of formulating themes and hypotheses in detail (Bogdan & Taylor:1975). During this process, the researcher analyzes the data by using the theory proposed by Yule (1969), that is Illocutionary Force Indicating Devices (IFIDs) to identify the illocutionary force behind a tweet and the speaker. In examine the intention, the researcher uses Dyer's (2008) approach.

In analyzing the data, there are several steps that the researcher used. Begin with a survey whether the tweet is from Mark Manson or not. The re-tweet is not included. After that, data were checked one by one and sorted based on the illocutionary force or not. The data that has been sorted is classified into types of Illocutionary Force Indicating Devices (IFIDs). Then, the researcher saw the occurrence of the data that have been classified earlier. The last, the screenshot of tweets, explanations, and assumptions are provided for each datum.

1.4.3 Data Presentation

The last is the result of analyzing data. The data of this research presented descriptively. The researcher explains words by words to the utterances that contain illocutionary force and intention. In the final, the researcher presents the table to show the occurrence of illocutionary force indicating devices (IFIDs) and also the intention used by Mark Manson in his tweet. There are two tables in the analysis. The first one is the table of the occurrence of Illocutionary Force Indicating Devices (IFIDs) types, used to see how many times those types occurred and the percentages. Table two is the occurrence of intention that existed in Mark Manson's tweet, used to

see how many times those intentions occur and also the percentages. In presenting

this, the researcher order it from the newest tweet.

In calculating the data, the researcher used the formula :

Data = $\underline{\text{Number of the utterances}}$ X 100%

                        All data