

**AN ANALYSIS OF MEANING AND TYPES OF
ILLOCUTIONARY SPEECH ACT FOUND IN MEME
FROM KNOWYOURMEME.COM: A PRAGMATIC
APPROACH**

THESIS



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FACULTY OF SOCIAL AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

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SKRIPSI

**Submitted in Partial Fulfillment of the Requirements for the Degree of
Bachelor Degree**



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YEAR 2018**

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Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 16th Maret 2018

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ABSTRAK

Penelitian ini fokus pada fenomena yang sedang berlangsung sejak 2010. Meme adalah tren berlangsung yang terus berkembang bersamaan dengan berjalannya waktu. Peneliti bertujuan untuk menemukan tipe tipe illocutionary act dari teks berasal dari meme yang ditemukan dari salah satu situs terpopuler yang memiliki meme buatan dalam jumlah yang sangat banyak. Peneliti juga bertujuan menemukan modifikasi kekuatan illokusi yang disebabkan oleh konteks meme. Penelitian linguistik berkaitan dengan meme perlu dilakukan karena ada sebagian orang yang menganggap meme itu bersifat menyinggung sehingga peneliti ingin membuktikan apakah hal tersebut benar demikian. Alasan lain adalah meme telah menjadi bagian dari cara pengguna media sosial dalam berkomunikasi berkaitan sebuah peristiwa. Peneliti menggunakan metode observasi non partisipan dalam mengumpulkan data. Peneliti menggunakan metode padan dengan teknik pilah sebagai pembeda reaksi dan kadar keterdengaran yang dirancang Sudaryanto dan menerapkan teori illocutionary milik Searle untuk menganalisis data-data tersebut. Dalam menyajikan hasil analisis, metode informal digunakan oleh peneliti. Hasil penelitian menunjukkan bahwa ada empat tipe yang ditemukan dalam meme setelah proses analysis yang mendalam. Keempat tipe tersebut adalah ekspresif, asertif, direktif dan komisif. Modifikasi kekuatan ilokusi yang ditemukan di meme adalah peningkatan dan pelemahan. Berdasarkan penemuan tersebut, peneliti menarik kesimpulan bahwa meme pada umumnya bersifat menyatakan perasaan terhadap sebuah situasi yang ada dan kenyataan yang dilihat oleh pengguna. Meme tidak bersifat membuat sesuatu menjadi kenyataan hanya dari menggunakannya. Konteks budaya dari meme bisa digunakan untuk memodifikasi kekuatan illokusi dan kebanyakan dari mereka berfungsi meningkatkan kekuatan tersebut.

Kata Kunci: *Meme, Illocutionary Act, Speech Act*

ABSTRACT

This research is focused on phenomenon that has been going around since 2010. Meme is a continuously trend that grows as the time flows. The researcher aims to find out types of illocutionary speech act in its text from memes found in one of the most popular sites hosting a great number of user-made memes. The researcher also aims to find out the modification of illocutionary force caused by meme context. Linguistic research regarding to meme must be conducted because there are some people who think meme as an offensive media so the research wants to prove whether if such thing being the case. The other reason is that meme has become one of the many ways of social media users in effort of communicating and sharing opinions regarding to an existing event. The researcher uses non-participant observation method in collecting the data. The researcher uses pragmatic competence-in-diving method devised by Sudaryanto and apply Searle's classification of illocutionary act in analyzing the data. The result shows that there are four occurring types found in the meme after deep analysis. They are expressive, assertive, directive and commissive. The modifications of illocutionary force occur in the meme are boost and attenuation type. Based on these findings, the researcher makes a conclusion that meme in general is used to express feeling towards an existing situation and state an existing affair witnessed by users. Meme does not bring forth existence just from using it. The cultural context of the meme can be used to modify illocutionary force and they mostly boost them.

Keywords: *Meme, Illocutionary Act, Speech Act*

MOTTO AND DEDICATION

“Where the willingness is great, the difficulties cannot be great”

Niccolo Machiavelli

“Be the one that imparts hope to the others”

God Eater

“When we need him the most, he disappears”

Avatar, The Last Airbender

This thesis is dedicated to:

- ♠ Beloved Parents: Lim Seng Hie & Ence
 - ♠ Beloved Sister & Brother:
Kristina & Verdinand
- ♠ Beloved Virtual Lover for Creating Illusionary Courage: Margaret
- ♠ To My Nibba for All Kinds of Unnecessary Distraction: Riyan Ramadhan
L’Gana
 - ♠ Beloved Peers in Literature Class
- ♠ Beloved Art and Entertainment Colleagues in Social Media Whom I go
Through Thick and Thin with

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May God grace His mercy, love and blessing upon them. Amen.

Batam, 16 March 2018

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Pragmatic may be roughly defined as the study of language use in context (Birner, 2013, p. 2), one of them is speech act itself. In conversation specifically in modern chatting within social media, it is common for speaker to be concerned about how well conveyed a message can be. Features can be used in this type of communication are alphabets, number, symbols, emojis (commonly known as emotion symbol in social media), pictures for descriptive purposes and memes. Memes usually contain picture or illustration and texts which fulfill the purpose of conveying message in its most precise expressive level. At the moment, researcher realizes that even memes can perform illocutionary act, like how normal conversation does. Austin was the first one who wanted to capture the fact that there is more in the function of language than semantics. According to Austin (as cited in Birner, 2013, p. 186), there are three types of acts that can be performed by every utterance: locutionary act, illocutionary act and perlocutionary act.

As much as words can affect people's thought, meme can do the same thing can even empower the words within it. Many people may see meme as media of humor but it is not as simple as that. Unlike words, meme has illocutionary act with its force boosted by the illustration of the meme itself. To some people, the normal satires might turn out to be very offensive satire in meme and cause them to be actually very offended by it. Due to this reason, it is better that for people to know

that meme does not just act as a feature to offend. Therefore, the researcher attempts to analyze the text within memes.

Discussing about illocutionary act in meme, '*Speech Acts in Written Advertisements: Identification, Classification and Analysis*' by Simon and Cartis, an international article from *Procedia*, also researches about speech acts. Unlike the journal which aims to analyze type of speech acts on written advertisements, this research aims to analyze types of illocutionary acts in texts typed on the memes. The source for current research is strictly meme, which is in a way unique. Unlike the previous research which relies on classifying on the most specific type of speech act, this research classifies implicated meaning, extracted from the text, with Searle's classification of types of illocutionary in 1976.

This research is necessary to be done because meme is a continuous feature that many people are using it now. The problem with meme is that not everybody can take it properly especially when some people find meme offensive just because someone inserted deliberately offensive message and they just conclude the whole idea of meme is used to offend people. One of these problems is that meme, according to Dyer-Barr in 2010 (as cited in Williams et.al., 2016, p. 424), may contribute to the climate of racial discrimination that can exist in online communities. The "victims" who are experiencing "offenses" from meme will be motivated to cause greater problem in social media thus causing real chaos within the cyber world. As the access to information has been made easy through internet, people who take in the information too seriously will likely to be misled and caused greater chaos in real world. A small misunderstanding of this is like lighting a small

fire to a forest, it needs to be cleared out by all means. The researcher thought of this because power of words is not to be underestimated especially meme possesses ability to convey message at the most precise expressiveness.

Within illocutionary act, an utterance is imbued with illocutionary force or what the researcher prefers calling it “power of words”. Normally, people think that illocutionary force only applies on utterances or live speeches but in reality, that is not entirely true. For instance, when a person reads a certain funny commentary in magazine, the person will definitely laugh because despite it is just a written text. This shows that even written texts possess illocutionary force that humors people. Meme also does the same thing. Like words uttered through conversation, texts inserted within memes also possess illocutionary force and have their own meanings. Meme also has a trait that modifies the illocutionary force.



Figure 1.1.1 The most interesting man in the world

Source: <http://knowyourmeme.com/photos/542533-the-most-interesting-man-in-the-world>

Line	Rule	Current Meme	Implicated Meaning
First Line	I don't always X	I don't always accidentally step on the cat	Stating the unlikely possibility of stepping a cat

Second Line	But When I do, Y	But when I do, I spend the next five minutes giving him an elaborate and thoughtful apology	Promising to performing apologize if situation arise
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The meme “The most interesting man in the world” is part of a series on Advice Animals. The captions that follow are typically two phrases: “I don’t always X” at the top and “But when I do, I Y” at the bottom. The context of this meme is to create anticipation of what people claim will do if they actually do something they don’t usually do. From the picture, we can see that the first line is assertive type of illocutionary act because the person believes that he hardly does so. Unlike the first line which is pretty much the same with the rest of the similar meme, the second line is sometimes different. In this case, the second line is commissive type of illocutionary act rather than assertive type despite the fact that it is just unvoiced texts, this line commits the speaker to do something if it happens again. This categorization is done based on Searle’s 1976 classification.

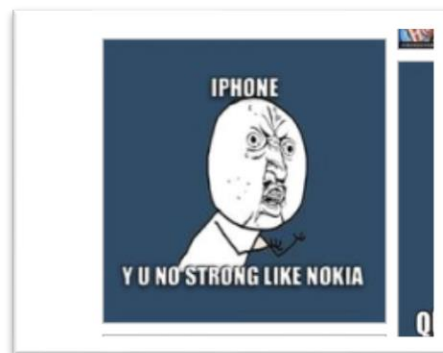


Figure 1.1.2 ‘Y U No’ Guy

Source: <http://knowyourmeme.com/photos/428938-y-u-no-guy>

Text in Meme
 iPhone, Y U No Strong Like Nokia
 (iPhone, why are you not strong like Nokia?)

Implicated Meaning
 Complaining about why iphone is not as durable/strong as nokia

This meme is known as ‘Y U No’ guy which was part of rage comic series and popular back in 2010. The phrase “Y U No” means ‘why didn't you’ or ‘why don't you’ in standard English and is normally followed by “complaint” phrase. The context of this meme is used to bring someone’s attention on a particular subject or issue. Example like this one, it may literally just question, through pragmatic approach, it means about complaining why I-Phone is physically less durable than Nokia which is known to be the most durable phone. An act of complaining is categorized as expressive type. However, the illocutionary force in this case seems to be more powerful than what a normal complain does. This may have to do with the context of the regular use of this meme bringing someone’s attention on the subject. It becomes especially true when I Phone creator is mentioned.

According to the description above, the researcher is interested in finding out more about types of illocutionary acts of meme and their modification of illocutionary force especially from knowyourmeme.com, one of the famous sites that hosts a great number of meme communities and resources. Meme, according to Dawkins (as cited in Díaz, 2013, p. 83), is known as the unit of cultural transmission. By the justification of this definition, it goes without saying that every meme has different types of illocutionary act from one to another. Though every meme is intended to be funny in the end, but each of them has different illocutionary acts despite most of the perlocutionary acts for all memes are to make people laugh or to perform satire against somebody. A meme in use of communication can be various in meaning and intention depend on how it is used and when it is used. It

relies heavily on context since each of them has different context too. It is still unclear to researcher that what types of illocutionary act that can be found in meme.

1.2 Identifications of the Problem

Based on the description of background of the research above, the problems that can be identified above are as following:

1. The meaning of each meme found in “knowyourmeme.com”
2. The types of illocutionary act within each meme found in “knowyourmeme.com” based on Searle
3. The modifications of illocutionary force done by meme context found in “knowyourmeme.com”

1.3 Limitations of the Problem

Based on the identification of the problem above, the researcher limits the problem in order to make the research more specific. The limitations of the problem are as following:

1. The types of illocutionary act within each meme found in “knowyourmeme.com” based on Searle
2. The modifications of illocutionary force done by meme context found in “knowyourmeme.com”

1.4 Formulations of the Problem

Based on the limitation of the problem listed above, the problems are formulated as following:

1. What are the types of the illocutionary act within each meme found in “knowyourmeme.com” based on Searle?
2. What are the modifications of illocutionary force done by meme context found in “knowyourmeme.com”?

1.5 Objectives of the Research

Based on the formulation of the problem listed above, the researcher is trying to:

1. To find out the types of illocutionary act within each meme found in “knowyourmeme.com” based on Searle
2. To find out the modifications of illocutionary force done by meme context found in “knowyourmeme.com”

1.6 Significance of the Research

The researcher believes that this research has theoretical significance and practical significance. The theoretical significances in this research are to be a contribution to linguistic study, a reference to those who wish to further their research regarding to such topic and a starting research that will lead an opening to new research regarding to analysis of speech act in modern entertainment literature light comic and light novel. As for the practical significances, the researcher hopes

that readers can enlighten those who are not knowledgeable about intention of memes and are able to put in practice in understanding memes in the internet directly.

1.7 Definition of Key Terms

Based on what the researcher described in background of the research, the representative key terms that will be commonly encountered by readers are as following:

1. Meme : The unit of cultural transmission (Díaz, 2013, p. 83)
2. Illocutionary act : The act performed in saying something (Riemer, 2010, p. 109)
3. Speech Act : The usage of language to accomplish something is known as speech act (Panenova & Hana, 2011, p. 2)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Meme

According to Dawkins (as cited in Brodie, 2009, p. 5), meme is the basic unit of cultural transmission, or imitation. It is also stated that memes which are successful at penetrating the most minds are the ones responsible for the activities and creations that constitute present-day culture (Brodie, 2009, p. 5). They can be something that can be easily remembered. This statement is also valid according to definition of the meme in cognitive perspective by Dennett. According to Dennett (as cited in Brodie, 2009, p. 8), a meme is an idea, the kind of complex idea that forms itself into a distinct memorable unit. It seems that meme is capable of spreading itself affecting the mind of people.

Discussing about meme's capability in spreading itself, it can also be repeated and copied by infected people. The reason to this is that some information of meme is catchy enough to be caught by people. However, it is not limited to just catchy tune and phrase but also includes seemingly interestingly imitate-able actions. This is justified in the illustrated example referenced in the book 'Virus of the Mind' by Richard Brodie on page 10.

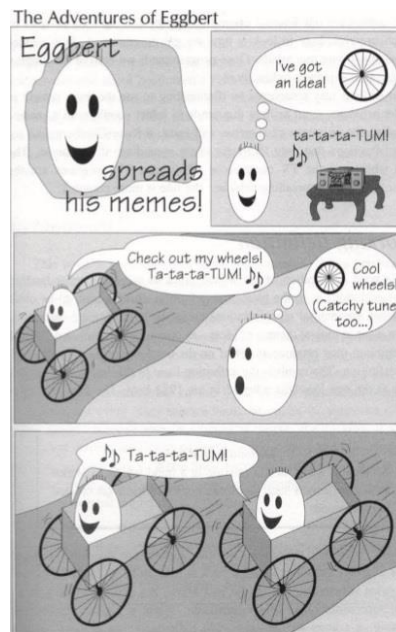


Figure 2.1.1 The Adventures of Eggbert (Brodie, 2009, p. 10)

Top left:

Eggbert spreads his memes

Top Right:

Radio: “ta-ta-ta-TUM!”

Eggbert: “I’ve got an idea”
visualizing a wheel

Middle:

Eggbert: “Checkout my wheels Ta-ta-ta-TUM!”

Another Eggbert: “Cool Wheels (Catching tune too...)”

Bottom:

Both Eggberts: “Ta-ta-ta-TUM!”

By this example, a meme, according to Dawkins’ book “The Extended Phenotype”, is a unit of information in a mind whose existence influences events such that more copies of itself get created in other minds (Brodie, 2009, p. 11).

The current internet memes are also having the similar effect affecting the mind of people. According to Shifman (as cited in Ross & Rivers, 2017, p. 3), internet memes have been described as the “propagation of content such as jokes, rumors, videos, or websites from one person to others via the internet” . Internet memes appear in a variety of forms but most typically include GIF files, Youtube

clips and image macros (Ross & Rivers, 2017, p. 4). Image macro memes spread the most due to the flexibility of adapting and understanding (Ross & Rivers, 2017, p. 4). The examples below are three memes made from a similar type of image macro:



Figure 2.1.2 Socially Awkward Penguin

Source: <http://knowyourmeme.com/memes/socially-awkward-penguin>

Be polite, hold the door	Watch a movie with your family	Walk into room with strangers
They're slightly too far away	There is a bedroom scene	Walk back out

This image macro series is popular back in 2009 known as the socially awkward penguin. It is used to narrate uncomfortable life situations. Three examples above, despite being made by different people, have different narrated situation but all of them convey certain level of awkwardness. According to Silva and Gracia (as cited in Ross & Rivers, 2017, p. 5), image macro memes offer “a humorous take on a subject” regardless of whether the underlying tone is serious or not, thereby encourage consumers to share the meme with community members, colleagues and friends. Therefore, it resulted in facilitation of the production of new meme iterations such as memegenerator.net, knowyourmeme.com, and etc.

2.2 Pragmatics

Regarding to interpreting what is uttered in a certain context, such study is much more directed to pragmatics rather than semantic. Pragmatics concentrates on the ways in which these basic meanings are used in practice, including such topics as the ways in which different expressions are assigned referents in different contexts, and the differing uses to which language is put (Riemer, 2010, p. 22). This means that certain condition is involved in modifying the meaning of the expression itself. Pragmatic focuses in what people mean by what they say, rather than what words in their most literal sense might mean by themselves (Paltridge, 2012, p. 3). In conclusion, the meaning in pragmatic is not literal and its interpretation relies on context and hearer.

2.3 Context

Context, according to Yule (as cited in Song, 2010, p. 876), is defined as the physical environment in which a word is used. This is especially an important element for study like pragmatics as interpretation of language usage depends on it. Context is divided into linguistic context, situational context and cultural context (Song, 2010, p. 876). Meme possesses behavioral pattern decided by the communities which also means it is cultural bound. This behavioral pattern is the cultural context in interpreting meaning of a meme. Cultural context refers to those of culture, customs and even background of period in language communities where the speaker participates (Song, 2010, p. 877). Linguistic context which refers to the context within the discourse and situational context which refers to the environment, time, place and etc do not fit in with meme's behavioral pattern.

2.4 Speech Act

People sometimes do not realize their utterances can actually achieve something other than seeking an answer or truth. The usage of language to accomplish something is known as speech act (Panenova & Hana, 2011, p. 2). By saying something is to performing an action. Our utterances imbued with effect force, known in speech act term as illocutionary force, influences listeners or readers. However, in order to be able to distinct between literal meaning and implicated meaning, drawing a line in speech act is needed. Austin (as cited in Birner, 2013, p. 186) observed that to perform a speech act is really to do a number of things at once: a locutionary act, illocutionary act and perlocutionary act.

2.4.1 Locutionary Act

The main reason for introducing the notion of a locutionary level, serves as intermediate between sentence meaning and illocutionary level, is the existence of cases where what is said differs from what is meant (Allan & Jaszczolt, 2012, p. 179). Austin (as cited in Riemer, 2010, p. 109) defined this as the act of saying something. This level only refers to literal meaning of actual words.

Example:

It's cold. (It refers to temperature)

2.4.2 Illocutionary Act

Proceeding to the next one is the illocutionary level. The act that speaker is intending to perform is called illocutionary act and expresses the illocutionary force

of utterance (Birner, 2013, p. 187). Austin (as cited in Riemer, 2010, p. 109) defined it as the act performed in saying something. Illocutionary acts are acts done in speaking, including and especially that sort of act that is the apparent purpose for using a performative sentence: christening, marrying, and so forth (Horn & Ward, 2008, p. 54-55). However, acts of stating or asserting do not fall into category of performative. Austin (as cited in Horn & Ward, 2008, p. 55) called attention to the fact that these acts are characteristic of the use of canonical constatives. In clear conclusion, the illocutionary can only be seen after extracting its implicated meaning underlying its sentence.

Example:

It's cold. (Would mind turn on the heater?)

2.4.3 Perlocutionary Act

The last level is perlocutionary. Austin (as cited in Riemer, 2010, p. 109) defines it as the act performed by saying something. Perlocutionary act is the effect of the hearer affected by illocutionary force. In short, perlocutionary act is down to 'what is done by uttering the words'. The perlocutionary effect is an effect that the speech act has on the thoughts, feelings, or actions of the addressee or others (Birner, 2013, p. 187).

Example:

It's cold. (Someone turns on the heater)

2.5 Types of Illocutionary Acts

Illocutionary act on its own has classification or types. Currently, there are two kinds of classification based on different person: Austin and Searle. However, since the research is focused on Searle's classification, so Austin's classification is left aside. According to Searle (as cited in Herman, 2015, p. 43), there are five types of illocutionary acts such as declaration, commissive, directive, assertive and expressive. Searle (as cited in Chankova, 2012, p. 96) claims that basis for taxonomy is the illocutionary point which is being the most important characteristic of different acts and its corollaries – direction of fit and the expressed psychological state.

Table 2.5 Symbolic Representation of Illocutionary Acts

Act	Illocutionary Point	Direction of Fit	Psychological State	Propositional Content
Representative/ Assertive	┆	↓	B	P
Directives	!	↑	W	H does A
Commissives	C	↑	I	S does A
Expressives	E	∅		P/S/H + Property
Declarations	D	↕	∅	P

2.5.1 Representative/ Assertive

It is an illocutionary act that represents a state of affair. This is also known as representative. The purpose of the members of representative class is to commit the speaker to something's being the case, to the truth of the expressed proposition (Searle, 2014, p. 10). “┆” is the usage of Frege's assertion sign to note that all of the members of representative class are assessable on the dimension

which includes true and false (Searle, 2014, p. 10). Searle (as cited in Chankova, 2012, p. 96) mentioned that the assertive type has direction of fit from the word to the world. What he (as cited in Altikriti, 2011, p. 1376) means is the proportional content of illocutionary act fits the state of affairs existing in general as independent entity. He (as cited in Chankova, 2012, p. 96) also mentioned that psychological state of this act is symbolized as B, means belief. The common expression of this act is a declarative structure (Herman, 2015, p. 43). This category covers acts such as ‘describing’, ‘claiming’, ‘hypothesizing’, ‘insisting’ and ‘predicting’ (Cutting, 2002, p. 17). Herman also includes ‘stating’, ‘informing’, ‘asserting’, ‘retelling’, ‘answering’ and ‘concluding’ to this category (Herman, 2015, p. 43).

Example:

“The crime was likely more than a simple theft” (Affirming)

(Houtarou, Hyouka)

2.5.2 Directive

It is a type of illocutionary act uttered by speaker in order to have the hearer to do something. This type is commonly found in form of imperative; however, there are other varieties such as interrogative and declarative form also used to perform directive illocutionary acts (Herman, 2015, p. 44). The illocutionary point is

given “!”. Searle (as cited in Chankova, 2012, p. 96) asserts that the directive type has direction of fit from the word to the world. What he (as cited in Altikriti, 2011, p. 1376) means is that the world is transformed to fit the propositional content of the illocutionary act. He (as cited in Chankova, 2012, p. 96) mentions that the psychological state of this act is symbolized as W, means wish or desire. This category covers acts such as ‘commanding’, ‘requesting’, ‘inviting’, ‘forbidding’, ‘suggesting’ and so on (Cutting, 2002, p. 17). Herman also includes ‘ordering’ and ‘warning’ into this category (Herman, 2015, p. 44).

Example:

“Koumei! Hakuryu! Hakuei! Kougyoku! Come to me this second!”

(Commanding)

(Kouen, Magi)

2.5.3 Commissive

This type of illocutionary act causes the speaker to do something. Searle regards commissives as illocutionary acts whose point is to commit the speaker to some future course of action (Searle, 2014, p. 11). The illocutionary point is “C”. It stands for commitment. This course of action is spatio-temporally located in the future (Adetutu & Joseph, 2009, p. 8). Searle (as cited in Chankova, 2012, p. 96) notes that the commissive type has direction

of fit from the word to the world, which is similar to directive. He (as cited in Chankova, 2012, p. 96) mentions that the psychological state of this act is symbolized as I, means intention. This includes acts such as ‘promising’, ‘refusing’, ‘offering’ and ‘threatening’ (Herman, 2015, p. 44). ‘Vowing’ and ‘volunteering’ are also included as commissive type.

Example:

Regis: “If I ...refuse that proposition, what will happen?”

Jereme: “I am a merciful man. I will grant you a painless death.”

(Threatening)

(Altina the Sword Princess)

2.5.4 Expressive

This is a type of illocutionary act that expresses the speaker’s mental state about an event presumed to be true. It includes the reaction to the other people’s condition. The illocutionary point is symbolized as “E” which stands for expressive. Searle (as cited in Chankova, 2012, p. 96) mentions that the expressive type does not possess direction of fit. The notion of absence of any specification in the psychological state of expressive – it is difficult to decide how to fill that slot because the expression of psychological state is what expressives are about (Chankova, 2012, p. 97). Searle (as cited in Chankova, 2012, p. 105) adds that the reason to this is because the

content is presupposed. He (as Altikriti, 2011, p. 1376) notes that no direction of fit exists as long as a certain psychological state is expressed. This category covers acts such as ‘apologizing’, ‘praising’, ‘congratulating’, ‘deploring’ and ‘regretting’ (Cutting, 2002, p. 17).

Example:

“I ... sorry ...” (Apologizing)

(Ymir, Attack on Titan)

2.5.5 Declaration

This is a type of illocutionary act that brings forth existence the state of affair to which it refers. It changes the world by their very utterance, such as ‘I bet’, ‘I declare’, ‘I resign’ (Cutting, 2002, p. 16). It includes actions such as ‘blessing’, ‘baptizing’ and ‘passing sentences’ which begin with “I hereby . . .”. Declarations bring about some alternation in the status or condition of the referred-to object or objects solely in virtue of the fact that declaration has been successfully performed (Searle, 2014, p. 14). Basically, it introduces change of status in the world. The illocutionary point is symbolized as “D” which stands for declaration. Searle (as cited in Chankova, 2012, p. 96) also mentions that the direction of fit of this type is both ways, word to world and world to word. What he (as cited in Altikriti, 2011, p. 1376) means the world is transformed by an action of the

speaker to fit the proportional content of the illocutionary act through the fact that the speaker states it as being so transformed. Searle (as cited in Chankova, 2012, p. 96) adds that the notion of null of psychological state in declaration shows that there is no sincerity condition.

Example:

“I christen you, Bright.” (Naming)

(Futch, Suikoden II)

2.6 Modification of Illocutionary Force

Austin (as cited in Birner, 2013, p. 187) states that illocutionary force exists within an illocutionary act. According to Holmes (as cited in Thaler, 2012, p. 910) modification of illocutionary force can be done in two directions; either attenuating the force or boosting the force. Examples of two different modification based on Holmes can be seen below:

1. I guess *it's probably* a day-school (attenuation)
2. *I'm quite sure* it's a day-school (boost)

First example shows an attenuation of illocutionary force as “probably” reduces the strength of the assertive force for being probable and not entirely definite. The second example shows a boost of illocutionary force instead as “quite sure” increases the strength of the assertive force for being definite. This is the way of force modified through linguistic device. Example of these linguistic devices are volume, stress, syntax, lexical item and discourse (Holmes, 1984, p. 351). However,

Wee finds this rather unbalanced. He mentioned that linguistic devices for modifying illocutionary force are often given much more attention than non-linguistic one (Wee, 2004, p. 2162). Therefore, Wee devises an extreme communicative act in which he uses non-linguistic device as illocutionary booster.

This can be seen in example below:

*“In October 1980, members of the Irish Republican Army (IRA) who were imprisoned in Northern Ireland **began a series of hunger strikes** to protest against the fact that they were not accorded the status of political prisoners”* (Wee, 2004, p. 2168).

There exists a degree of strength to this extreme communicative act like this hunger strike. A hunger strike without food and drink is possibly more powerful than one where the striker drinks but does not eat (Wee, 2004, p. 2168-2169). Despite so, the latter one does not attenuate the illocutionary force but instead it is still considered as a boost in the protest. This hunger strike is a non-linguistic device used by the IRA to empower their protest.

According to Alston and Geis (Wee, 2004, p. 2164), the restriction of the application of speech act theory to linguistic communication is unduly restrictive since there are clearly non-verbal acts which can be said to perform the same kinds of communicative functions as linguistic ones. The example of this is an army captain who asks for volunteer for a mission. Geis (Wee, 2004, p. 2164) points out the fact that from the captain’s perspective ,when a soldier performs an act of stepping forward or raising an arm, the soldier also performs the same thing as saying “I’ll do it” or “I volunteer”. He also argues that this action is considered as social action despite the need of linguistic action such as talking, writing and so on (Wee, 2004, p. 2164). As soon as one has recognized that communicative actions

are social actions and that many types of communicative actions can be performed non-verbally, the temptation to associate these actions with particular linguistic forms diminishes greatly (Wee, 2004, p. 2164).

Therefore, there is a need for speech act theory to be able to account for a range of communicative acts, whether or not these are linguistically formed (Wee, 2004, p. 2165). As for non-linguistic acts of communication include Wee's ECA. Meme possesses a non-linguistic device which is the cultural context. Cook (as cited in Song, 2010, p. 876) states that context refers to factors outside the text under consideration.

2.7 Review of Related Literature

Prior before the researcher conducts this research, the researcher reviews previous researches related tightly to illocutionary acts and focuses mostly on articles taken from renowned journals. In this section, the researcher will emphasize the differences between journals and current research in details.

The first one is 'Illocutionary Acts of Chinese Legislative Language' by Cao in 2009 taken from Journal of Pragmatics. Cao focuses on the pragmatic features of statutory laws in Chinese of China and Taiwan. Bases of theory used by Cao are mainly Austin's (1962) and Searle's (1969, 1976) and other supporting experts in modals such as Bowers (1989) and Sullivan (2002). The method of collecting data is observation on Constitution of China (1982 with amendments). The method of analyzing used by Cao is pragmatic identity method and translational method. The result of the study shows that it points to a universalism in the

illocutionary functions of legal language and the tendency to use performatives in legal texts and to use fossilized words across different languages (Cao, 2009, p. 1329). The similarities are both researches analyze illocutionary act and usage of observation of collecting data. The differences are in the method, language used for analysis and types of data analyzed here: in which Cao's research is the feature of laws and this research is text in meme.

The second one is '*Speech Acts in Written Advertisements: Identification, Classification and Analysis*' by Simon and Cartis in 2014 taken from journal named *Procedia*. They aimed to identify, classify and analyze types of speech acts used in written advertisements. The present writer has adopted some theoretical frameworks from Yule (1996), Levinson (1985) and Searle (1976). The method of collecting data is observation: taken from ten magazines and nine newspapers. The method of analyzing data used by the researchers is van Dijk's approach to discursal speech acts. The result points out the advertisers' preference of using some speech acts over others with the aim of obtaining the intended effect on the target audience. This quantitative analysis is performed on a corpus of eighty-four written advertisements selected from various newspapers and magazines, and the results can be viewed as genre-defining (Simon & Cartis, 2015, p. 234). The similarities are that both researches are in the field of speech act and written items as data. The differences are the approaches and varieties of experts used. Despite the similarity of being written data, their data is advertisement as for this research has meme as data.

The third one is 'Illocutionary Acts Analysis of Chinese in Pematangsiantar' by Herman in 2015 taken from International Journal of Humanities and Social Science Invention. Herman focuses on analyzing type of illocutionary acts found in utterances of Chinese people who live in Hos Cokroaminoto, Pematangsiantar. The theory he uses is Searle's Taxonomy of Illocutionary found in Leech's book. The method of collecting data is observation with sampling data in order to make the research become more efficient. The methods of analyzing data are translational and pragmatic identity method. The result of the study shows that there are four types of illocutionary acts occurred in the conversation: representative, directive, expressive and commissive. The similarities are both researches analyze type of illocutionary act, usage of the same expert and usage of observation as method of collecting data. The difference is that the data used by Herman is noted utterance while this research uses captioned meme.

The fourth one is 'Narrative Illocutionary Acts Direct and Indirect' by Norrick in 2015 taken from Journal of Pragmatics. Norrick aims to analyze illocutionary types by approaching functions of narrative in context from the outside in. The theory used by Norrick is Searle's original taxonomy of illocutionary in 1969. The method of collecting data is through observation of storytelling in interaction. The method of analyzing data is interpretation. The result shows that narratives cannot realize the indirect force of commissives and declarations (Norrick, 2015, p. 5). The similarities are that both researches analyze illocutionary act based on Searle's taxonomy and observation as method of

collecting data. The differences are the method in analyzing the data and the types of data in which Norrick's is the narrative in context and this research's is meme.

The fifth one is 'Analysis of Illocutionary Act in The Prince and The Pauper Movie' by Almuslimah in 2014 originated from Andalas University. Almuslimah aims to analyze illocutionary types in The Prince and The Pauper movie and find its dominant type (Almuslimah, 2014, p. 1). She utilizes non-participant observant method in collecting data. She also applies the use of pragmatic identity method and uses combination of Searle's and Ibrahim's theory in the analysis. The result shows that all five types occur in the film and directive is the most dominant type. There are two differences between Almuslimah's and this research: one is the data source in which Almuslimah's originates from movie and this research's originates from website and second she uses combination of Searle's and Ibrahim's theory while this research focuses on Searle's theory.

This research has distinctive differences. First of all, it utilizes memes as data for analysis. Second, it analyzes not just types of illocutionary but it also analyzes cultural context in meme that modify of illocutionary force in the text. Through these two aims, this research may shed light to why memes can have such a strong effect towards reader which may involve the degree of strength of illocutionary force.

2.8 Theoretical Framework

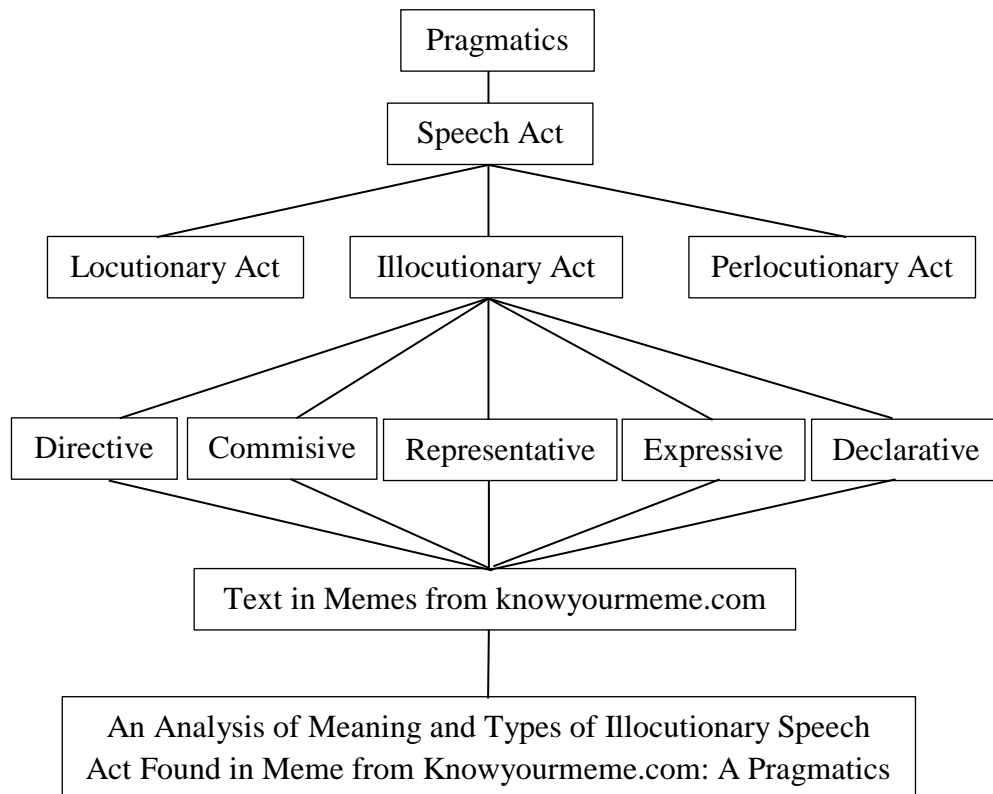


Figure 2.8.2 Theoretical Framework

Based on the description above, the researcher concludes that this study leans generally from the field of pragmatics. Speech act is one of these subjects that belongs to this field. Austin (as cited in Birner, 2013, p. 186) observed that to perform a speech act is really to do a number of things at once: most straightforwardly but least interestingly, we make speech sounds; that is, we perform a phonetic act. However, beyond that, we generally perform three types of act simultaneously – a locutionary act, an illocutionary act, and a perlocutionary act. The illocutionary acts have five types: directive, commissive, declarative, expressive and representative (Herman, 2015, p. 43). This theory is applied on analyzing texts of memes from knowyourmeme.com. Therefore, this research

becomes 'An Analysis of Meaning and Types of Illocutionary Speech Act Found in Meme from Knowyourmeme.com: A Pragmatics Approach.'

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

Based on the description above in chapter II, the focus in this research is in the field of pragmatics. Therefore, the method used by the researcher is a descriptive qualitative method. As cited in *Research Design: Qualitative, Quantitative and Mixed Approaches*, the qualitative research is the process involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of data (Creswell, 2009, p. 38). In conclusion, qualitative is the method of analyzing data based on the text and the data cannot be analyzed by using statistical technique.

3.2 Object of Research

The objects of the research in this research are meanings and the types of illocutionary acts on texts found in memes. The data source comes from bundle of memes that contain texts collected from knowyourmeme.com. The data is the texts in the memes that contain illocutionary act. Though speech acts are thought to be possible only in utterances, meme, as explained in chapter I, can also perform an act even in its unuttered form. Since it is mostly used in chat or even forum discussion, it might as well be considered opinion and thought voiced in text and picture for

3.3 Method of Collecting Data

After mentioning the object of research above, the researcher applies the use of observation data collection. According to Nunan (as cited in Griffiee, 2012, p. 177), observation can be used for research data collection. In this case, the researcher uses a passive participant technique. Passive participation means the researcher is present at the scene of action but does not interact or participate (Sugiyono, 2011, p. 145). However, since there are variations of type in memes and great amount of database, the researcher limits the data to just image type and data that have been confirmed in status and submitted around the year of 2010 to 2013. There are steps to how the researcher collects the data:

1. The researcher proceeds to the website knowyourmeme.com.
2. The researcher clicks on the confirmed meme section.
3. The researcher browses for the data that is within the limit, takes screenshot and crops the meme using Microsoft Paint.
4. The researcher sorts them based on their popularity.

3.4 Method of Analyzing Data

After the data has been collected, the researcher will then analyze the data. The researcher uses *Padan* (identity) method. *Padan* method is chosen since the determining device of this research is an outside factor of the language itself (Sudaryanto, 2015, p. 15). The specific technique used for this research is pragmatics competence-in-dividing. Pragmatics competence-in-dividing is one of the five techniques in *Padan* method in which the determining device is the

interlocutor (Sudaryanto, 2015, p. 17-18). The continuous techniques which are used after the base technique are in orders differentiating technique and equalizing the main point technique. These techniques are two of three continuous techniques that can be used to aid the researcher to compare all the relevant deciding factors to all the decided factors in the data. To compare is to find out the similarity and the difference between these two things and later helps the researcher to find the similar main point (Sudaryanto, 2015, p. 31-32). There are also steps to how the researcher is going to do analysis:

1. The researcher starts by explaining the description of the memes found in knowyourmeme.com that functions as the cultural context.
2. The researcher interprets the meaning of the text and its illocutionary act with pragmatic competence-in-dividing technique.
3. The researcher describes the characteristic of the illocutionary interpreted from the text.
4. The researcher compares the differences between the illocutionary characteristics and the characteristic of illocutionary types based on Searle with differentiating technique.
5. The researcher describes the characteristic of the cultural context to decide the modification of illocutionary force of the act.
6. The researcher classifies the illocutionary into its own illocutionary type that shares main similarities based on Searle with equalizing the main point technique.

3.5 Method of Presenting Research Result

After the analysis has been done, the result will be presented in research finding. The result will be presented in informal method. Informal method of presenting is a formulation of words regardless its technical terminologies while the formal method is a formulation of what is generally known as signs and symbols (Sudaryanto, 2015, p. 241). Therefore, the informal method does not involve the use of signs or symbols. However, table can be utilized regardless the method being formal or informal.