

**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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I, Andi Hernando, NPM No.141210005

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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

Andi Hernando
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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

ACKNOWLEDGEMENT

Praise to Lord who is merciful and graces upon His blessing. Due to that, the researcher can complete this thesis entitled “An Analysis of Meaning and Types of Illocutionary Speech Act Found in Meme from Knowyourmeme.com: Pragmatics Approach”. The researcher would like to say thanks to his beloved father and mother for the love, blessing and mental support given to him in process of undertaking the undergraduate program. The researcher wishes to express his gratitude and appreciation to Mr. Mhd. Johan, S.S., M.Hum as his advisor who has contributed his ideas and time in arranging the thesis.

Furthermore, the researcher would like to express his sincere gratitude to all people who are involved either directly or indirectly especially to:

1. Dr. Nur Elfi Husda, S.Kom., M.SI. as Rector of Putera Batam University.
2. Mr. Suhardianto, S.Hum., M.Pd. as Dean of Faculty of Social and Humanities.
3. Ms. Afrianna, S.S., M.Pd. as Head of English Department of Putera Batam University.
4. All lecturers of English Department for their knowledge, motivation and suggestion during his study in Putera Batam University.
5. All of the friends who are studying at Putera Batam University who have given encouragement and support to researcher.
6. All of the social media colleagues who have given encouragement to researcher.

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