

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Research

Language has a good relationship between speaker and hearer. People should have a companion or listener who can comprehend what is being said and respond while they are communicating. Knowing the meaning of a language is an important aspect to achieve the objective of speaking. In communicating, the speaker and hearer identify two meanings, the true meaning and the hidden meaning. Miscommunication occurs because the hearer does not understand the hidden meaning. In linguistics, hidden meaning is pragmatic, so the hearer must know the hidden meaning. People must comprehend pragmatics, which is the study of how language is used in communication to create efficient communication (Leech, 1983). In a conversation, the speaker and hearer must express the acts intended by the hearer to do or act according to the wishes of the speaker.

Acts in speech have types and functions that are contained in utterances where these utterances contain the meaning of what the speaker or hearer wants to do. Acts that appear in utterances must adapt to the context of the conversation. According to the study, speech acts are an essential component of communication. Illocutionary speech acts, or "directive acts," are those that are specifically used to tell a listener or audience member how to behave. When a speaker anticipates an interlocutor acting, they use directive acts. Directive acts are facts that are communicated by a speaker to move a listener to take an action (Searle and Vanderveken, 1985). The types of directive acts are ask, order, command, request,

beg, plead, pray, entreat, invite, permit, and advise (Searle and Vanderveken, 1985). These are the various forms of directive acts that a speaker can employ to persuade an audience member to take a certain action. When a speaker is not required to carry out directive activities but nonetheless performs as the interlocutor expected an impossibility result. A speaker must carry out directive acts in order for an action to be fulfilled.

The Cooperative Principle is a fundamental concept in pragmatics. It outlines the implicit principles that underline effective and cooperative communication between speakers and listeners. The principle assumes that in ordinary conversation, people generally follow certain norms to make communication more efficient and successful. We can find the phenomenon from informative media like YouTube, Facebook, Twitter, and other places. On the Piers Morgan Uncensored YouTube channel, it was Cristiano Ronaldo; Cristiano Ronaldo is the greatest and most famous football player of all time that was having an interview on 19<sup>th</sup> November 2022. The phenomenon of Cooperative Principle was discovered on a talk show.

Piers (Host) : “.....**How did that feel that day when you came off the pitch?**”  
 Cristiano : “**Well that feeling was amazing,** but not only the day of the game.....”

The host’s utterance was a straight-forward question. The host (speaker) asked Cristiano (hearer) straightforwardly. The hearer answered the speaker's question directly. The speaker received the correct answer from the hearer. The answer was matched with the question. So, the phenomenon is about Cooperative Principle.

Next phenomenon was found in the researcher's workplace, communication is needed wherever the place, where good communication can create a space to carry out a system that exists at work, because communication can help good cooperation between colleagues in terms of achieving the company's vision and achieving targets. The following is an example of a directed act that was observed in the workplace.

Manager : "I just hire a new guy in order to assist you make the new project. **Would you like to guide him first for the new project?**"  
 Senior Staff : "sure sir, I am going to guide him now."

The speaker asked the listener to do something "*Would you like to guide him first for the new project?*" The manager asks his staff to guide the new guy in order to do the new project and the staff respond to the manager. The hearer gave a response to the speaker's request given the context "sure" and the hearer carried out the deed. The hearer answered the speaker's question, and it is related to the question. The speaker's words came across as requesting. The response of the hearer reveals the intended meaning of the question. The question includes a request-related sort of directive illocutionary act.

Another phenomenon was found on the social media taken from YouTube. The statement was from Steve TV Show. Steve, the host, and the speaker had a game session in his show and the name was Harvey's Hundreds. The game was about matching pictures in one box to other box. So every finished had an interview section with guest, the game begun. He would take the participant randomly from the audience.

Steve (Host) : **Hey, who wanna win some money?**

Audience : (Cheering)

In this case, the host suggested or invited members of the audience to participate in an activity to potentially win some money. The cheering response from the audience was suggested that they were positively inclined towards the suggestion and were willing to take part in the activity. It's worth noting that suggestions typically leave room for the listener to decide whether to act upon them or not. In this situation, the audience's cheering response indicates their acceptance of the invitation to potentially win money, but it is still up to them to actively participate in the activity. In summary, the host's question falls under the category of a Directive Illocutionary Act, specifically a "Suggestion," as it encourages the audience to consider participating in the money-winning activity. The type of Directive Illocutionary Act used by the host (Steve) is a "suggestion." According to Searle and Vanderveken (1985) classification of Directive Illocutionary Acts, a suggestion is a type of illocutionary act that encourages the listener to consider or adopt a particular course of action.

Another phenomenon also found with directive acts in forms. Kreidler (1998) mentioned that imperative, interrogative, and declarative are the forms. Same from the previous conversation took in the Steve TV Show. Steve as a host and speaker welcomed the audience for playing the game. He wanted to know where she comes from.

Steve (Host) : **Where you from?**

Holly (Guest) : Chicago

The type of Directive Illocutionary Act used by the host (Steve) is a

"asking." According to Searle and Vanderveken (1985) classification of Directive Illocutionary Acts, a question is a type of illocutionary act that seeks information or an answer from the listener. In this case, the host (Steve) is asking Holly a direct question, wanting to know where she is from. The use of the question word "where" indicates that the speaker is seeking specific information about the location of Holly's origin. By asking this question, Steve aims to prompt Holly to provide an answer, which she does by stating, "Chicago." It's important to note that questions are a common form of directive illocutionary acts used in everyday conversation to gather information, seek clarification, or initiate a conversation. In this context, Steve's question serves as a simple and direct way to initiate a conversation and get to know more about Holly's background. In summary, the host's question falls under the category of a Directive Illocutionary Act, specifically a "Question," as it seeks information from the listener (Holly) about her place of origin.

There are two specific phenomena were taken from the researcher's data. The data were taken from YouTube and it was a show from Steve TV Show Channel. YouTube share many kinds of show that described many phenomena. The phenomena here explained about language that can be identified easily. Especially for the directive acts and forms were found in present research.

The research about directive acts is very attracted by the researchers, such as the previous research. Several researchers have studied directive acts. The researcher gave two earlier studies of directed acts in this chapter. The first research by Ramayanti and Marlina (2018). The purpose of this study is to describe the different speech acts used by the characters in the animated western film "Tangled."

Data for this study was gathered from YouTube and organized into categories of illocutionary acts in accordance with Searle's theory by each character's use of utterances which involved illocutionary activities. The findings of their research found that there are four illocutionary acts found in that movie; directives, representatives, expressives, and commissives. It suggests that because some of them desire the other character to accomplish something, the characters in the movie "Tangled" employ commands.

Fitriani et al., (2020) determined the kinds and most prevalent illocutionary acts used by a fantasy movie's main character, 'Harry Potter and the Chamber of Secret'. The spoken utterances were then analyzed based on the types of illocutionary acts, namely: representative, directive, commissive, expressive and declarative the results of the research showed that from of the five, only four types of illocutionary acts were found in the movie, they are representative, directive, expressive, and commissive.

Both similarities and differences exist between the previous and present research. Given the similarities, the theory developed by Searle and Vanderveken (1985) was applied in both the prior and current research to study the various forms of directing acts. The concept of each form of directive acts was further described by Searle and Vanderveken (1985), therefore this research contributed their explanation to the theory as well as their own. As long as Searle (1979) remains the subject matter expert, those theories were combined. In addition to identifying the directive acts categories, this research identified the directive acts forms by using Kreidler's (1998) theory of directive acts forms, it was located. In analyzing issue,

this research is very important to do in order to support language improvement. Directive illocutionary acts is one of the language discussion that can be implemented on daily conversation. With knowing the way host expressed the directive illocutionary speech act may give contribution for researcher.

Thus the researcher is interested in conducting the research with the title “An Analysis of Directive Acts Found in The Steve TV Show YouTube Channel: Pragmatics Approach.”

## **1.2 Identification of the Problem**

The following issues were mentioned in the background:

1. The role of language choice in effective communication
2. The directive illocutionary acts as existed in electronic media.
3. The acts of directive illocutionary conducted in “Steve TV Show” YouTubeChannel.
4. The forms of directive illocutionary acts conducted in “Steve TV Show”YouTube Channel.

## **1.3 Limitation of the Problem**

Following are the limitations of the problem:

1. The acts of directive illocutionary conducted in “Steve TV Show” YouTube Channel.
2. The forms of directive illocutionary acts conducted in “Steve TV Show” YouTube Channel.

## **1.4 Formulation of the Problem**

According to the limitation, there are two major issues that are outlined

below:

1. What are the acts of directive illocutionary conducted in “Steve TV Show” YouTube Channel?
2. What are the forms of directive illocutionary acts conducted in "Steve TV Show" YouTube Channel?

### **1.5 Objectives of the Research**

The following list outlines the object of the research:

1. To find out the acts of directive illocutionary conducted in "Steve TV Show" YouTube Channel.
2. To find out the forms of directive illocutionary acts conducted in "Steve TV Show" YouTube Channel.

### **1.6 Significances of the Research**

#### **1. Theoretical Significance**

Theoretically, this research defines a number of important objectives. The first is that it is believed that this research would give readers a more comprehensive understanding of linguistics, particularly directed acts. The second goal of this research is to advance expertise and knowledge in relation to the use of materials for directive act scientific research. The final study is anticipated to serve as a credible benchmark and guide for the necessary future research.

#### **2. Practical Significance**

Practically, it is hoped that this research will be crucial for a number of reasons. The ability of speakers and interlocutors to understand all

varieties and kinds of directive acts is the first. There won't be any misunderstandings regarding directive acts thanks to an understanding of all types and forms. Speakers and interlocutors can comprehend the inferred meaning of the directive acts, thus the misunderstanding won't happen. The second is that speakers are able to carry out the proper directive actions that are consistent with the intention they intend to convey through their utterances. The final possibility is that the interlocutors can disclose the speaker's objective when conducting directive acts.

### **1.7 Definition of Key Terms**

- Pragmatics : Study of how context contributes to meaning (Yule, 2014).
- Speech acts : Utterances are defined in terms of a speaker's intention and the its effect has on a listener (Searle, 1969)
- Illocutionary Acts : Types of speech acts that are related to carrying out a certain linguistic purpose and are especially in line with the speaker's goal (Searle and Vanderveken ( 1985)