

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Communication is the main function of language that people talk with the purpose of making the hearer understand what the speaker means. It is relevant to the study of illocutionary acts that people who speak has purpose from their utterances. The illocutionary act was defined by Austin (1962) in the theory of speech act that people perform an act as well as an utterance. There are three levels in speech acts, including locutionary acts, which produce a meaningful linguistic expression and no purpose behind it; illocutionary acts that there is the intention of the speaker to the hearer; and perlocutionary acts that is the effect of the speaker's utterance. Furthermore, Searle (1979) proposed the categories of illocutionary acts into five types including, assertive to commit the hearer to belief of the speaker, directive to drive the hearer to do some action, commissive to commit speaker for forthcoming action, expressive to express feeling, and declarative to perform a declaration or to decide.

The speech deals with a way of communication that is performed by a speaker in front of the audiences. It functions to convey a message, idea, and feelings or to influence, convince, and change the listeners' attitudes or behavior (Amelia et al., 2022). Furthermore, In order for the speech to proceed smoothly, the speaker maintains numerous things, such as adequate terminologies, the usage of language, and speech structure (Azijah & Gulo, 2020; Fitri & Qodriani, 2016). Nowadays, many speeches can be easily found on YouTube; one of those is in

TED Talks. Hsu (2020) described that since 1984, TED had covered a conference regarding Technology, Entertainment, and Design, and now, it has designed various topics, and the conference has been conducted in many countries. TED invites speakers worldwide to share their success, idea, innovation, experience, stories, and cultures. One of the most insightful and popular speeches in TED Talks was delivered by Cal Newport, a bestselling American author whose books are *Deep Work* and *Digital Minimalism* that explains about how to have a focused life without any distraction from such unimportant things. This speech has more than nine million views on YouTube and contained a message about why we need to escape from social media to have a focused life. Rozgonjuk et al. (2018) stated that if people are addicted to social media, they will find it difficult to escape it. They will always scroll posts through their timeline. Social media may be the cause of them procrastinating on work. Besides that, social media also can cause a psychological harm like depression. In this speech, Cal Newport not only described the audiences about negative effects of social media, but his utterances also contained purposes or intentions. Therefore, it was fruitful to identify the message in this speech by applying illocutionary acts types theory.

The study of speech acts belonged to the pragmatics field that was defined as the study of context on meaning and language use in communication (Sartika & Pranoto, 2021). The speaker can organize what will be said, and the listener can comprehend what the speaker is trying to convey. Thus, both speaker and hearer have a relationship understanding to recognize the context (Yule, 1996; Puteri et al., 2020; Mulyani & Latifah, 2018).

Previously, several researches have been conducted regarding illocutionary acts. The first research written by Hariati et al. (2020) investigated Jack Ma's graduation speech at the Hong Kong University using illocutionary acts theory. Secondly, Puteri et al. (2020) examined speech of Theresa May entitled *Britain: the Great Meritocracy* for categories of illocutionary acts. Furthermore, Simatupang & Ibrahim (2021) analyzed the illocutionary acts concerning the types, functions, and strategies performed by Joaquin Phoenix in his acceptance speech at the Five Film Awards ceremonies 2020. On the other hand, Sari & Pranoto (2022) described the illocutionary and perlocutionary in the speech of Queen Elizabeth II with the title "*We Will Succeed and Better Days Will Come.*" Meanwhile, Ramadhani et al. (2019) only discussed the assertive act in political speech of Donald Trump.

From those previous studies above, the studies of illocutionary acts have been applied in analyzing several speeches in the past. However, those speeches mostly only contained political speeches and motivational speeches. In this study, the writer used a speech that has not been conducted by any writers and gave new insight regarding quitting social media. Therefore, it was essential to fill the gap by conducting this study. Finally, the writer intended to describe the types of illocutionary acts and how illocutionary acts functioned in Cal Newport's speech about Quit Social Media in TED Talks, based on Searle (1979) theory.

1.2 Research Question

Therefore, for the research question, the writer formulated a research question:

What were the types of illocutionary acts and how did illocutionary acts function in Cal Newport's speech in the TED Talks about Quit Social Media?

1.3 Research Objective

In order to provide the answer of research question, the writer provided a research objective:

The writer purposed to describe the types of illocutionary acts and how illocutionary acts functioned in Cal Newport's speech in the TED Talks about Quit Social Media.

1.4 Uses of the Study

In this study, there were the uses of the study that was classified into two categories: theoretical use and practical use. The theoretical use and practical use were explained as follows:

1.4.1 Theoretical Use

This study will provide readers with a greater understanding of the types of illocutionary acts and pragmatics study, as well as the types of illocutionary acts and how they functioned in Cal Newport speech about Quit Social Media.

1.4.2 Practical Use

This study is expected to be used by other researchers as a reference for similar research. Furthermore, by understanding this study, the reader will understand the kinds of distraction of social media, why we need to escape from it, how it feels living without any social media's distraction, and how to start it. Besides that, the reader also can apply it in their real life.

1.5 Scope of the Study

The scope of this study was to investigate the various types of illocutionary acts and how they functioned in Cal Newport's TED Talk entitled Quit Social Media. Searle's (1979) theory was used in this study to find assertive, directive, commissive, expressive, and declarative.