

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

Principally, language is a tool of communication and a tool to express the idea of language users. “Language is a very essential part of human to express themselves and the real world” (Liliweri, 1994, p. 1). Language influences human life as the bridge to have relationship with other people or society. Sometimes, people do not aware that they use the language by making unstructured utterance in communication. But it is not a main problem because the most important is their speech and politeness could be accepted and there is not any misunderstanding between speaker and hearer when they have conversation or communication. Cited from Yule (1996, p. 47), in the effort to express and asserting himself, people not only produces grammatical structure sentences but they also produce or show actions in that language.

Many kinds language study which we used to develop a good communication. One of them is pragmatic. Pragmatic is study about speaker meaning. In the other function, pragmatic also study about meaning of the context between speaker and hearer. “Pragmatic is the general study of how context influence the way sentences convey information” (Fromkin, 1985, p. 222). In the other side, according to Yule (1996, p. 4), the advantage of studying language via Pragmatic is that one can talk about people’s intended meaning, their assumptions, their purposes or goals, and the kind of action that they are

performing when they speak. In Pragmatic, the hearer not only understand the meaning of spoken by the speaker, but hearer also understand the context for interpreting an utterance. These goals can be achieved successfully from how good the communication has been done. By doing a good communication, the organization will develop well in its interaction.

The interaction between human being is always based on a certain norm. This norm looks from their verbal act and nonverbal act in their communication. Verbal act, such as in the imperative function, looks in the way how the speakers giving a command, asking to do something, prohibiting, etc. towards the hearer. The nonverbal act seems from the gesture of the speaker while he / she speaks to the hearer. Socioculture norm requires polite acts of human in interacting with others. However, language is not as simply as it seems. Because language in use contains a lot of aspect. In this study, the writer focuses on explaining speech act and politeness strategy then combine both theories to this study.

According to M. Sultan (2007), speech act theory is a theory that involves a communicative activity achieved in relation to the speaker's intention and the hearer's interpretation in certain situation under certain social conventions or rules. Speech act is not just acts such as making a word, but also having more meaning behind the words uttered, as suggested by Austin's theory cited from his book *How to Do Things with Words* (1962). Austin presented a new picture of analyzing meaning; meaning is described in a relation among linguistic conventions correlated with words/sentences, the situation where the speaker actually says something to the hearer, and associated intentions of the speaker.

To make clear about the meaning from utterance which speaker said, Searle (1976) proposed that speech act could be grouped into general categories there are perlocutionary act, illocutionary act and locutionary act. The five basic kinds of actions (illocutionary acts) that one can perform on utterance, there are representatives, directives, commissives, expressives, and declaratives. In this study, the writer will explain about the five basic kinds of illocutionary acts based on Searle's theory. These kinds of category can change the world via the utterances. However, politeness also has an important role in people's intended meaning, assumption, purposes or goals. One of the most important theory that also deals with the successful management of social interaction through language is politeness theory.

Politeness is a "pragmatic mechanism" that has a structural variation which works together to the speaker's intention of reaching smooth communication (Trosborg, 1995, p. 24). Politeness, as one social norms, is reflected in human interaction. In interaction, people know and realize politeness as an element that should be included. Being polite means to act with consideration of norm applied in the society. We can show our feeling toward other.

Holmes (1992) said that one of the factors influencing an interaction is relationship to someone, especially solidarity. It means being linguistically polite involves speaking to people appropriately in the light of their relationship to others. Inappropriate linguistic choices may be considered rude. Positive politeness is solidarity oriented. It emphasized shared attitudes and values. On the

other hand, negative politeness pays people respect and avoids intruding on them. Negative politeness involves expressing oneself appropriately in terms of social distance and respecting status difference. To reveal politeness, people need certain strategies and usually each people have their own different strategies.

Politeness strategies are used by people to ensure a smooth communication and harmonious interpersonal relationship in non-hostile social communication. Politeness strategies are used by people to ensure a smooth communication. The topic of politeness strategy is interesting for the writer because she thought that by making an interaction, people can describe or show that they want to make a request, apology, refusal, and thank. So, other people understand what is meant and the interaction can occur naturally.

The reason for choosing the topic “Politeness Strategies” is based on the writer’s curiosity in analyzing of positive-negative politeness strategies in Donald Trump’s presidential campaign speech. On November 2016, American people will choose their president and all the president candidates have to do the campaign. This issue typically heightens citizen’s attention to politics in direct relation to the proximity of the event.

Speech act and politeness have very important linkages in the pragmatic. The desire to be polite also influences what kind of speech act one decides to use. Thus, one may choose an indirect speech act instead of a direct one in order to be more polite (Leech, 1983). To know the real meaning and purpose on Trump’s utterances, the hearer should understand Trump’s intended meaning from its

context. By implementing speech acts, we will know his belief through his utterance. While by implementing politeness strategies, we will know his effort in keeping his belief to be known by other politely. The writer is sure that illocutionary acts have an important role on Donald Trump's utterances. Furthermore, the politeness strategies that accompanying the illocutionary acts will also help the hearer in understanding comprehensively the intended meaning on the utterances of speaker.

The writer assumes that in every speech especially speech in a campaign will contain various type of speech acts and politeness. The reason why the writer chooses Donald Trump's speech is because he made many controversial statement in every campaign speech, he often satire Obama's government and also his rival, and he also became most famous than his rival whose have a political background. The writer thinks she can find and determine what kind of speech act and what kind of positive or negative politeness strategies are mostly performed in Donald Trump's campaign speech. Through this study the writer can conclude what his purpose and find out the implicit meaning from his campaign speech. Therefore, the discussion of speech acts and politeness strategies performing by Donald Trump's speech are expected to be able to help English learner in learning English in using language and to be able comprehend what meaning that discovered in every utterance, so the hearer easy to understand the aim of the speaker. Writer does hope that this study will give advantages to everyone who read it.

## **1.2. Questions of the Study**

Based on the reason stated in the background of the study above, the statement of the study can be formulated as follows:

1. What type of illocutionary act mostly performed by Donald Trump in his presidential campaign speech?
2. What kind of politeness strategy mostly performed by Donald Trump in his presidential campaign speech?
3. What does Donald Trump try to convey through his speech?

### **1.3. Purpose of the Study**

In line with the statement of the problem above, the objective of the study can be stated as follows:

1. To find out what type of illocutionary act mostly used by Donald Trump in his speech
2. To find out the positive or negative politeness strategies that are mostly performed by Donald Trump in his speech
3. To find out what does Donald Trump try to convey through his speech.

### **1.4. Scope of the Study**

This study, a pragmatic analysis of Donald Trump's speech in his campaign, will analyze his utterances to find out what does Donald Trump try to convey through his speech transcripts, examines his illocutionary act such as representative, directive, commissive, expressive and declarative by using Searle

(1976) theory, also this study is limited on the positive-negative politeness strategies used by Donald Trump that analyzed by using Brown and Levinson (1987) framework.

### **1.5. Significance of the Study**

It is hoped that the result of this study can give a valuable contribution to:

1. The writer is to get better understanding about the types of speech act and politeness strategy.
2. It is hoped that this study can make reader understand further about speech act and politeness strategies or other related topic.
3. The readers as a reference to make a similar study.

### **1.6. Previous Study**

Before presenting the object to be analyzed in this study, it is necessary firstly look at the prior studies related to. The first is *Speech Act Analysis of the Acceptance of Nomination Speeches of Chief Obafemi Awolowo and Chief M.K.O. Abiola* (2013) conducted by Samuel Alaba Akinwotu from Adekunle Ajasin University. The study investigates the role of language in the communication and interpretation of intentions by examining selected political speeches as pieces of discourse with specific goals. The study is based on insight from J.L. Austin (1962) speech act theory. The data are characterized by a preponderance of assertive, expressive and commissive acts that are mostly used as mobilization

strategies, especially in political campaigns, where it is essential for candidates to persuade their listeners to win elections.

Second is *A Pragmatic Analysis of Victory and Inaugural Speeches of President Umaru Musa Yar'Adua* conducted by Omoniyi Moses from Obafemi Awolowo University, Nigeria and Olajoke Susan from Rufus Giwa Polytechnic, Nigeria. The study focused on the pragmatic functions of locution, illocutionary and perlocutionary acts of the speeches. This was done with a view to determine the global pattern of pragmatic moves of the selected political speeches. He applied theories speech act from J. L. Austin (1962) and Searle (1969). It was observed that the President exploited less of sentences which were meant for indicating the sincerity of his intentions. The findings showed that Umaru Musa Yar'Adua relied more on sentences that performed assertive acts than other speech act. He used the sentences that were vindictive and directive to assert his authority and exercise his power as the President

Third is *Speech Act types in Emma Watson's speeches* (2015) conducted by Tigis Sunanta Wijaya from State University of Jakarta. The study focused on the speech act. The aims of the study are to find out tpes of speech act does Emma Watson used and to find out the meaning through her speech. The study based on Searle (1976) speech act theory. The result of the study shows that ilocutionary act mostly appeared in Emma Watson speech is representative act (70,66%) and the meaning is she try to gaining and persuading people to support and participate in *HerForShe* campaign to fight gender inequality.



Fourth is *Politeness Strategies in the Talk Show the Late Night Show with Jimmy Fallon Featuring Barack Obama* conducted by Harnum Dea Mashita (2013) from State University of Jakarta. The study focused on politeness strategies in the talk show. The aims to determine the types of politeness strategies used and the social factors used that influence the choice of politeness strategies. The result show positive politeness strategies is most strategy employed by both interactants and sociological factors (relative power) influencing the choice of politeness strategies is high (HDM).

This study have the differences from the other study which ever done. The data use Donald Trump's speech transcript to be analyzed because Donald Trump is never yet conducted in State University of Jakarta. The writer also use the controvertial figure who becomes the presidential candidate for US and also this study will combine the theory of speech act by Searle (1976) and the theory of politeness by Brown and Levinson (1987). The result of studies that using both theories will be used to draw the meaning and purpose which Donald Trump to convey from his campaign speech.