

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication has always been a necessity in human life. Foss (2011) states that communication is one of those everyday activities intertwined with all human life. People need to communicate with others, and they need some media to communicate. One of the most important mediums to communicate with others is called Language. Goyal (2017) argued that without language, human civilization would have remained an impossibility. Language plays an important role in our lives, from writing letters to talking with friends and making speeches. It is also an important role since language is a medium for humans to communicate with each other; including expressing ideas or feelings, conveying thoughts and emotions to other people. It can be concluded that communication can be conveyed through verbal and nonverbal communication. Verbal communication is the way of communicating messages by using words as elements, while nonverbal communication is the way of communicating messages by using gestures, body movements, eye contact, facial expression, or general appearances as the elements.

Carroll in Ramelan (1992) said that language is an arbitrary system of speech sounds and sequences of speech sound which is used or can be used in interpersonal communication by an aggregation of human being and which is rather than exhaustively catalog thing process and event in the human environment (Ramelan, p.10). Richards and Schmidt in Alsami (2019), define the language as

the system of human communication which consists of the structured arrangement of sounds- or their written representation-into larger units, e.g. morphemes, words, sentences, utterances. It can also apply to non-human communication systems such as bee and dolphin languages. According to Hall (1964) language is the institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols. While Noam Chomsky (1957, p.13) defines language as “a set of (finite or infinite) sentences, each finite in length and constructed out of a finite set of elements”. Chomsky focuses on the structural features of language. It can be concluded that language is an arbitrary system of speech sound-both oral and written-for human communicate and interact with others which consists of a set of elements such as morphemes, words, into utterances.

Communication works when the speaker and hearer understand what the speaker means, and then the hearer can take an action related to what the speaker wants. Language can also be used in communication for persuading others such as advertisements on TV, radio, or social media, or those who give a speech in front of many people and large audience in order to gain support or campaign for the things like Sustainable Development Goals and Climate Action.

All of the speeches have the same purpose, which aim to persuade people to do what the speaker's want. It can succeed if the hearer fully understands what is meant by the speaker and the content of the speech that has been delivered by the speaker. The hearer doesn't always comprehend or understand what the speaker's saying, therefore there is a study called Speech Acts from Pragmatics. Pragmatics is the study of the use of language in communication related to sentences, context, and situations in which they are used. Through pragmatics, people are expected to be able to grasp the message of the utterances by being aware that the words contain deeper meaning than literal meaning of what is spoken.

The hearer does not always comprehend what the speaker's saying, therefore there is a study called Speech Act that aims to help people understand what the speaker is saying. Bach (1979) explains that an action in verbal communication has a message inside, so the communication is not only about language but also with action. Austin (in Tsui, 1994: 4) defines speech acts as actions performed by produced utterances. Similarly, Yule (1996: 47) states that speech act is action which is performed via utterances. In conclusion, speech act is the utterance that occurs and an act refers to an action. Speech Act can be used in daily conversation and public speaking, both formal or informal situations. For example, a speech that is given by politicians or celebrities. They can easily acquire more attention from their fans or followers by giving a speech that pursues their followers. Because they speak to people who admire them, and these persons have some influence in spreading their ideas.

Bangtan Boys or also known as BTS is one of the well-known boyband from South Korea that debuted in 2013 under the Big Hit Entertainment. The group consist of seven members, Kim Namjoon, Kim Seokjin (Jin), Min Yoongi (Suga), Jung Hoseok (J-Hope), Park Jimin (Jimin), Kim Taehyung (V), and Jeon Jungkook (Jungkook). K-pop, or Korean pop music, is a phenomenon that has gained fans from all over the world and is a part of the Korean wave (an English transcription of the Korean term *Hallyu*). Kim (2013) in Negus (2015) emphasized the financial crisis in the late 1990s, which caused the government to reevaluate its modernization strategy and refocus it as an international rather than national project. Nip & Choi (2012) argued that the South Korean government had supported its cultural industries in using K-pop to bring in money, as well as claims that the country had created a method for music production and cultural production in general that could serve as a "model" for other countries. The term "music industry" refers to all companies and groups with a financial stake in the creation, distribution, and consumption of music. There are big four entertainment agencies in South Korea, SM Entertainment, YG Entertainment, JYP Entertainment, and

HYBE Corporation are the four principal big agencies that control the Korean music market (Statista Research Department, 2022), with BTS which under the HYBE Corporation and BigHit Entertainment.

In line with this, when discussing the Korean wave and K-pop phenomena, several academic journals and media have focused on the manufactured identity of singers and artists. One of the articles is by Kim (2011) which highlights the importance of gender divisions and the aesthetic of Lolita nationalism that informs the way South Korean girl industries have been constructed. Kim (2011) makes three important points. First, she argues that the development of girl industries has led to the systematic construction and strategic commodification of a highly selected version of young girls' bodies and identities. Second, she asserts that visual representation and idol practice have normalized an ambiguous and innocent sort of sexuality as the necessary way for performers and their fans to present themselves. Third, the girl identity has been exploited both domestically and internationally as a part of the idol republic and as a form of Lolita nationalism. Kim urges a feminist critique of this exploitative commercial process' normalization as well as an analysis of its impacts on how Korean girls and young women act and present themselves. Not only South Korean girls, it also applies to men, it is called the masculine identity of a K-pop group in the music industry. Entertainment or agency companies have an important role in the construction and representation of masculine and feminine Korean pop identities, according to Kim and Seabrook.

Three years ago, on September 24th, 2018, Kim Namjoon, the leader of BTS, the well-known Boy Band from South Korea. "Speak Yourself" was the title of his speech at the 73rd Session of the United Nations General Assembly in New York, which was part of their Self-Love and Anti-Bullying campaign in collaboration with UNICEF.

On September 20th 2021, BTS gave their speech again in the United Nations General Assembly as the Presidential Envoy for Future Generations and Culture of South Korea. BTS

talks about some issues, including the Sustainable Development Goals (SDGs), Covid-19 pandemic, vaccines, climate change, and encouraging the youth generation to not give up because there is still hope. Countries approved a set of Sustainable Development Goals (SDGs) in September 2015 to end poverty, safeguard the environment, and assure everyone's prosperity. It reflects the ethos of the SDGs, "leaving no one behind". As quoted from THE 17 GOALS Sustainable Development (2022) Sustainable Development Goals (SDGs) is the 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.

As it happens, the speech by BTS is one of public speaking or public communication. It is one way of communication with other people. Speech is different because it is only held on certain occasions since it is a formal communication event where the speaker becomes the center of audience's attention. A speech contains a purpose, and the purpose of the speech is different, depending on the occasion. Baird (1981) explained that generally, the objectives of public speaking can be divided into three categories, Informative, Persuasive, and Entertaining. While Fleischer in Lumen learning adds Commemorate or celebrate a person, occasion, or event as the primary goals of public speaking besides the three goals that have been mentioned before.

The purpose of BTS speech at UNGA 2021 is classified as Persuasive speech, based on the reason why BTS—a well-known Boy Band in worldwide—gave their speech on the formal occasion at United Nations General Assembly not only as UNICEF partner, representative of the youth, but also as delegation Presidential Envoy of South Korea. The South Korea president, Mr. Moon Jae-In thought that BTS' participation in the United Nations General Assembly will serve as a meaningful opportunity to expand communication with future generations around the world and elicit sympathy for future generations on major international

issues as BTS has delivered messages of comfort and hope to the world and future generation over the years.

BTS gave their speech not only to represent themselves as a boy group, but also represent HYBE corporation. In a broader context, it also represents South Korean itself. This can be classified as the South Korean government's step in carrying out their soft power into the world, the government's effort to keep establishing themselves as a global soft power, the diaspora of Korean people, and the cultural similarities across East Asia with their unique characteristic and Korean-ness, it made South Korean pop are different than others.

This study examines Speech Acts as Persuasive Devices in BTS Speech at United Nations General Assembly 2021. This study focuses on Speech Acts on BTS' speech such as Locutionary, Illocutionary, Perlocutionary and five categories of illocutionary acts according to Searle in Levinson (1983: 240) which the classifications are representatives, directives, commissive, expressive, and declarations.

There are several previous studies that have been conducted regarding the speech act theory. The study of speech act analysis was conducted by Devanadera and Alieto (2019) their studies focuses on speech act analysis of Duterte's commemorative speeches which the main purpose of the study is to determine the dominant speech acts in five commemorative speeches of Duterte; and identify the underlying message or the pragmatic meaning of the speeches. This study used quantitative-qualitative research methods. The findings revealed in analyzing the illocutionary and perlocutionary acts from the five commemorative speeches of Duterte. This study discovered that the dominant speech acts used are assertives and expressives. The study about speech act also was conducted by Altikriti. Altikriti (2011) in her study under the title Speech Act Analysis to Short Stories. At the review of literature part, Altikriti wrote the preliminaries to speech act theory, it explained about what speech act is according to Austin (1962) and the development of speech act of Searle and the new term that were coined by

Searle in 1979. In her study, she argued that the study of meaning in context is the core of pragmatics, since understanding literary works may be dependent on cultural contexts which are not found in the text. She used three data from short stories, they are *Acme*, *Post Haste*, and *The Happy Prince*; each short stories will be analyzed using Searle's speech act theory which classified into five namely representatives, directives, declaratives, commissives, expressives. To conclude, Altikriti in her study argued individuals need to understand how different utterance forms can be the vehicle of different communicative intentions. A communicator must master the following skills in order to correctly map a statement onto its intended interpretation: First, the linguistic resources needed to assign syntactic and semantic structure to the utterance; second, an advanced met representational device for attribution of mental states; third, a system of social concepts such as status, authority, and so on; and finally, a set of higher-order representations that specify how linguistic forms should be used in specific contexts. She also argued that short stories can be analyzed pragmatically, similarly to other texts of drama and novel. The frequency of illocutionary forces inside each speech act varies from one text to the next, according to the findings.

The study about speech act especially illocutionary act by Searle also have been conducted by Rahayu et al., (2018) under the title *Illocutionary Act in The Main Characters' Utterances in Mirror Mirror Movie*. This study aims to find out the types of illocutionary act of the main characters' utterances in *Mirror Mirror* movie using Searle's theory of illocutionary act and to find the context underlying illocutionary act of the main characters by Hymes' Speaking model in *Mirror Mirror* movie. There were several steps in collecting the data, starting from downloading the movie script, watching the movie several times, reading and observing the dialogue in the movie, and selecting Queen and Snow White's utterances that contain illocutionary acts. Rahayu et al. used Miles and Huberman's processes for data analysis, which included data reduction, data display, and conclusion drawing. The results of the study

show that there are 55 utterances of the main characters that contain illocutionary acts which were classified into five namely representatives (4), directives (37), declaratives (0), commissives (2), and expressives (12). Using Hymes' Speaking model, there were eight aspects that influenced the major characters' illocutionary act. They are setting, participants, ends, act, sequences, key, instrumentalities, and genre.

Different from other previous studies, this time Grundlingh (2018) in his study argued that memes are effective for communication because some memes (especially image macros) are fundamentally speech acts that are also understood as being speech acts by internet users. When creating a meme, the meme creator chooses which semiotic resources to be used, and the online community interprets these resources to help the meme creator and the internet community communicate; memes also can be created for different intentions. Grundlingh (2018) argued that speech acts can also apply to memes since they can communicate important information and opinions. Even though speech acts have traditionally been used to describe spoken communication, some researchers do acknowledge that speech acts can apply to written communication as well. In conclusion, through discussion and analysis, it is argued that memes could function as speech acts. Because memetics is not always an effective technique to understanding and analyzing memes, this alternate approach is required. Although a large amount of theory is based within pragmatics, both pragmatics and semiotics provide support for the linguistic interpretation of memes. Semiotics offers information on how the media and modes that memes consist of can be interpreted and how the characteristics of semiotic resources apply to memes. Pragmatics provides details on how memes could be used as speech acts. It is clear that the functions of the identified memes fit into most of the communicative illocutionary act categories distinguished by Bach and Harnish (1980). Although the memes mentioned in this research cannot fulfill the criteria for all the categories, it is entirely possible

that memes can be created for the purpose of fulfilling specific illocutionary acts not identified in this study.

Marsen and Ali Chand (2022) also conducted the study about a comparative analysis of political speech acts. Their study entitled 'We all have a role to play': A comparative analysis of political speech acts on the COVID19 crisis in the South Pacific. The study compares government communication on the Covid-19 crisis in three countries, Australia, Fiji, and New Zealand. The study analyzes six speeches made by each country's leader from March to June 2020 using speech act theory and discourse analysis. The aim of this study was to compare the discursive methods that were used, discuss them in relation to their respective socio-political contexts, and examine the understudied application of speech act theory to political crisis management. The study used an eclectic combination of crisis communication theory and speech act theory, examining how speech acts were used in crisis base response strategies. The study found some notable differences in the degree of assertiveness, hesitation, and sympathy, which related to differences in the political ideology of each government. It also discovered certain similarities, particularly in terms of inclusion strategies and the use of media briefings as a promotional tool.

After reading several previous studies, there are no previous studies which talked about BTS speech 2021 and analysis using Searle's speech act theory since the most often theory that is used is Yule's and Austin's theory. Also, there are no previous studies which talked about speech act as persuasive devices using BTS speech. Source of data of this study will be a novelty of this study since there are no studies using this source of data yet.

1.2 Research Question

1. What kind of Illocutionary Act used as central persuasive devices in BTS' Speech at the Sustainable Development Goals Moment at United Nations General Assembly 2021?

2. How are Illocutionary Acts employed by BTS to attain persuasion?

1.3 Purpose of the Study

This study aims to:

1. Identify the use of the Illocutionary Act as central persuasive devices that appears in BTS' speech at UNGA 2021.
2. Elaborate the use of Illocutionary act that is used to attain persuasion utilized by BTS.

1.4 Scope of the Study

This study aims to find out and identify the speech act that is used in BTS Speech at the United Nations General Assembly 2021 using Pragmatics theory, especially Speech Act theory. It focuses only on five categories of illocutionary acts by Searle (1979) that are used in BTS Speech at United Nations General Assembly 2021.

1.5 Significances of the Study

This study is expected to be useful for the writer, English Literature study programme at Universitas Negeri Jakarta, and the readers of this study. This study can be read by readers who do not understand enough about the Speech Act theory, especially Illocutionary act by Searle. The readers also can understand the speech and catch the meaning behind the speech easily since the topic that BTS conveyed at UNGA 2021 is Sustainable Development Goals which is a significant agenda for the world. For the writer, this study is useful to increase the writer's skills and knowledge related to analyzing illocutionary act and its relationship with persuasive devices. Writing this study also developed the writer's critical thinking and coherent thought.