

CHAPTER I

INTRODUCTION

1.0. Introductory Remarks

This chapter represents the introduction of the research. It consists of eight sub chapters. First, background of the research informs the reasons why the researcher chose the related topic and shows how important the research is. Second, problems of the research mention the questions that will be answered in the research. Third, aims of the research present the research's goals. Fourth, scope of the research informs how far the researcher did the research. Fifth, research method informs the method that is used in the research. Sixth, data collection and analysis inform how the researcher gained and analyzed the data. Seventh, clarification of key terms mentions the words that are often used in the research. The last, organization of the research begins with introduction and ends with conclusions.

1.1. Background of the Research

There have been several studies applying speech act theory, which focus on the functions of assertive speech act category. Those who have investigated assertives based on the functions are Nasri, et.al (2006); Mbisike (2007); and Guiraud., et.al (2008). The three researchers apply speech act theory, which was proposed by Austin (1962) and Searle (1969).

According to Nasri, et.al (2006), the main function of assertives is to give information about user's current situations or states. In this research, Nasri, et.al (2006) observed which informational and entertainment communicative goals were reflected in the language structure of away message. To reach the goal of the research, computer mediated communication (CMC) e.g. Instant Messaging (IM) was used as the data. The research findings have shown that the messages were constructed primarily with assertives followed on expressives and commissives.

The main function of assertives in the Mbisike's research (2007) has similarity with the main function of assertives that has been investigated by Nasri et.al (2006), which is to give information to the hearer or the interlocutor. The Mbisike's research (2007) showed that there were two functions of assertives. The first is to commit the speaker that something is being the case to the truth. Further, the expressed proposition could be assessed either true or false. The second is to emphasize directives. This research used public service advertisements put on radio in Nigeria and resulted that cohesive elements played some roles to relate speech acts within a discourse to one another.

The main function of assertives according to Guiraud et.al (2008) has similarity with the previous research, which is to give information to the hearer. In this research, there were two functions of assertives, which were to give information to the hearer and to make the hearer believes something. The research has shown that speech acts could influence beliefs and

intentions of a locutor. Guiraud et.al (2008) believed that assertives were the primitive speech acts. Further, kinds of speech acts were defined from these speech acts. Public announcements were used as the data in the research.

Referring to the several research, which focuses on the functions of assertives, the researcher interested in analyzing the functions of assertives in the Presidential speech. The researcher used President Yudhoyono's speeches, which perceive *Bank Century* case as the data. In the research, the researcher did not only applied speech act theory, but also applied Brown and Levinson's Politeness Strategies to reach the goal. Because the data are Presidential speeches, the researcher believes that it is appropriate to apply Speech Act Theory and Politeness Theory as frame works. In addition, it will make the research more pragmatics because the Presidential speech will give a big influence to the hearer and it is heard by many people.

Besides, President Yudhoyono's speeches yielded the perlocutionary acts, which were the different interpretations from several people or group of people. It refers to Austin (1962) who isolated the three basic senses, which mean saying something, one is doing something. The three basic senses are (i) locutionary act, (ii) illocutionary act, and (iii) perlocutionary act. The different interpretations might be happen because of the role of Yudhoyono as President of Indonesia Republic. As quoted from *Suara Karya on-line* (Tuesday, 24 November 2009) in *Tanggapan Aktivis Rubric*, some activists like Yudi Latif – an Institute Reform Director – stated that President Yudhoyono's speech is ambiguous and the content is not understandable.

Whereas, the Chief of Constitutional Justice, Moh. Mahfud MD concluded that SBY's speech perceiving the dispute between KPK and Polri has shown his distinctive behavior.

Due to the reasons above, the researcher analyzes President Yudhoyono's speeches perceiving *Bank Century* case. This research focuses on the functions of assertive speech act category. The researcher believes that it is important to analyze presidential speech to the range of linguistics field, particularly pragmatics. By knowing the characteristics of the speeches, the study will be useful to give clear interpretation from the speeches of President Yudhoyono, particularly perceiving *Bank Century* case and generally perceiving other cases.

1.2. Problems of the Research

The problems that are examined on this research cover two main points:

1. What are the functions of assertive speech act category in the President Yudhoyono's speeches?
2. How does President Yudhoyono observe politeness viewed from Brown and Levinson's Politeness Strategies?

1.3. Aims of the Research

Concerning the two problems above, there are two specific aims that are communicated on this research, which are:

1. To examine the functions of assertive speech act category in the President Yudhoyono's speeches.
2. To examine how President Yudhoyono observes politeness viewed from Brown and Levinson's Politeness Strategies (1978)

1.4. Scope of the Research

The research analyzes two official speeches of President Yudhoyono perceiving Bailout of *Bank Century*. The first Speech is the President Yudhoyono's speech perceiving the recommendation from the eight-team toward the dispute between KPK and Polri. The second speech is the President Yudhoyono's speech perceiving the option from DPR RI toward the bailout of *Bank Century*. The research examines the functions of assertive

speech act category in the speeches and how President Yudhoyono observes politeness viewed from Brown and Levinson's Politeness Strategies. Further, Searle's speech act categories (1969) and Brown and Levinson's Politeness Strategies (1978) are used as frame works in the research.

1.5. Research Method

This research applies qualitative approach. The approach emphasizes on words rather than numbers in elaborating its finding and its analysis. The data are presented descriptively, which are included classifying, analyzing and explaining the cases. Besides, according to Creswell (1998:61) this research is also categorized as a case study, which explores a case (or multiple cases) over time through detailed, in-depth data collection involving multiple sources of information rich in context. However, several appropriate tables are also presented to support the data analyses when interpret "something behind the numbers".

1.6. Data Collection and Data Analysis

The research analyzes two Official President Yudhoyono's speeches perceiving *Bank Century* case. The first speech is the speech perceiving the dispute between Corruption Eradication Commission (KPK) and National Police (Polri) on November 23 2009. The speech was cited from *wordpress.com*. The last speech is President Yudhoyono's Speech perceiving

plenary session of *Bank Century* case on March 04 2010. The speech was cited from *beritafenomenal.wordpress.com*.

To analyze the data, the researcher applied several steps. Firstly, the researcher chunked the speech into sentences. Secondly, to analyze assertive speech act category, the researcher applies three ways, which are from its performative verb, tense, and head acts. Thirdly, to answer the second problem, the data or sentences were analyzed using Brown and Levinson's Politeness strategies to analyze which strategy fitted to the sentence.

1.7. Clarification of Key Terms

In this sub chapter, the researcher will review several terms, which are related to the research to avoid misinterpretation.

- 1) **Bailout** is a rescue from financial distress (Webster, 2006:77)
- 2) **Bank Century case** is a case of the collapse of *Bank Century* and caused government to flow fund out Rp. 6, 7 trillion, unfortunately DPR argued that there was no bailout (wordpress.com, 2009).
- 3) **Speech Act** is the action that carried out through language (Finnegan, 1992:307)
- 4) **Assertive Speech Act Categories** is one of speech act category, which is proposed by Searle. It commits the speaker to the truth of the expressed proposition (Levinson, 1983:240)
- 5) **Politeness Strategies** are certain strategies used to minimize or avoid face threatening acts (F T A). The strategies are on record,

off record, positive politeness, and negative politeness (Brown € and Levinson, 1978:68-71)

6) Face is something that is emotionally invested and must be constantly attended to in interaction (Brown and Levinson, 1978:61)

1.8. Organization of the Research

The research consists of five chapters. The first chapter is *Introduction*, which presents the background of the research. The second chapter is *Literature Review*, which explains the related theories and the theories that are used as framework. The third chapter is *Methodology*, which gives explanation about the technique of analyzing the data that is used in this research. The fourth chapter is *Finding and Discussion*, which finds and discusses the data to find out the answers for the statements of problems that have been mentioned earlier. The last chapter is *Conclusion and Suggestion*, which concludes the result of the research and gives the suggestion for further research.