

CHAPTER 1

INTRODUCTION

1.0 Introductory Remarks

This chapter presents the introduction of the study. It consists of the background of the research, research questions, and aims of the research, scope of the research and significant of the study. This chapter also gives a short description of the research method which is divided into data collection and data analysis. Organization of the paper describes an overview of the contents in each chapter.

1.1. Background of the research

After being elected on 2009 as the 44th President of United States, Barack Obama had given many expectations by the people around the world, particularly Indonesian people to settle down some major problems such as global crisis and the relation between America and Muslims. Indonesia as a country with the majority of people are Muslims had an expectation for a wind of change in the economic and religion fields. Moreover, President Obama had lived for four years in Indonesia, thus President Obama should understand Indonesian peoples' feeling about these two problems. As a result, President Obama's state visit to Indonesia was mostly waited by Indonesian people.

In response to the request for President Obama's state visit, then on November 9-10, 2010 President Obama accompanied by First Lady, Michelle Obama had his state visit in Indonesia and welcomed by President Susilo

Bambang Yudhoyono. In a toast at the state dinner at Presidential Palace, President Obama expressed his gratitude for a warm welcome and a very delicious food. On the last day of President Obama's state visit, he had an opportunity to deliver his speech at the University of Indonesia. More than 7000 people were charmed by his speech and his speech became a main topic at that time. Through the speech, he expressed his happiness to be able to visit Indonesia by saying "*Pulang Kampung Nih* [I am coming home, guys]" in Bahasa Indonesia. In the beginning of the speech, he recalled his childhood and recited all of his experiences when he lived in Indonesia. Then, he moved into the next parts of his speech which are concerning on the development, democracy, and religious faith. In the development part, he discussed the economic development, technology development along with the democracy development in Indonesia. He believed that America and Indonesia has endured the same problem in achieving stability in many aspects. Therefore, he said that the friendship between America and Indonesia can advance the mutual interest in development. In the speech, he also addressed religious issues, particularly the relation between America and Muslims.

The fact that President Obama's speech was quite phenomenal at that time has raised some questions for example the factors behind the successful of his speech. Some media for example The Jakarta Post noticed that the success of President Obama's speech also helped to recover the image of President Obama and America in the perspective of Indonesian people.

For those reasons, I am interested in analyzing President Obama speech using Pragmatics as a tool of analysis. According to Thomas (1995), pragmatics can be defined as meaning in interaction where the contributions of speaker and hearer take account as well as the utterance and context to the making of meaning. In this study, I decided to take two major theories in pragmatics: Searle's speech acts theory and Leech's politeness theory for analyzing President Obama's speech "*Pulang Kampung Nih*". There have been some studies which applying speech act theories and politeness theory such as Nasri, Pena, and Hancock (2006), Matsuoka and Poole (2010), and Chen (2011).

First, Nasri, Pena, and Hancock (2006) investigated the construction of away messages. This study examined the speech acts performed through the production of 483 away messages from 44 participants. In this study, they found that assertive speech act or statement account for 68% of all speech acts produced, with expressive speech act account for 14%, and commissive speech act account for 12%. This showed that assertive is the most important speech act in the construction of away messages.

Second in healthcare communication study, Matsuoka and Poole (2010) investigated the politeness strategies in nursing communication. Matsuoka and Poole applied two politeness theories as frameworks: Brown and Levinson's Politeness Theory and Leech's Grand Strategy of Politeness. For the data collection, they used manga (comic books) in Japan and analyzed it by using discourse analysis.

Third, Chen (2011) analyzed fuzzy expressions in advertising English. Chen (2011) applied politeness principles to analyze the persuasive speech acts that often used in the commercial advertisement.

Referring to the some studies which focused on the assertive speech act, then I was interested in analyzing the functions of assertive in the Obama's speech. I used President Obama's speech when he gave his public lecture at the University of Indonesia. In the research, I used Searle's speech act theory and Leech's politeness theory as frame works. Thus it would give a brief explanation why Obama's speech has got much appreciation from Indonesian people.

1.2. Problems of the Research

There are two main problems that are examined in the research:

1. What politeness strategies that President Obama used in his speech?
2. In what ways do the Indonesian online media perceive President Obama's speech "*Pulang Kampung Nih*"?

1.3. Aims of the Research

Based on the two main problems above, there are two specific aims that I wanted to achieve in the research:

1. To examine the politeness strategies used in President Obama's speech, particularly in his assertive speech act.
2. To examine how the Indonesian online media perceive to President Obama's speech "*Pulang Kampung Nih*".

1.4. Significant of the Study

Many studies have been conducted on analyzing assertive speech act. Most of the results found that assertive speech act has a main function which is to give information to the hearer and to make the hearer believes something. Thus, the result of assertive analysis can be linked to the politeness strategies analysis. However, this study provides new findings by adding some media's responses on Obama's speech. Thus, this study is not only viewed from my perspective as the researcher but also the readers' responses which in this study are represented by media online responses. This study is expected to get more information in understanding the meaning behind the use of politeness strategies in speech.

1.5. Scope of the Research

The research investigated the speech of President Barack Obama when he gave his public lecture at the University of Indonesia. This research examined the functions of assertive speech act category in the speech then analyzed it by using the politeness principle. Through these two analyses, I related the two analyses to some Indonesian online media reactions towards Obama's speech which are The Jakarta Post, Koran Tempo, and Republika.

In the research, there are two main theories used as the frame works: Searle's assertives speech act category (1979) and Leech's politeness principle (1983, 2005).

1.6. Research Method

This study primarily employs a descriptive qualitative method because qualitative research has a special value for investigating complex and sensitive issue. In addition, one of the major reasons for doing qualitative research is to become more experienced with the phenomenon which I am interested in. Qualitative researchers rely on a variety of understanding and corresponding types of validity in the process of describing, interpreting and explaining phenomena of interests (Maxwell, 1992). Through this approach, the data are generally in the form of words in elaborating its findings and analysis.

1.6.1. Data Collection

The research examined President Barack Obama's speech on November 10, 2010 at the University of Indonesia. The transcription of his speech was retrieved from thejakartapost.com. Some responses from Indonesian online media (The Jakarta Post, Koran Tempo, and Republika) were used in order to emphasize the politeness strategy that used in Obama's speech.

1.6.2. Data Analysis

In analyzing the data, a purposive sampling technique was used in the research where I actively selected the most productive sample to answer the research questions (Marshall, 1996).

To analyze the data, I applied some steps. The first step was dividing the speech into utterance in order to make it easy to analyze. Second, the utterances were analyzed through performative verbs in order to discover the assertive speech act category. Third, the data were analyzed by using Leech's Politeness

Principle based on the characteristics in each classification. The fifth was observing and analyzing the responses from some Indonesian online media. The last was making an analysis and conclusion about the findings.

1.7. Organization of the Paper

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