

CHAPTER I

INTRODUCTION

1.1 The Background of the Research

As human being that utterance can be associated with more than one act and it can makes misunderstanding when the listener does not understand about what the speaker says. Fairclough (1989: 113) states “language is an instrument in the production, maintenance and change of social relations power”. Language also dominated to some people. In the communication, however, people have their own behavior toward language and language choice. Austin and Searle in Schiffirin (2002: 340) argued that in the same way when people perform physical acts. Searle proposed that the speech act is the basic unit of communicate. He also suggests that there is a series of analytic connection of speech acts, what the speaker means, what the speaker intends, and what the listener understands.

According to Austin in Paltridge (2006: 221), there are three kinds of speech acts which occur with any utterances. Those are locutionary acts, illocutionary acts, and perlocutionary acts. Locutionary act refers to referential of factual meaning of the sentence. Illocutionary act refers to the speaker’s intention in uttering the words. And the perlocutionary act refers to the result of the speaker’s utterance to the listener. The way people performs their act by language can be divided in two. Searle (2005: viii) says that there are two forms, direct and indirect speech act. When the form and the function of the utterance are appropriate, it is called direct speech act. When the utterance information, but it is a request or another possible meaning. It is described as indirect speech act. The

term of speech act is most used to refer the illocutionary force of an utterance. Searle in Schiffrin (1994: 342) classified the illocutionary acts based on the varied criteria. They are representatives, directives, commissives, declaratives, and expressive. To identify the criteria, it may depend on the social and physical context in which occurs. The researcher prefers to the study speech act in her research because this acts in sentences make the discourse become more interesting. It also gives a colorful variation of meaning because what is said is not always what is mean.

In understanding the meaning, the listener has to know about the technique uses language based on the knowledge. By using the knowledge, the speaker expresses the problems, their thoughts through language. So languages help the people how to interpret the meaning of words. It refers to Wareing's statement (2004, 2) that the way how to finding about the relationship between perception and meaning is using language.

Being inspired by the importance of language in politics, as the president candidate who the politician dominate in the election. All of the politicians publish their self as the president candidates during the campaign in 2014. In the case, the candidates use all of media to socialize their self. For example, Aburizal Bakrie, Wiranto, Hatta Rajasa, and especially Prabowo. A lot of variation uses by the president candidates in media communication. There are speech, social media, advertising, interview, until biography book. According to Little John (2004, 5) to win and build image politic uses the rhetoric. Rhetoric is a technique of using language as art, both oral and written, which are based on a well structured knowledge (Keraf, 2007, 3). There are simile, metaphor, allegory, personification

etc in rhetoric. Keraf stated that the president candidate as politician uses mass media to build and keep the image.

The president candidate is the leader in the country. All of leader has traits and behaviors. House (1994, 42) states that outstanding leadership theory consists of ten leadership behaviors. Moreover, leadership trait influences people by provided that purpose, direction, and motivation - while operating to accomplish the mission and improving the organization (US Army Handbook, 1973, 4-5). But the researcher focus on the behaviors on Illocutionary acts. The researcher interests with the leadership of Prabowo Subianto. Based on Ma'ruf (2013, 5) statements, Prabowo Subianto (PS) began his career when he enlisted in Magelang Military Academy. He graduated in 1974 from the Military Academy. In 1983, Prabowo trusted as Deputy Commander Detachment 81 Counter Terrorist (Gultor) Army Special Forces Command (Kopassus). Much controversy and allegations of human rights committed by Prabowo Subianto when he pursue a career in the Military, in 1983, at that time still rank Captain, Prabowo allegedly tried to kidnap a high-ranking military efforts. After stopping a career of military World, Prabowo then started his luck being an entrepreneur is to follow his brother Hashim Djojohadikusumo. After success as an entrepreneur, Prabowo then start a career in the political fortunes.

In this research, the researcher gives deep explanation about the context of the utterance and grammatically before justifying the illocutionary of the utterance. In this study, the researcher tries to find out the function and the way of performs speech acts. Then rhetoric, leadership behaviors, leader traits and political public relations theory are supports in the analysis. While the research,

the researcher interest with Prabowo Subianto as the object of the research. It becomes the researcher's reason why it is very important to study.

1.2 The Questions of the Research

On the basic of the above elaboration of the background of the research, the researcher formulates the following question of the research:

- 1.2.1. What kinds of illocutionary acts that shows the leadership behaviors delivered by Prabowo Subianto in this interview?
- 1.2.2. How are the illocutionary acts delivered?
- 1.2.3. Why are the illocutionary acts uttered?

1.3 The Purpose of the Research

On the basic of the above question of the research, this research attended:

- 1.2.1. To know the types of illocutionary acts that shows the leadership behaviors delivered by Prabowo Subianto in this interview.
- 1.2.2. To identity how Prabowo Subianto uttered this illocutionary acts that shows the leadership behaviors.
- 1.2.3. To describe the reason why Prabowo Subianto uttered this.

1.4 The Significance of the Research

The final project is meaningful for the research herself because by conducting and finished this study. She can fulfill the final requirement to receive a graduate title of scholar degree of English Department of the College of Teacher Training and Education in Muhammadiyah University of Surabaya. She could

apply her knowledge. She obtained in the linguistic on this study and books. She hopes that this thesis can gives more information and also would be useful to help the reader and the students of English Department to understand the speech acts. Finally, the researcher also hopes that the final project would be significant to contribute to increasing the reader and the student's knowledge and also increasing the collection of the library references of Muhammadiyah University of Surabaya.

1.5 The Scope and Limitation of the Research

In this analysis the researcher tries to discuss the leadership behaviors of Prabowo Subianto in the interview BBC News. The scope and limitation of the research is the discourse analysis area, in explaining the speech act theory. While speech act theories are divided into three different kinds of action, they are locutionary, illocutionary, and perlocutionary acts, but the researcher focus on illocutionary acts. In addition the leadership behavior theory to support this research which analyze the behavior of the leader in Prabowo Subianto as the president candidates in political campaign.

1.6 Definition of Key Terms

The researcher put some terminologies:

1.6.1 Illocutionary Acts

There should be contextual congruity both in terms of the surrounding text and of the key features of situation (Mccarthy, 1991: 10)

1.6.2 Rhetoric

Rhetoric is a technique of using language as art, both oral and written, which are based on a well structured knowledge (Keraf, 2007: 3).

1.6.3 Leadership Behaviors

The term is outstanding leadership theory that consists of ten leadership behaviors (House and Podsakoff in Greenberg, 1994: 45-82).

1.6.4 Leadership Traits

Leadership trait influence people by provided that purpose, direction, and motivation - while operating to accomplish the mission and improving the organization, as the missions of United State Air Force in Civil Air Patrol (US Army Handbook, 1973: 4-5).

1.6.5 Political Public Relations

Political Public Relations is the management process by which an organization or individual actors for political purposes, through purposeful communications and action, seeks to influence and to establish, build, and maintain beneficial relationships and reputations with its key publics to help support its mission and achieve its goals (Stromback & Kioussis, 2011, 08).

1.7 Organization of the Research

In the Chapter I, this chapter contains the background of the research, statement of the problem, purpose of the research, significances of the research, scope and limitation of the research, definition of key terms, and organization. Chapter II, this chapter contains of review of related literature, and review of related research. On this chapter, the researcher explains the underlying theory used in this research. Chapter III, this chapter contains of the research of design, source of the data, data collecting, and data analysis. And the next chapter contains with analysis of statement of the problem in Chapter IV. Chapter V contains of concludes of the content of the research.