

CHAPTER I

INTRODUCTION

This chapter consists of some subchapters, namely background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation. Those are important to be explained as they are described in this study generally.

1.1 Background of the Study

In communication, language is a fundamental tool used by the speaker to convey their intention. Austin (1962) states that whenever words are uttered, the speaker actually performs certain acts. These acts are called speech act. For this reason, language plays a necessary role for all human's life, especially politicians as the candidates of presidential election as the communication medium in order to convey their intention in each of the campaign speech candidates by using speech acts.

In every democratic country, political election is a needed event. Political election is performed in order to elect a new chief of local, state, and national. Political campaign speech is exactly always occurred before the final day of election from each candidates.

Political campaign speech is a time for the public to have a right considering which one of the candidates who is going to be the next leader in the next period. Whereas from the candidates, political campaign speech offers the best opportunity

to hear the public aspiration. Besides, the candidates also have a big chance to declare their goals in order to persuade the public intention.

In the period of campaign, the candidates present and contribute social activities to the public intensively. It doesn't matter, what kind of strategy that all of the candidates do. Furthermore, each candidate will compete with their own - strategy by using a chance in political campaign speech. Thus, the campaign function is to guide voter's mind about who the appropriate leader is (Brady, et.al. 2006).

In campaign, all the candidates always declare and explain their visions and missions for the next period that is governed by each candidate if they are successfully elected. Campaign speech can be considered as the step of persuasion from the candidates in order to gain public's interest. According to Taillard (2000), persuasion is the communicative act that brings some goals, which are: an audience that has been persuaded has understood the utterance and believed its message.

From some explanations above, it can be understood one of important role or function in campaign speech is a medium or tools that can give magnetic interest to audience of what the speaker says. According to that reason, the writer wants and needs to know what kinds of illocutionary acts that is used by the candidates to reach the compliance in attracting attention and giving information to audience.

The recent election in America is the United States presidential election. The candidates competed for the United States Presidential election final day on 9 November 2016. One of the candidates was a phenomenal figure. He is Donald J Trump. Donald Trump has become phenomenal public figure since he proclaimed

himself as the candidate of American Presidential election. Before entering politics, he was a businessman and TV personality.

By his campaign speech, he does not have any reluctant to speak as offensive as possible that can make some audience feels hurt or spirit. In many sources such as electric and social media, Donald Trump was very phenomenal with his way when he speaks during his campaign. One of Donald Trump's campaign speech was uploaded in Youtube by the title "*Donald Trump's Speech in Manchester, New Hampshire on November 7, 2016.*" This campaign speech is one of political campaign speech. Nevertheless, ones who don't like him can't deny that this figure finally won the election and become a new President in America.

It is assumed that the crucial events, conflict, and challenges the American people faced during the candidates of Presidential election giving campaign have an impact on the types and function of the utterance that is produced by one the candidate. He is Donald Trump. What contain on his speech can make his audience acts upon certain impulse. It is also assumed that speech may either be informative, persuasive, motivational, offensive, etc. That must be reflect a specific pattern of Speech Acts.

From the phenomena above about Donald Trump's political campaign speech for the United States Presidential Election, the writer assumes that there are many kinds and functions of utterance performed by Donald Trump through his political campaign speech. For this reason, this study would like to find out Donald Trump's utterance in his campaign speech by using pragmatics approach.

To analyze kinds of the act from Donald Trump's speech, the writer uses speech act theory, especially illocutionary acts. Searle (1976) states that the utterance of some sentences in specified circumstances could be treated as the performance of an act. Illocutionary act is one of sublevels of speech act. Austin (1975) stated illocutionary act emphasizes that if we say something, it means that we do something.

In pragmatics study, the contents and functions of what the speaker utters can be understood well if the context from the sentence is involved. The following example is the utterances expressed by Donald Trump that contain illocutionary acts, "I am with you. I will fight for you. And I will win for you. I will win for you."

The speaker's utterance above utters about illocutionary act of commissive, the speaker expresses commissive of promising and the speaker is optimist that he will win. The word "I will...." deals with his winning. It means that the speaker will be with all of Americans until he wins, so he will fight to win in order to be able to always to be with all Americans. Another hidden meaning from his promise is about persuasion to vote him.

The writer wants to use Donald J. Trump's speech for analyzing this data, as her source of data. Moreover, he has different way to persuade the audience by his outspoken public speaking ability. The way he persuades and influences the audience to trust on what he said can make him is on the topic in public because many people curious about his language he used and the meaning inside on it. For this reason, it is interesting to analyze illocutionary acts by using Donald J. Trump speech as the object.

From all the explanation above, language or utterance in campaign speech that mostly contain persuasion need to be understood accurately by public as prospective voters. It is because campaign speech can influence both act and emotional. Besides, campaign speech is given in many kinds of different strategy containing illocutionary that can include as some types of illocutionary acts. Then, the writer wants to analyze about Donald Trump's campaign speech of illocutionary acts. So, in this study the writer wants to investigate about illocutionary acts in Donald Trump's speech.

1.2 Statement of the Problems

In this study of analyzing Illocutionary Acts Found in Donald Trump's speech, the writer emerges the following questions in reference to the limitation of the problem of this study:

1. What are the types of illocutionary acts in Donald Trump's speech?
2. What are the functions of illocutionary acts in Donald Trump's speech?

1.3 Objectives of the Study

Based on the statements of the problems above that is emerged by the writer, the following objectives of the study are arranged as follow:

1. To explain the types of illocutionary acts which are expressed by Donald Trump in his campaign speech.
2. To explain the function of illocutionary acts which are expressed by Donald Trump in his campaign speech.

1.4 The Significance of the Study

Theoretically, the writer expects that this study can enrich and develop the knowledge of pragmatics, especially illocutionary acts to the readers. In addition, the result of this study also is expected to give the contribution about how to analyze the speech using theory of illocutionary act.

Practically, this study is expected to help the readers especially speaker in understanding how language is being used brings certain action, and how their language influences the other. For the listener, this study is expected to give an advice to understand what exactly speaker's intention when s/he utters an utterance.

1.5 Scope and Limitation of the Study

This study analyzes the illocutionary acts in Donald Trump's campaign speech. The scope of this study is pragmatics, especially illocutionary acts proposed by Austin's, Searle's, and Leech's theory. Furthermore, the limitation of this study is the utterances of Donald Trump's speech in his speech by the title *Donald Trump's Speech in Manchester, New Hampshire on November 7, 2016*. So that, the discussion of this study is about the types and functions of illocutionary acts that is found in the data.