

CHAPTER I

INTRODUCTION

This chapter of the research describes an introduction that consists of the background of the study, Research problem, Objectives of the study, Significant of the study.

A. Background of the study

In daily life, humans interact using language as a communication tool to convey information in the form of ideas, hopes, criticisms, invitations, and opinions that have certain goals in society. According to Chaer (2004) language is a symbol system in the form of sound, arbitrary, productive, dynamic, diverse, and human. The use of appropriate language is a means to form, socialize, and reinforce values in society, even as a means to influence life. Through language, humans can identify and categorize good and bad things to do. In other words, the purpose of learning a language is to know that meaning. In linguistics, the study of the meaning of language is called pragmatics.

Pragmatic learning aims to examine the meaning of speech by knowing the meaning of a speech act. According to Yule (2006), pragmatics is a study that studies the speaker's intentions related to the analysis of speech intent rather than the separate meaning of the words or phrases used. This means that this study tries to explain aspects of the structure of language by looking at the causes and effects of an utterance. By using an utterance, they can get to know each other, interact, trust, and even speech acts can influence someone. Wijana (2010) suggests that pragmatics is a branch of linguistics that studies the structure of language externally, that is how linguistic units are used in communication.

According to Carl I. Hovland (Mulyana, 2000) communication means a process that allows communicators to convey stimuli to change the behavior of the communicant. Communication that aims to influence others is called persuasive communication. Persuasion is a process in which attitudes or beliefs are exploited by the appeal of logic and reason. Persuasion is used as a process in which attitudes or beliefs are exploited for habits or emotions to increase the effectiveness of smart interfaces. According to Taylor (2018), metrologically effective persuasion is related to; the speaker, listener's emotional state, and argument. using these statements, a way of fully believing something by considering and believing an opinion through words that evoke one's emotions, such as when speaking someone builds the listener's emotions according to the ideas conveyed. Persuasion theory is widely used in things such as politics, education, advertising, and propaganda.

Nowadays, many companies use persuasion strategies to promote a product in their advertisements to attract their customers such as MCD, KFC. Even persuasive strategies most prominent speakers such as presidents, and acting artists use persuasive strategies to state their ideas in a speech. In order to achieve its goal of persuading and inviting the listener to accept his opinion, the speaker uses persuasive strategies and expresses his speech according to the strategic function used. For example, "let's join to create a clean Indonesia" this sentence is expressed by using an invitation or seduction without coercion according to a persuasive strategy, so that listeners feel confident and want to participate in the idea. Expressing opinions by expressing enthusiasm and joy such as "I am very happy, to the participants who attend" the function of the persuasive sentence is to make it easier for listeners to know the speaker's expressions or feelings, with the aim of making it easier to influence the listener's feelings, changing the listener's emotions into feelings of pleasure. This is often manifested in the business world, especially in campaigning when expressing opinions through speeches.

Speech is a form of speaking activity that can influence other people or listeners. Through speech, a person can spread ideas, influence, and even provide a good and systematic direction of thinking. According to Prawiro 2019, speech is an activity to speak in front of a large audience to convey statements, ideas, ideas, instructions, or advice, with good wording. A speaker who gives a good speech will be able to convince his listeners to accept and obey the thoughts, information, and ideas or messages conveyed. The utterance must be understood in its entirety so that the importance conveyed by the utterance is known. Often listeners are so fascinated by a speech that they do not know that they are being influenced directly or indirectly.

Following the above understanding, the author is interested in discussing the use of persuasive speech acts in a speech by one of the leading figures who are an inspiration to young people today not only from his country but abroad with followers on Instagram as many as 34.5 million followers. Kim Namjoon is the chairman of a well-known boyband in Korea, namely BTS, who has inspired many of his followers in several speeches he delivered. The leader of this BTS has a lot of achievements quoted from page *celebrities.id* Kim Namjoon is also a rapper, songwriter, and producer who has an IQ of up to 148, he has become more global since delivering a speech at the UN general assembly representing Korea. Because his amazing speech in English makes him widely known in foreign countries, he has the opportunity to be one of the pioneers or an example for the younger generation now.

Social media is one way to make it easier for someone to convey messages indirectly, for example by uploading videos or writing through YouTube, Instagram, tik-tok, and act

channels. By viewing these posts, you can invite, seduce, express opinions, and even influence the audience. The main objective of this research is to identify the persuasive strategies and persuasive functions used by Kim Namjoon in some of his speeches uploaded on his Youtube channel to influence his audience. The researcher chose this study because the researcher found the use of persuasive sentences in his speech to persuade or invite other people (fans), one of which raised the theme of self-love in collaboration with UNICEF.

Previous research has discussed a lot about persuasive studies. Several studies have similarities in research subjects, variables, as well as type of research. The first research was taken from Zamzuardi and Ermanto (2018) about Ustad Abdul Somad's Persuasive Rhetoric: Discourse Analysis on YouTube Media. This research contains an analysis of the religious speech on YouTube about persuasive rhetoric in the field of religious speech, and persuasion techniques used by Ustad Abdul Somad in religious speech. The difference in this study is in the research of persuasion strategies and figures. The similarity is that speech is analyzed in terms of persuasion.

Other research comes from Altikriti (2016), who has written 'Persuasive Speech Acts in Barack Obama's Inaugural Speeches' (2009, 2013) and The Last State of the Union Address (2016). This study discusses persuasive speech. The difference in the first study is that Zamzuardi and Ermanto's (2018) research focuses on persuasion strategies in religious speech, while Altikriti focuses on political speech and the researcher now examines campaigns in speech. From all that the similarity is about how the use of the word persuasion can have an impact on society. The same research was also conducted by Pramithasari and Gunawan (2013) regarding the persuasive strategies used in Jokowi's speech in his gubernatorial election campaign. Examining the use of persuasive strategies in Jokowi's speech. The difference in this study is the data used, but the same theory is used in this study, Beebe & Beebe's 2012 theory is used to examine strategy in Jokowi's speech.

In conclusion, most of these studies identify persuasive speech acts in a speech that is used when declaring ideas to influence the audience. This study aims to determine the type of persuasive strategy and speech function in persuasive speech acts as a phenomenon the language used by Kim Namjoon using the persuasive strategy of Beebe & Beebe (2012) and the function of persuasion by Holmes (2001) persuasive speech act theory will be discussed further in the next chapter. The researcher hopes that readers can find out more about persuasive speech acts and can use persuasive sentences in everyday life, especially when conveying ideas or ideas with a specific purpose. Based on the explanation above, this research is interested in

conducting a study under the title "AN ANALYSIS OF PERSUASIVE SPEECH ACT ON SPEECH VIDEO DELIVERED BY KIM NAMJOON (BTS)"

B. Research problem

Based on the research background above, this study poses the following research questions:

1. What types of persuasive strategies are used in Kim Namjoon's speeches?
2. What are the speech functions related to the types of persuasion strategies used by Kim Namjoon?

C. Objectives of the study

According to the problem above, the objectives of this study are:

1. To classify the types of persuasion strategies used by Kim Namjoon in his speech.
2. To explain the speech function related to the types of persuasive strategies used by Kim Namjoon.

D. Significant of the study

To contribute to the study. The results are expected to provide a valuable contribution to readers in the field of language, especially persuasive speech acts. This research is expected to expand the knowledge of English students, especially UMS Muhammadiyah University of Surakarta students who learn about how to use, type, and influence persuasive speech acts. In addition, this study also intends to provide important directions for future researchers related to this topic.