

CHAPTER I INTRODUCTION

This chapter presents the introduction of this research. The introduction consists of background of the study, problem of the study, objective of the study, and significance of the study. All sections are discussed in below.

A. Background of the Study

Communication is one of the basic activities in human life. Communication strategies can help strengthen social ties because humans are social creatures. Daily encounters require people to communicate in various ways and use various techniques, which "rises from the need to service basic human needs in communication" (Tannen 2003). One way human can communicate and express their feeling is through language. The function of language in communication is to convey ideas, information, and emotions in accordance with the intent of the speaker. Speakers make utterances with the hope of influencing or changing their listeners in some way as a result of what they say. Some listeners may not immediately grasp the meaning of what is being said. The goal of studying it is to gain insight into what it means. Linguistics refers to the study of languages. Pragmatics is the name given to the branch of linguistics that focuses on language meaning. As a result, pragmatics is required to examine the speaker's meaning.

Levinson (1983) defines pragmatics as the study of language in relation to its context and the application of language grammar, meaning that pragmatics is a field that examines the relationship between language and the contexts associated with writing linguistic structures. Furthermore, pragmatics is the study of the speaker's or writer's context as perceived by the audience, as opposed to linguistics. Thus, the speaker's discourse analysis, as well as specific words or phrases in their speech, can be denoted by the speaker's words or sentences (Yule, 1996). There are numerous principles found in pragmatics and speech acts are one of the greatest and popular principle of it.

Speech acts refer to the way speakers express themselves. An important contribution to the idea of speech acts is Austin's pioneering work in his book "How to do things with words," published in 1962. Austin's idea of speech acts is predicated on his earlier concept of performative and constative distinctions. This prompted him to assert that such constative and performative divisions pertain to the dimension of language uses in terms of locutionary and illocutionary acts, and so serve as the foundation for the broader theory of speech acts. He specifies three aspects of language use as (a) locutionary acts, (b) illocutionary acts, and (c) perlocutionary acts. Searle offers an alternative classification of illocutionary acts grounded on three main criteria: (a) illocutionary point, (b) direction of fit, and (d) sincerity condition expressed. As Searle (1979) argue there are five kinds of illocutionary act; commissive, assertive, directive, expressive, and declarative. In one type of speech act there is a phenomenon that will be examined in this study, namely compliment which is included in the expressive of speech act.

A compliment is a typical occurrence in daily life. People use compliments to build, strengthen, and encourage interpersonal relationships (Searle, 1976). People regularly use compliments on another's appearance, accomplishments, personalities, and skills. There are various ways to define compliments. Holmes (1988), a complement is "a verbal act that openly or indirectly credits someone other than the speaker, generally the person addressed, for some 'good' (possession, feature or skill) the speaker and the hearer esteem highly." In conclusion, compliments are attempts to soften the process of communication in order to develop strong relationships between interactants, but this attempt does not always succeed as the recipient's interpretation of the speaker's utterances does not always match the speaker's objective. This research is focused on describing and analyzing compliment expression using theory of Lee (2009) and Lin (2012).

People all across the world are becoming increasingly interested in social media currently due to the fact that it enables people to post and share several of the items they desire. It all depends on how people make positive use of social media to determine whether or not it will be a useful tool for people. They might use it for some

business or just for entertain purpose. YouTube is one of social media which very popular nowadays because people could see easily to watch a lot of videos in various channel. They also could give opinion about the videos through comment column. The YouTube comments section is one of the most defining characteristics of the platform. In fact, users share various reactions in this section. Commenting may involve a variety of interactional acts, such as compliments, suggestions, and so on.

One of the YouTube channels contains a lot of compliments and posting some entertaining video called Harper Bazaar. One of compliment comment found on the video is said “*So Han Jisung is not only good in producing, rap, singing and dancing he also good at drawing too.*” The adjective word “*good*” in this line is compliment. The compliment relates to skills or competency performance from Lee’s Theory (2009) because the comment wrote about how good Jisung at producing songs, rap, sing, dancing and drawing. This user also expresses respect or admiration without providing any more context, it is categorized as *explicit compliment* in compliment strategies from Lin’s theory (2012).

The writer chooses Harper Bazaar's channel because in the comment there are a lot of compliments found and contains various topics. The styles on writing compliment comment by fans are different with each other. Besides that, the artists on video are also very entertaining because of the funny interactions and bounding between the members so many people are amazed by their multiple talent things. This study investigates compliment expressions in order to find out the various types of compliment topics and strategies and the reasons why someone writes a comment on one of their idols, which is seen from the pragmatic theory side, not just feelings of liking the appearance. In other words, the purpose of this study is not simply to determine whether or not someone likes the appearance of the singer.

There were also several previous studies discussed about compliment. Chairani & Subiyantoro (2022) explained the study males and females’ complimenting behaviour on the celebrities’ Instagram comments. Other research on praise topics with different sources for example Widyanita & Pasaribu (2019) explain the study of compliment found on Me Before You Movie. On the other hand, there have been many

theories regarding compliments such as Wolfson (1978), Herbert (1990) and Holmes (1995) in the previous study by Mandalasari, Hamzah (2018), Agustiyani (2020), Charoenroop (2021) and Zatulhimmi & Muslem (2022) each applied these theories to analyze their papers. Al-Mansoob, Patil, & Alrefaee (2019) and Agustiyani (2020) and Fattah (2020) using Indonesian and English to compare compliment from each language.

The current research differs from previous study with regard to research objectives, data sources, and the theory used. Most of the data in previous studies were taken from surveys and social media such as Instagram, Twitter and Facebook then this study tried to find another data source different, comment section of Stray Kids in Harper Bazaar's YouTube. This research focus on compliment strategies and topic of compliment to develop previous research. The current study intends to complement them by applying more recent theories of compliment topics conducted by Lee (2009) and compliment strategies divide by Lin (2012). The objectives study of this study are (1) to classify the topics of compliment found on Harper's Bazaar YouTube, and (2) to investigate the compliment strategies by Stray Kids fans found on Harper's Bazaar YouTube. Therefore, this research entitled "COMPLIMENT EXPRESSION BY STRAY KIDS FANS ON HARPER'S BAZAAR YOUTUBE COMMENT".

B. Problem of the Study

According to the background of the study above, the writer establishes the problem statement regarding how compliments are expressed by Stray Kids' fans on Harper Bazaar YouTube comment. Based from the explanation, this study intends to focusing on the study of compliment based on the questions below:

1. What are the topics of compliment toward Stray Kids in Harper's Bazaar YouTube?
2. What are the compliment strategies of the comment from Stray Kids' fans in Harper's Bazaar YouTube?

C. Objective of the Study

The following is the formulation of the objective study based on the problem stated above:

1. To classify the topics of compliment by fans towards Stray Kids in Harper's Bazaar YouTube.
2. To investigate the compliment strategies from Stray Kids' fans in Harper's Bazaar YouTube

D. Significant of the Study

Some practical benefits are expected from this research. For the researcher itself, this research is submitted as partial fulfillment of the requirements for getting bachelor degree in Department of English Education from Muhammadiyah University of Surakarta. This research performed towards the readers with the aim beneficial in assisting society in increasing their understanding about various topics of compliment in academic and social environments. This research is useful in providing readers with a deeper understanding of compliments, its topics, and the functions in daily life. For scientific research, this study assists other academics in their pursuit of understanding regarding compliment expressions. The conclusions and findings should help complement as much as possible to achieve the objective of communication.