

CHAPTER I

INTRODUCTION

This is the first chapter of this research. In this chapter, researcher discusses some parts, i.e., background of the research, research question, objective of the research, and benefit of the research.

A. Background of the Research

Humans cannot be separated from social life. Humans are unable to live without the cooperation from other humans. Humans require one another in society. This is what encourages people to interact with one another. Language is the tool that humans use to communicate. Language is a way of communication that has been called "the language that can be understood by the user." When utilizing language, the sender and receiver of the message must agree on how to utilize symbols and understand their meanings (Hardini & Sitohang, 2019). Someone uses language to ask for help, give, express feelings, purchase and sell, and so on. Of course there are rules and procedures for using good and correct language. The science of language is called linguistics. Language pedagogy has always had a close connection with linguistics (Trotzke & Rankin, 2020).

A theory that examines how people utilize the language is called Pragmatics. Pragmatics is one part of linguistics that studies the relation between the context of language and the meaning of discourse through interpretation of the situation of the uttered (Yule, 1996). Pragmatics is the study that discusses language use. It studies the speaker meaning, contextual meaning, how more gets communicated than is said, and the expression of relative distance. Pragmatics is the study of all aspects of meaning. Pragmatics learned about deixis, presupposition, speech acts, and aspects of discourse structure (Levinson, 1983).

A theory that examines the role of utterance in connection to speaker and hearer behaviour in interpersonal communication is called speech acts. The theory of speech acts begins with the notion that the simplest form of

human communication is the performance of particular types of actions, such as expressing statements, asking questions, giving instructions, describing, explaining, apologizing, praising, congratulating, and so on (Searle et al., 1980). Speech acts are actions committed through utterances that are usually given more specific labels in English, such as apology, complaint, compliment, invitation, promise, or request (Yule, 1996). Searle in Leech (1983) categorizes the illocutionary acts into five parts based on varied criteria. They are assertive, directive, expressive, commissive, and declarative.

One category of speech act that is most often used and found is expressive speech act. Expressive is to convey or make known the speaker's psychological attitude toward a state of things that the illocution assumes such as thanking, congratulating, pardoning, blaming, praising, and condoling (Searle in Leech, 1983). In this research, the researcher focuses on compliment expression. Compliments are great examples of expressive speech acts that pay attention to the listener's interests, wants, needs, and goods. A compliment is a speech act in which the speaker or the hearer explicitly or implicitly gives appreciation to someone other than the speaker, usually the person addressed, for some good (possession, personality, skill, etc.). Compliments are devices used to flatter superiors (Holmes, 1988). Between the speaker and the listener, a compliment has and gives a good atmosphere. That good atmosphere leads to increased relations between family, neighbors, and the community. Compliments exist in everyday life, such as when you notice someone's beautiful clothes, gorgeous views, sweet children, and many more examples. In these situations, a person will praise what he sees automatically.

People in our day and age would not just praise when something good happens in front of them. The world's communication tools are rapidly evolving. The communication tool is a smartphone. A smartphone is used as a tool of communication. People can communicate fast and effortlessly whether they are near or far away from one another. With smartphones, people can easily access YouTube. YouTube is a video-sharing platform that allows

users to watch videos submitted by others. People may watch videos from all over the world on YouTube. People will praise videos that they consider to be good, or to their hearts' desire.

Researcher found many compliments in the comments column of one of YouTube's content creator, namely the *Soft White Underbelly* YouTube channel. Various forms of compliments that researcher found on this YouTube channel. Therefore, researcher is interested in examining this phenomenon. *Soft White Underbelly* is a YouTube channel that interviewed people who had very dark pasts and opened the audience's eyes and ears to things they had never known before. It is the dark side of society and the environment in America. This YouTube channel can be said to expand viewers' perspectives. It let the interviewers share their personal stories, and take the lesson. Many viewers take the positive side of this YouTube channel.

For example “*This is the best interview that I have watched on this channel*”. This utterance praised the performance of the interviewer and the interviewee to give the good feedback. The other example is “*She’s so articulate*”. This utterance praised the ability of the interviewee to show admiration of her ability.

There have been several previous studies related to the current study. Such as Agustiyani (2020), she researched the strategies of compliments uttered by the judges in Indonesian and American Idol 2019. Utami (2020) researched the topic and function of compliment expression used by social media users on the America’s Got Talent YouTube channel. Fauzi (2018) researched the compliments expression and their responses used by the judges and the host in America’s Got Talent 2017 as his research subjects. Hanifah (2019) and Nurasia et al. (2021) researched the compliments expression and their responses uttered by the students in the school. Krisdiyanta (2019) researched the formula of compliment expression used by the students in the school. Vaneva *et al.* (2018) researched the pragmatics perception and compliment utterance used by the students in the school. Then Darome (2019), Widiningrum (2020), Keshavarz (2020), Rizkiyah et al. (2019), and

Saerang (2021) used the characters in the movie as their research subjects. Jannah's (2018) research subjects were Instagram users. Moreover, Sartika (2021) used the host and the guests on the TV show as her research subjects.

This current study is different from those previous studies. The object and the subject of research become the differences between the current study and previous studies. This current study researched the topics and functions of compliment expressions uttered by YouTube users on *Soft White Underbelly* YouTube channel. The current study aims to enrich, complete, and extend the previous studies containing topics and functions of compliment expressions. The researcher analyses the compliment topics based on Holmes' (1988) theory, appearance, ability/ performance, personality/ friendship, and possession. Furthermore, to classify compliment functions researcher used Wolfson's theory (1983) (in Kholifah, 2021). They are (1) to the strengthening and expansion of solidarity, (2) to establish or maintain rapport, (3) to show admiration or approbation, and (4) to inspire or motivate someone, (5) to convey good feedback, (6) to strengthen or replace other forms of communication, (7) to lessen the impact of criticism, and (8) to change the context of the sarcasm. So, the researcher conducted research entitled "THE EXPRESSION OF COMPLIMENT FOUND ON YOUTUBE COMMENT SOFT WHITE UNDERBELLY"

B. Research Question

According to the research background, the problem statements, concerning how compliments are expressed by YouTube users on *Soft White Underbelly* YouTube comment, can be established. The researcher established the following research questions based on the problem statement:

1. What are the topics of compliments expressions found on *Soft White Underbelly* YouTube comment uttered by YouTube users?
2. What are the functions of compliments expressions found on *Soft White Underbelly* YouTube comment uttered by YouTube users?

C. Objective of the Research

According to the research questions above, the following are objectives of this research:

1. To categorize the topics of compliments expressions found on *Soft White Underbelly* YouTube comment uttered by YouTube users.
2. To identify the functions of compliments expressions found on *Soft White Underbelly* YouTube comment uttered by YouTube users.

D. Significance of the Research

To contribute to education, the researcher hopes that this research will be beneficial. The benefits are divided into two classifications they are theoretical and practical benefits.

1. Theoretical Benefit

Theoretically, this study aims to extend, enrich, and complement the theory of speech acts, particularly in compliment expression. This research can also contribute to continuous developments by educating people about common compliment expressions on social media. In the communication industry, it is always beneficial to social media users and society. The researcher expects that this study will provide fresh perspectives on linguistics and have a good impact on the readers.

2. Practical Benefit

This research is hoped can beneficial practically to the pragmatic lecturer, future researchers, and YouTube users.

a. Teachers

This research is expected can improve the teaching-learning process' comprehension of compliment expression competence. Considering the result of this research, teachers can effectively determine what resources to give their students, particularly the material about speech acts or compliment expressions. The teacher can explain a wide range of topics and functions of compliment in daily life.

b. Future Researchers

This research is expected can be used by future researchers to develop, increase, and extend their knowledge of compliment expression. Future researchers can utilize this research as a reference for their own research. The results of this research can be used by future researchers to plan out or establish a position for their own research.

c. YouTube Users

For YouTube users, this research can provide examples of many compliment expressions that social media users, particularly on YouTube, may utilize. Additionally, YouTube users can learn more about the various kinds of compliment functions found in everyday conversation. This research helps YouTube users share their opinions or good thoughts on social media in a universal way.