CHAPTER I
INTRODUCTION
This chapter consists of background of the study, limitation of the study, problem statement, objectives of the study, benefit of the study and research paper organization.

A. Background of the Study
Humans have their own ways to express their feelings. One of the ways to express it is through language. Human will never be able to escape from language. The role of language can express the meaning when two people interact. Activity can be very close to the language. It can be seen through the various aspects of life such as in the field of social, culture, law, politic, economic, etc. Definitely a language is not only learned for its grammaticality, but also how people can be influenced just by words or thoughts. People utilize language to express idea, thoughts and feeling by utilizing sounds, motions and flags for various purposes and reasons. The function of the language is to receive and deliver information and meaning to each other. To reach the understanding between the receiver and deliver, people have to know what the meaning of speeches is.

A speech is a way of thought expressing to people. Speech and a speaker cannot be separated. Speech becomes one of the most important things of the speaker for delivering an idea. Each speaker has a style in delivering speech that makes it different with others’. Every word that is spoken becomes a character reflection to reach the understanding between the speaker and listeners to know what the meaning of speeches is. The communication process between the speaker and listener in the use of language is studied in pragmatics.

Pragmatics can be used to learn the meaning of the speeches. Pragmatics is the study of speaker meaning. According to Yule (1996, 3), pragmatics is concerned with the study of meaning as communicated by a speaker and interpreted by a listener. In pragmatics, people are familiar
with speech act. The human’s ideas are commonly expressing by using utterances. According to Yule (1996: 47), speech acts is actions perform via utterances. There are some kinds of utterances, one of them is assertive utterance. Assertive utterance is concerned with facts which has purpose to inform. The focuses discussed assertive on information, on truth-value of utterance, on speaker’s commitment or involvement in what is reported, on manner of communicating, on the nature of the message, and focus on aspect.

In speech act study, the action performed by producing an utterance will consist of three related acts, they are locutionary, illocutionary, and perlocutionary acts. A locutionary acts is the literal meaning of utterances. Meanwhile, illocutionary acts refer to the meaning of the utterances produced on the basis of its literal meaning and perlocutionary acts deal with the effects of the utterance on the hearer, depending on specific circumstance.

According to Searle (1976: 213) the different types of speech act show many functions such as exchanging factual information, intellectual information, emotional attitudes, moral attitudes, persuasion, and socializing. Also, it reveals various communicative intentions of the speaker in producing utterances. The speaker highly expected that the hearers understand speaker’s intention. In fact, the meaning in conversation is sometimes expressed explicitly in the utterances on speech.

There are so many speeches given by famous people. One of the famous actress in England called Emma Charlotte Duerre Watson, is pointed as the UN Women Goodwill Ambassador in 2014 and she is delivering a speech entitled HeForShe. Emma Watson’s speech at the UN General Assembly meeting which is conducted on September 20th, 2014 is chosen as the object of the study. There are factors that influence the researcher to finally take this speech as the object of this research. The reason is Emma Watson’s speech to be used as the example of a good speech because all those five kinds of illocutionary acts were seen and
employed in Emma Watson’s *HeForShe*. According to Searle (1969) the general classification which lists fives types of general functions performed by speech acts which are presented below; Declaratives, Assertives, Commisives, Directives, and Expresives. Assertive is the most dominant illocutionary act that used by the speaker. Assertive consists of illocutionary forces which are addressing, stating, promising, clarifying, insisting, guessing, criticizing, informing, protesting, and argumenting.

Assertive is the most frequent illocutionary act used by the speaker. The reason is main goal of Emma’s speech in the UN General Assembly is to tell the people that the world is no longer safe. One of the most dangerous problems is the gender inequality. As the current human beings who live in this world, should do something to stop gender inequality. Telling the audience about the information and making people aware of the problem existing in the status are mostly effective to be delivered by using assertive. Therefore in this speech, Emma utilized assertive speech act. By performing this speech act she gets the great responses from the audiences. The great responses were not only coming from the audience in the big hall but also from the international society who happened to see the video as well as the media which is portrayed.

However, not all of the speeches significantly bring any differences to the audience or to the addressee of the speech itself. In September 1995, for instance, Hillary Clinton, who was known as the first lady at that time, for the very first time spoke in Beijing, China under the name of women of the world. This speech was known as the first speech about feminism. However, even if the speaker was a famous and powerful person, it did not guarantee the speech to be phenomenal in creating the changes in the status quo. In fact, the speech was forgotten by the people especially the people of Republic of China. Even until now they have not changed their One Child policy yet which very limits the women’s freedom on their own reproduction. The only thing that could be remembered from this speech was that this was the first speech about women and given by the first lady,
Hillary Rodham Clinton. These examples prove that even the powerful people could not guarantee the assertive speech act to be powerful to create any influences as well.

The studies about assertive speech acts have been conducted by many researchers, such as Nagane (2015), Dylgjeri’ (2017), Ismail (2010), Hashim (2015) and Silitonga (2013). In Dylgjeri’, Hashim, and Ismail has similarities research. Those studies are about analyzed a speech act of campaign political speech. In Silitonga study used the script movie of Madagascar 3 as the data resource. Meanwhile, in Nagane study used a historical novel “Train to Pakistan: At a Glance” as a data source.

Based on those several researches of speech acts in pragmatics scope, the methods and theories that have been employed help the writer to do the research in the same field. Therefore, the writer would like to conducted analyze assertive speech act on Emma Watson’s speech which explores the linguistics forms of assertive utterances, the functions of assertive speech acts and the reason why assertive valuable in Emma Watson’s speech with further research entitled: ASSERTIVE SPEECH ACT ANALYSIS ON THE SPEECH OF EMMA WATSON’S.

B. Limitation of the Study

To specify the analysis, the researcher limits the discussion of this research on assertive utterances found in the text. The reason is assertive the most frequently illocutionary act used by the speaker. The research will focus on assertive speech acts of Emma Watson’s speech. The research will discuss assertive speech acts found in Emma Watson’s speech consists of 11 illocutionary forces which are greeting, stating, stressing, elaborating, clarifying, guessing, criticizing, informing, protesting, persuading and argumenting.
C. Problem Statement

Based on the previous explanation, the problems are formulated into two:

1. What are the sentence types of assertive utterances that can be observed in Emma Watson’s speech?
2. What are the functions of assertive speech acts that can be observed in Emma Watson’s speech?
3. Why are assertives valuable in Emma Watson’s speech?

D. Objective Of the Study

Based on the formulation of the problems, the objectives of this study are:

1. To identify the sentence types of assertive Utterances in Emma Watson’s speech.
2. To describe the functions of assertive speech acts in Emma Watson’s speech.
3. To explain the reasons why assertives are valuable in Emma Watson’s speech.

E. Benefit of the Study

By doing this study, researcher hopes it can give practical and theoretical benefits as follow:

1. Practical Benefit:
   a. For the author
      For the author the study can add the body language of English speaking materials especially those which deal with the speaking skill such as the example of an effective speech.
   b. For readers
      For the reader is expected can add the body knowledge to study linguistics especially pragmatics in dealing with the way a speech is effective.
c. For teachers and learners

For teachers and learners is expected can be used as reference for future study.

2. Theoretical Benefit

Theoretically this research is expected that the final result is useful for enriching the study of linguistics especially pragmatics and creating a bibliography variation to the readers in the relation to the classification of speech acts.

F. Research Paper Organization

The researcher divides the paper into five chapters.

Chapter I is consists of background of the study, limitation of the study, problem statement, objective of the study, benefit of the study and research paper organization.

Chapter II deals with previous study and underlying theory.

Chapter III deals with type of research, object of the study, data and data source, method and technique of collecting data, and technique of analyzing data.

Chapter IV elaborates the research finding, the data analysis and discussion.

Chapter V presents the conclusion and suggestion of this study.