CHAPTER I

INTRODUCTION

A. Background of the Study

In social life, individuals always interact and communicate with one another using language as a communication tool. Communication is a way of the process by which individuals or groups of people interact and are connected with the surrounding environment. In general communication can be done verbally or nonverbally and can be understood by both parties concerned. In communicating, the speaker and listener use words or utterance to express their feelings or thoughts. Communication is informative, which is an attraction for the mind achieved through a language. In ancient times people communicated with letters which were different with modern times like today. In its developed, communication is referred to as the process of transferring information, data and facts that are covered into a message from one person which is referred to as the "sender" to the "recipient". Communities are easier to communicate with social media. Social media is interactive, where users can choose what they want to look for, what they want to do and how to do it (Ilyas & Khushi, 2012)

In general, online media are place that is used as a means of communication that connects via the internet such as social media, websites, e-mails, blogs and etc. Social media is a medium that is used to interact and socialize by individuals with online network without being limited by time and space. The use of social media makes it easy for users to communicate long range or at close range flexibly. It makes people interested in providing feedback or feedback by openly giving unlimited comments. With online media, someone can easily submit comments, arguments or responses to a phenomenon that occurs. Someone gives and receives a comment on a website. Website is a collection of web pages

containing various information that can be accessed using an internet connection such as Facebook, Google, Detikcom. The website is used as an educational media such as news portals, health, politics, lifestyle or etc. Currently Facebook is a mandatory site that is accessed by the public. It is very interesting to see photos, status updates and news, then comment on the comments box.

Communicating through social media has an impact on people's lives, to find out the meaning of the speaker can be seen from speech acts. On social media, there are many speech acts that we can found from utterances delivered by netizens. Whether it's a complimenting or bullying. This means that when someone who speaks to express something through what he says is called speech, that person actually takes action through the speech. In addition, the meaning of a word in an utterance has a relationship with the act of speech that has a specific purpose.

Speech act is considered as a very important element for communication in language and refers to actions such as apologies, suggestions, requests, and rejections. J. Searle (1979) grouped illocutionary speech acts into five types with different meanings, namely firm, directive, expressive, commissive, declarations. In this study, researchers focused on the type of expressive. Which includes strict speech acts, namely speech asking, inviting, asking, asking, congratulating, ordering, invoking, enforcing, urging, pleading, challenging and giving the cue. The focus of this study is on congratulation expressions.

Congratulating is an expression of happiness to give a congratulation to people who have made an achievement or success. The utterances congratulation is also used to maintain or strengthen social interaction. Usually people give congratulations at graduation, win in competitions, good news, marriage or something that is a success of someone. Giving congratulations is a form of sympathy and respect for others. Just as share an expression of happiness or a joke, congratulation expressions are also very influential for life. The expression of gratitude is

included in the expressive class on illocutionary actions that focus on expressing a person's psychological state which is determined in terms of sincerity about certain circumstances J. Searle (1976). Through congratulations, the speaker expresses a happiness that occurs in an event experienced by the recipient. By using Elwood's new model theory, congratulation utterances are divided into six types, namely offering congratulation, mentioning the occasion, divine statement, expressing feeling, blessing wish and complimenting.

There are comment columns in news portal on Facebook, namely Arya Permana, a 10-year-old boy from West Java who in 2016 was viral for obesity and his weight reached 192kg. Arya's struggle in losing weight is not easy. He must perform treatment in a hospital for gastric reduction surgery. After carrying out the operation, Arya's efforts did not stop there in losing her weight, diet and exercise must be done well. Ade Rai is a successful bodybuilder who guides Arya in her sport. After three years of maintaining exercise and regular exercise, Arya's weight dropped dramatically to 84kg and got support from the people around him motivated Arya to be more active in sports to gain normal weight. In this phenomenon, the writer wants to analyze the congratulation expressions found in social media news about Arya Permana, which has succeeded in losing weight to the ideal body weight. Here, the form of expressive speech is the act of congratulation expression. In those news, the writer found many expressive of speech acts from social media users.

In this paper, the writer are interested in congratulating expressions used by social media users or what are often referred to as netizens. As a writer have found many congratulating expressions that written by netizens in the comments column. They show a congratulating expression through an utterance. An analysis of congratulation expression that the researcher can found by social media users on Arya Permana which loses weight 190kg, for example:

Valerie Milam: "**Congratulations!** Very proud of you. And I am extremely happy for you.

You look so much brighter and so much happier I am so happy that your life has changed for the best many many blessings to you. You're a beautiful young Man".

The utterance that was written by the netizens, congratulating expression is a friendly gesture in communication to strengthen a relationship. The media user said that he was very proud and also happy for the efforts that Arya Permana had made in losing weight. The speaker also said that Arya Permana is beautiful young man.

Some other researchers have studied about congratulating expressions. (Kusuma, I D. G. A. A., Tantra, I. D. K., Suprianti, 2018) in their journal entitled *Congratulation Acts Among EFL Students at SMP Negeri 4 Singaraja* investigates about form of sentences and strategies in speech acts of congratulations. (Al-Shboul & Huwari, 2016) in his researched *Congratulation Strategies of Jordanian EFL Postgraduate Students* studies about the strategy and types of positive strategies of congratulation. (Unceta Gómez, 2016) *Congratulations in Latin Comedy: Types and Functions* investigates about politeness strategies. (Azam, Summiya . Saleem, 2018) *Congratulations across Cultures: Punjabi and British Speakers* studied about the congratulation strategies employed by Punjabi EFL learners. (KESHISHIAN A, 2018) *Speech Act of Congratulation in Lebanese Arabic and English Among University Students in Lebanon* investigates about congratulation expressions focused on politeness strategies used by students in Arabic and Lebanese English.

In doing this research, the writer hopes that this research can add knowledge in the field of linguistics, especially in pragmatics which focuses on the types of speech acts. The writer also hopes that this research will broaden other researchers in researching specifically the expressive of speech act. News about Arya Permana contains various

congratulation utterance delivered by social media users in various forms, therefore the strategies of congratulation expressions that are used also vary. The results of this study are then poured with the title "Pragmatic Analysis of Congratulation Expressions Addressed to Arya Permana Given by Social Media Users" by using the Taxonomy proposed by Pishghadam (2011) use Elwood taxonomy with a new model for identifying types of congratulation utterance and based on Brown and Levinson's model of politeness (1987) for describing the politeness strategies in congratulation speech act. In this study the researcher examined the Pragmatic Analysis found on Facebook, because pragmatic explains the reasons or thought of the speakers in constructing correlations in a context on a phenomenon. Researchers also choose social media, especially Facebook in this study because analysis of media content has an important bearing on our understanding of media technology once we accept that media is the message. Examining media content helps in understanding what and why of communicative medium and there are still few studies analyzing types of congratulation utterances in social media especially on Facebook.

B. Problem Statement

Based on the phenomena that proposed on the background of this research, the researcher formulates the following problems :

1. What are the types of congratulation utterances addressed to Arya Permana given by Facebookers?
2. How are the politeness strategies in the congratulation utterances addressed to Arya Permana given by Facebookers?

C. Objective of the Research

According to the problems above, the researcher lay out the objective of the research in the following :

1. To identify the types of congratulation utterances addressed to Arya Permana given by Facebookers.
2. To describe about the politeness strategies in the utterances addressed to Arya Permana given by Facebookers.

D. Benefit of the Study

From this research, the researcher hopes that this research will give some benefits that are devided into the theoritical and the practical benefits, they are as follows:

1. Theoretical Benefit

This research can be used as an additional knowledge about pragmatic approach especially congratulation expressions.

2. Practical Benefit
   a. Pragmatic Lecturer

   This research can be a reference to adding knowledge to their students about congratulation expression.

   b. Future Researcher
   This research will give more information and inspiration to the next researcher about the congratulation expression.