

CHAPTER I

INTRODUCTION

A. Background of the Study

One of the sectors that have progressed so rapidly is communication technology. This sector is able to produce various kinds of language activities through available social media. According to Rohmadi (2016), social media is a media that allows its users to socialize and interact with each other, and to share information or establish the cooperation as well. Social media exists to make it easier for users to communicate without time limits. All information in social media will get the response from society at large. There are many different types of social media in this world, one of which is Facebook.

Facebook is one of innovations in the sector of communication technology. Facebook is a social media which is still used today. Facebook access is very simple. By using email or mobile phone, everyone can use it anytime and anywhere. Facebook makes it easy for others to discover new things, such as watching news from around the world.

The interesting news contains in the account of "The Epoch Times Canada" is the news that color blind men seeing color. These people have been waiting their whole lives for this moment. This video attracts public's attention, because color blindness is a rare phenomenon. According to Geletu et al., (2018), color blindness is the inability or decreased ability to clearly distinguish different colors under normal lighting conditions. Most color vision defects are inherited and permanent without treatment to cure them so far.

This case shows men who suffer color blind since birth. The precious gift helps the men to see colors for the first time. This is a moment that these men have been waiting for his whole life. Seeing the true beauty of colors for the first time is very excited. These are not just normal glasses; it will give a chance to see a whole new world. It is like a miracle. The color blind can see color with the glasses. The video attract people's attention to give comment because social media is a place for people to

express their feelings freely. That is, everyone can express what they feel or think through utterance which is an expressive utterance.

Yule (1996) explains that expressive utterance is a type of speech act that states something that is felt by the speaker. Searle (1979) also states that the functions of expressive utterances are to express or show a speaker's psychological attitude towards certain circumstances as can be stated below: thanking, congratulating, apologizing, deploring, welcoming, condoling, etc. Expressive can refer to listeners or other aspects of the world, but their focus is on how the speaker feels about it (Peccei, 1999: 52).

There are some studies conducted to investigate expressive utterance. Mustofa, Nababan and Djatmika (2019) found that there are 15 types of expressive speech act, they were: showed dislike, caring, regretting, surprising, apologizing, greeting, loving, mocking, showed relief, giving a compliment, confessing, encouraging, showed anger, and thanking. This research used theory by Yule (1996) to analyze expressive speech act. Sianturi (2018) found 6 types of speech acts shown by the characters in the Orphan movie script. They were 8 utterances expressing thank, 13 utterances expressing apologize, 4 utterances expressing congratulate, 12 utterances expressing greeting, 7 utterances expressing wish, and 20 utterances expressing attitudes. The study used Searle's theory to analyze expressive utterances. Meanwhile, Srinawati (2020) found 19 intentions of expressive utterance shown in the status update on social media Twitter used by students of STKIP Muhammadiyah Bogor. They were pressing learning feeling, expressing anger feeling, expressing welcoming, expressing congratulating, expressing tiredness, expressing hoping, expressing happiness, expressing love, expressing thanking, expressing sadness, expressing sorrow, expressing worrying, expressing like, expressing dislike, expressing condolence, expressing apologizing, expressing pleasure, expressing longing and expressing shock. The study used linguistic form of expressive utterance theory by Morley and Frank and expressive utterances theory by Searle (1976). In this study, the researcher chooses to use comments from social media users on the Facebook account "The Epoch Times Canada" as data. The researcher chooses the video colorblind men seeing color because of a rare phenomenon and a miracle someone who is color blind can see colors with glasses. This event attracts people all over the world to comment which cause various kinds of response expressive utterances in it.

There are several examples found in the data source about Expressive Utterances Showed by *Social Media Users in Responding the Colorblind Men Seeing Color*.

Eric Curkendol: *What a beautiful gift!*

The utterance is included into expressive speech act, especially statement of expressing happy. This utterance shows that Eric Curkendol expresses pleasure because this is something special for color blind people. There is a special glasses for them. This utterance belongs to the expression of feeling of pleasure. Eric Curkendol shows his interest with exaggerating by saying that the glasses are an incredible invention. So, the comment above is categorized as positive politeness strategy.

Another example of expressive utterances is showed by *Social Media User's in Responding the Colorblind Men Seeing Color*.

Joan Barber: I love it. *Those glasses should be free to all in need.*

This utterance above belongs to the expression of feeling like. The word “should” is an indicator of like expression. This utterance shows that Joan Barber expresses his like for the glasses should be free to all in need. So, the expressive utterance used by Joan Barber is like. Joan Barber gives sympathetic advice or warning to government in every country. He states that those glasses should be free to all in need. So, the comment above is categorized as bald-on record strategy.

Based on the backgrounds and the explanation above, the researcher is interested in analyzing expressive speech intentions and politeness strategy of social media users' responses to color blind men seeing color. Considering the thing above, the researcher wants to conduct a further research entitled *Sociopragmatic Analysis on Expressive Utterances Showed by Social Media Users in Responding the Colorblind Men Seeing Color*.

B. Focus of the Study

Based on the background of the study, the focus of the study can be formulated as:

1. What are the intentions of the expressive utterances Showed by *Social Media Users in Responding the Colorblind Men Seeing Color*?

2. What politeness strategies are used by *Social Media Users in Responding the Colorblind Men Seeing Color*?

C. Objective of the Study

Based on focus of the study, this particular study aimed at finding out:

1. To find out the intentions of expressive utterances Shown by *Social Media Users in Responding the Colorblind Men Seeing Color*
2. To describe the strategy of politeness used by *Social Media Users in Responding the Colorblind Men Seeing Color*

D. Benefit of the Study

The result of the study is expected to be used theoretically and practically:

1. Theoretically

This study can contribute to the development of pragmatics study. In addition, this study emphasizes the provision of new information of expressive utterances Shown by *Social Media Users in Responding the Colorblind Men Seeing Color*.

2. Practically

a. For the researcher

This study can be used as one of the ways to develop the researcher's knowledge and experience in studying in depth the analysis of expressive utterances on Social Media Users in Responding to the Colorblind Men Seeing Color.

b. For the next researcher

The results of this study can be used as a reference for further research related to expressive utterance but with a broader study or with different methods and also with different aspects of observation.

c. For pragmatics lecturer

The results of this study can be useful as a reference for linguistics study, especially on expressive utterance.

d. For pragmatics student

The results of this study can provide additional knowledge about expressive utterance so that they can be used as material in lectures.