

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Communication is an essential human need and an integral part of daily life. It serves as a way for humans to meet and interact with each other. Without communication, individuals are unaware of their surroundings and cannot gain knowledge from others. Therefore, communication is crucial for people to connect and exchange information with each other. According to Buck (2002), there are two types of communication, they are verbal and nonverbal. Verbal communication is the way of communication that is carried through words. Nonverbal communication is the way of communication that is carried through body movements, gestures, eye contact, facial expression, or general appearance. Both can be used to express people's feelings through speech that other people can hear and read. In everyday life, people not only talk but also ask someone to do something for them. Sometimes, people use sayings with an implied meaning. Therefore, people must be able to interpret the meaning of the utterances spoken by the interlocutor, so that the expected meaning can be achieved. The study of speaker meaning is called pragmatic Yule (2006: 3).

Pragmatic is one of Linguistic branch which is focused on the study of meaning in context of speaker's utterance. It is concerned with the study of meaning as communicated by speaker and interpreted by listener. Yule (2006: 4) states that the benefits of studying language through Pragmatic are people can intend their intention, their meaning, their assumption, their goals or their purposes and the actions that are performed when they speak. Based on the statement above, it can be understood that pragmatic is used to study about speaker meaning. Theory of pragmatic is divided into some parts; include presuppositions, deixis, implicature, and speech act.

Speech act is generally an action performed via utterances Yule (1996: 47). Based on Yule definition, speech act is an action of the speaker when he or she says something through language. Austin (1962) also defines speech act as an action which is performed by saying something. People make a lot of utterances in their daily life. The form of utterance can be in word, clause, phrase, and sentence. Austin (1969) has

distinguished speech act into three levels such as locutionary act, illocutionary act, and perlocutionary act. Whereas Searle (1969) gives five classifications of an illocutionary act, those are declarative, commissive, assertive, directive, and expressive.

One of speech acts classified by Searle is expressive utterance. Expressive is kind of speech act which express the psychological state of the speaker, Yule (1996: 53). Expressive utterance has a purpose to show feeling of speaker about the situation. This utterance has some functions such as to express pleasure, pain, dislike, sorrow, joy, compliment, or likes to others. For an instance “that’s a good cloth”. It means praising or compliment which uttered by the speaker to someone or hearer. Compliment expression is a part of expressive utterance.

Expressive utterance it is a positive speech act that can make a better relationship among people, because it expresses friendship. Someone who get a compliment would be happy and like to accept it. According to Holmes (1988) compliment is a part of speech act which explicitly or implicitly attributes credit to someone or hearer, usually the hearer addressed for some “good” (characteristics, profession, skills, etc). Compliment expression can be found in media social, daily life, movie, novel, or drama. Compliment expression currently could be found in social media so easily although there are some hate comments also appear in it. The compliment in social media is usually appear in the comment. The researcher finds some compliment from Netizen on the American’s got talent Facebook page.

There are many ways that people use to communicate or to share the idea from one to another. For instance, several times ago, people who were in different place can communicate by using telephone or letter. Nowadays, technology brings a big impact on people in ways of communication. Besides of using telephone or letter, people at the present time can interact to each other via internet-based social media platforms such as WhatsApp messenger, Facebook messenger, YouTube, and so on. Moreover, it has been used by people from all age levels with different backgrounds socially, economically, and educationally.

Many researchers have been conducted their research on compliment expressions and its responses in everyday speech in different country (Yousefvand, 2010; Arevalo, 2012; Zayed, 2014; Han, 2009; Yousefvand, 2010; among others). Other researcher also conducts their research on compliments and compliment responses in film (Asri, 2007; Parli, 2010; Kuncoro, 2011; among others). Other studied discuss compliments

in social media (Sahawneh, 2010; Aniiqah and Hoon, 2012) and compliment and compliment responses in novel (Astuti, 2017). Although there were many writers analyzed compliment in daily life, film, novel, or social media, but there is no the researcher analyze compliment expression on social media user's comment in America's Got Talent Facebook page.

The researcher chooses America's Got Talent Facebook comments as the data because the contestant of American's got talent shows their talents amazingly. Many of them get so much love and compliments from the social media users on the American's got talent Facebook page. Since the technology gets so much improvement, the compliment could be in the form of words in the comment column section of Facebook, especially in American's got talent Facebook page. This example is taken from the comment section of American's got talent Facebook page Golden Buzzer: Putri Ariani receives the GOLDEN BUZZER from Simon Cowell | Auditions | AGT 2023. Putri Ariani is one of the contestants of American's got talent. She sings and also played the piano very well until all of the audiences and judicators give her a stand-up applause. Before she started to play the piano, she answered the question from Sofia Vergara about how long she's been singing. Putri answered it by saying "Maybe since I was born". Sofia asked her a question again about what is her dream. Putri said "Is being a biggest diva in the world like Whitney Houston and win grammy award". Sofia asked her the last question about why AGT have you always wanted to come here. Putri answered "I hope that I can win America's Got Talent so I can reach my dream. She gets so much love and compliments from the netizen in the comment column. One of the Facebook users with the Facebook account Isnain Kusharyanto gives a comment "Wow best performance, I can't hold my tears... She's brilliant". This utterance is a compliment of specific-act ability that shows Putri's specific ability and the function of Isnain Kusharyanto comment is to express the admiration of Putri's personality that with the condition like that, she can sing very good and she can make her own song.

This research uses the social media users compliment acts that uttered to Putri Ariani from "American's got talent" Facebook page. The writer intends to identify the topics and describe the functions of compliment acts on social media user's comment in American's got talent Facebook page. So, the writer brings off research with the title COMPLIMENT ACTS ADDRESSED TO PUTRI ARIANI: RECEIVER OF AMERICAN GOT TALENT GOLDEN BUZZER.

## **B. Problem Statements**

Based on the phenomenon above, the researcher proposes the problem statement below:

1. What are the topics of compliment used by Facebook users addressed to Putri Ariani on America's Got Talent Facebook page?
2. What are the functions of compliment used by Facebook users addressed to Putri Ariani on America's Got Talent Facebook page?

## **C. Objective of the Study**

Based on the problem statements, the goal of this research is:

1. To clarify the topics of compliment used by Facebook users on "America's Got Talent" Facebook page.
2. To describe the functions of compliment used by Facebook users on "America's Got Talent" Facebook page.

## **D. Significance of the Study**

### **1. Theoretical Benefit**

This research can improve the speech act theory, especially in complement acts or expressions. It can also contribute to society through compliments expressions that often be used in social media.

### **2. Practical Benefit**

#### **a. Other Researcher**

The writer hopes that this research can contribute to other researchers in understanding the speech act of compliment acts and gives a reference for conducting other research in the future.

#### **b. Pragmatic Lecturers**

The writer expects that the result of this research can be able to enhance the material in acts of speech act especially in compliment acts.