BTS' SPEECH AND SPEECH ACTS: WHAT ARE THEY?

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Abstract

This research analyzed the speech acts used in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF" on YouTube. The objectives of this research were to identify the types of speech acts used in the speech video, and describe the meaning of speech acts used in the speech video, and find out the most dominant types of speech acts that are frequently used. This study employed Yule and Searle's theory of speech act as a guideline to analyze and discuss the speech act in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF" on YouTube. This study was categorized as descriptive qualitative research. The researchers collected the data using English translation script of the speech. The results of this study showed that there were four types of speech acts in the speech video. They are Representative, Directive, Commissive, and Expressive. From the analysis, the most dominant speech act used are Representative that appeared 29 times (65%), and then Directive that applied 10 times (23%). Meanwhile Expressive were used 3 times (7%), and Commissive were used 2 times (5%). The meaning of the speech acts performed in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF" on YouTube was highly influenced by situational context and question is the biggest factor that frequently used in the movie. The speech video talked about the situation during pandemic COVID-19, delivered many suggestions to survive and rise up after pandemic, also talked about suggestions to more loving ourselves and cheer ourselves, it all was presented by the speakers in the speech video who also felt the same things as the audience, then they also encouraged themselves and the audience to rise from the pandemic COVID-19.

Keywords: pragmatics, speech acts, speech, BTS

Introduction

Language is an important thing in communication. Language can convey intentions or messages to others. Aitchison (2003) states that "language can be used to express feelings and emotions", it means that language has many functions other that just for talking. There are various languages that used to communicate around the world; one of them is English. English has emerged as a crucial player in facilitating worldwide communication. Its widespread adoption encompasses virtually all aspects of life, particularly in the context of an increasingly competitive global era. As an international language, English serves as a

significant determinant and indicator of one's competitive abilities and has become a pivotal factor in assessments of global competitiveness. Every communication encompasses at least a sender, message, and receiver. Communication is actually a very complex subject even though it may sound simple. The delivery of a message from the sender to receiver can be influenced by many things. Language serves as the primary means of communication, fulfilling various essential functions. It operates as a versatile tool, enabling us to engage in diverse speech acts, including requesting, scheduling appointments, conveying news, offering greetings, apologizing, prohibiting, giving advice, and seeking information. These speech acts collectively form the foundation of effective communication.

The speech act is a product of a sentence under certain conditions and determines the meaning of the sentence, called the smallest unit of language communication. According to Dawson and Phelan (2016:710), a speech act can be described as "actions that are executed solely through the use of language." In essence, this implies that a speech act is the utilization of speech that highlights the speaker's intentions or objectives during the act of uttering statements. Thus, the speaker manages to adjust the utterance with the context, so that the speaker can deliver unique sentences in every speech act. This explanation illustrates that the study of sentence meaning and speech acts is not entirely separate; rather, it unites them as one study with distinct perspectives. The theory of speech acts tends to analyze the meaning of sentences rather than the structure of the sentences. In this research, the researcher is interested to analyze the speech acts in BTS' speech video. Their speech was streamed live on 23 September 2020 by UNICEF YouTube channel. Therefore, the researcher conducts the research with the title "The analysis of speech acts in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF" on YouTube". The study is somehow different with the previous ones. This study is more focusing on the meaning of every utterance containing speech acts instead of finding out the types of speech act found in the utterances only.

Literature

Pragmatics

Pragmatics falls within the outer domains of linguistic studies, aiming to explore meaning within the context and the intentions of the speaker. According to Yule (1996:3), Pragmatics is focused on four key areas: (1) The study of speaker meaning. Pragmatics deals with the study of the meaning of communication by speakers (writers) and its interpretation by listeners (readers). This field of study concerns itself with analyzing the intended meaning behind people's speech, going beyond the literal interpretation of individual words and phrases within the speech itself. (2) It involves delving into contextual meaning, where researchers interpret what individuals aim to express within a specific given context and how that context influences their choice of words. (3) Furthermore, this area of study explores how communication can convey additional information beyond the explicit content stated by the speaker. The study also explores how the listeners are available to build inferences regarding

what has been said to get in the intended meaning of the speaker's interpretation. This sort of study tends to find out how many words or the speaker's utterances influence the audience to do an action; (4) The study of the relative distance expressions. The study explores how close or distant the listener is, the speaker determines how much needs to be said.

Yule (1996:133) defines pragmatics as the examination of the speaker's intended meaning, distinguishing it from the literal meaning of individual words or sentences. Essentially, pragmatics delves into how language is used in ways that cannot be precisely predicted based solely on linguistic knowledge (Aitchison, 2003). Specifically, it explores how listeners understand the intended meaning behind the speaker's words. This definition closely aligns with that of Fromkin, Romdan, and Hyams (2017:498), who describe pragmatics as the investigation of how meaning is influenced by context and linguistic situations. According to Leech (1983:10), pragmatics can be seen as the study of the relationship between language and context, providing a fundamental understanding of language comprehension. Yule (1996:4) argues that learning language through a pragmatic approach offers the advantage of conveying people's intended meanings, assumptions, purposes, goals, and the types of actions (e.g., requests) people perform when they speak. Pragmatics encompasses a wide range of research topics, including the study of speech acts.

1.Definition of Speech Act

The concept of speech acts is rooted in the philosophy of language by Austin and Searle. According to Cummings (2010:26), Austin and Searle's contributions show that language can do more than just report and describe events. But language can be used to make promises, threats, and warnings, extend invitations, make suggestions, and much more. That opinion similar with Yule (2006:82) that also suggest that speech act is an action that is exposed by speech in the communication process. Searle (1975) argued that speech acts are defined as an action that change the discourse world when the speaker utters it and the receiver grasps it. It also can be expressed orally, in writing, or through other forms of communication, such as sign language. Speech act is one of the pragmatics concepts that produce social acts in communication.

Speech acts composed of three related acts: the first is a locutionary act, the second dimension is Illocutionary act, the last dimension, the perlocutionary act, based on (Yule, 1996:48). In line with this opinion, Austin (1984:994) also states that pragmatically, there are at least three types of acts that can be realized by the speaker when performing speech acts, they are: (1) Locutionary acts, namely basic speech acts, or produce meaningful linguistic expressions. The act of locution is the act for saying something, which is the act for producing speech; (2) Illocutionary acts were carried out through the communicative power of an utterance; (3) Perlocutionary acts are influences on the thoughts, feelings or actions of the listener, in contrast to speech acts.

Types of Speech Act

1) Locutionary Acts. It comes from the locution, 'what is said', the form of the words uttered, proposed by Cutting, J. (2002:16). According to Austin (1962:108) Locutionary acts can be equated to the recitation of particular utterances with a specific context and reference, which is roughly equivalent to the meanings in the conventional sense. Yule (1996:48) also states that locutionary acts is the act of creating meaningful utterances.

2) Illocutionary Acts. Yule (1996:48) states that illocutionary acts are performed through the expressive energy of utterances, such as offers, promises, or apologies. This is often referred to as the action of doing something in order to say something.

3) Perlocutionary Acts. Perlocutionary acts are carried out by saying something. Yule (1996:48) argues that third dimension of performing actions through speech is that people do not just make an utterance with a function without the intention to have an effect.

2.Speech Act Classification

From the three types of acts that stated in Yule and Austin's theories, Searle (1976:67) increases that the theory of illocutionary acts is classifies into five types of speech acts, namely: representatives/assertive, directives, commissive, expressive, and declarative. According to Yule (1996:53) there are also 5 types of general functions were carried by speech acts, such as representative, expressive, directive, commissive, and declarative.

a. Representatives/Assertive

Representatives or assertive illocutionary acts refer to speech acts where the speaker commits to the truth value of a statement, expressing whether they believe something to be factual (true) or not (false). This category includes speech acts such as stating, explaining, admitting, reporting, showing, mentioning, concluding, and convincing. In essence, these acts involve making assertions, drawing conclusions, and describing what the speaker perceives to be true or false. When using representatives, speakers articulate their beliefs about the world through words (Yule, 1996: 53), employing expressions like stating, explaining, admitting, reporting, showing, mentioning, concluding, and convincing.

Example:
1) *The earth is flat.*
2) *Chomsky didn't write about peanuts.*
3) *The day was warm and sunny.*

b. Directives

Directives are illocutionary acts in which the speaker either performs the action mentioned in the utterance or prompts the listener to take a specific course of action. Yule (1996: 54) defines directives as a category of speech acts that speakers employ to influence others into performing certain actions. With directives, the speaker endeavors to align the world with their words through the listener's response. This category includes various types of speech acts such as ordering, urging/inviting, requesting, suggesting, collecting, challenging, urging, and advising.

Example:
1) *A cup of coffee, please. Make it black.*
2) *Could you lend me your pen?*
3) Do not touch that.

c. Commissive

Searle (1976:67) defines commissive as a specific kind of illocutionary act that obligates the speaker to carry out the actions mentioned in the speech. According to Yule (1996:54), commissive belong to a category of speech acts employed by the speaker to commit to future actions. These acts reflect the speaker's intentions and desires. When using commissive, the speaker aims to align the world with their words through their own commitment. The types of commissive speech acts include promises, threats, swearing, and declarations of commitment.

Example:
1) *I will be back.*
2) *I'm going to get it right next time.*
3) *We will not do that.*

d. Expressive

As per Searle (1976), expressive speech acts are those that convey the speaker's emotions or attitudes towards something, representing their psychological state. Yule (1996:53) similarly defines expressive speech acts as a category used by the speaker to express their feelings. These acts serve as representations of various psychological states, encompassing emotions like pleasure, pain, likes, dislikes, joy, or sadness. When employing expressive speech acts, the speaker formulates their words based on their inner world of feelings. Examples of such acts include thanking, congratulating, complaining, praising, criticizing, and blaming.

Example:
1) *I'm so sorry!*
2) Congratulations!
3) Oh, waw, great, mmmm!

e. Declarative/Declaration

Declarative is a speech act intended to create a new situation, in which the speaker uses utterances to modify the state of affairs in the world (Searle, 1976). Yule (1996:53) increases that declarations is a kind of speech acts that changes the world through their speech. The speaker must have a special institutional role, in a particular context, to make the declaration properly. By using declarations, the speaker changes the world through words. Such as: cancel, forbid, forgive, allow, decide, and grant.

Example:
1) Priest: *I now pronounce you husband and wife.*

2) Referee: *You're out!*

2. Speech

It is human activity that vary indefinitely as we move from social group to social group. Speech is used in this study as the object of the speech acts analysis. The function of the speech is to deliver meaning. Speech can be defined as a verbal means of communicating or conveying meaning (Owens, 2003:3). Speech is also categorized as public speaking.

According to Sellnow (2003:10), public speaking is defined as a type of presentation that is delivered by a speaker to the audience in a formal situation. The aim of delivering speech is to express the speaker's intentions by speaking it out loud in front of the audience. The goal of delivering speech is not only to inform the audience about something, but it also can be used to influence people's attitudes, emotions, and actions. Widdowson (2007:8) states that the speaker uses not only language, but also paralanguage such as tone of voice, timing, and pauses, and the speaker's way to deliver the speech is also expressed by facial expressions and gestures as a part of the message the speaker wants to convey.

Also, there are four basic types of speech related to the purpose of delivering speech. Speeches can be categorized into four main types: informative, persuasive, entertaining, and demonstrative. For this particular study, the focus will be on analyzing a persuasive speech. As Sellnow (2005:348) points out, persuasive speaking involves the art of influencing the attitudes, beliefs, values, or behaviors of an audience through a public speech. In simpler terms, persuasive speeches aim to convince people to alter their perspectives, thoughts, actions, and even engage in entirely new behaviors they have not previously undertaken. According to Sellnow (2005:353), persuasive speech has two main forms:

a. Dispositional Persuasive Speech: This type of speech is designed to influence the audience's disposition toward the topic (beliefs, attitudes, and/or values).

b. Actuations Persuasive Speech aims to impact the behavior of the audience, urging them to take specific actions. It is considered the most demanding form of public speaking as it often involves matters related to politics or policy. Successfully achieving this goal requires the speaker to be proficient in various aspects of public speaking. To motivate the audience towards action, the speaker employs two key strategies: firstly, educating the audience about the issue at hand, and secondly, seeking agreement with their standpoint to mobilize the audience into action. Examples of persuasive speech encompass political speeches, sales and marketing presentations, speeches addressing social issues, and other similar instances.

Method

The researchers used descriptive qualitative research in this research, the sources of the data based on the English translation script on the speech video that was watched from the video and downloaded on the internet. The researchers collecting the data by watching the speech video, downloading the script of the speech, Identifying the data that indicates the use of speech act also the sub types, and classifying the data into 5 types of speech acts classifications using mix theory, between (Searle, 1976:67) and (Yule, 1996:53). The researcher analyzed data using qualitative data analysis proposed by Miles and Huberman (1994)Miles and Huberman (1994) that 1) data reduction, it means the researcher

summarizing data, selecting the important things, and focusing the data; 2) data display, it means the researcher presenting the data into tables and sentences to take data based on research for getting correct conclusions; 3) Conclusion, after data reduction and data display, the researcher analyzed the conclusion of the research.

Finding and Discussion

In this research, the data were taken from BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF" on YouTube and a speech script that is downloaded from the internet. The finding is about speech acts were found in the script of BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF". All the data of research findings were analyzed by using Yule and Searle's theories of speech acts classification.

1. Types of Speech Acts Found

The types of speech act found in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF" were shown in the following table.

Table 1 Types of Directive Speech Acts in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF".
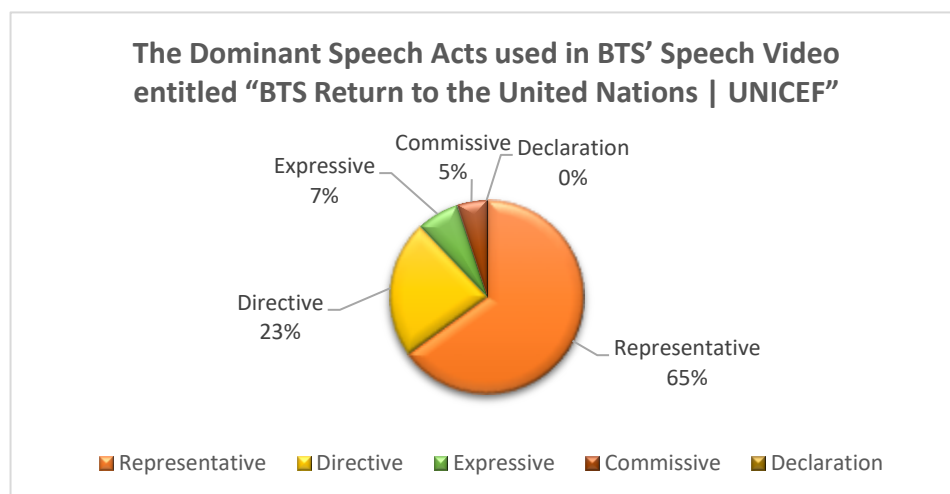
No	Speech Act	Data	Percentage
1	Declaration	0	0%
2	Representative	29	65%
3	Expressive	3	7%
4	Directive	10	23%
5	Commisive	2	5%
	Total	44	100%

From the table above shows that there were 4 types of speech acts found in Little Women (2019) movie, namely representative, expressive, commissive, and directive. From 44 utterances found, there were 29 (65%) of representative, 3(7%) of expressive, 10 (23%) of directive, and 2 (5%) of commissive.

2. The Dominant Types of Speech Act Used

The frequency of speech acts used in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF" was illustrated in the following chart.

Figure 1 Frequency of Speech Acts used in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF"

The Dominant Speech Acts used in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF"

Based on Figure 1, it shows that 65% belongs to representative, 23% belongs to directive, 7% belongs to expressive, 5% belongs to commissive, and 0% of declarations. The dominant of speech act used is the representative with the highest percentage yield.

3. The Meaning of the Speech Act Found

The samples of speech acts' meanings were described as follows:

a. Representative

The followings are the examples of the use of Representative speech act in BTS' Speech Video:

Data 1: *My name is RM, the leader of the group BTS.*

Speech act classification   : Representative

Sub Type   : It states a fact of the speaker

Meaning   : Stating the fact of the speaker himself. He said that his name is RM and he is a leader of the group BTS.

Data 2: *As a boy from the small city of Ilsan in Korea, ….*

Speech act classification   : Representative

Sub Type   : It states a fact of the speaker

Meaning   : Stating the fact that the speaker is a boy that came from a small town of Ilsan in South Korea.

From the two data displayed (Data 1 and Data 3) above, it showed a fact of the speaker. According to Yule (1996:53), it is considered as representative when the sentence is state what speaker believes, it also states fact, assertions, conclusions, and descriptions. This type of order is typical of representative speech act that stated by Yule. Data (1) is stating a fact that the speaker's name is RM and he is the leader of group named BTS. Data (2) is also a fact stated by speaker that he is a boy from small city of Ilsan in South Korea. It informs a

statement of facts delivered by the speaker. The explanation above is representative, supported by Searle (1976:67) that states assertive or representative is a speech act that binds the speaker to the truth of the statement, in which speakers say whether they think something to be factual (true) or not (false).

b. Directive

The directive speech act can be identified when the sentence express what speaker wants or the sentence used by speaker to get someone else to do something. Directive speech act is to convey commands, orders, request, suggestions. It can be positive and negative. In this case, it is used to persuade the audience to take a future action.

The followings are the examples of the use of Directive speech act in BTS' Speech Video:

Data 3: *Love yourself, speak yourself.*

Speech act classification   : Directive

Context   : Express a command

Sub Type   : The speaker commands the listeners to love themselves and to get more courage to speak up about themselves.

Data 4: *We must try to love ourselves, and imagine the future.*

Speech act classification   : Directive

Sub Type   : Express a suggestion

Meaning   : The speaker suggests the listeners to loving themselves and expecting the bright future

As explained by Yule (1996:53) that the Directive speech act is express what speaker wants and convey commands, orders, request, suggestions. In data displayed (Data 3 and Data 4) were found that they express the command and suggestion of the speaker. Data (3) is express a command of the speaker to the audience, the speaker commands them to love themselves and to get more courage to speak up about themselves. Data (4) is express the suggestion of the speaker to the listeners, the speaker suggests the listeners to try to loving themselves and expecting the bright future to fight the downturn of the world after pandemic COVID-19.

c. Commissive

It can be identified as commissive when the sentence express what speaker intends or the sentence used by speaker to commit themselves to some future action. It can be promise, refusal, pledge.

The followings are the examples of the use of Commissive speech act in BTS' Speech Video:

Data 5: *BTS will be there with you.*

Speech act classification   : Commissive

Sub Type   : Express a promise

Meaning   : The speaker represents his group promises to the listeners that they will be there with them.

Data 6: *..., we'll let moonlight guide us.*

Speech act classification   : Commissive

Sub Type   : Express a promise

Meaning   : The speakers committed to themselves to let the faith to guide them.

As explained by Yule (1996:53) that the Commissive speech act is express what speaker intends and convey promise, refusal, pledge. The commissive can be performed by the speaker alone, or by the speaker as a member of the group. In data displayed (Data 5 and Data 6) were found that they express the promise of the speaker. Data (5) is expressing a promise of the speaker to the audience, and the speaker represent his group to make a promise that they will stand for the audience and will be there with them. Data (6) is expressing a promise that delivered to states a commitment of themselves to let the faith guide them.

d. Expressive

It is considered as expressive when the sentence express what speaker feels or the sentence express psychological states. Expressive speech act is to convey pleasure, pain, like, dislike, joy, or sorrow. It can also be caused by the speaker's or listener's actions, but it all depends on the speaker's experience. In this case, it is used to inform the audience about the speaker's feeling.

The followings are the examples of the use of Expressive speech act in BTS' Speech Video:

Data 7: *I felt hopeless.*

Speech act classification   : Expressive

Sub Type   : Express the speaker feels (sorrow)

Meaning   : It was expressing the speaker's feeling. At the moment, the speaker felt hopeless because he thought that everything was ruined by pandemic.

Data 8: *I was frustrated and depressed, ...*

Speech act classification   : Expressive

Sub Type   : Express the speaker feels (sorrow)

Meaning   : It was expressing the speaker's feeling. At the moment, the speaker frustrated and depressed due to pandemic.

From the two data displayed above, it showed what the speaker feels. This type of order is typical of expressive speech act by Yule (1996:53). The use of expressive speech act in BTS' speech video is to indicate speaker's feeling and express psychological states of the speaker. It conveys the audience of the feelings that felt by the speaker.

e.   Declaration

Yule (1996:53) explains that declarations belong to a category of speech acts that have the power to bring about real-world changes through language. To make a declaration effectively, the speaker must hold a specific institutional role within a given context. Through the use of declarations, the speaker can effectively alter the state of affairs in the world with their words. Searle (1976:67) supports this notion, defining declarations as speech acts aimed at creating

new situations by utilizing utterances to modify the existing state of affairs in the world. Examples of such declarations include actions like canceling, forbidding, forgiving, allowing, deciding, and granting

Unfortunately, when analyzed the data the researcher found 0 (zero) data of declaration in the script of speech video. The data did not show the declarations based on the theories by Yule (1996:53) and Searle (1976:67). Therefore, the researcher cannot explain the meaning of Declaration used in BTS' speech video entitled "BTS Return to the United Nations | UNICEF".

Conclusion

Based on data analysis and the results of this study showed that there were four types of speech acts in the speech video. They are Representative, Directive, Commissive, and Expressive. From the analysis, the most dominant speech act used are Representative that appeared 29 times (65%), and then Directive that applied 10 times (23%). Meanwhile Expressive were used 3 times (7%), and Commissive were used 2 times (5%). The meaning of the speech acts performed in BTS' Speech Video entitled "BTS Return to the United Nations | UNICEF" on YouTube was highly influenced by situational context and question is the biggest factor that frequently used in the movie. The speech video talked about the situation during pandemic COVID-19, delivered many suggestions to survive and rise up after pandemic, also talked about suggestions to more loving ourselves and cheer ourselves, it all was presented by the speakers in the speech video who also felt the same things as the audience, then they also encouraged themselves and the audience to rise from the pandemic COVID-19.

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