

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Twitter is an online communication and social networking site where people communicate each other through the short messages called tweets. Tweeting is posting short messages for any individual who follows you on twitter, with the expectation that your messages are valuable. In twitter, CNN international is one of many news accounts that provide viral information, a lot of people are interested to give their opinion and express their emotion by giving their own perception through comments with direct and indirect strategies to the posts that they want to discuss.

In life, people used language to communicate with people and the language has meaning and context. Then the context is one part of the pragmatic study. In this case, the writer study about speech act. According to Yule (1996, p. 47), speech acts are the nature of speech acts expressed by people, including words used. This means that speech acts have characteristics that express feelings, characters, emotions, and others. Speech actions usually use special labels, such as claiming, insisting, suggesting, appointments, or requests.

Speech act theory concerned with the ways in which language can be used. It originated with Austin (1962), but was developed by Searle (1976). The theories of Austin and Searle are described and several problem areas are identified. The concept of speech act theory were developed by Austin (1962) and he divided it into 3 types, namely ; locutionary acts, illocutionary acts, and perlocutionary acts. Considers because Austin's (1962) theory is not enough to answer all the problems in the language then Searle (1976) develops illocutionary acts. Searle (1976) divides speech into 5 parts; representative, directives, commissives, expressive and declarations.

In this research, the researcher wants to analyze the types of directives speech act and the strategy used by the followers to give the responses towards the tweets in the CNN international twitter, in terms of speech acts of directive. In America, CNN international is one of the biggest medias usually perform on television but they also got twitter to share their new information every day. They update information about sports, politic, religion and many others. This year, is one of the tough years for us because people all around the world trying to survive and deal with a disease. Covid-19 is the name of that disease, and now many people have contracted and even died from this disease. Recently, CNN international has very often posted something were related to the corona virus. They share about how people worried with these situations, how people struggle with their life and update the number of the case of corona virus. There is something interesting from CNN's post this time, there information tells us that a Chinese billionaire will donate a mask and testing kit to the United States. This has become one of the hot topics that create a lot of responses from the followers.

This topic is really interesting to be analyzed, because CNN international twitter share a lot of information and knowledge. In this case, many followers trying to gives their opinion in the comment section to express their thought and feelings about what happen in these days. That is why the researcher chooses this topic to study in deep in terms of the types of directive speech acts used, and the ways used to express in each of the directive speech acts used and the responses give by them.

1.2 Research Question

The researcher found two main problems on “CNN international twitter “. They are :

1. What are the directives speech act used by the followers in the hot tweets chosen?
2. What are the strategies used by them in each category of directive speech acts used?

1.3 Purpose of the Research

The identification of the research above can give description about the purpose of the research. This research is aimed :

1. To find out the directives speech act used by the followers in the hot tweets chosen.
2. To find out the strategies used by people in terms of direct or indirect.

1.4 The Significance of the Research

This research contributes to the field of linguistics also to enrich the reference of science, especially the science of pragmatic language in writing. To increase the knowledge of readers and other researchers about speech act analysis of tweets on CNN international twitter which is represented in any tweets about corona virus. It is hoped that readers from twitter can understand about types of directives speech act.

1.5 Limitation of the Research

Based on the identification of the problem, the researcher comes to the limitation of the research in order to receive the focus of the study. The analysis is limited only on CNN international twitter, especially any tweets about corona virus. In this case, the researcher found several function of speech acts, they are : representatives, expressive, directive and commissive. And this study limits to directive as the most speech act used found on CNN international twitter, such as: advice, requesting, suggesting, commanding, asking, and questioning. The strategy of how they leave their opinion is also one of the important thing to be analyze. Based on the theory from Searle (1976) the context of an utterance may be regarded as the factor that influences the use of the utterance in making speech acts.