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An Analysis on the Speech Act of Mark Zuckerberg in English Speeches YouTube Channel

Ruth Tania Caroline[1], Ultarina Sitorus[2], Bloner Sinurat[3*], Herman[4], Dumaris E. Silalahi[5]

[1,2,3,4,5]English Education Department, Universitas HKBP Nommensen, Indonesia
ruth.caroline@student.uhn.ac.id[1], ultarina.sitorus@student.uhn.ac.id[2], bloner.sinurat@uhn.ac.id[3*],
herman@uhn.ac.id[4], dumaris.silalahi@uhn.ac.id[5]

*Corresponding author: bloner.sinurat@uhn.ac.id

Abstract: The goal of this study was to identify different types of illocutionary behavior in Mark Zuckerberg's speech "Find Your Purpose." There are two main issues in the research: (1) What types of illocutionary acts does Mark Zuckerberg use in his YouTube speeches in English? In Mark Zuckerberg's YouTube videos, what kinds of illocutionary acts are you most likely to see? The researchers employed a method known as content analysis. According to Searle theory, there are five types of illocutionary acts: assertives, directives, expressives, compromises, and declarations. The researchers analyzed a script speech by Facebook founder Mark Zuckerberg entitled "Find Your Purpose." Data from Mark Zuckerberg's speeches revealed 35 instances of illocutionary behavior, according to the researchers. These five types of illocutionary acts can all be found in a speech: assertive statements; directive statements; expressive statements; communicative statements; and declaration statements. And based on the findings of this study, it's safe to say that the dominant style of illocutinary act in speech is intimate style, with assertives accounting for 40% of cases, directives for 43%, expressives for 8%, commisives for 6%, and declarations for 1% of cases (3 percent).

Keywords: Illocutionary Act, Pragmatics, Speech.

Introduction

Language is a critical tool for human interaction and interaction with the world around us. It's intertwined with everything in human existence. It follows, then, that language is critical to human communication. There are two types of languages: direct and indirect. Much of the meaning is derived from context when using spoken language as a primary means of communication. The term "written language" in this context refers to the representation of a language through a writing system, as opposed to the actual written language itself. Language, according to Rabiah (2018:1), is a tool used by everyone on a daily basis for communication. Using it, you can spread ideas and information to others (Thao et al, 2021). Because language represents a country and is closely linked to the attitudes and behaviors of language users, it is impossible to separate language from culture in this situation (Hutajulu and Herman, 2019; Situmorang and Herman, 2021). A number of factors point to language's role as a means of expressing cultural reality: Although language and culture are distinct, they are intertwined in many ways. Language is heavily influenced by the following factors: Culture; and Language will have a significant impact on the culture and way of thinking of people who live there. Culture. One of human beings' many language abilities is the ability to communicate effectively through the use of language. According to Lumbantobing et al (2020), communication can be divided into two categories: formal and informal. Messages can be communicated verbally or nonverbally, with verbal communication employing words as an element. Nonverbal communication makes use of gestures, body movements, eye contact, and general appearances to communicate message. These two types of communication are means of interaction that speaker and hearer use to process their ideas or thoughts. Communication events that take place can be used as a place or media to express ideas, ideas, thought content,

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intentions, reality, and so. Thus, language is used as communications tool for deliver the message or the intention of the speaker to the listener.

The meaning may be understood by some language users at times. Readers or listeners should be able to identify the contexts of utterances based on their understanding of the reference of the utterance. When it comes to pragmatics, Ninio (2018:4) says that it's the study of speech use, while pragmatic development is the study of how children learn to use voice in interpersonal relationships in an appropriate, effective, and regular manner (Herman, 2015; van Thao et al, 2021). The researchers employed a pragmatic approach to analyze the speech act in order to arrive at their findings. Speech is an activity that involves making articulate sounds to express one's thoughts and feelings in public. Thus, a speech can convey a wide range of information, such as a speech or a king's glory speech. We require pragmatics skills to fully comprehend the meaning of a particular speech.

According to Nugraha (2009:1) as cited in Budiyanti (2015:18), speech is an activity of public speaking in a certain way to achieve certain goals as well (Sitanggang et al, 2020). In a speech to the right, an idea can be communicated by using clear language and making it easy for the audience to understand. Speech serves a number of purposes beyond simply conveying information in the form of words and sentences. When someone gives a speech, they want to provide the audience and listeners with useful information. A speech not only conveys information but also performs an action, which is referred to as the speech act. Verbal communications, such as speaking, are referred to as speech acts. Speech acts is a combination of the words speech and act, which is how they came to be. Speech refers to the actual utterance, whereas act denotes the actual action. According to Searle, cited in Sihombing et al. (2021), there are at least three types of speech acts in practice when using language. The following is a breakdown of the three types of speech acts that are at odds:

1. Locutionary acts
2. Illocutionary acts
3. Perlocutionary acts

When it comes to performing illocutionary acts, Searle (1983) and Usman (2017:14) agree that they must be done "intentionally." The first requirement is that the message be correctly uttered with its conventional meaning and the second is that it must satisfy a truth condition in order for it to be understood as an utterance by another speaker of that language. Representatives are classified as directives, commissionives, expressives, and declarations. Illocutionary acts are classified as the same way. Because of this, communication or language must be interpreted through speech acts. So, if the speaker asks the listener "Would you make me a cup of tea?" or "Don't touch that," the speaker doesn't expect an affirmative or negative response from the listener. This is an order to make the listener do what the speaker wants them to do.

The phenomenon of speech act often happens when we communicate. Speech act is more seen from the meaning of the action. Speech act analysis now emphasizes utterance. It's evident in everyday speech and certain grammatical constructions. As a result, many people are unaware of what constitutes an illocutionary act and how to classify them. Additionally, it can be difficult for listeners to determine whether or not the speaker's context was understood by the audience. Of course, the context and the situation of the speaker and listener influence every statement or conversation. Apart from that, sentences have a relationship to speech acts that have any literal sentence expression. Speakers who say a sentence and mean it exactly and literally are the simplest cases of meaning (Searle, 1969:59). As a result, in spoken acts, the meaning of the hearer and speaker are always present.

The example of Mark Zuckerberg's speech:

"One of my favorite stories is when John F. Kennedy visited the NASA space center, he saw a janitor carrying a broom and he walked over and asked what he was doing. The janitor responded: "**Mr. President, I'm helping put a man on the moon**"

From the example above, is sentence includes in Illocutionary act. A Illocutionary acts refer to the meaning of utterances produced on the basis of its literal meaning. The Illocutionary act can be said as the most important act of speech in the research of speech act because the illocutionary act talks about the purpose and the function of the utterance that being uttered and for what the utterance is uttered.

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Illocutionary acts are being studied by researchers due to a problem that still exists in everyday life: communication can be misunderstood. When the speaker and listeners have a misunderstanding, it's called a misunderstanding. There must be research into speech acts in order to reduce misunderstandings. If the speech acts are studied linguistically, misunderstandings in communication are reduced. In this way, the researchers are encouraged to carry out illocutionary speech acts research-related (Karmila 2017:4). In the research of Hazhar, Shamaila (2021) titled "Speech Act Analysis of the Joseph R. Biden, Jr.'s Inaugural Address on January 20, 2021 as the 46th President of the United States," other researchers use an illocutionary act. The goal of this study was to examine the differences between the ways people speak directly and indirectly. Both qualitative and quantitative analysis were used to examine the speech acts from all angles. For this study, the Speech Act theory, first proposed by Austin and Searle, was used as a framework. According to the findings, his speech contains a high number of directive and representative acts, and he also makes frequent use of direct speech. The paper concludes that the analysis of speech acts reveals the President of the United States' demanding, yet informative and supportive, persona. In addition, the study examines the illocutionary speech type. The information used by Mark Zuckerberg in his Harvard commencement address. We can only hope that this study will help us learn and understand more about illocutionary acts in speeches as a result of it. As a result of the information presented above, researchers are eager to begin work on a project titled "An Analysis on the Speech Act of Mark Zuckerberg in English Speeches YouTube Channel".

Research Methodology

Design of the Research

This research is a qualitative descriptive research because of a problem to be studied requires careful observation and research try to describe and make general conclusions. Apart from that type this research was not designed or designed using procedures statistics. Descriptive research records carefully and meticulously data tangible words, sentences, discourse, pictures, photographs, video-type, and don't use numbers. There is a qualitative descriptive method used to collect data instead of numbers, according to Bogdan and Biklen in Sugiyono (2014:21) (Purba and Herman, 2020; Nainggolan et al, 2021).

Creswell (2010:37) stated there are five qualitative research methods. Case studies, document or content analysis, ethnography, and interpretive studies are all options. Document or content analysis is a type of qualitative research. Because the researchers used a script of a video as the subject of a research method applied to written or visual materials with the goal of identifying a specific material characteristic, they turned to content or document analysis. Textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, and a wide range of other types of documents can be used as sources for document analysis.

Data Source of the Research

Data is a set of facts, such as numbers, symbols, or writing, that can be gleaned from the observation of a particular object or phenomenon. Reliable, accurate, timely, and wide-ranging data are all requirements for good data. For this study, researchers used Mark Zuckerberg's commencement speech remarks, which he made to the Harvard University Class of 2017. On December 22nd, 2018, YouTube uploaded a video with data that was primarily spoken text.

There are several reasons why the researchers chose Mark Zuckerberg's speech at Harvard Class on 22th Dec, 2018 including there is a statement that has a meaning or presupposition that must be interpreted by the speech act. Therefore, the researchers were interested to analyze the speech act in Mark Zuckerberg's speech at Harvard Class on 22th Dec, 2018.

Technique of Data Collection

Quantitative data and qualitative data were the two types of data used in this study. The researchers made use of the information collected in the qualitative phase. In addition to interviews, the researchers gathered their data through the use of documentation. Using documentation methods such as books,

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transcripts, newspapers, magazines, meeting notes, ancient inscriptions, and agendas can help researchers find relevant data. In order to gather information for this study, you must follow a specific procedure:
1. Downloading the speech from YouTube: https://www.YouTube.com/watch?v=ksZpu1s1LV0
2. Watching the speech for several time
3. Searching for the script of the speech in the internet
4. Watching the speech while reading the script
5. Determining the part of dialogue that presented types of illocutionary act
6. Collecting utterance from the script on the speech
7. Transcribing the speech with the purpose of the research.

Technique of Data Analysis

To conduct this study, the researchers employed content analysis, in which they scoured the data for any utterance that included illocutionary acts. Then, the researchers explained the data that will be used to answer the aforementioned two research questions. Analyzing data comes after the data has been gathered, according to Herman et al (2019). Data analysis is the methodical process of describing and illustrating data. The researchers who carried out this study came up with the following methods of data analysis:
1. Identifying the data based on the types of illocutionary (Assertives, Directives, Commisive, Expressives, Declarations).
2. Classifying the data based on the types of illocutionary act.
3. Determining the most dominant used by Mark Zuckerberg in English Speeches YouTube Channel.
4. Describing and interpreting the data in order to answer the formulation of the problems.
5. Drawing conclusion.

Research Findings and Discussion

Research Findings

Based on the data analysis above, the researchers presented the research findings as follows:
1. Based on the data analysis above, the researchers found five types of illocutionary namely: Assertives, Directives, Expressives, Commisives and Declarations. The data are taking in speech deliver by Mark Zuckerberg and the analyze based on Searle theory. There are Assertives 14 data, directive 15 data, expressive 3 data, commissives 2 data, declaration 1 data, and the total of data is 35. This is the table show the types of illocutionary act in speech by Mark Zuckerberg.
- The percentage can be counted by uses the formula below, there are:

$$\frac{\text{Total types frequency of the sub category}}{\text{Total types of all categories}} \times 100\%$$

Table 1. Illocutionary act used in the speech of Mark Zuckerberg

No	Types of Illocutionary Act	Frequency	Percentage (%)
1.	Assertives	14	40 %
2.	Directives	15	43 %
3.	Expressives	3	8 %
4.	Commissives	2	6 %
5.	Declarations	1	3 %
	Total	35	**100 %**

After analyzing the data, the researchers found there are 35 data of types illocutionary act in speech by Mark Zuckerberg. In counting the percentage of data, the researchers made table was analysis to find the most dominant types of illocutionary act use in speech by Mark Zuckerberg.
2. Based on the analysis of types of illocutionary act in speech by Mark Zuckerberg with the title "Find Your Purpose". The table and figure 4.1 shows that 35 data of types of illocutionary act found in

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speech by Mark Zuckerberg. There are assertives 14 data (40%), Directives 15 data (43%), expressives 3 data (8 %), commissives 2 data (6%), Declaration 1 data (3%). The dominant types of illocutionary act used in speech by Mark Zuckerberg "Find your Purpose" is Directive which represent 15 cases (43%).
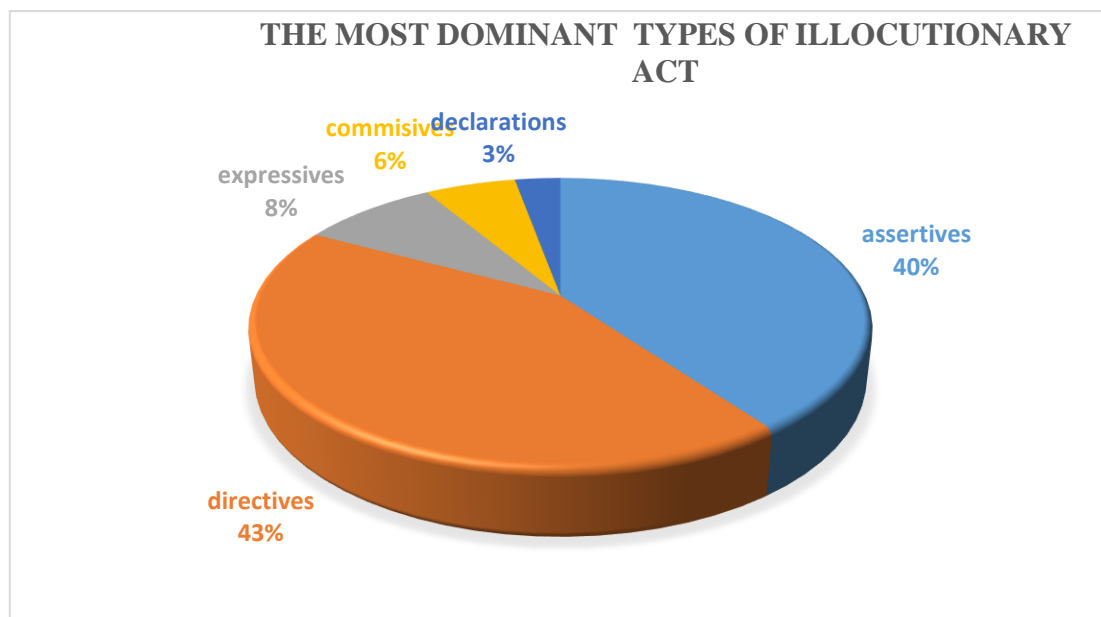
Figure 1. Chart of Illocutionary act used by Mark Zuckerberg

Discussion

After analyzing the data based on the theory of Searle (1969), the researchers would like to discuss topic that relates of this research. Based on the phenomenon speech act often happens when do communication, people do not understand what the speaker say, so it is make miss understanding of communication. So the researchers were interested to analyze of speech act, but more than focus in types of illocutionary act found in speech by Mark Zuckerberg with the title "Find your Purpose". There are a variety of illocutionary acts found in Mark Zuckerberg's speech, including assertives, directives, expressives, commissive, and declaration, according to the findings of this study. Assertives account for 40% of illocutionary acts, directives for 43%, expressives for 8%, commisives for 6%, and declarations for 3%. Directives were the most frequently used by Mark Zuckerberg, according to the study's fifteen directive-related findings. The findings led the researchers to discover several differences as well as similarities between previous studies' findings and those from this new study. For the first time in Rumaria (2015)'s research on speech acts in the Dead Poets Society, she used a qualitative approach. Similarities include the use of theory searle (1969) and the need to examine types and the illocutionary act's dominant communicative function. However, there are many differences between this study and the previous one, which looked at perlocutionary acts as well. Also, previous studies used qualitative and quantitative methods, whereas this study only used a qualitative research method. This is a significant difference. The difference between this study and previous ones is that the data used in this study comes from YouTube and is based on transcripts. In contrast to previous studies, this one focused solely on the type of illocutionary act and discovered that it was the most prevalent.

Conclusions

This research is conducted to find the types of illocutionary act, the most dominant, and the speech situation that used in the speech of Mark Zuckerberg entitled "Find your Purpose". After analyzing the data in previous point, the researchers concluded that:

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1. This research focus to find types of illocutionary act in the speech of Mark Zuckerberg. There are five types of illocutionary act found in the speech of Mark Zuckerberg based on Searle Theory. They are assertives fourteen data, directives fifteen data, expressives three data, commissives two data, and declaration one data. The total data from every utterance by Mark Zuckerberg in speech has 35 data.

2. Data analysis by researchers found 35 different types of illocutionary acts in Mark Zuckerberg's speech, including assertives (40%) and directives (43%) along with expressives (8%), commincises (6%), and a declaration (1%). (3 percent). Researchers found 15 data (43 percent) in Mark Zuckerberg's speech "Find your Purpose" based on the percentage of illocutionary acts that were Directive.

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