CHAPTER 1
INTRODUCTION

1.1 Background of The Study

Language has numerous role and meanings that can be convey. Through language, everyone can reveal their aspiration or thoughts. Thus, the use of language appropriately is one of the important elements in delivery information to others, so that others can understand the message with clearly and precisely. Additionally, it is necessary to knowledge the context of the speech act to the person receiving the message.

Yule (1996:47) say Language can be used to express and assert messages clearly in communication. Everyone can create the same sentence in different contexts and can express different intentions or meanings. Language performs an action as one of its functions. This action is called a speech act. Speech acts are what people do with words in the study of language. According to Parker (1986:16), speech acts are greatly precise to the context of the verbalization in particular to the relationship between the speaker and the hearer.

Studying speech acts is very prominent to make someone interpret what message is incomprehensible and undiscovered in every utterance. The phenomenon of speech acts also surfaces in fictional communication such as film or TV series. Moreover, speech acts are usual to construct characterization in the film or TV series. A protagonist may tend to produce more a speech act compared to the antagonist. In this research, the writer is interested in analyzing speech acts in *You* TV series season 1. The *You* TV series season 1 contains a thriller, mysterious, romantic love story and daily live of the main character protagonist, Joe Goldberg. The reasons for choosing the topic and the illocutionary act approach are because there is no study about the TV series using the illocutionary act theory.

In this study, the writer will explain that the purpose of this study is to focus on analyze the types of speech act/ illocutionary Acts forces in Joe Goldberg's utterances by focusing on the script as data in the *YOU* TV series and identifying them using Searle theory. Moreover, the writer wants to know what is the most dominant in the Illocutionary act. This TV series is about the story of the main character Joe Goldberg adapted from the novel entitled *YOU* by Caroline Kepnes. The story mostly tells about his personal daily life and contains dialogue pragmatically containing speech acts. Joe is a character in the *You* TV series who's very a complicated man but also has a big heart. Through analysis of speech acts, the researcher mainly focuses on two things. First, analyze Joe's utterances by using the TV series as data and identify them using Searle's theory of illocutionary acts. Second, what is the most dominant type of illocutionary act. Hopefully, people can understand the context utterances of the main character protagonist, Joe Goldberg.

1.2 Research Problem

Based on the background that the researcher explained above, there's a main problem that will be discussed in this study. The main problem of this research include:

1. What kinds of illocutionary forces does Joe produce in the Netflix TV series *YOU*?

2. What is the most dominant type of the illocutionary act and why ?

1.3 Objectives of The Study

Based on the problem of study, the research purposes are:

1. To identify the kinds of speech acts produced by the main character in the Netflix TV series *YOU*."

2. To know the most dominant type of the illocutionary act and the factors influencing the illocutionary act.

This research was designed to analyze illocutionary acts taken from the Netflix TV series *YOU* and to know what is the most dominant illocutionary forces. The researcher hopes this study contributes to linguistic studies, especially in describing speech acts. This research can Advance the writer's ability to comprehend this study and recognize the speech act. The result of the study can be used as a reference to study speech acts and it can be used as additional knowledge in pragmatics and others.

Besides contributing academically, this study is also intended to deepen the writer's understanding of speech act theory and how it can be applied in analyzing discourse. It provides a meaningful occasion to grasp the conceptual foundations of pragmatics. Additionally, the findings of this research may serve as a valuable resource for students and scholars who are exploring illocutionary acts, language use in media, or pragmatic elements within popular culture.

1.4 Previous Study

In particular, several studies have already explored using illocutionary speech acts in many subjects. There have been intense analyses and descriptions of the role of illocutionary act as a Linguistics phenomenon.

The first previous study is entitled Analysis of Speech Act in Doraemon "Stand By Me" Movie (2015) written by Fitria. In this research, she focused on analyzing the types of speech acts on Doraemon. Based on the data, Fitria found Eighty-eight representatives, Nineteen directives, Fourteen commissives, Five declarations, and Five expressive. The result is that representative is the most dominant, followed by directives, and commisives, and the least is declarations and expressives.

The second previous study is written by Isnawati (2015), entitled Speech Acts Analysis Of The Main Character In "Shrek" Movie Script (2015). In that research, She found that the types of speech acts used by the main character in Shrek are Directives, Representatives, Expressives, and Commisives. The result is that Isnawati found Fourty four directives, Thirty one representatives, Sixteen expressives, and Nine commissives.

The third previous study is written by Nurhasana (2017), entitled A Speech Act Analysis Of Utterances In The Disney Animation Movie Script "Inside Out" By Pete Docter And Ronnie Del Carmen (2017). The result of the study shows that the types of speech acts of utterances by selecting some of the characters are representatives, directives, expressives, and declarations. The result found that there are Seventy seven representatives, followed by Sixty five directives, Thirty five expressives, and Twenty declarations and commissives.

The fourth previous study is written by Kiuk (2018), entitled Speech Acts Analysis in Desmond's Conversation in "Hacksaw Ridge" Movie" (2018). In that research, the writer analyzed the main character of the movie, Desmond. Based on her results, Desmond produced Seventy eight directives, One hundred sixty five representatives, Ten expressives, Twelve commisives, and Two declaratives.

The fifth previous study is entitled An Analysis Of Speech Act Used In "London Has Fallen Movie" (2018) written by Tutuarima. This article found illocutionary acts in all characters in London Has Fallen Movie. The result found that there are twenty six representatives, Twenty three expressive, twelve commissive, and Six declaratives.

The sixth previous study is written by Hutajulu (2019), entitled Analysis Of Illocutionary Act In The Movie "You Are My Home" English Subtitle (2019). The result of the study shows that the types of speech act of utterances by selecting some of the characters are representatives, declaratives, expressives, and commissives. The result found that there are Seventy eight Representatives, nineteen declaratives, Forty expressives, and Eight commissives.

The seventh previous study is entitled Speech Act Analysis Of "Frozen" The Movie Script (2019) written by Rahayu. This article found illocutionary acts in all characters in Frozen movie. The result is that Adinda found Thirty seven representatives, Three commisives, Thirty two directives, and Ten expressives. Based on the data, the most dominant type of speech acts are representatives, the second is commisives, the third is directive, and the last type is expressive.

The eight previous study is entitled An Analysis Of Directive Speech Act Found In "Koil Mil Gaya Movie" (2019) written by Tira Nur Fitria. This study focuses on the analysis of the type of directive speech act in Kol Mil Gaya Movie. The result is that she found One hundred sixty five commands, followed by Twenty suggestions, and Eleven requests.

The ninth previous study is from Rizki (2020), entitled An Analysis of Speech Act of Omar Mukhtar's utterances in Lion of the Desert movie (2020). The results of the study show that the types of speech act phenomena of Omar Mukhtar as the main character in the movie are representatives, directives, commissives, and expressives. In this research, he found Fifty six representatives, Fifty three directives, Nine commissives, and Seven expressives.

The tenth previous study is written by Sari (2020), entitled The Speech Act Of Cartoon Movie: 'Spongebob Squarepants' The Movie (2020). In that research, She found that the types of speech acts used by the main character in Spongebob are directives, representatives, commisives, expressives, and declarations. The result is that Sari found One hundred eighteen directives, Sixty six representatives, Forty five commissives, Thirty five expressives, and Two declarations.

Previous research, including analyses of *Doraemon*, *Frozen*, *Shrek*, and *Hacksaw Ridge*, mainly focused on categorizing and quantifying the different types of speech acts used by various characters. These studies emphasized quantitative data rather than exploring deeper qualitative meanings. In contrast, this study investigates a more intricate and layered subject

by examining the Netflix series *YOU*, adapted from Caroline Kepnes's novel. The narrative revolves around Joe Goldberg, a main character characterized by psychological complexity and moral ambiguity. His language use often involves subtle meanings, manipulation, and introspective thoughts, providing rich material for pragmatic exploration.

Furthermore, unlike many prior studies that examined speech acts from multiple characters, this research concentrates exclusively on the main character's utterances. This narrower focus facilitates a more thorough understanding of how speech acts consistently reflect one individual's communicative behavior, intentions, personality traits, and social tactics throughout the storyline. Moreover, while earlier studies tended to be largely descriptive and statistical, this research seeks to offer both qualitative and contextual analysis of speech act performance, especially within a contemporary, narrative-driven media format. It also contributes to the field of pragmatics by addressing speech act phenomena in modern popular culture, an area that remains relatively under-investigated.

Consequently, this study addresses existing gaps in methodology and context, broadening the range of speech act research by highlighting complex character portrayal in streaming media and introducing fresh insights into discourse and media pragmatics.

1.5 Scope of The Study

To keep the discussion clear and manageable, this study establishes specific boundaries and defines its scope carefully. The research is concentrated exclusively on identifying and analyzing the various types of speech acts found in the script of the Netflix TV series *YOU*. This focus is limited to the verbal expressions within the series' dialogues and does not cover other linguistic elements such as syntax, meaning, or non-verbal cues. Moreover, the study is confined to examining the speech acts delivered by the characters as written in the script,

leaving out aspects like audience interpretation or the visual components of the series. By narrowing the scope in this way, the researcher intends to offer a thorough and detailed analysis of how speech acts operate within the framework of this specific TV series.

1.6 Writing Organization

The writer's organization of the thesis is provided as follows:

Chapter I is Introduction. It describes the Background of the Study, Research Problem, Objectives of the Study, Previous Study, and Writing Organization.

Chapter II is the theoretical framework of the Research Method. The theoretical framework contains the speech act theory, and types of speech acts: A locutionary act, illocutionary act, perlocutionary act, and Illocution Act Categories. Research method deals with types of research, data and data sources, method of collecting data, and method of analyzing data.

Chapter III is about result and discussion.

Chapter IV is the Conclusion. The closing chapter contains a summary which includes a conclusion and suggestions.