

CHAPTER I

INTRODUCTION

In this chapter, the researcher wants to present about background of the research, statement of the research, objective of the research, significance of the research, scope of the research, and operational definition.

1.1 Background of the Research

When doing or making a persuasive speech, sometimes some people feel difficult to find an appropriate persuasion sentence to make the speech that can persuade the listeners. The word 'persuasion' has been described in various meanings, such as convincing, influencing, manipulating, or attracting attention. Although persuasion focuses on how persuasive messages can be very effective for listeners. Altikriti (2016) explains and determines the role of speech acts in political speech. Therefore, the study examines and analyzes three of Obama's selected political speeches as discourses with a specific purpose based on the model adopted from Bach and Harnish's Taxonomy (1979).

Persuasive speech acts based on Meluwa & Amakali (2016) use Austin theory of speech act which consists of illocutionary, locutionary and perlocutionary. However, in this study, the author only uses illocutionary speech acts based on Searle's (1978) theory which is called Aristotle's theory of rhetoric or Searle typology because of being distinguished by the expressed attitude. In Ghazani's research (2016) using illocutionary theory (Searle, 1978) which is grouped into 5 categories, namely assertive, directive, commissive, expressive, and declarative.

Barack Obama is considered by some to be "different" from other new black politicians because of his community organizing background (Nopper, 2011). Obama is also described as a trip political maturation and development of moral authority over race and economy different from purported failure, corruption,

nationalism, and radicalism are pejoratively associated with the old guard black politics. Obama represented as a search for racial acceptance and eventual negotiation. According to Gaines (2013) president Obama was able to overcome many racial barriers to become commander in chief.

The researcher chose the Obama's final speech because the researcher thought that Obama's speech also showed Obama's humility which touched the writer as one of the listeners. For example in one of the utterance "Every day, I learned from you. You made me a better President, and you made me a better man". The underline utterance is a declarative sentence because the utterance declares something. The utterance shows persuasive speech acts 'declarative' which declares an opinion to convince the listener with the sentence. The other reason is because it was his last speech as president, so from that speech the researcher wanted to know what speech acts were used by Obama to be able to persuade his listeners. Therefore, to find out other speech acts in Obama's final speech that can persuade the listeners, the author wants to analyze persuasive speech acts in Obama's final speech.

Some previous studies on speech acts were concerned with various types of speech act such as compliment, complaint, greeting, and request etc. Altikriti (2016) finds out that in his speeches, President Obama uses more constant speech sentences than assertive illocutionary speech which is used as a persuasive factor. According to Meluwa & Amakali (2016) states that member of parliaments has the potential to use various persuasive strategies in their speech acts through several rhetorical strategies.

Most of the previous research studies on persuasive speech acts. None has research on persuasive speech acts in Barack Obama's final speech. They just analyze and explore persuasive speech acts that are suitable for the political field. Therefore, this study intends to explore the speech acts in Barack Obama's final speech and analyzes what persuasive speech acts are good to use in persuasive speeches to persuade listeners.

1.2 Statement of the Problem

Based on the background of the research above, the researcher formulates the statements of the problem as follows:

1. What variety of persuasive speech acts used in Barack Obama's final speech?
2. How does the speech act of Obama's final speech persuade listeners?

1.3 Objective of the Research

Based on the statement of the research, the researcher determines objective of the research that are:

1. To identify the persuasive speech acts in Barack Obama's final speech.
2. To describe Barack Obama's speech act in his final speech persuade listeners.

1.4 Significance of the Research

This research is expected to have some significance. The researcher will elaborate them as follows:

1. As in theoretically, it is expected that this research can be used as one of the references by the future researchers who will conduct the research related to persuasive speech acts.
2. On the other side, this present study gives an implementation of the best speech act to use in persuasive speech.

1.5 Scope of the Research

Persuasive speech acts is chosen to be the topic of this present study which focuses only in the persuasive speech acts in Barack Obama's final speech. In this study, the researcher will analyze Barack Obama's final speech based on five divisions of speech acts based on Searle's theory. According to Ghazani (2016) states that (Searle, 1978) classified five categories speech act what is known as Searle's typology of speech acts: assertives, directives, commissives, expressives, and declaratives. Alkhirbash (2016) states that (Searle, 1979) adds

that one can get people to do something (directives); tell people about something (assertive); cause change through speech (declarative); commit oneself to do something (commissive); express feelings (expressive).

1.6 Operational Definition

Based on the title of this research, the researcher clarifies the operational definition of each terminology as follows:

1. Persuasive speech acts mean acts that refer to the action that is good at persuading someone to do or believe something through reasoning or the use of temptation performed by produced utterances. People can act by saying something.
2. Barack Obama's final speech or Barack Obama's farewell speech is a speech delivered by Obama leaving his position or place as a president.

