
SPEECH ACTS FOUND IN RM'S SPEECH AT BILLBOARD MUSIC AWARD 2018

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Abstract

This study analyzes the speech acts in an award acceptance speech. It uses a theory to describe and explain the results. The analysis found seven speech act types, three of which were assertive, expressive, and directive. Eight data points were analyzed. Assertive utterances were the most prevalent, accounting for four cases. Expressive utterances were identified in three cases. Directive utterances occurred only once.

Keyword: Speech act, utterance, speaker.

A. INTRODUCTION

In the act of verbal communication, there is often a misinterpretation of the speaker's message by the listener. This phenomenon can be attributed to the presence of distinct background knowledge among the speaker and listener. Speech is considered successful when there is alignment between language and context. This phenomenon is explored within the domain of pragmatics, a scientific subfield of linguistics. Kreidler (2013) asserts that pragmatics is the scientific study of language use, with an

emphasis on the conveyance of meaning from context and speaker knowledge. According to Saeed (2016), pragmatic is a branch of linguistics that studies context and interaction in language use to determine meaning. In other words, pragmatics is the scientific study of language use in social and situational contexts. Pragmatics is concerned with how context influences the interpretation of an utterance. The analysis encompasses not only the verbal content, but also elements such as intonation, gesture, and the contextual setting of the conversation.

The theoretical foundation of pragmatics is the speech act. The notion of a speech act was introduced by the British philosopher J.L. Austin. In his seminal work *How to Do Things with Words* (1962), Austin elucidates the notion of speech acts, providing significant insights into the dynamics of language utilization in the context of social interaction. In this same work, Austin distinguishes three types of speech acts that happen when one's speaking. The first of these is the locutionary act, which denotes the act of uttering words that bear specific meanings. This is the physical aspect of speaking, namely the pronunciation of words and sentence structure. The second type, the illocutionary act, reflects the speaker's intention and has a certain power in communication. Finally, the perlocutionary act refers to the effect or impact that the utterance has on the listener. This perlocutionary effect encompasses a wide spectrum of outcomes, including, but not limited to, emotional reactions and behavioral changes that may arise in response to the utterance.

Austin (1962) seminal work on the subject distinguishes utterances into two types. The first is the constative utterance. These utterances can be classified as true or false. The second category, performative utterances, encompasses

statements that not only describe something, but also perform actions when spoken.

The speech act concept was further elaborated upon by John Searle, who is an American philosopher. *Speech Acts: An Essay in the Philosophy of Language* (1969) elucidates that language is not solely employed for the transmission of information, but also for the execution of actions. In alignment with Austin's notion, Searle proposes that speech comprises three distinct aspects: locutionary act, illocutionary act, and perlocutionary act. A notable distinction between Austin's (1962) and Searle's (1969) theories is the classification of utterances into five categories. The first category, designated as "assertive," encompasses statements or descriptions of a particular state or condition. The second category is directive, which is defined as the act of requesting or commanding another individual to perform a certain action. The third category, commissive, pertains to the act of the speaker committing to perform an action in the future. The fourth category, expressive, pertains to the articulation of the speaker's sentiments or psychological disposition concerning a given situation. Finally, declarative speech acts are defined as those that result in alterations within the tangible world simply by uttering specific

sentences. Searle (1969) also introduces the concept of "felicity condition," defined as a condition that must be met for speech acts to be considered successful or valid.

On the other hand, Kreidler's (1998/2013) classification system categorizes speech acts into seven distinct categories:

1. *Assertive utterance*

Speakers employ language to convey their knowledge and beliefs. This category focuses on facts with the aim of informing. The felicity conditions that must be met for this category to be applicable include the feasibility of the content being communicated, the speaker's commitment to the accuracy of the information presented, and the addressee's acceptance of the information as true.

2. *Performative utterance*

An utterance that brings about a new state of affairs or effect simply by its verbalization, such as by means of marriage, proclamation, or pledge. The conditions for the validity of performative utterances, as defined by Felicity, are threefold: first, the speaker must possess the authority to execute the act; second, the temporal, spatial, and situational factors must be

appropriate; and third, the audience must accept the speaker's authority and the suitability of the circumstances.

3. *Verdictive utterances*

Speakers provide an assessment or judgment regarding the actions, behaviors, or circumstances of others. The felicity conditions to this speech act include the possibility of action, the sincerity of the speaker in their communication, and the listener's belief in the speaker's sincerity.

4. *Expressive utterances*

This speech act is indicative of how speakers respond to the circumstances or actions of others, such as expressions of gratitude, apologies, compliments, and expressions of sympathy. The felicity condition of expressive utterances is similar to that of verdictive utterances.

5. *Directive utterances*

Speakers may influence and direct the actions of listeners through various forms of expression, including commands, requests, and suggestions. In order to fulfill the felicity condition, the speaker must have a reason that the request or direction can be carried out by the

listener, and the requested action must be clear.

6. *Commissive utterances*

This concept pertains to the speaker's commitment to execute an action in the future, including promises, threats, pledges, and vows. The validity of such utterances hinges on two factors: first, the speaker's capacity to execute the action in question; and second, the listener's trust in the speaker's ability and intention.

7. *Phatic utterances*

Phatic utterances are defined as those spoken words that aim to establish or maintain social interaction through friendly and familiar expressions. These utterances are not intended to convey information or perform specific actions. The existence of a "felicity condition" is predicated on the assumption that the speaker and the listener share a common cultural background.

The present study was conducted for the purpose of examining the utilization of speech acts in awardee speeches. Speech acts are instrumental in facilitating effective communication in daily interactions. The concept of speech acts enables communication to be

conducted in a manner that is both efficient and impactful. Furthermore, speech acts play a crucial role in fostering relationships with others and carrying out tangible actions through the medium of language. They serve as a vital instrument in the achieving both individual and collective goals. RM's speech at the Top Social Award exemplifies this phenomenon, where he expressed gratitude to his fans, strengthening the relationship between artists and fans. The author chose this video for research because Korean singers rarely receive awards at the Billboard Music Awards. The author will analyze how the speech act concept facilitates the interaction between artists and fans.

The field of speech act research has garnered significant attention from numerous researchers. Previous research, titled "Analysis of Speech Act in Susilo Bambang Yudhoyono's Political Speech," served as a foundation for this study's novel approach. The study employed John Searle's (1969) theoretical framework to examine speech acts in the context of political discourse. The study divided speech acts into five types, namely writing locution, illocution, and perlocution. The analysis revealed the predominant use of assertive speech acts in political speeches.

B. RESEARCH METHODOLOGY

1. Method of the Research

In this research, the author used a descriptive qualitative approach for the research method. According to Creswell (2009) in his book entitled *Research Design Qualitative and Quantitative Research*, qualitative methods are methods that aim to explore the meaning produced by individuals or groups. Researchers use this method so that the results of the research have a richer and deeper description. The goal is to provide deeper insight.

2. Time and Place of the Research

The whole study took three months. Beginning with the determination of the title in November 2024 until the completion of the research in January 2025. This research uses qualitative methods, so the author does not need to be present at a specific location. Most of the research was conducted at STBA JIA.

3. Object of the Research

This research uses videos from the YouTube application. The video, titled "BTS Wins Top Social Award at BBMA'S 2018," was uploaded through M0chi's YouTube channel. In

the video, a host invites the award nomination reader on stage. The nomination reader then reads the artists listed in the nomination and announces the winner of the Top Social Award, which is BTS. As the winner, BTS take the stage to give a speech thanking their fans. The author focuses on the speech given by one of the members, RM. RM gave his speech in English, which was the language used at the Billboard Music Award since it was held in Las Vegas.

4. Technique of the Data Collection

The collection of data through the observation of the object of study. On the YouTube channel, the author watches the video. Then the author made a note of the speech. The author is directly part of the data observation.

5. Technique of the Data Analysis

After taking note of the speech in the video, the author proceeded to analyze the object based on the theory in the book *Introducing English Semantics* by Charles W. Kreidler (2013). The author then divides the speech content into seven types of speech acts, and explains the contexts and reasons for the categories.

6. Instrument of the Research

The author employed a qualitative approach, utilizing herself as the instrument of research. This approach entailed direct observation of the object of study.

C. RESEARCH FINDINGS AND DISCUSSION

Datum 1: Thank you so much



“**Thank you so much** Billboard Music Award for this precious award two years in a row”

The expressive utterance is contained in the sentence. In the context of the aforementioned situation, the expressive utterance functions to demonstrate the speaker's feelings of gratitude and appreciation for the award received. This speech act can also reflect the speakers' psychological condition in regard to the situation they are facing. This expression of gratitude serves as a method of conveying positive emotions regarding the actions undertaken by the party presenting the award, in this case, the Billboard Music Award. The felicity condition in this utterance has also been fulfilled, namely speakers who can express gratitude to the award giver, speakers who convey their sentiments authentically, and

addressee who find value in the speakers' words.

Datum 2: We have a chance



“And this time, **we have a chance** to think about what social really means for us”

This sentence belongs to the category of assertive utterance, defined as a speech act that conveys information, facts, or statements regarded as true by the speaker. In the context of the video, the speaker makes a statement regarding the opportunity to contemplate or think about social meaning. Assertive utterances are considered acceptable if the content is deemed true or could be true, and the addressee accepts the utterance as true. The phrase "we have a chance" conveys a factual assertion regarding the speaker's opportunity, which can be regarded as true or false. Consequently, it meets the felicity condition criterion for an assertive utterance.

Datum 3: “We realize that our words truly carry weight” and “thanks to you guys”



“And now, we realize that our words truly carry weight, thanks to you guys.”

In this datum, two categories of speech acts are identified: assertive utterance and expressive utterance. These two categories are found in two different sentences. The assertion "We realize that our words truly carry weight" falls under the umbrella of assertive utterance, as it signifies an acknowledgment and understanding of the influence exerted by the speaker's words. The felicity condition for assertive utterance is met in this sentence because the statement can be considered true or false.

Expressive utterances are defined as statements that are made with the intention of conveying emotions or feelings to the audience. The expressive utterance in second sentence is "Thanks to you guys." In this context, such an utterance functions to reveal the speaker's psychological attitude toward fans. In this case, the expressive utterance functions as an expression of gratitude.

A total of seven speech act types were identified in the award speech, of which three were found to be utilized. The following diagram illustrates the utilization of these speech acts:

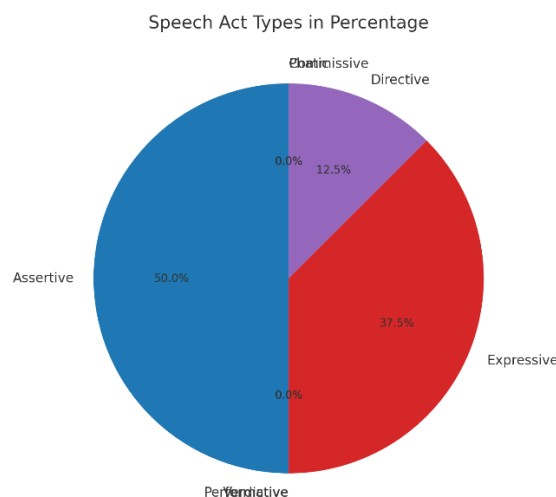


Figure 1. Total data

D. CONCLUSION

The research results indicate that only three out of seven types of speech acts were identified in the award speech: assertive utterance, expressive utterance, and directive utterance. The assertive utterance emerged most frequently in 4 data (50%). The second most prevalent type was the expressive utterance, which was identified in 3 data points, accounting for 37.5% of the sample. The directive utterance was identified in a single data point, accounting for 12.5% of the sample. Conversely, performative, verdictive, expressive, commissive, and phatic utterances were absent in all instances (0%). The following table presents a comprehensive overview of the eight data points:

Types of Speech act	Count	Percent
Assertive	4	50%
Performative	0	0%
Verdictive	0	0%
Expressivve	3	37,5%
Directive	1	12,5%
Commissive	0	0%
Phatic	0	0%
Total	8	100%

Tabel 1. Types of speech acts

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