



**ILLOCUTIONARY AND PERLOCUTIONARY ACTS IN BULLETPROOF BOYS
LEADER KIM NAMJOON'S SPEECH ENTITLED '*SPEAK YOURSELF*' AT THE 73rd
SESSION OF UN GENERAL ASSEMBLY
A FINAL PROJECT**

Submitted in partial fulfilment of the requirement for the degree of
Sarjana Sastra in English

By

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Declare that this final project entitled Illocutionary and Perlocutionary Acts in Bulletproof Boys Leader Kim Namjoon's Speech Entitled '*Speak Yourself*' at the 73rd Session of UN General Assembly is my own work and has not been submitted in any form for another degree or diploma at any university or another institute of tertiary education. Information obtained from the work of others has been acknowledged in the text and a list of references is given in the bibliography.

Semarang, March 2020



Alifia Rimas Parmadi

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MOTTO AND DEDICATION

“I’m in love with solitude and aloneness”

For:

My Family

BTS

My friends

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First thing first, I praise the Almighty Allah S.W.T. for the graces, including graces of chance, health, opportunity, present and future, and ease so that I can finish this final project. I never give up ending this final project and able to catch my next dreams.

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ABSTRACT

Parmadi, Alifia Rimas, 2020. *Illocutionary and Perlocutionary Acts in Bulletproof Boys Leader Kim Namjoon's Speech Entitled 'Speak Yourself' at the 73rd Session of UN General Assembly*. A Finale Project, English Department, Faculty of Languages and Arts, Universitas Negeri Semarang. Advisor: Prayudias Margawati, S.Pd., M. Hum.

Keywords: BTS Speak Yourself, Speech Acts, Illocutionary, Perlocutionary.

The “Speak Yourself” speech was classified as the Persuasive speech. The reason why Kim Namjoon and his group being chosen by UNICEF as a representatives from South Korea because they held the attention from many young people around the world and fitted the goals of UNICEF program from Youth Strategy on 2030 and this persuasive speech could spread very well because of the power they had. This study analyzed speech acts in Kim Namjoon's speech entitled “Speak Yourself” at 73rd Session of UN General Assembly. The aims of this study is to discuss the use of speech acts especially Illocutionary and Perlocutionary acts, to explain how the author describes the Illocutionary and Perlocutionary acts in the speech, and to analyze which part of the speech that contain Illocutionary and Perlocutionary acts. This study is qualitative research. The data in this study were taken from the object of the study, Kim Namjoon's speech entitled “Speak Yourself”. The data were collected by reading, coding, identifying and classifying. In analyzing the data, the author used Illocutionary Acts theory by Yule (1996) and Perlocutionary Acts by Austin (1962). The results of this study were 40 utterances that contains Speech Acts. They were 30 data for Illocutionary acts that consist of 12 utterances or 30% for Representative, 8 utterances or 18% for Directive, 7 utterances or 14% for Expressive, 3 utterances or 8% for Commisive. The last data was 10 utterances or 25% for Perlocutionary act.

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CHAPTER I

INTRODUCTION

This chapter covers the background of the study, reasons for choosing the topic, statements of the problems, objectives of the study, significance of the study, and outline of the study.

1.1 Background of the Study

The most commonplace activity is Communications. It is one of those everyday activities intertwined with all human life (Foss, 2011, p.3). To communicate each other, people need some devices or media to do communication. One of the most important media to do communication among human is called Language. Language holds a very important place in our lives, it makes us "human". With the birth of human beings, language also came into existence. Broadly, this term can be defined as a means of communicating or expressing one's ideas or feelings. Without language, human civilization, as we know it, would have remained an impossibility (Goyal, 2017).

Carroll in Ramelan (1992), language is an arbitrary system of speech sounds and sequences of speech sound which is used or can be used in interpersonal communication by an aggregation of human being and which is rather than exhaustively catalogue thing process and event in the human environment (Ramelan, p.10).According to Jackendoff (2009), no other natural communication system is like human language. Human language can express thoughts on an

unlimited number of topics (the weather, the war, the past, the future, mathematics, gossip, fairy tales, how to fix the sink...). It can be used not just to convey information, but to solicit information (questions) and to give orders. Unlike any other animal communication system, it contains an expression for negation, what is not the case.

Every human language has a vocabulary of tens of thousands of words, built up from several dozen speech sounds. Speakers can build an unlimited number of phrases and sentences out of words plus a smallish collection of prefixes and suffixes, and the meanings of sentences are built from the meanings of the individual words. What is still more remarkable is that every normal child learns the whole system from hearing others use it.

Language is a scientifically and reasonably through the notion that recognized as human communication system, and at the same time, utilizes real data. According to Halliday (1994), "...in all languages the clause has the character of a message: it has some form of organization giving it the status of a communicative event" (Aman, 2012).

Noam Chomsky has argued that the ability to use language is innately specified in the human brain. The evidence for this includes how quickly we acquire language; how its acquisition seems to be keyed to youth, as are many critical human activities; that actual speech is full of errors and hesitations, yet all humans learn how to speak effectively; and that there are genetic defects that correlate with speech deficits. This view is controversial, however, with many linguists and

psychologists seeing language as one facet of cognition rather than as a separate ability (McWhorter, 2004).

We could interpret that Language is a media communication for human. In using language, a person can deliver his or her thought, opinion, order, and needs to the other through the speech. They can use a speech from one person to another person or a person to a group of people. It means in using speech we need the audience to receive our purpose. There must be a speaker and hearer in speech event because communication is described as an action which means there is a relationship between what the speaker says, and the hearer receives. The purposes are the transforming of information or message. Instead of interpersonal communication and a small group of communication, there is speech as one way of communication (Hornby, 1995).

Communication itself will work if both of the speaker and the hearer have the same prospect, which means the hearer understand about what the speaker means then the hearer can take an action that related to what the speaker wants. We can easily find these kinds of activities in our daily life, such as chatting with friends both in person or by phone, watching television, listening to the radio and many more. Sometimes people are using language in communication for pursuing other people such as an advertisement on TV or Radio, or people who deliver their speech in front of many people to get support or to campaign for the things like Global Warming and Anti-Bullying.

All of the speech above has the same purposes which are to pursue people to do what the speaker wants. It can be done if the listener understands correctly what is meant by the content of the speech that has been delivered. Sometimes people do not understand about the meaning, so there is a study to learn the meaning of speech called Speech Acts. We can use “Can you pass the salt?” sentence for the example, according to Yule (2010, p.134), in that sentence we are not asking a question about someone's ability. We do not normally use this structure as a question at all. We normally use it to make a request. That is, we are using a syntactic structure associated with the function of a question, but in this case with the function of a request.

This is an example of an indirect speech act. The utterance “You left the door open.” has a declarative structure and, as a direct speech act, would be used to make a statement. However, if you say this to someone who has just come in (and its really cold outside), you will probably want that person to close the door. You are not using the imperative structure. You are using a declarative structure to make a request.

Speech Acts can be used not only in daily conversation, but it can also be used in public speaking. For example, a speech from politicians, leaders, or celebrities. They can easily gain more attention from their followers; they can pursue or suggest their followers with a speech. These people have some power to spread the meaning of their thought because they speak to the people who admired them. In the past we can remembered how Martin Luther King delivered his iconic

speech at the Lincoln Memorial for the 1963 March on Washington for Jobs and Freedom, he urged America to "make real the promises of democracy".

His speech was about the prosecute of African American freedom who had mistreat in America in a long time. He synthesized portions of his earlier speeches to capture both the necessity for change and the potential for hope in American society. As a young Baptist minister, Martin Luther King, Jr. rose to prominence in the 1950s as a spiritual leader of the burgeoning civil rights movement and president of the Southern Christian Leadership Conference (SCLC).

Martin Luther King, Jr. spoke about the problem of African American freedom at that time, nowadays we are facing a different problem. In this millennial era, many young people dealing with depression. One from many reasons that causes a depression among young people is low self-acceptance, it happened because of the lack of self-love. We could not denial them because it really happened in our nowadays society where every people dealing with social media, an easy place to target cyber-bullying.

If we looked back, people have Martin Luther King, Jr. as a politician to represent them, he spoke about African American people problem and to prosecute justice and freedom for them. Now, we have public figure to spread or speak about the problem that faces by many young people, because young people have some tendencies to follow the trend and it usually comes from public figure.

Lately, on September 24th, 2018, a 24 years old man named Kim Namjoon the leader of the biggest Idol Boy Group from South Korea called BTS had

delivered his speech entitled '*Speak Yourself*' at the 73rd Session of the UN General Assembly in New York related to their Self-Love and Anti-Bullying campaign in collaboration with UNICEF. BTS itself has been chosen as a UNICEF ambassador for "Love Myself" campaign in November 2017, which was part of UNICEF's #END violence. They addressed the United Nations at the launch of the UN's Youth 2030 strategy, which is aimed at empowering young people. BTS members are using their popularity in the right way, they decided to collaborate with UNICEF to campaign about "Love Myself" which talks about how we should love ourselves in this global era, where racism, social discrimination, and cyberbullying is easily targeted to someone especially young people.

From the Linguistic side, this speech by Kim Namjoon was the kind of public communication or public speaking. Public speaking, or to be more specific we can call speech is one way of communicating with other people. In this case speech is different because it has special characteristics in its forms. It is only held in certain occasions and needs some preparation.

The public speech is a formal communication event, where the speaker becomes the center of audience's attention. So, in this situation, there is a speaker as a person who delivers the speech and the audience of the speech. Speaker is the one who should be active in giving opinions or thoughts while the audiences only act as the listeners.

A speech is delivered for different purposes in different occasions. In general, there will be one specific purpose that has to be achieved in one occasion.

Baird (1981), stated that generally, the objectives of public speaking can be divided into three categories: Informative, Persuasive, and Entertaining.

The purpose of the speech by Kim Namjoon entitled "*Speak Yourself*" is classified as the Persuasive speech based on the reason why Kim Namjoon, a young musician was stand there on the formal occasion at UN General Assembly as the representatives of the young generation. UNICEF was choosing him and his group as a representatives from South Korea because they held the attention from many young people around the world and it fitted the goals of UNICEF program from Youth Strategy on 2030. With the power they have, Namjoon and his group could spread a motivation, and crucial issue such as mental health illness.

Based on the background above, the author is decided to choose BTS Leader Kim Namjoon's Speech at the 73rd Session of the UN General Assembly to be analyzed further on this study using Speech acts.

1.2 Reason for Choosing the Topic

There are several reasons why the author chooses BTS Leader Kim Namjoon's Speech entitled '*Speak Yourself*' at the 73rd Session of the UN General Assembly as the objects of analysis in this final project. The reasons are stated as follows:

1. Kim Namjoon speech is a persuasive speech full of speech acts. The styles of language are very important in a speech because they can be used to attract the hearers' attention and persuade them to follow the speaker's saying.

2. Finding out the speech acts used in it can help the readers understand the meaning and the purpose of Kim Namjoon speech. By describing the speech acts used in the speech, the readers who do not know about speech acts at all will hopefully get some description of what is stated in the speech.
3. Finding out the Pragmatic impact from using Speech Acts on the speech towards the hearers. By describing the findings and the correlation between the speech and the audience or hearers' attitude after watching, listening, or reading the speech.

1.3 Research Problem

Based on the background of the study, the author formulates some research questions:

1. What kind of speech acts are used in BTS Leader Kim Namjoon's Speech entitled '*Speak Yourself*' at the 73rd Session of the UN General Assembly?
2. How did the Illocutionary and Perlocutionary Acts used in the speech?

1.4 Objective of the Study

The goals of this study are pointed as follows:

1. To identify the use of speech acts that appears on the speech.
2. To discuss kind of speech acts that use in BTS Leader Kim Namjoon's Speech entitled '*Speak Yourself*' at the 73rd Session of the UN General Assembly.

1.5 Significance of the Study

The advantages that can be gained from this study are as follows:

First practically, this study can be used by readers who do not know about speech acts. They may have some description of the use of Kim Namjoon speech in it. Therefore, they can easily understand the speech and catch the meaning of it. Besides, the result of the study can be used by the authors themselves and other students to increase their knowledge and skills in analyzing speech acts. Second theoretically, this study proves the theories of Illocutionary Acts by Yule (1996) and Perlocutionary acts by Austin (1962).

1.6 Outline of the Study

The study consists of five chapters. Each chapter is presented as follows:

Chapter I is the introduction. It contains of the background of the study, the reason for choosing the topic, statement of the problems, the purpose of the study, the significance of the study, the scope of the study and the outline of the study.

Chapter II is the review of the related literature. It presents a review of the previous studies and review of theoretical study. The review of theoretical study provides theories that support this study.

Chapter III is the research methodology. It consists of research design, research instrument, procedures of collecting the data, and technique in analyzing data.

Chapter IV is the finding and discussion. It consists of the general description and result of the study.

Chapter V is the conclusions of the research and the suggestions of the research.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of several sub-chapters. They include a review of previous studies, a theoretical background, and theoretical framework. Each of these subchapters is presented in detail as follows:

2.1 Review of Previous Studies

The author found eight studies about speech acts which are:

Sholeh (2009), conducted a research entitled *A Speech Act of Martin Luther King, Jr's Speech Entitled "I Have A Dream"*. The study was using Illocutionary Act by Yule (1996). From the analysis, Sholeh concluded that; (1) among the five kinds of speech acts, representatives, was the most commonly exist in the speech, it was found in 24 utterances, (2) the second commonly data that exist was directives speech acts, it was found in 13 utterances, (3) the third commonly data was declaratives, it founded in 8 utterances, (4) the fourth commonly data was commissive that exist in 4 utterances, (5) the last is expressive it only founded in one utterances.

Ainurrohmah (2011),conducted a research entitled *The Use of Illocutionary Acts in Stephanie Meyer's New Moon*. The study was about the use of illocutionary acts in the novel entitled "New Moon". The aim of the study was to identify and analyze the use

of illocutionary acts in Stephanie Meyer's *New Moon* based on Searle's speech act classification. The writer used the qualitative study. The data included utterances from the characters' conversation contain illocutionary acts in the novel. From the analysis Ainurrohmah concludes that; (1) the result of the study showed that there were 219 utterances containing the illocutionary acts, (2) the writer found 95 utterances or 43.38% from the total data for representative speech act with the speech act verbs used were: state, deny, assert, agree, inform, assure, conclude, report, predict, tell, guess, describe, claim, and remind, (3) then followed by directive speech act with 49 utterances or 20.37% data, and the speech act verbs used were: suggest, question, ask, beg, and order, (4) Commissive speech act used in 25 utterances or about 18.71% with the common verbs used like: offer, commit, promise, and reject, (5) the last was expressive speech act used in 41 utterances or 11.42% with speech act verbs used are: greet, surprise, like, fear, apology, thank, regret, and praise. The last was declarative speech act with only 9 utterances found or only 4.11% from the total data. The common speech act verbs used were curse, announce, declare, and define.

Wardani (2011), conducted a research entitled *An Analysis of Illocutionary Act in Prince of Persia: The Sand of Time Movie*. This research used qualitative research method. The objectives of study were to analyses that there are some locutionary acts and some illocutionary acts in Barrack Obama's farewell speech. The researcher was using qualitative method to analyses Barrack Obama's speech. The researcher applied Searle's illocutionary acts to analyses that speech. Searle's categories of illocutionary

acts were representatives, directives, commissive, expressive and declaratives. Representatives include describing, stating, boasting, affirming, concluding, claiming, assessing, asserting, etc. While, directives include warning, commanding, ordering, requesting, inviting suggesting, forbidding, etc. Then, commissive were promising, vowing, planning, threatening, offering, warning, refusing, etc. On the other hand, expressive were thanking, apologizing, welcoming, condoling, congratulating, regret, like, dislike, statement of joy and sorrow, etc. The last, declaratives were excommunicating, declaration of war, christening or baptizing, resigning, etc. The researcher found that President Barack Obama's farewell speech consists of locutionary acts and illocutionary acts as well. Locutionary acts in President Obama's farewell speech were declaratives, imperatives and interrogatives acts. Most of illocutionary acts in Obama's farewell speech were representatives. Directives, commissive, expressive are not as many as representatives. However, the researcher did not find any declaratives acts in that speech.

Rukmanasari(2012),conducted a research entitled *A Pragmatic Analysis of the Main Character's Speech Act in Date Night Movie*. This research concerns with directive speech acts in Alice in Wonderland Movie Script (2010). The goals of this research were to identify the language form, to describe the politeness pattern and to describe the implicature of directive speech acts in Alice in Wonderland Movie Script (2010). The writer was using the descriptive qualitative as a type of the research. The data source of this research was the script of Alice in Wonderland (2010). The methods

of collecting data were observation and documentation. The techniques of analyzing data were identifying the form by referring to language form, describing the politeness pattern based on the politeness theory in the field of pragmatic and describing the implicature based on pragmatic theory. This study showed the variety of the language form, the politeness pattern and the implicature of directive speech act in Alice in Wonderland Movie Script (2010). This study showed that there were close relations between language form and politeness pattern. There were 92,8% number data of bald on-record included to imperative sentence. The variants of language forms were: Phrase (1,2%), sentence; Declarative sentence (16,9%), Interrogative sentence (4,8%), and Imperative sentence (77,1%). The politeness pattern: Bald on-record (77,1%), Positive politeness (2,4 %), negative politeness (3,6%), and off-record (16,9%). The implicature of directive speech act can be divided into conventional implicature (83,1%), and conversational implicature (16,9%).

Muttaqin (2013), conducted a research entitled *A Speech Act Analysis of Zaid's Utterances in Moustapha Akkad's Movie the Message*. This research used descriptive qualitative research. This research figured out the kinds of speech act and the classifications of illocutionary act used in London Has Fallen Movie. The result of the research showed that: (1) there were 76 utterances of speech act used in London Has Fallen Movie which was the most dominant is illocutionary act consist of 37 utterances, (2) there were 99 utterances of the classifications of illocutionary act and the most dominant categories were directive with 32 utterances and expressive with 23 utterances.

Sari (2014), conducted a research entitled *A Pragmatic Analysis of Speech Acts of the Main Character in State of Play*. This was descriptive qualitative research. The research revealed three findings. First, the locutionary acts employed by the main character were declarative, interrogative, and imperative. He employed the declarative form in almost all types and functions of illocutionary acts. Second, the main character employed four types of illocutionary acts. There was representative with 14 functions, directive with 7 functions, commissive with 4 functions, and expressive with 11 functions. He mostly employed the representative. Third, there were twelve types of perlocutionary acts obtained as the effect of what the main character has uttered. There were hearers had known something, hearers had thinking of something, hearers had done something, hearers had convinced, hearer felt irritated, hearers felt frightened, hearer is amused, hearer is inspired, hearer is impressed, hearer is attracted, hearers had relieves tension, and hearers had given the answer. The hearers had known something, and the hearers gave the answer were the most dominant types.

Kurniadi (2015), conducted the research entitled *Analysis of Directive Speech Act in the Movie the Legend of Hercules Manuscript*. This research was about the linguistic forms, types of directive speech act and the intention of directive speech act. The object of this research was the directive speech act in the movie The Legend of Hercules. The type of this research was descriptive qualitative research. The data source of directive speech act in the movie The Legend of Hercules manuscript. In gathering data, the researcher had used observation and documentation methods. To

answer the problem statements, raise in this research. This researcher implements some theories. To classify the forms, the researcher had used the theory of Frank. To describe the type of the speech act, the researcher uses the theory of Levinson. To describe the intention, the researcher had used the theory of Searle. The result of this study showed that firstly, the most general linguistic form of directive speech act in the movie *The Legend of Hercules* manuscript were interrogative sentences were 16 data or 57,6%, imperative sentences were 10 data or 30,3%, and declarative sentences were 7 data or 21,2%. The intention of directive speech act was commanding (9 data or 27,3%), requesting (19 data or 57,6%), suggesting (3 data or 9,1%) and prohibiting (2 data or 6,1%).

Umar (2016), conducted the research entitled *The Analysis of Speech Act of President Joko Widodo at APEC*. This research had used qualitative research method. The writer found the kinds of communication function in illocutionary act, they were: 9 assertive (stating), 0 directives (the writer did not find any directives in speech of President Jokowi), 2 expressive (thanking), and 6 commissive (offering and promising) and 0 declarations (declarations were not found in this study). Based on the explanation above, the writer concluded that assertive of stating and commissive of an offering is mostly used by the president's speech. Then, the effect of perlocutionary act, the writer found 5 sectors effect or response from the audience, among other sectors: subsidy, 24 seaports and deep seaports, railway track, maritime agenda and the last electricity. Based on the explanation above, the writer concluded that the perlocutionary act in this

speech has the effect or response from the audience after hearing a speech by President Jokowi in APEC, Beijing 2014.

From the description above, there were three kinds of studies about the use of speech acts. First was a study about the use of speech acts in movie script, the second was a study about the use of speech acts in a novel, the last was a study about the use of the speech acts in speech text by two different people; Martin Luther King, Jr and President Joko Widodo. So, there are a chance for me to research the use of Illocutionary and Perlocutionary Acts in BTS Leader speech '*Speak Yourself*' at the 73rd Session of UN General Assembly.

2.2 Review of Theoretical Background

This subchapter provides theories which are related to the study. They are pragmatics and speech acts.

2.2.1 Pragmatics

Pragmatic is a study about how senders addresses in acts of communications rely on context to elaborate on literal meaning (Griffiths, 2006). Communication in society happens chiefly through language. However, the users of language, as social beings, communicate and use language on society's premises; society controls their access to the linguistic and communicative means. Pragmatics, as the study of the way humans use their language in communication, bases itself on a study of those premises and determines how they affect, and effectual, human language use. Hence: Pragmatics

studies the use of language in human communication as determined by the conditions of society (Mey, 2001).

Cognitive pragmatics focuses on the mental processing of information for communicative purposes and is explicitly restricted to an isolated aspect of cognition considered responsible for pragmatic phenomena. In this approach, the linguistic medium is simply a constraining factor in achieving communicative goals. Incidentally, this is in line with corresponding developments in formal syntax, in which the specification of rules has given way to the placement of constraints on the form of the sentences of a language. Interactive pragmatics is essentially concerned with dynamic aspects of language use and, in particular, the negotiable character of interlocutors' utterances during communicative exchanges. Finally, societal pragmatics focuses on language users and their conditions of language use, making crucial reference to the societal context in which language is used to create, maintain, or change power relations between interlocutors (Marmaridou, 2000).

Pragmatics deals with utterances, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language. Logic and semantics traditionally deal with properties of types of expressions, and not with properties that differ from token to token, or use to use, or, as we shall say, from utterance to utterance, and vary with the particular properties that differentiate them.

Pragmatics is sometimes characterized as dealing with the effects of context. This is equivalent to saying it deals with utterances if one collectively refers to all the

facts that can vary from utterance to utterance as 'context.' One must be careful, however, for the term is often used with more limited meanings (Silalahi, 2016).

Pragmatics is the study of meaning about the context in which a person is speaking or writing. This includes social, situational and textual context. It also includes background knowledge context; that is, what people know about each other and the world. Pragmatics assumes that when people communicate with each other, they normally follow some kind of co-operative principle; that is, they have a shared understanding of how they should co-operate in their communications (Paltridge, 2006).

Yule (1996), stated that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. This approach also necessarily explores how listeners can make inferences about what is said to arrive at an interpretation of the speaker's intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated.

2.2.1.1 History of Pragmatic

Pragmatics is a relative latecomer in linguistics. It enters the linguistic scene at the end of the 1970s. As a word, pragmatics appeared 2000 years ago. Back there, it was spelled as *pragmaticus* in Greek) and *pragmaticos* in Latin.

According to Levinson (1983, p.1-2), the modern usage of the term pragmatics is attributable to the philosopher Morris (1938), who was concerned to outline the general shape of the science of signs, or semiotics. Within syntactic (or Syntax), being the study of "the relation of signs to the objects to which the signs are applicable", and pragmatics, the study of "the relation of signs to interpreters" (1938, p.6).

Within each branch of semiotics, one could make the distinction between pure studies, concerned with the elaboration of the relevant metalanguage, and descriptive studies which applied the metalanguage to the description of specific signs and their usage. As a term, is associated with Morris and Carnap in the 1930s.

These were philosophers who were interested in the study of semiotics (the science of signs) and how the meaning associated with signs may be described in linguistic terms. Hence, they distinguished three (3) branches of semiotics as syntax, semantics, and pragmatics. While Morris used the term "interpreter" (language user) to explain the focus of pragmatic study, Carnap used the expression "the user of the language."

2.2.1.2 Definition of Pragmatic

According to Leech (1983), pragmatics can be usefully defined as the study of how utterances have meanings in situations. In a way, through this definition, Leech is clearing up the differences between semantics, syntax, and pragmatics. What he is trying to say here is like this: Sentences are for syntax, while utterances for pragmatics; sentence meanings free from situations are for semantics, while utterance meanings bound with situations are for pragmatics.

Crystal (1987), said that pragmatics studies the factors that govern our choice of language in social interaction and the effects of our choice on others. This definition emphasizes the absolute roles that context and language users (speaker and hear) play. The former is instrumental in framing language users' choices of linguistic means for optimal communication outcomes, while the latter is solely responsible for the awareness of context or speech environment in which they are to perform certain functions via language or fulfill specific objectives by utilizing available linguistic means within their capability. Mey (1994), has suggested that Pragmatics is a science that has something to do with language and its users.

Pragmatics as a field of linguistic inquiry was initiated in the 1930s by the philosopher Charles Morris, Carnap, and Pierce. They cited that Syntax addressed the formal relations of signs to one of another, Semantics the relation of signs to what they denote, and Pragmatics the relation of signs to their users and interpreters (Morris in Horn and Ward, 2007). Levinson (1983) defined pragmatics as "the study of those aspects of the relationship between language and context that is relevant to the writing

of grammars." In this definition that interest is mainly in the interrelation of language and principles of language use that are context dependent.

Whereas Yule (1996, p.3) has cited that Pragmatics deals with the study of meaning as communicated by a speaker or a writer and interpreted by a listener or reader. This implies that Pragmatics is the study of speaker meaning since it deals more with what the speaker means by uttering than what the words or phrases in the utterance mean. It also implies that Pragmatics is the study of contextual meaning as it covers the interpretation of what people mean in a particular context and how the context influences what is said.

2.2.2 Speech Acts

Altikriti (2011), stated that sometimes, when we want to teach our children important factors in life such as "Don't play with fire", "Behave well", "Stop yelling", etc., then, we are using statements that reflect a paradigmatic use of language, i.e., we can make requests, ask questions, give orders, make promises, give thanks, offer apologies, and so on. But, to infer what is said (considering its form and context) is an essential ability for the creation and reception of coherent discourse which would lead to a successful communication. Reaching such ability requires the knowledge of the physical and social world and assumptions about the knowledge of the people with whom we are interacting. Formulating this knowledge is the essence of what is called the Speech Act Theory.

Speech act theory provides us with a means of digging beneath the surface of discourse and establishing the function of what is said (Cook,1992). In other words, speech act theory attempts to explain how speakers use language to accomplish intended actions and how hearers infer intended meaning from what is said.

2.2.2.1 Speech Acts by Austin (1962)

According to Austin (1962), speech act is divided into three types they are locutionary act, illocutionary act and perlocutionary act.

1. Locutionary act is the act of saying something. It contains a statement or information when communicate with others. So, the utterance only has one meaning without any reference to the hearer.
2. Illocutionary act is the act of doing something. Illocutionary act is performed with intended meaning behind the utterance. It is containing a requesting, asking, ordering, advising, etc.
3. Perlocutionary act is the act of affecting someone. The effect of the utterance can bring someone else do what it is said by the speaker. They tend to talk to make others do what the speaker means. The three levels of speech act can be used to analyze utterance of human in communication

According to Akinkurolere (2015), actions that are performed when words are employed is called Speech act. The Speech Acts theory is regarded as "How to Do Things with Words Theory" since it has roots in the work of Austin and Searle. They are able to provide a shift from constative notion to performative notion in the empirical

verifiability of signs; that is, the truthfulness of signs to what an expression does when it is uttered. Indeed, the distinctive recognition of performative speech can be traced to Austin's opinion that an action is performed through a speech., Austin distinguished explicit performative from implicit performative.

Explicit performative is a statement which does not contain an expression of the act while implicit performative statement contains an expression of the act. Speech acts according to Austin fall into three aspects, which are locutionary, illocutionary and perlocutionary act. A locutionary act is an act of saying something; that is, the act of producing an utterance. On utterance, Austin explains that it is "the utterance of certain noises, the utterances of certain words and construction, and the utterances are with certain 'meaning' in the favorite philosophical sense and a certain 'reference'."

The illocutionary act is the social act performed by the speaker: making a promise or statement, commanding or requesting, asking a question, etc. While Adeyanju describes perlocutionary act as the intended or unintended consequences of the speaker's utterance.

2.2.2.2 Speech Acts by Yule (1996)

According to Yule (1996, p.47), actions performed via utterance are generally called *Speech Acts* and, in English, are commonly given more specific labels, such as apology, complaint, compliment, invitation, promise, or request. In attempting to express themselves, people do not only produce utterance containing grammatical structures and words, but they also perform actions via those utterances. If you work in a situation

where a boss has a great deal of power, then the boss's utterance of "You're fired!" is more than just a statement. The example utterance above can be used to perform the act of ending your employment. However, the actions performed by the utterances do not have to be as dramatic or as unpleasant, as in the compliment such as "You're so nice.", the acknowledgment of thanks such as "You're welcome.", or the expression of surprise such as "You're crazy!".

These descriptive terms for different kinds of speech acts apply to the speaker's communicative intention in producing an utterance. The speaker normally expects that his or her communicative intention will be recognized by the hearer. Both speaker and hearer are usually helped in this process by the circumstances surrounding the utterance. These circumstances, including other utterances, are called the speech event. In many ways. It is the nature of the speech event that determines the interpretation of an utterance as performing a particular speech act.

For examples on a winter day, the speaker reaches for a cup of tea from the hearer, believing that it has been freshly made (still hot), but when he takes a sip he said: *"This tea is really cold!"*.

The utterance that produces by the speaker is likely to be interpreted as a complaint. But if we change the circumstances to a really hot summer's day with the speaker being given a glass of iced tea by the hearer, taking a sip and producing the same utterance "This tea is really cold!".

It is likely to be interpreted as praise. If the same utterance can be interpreted as two different kinds of speech act, then obviously no simple one utterance to one

action correspondence will be possible. It also means that there is more to the interpretation of a speech act than can be found in the utterance alone.

2.2.2.3 Locutionary, Illocutionary, Perlocutionary by Searle

According to Altikriti (2011), in 1969 & 1979 Searle and many others have developed the basic elements of Austin's speech acts to become what is called Speech Act Theory.

Searle has introduced the notion of an 'indirect speech act', which in his account is meant to be, more particularly, an indirect 'illocutionary' act. Applying a conception of such illocutionary acts according to which they are (roughly) acts of saying something with the intention of communicating with an audience, he describes indirect speech acts as follows: In indirect speech acts the speaker communicates to the hearer more than he actually says by way of relying on their mutually shared background information, both linguistic and nonlinguistic, together with the general powers of rationality and inference on the part of the hearer. (Searle, 1975, p.60).

An account of such act, it follows, will require such things as an analysis of mutually shared background information about the conversation, as well as of rationality and linguistic conventions. In connection with indirect speech acts, Searle introduces the notions of 'primary' and 'secondary' illocutionary acts. The primary illocutionary act is the indirect one, which is not literally performed. The secondary illocutionary act is the direct one, performed in the literal utterance of the sentence (Searle, 1985). In the example:

1. Speaker X: "We should leave for the show or else we'll be late."
2. Speaker Y: "I am not ready yet."

The primary illocutionary act is Y's rejection of X's suggestion, and the secondary illocutionary act is Y's statement that she is not ready to leave. By dividing the illocutionary act into two subparts, Searle is able to explain that we can understand two meanings from the same utterance all the while knowing which the correct meaning to respond to is.

Searle, in his doctrine of speech act, attempts to explain how it is possible that a speaker can say something and mean it, but additionally mean something else. This would be impossible, or at least it would be an improbable case, if in such a case the hearer had no chance of figuring out what the speaker means (over and above what she says and means).

Searle's solution is that the hearer can figure out what the indirect speech act is meant to be, and he gives several hints as to how this might happen. Tsohatzidis (1994), agrees with Searle in that the logical theory of success and satisfaction for illocutionary acts can be developed on the basis of few basic principles:

1. Each illocutionary force can be divided into six types of components which are an illocutionary point, a mode of achievement of that point, preparatory and sincerity conditions and the degree of strength.
2. The set of illocutionary forces is recursive.
3. The conditions of success of elementary illocutionary acts are entirely determined by the components of their force and their force and their propositional contents.

4. The conditions of satisfaction of elementary illocutionary acts are entirely determined by their propositional content and their direction of fit.

Due to these principles, the relation between the propositional content and the world is realized through the performance of a speech act and from which the direction of fit between words and things may be interpreted.

Such direction can be clearly realized in terms of four levels, (Mey, 1993):

1. The words –to – world direction of fit: Once the illocutionary act is satisfied, its propositional content fits the state of affairs existing in general independently in the world. This expresses a belief, making words fit the words and committing the speaker to the truth of what is asserted, for example: asserting, reporting, instructing, concluding, responding, wishing, etc.

2. The word –to – words direction of fit (commissive and directives): When the illocutionary act is satisfied, the world is transformed to fit the propositional content. All speech acts with the commissive and the directive points, such as promises, vows, requests and orders, have the world direction of fit. While commissive express, an intention, making the world fit the words and counting as a commitment for the speaker to engage in a future course of action, for example: offering, inviting, vowing and promising.

3. The double direction of fit (declarative): If the illocutionary act is satisfied, the world is transformed by an action of the speaker to fit the propositional content by the fact that the speaker represents it as being so transformed. Thus, such speech acts do not express any psychological state by making both the

words and the world fit the words and the point of which to bring a change in (institutional) reality, such as baptizing, declaring war, excommunicating resigning, sentencing, etc.

4. The empty direction of fit (expressive): No direction of fit does exist as long as a certain psychological state is expressed and in which a wide range of psychological states can be expressed. Therefore, the proposition ascribes a property or act to the speaker or the hearer, for example: apologizing, thanking, congratulating, greeting, etc.

Table 2.1 The Five General Functions of Speech Acts

Speech act type	Direction of fit	S: Speaker X: Situation
Declarations	words change the world	S causes X
Representatives	make words fit the world	S believes X
Expressive	make words fit the world	S feels X
Directives	make the world fit the words	S wants X
Commissive	make the world fit the words	S intends X
(Searle,1979)		

Akinkurolere (2015) stated that there was an improvement on Speech Act theory, which distinguishes between two types of speech acts: direct and indirect speech acts.

The direct speech act expresses an act in a direct manner such that an example:

1. The Driver: "Stand up!"
2. Passenger: "Shall we rise up?"

The driver said, 'stand up' is a command or request for an action. But a statement like 'shall we rise up' is syntactically a question but functionally a request for an action, therefore, it is an indirect request speech act. That is, an utterance which expresses an action in an indirect manner."

Searle classified illocutionary acts into five speech acts categories, they are:

1. Representatives (or assertive): These speech acts are assertions about a state of affairs in the world. It could also be regarded to as assertions, facts, positions, conclusions that are made on situations.
2. Directives: As the name implies, these speech acts embody an effort on the part of the speaker to get the hearer to do something, to "direct" him or her towards some goal (of the speaker's mostly). The directive act covers requesting, commanding, and ordering the hearer to perform certain tasks.
3. Commissive: Like directives, commissive operate a change in the world by means of creating an obligation; however, this obligation is created in the speaker, not in the hearer, as in the case of the directives. These include promising, pledging one's support, loyalty or allegiance and vowing.

4. Expressive: This speech act, as the word says, expresses an inner state of the speaker; the expression is essentially subjective and tells us nothing about the world. Expressive basically center on what goes on in the mind of the speaker; that is, the inner workings of the mind which include feeling, thinking, congratulating, praising, wishing.

5. Declaratives: Declaratives bring about some alteration in the status or condition of the referred object or objects solely by virtue of the fact that the declaration has been successfully performed.

2.2.2.4 Locutionary, Illocutionary, Perlocutionary by Yule

Yule (1996, p.48), stated that on any occasion, the action performed by producing an utterance will consist of three related acts. There are Locutionary act, Illocutionary act, and Perlocutionary act.

The first dimension is the Locutionary act, which is the basic act of utterance or producing a meaningful linguistic expression. If you have difficulty with actually forming the sounds and words to create a meaningful utterance in a language (for example because it's foreign or you're tongue-tied), then you might fail to produce a locutionary act. Producing 'Aha mokofa' in English will not normally count as a locutionary act, whereas producing 'I've just made some coffee.' Will.

Mostly we don't just produce well-formed utterances with no purpose. We form an utterance with some kind of function in mind. The second dimension is the Illocutionary act, this act performed via the communicative force of an utterance. We might utter "I've just made some coffee." to make a statement, an offer, an explanation,

or for some other communicative purpose. This is also generally known as the illocutionary force of the utterance.

We do not, of course, simply create an utterance with a function without intending it to affect. The third dimension is the Perlocutionary act. Depending on the circumstances, you will utter "I've just made some coffee." On the assumption that the hearer will recognize the effect, you intended (for example, to account for a wonderful smell, or to get the hearer to drink some coffee). This is also generally known as the perlocutionary effect. The summary example of Locutionary, Illocutionary, and Perlocutionary acts:

1. Locutionary: "The bottle contains hot water."
2. Illocutionary: An act of reminding the hearer not to touch the bottle.
3. Perlocutionary: The hearer will avoid the bottle.

Yule (1996, p.53-54), on his book has the same concept with Searle to determine Illocutionary Act, he made it as one general classification system list five types of general functions performed by speech acts: Declarations, Representatives, expressive, directives, and commissive.

Declarations are those kinds of speech acts that change the world via their utterance. Statement of declare, announce, name, call, curse, bless, speculate, appoint, or announce. For example:

1. Priest: I now pronounce you husband and wife.
2. Referee: You're out!
3. Jury Foreman: We find the defendant guilty.

The utterances above can only be appropriate and successfully performed if it is said by the person who has rights. Thus, the utterances have an effect on the hearer in each situation.

Representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Statements of assert, deny, correct, state, tell, guess, predict, report, remind, inform, insist, assure, agree, claim, beliefs, conclude, fact, assertions, conclusions, and descriptions. For example:

1. The earth rotates from west to east.
2. A cumulonimbus cloud is dangerous.
3. It was a warm sunny day.

The speaker believes that it is the earth rotates from the west to the east not the opposite, and so do the second and the third example. In using a representative, the speaker attempts to make words fit the world.

Expressive are those kinds of speech acts that state what the speaker feels. They express psychological states and can be statements of praise, protect, cheer, pleasure, regret, pain, likes, dislikes, joy, fear, condole, sorrow, congratulate, thank, apologize, welcome, or greet. For example:

1. This pie tastes very good.
2. Congratulation for your promotion!
3. I'm sorry!

In this case, for the first and second example, the speaker may use compliment to express his or her admiration and praise toward the hearer's food and achievement. For

the last example, the speaker may use sympathy or regret expression towards the hearers.

Directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. They are questioning, interrogating, urging, encouraging, appealing, inviting, begging, demanding, commanding, ordering, advising, requests, suggesting, and they can be positive or negative. For example:

1. Could you lend me a pen, please?
2. Give me your money!
3. Don't touch my dog!

Commissive are those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They are committing, promises, threats, offer, guarantee, swear, reject, refusals, pledges, threatened, dedicated and they can be performed by the speaker alone, or by the speaker as a member of a group. For example:

1. I'll be back.
2. I'm going to visit you in the next two weeks.
3. We will not do that.

The first and the second examples are performed by the speaker alone, but the third example is performed by the speaker as a member of a group.

2.2.2.5 Illocutionary and Perlocutionary acts in speech

The author will describe the example of Illocutionary by Yule (1996) and Perlocutionary acts by Austin (1962) using the other study and the author study objects.

2.2.2.5.1 Example I

The author takes the example from Umar (2016), who conducted the research entitled *The Analysis of Speech Act of President Joko Widodo at APEC*.

1. Illocutionary acts example: (The acts from the speaker towards the hearer)

(1) Finding:

“Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's huge. So, we want to channel our fuel subsidy from 35 consumption to the productive activities. From consumptive activities to productive activities. We want to channel our fuel subsidy to the farm for seeds, for fertilizers, and also for irrigation. And we want to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area (D: 3/A:3/L:10)”

(2) Discussion: Umar stated that it was Representatives or Assertive.

Representatives or Assertive are those kinds of speech acts that state what the speaker believes to be the case or not. Statements of assert, deny, correct, state, tell, guess, predict, report, remind, inform, insist, assure, agree, claim, beliefs, conclude, fact, assertions, conclusions, and descriptions. Therefore, it can be seen from the speech brought by President Jokowi, he had used ‘inform’ to tell the hearers about his plan to change the subsidies from consumptive activities to productive activities. In this datum, President Jokowi had used representatives ‘state’ to state his desire to channel subsidy to farmers, small entrepreneurs in the village, and also distributed to health and education.

2. Perlocutionary example: (The acts from the hearer towards the speaker's act.)

(1) Finding:

“Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's huge. So, we want to channel our fuel subsidy from 35 consumption to the productive activities. From consumptive activities to productive activities. We want to channel our fuel subsidy to the farm for seeds, for fertilizers, and also for irrigation. And we want to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area (D: 3/A:3/L:10)”

- (3) Discussion: The effect or the response of the audience can be seen in the article of Suara Merdeka Cetak in 2014 which provided that United States and China investor took the advantage of opportunities provided by President Jokowi which on the channel of subsidies from consumption actives to productive actives. Therefore, some of the subsidies can be distributed in a variety of programs, such as health programs, educational programs, and infrastructure programs. As it has been known that the perlocutionary act is the effect or action arising after listening a speech or the utterance.

Based on the example from Umar (2016), the author applied the same treatment towards the findings on the study of ‘Speak Yourself’ speech.

2.2.2.5.2 Example II

The author takes the example from Kim Namjoon’s Speech entitled ‘*Speak Yourself*’.

1. Illocutionary acts example: (The acts from the speaker towards the hearer)
 - a. Expressive are those kinds of speech acts that state what the speaker feels. They express psychological states and can be statements of praise, protect, cheer,

pleasure, regret, pain, likes, dislikes, joy, fear, condole, sorrow, congratulate, thank, apologize, welcome, or greet.

(1) Finding:

Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world. (D:1, L:2)

(2) Discussion: Utterances in Expressive acts are usually express about feeling. This utterance shows Kim Namjoon's feeling towards the audience there, and this utterance contains Expressive acts "thank". He felt thank because United Nation allowed him to stand there and gave a speech in front of many important people from many different countries and he was there to represent his own country, South Korea.

b. Representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Statements of assert, deny, correct, state, tell, guess, predict, report, remind, inform, insist, assure, agree, claim, beliefs, conclude, fact, assertions, conclusions, and descriptions.

(1) Finding:

I was born in Ilsan, a city near Seoul, South Korea. It's a beautiful place, with a lake, hills, and even an annual flower festival. (D:9, L:14-15)

(2) Discussion: This utterance contains Representative acts verb "belief". Utterances in Representative acts are sometimes express about the speaker believes. This utterance shows Kim Namjoon's believes about

his born place in Ilsan. He is not only speaking about his believes but also to inform the hearers about the circumstances there.

(3) Finding:

Our fans have become a major part of this campaign with their action and enthusiasm. (D:6, L:10-11)

(4) Discussion: In this utterance, Kim Namjoon has informed about what BTS fans have done through this campaign. He also informs the hearers or audience about how big the participation of BTS fans for this campaign, without them, maybe BTS would not stand there to represent young generation and deliver the speech in United Nation. BTS is a musicians group consist of seven young men from South Korea, and they have many fans around the world. They have become a big role model for many young people especially their fans, and this campaign about self-love partnership with UNICEF had a very good response from their fans.

- c. Directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. They are questioning, interrogating, urging, encouraging, appealing, inviting, begging, demanding, commanding, ordering, advising, requests, suggesting, and they can be positive or negative.

(1) Finding:

Tell me your story. I want to hear your voice, and I want to hear your conviction. (D:25, L:52)

(2) Discussion: Utterances in Directive acts are usually about the speakers who use to get someone else to do something for him. This utterance contains Directive acts “urging”. Kim Namjoon urges the hearers, especially BTS fans and young people, to tell him and the worlds about their story. He also urges the hearers to be brave to tell about their life story, to tell about who they are and being proud of that. To tell about their problem and their fears. Speak up about something bad that happens to them and not to keep silent about that, he wants the hearers to tell the truth about what happens to themselves.

2. Perlocutionary example: (The acts from the hearer towards the speaker’s act.)

(1) Finding:

Our fans have become a major part of this campaign with their action and enthusiasm. (D:6, L:10-11)

(2) Discussion: The effect or the response of the audience can be seen in the online article of Metro UK written by Emma Kelly on November 2018 with title ‘BTS thank ARMY for raising over £1 million for UNICEF on anniversary of Love Myself campaign’. In this article Emma Kelly said that ARMY (BTS fans name) have already raising 1.6 billion won, or £1.1 million, for UNICEF since the Love Myself campaign started on 1 November 2017. UNICEF Korea today said: “In the one year since UNICEF and BTS spoke together to eradicate violence against children, we have raised act is the effect or action arising after listening a speech

or the utterance, the BTS fans has participated even more in the campaign after the speech event on September, so in the anniversary of the campaign itself they can raise more for humanity (<https://metro.co.uk/2018/11/02/bts-thank-army-for-raising-over-1-million-for-unicef-on-anniversary-of-love-myself-campaign-8098423/>).

2.3 Theoretical Framework

2.3.1 Explanation

The author had learnt about Pragmatic to support this study. Pragmatic is a study about how senders addresses in acts of communications rely on context to elaborate on literal meaning (Griffiths, 2006), and Speech Act theory is a subfield from pragmatics. Yule (1996), stated that actions performed via utterance are generally called Speech Acts. The object of this study is a persuasive speech, that is why the author will use the Speech Act theory to analyze the speech.

In conducting this study, the author uses Illocutionary acts theory by Yule (1996) that divided into 5 classification, they are Representatives, Expressive, Directives, Commissive, and Declaratives. Whereas for the Perlocutionary acts, the author uses theory by Austin (1962) that explain Perlocutionary act as the act using utterance to affect someone. The effect of the utterance can bring someone else do what it is said by the speaker. They tend to talk to make others do what the speaker means.

The author is using different sources because both of them had their own easy way to explain the kinds of Speech Acts theory. It provides theories about pragmatics which includes the theory of speech acts which is directly related to the author's study. After that, the author will apply the illocutionary act by Yule (1996) and perlocutionary act by Austin (1962) to the object of the study which is the speech from Kim Namjoon entitled '*Speak Yourself*'.

2.3.2 Framework

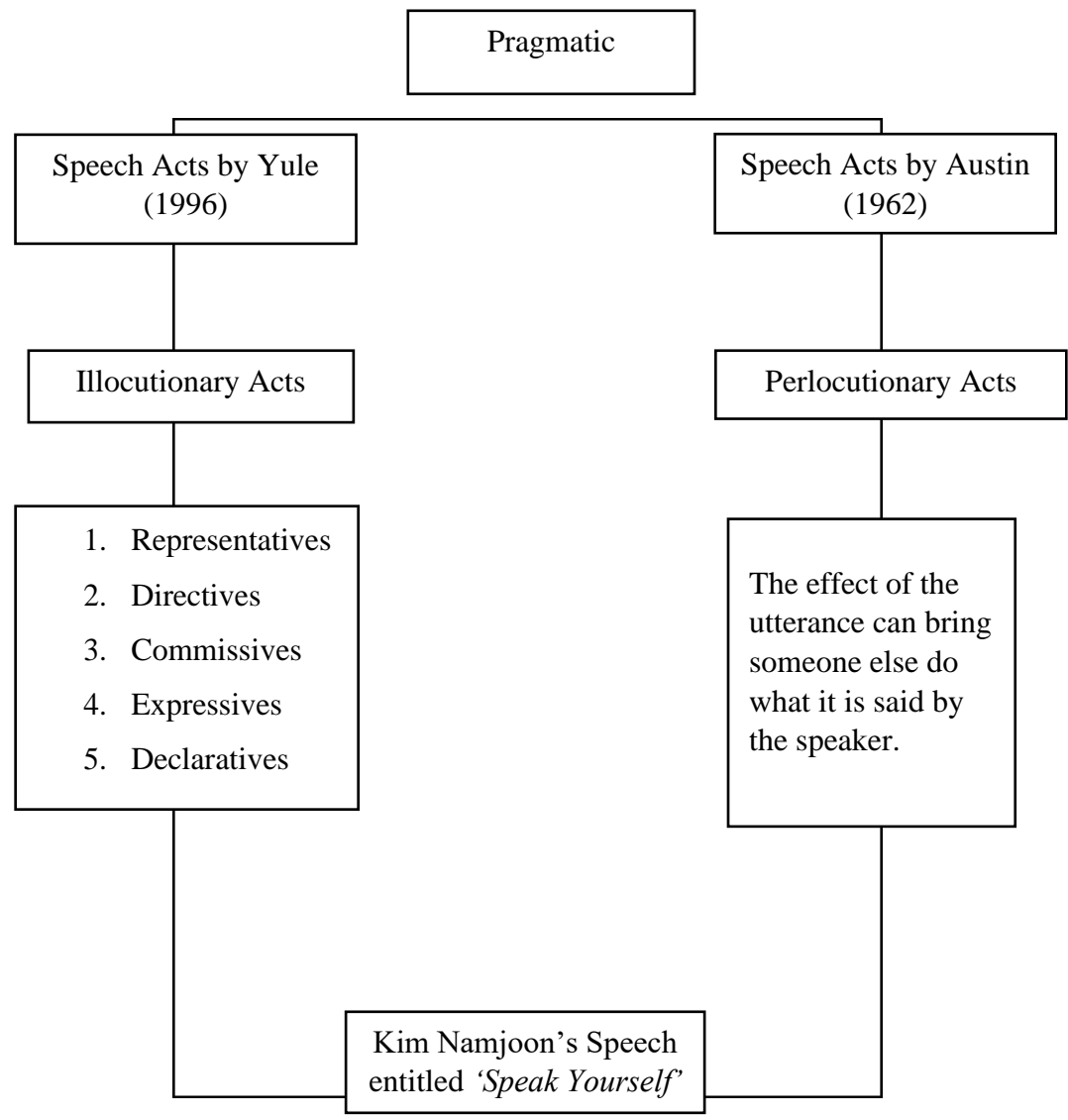


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

Chapter III presents the research methodology of the study. It consists of research design, role of the researcher, type of data, research instrument, procedures of collecting the data, and technique in analyzing data.

3.1 Research Design

In this research, the author uses qualitative research since the data engaged are displayed in the form of words. Qualitative research doesn't focus on numerals or statistics but gives most attention to how deep the researcher's knowledge toward the interaction among concepts, which is being learned (Creswell, 2014). This consideration leads the author to support the study by conducting library research. The author explores some reference sourcebooks, noted down the important information and ideas from significance authors to support this final project.

3.2 Role of the Researcher

In this research, the author's role is as a data collector, data compiler, and data analyst. As a data collector, the author takes the data sources from any books, articles, essays, journals that related to the research topic. As a data compiler, the author reads them carefully and thoroughly. As a data analyst, the author analyses the data in order to

findout the final solutions of the problems stated in the research question. Here, the author applies the approaches and theories presented in the theoretical background.

3.3 Types of Data

In this study, there are two types of data, primary and secondary data. The primary data of this study are taken from the transcript of the speech by Kim Namjoon entitled '*Speak Yourself*' at the 73rd Session of UN General Assembly. The secondary data are taken from articles that contained perlocutionary acts from the primary data on the speech.

3.4 Instrument of Data Collection

The author uses note taking as an instrument of the research. Note taking is a method in assembling data required by using note cards to write down the data findings from data sources from either oral presentation or written (Ray, 2005). The author will make some notes on the speech text containing Illocutionary and Perlocutionary acts.

3.5 Procedures of Collecting Data

The procedures that the author used for collecting the data is document analysis because this is a qualitative study from the speaker's utterance. The author doesn't need many instruments such as students or readers. In collecting the data, the author will do several steps as follows:

3.5.1 Reading

The author will read the transcript of Kim Namjoon speech entitled '*Speak Yourself*' several times carefully in order to understand the speech text. This step can help the author to answer all of the two research problems. Reading the transcript of the speech thoroughly also helps the author to understand more about the meaning behind the speech.

3.5.2 Identifying

After reading the transcript of the speech carefully, the author will analyse every sentence on the speech text and split them into some part.

3.5.3 Coding

For the next step, the author will give codes for every sentence that already separated into some part. D is for datum, and L is for line. Then, every data on the speech is coded by number for example (*D:2, L:3*) means Data number two founded on the third Line.

3.5.4 Classifying

The next step is classifying the sentences with codes into Illocutionary acts based on Yule (1996), with his five general classification, they are; Declarations, Representatives, Expressive, Directives, and Commissive. After the author done with classifying the Illocutionary acts, then the next step is to determine which Illocutionary

acts that has attitude towards the hearers or audience by using Perlocutionary act by Austin (1962), as a result, the data will be ready to analysed.

3.6 Technique of Data Analysis

The author will use speech act theory by Yule (1996) the Illocutionary Acts (Declarations, Representatives, Expressive, Directives, and Commissive.) and Austin (1962) for the Perlocutionary acts. In analysing the data, the author will do several steps as follows:

- (1) The author will describe and explain the data findings in discussion to make it clear and explicit. First, the author will write all of the data findings that already classified into illocutionary and perlocutionary act. Second, the author will explain all of the data findings in discussions part.
- (2) The next step, the author will make the sum of the speech acts (the illocutionary and perlocutionary act) founded on the speech to know the amount of it. This part is to determine which speech acts classification that has the largest number of existences and the lowest number on the speech. To make it clear and explicit, the author will added percentage diagram. The author will describe about the Pragmatic impact from using speech act to analyse the speech from the data that has been input into table and diagram.
- (3) The last step, the author will make some conclusion from all data and analysis that already done by the previous step.

Below is the form of the table and percentage diagram that will use to sum up the result of the analysis:

3.6.1 Table Form Example

Table 2.2 Form Example

No.	Kinds of Speech Acts	Total Data
1.		
2.		
3.		
4.		
5.		
6.		
	Total Data	

3.6.2 Figure Percentage Diagram (Chart) Form Example

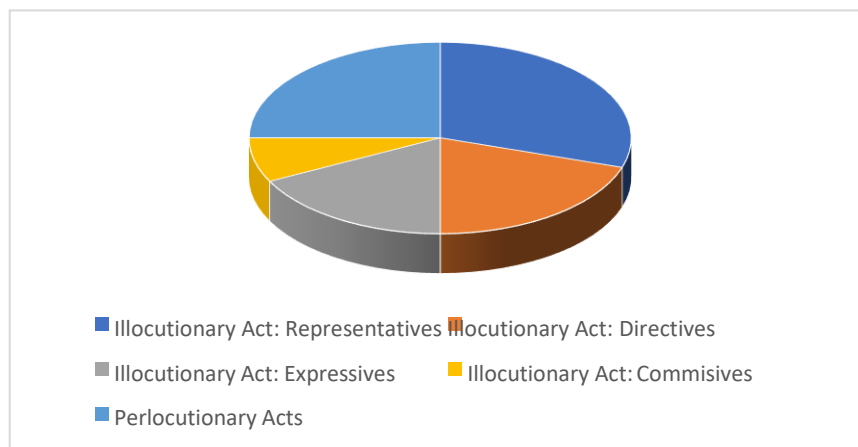


Figure 2.2 Percentage Diagram (Chart) Form Example.

CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter there are two parts, namely findings and discussions. In the findings section, the author presented all data which had been classified based on speech act elements. Those illocutionary act of utterance and perlocutionary act of utterance. The explanations of those data were presented in the discussion section.

4.1 Findings

The data in this finding section were the assertive of outstanding data which found after reading speech transcript and then taking audience responses as its supporting. The author presented the findings of speech act kinds using Illocutionary by Yule (1996) and Perlocutionary by Austin (1962).

The author also presented the division of each classification of illocutionary act function and perlocutionary act. Besides that, the author also gave some abbreviation such as D was Datum and L was Line.

4.1.1 Illocutionary acts

Yule (1996, p.53-54), made Illocutionary Act as one general classification system list five types of general functions performed by speech acts: Declarations, Representatives, Expressive, Directives, and Commissives.

4.1.2.1 Representatives Data

- (1) **My name is Kim Nam Jun.** also known as RM, the leader of the group BTS. (D:2, L:3)
- (2) Last November, **BTS launched the “Love Myself” campaign with UNICEF** building on our belief that “true love first begins with loving myself.” (D:4, L:6-7)
- (3) **Our fans have become a major part of this campaign with their action and enthusiasm.**(D:6, L:10-11)
- (4) I would like to begin **by talking about myself.**(D:8, L:13)
- (5) I was born in Ilsan, a city near Seoul, South Korea. **It’s a beautiful place.** with a lake, hills, and even an annual flower festival.(D:9, L:14-15)
- (6) I spent a happy childhood there, and I was just an ordinary boy. I would look up at the night sky in wonder and dream the dreams of a boy. **I used to imagine that I was a superhero, saving the world.** (D:10, L:16-18)
- (7) In an intro to one of our early albums, there is a line that says, **my heart stopped when I was maybe nine or ten.** (D:11. L:19-20)
- (8) Looking back, that’s when **I began to worry about what other people thought of me** and started seeing myself through their eyes.(D:12, L:21-22)
- (9) I stopped looking up at the stars at night. I stopped daydreaming. I tried to jam myself into molds that other people made. Soon, **I began to shut out my own voice and started to listen to the voices of others.**(D:13, L:23-24)
- (10) **I had one sanctuary, and that was music.** (D:15. L:27)
- (11) I would like to say one last thing. After **releasing the “Love Yourself” albums and launching the “Love Myself” campaign.****we started to hear remarkable stories from our fans all over the world. How our message**

helped them overcome their hardships in life and start loving themselves. These stories constantly remind us of our responsibility.
(D:21, L:43-47)

- (12) **I'm Kim Nam Jun, RM of BTS. I'm a hip-hop idol and an artist from a small town in Korea.**(D:28, L:55-56)

4.1.2.2 Directives Data

- (1) *There was a small voice in me that said, **“Wake up, man, and listen to yourself!”*** (D:16, L:28)
- (2) **So, let's all take one more step.**(D:22, L:48)
- (3) *We have learned to love ourselves, so now **Lurge you to “speak yourself.”***(D:23, L:49)
- (4) *I would like to ask all of you. What is your name? **What excites you and makes your heartbeat?***(D:24, L:50-51)
- (4) **Tell me your story.** *I want to hear your voice, and I want to hear your conviction. (D:25, L:52)*
- (5) *No matter who you are, where you're from, your skin color, gender identity: speak yourself. **Find your name, find your voice by speaking yourself.*** (D:26, L53-54)
- (6) **What is your name?**(D:29, L:60)
- (7) **Speak Yourself!** (D:30, L:61)

4.1.2.3 Expressive Data

- (1) **Thank you.** *Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world.*
(D:1, L:1-2)
- (2) **It's an incredible honor to be invited** *to an occasion with such significance for today's young generation. (D:3, L:4-5)*
- (3) **We truly have the best fans in the world!** (D:7, L:12-)

- (4) *No one called out my name, and neither did I. My heart stopped and my eyes closed shut. **So, like this, I, we, all lost our names. We became like ghosts.** (D:14, L:25-26)*
- (5) *But it took me a long time to hear music calling my name. Even after making the decision to join BTS, there were hurdles. Most people thought we were hopeless. **Sometimes, I just wanted to quit.**(D:17, L:29-31)*
- (6) ***I think I was very lucky that I didn't give it all up.** I'm sure that I, and we, will keep stumbling and falling. (D:18, L:32-33)*
- (7) *We have become artists performing in huge stadiums and selling millions of albums. But I am still an ordinary, twenty-four-year-old guy. If there's anything that I've achieved, **it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans.**(D:19, L: 34-37)*

4.1.2.4 Commissive Data

- (1) *We have been partnering with UNICEF's #END violence program **to protect children and young people** all over the world from violence. (D:5, L:8-9)*
- (2) *Maybe I made a mistake yesterday, but yesterday's me is still me. I am who I am today, with all my faults. Tomorrow I might be a tiny bit wiser, and that's me, too. These faults and mistakes are what I am, making up the brightest stars in the constellation of my life. **I have come to love myself for who I was, who I am, and who I hope to become.** (D:20, L:38-42)*
- (3) *Like most people, I made many mistakes in my life. I have many faults and I have many fears, **but I am going to embrace myself as hard as I can, and I'm starting to love myself, little by little.** (D:27, L:57-59)*

4.1.2.5 Declaration

Declarations are kinds of speech acts that change the world through their utterance.

Statement of declare, announce, name, call, curse, bless, speculate, appoint, or

announce. The author does not find any kind of Declarations Acts in the content of this speech, because this speech came from non-native English speaker that originally came from South Korea where the mother language is Korean.

4.2 Perlocutionary Act Data

- (1) **Thank you.** *Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world. (D:1, L:1-2)*
- (2) **It's an incredible honour to be invited** *to an occasion with such significance for today's young generation. (D:3, L:4-5)*
- (3) **Our fans have become a major part of this campaign** *with their action and enthusiasm. (D:6, L:10-11)*
- (4) **We have become artists performing in huge stadiums and selling millions of albums.** *But I am still an ordinary, twenty-four-year-old guy. If there's anything that I've achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans. (D:19, L: 34-37)*
- (5) *I would like to say one last thing. After releasing the "Love Yourself" albums and launching the "Love Myself" campaign, **we started to hear remarkable stories from our fans all over the world. How our message helped them overcome their hardships in life and start loving themselves.** These stories constantly remind us of our responsibility. (D:21, L:43-47)*
- (6) *I would like to ask all of you. **What is your name? What excites you and makes your heartbeat?**(D:24, L:50-51)*
- (7) **Tell me your story.** *I want to hear your voice, and I want to hear your conviction. (D:25, L:52)*
- (8) *No matter who you are, where you're from, your skin colour, gender identity; **speak yourself.** Find your name, find your voice by speaking yourself. (D:26, L53-54)*
- (9) **What is your name?**(D:29, L:60)

(10) ***Speak Yourself!***(D:30, L:61)

4.2 Discussions

In this research the writer had analyzed the speech delivered by Kim Namjoon who had appropriate context that is a persuasive speech. In this discussion, the author identified the data which was taken from the speech by Kim Namjoon at 73rd UN General Assembly.

The author is using Illocutionary acts by Yule (1996) and Perlocutionary by Austin (1962) to analyze the data that already classified. The Illocutionary act by Yule (1996), determined as five general classification system, they are; representative, directive, expressive, commissives, and declarative.

The author also examined the effects of an utterance that is a perlocutionary act by using Austin (1962), that is the effect of the utterance can bring someone else do what it is said by the speaker. They tend to talk to make others do what the speaker means.

4.2.1 Illocutionary acts

Yule (1996, p.53-54), determined Illocutionary Acts as five types of general functions: Declarations, Representatives, Expressive, Directives, and Commissive.

4.2.1.1 Representatives Explanations

Representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Statements of assert, deny, correct, state, tell, guess, predict, report, remind, inform, insist, assure, agree, claim, belief, conclude, fact, assertions, conclusions, and descriptions. The data of Representatives acts are as follows:

1. (D:2, L:3)

The data contains Representatives acts verb “tell”. The speaker, Kim Namjoon, tells the audience about who he is. He tells the audience that his name is Kim Namjoon or Kim Nam Jun (as the correct spelling from Korean letter), also he tells about his stage name “RM” as BTS member and his position as the leader of the group.

2. (D:4, L:6-7)

This data shows us two kinds of Representatives acts, there are “inform” and “belief”. First, Kim Namjoon inform the audience about BTS partnership with UNICEF and “Love Myself” as their slogan for campaign about self-love that happened since November 2017. Second, Kim Namjoon believes that “true love first begins with loving myself” means that he wants us or people to believes if we want to love the others, we need to begin the love with ourselves, because this campaign from UNICEF about self-love is really important. As the role model of many young generation, Kim Namjoon believes that self-love will help us to heal our mental health, because the mental health issue has become a major problem for nowadays generation.

3. (D:6, L:10-11)

This data contains Representative acts verb “inform”. Kim Namjoon has informed about what BTS fans have done through this campaign. He also informs the hearers or audience about how big the participation of BTS fans for this campaign, without them, maybe BTS would not stand there to represent young generation and deliver the speech in United Nation. BTS is a musicians group consist of seven young men from South Korea, and they have many fans around the world. They have become a big role model for many young people especially their fans, and this campaign about self-love partnership with UNICEF had a very good response from their fans.

4. *(D:8, L:13)*

This data contains Representatives acts verb “tell”. Kim Namjoon tells the audience before he talks about the campaign far more, he will tell the audience about himself. In persuasive speech usually the speaker does the strategy like buildup the story about themselves to attract the audience or the hearers.

5. *(D:9, L:14-15)*

This data contains Representative acts verb “belief”. This utterance shows Kim Namjoon’s beliefs that his born place in Ilsan, South Korea is a beautiful place and he wants people to know about that place. He is not only speaking about his beliefs but also describe to the hearers or audience about the circumstances there.

6. *(D:10, L:16-18)*

The data above contains Representatives acts verb “tell”. Kim Namjoon tells the hearers or audience that he was just an ordinary boy, he ever had a dream as a superhero who saved the world just like many other kids do in their childhood. This utterance shows that Kim Namjoon has the ability to care about his surroundings since he was a child, and it makes a person like him now. Start from the dream as a superhero and now he becomes a role model and inspiration not only for young generation, but also many people in this world who adored him.

7. (D:11, L:19-20)

This data contains Representatives acts verb “tell”. He tells the audience about the bit of the song lyric from his group Bulletproof Boys (BTS) song in 2013 entitled “Intro: O! RUL8,2?”. The lyric is: “Who are you living for? My heart stopped when I was nine or ten. Put your hand on your heart and ask what your dream was, what it really was.” In this part, Namjoon tried to tell the audience about the day he stopped to care about himself and started to follow people’s opinion and comments. That is why he said his heart stop by nine or ten, means started from the age of nine or ten as long as he remember he began to worried about how the society saw him as a young boy who was looking for his true identity.

8. (D:12, L:21-22)

This data contains Representatives acts verb “tell”. Continuing the last explanation from the previous data, Kim Namjoon continues to tell the audience that he started to worry about people’ opinion and commentsto him.Started from his young age about nine or ten years old, he began to worry about how the society that saw him as a young boy who was still looking for his true identity.

He told the audience, on that age he followed others the way of thinking so he could have an ordinary life like the others and fitted himself on the society. He lost himself on the others voice also his own voice never heard again started from that day. Even until his debuted year with his group Bulletproof Boys on 2013, he still had that kind of perception towards himself. By the time he grew up as the leader of the young musician group, he learnt about self-love and started to worry about his own voice. He made the “Intro: O!RUL8,2?” song back in 2013, the song “Intro: O! RUL8,2?” was talking about reaching ‘your own dream’.According to Soompi article by Hgordon in 2018, it said that Kim Namjoon’s lyrics challenge people to look inward and ask themselves about ‘What we want from our life?’. With a lyric that references a medical scare as a reminder that people should not take their time for granted, Namjoon advised people and himself that it never be late to do what you want to do. So, if you’re late let this be your wakeup call.<https://www.soompi.com/article/1184807wpp/17-btss-most-inspirational-lyrics-resonate-everyone>).

9. (*D:13, L:23-24*)

The data contains Representatives acts verb “tell”. Related to the previous data (*D:11. L:19-20*) and (*D:12, L:21-22*), Kim Namjoon tells the audience his concern about other people judgment. The worry he had, made him stop hoping and dreaming back then, just because he had overthinking about others opinion towards him. Then in the end he forgot about himself because he had drowned in the worried, he got from people's judgment about him. He used to get many bad comments about his career as a public figure and young musician in South Korea. During his debuted time, Namjoon had to deal with a bunch of cyberbullying and mentally harassment from haters. In fact, cyberbullying is a number 1 fatal issue around teenagers or people who use the internet. Cyberbullying is a crime and mental violence, but people usually ignore it. In South Korea itself, it has killing many people especially the public figures. At that time, Namjoon took that bad comment from people and sometimes he had lost his hope to reach his big dream and felt like he would give up.

10. (*D:15. L:27*)

The data contains Representatives acts verb “belief”. Kim Namjoon believes he had a place that he can trust even changing the world perspective, the place called music. He started to prove himself and calling his own voice through songs he made with his group members and shared it to many people around the world, even the world music industry getting harder and treat them rudely.

Starting from the South Korean music industry that is very hard to reach by a group from the small company like Big Hit Entertainment the labels of Bulletproof

Boys (BTS), because of the corrupt industry and bribery from the other Big company which always using money to get awards and good position on the music market. This kind of bad situations had rotated in South Korea even around the world since long time ago, where the talent people would lose their position and got replace by the others who have money. Since debuted on 2013, Namjoon always consistent on his music. The ‘sanctuary’ and ‘music’ in the utterance have something to do with his current jobs as a musician, he really meant it because he uses music as the media to help himself and other people. He makes the type of music to critic the society and the bad habit that being common and normal around people. He makes music to remind people about mental health issue, racism, corruption and the other inequality that happened in the society.

11. *(D:21, L:43-47)*

The data contains Representatives acts verb “inform” and “tell”. First, Kim Namjoon has informed the audience about what they have already done. He informed the audience about his group “Love Yourself” album series. This album started from the first series in 2017 until the last series in August 2018 with the main song entitled “Epiphany” which talk about self-love. Some of the lyrics is: “I’m the one I should love in this world. The shining me, the precious soul of mine. I realized only now, so I love me though I’m not perfect. I’m so beautiful, I’m the one I should love”. The lyric itself contains a deep self-love message, a big reminder to many people about loving their own self that always forgotten.

According to The Daily Vox article by The Daily Vox Team in August 2018, the BTS Love Yourself message is profound. We live in an era that constantly tells us that we're not enough. The message told us we can never be enough: never white enough, skinny enough, wealthy enough. The world we live in creates impossible standards for perfection and sells it to us. As a result, it's easy to feel like you are never good enough. That's why we need self-love. Self-love may seem like an overused buzzword, but it's so important. Psychology studies show that self-love and compassion are key for mental health and well-being, to keep depression and anxiety away. Most of us are raised to chase perfection and to be critical of ourselves for never reaching it. But perfection can be bad for you. Criticizing yourself over every little mistake you make can gradually erode your sense of self-worth and makes you less happy. BTS spreads the message of self-love in all its radical glory. Their message says to listeners that we are enough, that it's safe to be who we really are. When you love yourself, you help others to love themselves too. And that's a revolution. We don't have to chase perfection because perfection is subjective. We can reject what the world is telling us perfection is (<https://www.thedailyvox.co.za/true-love-is-loving-yourself-bts-tells-fans-shaazia-ebrahim-fatima-moosa/>).

Second, Kim Namjoon tell the audience about him and his group experiences after the album heard by the fans around the world. He said that they started to hear remarkable stories from their fans all over the world. How their message helped them overcome their hardships in life and start loving themselves. These stories constantly

remind them of their responsibility to help the others using their popularity and their music.

12. *(D:28, L:55-56)*

The data contains Representatives acts verb “tell” and “inform”. The speaker, Kim Namjoon, once again tells the audience about who he is. This utterance is used to emphasize the utterance in *(D:2, L:3)*.

Namjoon informed the audience again about who he is before he continued to talk about his fear and end the speech, he also stated about his true identity in musician industry as hip-hop Idol that come from a small town on South Korea. Idol is a fandom culture in South Korea, it refers to a celebrity working in the field of Korean pop music, either as a member of a group or as a solo act.

4.2.1.2 Directives Explanations

Directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. They are questioning, interrogating, urging, encouraging, appealing, inviting, begging, demanding, commanding, ordering, advising, requests, suggesting, and they can be positive or negative. The data of directives acts are as follows:

1. *(D:16, L:28)*

The data contains Directive acts “command” in a positive way. After struggling with a low self-confidence due to the judgment by the society towards him, he began to change

his mindset. Namjoon began to command himself to wake up and change his perspective of himself and the world. He needs to start listening to what he wanted, what he dreamed of and stopped to worry about people's judgment.

2. *(D:22, L:48)*

The data contains Directive acts “invite”. Kim Namjoon has inviting the audience or the hearers to step up to become a better person than before. We need to leave our old self that always worried about people’s judgment and being their shadows and shut down our own voice and become what others say. We need to leave them behind and replace it with our new selves. We must listen to our hearts about what we want and be ourselves because we live for ourselves and not live on behalf of others.

3. *(D:23, L:49)*

The data contains Directive acts “urging”. Kim Namjoon said “so now I urge you to speak yourself” means that we need to speak for our own voice, not for what others want. He urges the hearers to stop thinking about other people's perceptions to us and to glorify our own path, because he learned many things from the past mistakes where he could not develop because he was too worried about the perspective of others towards him.

4. *(D:24, L:50-51)*

The data contains Directive acts “questioning”. He was questioning about our name and what is make our heart beating, he asked that kind of question for us to speak what we

never speak out. No one will call our name if we didn't call our own name, no one will speak about what we like except our self.

5. *(D:25, L:52)*

The data contains Directive acts "urging". Kim Namjoon urges the hearers, especially Bulletproof Boys fans, to tell him and the worlds about their story. He also urges the hearers to be brave to tell about their life story, to tell about who they are and being proud of that. To tell about their problem and their fears. Speak up about something bad that happens to them and not to keep silent about that, he wants the hearers to tell the truth about what happens to themselves. He wants them to let their voices be heard so they can endure and love themselves, because there are so many problems about mental health issues that end up with suicide because there is nothing that can be used as a place for or someone to hold onto.

6. *(D:26, L53-54)*

The data contains Directive acts "urging". This kind of issue like skin color and gender identity is becoming a sensitive topic among young people today, these issues are often causing harassment and bullying. A lot of people are afraid to talk about their real race and gender identity because of other people's judgment, so Kim Namjoon sees this issue as a big problem.

He urges people to speak up about their original race and gender identity with a big pride without caring about other people's judgment. When you love yourself, you won't be afraid to admit who you really are and don't have to care about the judgment of others that can only cause depression.

7. *(D:29, L:60)*

The data contains Directive acts “questioning”. Once again Kim Namjoon was questioning about our own name, he emphasized this question, so we dare to talk about our real name to the world.

8. *(D:30, L:61)*

The data contains Directive acts “urging”. Similar with utterance in *(D:29, L:60)* where Kim Namjoon emphasized his question, in this utterance *(D:30, L:61)* he emphasized his word to urging people to speak by themselves voices. He is urging people once again just like data *(D:26, L53-54)* to speak about who they really are, the fear they have been facing all this time, their skin color, and their gender identity. Things that seem trivial but are very meaningful to all human being.

4.2.1.3 Expressive Explanations

Expressive are those kinds of speech acts that state what the speaker feels. They express psychological states and can be statements of praise, protect, cheer, pleasure, regret, pain, likes, dislikes, joy, fear, condole, sorrow, congratulate, thank, apologize, welcome, or greet. The data of expressive acts are as follows:

1. *(D:1, L:1-2)*

The data contains Kim Namjoon’s feeling towards the audience there, and this utterance contains Expressive acts “thank”. He felt thank because United Nation allowed him to stand there and gave a speech in front of many important people from many different countries and he was there to represent his own country, South Korea.

2. *(D:3, L:4-5)*

The data contains Expressive acts “joy”. Kim Namjoon showed his joyfulness by saying that he felt incredible honor to be there and become a representative for today's young generation.

3. *(D:7, L:12-)*

The data contains Expressive acts “praise”. He was talking about Bulletproof Boys (BTS) fans effort, support, dedication, and loyalty. BTS ventured to partnership with UNICEF in 2017 because of the fans who continue to support them, even fans have donated a lot of funds to UNICEF. BTS invites fans to share in humanity and they really support it. This makes BTS become a representative for young people today, because BTS can use their fame in the right way and set a good example for their fans.

4. *(D:14, L:25-26)*

The data is still related to *(D:13, L:23-24)* that talk about how Namjoon was stop hoping and dreaming just because he was worried about people’s judgment. Then this utterance *(D:14, L:25-26)* contains Expressive acts “sorrow”. He felt sorrow because he lost in everything after listened to other people’s voice about him. In reality people were only judge him without helping him to grow, people judgment only shut his voice and made him stop dreaming. Namjoon said “I, we, all lost our names. We became like ghost.” It means that when we just worried about people judgment, we will be their shadows and we will never achieve our success.

5. *(D:17, L:29-31)*

The data contains Expressive acts “sorrow”. It still related to utterance *(D:13, L:23-24)*, *(D:14, L:25-26)*, and *(D:15. L:27)*. In utterance *(D:15. L:27)* was talking about

Kim Namjoon's beliefs on music as the only place he can trust, but in this utterance (*D:17, L:29-31*) he said that even he believed on music it took a long time for him to hear music calling his name. He still worried about people judgment even he already works in music, he felt very sad because the judgment from many people about his career with BTS as a musician will be a failure.

Kim Namjoon said he even wanted to quit and give up on his dream, it related to data (*D:13, L:23-24*) when Namjoon and his band mate in BTS had to deal with many cyberbullying and mentally harassment from many people.

6. (*D:18, L:32-33*)

The data contains Expressive "thank" and "cheer". He showed the gratitude towards himself because he did not give up and decided to continue to survive until this day and became a public figure who is inspired the lives of many people. Namjoon has feeling that he had to cheer up himself, eventhough he felt like giving up, he persisted and considered it as the lowest point in his life to serve as a reminder. He realizes that life will not always be straight but there will be a time when he must be falling and rise up again.

7. (*D:19, L: 34-37*)

The data contains Expressive acts "thank". Kim Namjoon had used his gratitude towards many important people in his life. He said that he is a superstar right now; many people know him after his career with Bulletproof Boys became a worldwide success. He felt very thankful to people who always supported him from the start, to people who were always by his side even in the lowest point of his life. He added the

biggest gratitude towards Bulletproof Boys fans, the success he achieved every year is a big support from his closest people and also the result of his hard work and the BTS fans, ARMY (Bulletproof Boys fans name). Namjoon said that the success that BTS achieved was also the result of the dedication and love from the fans who always supported them in unconditionally time.

4.2.1.4 Commissive

Commissive are those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They are committing, promises, threats, offer, guarantee, swear, reject, refusals, pledges, threatened, dedicated and they can be performed by the speaker alone, or by the speaker as a member of a group. The data of commissive acts are as follows:

1. (D:5, L:8-9)

The data contains Commissive acts “promise”, Kim Namjoon was talking about their campaign partnering with UNICEF and in this utterance, he also talked about the program aim is to protect children and young people all over the world from violence. By running this program, he promised to protect children and young people from violence, of course by using his own way called music.

2. (D:20, L:38-42)

This data contains Commissive acts “promise”. He talked about who he was in the past, and who he is today. He talks about the mistakes he did in the past and the future, he also talks about the good he did in the past and the future, with all that he promises to remain and love himself no matter what will happen to him.

3.(D:27, L:57-59)

This data contains Commissive acts “promise”. Same as utterance (D:27, L:57-59), he made a promise to himself about starting to embrace himself as hard as he can and starting to love himself even more.

4.2.2 Perlocutionary Act Explanations

Austin (1962) that explain Perlocutionary act as the act using utterance to affect someone. The effect of the utterance can bring someone else do what it is said by the speaker. They tend to talk to make others do what the speaker means.

1. (D:1, L:1-2) and (D:3, L:4-5)

Based on two data (D:1, L:1-2) and (D:3, L:4-5) that contains statement from Kim Namjoon about his gratitude, because they were chosen as representatives from South Korea. Many people are questioning why UNICEF choosing BTS as a representative from South Korea. The first effect or the response from the audience can be seen in the online article of Soompi written by E. Cha on September 25th, 2018 with title ‘UNICEF Explains Why They Invited BTS to Speak at the United Nations’. In this article E. Cha explain about the statement that came from a representative of UNICEF Korea about why they had chosen to invite BTS to speak as goodwill ambassadors. The reason was because they are aimed towards the same values in UNICEF’s new ‘Generation Unlimited’ agenda. As it has been known that the perlocutionary act is the effect or action arising after listening a speech or the utterance, this article was explaining people’s major question about why BTS was chosen as goodwill ambassadors to speak

at the General Assembly. (<https://www.soompi.com/article/1235871wpp/unicef-explains-invited-bts-speak-united-nations>)

The second response can be seen in the online article of Fustany written by Nancy Hennes on September 2018 with title 'Why Boy Band BTS Was Invited to Speak at the United Nations?'. In this article Hennes explain about UNICEF launched a new campaign called 'Generation Unlimited' at the UN General Assembly in New York. She said that it's an amazing initiative that focuses on nurturing the youth of today to get every young person into quality education, training or employment by the year 2030. But in the words of the UN Secretary General: "It's too rare for young people to watch the United Nations. Unfortunately, far too rare." Which is much needed for such an initiative, that can only reach its full potential, if all generations of society actively participate in reaching the goal of a 'better world.' Here is where BTS fits in being one of the best role models for this generation. As artists who use their work to inspire, motivate, and give hope to thousands if not millions of people, they were the sure-fire way to grab the world's attention to such an important cause. (<https://fustany.com/en/lifestyle/living/k-pop-group-bts-leader-kim-namjoon-speech-at-un-for-unicef-generation-unlimited-campaign>)

2. (D:6, L:10-11)

Based on data (D:6, L:10-11), The effect or the response of the audience can be seen in the online article of Metro UK written by Emma Kelly on November 2018 with title 'BTS thank ARMY for raising over £1 million for UNICEF on anniversary of Love Myself campaign'. In this article Emma Kelly said that ARMY (BTS fans name) have

already raising 1.6 billion won, or £1.1 million, for UNICEF since the Love Myself campaign started on 1 November 2017. UNICEF Korea said: “In the one year since UNICEF and BTS spoke together to eradicate violence against children, we have raised over 1.6 billion won (approximately \$1.4 million) and will continue to spread positive influence through the activities such as the UN General Assembly Speak Yourself speech.” (<https://metro.co.uk/2018/11/02/bts-thank-army-for-raising-over-1-million-for-unicef-on-anniversary-of-love-myself-campaign-8098423/>)

As it has been known that the perlocutionary act is the effect or action arising after listening a speech or the utterance, the BTS fans has participated even more in the campaign after the speech event on September, so in the anniversary of the campaign itself they can raise more for humanity.

3. (*D:19, L: 34-37*),

Based on data (*D:19, L: 34-37*), Namjoon said that their group has become a big group in the world. The effect or the response of the audience can be seen in the online article of Showbiz CheatSeet written by Dirk Winifred on May 2019 with title ‘What Is BTS's Net Worth?’. In this article Winifred said that in the past few years, BTS has become one of the biggest boy bands in the world. Their albums have sold millions of copies and they have played shows in countless countries, going from just another act in South Korea to a household name on every continent. According to various sources, BTS has a combined net worth of between \$45 million and \$60 million. The group makes most of their money from selling albums, touring, and being brand ambassadors for

numerous companies around the world in 2018 (<https://www.cheatsheet.com/entertainment/what-is-btss-net-worth.html/>). Followed by Winifred article, there is an article by Ahn Sung-Mi on June 2019 from KoreaHerald. She stated that BTS made history as the first Korean public figure to perform at the iconic Wembley Stadium, the largest concert stage in the UK, where legendary acts like Queen, Michael Jackson, The Rolling Stones, Beyoncé, and Adele have headlined. They sold out the stadium for two days concert. The sold-out concert of BTS is not only in the UK, but they already sold-out many concerts in the US, some Europe, and Asia country include Indonesia (<http://www.koreaherald.com/view.php?ud=20190602000198>) As it has been known that the perlocutionary act is the effect or action arising after listening a speech or the utterance, this article was explaining how BTS grows bigger and gets more global polarity within a year (from 2018 to 2019), in fact they can already be juxtaposed with other world-class musicians.

4. (D:21, L:43-47)

Based on data (D:21, L:43-47) The effect or the response of the audience can be seen in the online article of Medium written by Luke Waltham on 2018. Waltham was explained about the impact of one of BTS album for the fans, with title 'What Love Yourself Tear by BTS means to ARMYs'. In this article, Waltham explained about BTS's latest album, Love Yourself: Tear, he said that the album is an absolute masterpiece. It consists of 11 tracks that all differ in terms of genre influences and

production. It successfully formulates a cohesive, magnificent message that raises the issue of love and when it can become toxic, emotional and sad. As RM or Kim Namjoon, the leader of BTS has said, “Love is a complex and there are sides that really make us feel bad or depressed. There could be tears; there could be sadness. This time we want to focus on some of the parts of love that we want to run away from.” (<https://medium.com/@lukewaltham/what-love-yourself-tear-by-bts-means-to-armys-404f7b3c179a>)

5.(D:21, L:43-47), (D:24, L:50-51), (D:25, L:52), (D:26, L53-54), (D:29, L:60), and (D:30, L:61)

The effect or the response of the audience can be seen in the online article of Beautytap written by Beautytap team on September 29, 2018. Five days after the speech on UN. In this article, the Beauty team explained about the speech given by Namjoon, they also slipped in an interview with a fairly famous American TV show called The Tonight Show starring Jimmy Fallon.

According to Beautytap, when RM (Kim Namjoon stage name) spoke on behalf of BTS in front of the 193 members country representatives at the UN General Assembly this week, needless to say, it was history in the making. But even more impressive was how inspiring and personal and moving the speech was, calling for self-love, acceptance, and speaking your truth, something we desperately need in the world right now. BTS’s speech was amazing, but the response from fans around the world, the BTS ARMY, was even more inspiring. They spoke as a part of UNICEF’s

Generation Unlimited campaign dedicated “to ensure every young person is in education, training or employment by 2030.” And the speech that Kim Nam-Joon, better known as RM, so eloquently and movingly gave at the U.N. spoke to BTS’s message of #speakyourself: “I want to hear your voice,” he said. “No matter who you are, where you’re from, your skin colour, gender identity: Speak yourself.” When asked by Jimmy Fallon, RM explained what #speakyourself was all about: “Speaking yourself instead of letting other people speak for you. Because to truly know we, it’s important to firstly know who I am and where I’m from, what my name is and what my voice is.” RM’s impassioned and personal speech, in which he referenced his insecurities and fears, inspired a slew of #speakyourself tweets, where everyone from teens to moms, from everywhere from Pakistan to Italy, shared, revealed, owned, and inspired. Here, just some of the ARMY and their response to the call of #speakyourself (<https://beautytap.com/2018/09/bts-un-speech/>).

As it has been known that the perlocutionary act is the effect or action arising after listening a speech or the utterance, this article was showing some evidence using BTS fans tweet on tweeter with hashtag #SpeakYourself. Most of them are telling about their own story using their own name, their struggle, their insecurities, their fear, and many more. The sum of tweets from the fans as the effect of perlocutionary act in Kim Namjoon Speech towards them:

“My name is Susan. Somewhere along the way I lost myself. I forgot how to love myself. A few months ago, I was planning my suicide. Today I am rediscovering who I am and learning that my voice matters. Thank you #SpeakYourself #WhatIsYourName #GenU #Youth2030”

“I’m Maham from Pakistan. I’m a girl who hates stereotypes and wants to take her own life decisions. I want to be a lawyer (let’s hope I become one). I’m currently applying for law schools. I also want to help people and make our society a better place. #WhoIAm #SPEAKYOURSELF”

They speak on their own behalf. They use BTS as motivation, role models, and inspiration for their lives, especially after the speech from Kim Namjoon. They ventured to tell who they really were, what had happened in their lives, what they were afraid of and why BTS was their reason for speaking to the world.

Waltham said that BTS fans have really formed close connections with the album, and honestly feel that BTS’s music, and who they are as people have played a role in their moments of healing and empowerment. As it has been known that the perlocutionary act is the effect or action arising after listening a speech or the utterance, this article was showing some evidence and here is what the fans had to say about the album and what it means to them:

“I’m an author that has published one book in Chinese language. I’ve been suffering as I couldn’t find any new ideas for my 2nd book. But Jungkook’s Magic Shop gave me chills and ideas to compose a new book! Now, I’m working on it.”

This fan felt that the album created an inspiration for her to write a new book. The song entitled ‘Magic Shop’, one of the best songs in BTS Love Yourself: Tear Album. This song is a comfort song for BTS fans, made by the member of the band. The title ‘Magic Shop’ itself is a metaphor that the band used to describe their relationship with fans. Just like a place with magic, BTS can be the place for their fans to healing, to escape

from their burden for a while. Not only that, BTS want their fans to use them as an inspiration and comfort them using their songs.

“BTS has helped me get over the hurtful things people say to me. I am a ‘nerd’, so I get bullied for it but BTS helped me push through it. Once someone told me to kill myself it hurt but then I got home and listened to BTS and it didn't hurt as bad. BTS helped me realize that I do mean something more than what those people made me feel like. The message they send to the fans is amazing and I want to make a positive impact like they do. They inspire me in so many ways. I stopped caring about what bullies said because of BTS!”

Nerd is kind of an Introvert person that sometimes could not socialize with other people, socialize with many people is hard for an Introvert but many people always miss interpret them as a freak people who always alone that is why a nerd sometimes get bullied by their friends. This fan told a story about herself when she expressed how BTS's music helped her get through the most difficult times when she was bullied and mocked for being herself.

4.3 The Sum of Speech Acts Found in the Speech

After analyzing the kinds of speech acts contained in Kim Namjoon's speech entitled *‘Speak Yourself’*, the result of the analysis can be sum up in the table 4.1. The table is formulated to make the readers easier in getting information about the result of the study.

Table 4.1 The Sum of Speech Acts Found in the Speech

No.	Kinds of Speech Acts	Total Data
1.	Illocutionary Act: Representatives	12

2.	Perlocutionary Act	10
3.	Illocutionary Act: Directive	8
4.	Illocutionary Act: Expressive	7
5.	Illocutionary Act: Commissive	3
6.	Illocutionary Act: Declaration	0
	Total Data	40

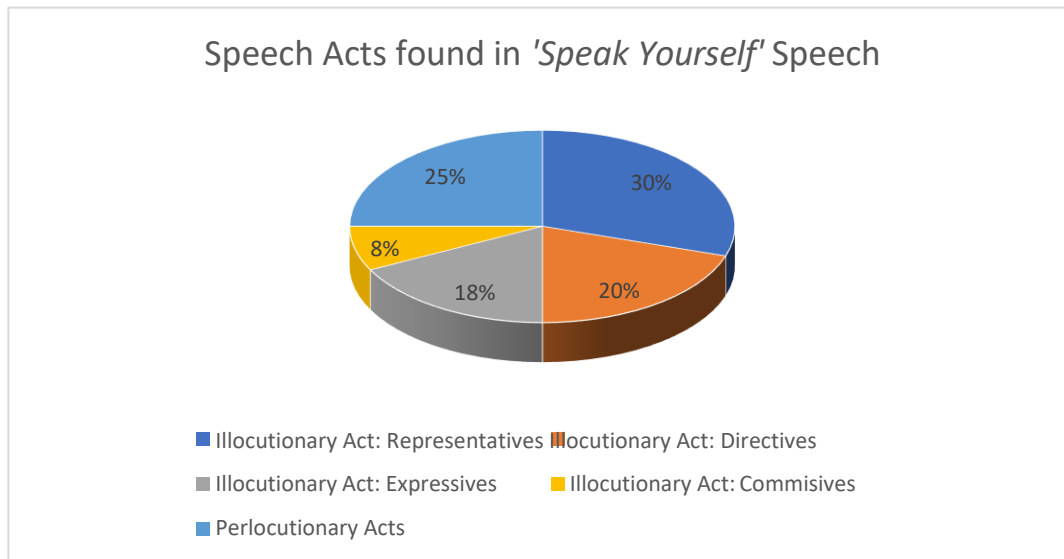
Based on the table 4.1, total data found in the speech are 40 data or utterances contain speech acts. Data for Illocutionary acts can be found as 30 data, and the Representatives act is the most commonly exist in the speech. It exists in 12 data or utterances. The second Illocutionary act that commonly used in the speech is Directives act with 8 data or utterances, followed by Expressive act on the third with 7 data or utterances, and the last Commissive act that only 3 data found in the speech. For Declaration act, the author does not find any kind of Declarations data or utterances in the content of the speech. The last is Perlocutionary acts, there are 10 data found in the utterances of the speech.

4.4 The Percentage of the Existing Speech Acts Found in the Speech

The last part of this Chapter IV shows the existence of Illocutionary and Perlocutionary acts in Kim Namjoon's speech entitled '*Speak Yourself*'. This part will be in the form of chart to facilitate in finding the percentage of the existing of the speech acts. Moreover, the chart will be helping the readers on the way to find the speech acts which commonly used and the most rarely used in the speech. Chart 4.1 is the chart of the

existing of the speech acts that found in the speech. We can see the total percentage of the existing speech acts.

Chart 4.1 The Percentage of Existing Speech Acts Found in the Speech



After analysing the utterances in the speech, as we can see from the percentage diagram chart 4.1, Illocutionary Act: Representatives is the speech act which commonly used in the speech with 30% among the other kinds. From 30% utterances in the speech, Kim Namjoon mostly using Representatives act: tell and inform. Kim Namjoon tried to build the hearers' trust by telling stories and giving information about himself and his group. Not many people know who he is and why BTS can have the opportunity to be a representative from South Korea to stand there, so Kim Namjoon uses a lot of representative tell and inform to give the audience an explanation about him and his group; BTS. Despite having many fans from the younger generation, Kim Namjoon continued to introduce himself and BTS because he was sure that his speech could

reach many people from all ages. Started by introducing himself and his group, he also explained about the campaign that BTS started in 2017 about self-love and protecting children from violence. Kim Namjoon wants everyone to know about their mission and goals, he wants to give information to the general public if a group of musicians like them also has a definite goal and can be an inspiration for many people.

The second commonly used is Perlocutionary acts with 25% among the other kinds. From 25% utterances on Kim Namjoon's speech contains many effects for listeners especially BTS fans themselves, the speech was also reaching the non-fans and general people around the world. There are many media had reported on BTS speeches at United Nations ranging from newspapers to online news platform around the world, because for the first time in many decades a group of young musicians can have the opportunity to give a speech and they are non-native English speakers. The most surprising thing for many people is that BTS doesn't make songs in English but Korean, which is the country where they were born, grew up, and started their career as a musician group. but the impact they give looks very real, starting from the lyrics of the songs they create contain a lot of social criticism, mental health issue, even the life journey of a group of young people who are looking for their identity. Some of these things make them have a lot of fans and the speech that Kim Namjoon gave had many positive effects for many people and it makes Perlocutionary acts used by 25% on the speech.

In the third place there is Illocutionary Act: Directives with 20%. From 20% utterances, Kim Namjoon mostly using Directives act: urging. He uses some kind of

urging words to motivate the hearers to speak on their own behalf, to love who they are, their skin colour and their gender identity. Kim Namjoon encourages them to speak up against the judgments of those who say bad things about them. Kim Namjoon wants the current generation not to surrender by bullying, violence and depression which can lead to bad endings like committing suicide.

In the fourth position we have Illocutionary Act: Expressive with 18%. During the speech, Kim Namjoon got personal by touching on his journey to self-actualization in the face of struggles. He also referenced the hardships BTS faced when they started out as underdogs in the industry, many people look down on them and say if their group will not succeed that is why Kim Namjoon mostly using Expressive act: sorrow to express his disappointment toward many people who look down on BTS and bad mouthing them during their first career. He also using Expressive act: thank to show his gratitude towards people who have supported BTS so that they can become world musicians who are recognized as they are today.

The last is Illocutionary Act: Commissive with only 8% which is the most rarely used in the speech. Kim Namjoon mostly using Commissive act: promise like his promise to love himself even more in the future so he can continue to give people inspiration through his music. He rarely using this kind of speech act because Commissive act are those kinds of speech acts that focus on the speaker's commitment to themselves to some future action, Kim Namjoon emphasize and focus on the way he tell his story to introduce BTS goals on public, also about urging people to speak by their own name so Commissive here has a few role in speech.

4.5 Pragmatic Impacts of Using Speech Acts in '*Speak Yourself*' Speech

Kim Namjoon's '*Speak Yourself*' speech is kind of persuasive speech with an assertively purposes, the effect of the speech can bring someone else do what it is said by the speaker.

In his speech. Kim Namjoon used different types of Illocutionary acts. He uses four kinds of Illocutionary acts which are Representatives, Directives, Expressive and Commissive. The author did not find any kind of Illocutionary act; Declaration in Kim Namjoon's speech. Declarations are kinds of speech acts that change the world through their utterance. Statement of declare, announce, name, call, curse, bless, speculate, appoint, or announce. The author does not find any kind of Declarations Acts in the content of this speech, because this speech came from non-native English speaker that originally came from South Korea where the mother language is Korean.

Among those four Illocutionary acts that exist on the speech, Representative acts is the most commonly used in '*Speak Yourself*' speech. It appears in 12 utterances or 30% among other kinds. From the 12 utterances consisting representative speech acts, Kim Namjoon using representative acts to tell the audience about himself. A persuasive speech is usually using story telling to build attention from the hearers or audience, especially for the speaker who only known by a certain circle. As a non-native English speaker, Kim Namjoon had choose this illocutionary representatives "tell" to gain attention towards all of the audience. Kim Namjoon was introduced himself to all of the audience, whether they know him or not. He had speak about his

own story, his burden and anxiety about people judgment towards him. He told the hearers about how he rose and found his own name without being burdened by the judgment of others. He also told the hearers, how he was using music to fight against his mental health issue problem; anxiety and finally he can reach the moment to love his own self. As a role model for many generations especially young generation, Kim Namjoon hopes that his story will inspire many people to do the same thing like him. Live the burden and love yourself.

Directive acts is the second commonly used in *'Speak Yourself'* speech. It appears in 8 utterances or 20% among other kinds. From the 8 utterances consisting directive speech acts, Kim Namjoon were using directive verb "urge" and it found in four data of directive acts. The rest of them are questioning, inviting, and command. After telling people about his story, however he began to use the directive act to encourage others to speak on their own behalf without being burdened by the judgment of others. He began to urge people to find their own true name, tell their own story, fight against their mental health issue and to love themselves. Directive acts is the kind of illocutionary that will always appear in persuasive speech. After building the audience attention, the second way to get them understand about the speaker wants is using directive acts verb like urging, questioning, commanding, or even inviting them to join the agenda from the speaker.

For the rest of the Illocutionary acts, Expressive and Commissive acts, Kim Namjoon was using them to complete his speech. He was using Expressive act in seven utterances or 18% among the other kinds, he uses it to express his gratitude towards

people who support him since the early time of his career as a musician. The last is Commissive acts that only appears on three utterances or 8% among other kinds, he uses it to promises himself about his future action to love himself even more and never looked back to people judgment that made him lost his own name.

Kim Namjoon had hopes that people can love their own self and the mental health issue would not be the major problem anymore for today's generation until next generation. Kim Namjoon was able to effectively give '*Speak Yourself*' speech to arouse people in many generations to speak up about their own true name, his speech gives them hopes to fight against mental health issue problem which causes many bad things. His speech is still inspiring many people and causes effects, and the author explaining about Kim Namjoon's speech effect on Perlocutionary act that appears in ten utterances or 25% among the other Illocutionary act.

The Pragmatic impact from using speech acts are about many actions from the audience that watch, listen, or read Kim Namjoon's speech "*Speak Yourself*". At that time after the speech had delivered on September 2018, Kim Namjoon's speech was not only inspired his own fans, but also inspired many people in many different ages around the world. It successfully inspiring many people from different background, whether they acknowledge Kim Namjoon or not, because he was able to speak about the crucial problem faced by the society nowadays. Racism about skin colour that still happened especially on the Europe and America. Discriminations on gender equality that causes violence towards so many women and children around this world, violence towards

the other gender that do not fits with the norm on the society, discrimination towards the weak people, and many more.

This speech by Kim Namjoon was able to arouse his audience especially his fans to speak about their true name, fight against mental health issue, bullying and fight against violence. Based on the online article of Metro UK written by Emma Kelly on November 2018 BTS fans raising over £1 million or \$1,2 million for UNICEF on anniversary of Love Myself campaign in 2017, the last data update from Love-Myself website for the donation was on \$2,6 million in 2019, the last year of the campaign. The fund raised through the first official campaign designed and participated in by BTS members will be used to protect and support child and teen victims of domestic and school violence as well as sexual assault around the world. Also, this will be used to provide an education to local communities for violence prevention.

CHAPTER V

CONCLUSION AND SUGGESTIONS

After performing every activity in this study, such as: choosing the topic, developing the topic, gathering the references, gathering and analyzing the data obtained, the writer could draw the conclusion and suggestion as follows:

5.1 Conclusions

After analyzing the utterances in Kim Namjoon's speech there are some conclusions can be drawn. First, among kinds of speech act, Illocutionary: representatives as the kinds of speech acts that state what the speaker believes to be the case or not is the most commonly used in the utterances of the speech. It is used in 12 utterances or 30% among others, Kim Namjoon tried to build the hearers' trust by telling stories and giving information about himself and his group. Not many people know who he is and why BTS can have the opportunity to be a representative from South Korea to stand there, so Kim Namjoon uses a lot of representative tell and inform to give the audience an explanation about him and his group; BTS. Second, the Perlocutionary act is the act of affecting someone. The effect of the utterance can bring someone else do what it is said by the speaker. They tend to talk to make others do what the speaker means. Perlocutionary is the second commonly used after the Illocutionary: representatives act. This kind of speech acts exists in 10 data or 25%, there are many media had reported on BTS speeches at United Nations ranging from newspapers to online news platform

around the world, because for the first time in many decades a group of young musicians can have the opportunity to give a speech and they are non-native English speakers. Third, the other kind of speech acts is Illocutionary: directive act kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. It is found in 8 data or 18%, Kim Namjoon mostly using Directives act: urging. He uses some kind of urging words to motivate the hearers to speak on their own behalf, to love who they are, their skin colour and their gender identity. Fourth, Illocutionary: expressive speech act those kinds of speech acts that state what the speaker feels. They express psychological statement. It is used in 7 data or 14% on the speech, Kim Namjoon mostly using Expressive act: sorrow to express his disappointment toward many people who look down on BTS and bad mouthing them during their first career. He also using Expressive act: thank to show his gratitude towards people who have supported BTS so that they can become world musicians who are recognized as they are today. The last is Illocutionary: commissive, those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. It is the most rarely used because it founded only 3 data or 8% of the speech, Kim Namjoon mostly using Commissive act: promise like his promise to love himself even more in the future so he can continue to give people inspiration through his music. He rarely using this kind of speech act because Commissive act are those kinds of speech acts that focus on the speaker's commitment to themselves to some future action.

5.2 Suggestions

After drawing some conclusion, there are some suggestions that the author propose to the readers, especially those whose are concerned with the study in pragmatics.

First, for the further researchers, the author suggested learning more about types of speech act especially illocutionary act and effect of the perlocutionary act.

Second, for the researchers who are interested in discourse analysis of the linguistic study, not only speech but also other media as an object such as conversations, movie, a newspaper can also be the object of the other discourse analysis of the linguistic study.

Third, the pragmatic study in English Department of UNNES has not given in detail especially to the students of literature program. It is better to give this kind of study to the students of English literature program since our literature program also learning about linguistic. Moreover, Pragmatic especially speech act is useful in analyzing literature such as novel, short story, and movie. Students can get a better knowledge about how to analyze the utterance of the literature objects.

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APPENDICES

Appendix I : Kim Namjoon' Speech Text

Posted: September 24, 2018.

Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world. My name is Kim Nam Jun, also known as RM, the leader of the group BTS. It's an incredible honour to be invited to an occasion with such significance for today's young generation.

Last November, BTS launched the "Love Myself" campaign with UNICEF, building on our belief that "true love first begins with loving myself." We have been partnering with UNICEF's #ENDviolence program to protect children and young people all over the world from violence. Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!

I would like to begin by talking about myself. I was born in Ilsan, a city near Seoul, South Korea. It's a beautiful place, with a lake, hills, and even an annual flower festival. I spent a happy childhood there, and I was just an ordinary boy. I would look up at the night sky in wonder and dream the dreams of a boy. I used to imagine that I was a superhero, saving the world. In an intro to one of our early albums, there is a line that says, "My heart stopped...I was maybe nine or ten." Looking back, that's when I began to worry about what other people thought of me and started seeing myself through their eyes. I stopped looking up at the stars at night. I stopped daydreaming. I tried to jam myself into moulds that other people made. Soon, I began to shut out my

own voice and started to listen to the voices of others. No one called out my name, and neither did I. My heart stopped and my eyes closed shut. So, like this, I, we, all lost our names. We became like ghosts.

I had one sanctuary, and that was music. There was a small voice in me that said, ‘Wake up, man, and listen to yourself!’ But it took me a long time to hear music calling my name. "Even after making the decision to join BTS, there were hurdles. Most people thought we were hopeless.

Sometimes, I just wanted to quit. I think I was very lucky that I didn't give it all up. I'm sure that I, and we, will keep stumbling and falling. We have become artists performing in huge stadiums and selling millions of albums. But I am still an ordinary, twenty-four-year-old guy. If there's anything that I've achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans.

Maybe I made a mistake yesterday, but yesterday's me is still me. I am who I am today, with all my faults. Tomorrow I might be a tiny bit wiser, and that's me, too. These faults and mistakes are what I am, making up the brightest stars in the constellation of my life.

I have come to love myself for who I was, who I am, and who I hope to become. I would like to say one last thing. After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves. These stories constantly remind us of our responsibility.

So, let’s all take one more step. We have learned to love ourselves, so now I urge you to “speak yourself.” I would like to ask all of you. What is your name? What excites you and makes your heartbeat? Tell me your story. I want to hear your voice, and I want to hear your conviction.

No matter who you are, where you’re from, your skin colour, gender identity: speak yourself. Find your name, find your voice by speaking yourself. I’m Kim Nam Jun, RM of BTS. I’m a hip-hop idol and an artist from a small town in Korea. Like most people, I made many mistakes in my life. I have many faults and I have many fears, but I am going to embrace myself as hard as I can, and I’m starting to love myself, little by little. What is your name? Speak Yourself!

AppendixII: Table of Illocutionary Act (Representative)

No.	Kinds of Speech Acts	Utterances	Comments
1.	Illocutionary Representatives: Tell	My name is Kim Nam Jun, also known as RM, the leader of the group BTS. (D:2, L:3)	In the utterance above, it contains Representatives acts verb “tell”. The speaker, Kim Namjoon, tells the audience about who he is. He tells the audience that his name is Kim Namjoon or Kim Nam Jun (as the correct spelling from Korean letter), also he tells about his stage name “RM” as BTS member and his position as the leader of the group.
2.	Illocutionary Representatives: Inform and belief	Last November, BTS launched the “Love Myself” campaign with UNICEF building on our belief that “true love first begins with loving myself.” (D:4, L:6-7)	This utterance shows us two kinds of Representatives acts, there are “inform” and “belief”. First, Kim Namjoon inform the audience about BTS partnership with UNICEF and “Love Myself” as their slogan for campaign about self-love that happened since November 2017. Second, Kim Namjoon believes that “true love first begins with loving myself” means that he wants us or

			people to believes if we want to love the others, we need to begin the love with ourselves, because this campaign from UNICEF about self-love is really important.
3.	Illocutionary Representatives: Inform	Our fans have become a major part of this campaign with their action and enthusiasm. (D:6, L:10-11)	In this utterance, it contains Representatives acts verb “inform”. Kim Namjoon has informed about what BTS fans have done through this campaign. He also informs the hearers or audience about how big the participation of BTS fans for this campaign, without them, maybe BTS would not stand there to represent young generation and deliver the speech in United Nation.
4.	Illocutionary Representatives: tell	I would like to begin by talking about myself. (D:8, L:13)	This utterance of contains Representatives acts verb “tell”. Kim Namjoon tells the audience before he talks about the campaign far more, he will tell the audience about himself.
5.	Illocutionary Representatives: belief	I was born in Ilsan, a city near Seoul, South Korea. It’s a beautiful place, with a lake, hills, and even an	This utterance contains Representative acts verb “belief”. This

		annual flower festival. (D:9, L:14-15)	utterance shows Kim Namjoon's beliefs that his born place in Ilsan, South Korea is a beautiful place and he wants people to know about that place. He is not only speaking about his beliefs but also describe to the hearers or audience about the circumstances there.
6.	Illocutionary Representatives: tell	I spent a happy childhood there, and I was just an ordinary boy. I would look up at the night sky in wonder and dream the dreams of a boy. I used to imagine that I was a superhero, saving the world. (D:10, L:16-18)	The utterance above contains Representatives acts verb "tell". Kim Namjoon tells the hearers or audience that he was just an ordinary boy, he ever had a dream as a superhero who saved the world just like many other kids do in their childhood. This utterance shows that Kim Namjoon has the ability to care about his surroundings since he was a child, and it makes a person like him now.
7.	Illocutionary Representatives: tell	In an intro to one of our early albums, there is a line that says, my heart stopped when I was maybe nine or ten. (D:11. L:19-20)	This utterance contains Representatives acts verb "tell". He tells the audience about the bit of the song lyric from BTS song in 2013 entitled "Intro: O! RUL8,2?".

8.	Illocutionary Representatives: tell	Looking back, that's when I began to worry about what other people thought of me and started seeing myself through their eyes. (D:12, L:21-22)	This utterance contains Representatives acts verb "tell". Kim Namjoon tells the audience that he started to worry about people thought for him, start from he made the "Intro: O!RUL8,2?" song back in 2013 the data from (D:11. L:19-20). From that time, he had always worried about people's judgment about him even the song "Intro: O! RUL8,2?" was talking about reaching 'your own dream', but Namjoon still worried about people judgment for him.
9.	Illocutionary Representatives: tell	I stopped looking up at the stars at night. I stopped daydreaming. I tried to jam myself into molds that other people made. Soon, I began to shut out my own voice and started to listen to the voices of others. (D:13, L:23-24)	This utterance contains Representatives acts verb "tell". Kim Namjoon tells the audience his concern about other people judgment. The worry he had, make him stop hoping and stop dreaming, just because he thinks too much of what others think of him. Then in the end he forgot about himself because he was drowned in the worry, he got from

			people's judgment of him.
10.	Illocutionary Representatives: belief	I had one sanctuary, and that was music. (D:15. L:27)	The next utterance contains Representatives acts verb "belief". Kim Namjoon believes that he has a place he can trust, and that is music. The 'sanctuary' and 'music' here have something to do with his current jobs as a musician, he really meant it because he uses music as the media to help himself and other people.
11.	Illocutionary Representatives: inform	I would like to say one last thing. After releasing the "Love Yourself" albums and launching the "Love Myself" campaign, we started to hear remarkable stories from our fans all over the world. How our message helped them overcome their hardships in life and start loving themselves. These stories constantly remind us of our responsibility. (D:21, L:43-47)	This utterance contains Representatives acts verb "inform". In this utterance, Kim Namjoon has informed the audience about what they have already done. First, Kim Namjoon informed the audience about their "Love Yourself" album series.
12.	Illocutionary Representatives: remind	I'm Kim Nam Jun, RM of BTS. I'm a hip-hop idol and an artist from a small town in Korea. (D:28, L:55-56)	In the utterance above, it contains Representatives acts verb "remind". The speaker, Kim Namjoon, once again tells the audience about who he is. This utterance is used to emphasize the

			<p>utterance in (D:2, L:3). Kim Namjoon reminds the audience about who he is before he talked about his fear and end the speech, he also stated about his job as an Idol. Idol is a fandom culture in South Korea, it refers to a celebrity working in the field of Korean pop, either as a member of a group or as a solo act.</p>
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Appendix III: Table of Illocutionary Act (Directive)

No.	Kinds of Speech Acts	Utterances	Comments
20.	Illocutionary Directives: command	There was a small voice in me that said, “Wake up, man, and listen to yourself!” (D:16, L:28)	This utterance contains Directive acts “command” in a positive way. After struggling with a low self-confidence due to the judgment of many people on him, he began to change his mindset.
21.	Illocutionary Directives: invite	So, let’s all take one more step. (D:22, L:48)	This utterance contains Directive acts “invite”. Kim Namjoon was inviting the audience, the hearers stepped up to become a better person than before. We need to leave our old self that always worried about people’s judgment and being their shadows and shut down our own voice and become what others say.
22.	Illocutionary Directives: urging	We have learned to love ourselves, so now I urge you to “speak yourself.” (D:23, L:49)	This utterance contains Directive acts “urging”. Kim Namjoon said “so now I urge you to speak yourself” means that we need to speak for our own voice, not for what others want.
23.	Illocutionary Directives: questioning	I would like to ask all of you. What is your name? What	This utterance contains Directive acts “questioning”. He was

		excites you and makes your heartbeat? (D:24, L:50-51)	questioning about our name and what is make our heart beating, he asked that kind of question for us to speak what we never speak out. No one will call our name if we didn't call our own name, no one will speak about what we like except our self.
24.	Illocutionary Directives: urging	Tell me your story. I want to hear your voice, and I want to hear your conviction. (D:25, L:52)	This utterance contains Directive acts "urging". Kim Namjoon urges the hearers, especially BTS fans, to tell him and the worlds about their story. He also urges the hearers to be brave to tell about their life story, to tell about who they are and being proud of that. To tell about their problem and their fears.
25.	Illocutionary Directives: urging	No matter who you are, where you're from, your skin color, gender identity: speak yourself. Find your name, find your voice by speaking yourself. (D:26, L53-54)	This utterance contains Directive acts "urging". This kind of issue like skin color and gender identity is becoming a sensitive topic among young people today, these issues are often causing harassment and bullying.
26.	Illocutionary Directives: questioning	What is your name? (D:29, L:60)	This utterance contains Directive acts "questioning". Once again Kim Namjoon

			was questioning about our own name, he emphasized this question, so we dare to talk about our real name to the world.
27.	Illocutionary Directives: urging	Speak Yourself! (D:30, L:61)	This utterance contains Directive acts "urging". In this utterance he emphasized his word to urging people to speak by themselves voices.

Appendix IV: Table of Illocutionary Act (Expressive)

No.	Kinds of Speech Acts	Utterances	Comments
13.	Illocutionary Expressive: thank	Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world. (D:1, L:1-2)	Utterances in Expressive acts are usually express about feeling. This utterance shows Kim Namjoon's feeling towards the audience there, and this utterance contains Expressive acts "thank". He felt thank because United Nation allowed him to stand there and gave a speech in front of many important people from many different countries and he was there to represent his own country, South Korea.
14.	Illocutionary Expressive: joy	It's an incredible honor to be invited to an occasion with such significance for today's young generation. (D:3, L:4-5)	This utterance contains Expressive acts "joy". Kim Namjoon showed his joyfulness by saying that he felt incredible honor to be there and become a representative for today's young generation.
15.	Illocutionary Expressive: praise	We truly have the best fans in the world! (D:7, L:12-)	This utterance contains Expressive acts "praise". He was talking about BTS fans effort, support,

			dedication, and loyalty. BTS ventured to partnership with UNICEF in 2017 because of the fans who continue to support them, even fans have donated a lot of funds to UNICEF.
16.	Illocutionary Expressive: sorrow	No one called out my name, and neither did I. My heart stopped and my eyes closed shut. So, like this, I, we, all lost our names. We became like ghosts. (D:14, L:25-26)	This utterance contains Expressive acts “sorrow”. He felt sorrow because he lost in everything after listened to other people’s voice about him.
17.	Illocutionary Expressive: sorrow	But it took me a long time to hear music calling my name. Even after making the decision to join BTS, there were hurdles. Most people thought we were hopeless. Sometimes, I just wanted to quit. (D:17, L:29-31)	This utterance contains Expressive acts “sorrow”. He still worried about people judgment even he already works in music, he felt very sad because the judgment from many people about his career with BTS as a musician will be a failure.
18.	Illocutionary Expressive: joy	I think I was very lucky that I didn’t give it all up. I’m sure that I, and we, will keep stumbling and falling. (D:18, L:32-33)	This utterance contains Expressive acts “joy”. He felt lucky because he did not give up and continuing to survive until now, he stood in front of important people and became a public figure who inspired the lives of many people.

19.	Illocutionary Expressive: thank	We have become artists performing in huge stadiums and selling millions of albums. But I am still an ordinary, twenty-four-year-old guy. If there's anything that I've achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans. (D:19, L: 34-37)	This utterance contains Expressive acts "thank". Kim Namjoon using his gratitude towards many important people in his life. He said he is a superstar right now; many people know him after his career with BTS became a worldwide success.
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Appendix V: Table of Illocutionary Act (Commissives)

No.	Kinds of Speech Acts	Utterances	Comments
28.	Illocutionary Commissive: promise	We have been partnering with UNICEF’s #END violence program to protect children and young people all over the world from violence. (D:5, L:8-9)	This utterance contains Commissive acts “promise”, Kim Namjoon was talking about their campaign partnering with UNICEF and in this utterance, he also talked about the program aim is to protect children and young people all over the world from violence. By running this program, he promised to protect children and young people from violence, of course by using his own way called music.
29.	Illocutionary Commissive: promise	Maybe I made a mistake yesterday, but yesterday’s me is still me. I am who I am today, with all my faults. Tomorrow I might be a tiny bit wiser, and that’s me, too. These faults and mistakes are what I am, making up the brightest stars in the constellation of my life. I have come to love myself for who I was, who I am, and who I hope to become. (D:20, L:38-42)	This utterance contains Commissive acts “promise”. He talked about who he was in the past, and who he is today. He talks about the mistakes he did in the past and the future, he also talks about the good he did in the past and the future, with all that he promises to remain and love himself no matter what will happen to him.

30.	Illocutionary Commissive: promise	Like most people, I made many mistakes in my life. I have many faults and I have many fears, but I am going to embrace myself as hard as I can, and I'm starting to love myself, little by little. (D:27, L:57-59)	This utterance contains Commissive acts "promise". He made a promise to himself about starting to embrace himself as hard as he can and starting to love himself even more.
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Appendix VI: Table of Perlocutionary Act

No.	Kinds of Speech Acts	Utterances	Comments
31.	Perlocutionary	Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world. (D:1, L:1-2)	The first effect or the response from the audience can be seen in the online article of Soompi written by E. Cha on September 25th, 2018 with title 'UNICEF Explains Why They Invited BTS to Speak at the United Nations'. The second response can be seen in the online article of Fustany written by Nancy Hennes on September 2018 with title 'Why Boy Band BTS Was Invited to Speak at the United Nations?'
32.	Perlocutionary	It's an incredible honor to be invited to an occasion with such significance for today's young generation. (D:3, L:4-5)	The first effect or the response from the audience can be seen in the online article of Soompi written by E. Cha on September 25th, 2018 with title 'UNICEF Explains Why They Invited BTS to Speak at the United Nations'. The second response can be seen in the online article of Fustany written by Nancy Hennes on September

			2018 with title ‘Why Boy Band BTS Was Invited to Speak at the United Nations?’.
33.	Perlocutionary	Our fans have become a major part of this campaign with their action and enthusiasm. (D:6, L:10-11)	The effect or the response of the audience can be seen in the online article of Metro UK written by Emma Kelly on November 2018 with title ‘BTS thank ARMY for raising over £1 million for UNICEF on anniversary of Love Myself campaign’.
34.	Perlocutionary	We have become artists performing in huge stadiums and selling millions of albums. But I am still an ordinary, twenty-four-year-old guy. If there’s anything that I’ve achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans. (D:19, L: 34-37)	The effect or the response of the audience can be seen in the online article of Showbiz CheatSeet written by Dirk Winifred on May 2019 with title ‘What Is BTS's Net Worth?’.
35.	Perlocutionary	I would like to say one last thing. After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world. How our message helped them overcome their hardships in life and start loving themselves. These stories constantly remind us of our	The effect or the response of the audience can be seen in the online article of Medium written by Luke Waltham on 2018. Waltham was explained about the impact of one of BTS album for the fans, with title ‘What Love

		responsibility. (D:21, L:43-47)	Yourself Tear by BTS means to ARMY'S'.
36.	Perlocutionary	I would like to ask all of you. What is your name? What excites you and makes your heartbeat? (D:24, L:50-51)	The effect or the response of the audience can be seen in the online article of Beautytap written by Beautytap team on September 29, 2018.
37.	Perlocutionary	Tell me your story. I want to hear your voice, and I want to hear your conviction. (D:25, L:52)	The effect or the response of the audience can be seen in the online article of Beautytap written by Beautytap team on September 29, 2018.
38.	Perlocutionary	No matter who you are, where you're from, your skin color, gender identity: speak yourself. Find your name, find your voice by speaking yourself. (D:26, L53-54)	The effect or the response of the audience can be seen in the online article of Beautytap written by Beautytap team on September 29, 2018.
39.	Perlocutionary	What is your name? (D:29, L:60)	The effect or the response of the audience can be seen in the online article of Beautytap written by Beautytap team on September 29, 2018.
40.	Perlocutionary	Speak Yourself! (D:30, L:61)	The effect or the response of the audience can be seen in the online article of Beautytap written by Beautytap team on September 29, 2018.