

An Analysis of Illocutionary Acts Found in Kim Namjoon Speech (Leader of BTS) at the United Nation

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Abstract: Kim Namjoon is the only representative of the Korean idol chosen by UNICEF to deliver a speech at the general assembly. BTS is of considerable concern to today's youth since its songs are evaluated as encouraging and helpful in the face of struggle. The speech entitled "Speak Yourself" is a persuasive speech that aligns with the aims of UNICEF's "Young Generation" mission in 2030. The purpose of this study is to identify the kinds of illocutionary acts used by Kim Namjoon and to know the actual functions of illocutionary force found in speech. A descriptive qualitative method is employed in this study to collect data and identify the illocutionary act by Searle and the context of the situation by Halliday. The findings show 29 utterances containing illocutionary acts, which is representative 12 utterances, directive 7 utterances, expressive 8 utterances, and commissive 3 utterances. The actual functions of the utterances found by context situation analysis are representative: explaining, informing, reporting, claiming, and describing, expressive: thanking, expressing gratitude, expressions of happiness, expressing concern, despairing, and expressing sadness, directive: commanding, inviting, ordering, asking and requesting, commissive: promising.

Keywords: Kim Namjoon, illocutionary acts, context of situation, Searle, Halliday

INTRODUCTION

In communication, it is important to consider the context when speaking, such as where, when, who the person is speaking to, and what kind of situation or topic is being discussed because it all affects the meaning of speech. Without realizing it, people often ignore the context when communicating, thereby creating miscommunication between the speaker and the listener. The context in which language is used impacts the kind of choices we make from the language system. Language and context are fundamentally related to each other where the explanation of language understanding involves the making of conclusions that will relate what is said to what is said. Mutual assumed or what has been said before.

The English position as a global language has attracted many people from developing countries to learn and master English to communicate with people from different countries (Pariyanto, 2021). Speakers from non-English-speaking countries can also influence the type of language system used when speaking. It is necessary to consider the context when wanting to know what the speaker is doing through the speech. So it is important to know how non-native speakers and the context, as well as certain situations, may

affect the meaning of speech. Meaning in speech can be interpreted by looking at context through the speech act which is part of pragmatics.

Speech acts can be found in human life in the form of daily conversation. For example, when asking for help, apologizing, or simply describing something to others. The speech act is found not only in everyday conversation but also can be found in short stories, movies, speeches, or novels. Speech act has become a trend because virtually all conversations taking place in life contain the speech act, which has drawn many to examine and analyze the speech act even further. The speech acts may also be used in public speaking not only in everyday speech. The examples are speeches from celebrities, politicians, and leaders because they have followers who admire them and thus influence to spread a wider sense of speech.

One of the videos posted on UNICEF's youtube channel is the speech video by Kim Nam Joon the leader of the boy group BTS or commonly called RM (stage name), 27 years old, who is a native of South Korea. Born on September 12, 1994, South Korea's Ilsan Goyang-gu Kim Namjoon is a bright student at school. Since childhood, his mother had asked Kim Namjoon to watch American sitcoms' friends' to learn English by himself (Weiss, 2017). He also attended school in New Zealand for six

months as an exchange student, which resulted in his increased English comprehension. Kim Namjoon is a non-native speaker from South Korea who UNICEF selected to deliver a speech in conjunction with the self-love and anti-bullying campaign at the 73rd United Nations general assembly in New York.

In 2017 Kim Nam Joon with other members of BTS was chosen by UNICEF as a global ambassador. Regarding the #ENDviolence campaign from the Love Myself movement, Kim Namjoon gave a speech entitled 'Speak Yourself' to the young generation on September 24, 2018. Kim Namjoon a musician from South Korea can attend formal events and stand at the New York general assembly to give speeches with persuasive purposes. Not without reason was Kim Namjoon chosen as a representative of the younger generation, because BTS attracted a lot of attention around the world and motivated many circles with their songs. In accordance with the goals of the UNICEF program for youth strategy 2030, Kim Namjoon uses the group's forces to spread positive words that can build the young generation's motivation.

In accordance with the background above, the researchers consider it is important to choose the speech of Kim Namjoon (Leader of BTS) at the 73rd session of the United Nations General Assembly in New York to be analyzed using illocutionary acts and the context of the situation behind it, and to find out the actual function of the utterance and the context of the situation behind the utterance.

Review of Related Studies

There are several previous studies related to this research, such as "A Discourse Analysis of Kim Namjoon's Speech at United Nations" written by (Nisa, 2021). The study analyzes the types of figurative language used in Kim Namjoon's speech which aims to find out the values, beliefs, and assumptions contained in the text of Kim Namjoon's speech using Gee's theory. The qualitative descriptive results showed cognitive statements, affective statements, state and action statements, ability and constraint statements, achievement statements, ideology, discourse components, power relations, implicature, speech acts, and verbal actions.

The second study was written by Putri et al. (Putri, et.al, 2018) entitled "Representative and Commissive Illocutionary Acts in Donald Trump's Inauguration Speech." This research identifies the representative and commissive act using Searle's taxonomy (Searle, 1976) and the context of the situation by Halliday (Halliday, 1985) to know the intended meanings. From the descriptive qualitative analysis, the functions of the representative illocutionary act found are stating, predicting,

affirming, describing and denying. Meanwhile, the function types of commissive illocutionary acts are assuring, promising and pledging. The intended meanings that were found in the context of situation analysis are presenting, unifying, revealing, clarifying, convincing, and committing.

The next research entitled "Illocutionary and Perlocutionary Acts in Bulletproof Boys Leader Kim Namjoon's Speech Entitled 'Speak Yourself' at the 73rd Session of UN General Assembly" was written by Parmadi (Parmadi, 2020). This study employs qualitative research, and the theories utilized are Yule's (1996) Illocutionary Acts theory and Austin's Perlocutionary Acts theory (1962). The result shows 40 utterances that include Speech Acts. There were 30 data for Illocutionary acts, including 12 utterances or 30% for Representative, 8 utterances or 18% for Directive, 7 utterances or 14% for Expressive, and 3 utterances or 8% for Commissive. The most recent data for Perlocutionary act was 10 utterances or 25%.

The fourth study was conducted by Mufiah and Nur Rahman in 2019 (Mufiah&Nur Rahman, 2019) entitled "Speech Acts Analysis of Donald Trump's Speech". Aimed to analyze the dominant types of illocutionary speech acts used in a speech by using qualitative descriptive methods and the speech act theory by Yule (1996), the researchers concluding that there were 63 utterances containing illocutionary acts with the percentage of utterances: Representative 46%, Expressive 11%, Directive 16%, Commissive 12.7%, and Declarative 14.3%. The analysis that has been carried out, shows that Donald Trump emphasizes to the audience about his nation in the future. Then it was found that Trump's speech acts were intended as statements of fact and affirmations in his speech. It implies an expectation from Trump that the audience can be persuaded and act.

Then, the research entitled "Illocutionary Acts in Jennifer Lee's Movie Frozen" was written by (Purnamasari, 2020). The purpose of this study is to categorize the illocutionary acts used by Raina, the main character, and to comprehend the interpretation of Raina's speech utilizing illocutionary acts in the utterance. The research is carried out using qualitative descriptive analysis. The result of this research is that there are 202 utterances containing the illocutionary acts, which directive 95 utterances: 63 asking, 12 commanding, 6 ordering, 10 requesting, and 3 suggesting. The representative 78 utterances: 1 agreeing, 18 asserting, 2 assuring, 6 beliefs, 7 concluding, 13 complaining, 26 informing, and 5 reporting. the expressive 19 utterances: 4 apologizing, 4 condolences, 2 deploring, 5 praising, 3 thanking and 1 welcoming. And the last commissive 11 utterances: 6 planning and 5 promising.

The sixth study entitled "Illocutionary Acts in President Rodrigo Duterte's Speech" was conducted by (Wardana et al., 2019). This study also identifies speech acts, especially the types of illocutionary acts and perlocutionary acts in the speech of the President of the Republic of the Philippines, Rodrigo Duterte at the SONA forum. The aim is, researcher wants to know more about Rodrigo Duterte's speech because he is famous for his unpleasant words by proving through speech act analysis whether his speech contains an insulting perlocutionary act or not. The researchers uses a qualitative descriptive method and applies the theory of speech act by Searle to analyze each word. The results showed that of the 5 types of illocutionary acts, there were 4 types of illocutionary acts found, there were: 86 Assertives, 57 Directives, 18 Expressives, 21 commissives, and 0 declarations.

The fifth research was conducted by (Kurnia Utami & Sudana, 2018) entitled "Directive Illocutionary Acts with Special Reference to Pitch Perfect." This study analyzes the types of speech modes and the meaning of speech acts found in the Pitch Perfect film. The data used are dialogues and film scripts that have been downloaded from the internet and then selected and analyzed using theory from by Searle and the situation context by Halliday. The purpose of using the two theories is first to identify whether an utterance is included in a directive speech act. Then, situational context theory is used to analyze the implicit meaning of the utterances. The results showed that there were 10 data in the form of declarative mode, 10 interrogative data, and 5 imperative data. The implicit meanings found in these utterances are commanding, inviting, requesting, giving input, and pleading.

The last research entitled "Illocutionary Act of Modal Auxiliary Can In HBO Series Game of Thrones" written by (Zahra et al., 2018) is a study of the types of illocutionary acts and the context of the situation to find out the meaning contained. The data used is that which carries the auxiliary Can and a qualitative descriptive method is applied to analyze the data. This study aims to analyze and classify the types of illocutionary acts by Searle (1979) on the data and divide them into types of acts to determine the actual function of the illocutionary acts. The situation context theory by Halliday (1989) is used to show how the context of the situation (field of discourse, tenor of discourse, and mode of discourse) supports the illocutionary acts found in the Game of Thrones series. The results show that there are five types of illocutionary acts in the Game of Thrones series, namely assertive, directive, commissive, expressive, and declarative. The implied meanings found in this study are; suggest, tell, state, ask, plead, promise, act, refuse, intend, complain, oppose, and declare.

These studies are previous studies that have similarities and differences. The first equation is the data used, in the first and third studies are used Kim Namjoon's speech as data to be analyzed. Meanwhile, the difference lies in the focus of the research and theory - first analyzing the type of figurative language with the theory by Gee and third the percentage of speech acts found with the theory by Yule. Similarities were also found in the three previous studies mentioned above. The similarity is the theory used, there are the illocutionary act theory by Searle and the situation context theory by Halliday to identify and analyze data. The difference is that the data used is different. Then three other previous studies have similarities in identifying illocutionary acts in a speech without applying other theories to analyze the meaning behind it. the difference lies in the data and research focus. Therefore, the present study entitled "An Analysis of Illocutionary Acts Found in Kim Namjoon Speech (Leader of BTS) At United Nations" is to investigate the actual function behind the illocutionary acts through the context of the situation and identify the types of illocutionary acts used.

Pragmatics

Pragmatics is a study in linguistics that studies the meaning of an utterance in communication. According to Levinson (Levinson, 1983) pragmatics is the study of language use, where the relationship between language and context is the basis for explaining language understanding and involves making inferences that will relate what is said to what is mutually assumed or what has been said previously.

Pragmatics is a branch of study in linguistics that studies language use and how context affects language. Pragmatics refers to who the speaker speaks to, where, and when the speaker speaks, and in what kind of event. According to (Yule, 1996) pragmatics is studying the meaning in an utterance that is said by the speaker and how the listener catches the meaning or interprets it. Furthermore, pragmatics is a study that studies contextual meaning which requires consideration of context when the speaker wants to say something.

Thomas, in 1995, states that pragmatic research is a way of finding meaning in interactions. To pragmatic authors "Creating meaning is a dynamic process that entails exchanging the meaning between the speaker and the audience, the context of speech (physical, social, and linguistic), and the possible meaning of an utterance". Such as communicating with neighbors when they want to borrow something, giving a speech for an award, or carrying out a campaign to be elected President, where all such interactions have a dynamic process that gives meaning to speech. The meaning that

results from an utterance according to Thomas is the definition of pragmatics.

In everyday life, it is often found that someone interprets other people's words without looking at the context and other considerations. In other words, the person cannot interpret the true meaning behind the utterance. Because communication can be said to be successful if the interlocutor understands what the speaker is actually saying. Therefore, the study of pragmatics is intended to interpret the meaning of speech through context and how it affects it. Based on this, the researchers presents several explanations regarding pragmatic studies that need to be understood.

Context by Halliday

In pragmatics, the role of context is important and influential. Context is limited by the understanding of the audience in interpreting the speaker's purposes according to the context in which the speech is said by the speaker. According to Asher and Simpson (Asher & Simpson, 1994), context is a linguistic phrase that is employed in a variety of situations but is never defined. In pragmatic research, this suggests that context has an impact on connections with meaning and importance.

The context of the situation is a theoretical construction to explain how a text relates to the social process in which it is located (Halliday, 1978). The context of the situation consists of three elements: the major social activity, the individuals engaged (and how they connect to one another), and the role and function of the text in this social activity. In systemic functional linguistics technically known as field, tenor, and mode.

Field refers to a topic or issue that is currently being explored in a certain circumstance.. When the lecturer explains about the literature course, the choice of language used by students will be in accordance with the topic.

Tenor refers to the roles and connections that people play in different contexts. How long a person's relationship lasts will affect that person's choice of language. The language used will be different when you are with people you have known for a long time, as well as someone's role (doctor, teacher, pilot, student).

Mode refers to the mode of communication employed in a specific context (e.g. spoken, written, visual). For example, the difference between written mode and spoken mode when in the office during a meeting (must make presentations and take notes)

Illocutionary Speech Act

The speech act is a part of pragmatics that studies the meaning behind speech and the actions that result from the utterance (Searle, 1975). Speech acts (Austin, 1962) are the actions taken when saying something. When giving orders, asking for

apologies, or describing something, there must be a goal that the speaker wants to achieve when communicating. Actions that result from the speaker's utterances are the purpose of speech acts.

Austin (Austin, 1962) and Searle (Searle 1975) classified illocutionary act into five categories, such as:

1. Declaration: this is a word or utterance that can declare an event from before the patent itself. Examples are 'i declare', 'i bet', and 'i resign'.
2. Representative: is an act where the speaker makes a statement that is believed to be true to the listener. Such as 'describing', 'claiming', 'concluding', 'predicting', 'reporting', etc.
3. Comissives: are actions that make the speaker bound by their words or speech for future actions. For examples 'promising', 'threatening', 'offering', 'refusing' and etc.
4. Directives: it is an act that makes the listener do something by what the speaker says. Such as, 'requesting', 'commanding', 'inviting', 'suggesting', 'forbidding', and etc.
5. Expressive: is an action that refers to what the speaker feels by speaking. For examples 'praising', 'apologising', 'congratulating', 'regretting', and 'deploring'.

The theoretical framework of this research can be seen in Figure 1.

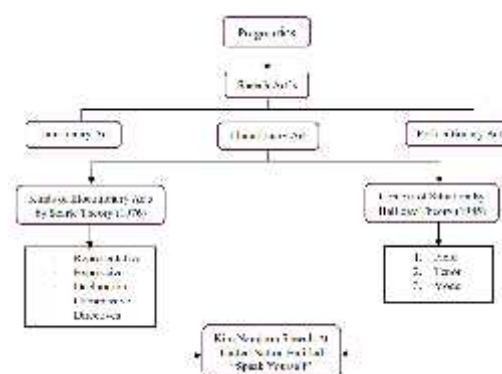


Figure 1. Research Framework

Research method

This study uses descriptive qualitative research to determine the illocutionary acts contained in Kim Namjoon's Speech at the 73rd UN session since this collects and analyzes documents or focuses on the researcher's understanding of the knowledge and concepts being studied (Creswell, 2014). The purpose of this study is to find out more about how speech acts (illocutionary acts) can be seen through words, and someone's speech through communication, speech, or public notices by applying the theory of speech acts by John Searle and the situation context theory of Halliday is applied

to determine the actual function of the illocutionary acts of the speech.

This study uses note-taking as a research instrument in recording spoken speech into written text. Play the video from the UNICEF official youtube channel then write down every utterance until the pause, and repeat again. After that, the transcript is checked for accuracy with a speech transcript that is available on the internet if there is an incorrect language when doing note-taking. Lastly, mark which words are included in the illocutionary act.

The primary data in this study came from the transcript of Kim Namjoon's speech (leader of BTS) at the United Nations General Assembly, entitled "Speak Yourself.", while the secondary data was obtained from the types of speech acts found in its transcript, especially illocutionary acts in utterances.

The data were collected by retrieving from the speech of the speaker because it is included in a qualitative study. In collecting data, the researcher will read a transcript of Kim Namjoon's speech entitled "Speak Yourself" which has been written through note-taking, and then read it many times and carefully to better understand the meaning of the speech text. The researcher will identify each sentence in the text in several sections. After that, the researchers will put it on the table and give a number in each part that has been identified. Then classify it using John Searle's theory of speech acts (1976).

The researcher used the theory of illocutionary acts by Searle in identifying the data and the theory of context situation by Halliday to help in analyzing the data. There are several procedures for analyzing data, such as:

1. The findings of the classified data are presented and explained in the analysis section.
2. The researcher creates a table to categorize what kinds of the illocutionary act (representative, directive, commissive, declaration, and expressive) and then make a sum of all the illocutionary acts that have been found.

Next, the researcher examines the discovered illocutionary acts. The aims is to discover the actual function of the illocutionary acts.

Findings and Discussion

Based on Searle's classification of illocutionary Acts, there are four types of illocutionary acts found in the speech: Representative, Expressive, Directive, and Commissive. The frequency of the acts is shown in Figure 2.

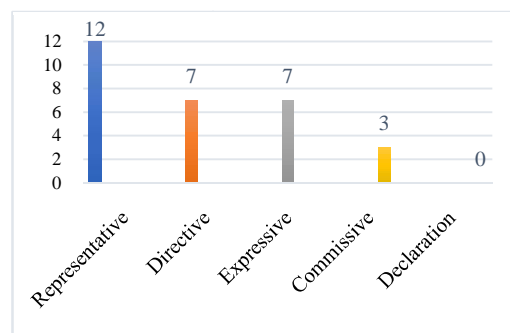


Figure 2. Types of Illocutionary Acts in Kim Namjoon's Speech

This section presents and discusses one of the each type found in Kim Namjoon's speech.

Representative

The type of representative illocutionary dominated the speech. This is an act where the speaker makes a statement that is believed to be true to the listener (Searle, 1976). Claiming, explaining, informing, concluding, describing, and reporting, are examples of actions resulting from this type of utterance. The example of illocutionary was found in the speech and is described below:

(R01) "My name is Kim Nam Jun, also known as RM, the leader of the group BTS"

This utterance can be categorized as representative because it shows the act of explaining that he is Kim Nam Joon and is commonly known as RM, the stage name he uses in the BTS group. The speaker explained a fact that his name is Kim Nam Jun in Korean spelling and RM's (stage name) position as the leader of the group. In this utterance, the speaker explains to the audience who he is and what his position is.

The context of the utterance is as follows:

- Field: Kim Nam Joon gave a speech at United Nation in front of important people representing their country to participating in the event. It's unethical if he doesn't introduce himself to everyone first, because even though BTS is already very famous all over the world, there are still some people who don't know who BTS is. Introductions are something that must be done every time you speak in public, especially at formal events.
- Tenor: Kim Nam Joon speaks as a representative of the group to give his speech from a public figure perspective. Then the participants in this speech are all those who attended the event or who watched through online media.
- Mode: the speaker uses spoken language to pronounce his introduction where the role of language is as a relationship builder between the

audience and speaker which refers to the opening of the speech and provides an overview of what will be discussed further.

The utterance (R01) may have a different meaning when it takes place in a different situation context. For example, Kim Namjoon introduced the group by shouting chants that are usually done at South Korean music shows and not in formal events like at United Nations, as well as the participants. Thus it can be concluded, that the actual function of the utterance is explaining to everyone who he is and what his position is in the group.

Directive

The Searle's type of illocutionary directive is an act that makes the listener do something by what the speaker says. For example, requesting, commanding, inviting, asking, ordering, suggesting, forbidding, etc. Such illocutionary was found in the speech and is described below:

(D01) "Wake up, man, and listen to yourself!"

This utterance can be categorized as directive because it makes the listener do what he says. This shows the act of commanding in the illocutionary act by Searle, where the speaker commands himself and the listener to awake and begin to listen to the voice of the soul about what has been wanting to do and dreaming without having to see other people's views of themselves. Then it's described the context of the situation that makes Kim Nam Joon express the utterance, as follows:

- Field: This utterance is related to the utterance (R09) where the speaker said that he began to close himself and only listened to other people's voices about him so that the voice of his soul disappeared and made him like a ghost in the utterance (E05). Therefore, Kim Nam Joon ordered himself to wake up and realize.
- Tenor: Kim Nam Joon speaks for himself as a representative of the younger generation and all audiences who feel lost their voice to wake up. The participants are those who attend the general assembly or who see it through online media.
- Mode: The utterance is spoken language because the characteristics found are imperative. In utterance, there is an order that the speaker gives to himself.

The utterance (D01) may have a different meaning when it takes place in a different situation context and also the participants. For example, Kim Nam Joon talking to his friend will be mistaken if he ordered his friend. Hence the actual function in the utterance is commanding himself.

Expressive

The type of expressive illocutionary according to Searle (1976) is an action that refers to what the speaker feels by speaking. Thanking, apologizing, expression of happiness, expression of

sadness, congratulating, regretting, dislike, like, deploring, etc are examples of actions that result from this type of utterance. Such illocutionary was found in the speech and is described below:

(E01) "Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world."

The utterance can be categorized as expressive because the speaker shows the act of thanking. The speaker was grateful that BTS had been given the opportunity to deliver a speech in front of important guests from various countries. Then it's described the context of the situation that makes Kim Nam Joon express the utterance, as follows:

- Field: the speaker delivered a speech at the general assembly because of the invitation given by UNICEF Korea as an ambassador of goodwill, thus making history and making BTS the first k-pop idol group to stand on the podium of the general assembly and raise their voice (Kumar, 2018).
- Tenor: The speaker addressed the audience as the representative of the idols and the country to all participants.
- Mode: The speaker's utterance is spoken language that role as an expression of the speaker's feelings.

The utterance (E01) may have a different meaning when it takes place in a different situation context. For example, the speaker works as a diplomat who does represent his country in an international organization. Thus it can be concluded that the actual function of the utterance is thanking to the audience there.

Commissive

The Searle's type of commissive illocutionary is are actions that make the speakers bound by their words or speech for future actions. For example promising, threatening, offering, refusing and etc. Such illocutionary was found in the speech and is described below:

(C01) "We have been partnering with UNICEF's #ENDviolence program to protect children and young people all over the world from violence"

This utterance can be categorized as commissive because the speaker shows the act of promising to the listener. The speaker promised to protect children and youth around the world through the #ENDviolence program with UNICEF. Then it's described the context of the situation that makes Kim Namjoon express the utterance, as follows:

- Field: BTS decided to partner with UNICEF to sponsor the #ENDviolence program using its

popularity to raise money for a global campaign (Drysdale, 2017). The program aims to protect children and youth around the world from violence. As artists and songwriters, the speakers promise to protect in their own way through the songs and music they create.

- Tenor: Kim Namjoon as a representative of the #ENDviolence program speaks to all children and adolescents around the world, and the participants in this utterance were those who listened directly or through media online.
- Mode: This utterance includes spoken language that role as a future action.

The utterance (C01) could have a different meaning when it takes place in a different situation context and also the participants. For example, the speaker is a president who gives a speech during a campaign for election. Thus it can be concluded that the actual function of this utterance is promising to UNICEF for making a better place for the world.

Declaration

The type of illocutionary declaration according to Searle, is a word or utterance that can declare an event from before the patent itself. Examples are I declare, I bet, and i resign. However, in Kim Namjoon's speech entitled 'Speak Yourself' at the general assembly, the type of illocutionary declaration was not found because the speaker did not say an utterance that could turn something into a patent.

Conclusions

Based on the findings and discussion, there are four types of illocutionary acts that exist in the speech which are representative 12 utterances, expressive 7 utterances, directive 7 utterances, commissive 3 utterances, while declaration did not exist in the speech. The most dominant type of illocutionary acts in speech is representative with a total 12 utterances. The last related to the third statement of the problem, is the actual functions of the illocutionary acts that exist in speech they are: representative (explaining, informing, reporting, claiming, and describing), expressive (thanking, expressing gratitude, expressions of happiness, expressing concern, despairing, and expressing sadness), directive (commanding, inviting, ordering, asking and requesting), commissive (promising).

There are some suggestions for readers who desire to or are interested in studying pragmatics, particularly speech acts. First, it is advised that future studies learn more about speech acts, particularly the illocutionary force or function. Second, in attempting to determine the genuine meaning of the discovered speech acts, consider the context. The last, search for references such as papers, online sites, or magazine articles that can aid reinforce context claims in illocutionary acts.

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