A Speech Act Analysis of Nadiem Anwar Makarim’s Speech

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ABSTRACT

Speech is the ability to speak in front of the public to tell their opinion or give an idea about something important. This research aimed to analyze the kinds of communication function in illocutionary act in a speech made by Nadiem Anwar Makarim as Ministry of Education as well as identifying the effects contained in the speech made by Nadiem Anwar Makarim. The research used qualitative approach. The approach used in this study is a qualitative approach. In this research to check the correctness of the data from different perspectives, researchers used triangulation. Data analyses used by researchers are consisted of 3 ways in data analysis, namely data reduction, data display and conclusion drawing. The result showed that: 1) All kinds of illocutionary act from Searle were occurred in which representatives act was the act which was mostly used in a speech made by Nadiem Anwar Makarim which was 43.66%. Then, in a speech made by Nadiem Anwar Makarim, there was an indication of declaration (14.08%), directives (19.71%), expresses (15.49%) and commissive (4.23%). 2) The speech from Nadiem Makarim was mostly in the form of direct and active sentence (70%). The reason is because Nadiem Makarim state his speech directly by himself, there is no other people or company whom he referred and he mostly used prefix “me” and suffix “kan” to state his speech directly. There is also the form of passive voice, imperative sentence and indirect sentence.

1. INTRODUCTION

As a social being, people must communicate in their life. Communication is very important in our life, because the human be able to do communication to establish a relationship with other people. Human communication can also convey a message or information that is very useful for others (Alawamleh et al., 2022; Yu et al., 2021). There are several ways to convey the message and information such as newspapers, televisions, magazines, and news. When people want to convey information or idea that they have, sometimes they do a speech to convey the idea. Speech is the ability to speak in front of the public to tell their opinion or give an idea about something important (Ha et al., 2021; Rahman et al., 2019). Previous study stated that speech is expressing thoughts in the form of words addressed to the crowd or discourse prepared to say in front of the audience (Della & Sembiring, 2018). When expressing our speech does not only provide information but also time to take action. Action inherent when we are revealing something that is called a speech act. Speech act is a kind of verbal communications. The words “speech acts” are from two words that are “speech” and “act”. Speech is the utterance that occurs and act means action (Moses et al., 2019; Tri Budiasih, 2018). Previous study stated that there are three kinds of speech acts in practice the use of language (Ziashahabi et al., 2020). These are three kinds of speech acts
that are illocutionary acts, illocutionary acts, and perlocutionary acts. Furthermore, previous study states the illocutionary speech acts in five kinds of utterances each have a communicative function which are assertive, directive, expressive, commissive, and declarations (Burns, 2019).

In relation to the current condition in Indonesia, Indonesia is now in covid-19 pandemic. Covid-19 is a new type of disease that is currently becoming a trending topic in society. Covid-19 is a disease that can also affect anyone, from babies, children, to adults (Lopez et al., 2021; Mu’awanah et al., 2021). Corona virus can attack anyone because it interferes with the respiratory system and event takes lives. It has spread to almost all countries including Indonesia to become a global pandemic. The impact of this pandemic on the economy and education so that disrupt in learning process (Brosnan, 2020; Ojetunde, 2020). The local government has decided to implement the online learning method from home. Almost all regions carry out online learning activities. Because of that, motivation is needed and National Education Day in 2021 was a perfect chance to motivate the Indonesian people through speech (Ashman & Snow, 2019; Della & Sembiring, 2018). Based on the covid-19 situation in Indonesia, it can be assumed that Indonesia needs public figure who can motivate and encourage the people to learn and improve and Nadiem Makarim is one of the motivators who can motivate the people and give positivity to the people.

Based on the explanation above in this research, the writer will analyze the kinds of communication function in illocutionary act and the effect of the perlocutionary act in the speech done by Nadiem Anwar Makarim as Ministry of Education and CEO of GOJEK.

2. METHOD

In terms of the data, the approach used in this study is a qualitative approach because this study concern on analyzing the meaning of the speech from Nadiem Makarim. Qualitative approach constitutes research procedures that procedure descriptive data in the form of written as well as spoken words from observed people and behavior. This study includes of qualitative research because this study will analyze language variety and word choice in a speech by Nadiem Anwar Makarim in which the descriptive data is obtained from data that are both text and video. Primary data is the primary data use as a research subject. The data that is the primary data is a speech in commemorate of teacher’s day by Nadiem Anwar Makarim as well as welcoming speech for GOJEK birthday party with additional speech when Nadiem is in 51st Ceremony of Media Indonesia and on 19th Dies Natalis in DEL Technology Institute. In this research to check the correctness of the data from different perspectives, researchers used triangulation. Triangulation is one method of validating data or making it reliable, where the results when these data are confirmed, questioned or extended with an alternative point of view (Noble & Heale, 2019; Setia, 2016). There are four types of triangulation, namely method triangulation, investigator triangulation, theory triangulation, and data source triangulation. The researcher used the theory triangulation to examine the findings while executing the resulting data using different theory from Searle and the theories used from the article. Researcher use this triangulation to help cover the weaknesses of previous data collection so that the results can be trusted.

Data analysis used by researchers are consisted of 3 ways in data analysis, namely data reduction, data display and conclusion drawing (Miles et al., 2014). Of the three methods, it can be added with more interactive data collection so that researchers can still move in four streams of data collection, data reduction, data presentation and verification of conclusions.

3. RESULT AND DISCUSSION

Result

Based on the finding of this study. All kinds of illocutionary act from Searle were occurred in which representatives act was the act which was mostly used in a speech made by Nadiem Anwar Makarim which show in Table 1.

Table 1. Kinds of Illocutionary Act used by Nadiem Anwar Makarim

<table>
<thead>
<tr>
<th>Illocutionary act</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration</td>
<td>14.08%</td>
</tr>
<tr>
<td>Directives</td>
<td>19.71%</td>
</tr>
<tr>
<td>Expressives</td>
<td>15.49%</td>
</tr>
<tr>
<td>Commissive</td>
<td>4.23%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>43.66%</strong></td>
</tr>
</tbody>
</table>

P-ISSN: 2614-1906 E-ISSN: 2614-1892
Table 2. Example of Prefix and Suffix used

<table>
<thead>
<tr>
<th>Indonesian</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Untuk menyambut kesempatan ini kita memerlukan sumberdaya manusia yang tanggap teknologi, mampu memecahkan masalah dan berdaya saing. Apalagi di dunia pendidikan, dampak pandemi memaksa kita untuk melakukan beberapa hal dengan cara berbeda.</td>
<td>To welcome this opportunity, we need human resources who are technologically responsive, able to solve problems and are competitive. Especially in the world of education, the impact of the pandemic forces us to do things in different ways.</td>
</tr>
</tbody>
</table>

Discussion

Speech act is the study of meaning and function of an utterance which is used to clarify what the speaker does. Previous study stated that speech acts is an act refers to the action that is performed in making an utterance (Della & Sembiring, 2018). Similarly, other study defined speech acts as “actions performed via utterances” (Aryani, 2017). Speech act can be divided into two such as direct speech act and indirect speech act. Direct speech act uses the typical association between sentence forms and speech acts (Andewi & Waziana, 2019; Fitriana, 2013). This is in line with previous study who conducted a study that found result of the study showed the writer found the kinds of communication function in illocutionary act (Sudarmawan et al., 2022), they were: 9 assertive (stating), 0 directives (the writer did not find any directives in speech), 2 expressive (thanking), and 6 commissive (offering and promising) and 0 declarations (declarations was not found in this study). Then, this is also in line with other study that conducted study. The results of the study indicate that there are 358 utterances of Illocutionary Acts of Donald Trump’s speech on announcement of presidential candidate (Sibarani & Marlina, 2018). It dominantly used affirmative, followed by commissive, directives and expressive respectively. Speech acts are individual symptoms that are psychological in nature and continuity is determined by the speaker's ability to deal with certain situations. In speech acts, it is more seen in the meaning or meaning of the actions in the speech which meant speech acts is the theory that analyzes the effect of an utterance in the relationship between the speaker and the listener’s behavior (Tri Budiastih, 2018; Ziasahabibi et al., 2020).

Locutionary act is the semantic or literal meaning of sentence. The understanding of the function of sentence is very important to understand semantic or literal meaning of sentence. The three types of sentences: First, declaratives sentences which are sentences present a predicate and with or without more phrase adjuncts. The function of declarative sentence is to assert and describe something (Erawati & Sulibra, 2017; Kurdghelashvili, 2015). For example “He ate”, it presents a predicate and without more phrase adjuncts. The other examples are “I bought a watch from Harvey for three clam shells” and “Pauline gave Tom digital watch for his birthday”. The word “menyambut”, “memerlukan”, “memaksa”, “melakukan”, and “memecahkan” have affix “me” and suffix “an” as the direct verb to empower the meaning of direct statement in which in Indonesian terminology it is called as “MD” (Menerangkan Diterangkan). Besides, there is also the form of passive voice, imperative sentence and indirect sentence.

Illocutionary act is an act of doing something either for the speaker or for listener. Previous study stated that illocutionary act is performing the act in saying something (Ma’yuuf & Hasan, 2021). An illocutionary act can also called as an implied level. The illocutionary act is performed via the communicative face of an utterance and it is an intended meaning of a speaker (Meyer-Beining et al., 2018; Thordardottir, 2019). In this case, to hint his intentions and to show how the proposition should be taken the speaker uses many indications, ranging from the most obvious ones, such as unambiguous performativity verbs, to the more opaque ones, among which mainly various 3 paralinguistic features (stress, timbre and intonation) and word order should be mentioned. An illocutionary act is the act performed in, or the performance of the illocution (Erawati & Sulibra, 2017; Magomedkhan & Sadovoy, 2021).

The implication of this research is that by better understanding the speech acts in Nadiem Anwar Makarim’s speeches, this research can help in analyzing and understanding the influence of these speeches on...
public opinion, and how certain messages can influence people’s views. However, this research has limitations, one of which is that Nadiem Anwar Makarim’s speech may be dynamic and can change over time. Therefore, the results of speech act analysis in one particular speech may not capture future changes in attitudes or context.

4. CONCLUSION

Based on the result of discussion in this study, it can be concluded that: 1) All kinds of illocutionary act from Searle were occurred in which representatives act was the act which was mostly used in a speech made by Nadiem Anwar Makarim consist of declaration, directives, expressives, and commissive. The speech from Nadiem Makarim was mostly in the form of direct and active sentence. The reason is because Nadiem Makarim state his speech directly by himself, there is no other people or company whom he referred and he mostly used prefix “me” and suffix “kan” to state his speech directly. There is also the form of passive voice, imperative sentence and indirect sentence.

5. REFERENCES


