AN ANALYSIS OF SPEECH ACT IN SHAKIRA'S SPEECH AT WISE CONFERENCE QATAR

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Abstract: The aim of this research was to know the types of speech act and the most speech act find in Shakira's speech through watching the video and reading script. This speech was delivered at WISE Conference Qatar on 2019 with the title "Education Changes the World". The data was taken from the YouTube. This research used descriptive qualitative method to describe and analyze the type of speech act and the most speech act used in Shakira's speech. To focus on this research, the researcher limited the type of speech act (illocutionary act) based on John Searle's theory to know the types of speech act and after that analyzed the most speech act used in the speech. The study found types of speech act. The details of speech act in Shakira's speech are 23 data which were divided into: 70% is assertive, 5 or 15% is directive, 3 or 9% is expressive, 2 or 6% is commissive. There was not found declarative act. Then, assertive is the most dominant type that used in this speech.

Keywords: *Speech Act, Shakira's Speech at WISE Conference Qatar.*

INTRODUCTION

Humans are inherently social creatures, driven by a desire to connect with others, understand their environment, engage in interactions, and acquire information. Therefore, language becomes an essential tool for communication. As highlighted by Harmer (2007), language serves as a means of communication even between individuals who don't share a common first or second language. Without language, effective communication and interaction among people would be impossible. According to Hartman and Stork, language is a distinctively human, non-instinctive method of conveying ideas, emotions, and wishes through deliberately produced symbols (in Mufiah and Rahman, 2018). This underscores the significant role that language plays in human life, enabling the expression of ideas and emotions.

Communication involves more than conveying information; it often encompasses specific intentions, such as influencing others or prompting actions based on one's utterances. Yule (1996) concurs with this notion, stating that utterances serve not only as grammatical structures and words but also as vehicles for performing actions. For instance, when a daughter says "I am hungry" to her mother in the afternoon after school, she's not merely expressing her hunger; she's also making a request, anticipating her mother to prepare lunch. Similarly, when a teacher declares "I choose you as a class captain" in a classroom, it's not just information-sharing; the teacher is designating a student as the class captain.

This concept of conveying actions through speech is referred to as a "speech act." In essence, a speech act involves the communication activity (locutionary) that carries an intention (illocutionary) at the time of speaking and anticipates a particular effect or response (perlocutionary) from the listener. However, misinterpretations between the speaker and listener can occur, leading to utterances that fail to trigger the desired actions. This divergence might result from discrepancies in how the speaker expects the listener to comprehend the utterance's purpose.

The illocutionary act spoken is aimed at eliciting perlocutionary responses from the listener. However, not all illocutionary acts in a conversation yield the intended perlocutionary effect sought by the speaker. Sometimes, listeners struggle to understand the speaker's intent or cannot carry out the desired perlocutionary action. Speech acts are prevalent in spoken language, closely connected to the act of speaking itself. They encompass various forms of speaking, such as dialogue and monologue. Speech, in fact, constitutes a type of monologue activity when performed.

Given this context, studying illocutionary acts is crucial due to the impact every utterance can have on the listener. Analyzing illocutionary acts aids in effectively conveying and understanding intentions, thus achieving communication goals. Such acts are not limited to everyday conversations but also extend to speeches. Given the considerable impact of speeches on listeners, they provide a valuable object of study.

In this regard, the researcher focuses on Shakira's speech at the WISE Conference Qatar. Shakira, a renowned Colombian singer, songwriter, musician, and philanthropist, emerged as a musical sensation in Latin American music during the early 1990s. Her fame is exemplified by hits like "Waka Waka (This Time for Africa)," the official song for the 2010 FIFA World Cup. The decision to study Shakira's speech is influenced by her global recognition and the moral message she

conveyed, particularly relevant to students. Her speech titled "Education Change the World" resonated widely, gaining over 1.5 million views on YouTube. This speech, delivered at the 2019 Qatar WISE Conference, garnered significant attention for its impactful content.

The researcher introduces previous studies that have utilized speech acts as the focus of their research. Firstly, Gultom identified four categories of speech acts: assertive, directive, commissive, and expressive. The predominant illocutionary act in Hillary Clinton's speech was found to be commissive (2017). Secondly, Umar explored communication functions in illocutionary acts, including assertive, directive, expressive, commissive, and declarative functions. The most prevalent illocutionary act in President Joko Widodo's speech was assertive (Umar, 2016). Thirdly, Iwan Kurniawan's study, "The Language of Airline Slogans: A Linguistics Analysis," analyzed 35 airline slogans from five continents, categorizing speech acts into representative, commissive, directive, and expressive categories. The most frequent speech act in the airline slogans was representative (Kurniawan, 2018).

While these previous studies delve into similar areas of research concerning speech acts, a significant distinction arises with the present research. This study is unique in its focus on analyzing speech acts within Shakira's Speech at the WISE Conference Qatar. This speech has not been previously studied, rendering it a compelling and novel subject for linguistic research. In light of these distinctions, the researcher aims to undertake a study titled "An Analysis of Speech Act in Shakira's Speech at WISE Conference Qatar."

METHOD

This research adopts a qualitative research design to analyze the subject, focusing on the speech act in Shakira's speech at the WISE Conference Qatar. Qualitative research is an interpretative approach that seeks to uncover specific meanings and behaviors experienced within social phenomena (Palmer & Bolderston, 2006). It delves into understanding individuals and their experiences through their words and interactions. As mentioned by Creswell, qualitative research is apt for addressing research problems involving variables that are not fully understood and require exploration (Creswell, 2015).

Qualitative research produces descriptive data in either oral or written form, aiming to achieve an in-depth and comprehensive understanding of the subject matter. In this case, the research employs descriptive methods to elucidate the speech act within Shakira's speech at the WISE Conference Qatar. This approach is suitable because it aims to portray the phenomenon and characterize the speech acts used in the speech. Gay highlights that the descriptive method is employed to collect data that serves to test

hypotheses or answer research questions (Gay, 2012). Given this context, the descriptive method is well-suited for this research as it facilitates a comprehensive depiction of the speech acts in Shakira's speech at the conference.

Subject

The researcher's focus centered on analyzing the speech act within a speech delivered by Shakira at the WISE Conference Qatar Summit, which took place on November 21, 2019, in Qatar. The researcher obtained the video of the speech from YouTube on Friday, November 6, 2020. The duration of Shakira's speech in the video is 11.13 minutes. Following Sutopo's perspective, the subject pertains to the data source, while the data itself are the outcomes (Irani, 2017). Thus, the subject of this research is the speech delivered by Shakira at the WISE Conference Qatar. The research methodology draws on John R. Searle's theory of speech acts as its analytical framework.

Data and Data Source

Data consists of facts or information that are used to address research questions. It serves as a critical tool in a study, revealing the research outcomes. Researchers require sources to obtain the necessary data. Essentially, the data source is where the researcher collects the required information.

Creswell emphasizes that qualitative data can be sourced from various channels, including documentation, interviews, observation, audiovisual records, and physical artifacts. In this research, the data source comprises the speech act theory developed by John R. Searle. The primary data for this research is derived from the video of Shakira's speech at the WISE Conference Qatar, sourced from YouTube.

A. Data Collecting Technique

Absolutely, collecting data is a crucial aspect of any research endeavor. The data collection techniques employed significantly influence the success or failure of a study. According to Ary, the most common methods for collecting data in qualitative research include observation, interviewing, and document or artifact analysis (Ary, 2010). In this particular research, the researcher opted for documentation techniques.

In this study, the researcher employed documentation techniques by carefully noting down key details about the speaker's utterances, such as when they were produced, the speaker's identity (including expressions, intonation, gestures, and behavior), and other relevant information. These notes were instrumental in sorting and distinguishing necessary data from unnecessary data, facilitating the subsequent analysis of the three speech acts (locutionary act, illocutionary act, and perlocutionary act) using Austin's theory, which includes five types of illocutionary acts (declarative, representative, expressive, directive, and commissive) based on Searle's

theory.

The data collection procedure involved the following steps:

1. The researcher downloaded the video of Shakira's speech at the WISE Conference Qatar from YouTube.
2. The researcher acquired the script of Shakira's speech at the conference.
3. The researcher watched the video of Shakira's speech multiple times.
4. While watching the video, the researcher read the corresponding script.
5. The researcher identified instances of speech acts, particularly illocutionary acts, based on Searle's theory.
6. The researcher coded or underlined the utterances in the script that included speech acts.
7. The researcher classified the data according to the types of speech acts, with a focus on illocutionary acts.

Data Analysis

Data analysis is a crucial step in qualitative research, as Stainback suggests. This process helps to understand the relationships within the data and structure it in a way that allows for the development and evaluation of hypotheses (Sugiyono, 2017). Through data analysis, researchers can derive meaningful insights and uncover interrelationships.

In this research, data presentation will be done descriptively, following the steps outlined by Miles and Huberman. These steps involve data condensation, data display, and data verification:

Data Condensation: This step involves sorting and categorizing the data according to their types, facilitating the subsequent analysis. In this study, the researcher identified utterances in Shakira's speech that qualify as speech acts. These utterances were then categorized based on the types of illocutionary acts they represent.

Data Display: Data display refers to presenting organized information that enables drawing conclusions and taking actions. In this research, the data collected were described, analyzed, and presented using various means, including tables, descriptions, explanations, and analyses of utterances produced by Shakira, particularly focusing on the functions of the utterances (illocutionary acts).

Data Verification: After describing and analyzing the data, the researcher engages in data verification to ensure its accuracy. This involves examining and analyzing the data based on the sources and theories used. In this study, the sources included Shakira's speech and speech script at the WISE Conference Qatar, while the theoretical framework was based on Searle's theory, specifically the five types of illocutionary acts (declarative, assertive, expressive, directive, and commissive).

Drawing/Verifying Conclusion: In the last

step after the researcher sorting and presenting the data, the researcher should make a conclusion about the result, what the result can answer the formulation of the researcher or not.

In this research, besides the conclusion gave an explanation, this research used the percentage to find the most dominant of speech act. To calculate of the data, this research used formula by Bungin's formula:

$$n = \frac{Fx}{N} \times 100\%$$

n : percentage of type

Fx: total types frequency of the sub category

N: total types of all categories

In this research, after collecting the data, the researcher analyzed the data by using several steps. They are:

1. **Selected data that indicates the type of Illocutionary act**

Based on Gibbs in Audrey Alejandro coding is how the researcher defines the data that will analyze about. Coding is often the key task of the nitty-gritty process of conducting qualitative text analysis (Alejandro, 2020). By coding means that the process of assigning codes that would represent stepping stones that would eventually use as evidence to answer this research question. Type of speech act which was coded that renders to John Searle's theory as follows:

AS : Assertive

DS : Descriptive

EX : Expressive

CM: Commissive

DC : Declarative

1. **Classified and analyzed the utterances of the speech which consist of speech act**

In this part, the researcher classified the utterances of the speech which consist of speech act refers to Searle's theory. They are assertive, descriptive, expressive, commissive, and declaration. After this, the researcher analyzed and describe the meaning of that speech act. After those steps have been done, this research will write them into a table instrument of analysis of speech act.

2. **Analyzing the kind of illocutionary act mostly used in the speech**

In this process, after the data collecting, the next step is analyzing the speech act mostly used in Shakira's speech. The researcher will create the result in the form percentage. This research will show using tables about the different results of each type of speech act in Shakira's speech.

3. **Giving the conclusion**

In the last step, the researcher concluded the data that had been analyzed.

RESULTS AND DISCUSSION

Dominant Type Illocutionary Act in Shakira's Speech at WISE Conference Qatar

In this section, after finding out what type illocutionary act were found in Shakira's speech, the next step was to find out the most illocutionary act used in Shakira's speech. This study uses Bungin's formula to percentage

illocutionary act and it finds the most dominant type of illocutionary act in Shakira's speech.

a. Assertive act
   n = $\frac{Fx}{N}$ x 100%
   n = $\frac{23}{33}$ x 100%
   n = 70%
b. Directive act
   n = $\frac{Fx}{N}$ x 100%
   n = $\frac{5}{33}$ x 100%
   n = 15%
c. Commissive act
   n = $\frac{Fx}{N}$ x 100%
   n = $\frac{2}{33}$ x 100%
   n = 6%
d. Expressive act
   n = $\frac{Fx}{N}$ x 100%
   n = $\frac{Fx}{N}$ x 100%
   n = 9%

Table 3. Frequency of Using Speech Act in Shakira's Speech

No	Type of Illocutionary Act	Number of Cases	Percantage of Types
1	Assertive	23	70%
2	Directive	5	15%
3	Commisive	2	6%
4	Expressive	3	9%
5	Declarative	-	0
Total		33	100%

Based on the data, the dominant illocutionary act in Shakira's speech is the assertive. It has percentage 70% that has 23 utterances in Shakira's speech.

Discussion

This section delves into the findings obtained from the data analysis, specifically addressing the two research questions posed in the initial chapter. Following the presentation of both types of illocutionary acts and the most frequently used illocutionary act in the speech, this section aims to discuss the findings and how they address the research questions.

Upon analyzing the data, the research findings revealed that out of the five types of illocutionary acts proposed by John Searle's theory, only four types were present in Shakira's speech, which was the subject of analysis. These four types encompassed assertive, directive, expressive, and commissive illocutionary acts. Notably, the declarative illocutionary act was not detected in the speech.

The results of this research underscore the complexity of understanding speech acts, as comprehending the intended action or purpose behind an utterance requires a nuanced understanding. Addressing the research problem at hand, this study succeeded in identifying the specific types of illocutionary acts present in Shakira's speech, aligning with Searle's theoretical framework. Among the analyzed utterances, four types of illocutionary acts emerged: 23 assertives, 5 directives, 3 expressives, and 2 commissives.

Furthermore, the findings indicated that assertives were the most frequently employed illocutionary act in the speech. This prominence can be attributed to assertives conveying factual information, including both

facts and opinions, which are crucial for engaging readers or listeners.

In the study conducted by Umar, the primary focus was on analyzing speech acts and their communication functions within the illocutionary and perlocutionary acts present in President Jokowi's speech. The findings revealed a range of communication functions within illocutionary acts, specifically 9 assertives, 0 directives, 2 expressives, and 6 commissives, with no declarations identified. The most frequently utilized illocutionary acts in the president's speech were assertives and commissives of stating and offering, respectively. Additionally, the research explored the perlocutionary effects generated from the audience's response to President Jokowi's speech during the APEC Forum in Beijing in 2014 (Umar, 2016).

Muttaqin's research centered on analyzing the speech acts within Zaid's utterances in Moustapha Akkad's film "The Message." Through analysis, the study unveiled various types and descriptions of speech acts present in Zaid's dialogue. Notably, the analysis identified 15 representative acts, 7 directive acts, 11 commissive acts, and 1 declaration act. Among these, representative acts were the most frequently employed speech acts by Zaid in the context of the film (2013).

Rumaira's research involved analyzing the speech acts within Mr. Keating's utterances in the movie "Dead Poets Society." Employing Yule's theory, the study revealed different types of speech acts in Mr. Keating's dialogues. In terms of illocutionary acts, the study found that directives constituted the highest percentage of Mr. Keating's utterances during teaching, accounting for 44.24%. Regarding perlocutionary acts, the most commonly occurring acts were aimed at inspiring the hearer and prompting them to take action, both with a percentage of 24.77%. Notably, acts aimed at insulting the hearer had the lowest percentage, at only 1.76% (Rumaira, 2015).

In this research, the focus was on analyzing speech acts in Shakira's speech. For the analysis of illocutionary acts, Searle's theory was employed. The findings indicated that the speech contained a total of 33 utterances with illocutionary acts. Among these, 23 were assertives (70%), 5 were directives (15%), 2 were commissives (6%), and 3 were expressives (9%). The distinction between this research and the previous ones lies in the specific subject of analysis – in this case, it's Shakira's speech at the WISE Conference Qatar

CONCLUSION

After a thorough analysis of the research findings, I have drawn conclusions regarding the speech act employed in Shakira's speech at the WISE Conference Qatar. Throughout this paper, the focus has been on exploring the

various speech acts present in the speech. As outlined in the theoretical framework and substantiated by the research findings, I can conclude that a range of speech acts, particularly illocutionary acts, were prevalent in the speech. These included representative/ assertive, directives, commissive, expressive, and declaration.

Importantly, the identified speech acts in this speech do not convey any vulgar meanings. Given that the speech was delivered within a formal context, the usage remained respectful and appropriate.

Furthermore, the types of communication functions within illocutionary acts were examined, revealing the following distribution: 23 assertives (70%), 5 directives (15%), 3 expressive (9%), and 2 commissives (6%), with no declarations detected in Shakira's speech.

Considering these findings, I conclude that assertives were the most frequently employed speech act in Shakira's speech at the WISE Conference Qatar. This conclusion sheds light on the prevalent communication functions within the illocutionary acts, offering insights into the speech's structure and intent.

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