

ABSTRACT

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Keywords: pragmatics, compliment, compliment strategy, speech, Barack Obama speech

This research aims to find out the types of compliments delivered by Barack Obama in his speech at DNC 2016. Furthermore, it explains the functions of compliments used by Obama to portray Hillary Clinton. The field of this research is pragmatics which is the study of meaning based on the context to reveal the intentions of the compliment, so the meaning can be interpreted correctly. The research use descriptive qualitative method in analyzing the data of the research which are compliments that are found in Barack Obama speech. The data are retrieved from the official account of Democratic National Convention on Youtube which is published on July 27, 2016. The result of this research shows that Obama only uses three types of compliment; ability, possession, and personality. The most type of compliment that occurs in the utterances is ability/performance type which frequently appears 16 times. However, both of possession and personality compliment occur 8 times. From 26 compliments that are found in the speech, 24 of them have directive function. Besides, two of them belong to reinforcing function.

ABSTRAK

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Kata kunci: pragmatik, pujian, strategi pujian, pidato, pidato Barack Obama

Penelitian ini bertujuan untuk mengetahui tipe-tipe pujian yang disampaikan oleh Barack Obama dalam pidatonya di DNC 2016. Terlebih lagi, penelitian ini menjelaskan fungsi-fungsi pujian yang digunakan Barack Obama untuk menggambarkan Hillary Clinton. Bidang penelitian ini adalah pragmatik yang merupakan kajian tentang makna yang berbasis konteks untuk mengungkap tujuan dari pujian, sehingga makna dari pujian tersebut dapat terinterpretasikan secara tepat. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis data pada penelitian ini, yaitu pujian yang ditemukan pada pidato Barack Obama. Data penelitian ini didapatkan melalui akun resmi Democratic National Convention di Youtube yang dipublikasikan pada 27 Juli 2016. Hasil dari penelitian ini menunjukkan bahwa Obama hanya menggunakan tiga tipe pujian; kemampuan/keahlian, kepemilikan, kepribadian. Tipe pujian yang paling banyak muncul didalam pidato adalah tipe kemampuan/keahlian yang sering kali terjadi sebanyak 16 kali. Sementara itu, pujian kepemilikan dan kepribadian muncul sebanyak 8 kali. Dari 26 pujian yang ditemukan dalam pidato, 24 dari mereka mempunyai fungsi directive. Disamping itu, dua diantara mereka merupakan fungsi reinforcing.

CHAPTER I INTRODUCTION

This chapter presents the research background, research questions, research objectives, research limitations and research significances that are related to the research. It is necessary to introduce those aspects to give more understanding about the research.

1.1 Background of the Research

Compliment is a small thing to maintain social relationship. Without compliment in any social interaction, especially in daily conversation, the interaction will be flat. Most people in the world need to praise and be praised, and most studies focus on the compliment that occurs in daily conversations. Some of them compare the differences of paying compliment in different cultures. In fact, compliment occurs as the universal speech act. It occurs in a movie, an interview, a daily conversation, or a speech.

People delivered compliment in different ways and different purposes, thus compliments have several categories. Holmes (1995) states that there are major compliment topics which are arranged into four categories: appearance, ability/performance, possessions, personality/friendliness. Holmes adds the primary function of a compliment is most obviously affective and social because it offers solidarity, friendship or togetherness (1995: 118).

Compliment has been discussed in many studies and journals by other researchers such as Manes and Wolfson (1981), Newton and Burgoon (1990), Alfonzetti (2013), Holmes (1986,1995), etc. Compliment, the main focus of the thesis, is classified as an expressive type of speech act based on Yule (1996) theory. Expressive speech act is an action where the speaker can express their feeling or attitude. Holmes (1986:485) defines a compliment as “a speech act which explicitly or implicitly attributes credit to someone other than the speaker, usually the person addressed, for some good (possession, characteristic, skill, etc.) which is positively valued by the speaker and the hearer”. In a simple way, compliments are good assessment to make the addressee feels pleasant about her/him self.

However, speech act itself is that actions that are performed via utterances. Marquez (2000: 31) states, “The basic assumption in speech act theory is the minimal unit of human communication is the performance of certain kinds of acts.” Yule (1996: 47) classifies speech act into five categories. They are ‘declaration’ (declarative statement or utterance effects some condition changes), ‘representative’ (statement based on speaker believe), ‘expressive’ (express what speaker feels), ‘directive’ (attempted by the speaker to someone to do something), and ‘commissive’ (commits to the speaker to some future action).

Since compliment can occur in many situations, it is really possible that compliment can be uttered in a formal speech. Yet, the compliment that being

uttered in formal speech may use particular strategy so, the compliment can be performed successfully. The object of this research is Barack Obama's speech. As a president of U.S. period 2009-2017, he provides many powerful and impressive speeches delivered to the people of the world. The speech used as the research object provides many compliment expressions to describe Hillary Clinton who is the candidate of U.S. president 2016.

The reason this speech is chosen as the object is because in 2008 Obama and Hillary compete to become president period 2009-2017. This condition indicates that there are no eternal rivals in politics relationship. The compliment delivered by Obama may have different meaning in different occasion based on the context. Therefore, pragmatics is the suitable study to analyze the compliment itself. The following is the example of Barack Obama's compliment to Hillary;

“And most of all, I see Americans of every party, every background, every faith who believe that we are stronger together—black, white, Latino, Asian, Native American; young, old; gay, straight; men, women, folks with disabilities, all pledging allegiance, under the same proud flag, to this big, bold country that we love. That's what I see. That's the America I know! And there is only one candidate in this race who believes in that future, has devoted her life to that future; a mother and a grandmother who would do anything to help our children thrive; a leader with real plans to break down

barriers, and blast through glass ceilings, and widen the circle of opportunity to every single American—the next President of the United States, Hillary Clinton. That's right! ”

Table 1. Pre-analysis

No.	Utterances	Type	Function
1.	<i><u>a mother and a grandmother</u> <u>who would do anything to help</u> <u>our children thrive</u></i>	Personality	Directive
2.	<i><u>a leader with real plans to</u> <u>break down barriers</u></i>	Performance/ability	
3.	<i><u>blast through glass ceilings</u></i>	Performance/ability	

Here are the explanations;

The first compliment shows that Hillary is a mother and grandmother. It can be proven by the fact that she has one daughter from her marriage with Bill Clinton named Chelsea Victoria who was born in February 27, 1980 (Biography.com, 2016). In 2010, Chelsea married a banker named Marc Mezvinsky. Their daughter, Charlotte Clinton Mezvinsky, was born in September 2014, and their son, Aidan Clinton Mezvinsky, was born in June

2016. Both Charlotte and Aidan's existence make Hillary becomes a grandmother.

Barack describes Hillary as the person who does anything to help American children thrive. The statement is supported by Hillary's efforts toward children education, children advocacy, and children health care (Chan, 2016). One of the recognized dedications was in 1972, before she began her legal and political career. Hillary went undercover to Dothan private school in South America due to a research about black children inequality in education. In the era, she was 24 years old as a law student. Hillary was working for Marian Wright Edelman, the civil rights activist and prominent advocate for children (The New York Times, 2015). The undercover aimed to investigate segregation academies. She pretended to be a wife while her husband get a job in Dothan. Furthermore, she was looking for a proper school to her son. Thereby, she could get the curriculum information and the requirements enrolled in the Dothan school.

In concealing her identity, Hillary struggled in devoted to her mission. In 2015, The New York Times showed that civil rights lawyers had success in sending "testers" to investigate but going undercover to test private schools was less common and carried more risks. In addition, Brown states in The New York Times (2015), "It was dangerous, being outsiders in these rural areas, talking about segregation academies." Brown has been fighting for educational rights for a longtime which is similar to Mrs. Clinton's. At the

time, most of white southern parents were against their children to go to integration school with black children. Hillary must deal with the injustices and the discriminations toward the minority. What Hillary has done in 1972 proves that she will do anything to help children thrive.

Barack's second compliment is Hillary as a leader with real plans to break down barriers. The statement can be proven when she was becoming the first lady. She actively fought against the human trafficking, and after that when she was the secretary of U.S period 2009-2013, she did greater control over it. The Huffington Post mentioned, "Clinton said she plans on making fighting trafficking a priority and will combat it with a three-pronged approach. Clinton also plans on developing a global alliance so that governments will coordinate with the private sectors and civil societies to stop the cycle of human trafficking." She urged on the U.S government to strive against human trafficking which happened in many countries. When she was the first lady, Clinton supported the Trafficking Victims Protection Act, which enhanced support for survivors and equipped prosecutors to go after traffickers. As Secretary of State, she oversaw about 170 anti-trafficking programs in 70 countries (The Huffington Post, 2016) .

Her efforts against human trafficking gave several advancements, as she wrote on Wednesday, June 17, 2009 which showed that the 2009 report concentrate to the improvement of many countries comprehensively fight

rejected human trafficking. The government, where Oxana Rantchev killed and abused, has taken new steps due to protection of the victims (Ibid, 2016). She also said, “Another example is Costa Rica, long a hub for commercial sex trafficking. This year, it passed an anti-trafficking law; trained nearly 1,000 police, immigration agents and health workers to respond to trafficking; launched a national awareness campaign; and improved efforts to identify and care for victims,” (Ibid, 2016).

The next compliment is blast through glass ceiling. Glass Ceiling is an unacknowledged — and ultimately illegal — barrier to advancement, especially for women and people of color: “In many professions a woman cannot break through the glass ceiling to the upper level of management,” The term of glass ceiling dates from the 1980s (The American Heritage New Dictionary of Cultural Literacy). This term is used by Barack to demonstrate the biggest achievement in history of Hillary’s political journey. Hillary won in fighting with Bernie Sanders and raised as the first woman to be elected with a major party nominee (Karni, 2016).

In the history of American politics, there has never been a woman who could win and emerged as a major party nominee as happened to Hillary Clinton. The Politico Magazine mentioned, “Thanks to the number of Democrats who voted for her, the highest, hardest glass ceiling of sexism had “about 18 million cracks in it.” Moreover, Hillary was nominated as a

presidential candidate of the United States in 2008 against Barack Obama and in the 2016 against Donald Trump. Although Hillary failed in becoming the president of the United States in two presidential elections, all the achievement she reached is beyond American woman history.

The function of the utterance above belongs to directive function. Obama tries to deliver the faith and the struggle that she has done toward the country. He describes Hillary as a mother and a grandmother to show her sincerity, just like every mother in the world that would do anything to make their children safe. He reveals Hillary personality and pays compliment for her devoted. He also mentions Hillary as a leader, leader that has a real plan to make the world better. With all the efforts she has been through, she is known as a woman that blast through glass ceilings. All the utterances function to expose her personality, ability, and also her achievement that refer to socially accepted role. Those are the reasons of the utterances belong to directive function.

This research analyzes the classifications of compliments strategies in Barack Obama speech and then categorizes all the compliments found in the speech. After the classification of the compliments, the result of the major type is analyzed based on the functions of compliments in the speech. In addition, this research explains why Barack Obama used the most compliment types.

The research is important to be discussed since it focuses on compliment analysis in formal situation speech. However, the previous research focuses on compliment analysis on daily conversation that is in informal situation. This research will help people easily pay compliment while delivering a speech.

1.2 Research Questions

Based on the research background above, the research questions are as follows:

- 1.2.1 What are types of the compliments delivered by Barack Obama?
- 1.2.1 What are the functions of compliments used by Barack Obama to portray Hillary Clinton?

1.3 Research Objectives

The objectives of this research are as follows:

- 1.3.1 The purpose of this research is to find out the types of compliments delivered by Barack Obama to Hilary Clinton.
- 1.3.2 To find out the functions of compliments used by Barack Obama to portray Hillary Clinton.

1.4 Research Limitation

Speech acts are performed for several intentions, such as an apology, greeting, request, complaint, invitation, compliment, or refusal. Furthermore, I only focus on compliment utterances delivered by Barack Obama in his speech at Democratic National Convention in Philadelphia July 27th, 2016 toward Hillary Clinton. Therefore, I analyze Barack Obama utterances which contain compliment expression according to Holmes (1995) theory which consists of four types; performance/ability, personality, appearance, possession for this research and I also analyse the functions of compliments proposed by Alfonzetti (2013).

1.5 Research Significance

1.5.1 Theoretical Significance

This research is expected to provide a deeper understanding of the compliment strategies in delivering a speech. Besides, it can be used as a reference for further research by others related to the compliment strategy.

1.5.2 Practical Significance

This research can hopefully give more awareness to the readers on how to give a compliment in formal speech. The right strategy will make compliment successfully performed.