Chapter II
Illocutionary Speech Acts in 2024 Presidential Election News Headline in The Jakarta Post Online News Portal

2.1 Definition of Language

Language is very important and needed by humans. As explained by Aitchison (2008: 21) "Language is patterned system of arbitrary sound signals, characterized by structure dependence, creativity, displacement, duality, and cultural transmission". Language is a multifaceted system that encompasses more than just meaning. It encompasses aspects such as layout, grammar, and sentence structure. It is not just a tool for conveying information, but a means of interaction within society. Using language, individuals can express ideas, emotions, and share information. Language is crucial in fostering understanding, promoting cultural exchange, and aiding knowledge growth. It plays a vital role in scientific and educational development, allowing for clear and accurate communication, facilitating the expansion of knowledge, and advancing various fields. Language also has a significant social function within a national context. For instance, Indonesian serves as the official language of Indonesia, uniting diverse cultures and ethnicities while strengthening national identity. Therefore, language is more than just a communication tool; it is a foundational element for social interaction, scientific progress, and the formation of a society's identity.

2.1.1 Language Function

Language functions can be viewed from different angles, such as speakers, listeners, topics, codes, and conversation purpose (Chaer & Agustina, 2004: 15). According to Suwarna (2002: 8),

the main function of language is that language is the main tool for communicating in human life, both individually and collectively socially. Language function refers to the use of language in various contexts to convey messages. Aspects such as the purpose of communication, cultural, social, political and historical aspects influence the way language is used. Language function reflects the role of language as a dynamic and evolving communication tool in society. Language function is the use of language in a particular context to convey a message. There are several functions of language, including as a tool for self-expression, a communication tool, a tool for acquiring knowledge, and a tool for maintaining culture. The function of language as a tool for self-expression can be seen from the use of language as a means of expressing and expressing oneself to parents, while the function of language as a communication tool can be seen from the use of language to convey certain intentions so that others can understand. The function of language as a tool for acquiring knowledge can be seen from the use of language in the learning process and the development of science, while the function of language as a tool for maintaining culture can be seen from the use of language as a symbol of ethnic culture.

2.1.2 Spoken Language

Speech language refers to the use of language in daily interactions, both orally and in writing. Its use involves understanding speech acts and speech events in a social context. Speech acts include various forms of action or activity, such as assertive (representative), directive (impositive), expressive (evaluative), commissive, and isbati (declaration). Meanwhile, speech events are formed during interactions between language people, both in society, work, and education. The use of speech also involves code-mixing, which is an event where a person uses various languages in different situations and purposes.

2.1.3   Journalistic Language

According to Sudaryanto (1995: 28), journalistic language, also known as press language, is one type of creative language in Indonesia. There are also academic (scientific), business, philosophical, and literary types of language. Journalistic language involves the use of language in the context of journalistic activities, including news, articles and reports. Types of journalism such as thinking, creative and investigative journalism use language as a tool to convey information. Clarity, accuracy and comprehensibility are key principles in the use of journalistic language. Journalistic language is a type of language used by mass media and has very different characteristics from literary language, science language, or other languages. According to Badudu, 1988: 55), journalistic language should be short, concise, simple, straightforward, interesting, fluent and clear. Given that newspapers are read by people from different walks of life with different levels of knowledge, the language of the press or journalism must have these properties. Journalistic language must also pay attention to the rules that apply in Indonesian, such as correct spelling and appropriate word choice. The purpose of journalistic language is to convey information quickly, accurately, and easily understood by readers. Therefore, every journalist must have knowledge of good and correct journalistic language.

2.1 Journalistic Code of Ethics

The journalistic code of ethics is a set of norms and rules that guide journalists in their professional conduct. It encompasses principles such as accuracy, fairness, impartiality, and integrity. The purpose of this code is to ensure that journalists uphold ethical standards, present truthful information, and maintain the trust of the public. The code also establishes guidelines for

the use of sources and information, as well as safeguarding the privacy and dignity of individuals. In Indonesia, the journalistic code of ethics consists of 11 articles, which were created by the Press Council. These articles serve as a framework for journalists to adhere to while performing their duties. Ultimately, journalistic codes of ethics are crucial for upholding the integrity and credibility of the media, while also ensuring that the information provided to the public is accurate and reliable. Here are the 11 articles in the journalistic code of ethics:

1. Indonesian journalists are independent, produce news that is accurate, balanced, and not in bad faith.

2. Indonesian journalists take professional methods in carrying out journalistic duties.

3. Indonesian journalists always test information, report in a balanced manner, do not mix facts and judgmental opinions, and apply the principle of presumption of innocence.

4. Indonesian journalists do not make false, slanderous, sadistic, and obscene news.

5. Indonesian journalists do not mention and broadcast the identity of victims of moral crimes and do not show pictures of victims of moral crimes.

6. Indonesian journalists uphold human rights and do not discriminate on the basis of differences in ethnicity, religion, race and intergroup (SARA).

7. Indonesian journalists maintain the confidentiality of information sources that are considered important and do not abuse them.

8. Indonesian journalists do not accept bribes in any form and do not commit extortion.

9. Indonesian journalists do not abuse the profession for personal or group interests.

10. Indonesian journalists do not commit plagiarism.

11. Indonesian journalists are responsible for the news they produce.

2.1 Pragmatics

Pragmatics is one of the branches of linguistics. According to Yule (1996: 32), pragmatics deals with the study of meanings communicated by speakers or writers and that are interpreted by listeners. Yule also defines that pragmatics is the study of contextual meaning and pragmatics is the study of how more gets communicated than is said, and the study of the expression of relative distance. Parker (1986: 3) states that pragmatics is the study of how language is used to communicate. In addition, Leech (1983: 6) argues that pragmatics is the study of meaning concerning the speech situation itself. Hence, the meaning, assumptions, purposes, and types of actions that a person performs can be known and understood.

2.2 Definition of Speech Acts

Speech acts is a pragmatics study. Speech acts are actions that are routinely carried out every day to convey and getting information about the meaning contained in the speech. Speech acts can be oral or written. As Yule (1996: 26) said, speech acts are expressed through actions that are displayed with a rule. The point is, in addition to providing information, the speaker in an utterance also wants an action that must be done by the speech partner. Tarigan (1990: 43) states that the use of speech acts aims to express something, in the form of a question in which there is a certain order or intonation which if interpreted by the other party means the opposite. That is, speech acts aim to make speakers and speech partners deliver information and obtain information with the same intention and meaning, not the opposite.

The theory of speech acts can be examined through the work of J.L Austin in his book entitled How to Do Things with Words. When someone speaks, their intention is not solely to provide a description. In fact, through their utterance, they are actively engaged in performing an action.

From the expert opinion above, it can be concluded that a speech act is an utterance delivered by the speaker to the speech partner with the same meaning and purpose. Then in Speech acts the information conveyed can be in the form of actions of making statements, questions, giving orders, commands, refusing, etc. to the speech partner.

Austin divides speech into two, namely constantive and performative. Furthermore, Austin divides speech acts into three, namely locutionary acts, illocutionary acts and perlocutionary acts (Safitri et al., 2021: 59). According to Grundy (in Rahmayani and Dwiyuliana, 2018: 5), the communication process encompasses three distinct dimensions: locutionary acts, illocutionary acts, and perlocutionary acts.

2.2.1 Locutionary Acts

Locutionary speech act is one of the parts of speech act proposed by Austin. A locutionary act simply means making a meaningful statement or saying something that the listener understands. The act of locution is spoken with correct grammar and vocabulary that can be understood by the speech partner. The reference depends on the speaker's knowledge at the time of the utterance (Austin, 1955: 143). The act of locution is the act of conveying information in the form of speaking or asking (Austin, 1955: 34). Saying something is the same as performing an act of locution. In essen, it can be said that the act of locution is an act performed for communication (Sadock, 1974: 7).

Here some example that explained by Austin (1962: 94-95):

'He said he would be there'

'He told me to get out'

"She has lovely hair"

2.2.2 Illocutionary Act

Illocutionary speech acts are speech acts that have a meaning that the speaker wants to convey. According to Yule in (Rahmayani and Dwiyuliana, 2018: 12), the concept of "illocutionary acts" is frequently linked to the term speech act. The act of performing an illocutionary act is characterized by the ability to convey an utterance with communicative impact. This concept is substantiated by Habermas assertion (1998: 4) that illocution involves the transmission of intentions aimed at accomplishing specific objectives. Language serves as a powerful tool for individuals to generate novel ideas, influence actions, and bring about transformative changes in various circumstances.

Illocutionary speech acts are the most influential and prominent speech acts compared to other speech acts. Because illocutionary acts are the core of the speech act itself and there is a study of performative language in a statement (Safitri et al., 2021: 16).

Austin in his book (1955: 150) categorises illocutionary speech acts into 5, namely:

1. Verdictives, as their name suggests, involve the delivery of a verdict by a jury, arbitrator, or umpire. However, they do not necessarily have to be conclusive; they can also take the form of an estimation, calculation, or evaluation. Essentially, they entail providing a determination regarding a factual or valuable matter that is difficult to ascertain for various reasons.

2. Exercitives encompass the utilization of authority, entitlements, or impact. Actions such as appointing, voting, ordering, urging, advising, and warning serve as illustrations of exercitives.

3. Commisives encompass various forms of commitments, such as promises and undertakings. They not only involve explicit commitments, but also include declarations of intention and

more ambiguous expressions of support, like espousals or taking a side. Commisives are closely related to verdictives and exercitives in their nature and purpose.

4. Behabitives encompass a wide array of diverse elements. Attitudes and social behavior are encompassed within the realm of speech acts. Various examples of speech acts include apologizing, congratulating, commending, condoling, cursing, and challenging.

5. Expositives, which can be quite challenging to define, serve the purpose of elucidating how our statements align with the flow of an argument or discussion.

The five speech acts have different roles and meanings but are interconnected with each other.

John R. Searle, a student of Austin's who delved into the theory, expanded and deepened its ideas. Searle argued that Austin's earlier theory was based solely on lexicography, and the boundaries between the five categorisations were unclear and overlapping. However, according to Searle, the boundaries must be clear so that illocutionary acts can be more easily identified. Searle created a new taxonomy as a framework for speech act classification that is widely used by researchers studying speech act classification. The five new categories he proposes include:

1. Assertive, involving the speaker in the truth of the sentence uttered. Such as statements, notifications, reporting, prosecution. This illocutionary act is neutral from the aspect of politeness. Innuendo, boasting, accusations are considered systematically impolite, in this case assertive is proportional.

2. Directive, aims to cause a response in the speech partner to act according to the discourse. such as ordering, commanding, recommending, asking, requesting, advising.

3. Commissive, involves actions in which there is a demand on the speaker to perform an action in the future. e.g. swearing, promising, refusing, cursing, expressing ability, etc.

4. Expressive, in the speech there are expressions of attitudes and feelings such as congratulations, sympathy, greetings, regrets, apologies, and thanks.

5. Declarative, which is an illocution that causes a change between the sentence and reality such as baptism and punishment.

From Searle's categorisation, it can be concluded that basically, all statements can be considered as performatives or speech acts. Therefore, Searle states that the basic unit in linguistic communication is the speech act, which can be a word, phrase, sentence, or sound that expresses the user' s intention. Speech acts are considered as linguistic units in the context of pragmatics, including morphemes, words, phrases, and sentences which are linguistic units in the field of linguistics.

Direct Illocution and Indirect Illocution

The existence of illocutionary force in a speech act influences the potential occurrence of illocutionary acts that deviate from the spoken words. The crucial factor is the shared comprehension among participants regarding language, specifically referring to the state of happiness outlined by Searle in this context. Language can possess illocutionary characteristics, either direct or indirect. Direct illocution suggests a direct correlation between the structure and communicative purpose of a statement or discourse that employs verbs in alignment with their illocutionary force.

Table 1. Direct illocution based on similarities in structure and communicative function

Speech act	Types of senteces	Function	Example
Statement	Declarative	Conveying information (true/false)	The rain has stopped

Question	Introgative	Asking for information	Is there a flood?
Command, request	Imperative	Make the speech partner carry out a certain action	Please evacuate the flood victims

Table 2. Direct illocution based on locutionary and illocutionary verb congruence

Speech act	Illocution	Example
Statement	Assertive (state)	I state that the rain was over two hours ago.
Question	Directive (ask)	Who was affected by the flood?
Command, request	Directive (request)	Please buy me some meatballs
Pledge	Commisives (promise)	I promise I will give you money afterwards

2.2.3 Perlocutionary Acts

A perlocution involves carrying out an action through verbal expression; in other words, it is the act of uttering something that typically results in specific effects on the emotions, thoughts, or actions of the audience, the speaker, or other individuals (Campbell, 1973: 4). Hence, perlocutionary acts should be interpreted as a cause-and-effect connection between two occurrences, where the speaker's speech production is the instigating factor (Safitri et al., 2021: 11)

To summerize certain types of speech acts above, the three acts can be distinguished by stating that a speaker utters a sentence with a specific meaning (locutionary act) and with a specific purpose (illocutionary act) to achieve a specific impact on the listener (perlocutionary act).

2.3 News Headline

News headlines serve as concise and attention-grabbing summaries of key information in a news story, aiming to provide a quick overview and entice readers to engage with the full article. A headline, also referred to as a head or heading, is a phrase or sentence positioned at the top of newspapers or magazines. It serves to convey the article's subject, typically presented in larger and bolder type. According to Djunaedy (1990: 29), Headline News is characterized as news considered most appropriate for the front page. It is distinguished by an engaging title and the use of larger font sizes compared to other sections of a newspaper. Reah defines headline as a distinct form of text with defined functions governing its form, content, and structure. It operates within certain limitations, contraining the writer's freedom (Reah, 2002: 22). The function of a headline was to give newspaper readers a quick synopsis about the content of an article (Van Dijk, 1988: 29). In a similar vein, Bowles and Borden (1997: 39) asserted that the headline serves as the focal point of the entire story, emphasizing its significance. They argued that strategically placing a headline can enhance the appeal of news stories. Similarly, Hodgson (1998: 15) noted that headlines play a crucial role in capturing readers' attention. It is essential for headlines to convey accurate facts. However other researchers argue that, one of the most important instruments, and the one most manipulated by journalists and newsrooms, is the headline (Kuiken et al., 2017: 53).

2.3.1 News Headline Presentation Strategies

Presentation strategies in headline are written to capture attention and optimize page space. Newspaper prefer *downstyle* and *upstyle* because it makes easier to read. Downstyle is a headline style where the first letter and proper name are capitalised. For example, *Bawaslu passes buck on campaign funding probe* (The Jakarta Post: December 20, 2023). Meanwhile *upstyle* all major

words are capitalized. *House Republicans Target Biden by Focusing on His Son's News Conference* (The New York Times, December 27, 2023). Bowles and Borden (1997: 5) thought upstyle was better because it was more widely used by leading newspapers or media. Later upstyle was found to make people read more slowly so this caused this style to decrease in popularity.

There are several types of headline styles including kicker, hammer, banner, and tripod. These headline styles aim to grab the reader's attention, even though the underlying concept may lack significance. According to Levin (2002: 10) A kicker is a concise word or phrase placed above a more extended main headline, whereas a hammer or reverse kicker is presented prominently in large, bold type over a longer, lighter main headline. Both kicker and hammer serve to draw attention in main headlines, despite the ideas within them being non-essential. Levin also noted the frequent use of banners, bold headlines spanning the entire width of a page, which may also be called screamers or streamers. In addition, a tripod headline utilizes a single line of large type on the left and two lines of smaller type on the right. The significance of stories is conveyed through the size and placement of headlines. Bowles and Borden (1997: 22) states that punctuation is also essential to headline presentation strategy, writers employ punctuation to optimize the effective utilization of page space.

2.3.2 Characteristic of News Headline

Headlines should be written effectively and be easy to understand. Headlines should be immediately understandable to the reader so that they can grasp the main point of the story. Good headlines should be factual, accurate, to the point, up to date, and summarise the news content to optimise reading time (Bowles and Borden, 1997: 17). Good headlines should also not be confusing or ambiguous due to the use of double meaning words or repetitive words (Harriss et al., 1985:78).

Headline should be written in the right lenght it menas not too long or not too short. According to Outbrain study by James Brausch Headline that considered best are 14-18 words or 80-100 characters. Newsom et al (1981: 47) suggested that if some long and important news stories on the front page are continued on another page, the headline writer has to create other news headlines for the inside pages. writer should create different headlines for the inside pages. They also recommended that good news headlines should answer the five Ws and one H (who, what, when, where, why and how) to summarise the main ideas in the story.

In addition, headlines should be written in historical present tense and use attributions that convey opinions and for direct quotes. The Headline should introduce an idea that is so compelling and full off emotion that the reader cannot stop reading.

2.4 Indonesian Presidential Election

Presidential Election means to realise the sovereignty of the people in the government of the Republic of Indonesia which is held every five years. Elections are held with the aim of electing representatives of the people at the central and local government levels, as well as to form a democratic government. Democratic elections, including the presidential election, demonstrate that authority resides within the populace, with the government emerging from the people, by the people, and for the people. Hamza (2003: 8) state that, the presidential election through direct means is founded on the people's will, determining the successors of the national leader, following specified provisions and the mechanisms of the electoral process. According to Indarja (2018: 11), the process for electing the President and Vice President in Indonesia has undergone changes over time. Initially, during the 1945-1950 period, they were elected by PPK1 through acclamation. From 1950-1959, the President and Vice President were elected through an agreement between the RIS countries and RI. However, since 1959, the people have participated in general elections

to elect their leaders. In 2019, the General Elections were held simultaneously for both the Legislative and Executive branches, as per the Constitutional Court Decision Number I4/PUU-XI/2013. Tamrin (2013: 12) stresses the significance of direct Presidential and Vice Presidential Elections during the Reform Era, which began in 2004 under Law No. 23/2003 and was later updated with Law No. 42/2008. These laws ensure that the elected leaders genuinely represent the choice of the majority, highlighting the importance of democratic processes in Indonesia.

2.5 The Jakarta Post

The Jakarta Post stands as Indonesia's only English-language newspaper. As the sole English language newspaper in Indonesia, The Jakarta Post serves a distinct readership consisting of expatriates and the affluent middle class residing in the country. Printed in English to accommodate those who may struggle with the local language, this publication provides comprehensive coverage of both domestic and global news, spanning topics such as politics, economics, social issues, culture, and sports. Its commitment to delivering up-to-date information remains unwavering.

2.6 Previous Research

Research on speech acts, especially illocutionary speech acts, has been done a lot, but the object of study regarding the 2024 presidential election news headlines in the Jakarta Post has not been done. Therefore, in this section the writer will present two research results that are similiar to the studies that the writer will take. Previous research that relevent to this research topic can be explained as follows:

    1. Hari Kusmanto (2019)

Hari Kusmanto research journal titled "Declarative Illocutionary Acts on The 2019 Election News Discourse: Politopragmatic Study", Program Studi Pendidikan dan Bahasa Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Surakata, E-ISSN: 2502-0706, Vol.3, Number 1, Year 2019. This research analyzes and identifies declarative speech acts in the 2019 Indonesia election news headline. Hari Kusmanto only focuses on Declarative illocutionary speech acts and the pragatic meaning contained in it. Hari Kusmanto applied documentation method as data collection method by observing and taking notes techniques. The data were analysed by using by the intralingual and pragmatic equivalent method. The results showed that the form of speech acts The forms of declarative speech acts in the 2019 election headlines include:

 (1) deciding as much as 38%; (2) ban 28.4%; (3) canceling 26.6%; (4) approve as much as 7%. The results of this study show that electoral politics in Indonesia has a tendency to lead to certain political preference decisions.

2. Fitria Herliana Rahmayani and Risa Dwiyuliani (2018)

Fitria Herliana Rahmayani and Risa Dwiyuliani research journal titled "An Analysis of Speech Acts Perfromed in The United States of Barrack Obama's Speech Election 2009", p-ISSN 2614-6320, e-ISSN 2614-6258, Volume 01, Number 03, May 2018. This research discusses about Speech Acts. The purpose of this research is one type of speech that will be analyzed using speech acts and to find out the frequency of each speech act in the United States speech video entitled Barrack Obama. This research is conducted by using descriptive qualitative research. The data of this research is obtained from the video script of Barrack

Obama's speech. Documentary technique was used in collecting the data. The results show that there are five types of speech acts found in the video script of Barrack Obama's speech, namely representative, directive, declarative, expressive, and commissive. The first type of speech act is representative (34 words), the second is directive (12 words), the third is declarative (5 words), the fourth is expressive (4 words), and the last is commissive (4 words).

The research "Illocutionary speech acts in 2024 presidential election news headlines" is different from the above studies. The difference lies in the data source. This study uses data sources from news headlines in The Jakarta Post, while the research from Hari Kusmanto above uses data sources from CNN Indonesia, Liputan 6, Okezone News, Detikcom, News, Vivanews, Antara News, and Metronews, and Fitria Herliana Rahmayani and Risa Dwiyuliani's research uses data sources from Barrack Obama's speech. In addition to these differences, the research focus of the relevant previous studies above with the author's research this time has a difference, Hari Kusmanto focuses on declarative illocution only. Fitria Herliana Rahmayani and Risa Dwiyuliani conducted research not only on the type of locutionary speech acts, but there are representatives that include locutionary speech acts. This research also has similarities with previous relevant research, the equation lies in the illocutionary speech act itself and the contextual issues studied.

Based on the review of previous research studies mentioned above, the researcher feels interested in examining illocutionary speech acts in the presidential election news headlines in The Jakarta Post. This study is intended to complement previous studies. This study uses data sources

that have not been widely used, namely in The Jakarta Post. The author's attention is focused on

the writing contained in the Headline of the presidential election news.