

Speech Act Analysis of Hoax on Turnbackhoax.id

A Research Paper

Submitted to the English Department of Pasundan University as a Partial
Fulfillment of the Requirements for Taking the *Sarjana* Degree (S-1)



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Declaration of Originality

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I confirm that the paper entitled “Speech Act Analysis of Hoax on Turnbackhoax.id” is my own original work. I have incorporated ideas and statements from various sources and have appropriately credited them in my paper. I have adhered to the principles of academic integrity by avoiding any form of plagiarism or improper citation. Should there be any concerns regarding the ethical standards of this paper or claims questioning its originality, I am ready to take full responsibility.

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Approval Page

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Preface

Allhamdulillah, all praise to Allah S.W.T, the Almighty and Most Merciful. By the grace, the writer has successfully completed the research titled “Speech Act Analysis of Hoax on Turnbackhoax.id”. This research is important to provide insight into how classify speech act and hoax characteristics, and the meaning intention in the speech act as well as hoax conveyed.

As an English department student, the researcher found that analyzing speech act and the meanings to be highly intriguing. The researcher chooses to use the theory of pragmatic to analyze the speech act contains in the hoax contents. Furthermore, the theory of semantics and hoax was employed to find out the meaning and intention conveyed in the hoax.

The researcher acknowledged that this paper is far from perfect and openly welcomes feedback, recommendations, and constructive criticism from readers. The aim of this research is to assist readers in understanding the speech act involvement in hoax and the meanings embedded within them. Additionally, the writer hopes that this study will inspire future research in a similar area.

Acknowledgement

The researcher wants to express her gratitude to Allah SWT for all of His blessing and everyone who played a significant role in the researcher's campus life and the completion of this research paper. The gratitude goes to:

1. **Pasundan University**, where the researcher studied English and Literature, and gained numerous life lessons.
2. **Budi Setiawan. S.Li, M.H., M.Sn.**, the Dean of the Faculty of Arts and Letters Pasundan University
3. **Husni Thamrin, S.S., M.Hum.**, the head of the English Department Faculty of Arts and Letters at Pasundan University, and the first advisor who gave the researcher guidance during this research paper. His advice and feedback have been the main help in completing this study.
4. **Angga Maulana, S.S., M.Pd.**, the researcher second advisor who gives guidance throughout this research. His patience, constructive criticism, and motivation played a crucial role in this research study.
5. **Parents and family**, this research is dedicated to the researcher parents and family. They all have been a great support during her life. The one who sincerely care for her although they are far away from home.
6. **Muhammad Rizky 237010004**, the unexpected special person who popped up into the researcher last year of college, the one who has always been there during her ups and downs. Thank you for giving her endless love and patience. You mean a lot to her, always have been and always will be.
7. **Ayu Nikmatul Sarola, Jagat Maulana Tirta Chandra, Noel Vanco Pangestu, Mugia Agustrian Rahmat, Muhammad Rizki Darmawan, Haykel Ramadhan Junior, Alfauzan Yusepa**, the researcher second family in this life, all of you have through a lot of difficult times but still always give each other infinite support. Thank you for giving her the best time in college and complete her teenage life. In the future, may you always have each other's back and still be a family. Love you, guys!

8. **Faradila Fitriana Febrianti**, the researcher thanks all of your support for these years. You were always there for each other when no one cares. Although you may not see each other very often, but your genuine care still gives her warmth since you were just a little girl. All the best for you, Alid!
9. **Taylor Swift**, the researcher therapist since junior high school. Thank you for all the relatable and incredible songs you have made. Your songs have been accompanying a lot of different experiences during her life, especially college life. It captures every moment; the gloomy days, heartbreaks, happiness, loves, and even the ups and downs during writing this research. May the universe can bring her to see you in person one day.
10. **Herself**, thank you for not giving up and still live your life.

Approval of Publicity

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Permit the Pasundan University English Department to publish the researcher paper titled “Speech Act Analysis of Hoax on Turnbackhoax.id” on the Pasundan University e-repository

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Abstract

This research entitled “*Speech Act Analysis of Hoax on Turnbackhoax.id*” explores how speech act is used in constructing hoax to provoke an act of an individual. This research was chosen because it is enticing to study and can add to the understanding of the speech act form in harming people through the dissemination of hoax. This research seeks to answer questions regarding the characteristics and classification of hoax found, and find the categories of speech act and meanings implied within the hoax on Turnbackhoax.id. The background of the research discusses the significance of analyzing hoax and how it constructed through speech act and the meaning contained. The theories used in this research are speech act by Searle and Austin, Wardle’s typology of hoax, and Leech’s semantic in connotative theory. The researcher uses qualitative descriptive method in this research. The findings of this research analyses 15 hoax contents as the primary data from social media posted on Turnbackhoax.id during the year 2024 – 2025. As the result, it indicates that assertive and directive are most frequent speech act to appear, and the dominant type of hoax found is fabricated content, imposter content, and false context. The results of the meaning and effect also demonstrates that most of hoax intends to mislead people and provoke them to perform an act. This research may provide a reference for further research to expand or explore more speech act analysis in hoax contexts.

Keywords: *Speech Act, Hoax, Social Media, Turnbackhoax.id*

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