CHAPTER I

INTRODUCTION

In This chapter outlines the foundational elements of this research, providing context and clarifying the researcher's approach. Specifically, it details the background of the study, problem formulation, purpose of the study, and the organization of this written work.

A. The Background of the Study

Speech acts are utterances produced by humans. When they communicate, they utter words and grammatical construction to accomplish specific tasks when they communicate. A speech act is an important concept in pragmatics that refers to the actions performed by a speaker through their utterances. Their utterance words have certain consequences on the listener and convey their intentions. speech acts encompass a variety of forms, including requests, warnings, promises, apologies, greetings, and declarations. Essentially, speech act theory examines the function of utterances in relation to the attitudes and behaviors of those involved in communication. It consider both the speaker's intention and the impact of their speech on the audience.[1]

The concept of speech acts was notably advanced, Locutionary, illocutionary and perlocutionary. A locutionary act is one in which the speaker's words convey the speech's meaning. The perlocutionary act is the effects that an utterance has on the listener, such as convincing, persuading, or surprising them. An Illocutionary act is a type that reflects the speaker's intention behind the utterance .[2] the utterances that perform specific actions in expressing a message. These acts carry a commitment or obligation for the speaker to perform the action specified in their utterance.[3]the functions of speech acts are conveying information through representatives or assertiveness, influencing actions by directives, committing to future actions by commissive, expressing

[1] DE Ekoro and M Gunn, "Speech Act Theory and Gricean Pragmatics: A Review," *LWATI: A Journal of Contemporary Research*, (2021): 131,

[2] M Stevani et al., "A Case Study of Locutionary, Illocutionary, and Perlocutionary Speech Acts in English Learning Interactions in Junior High School," *Journal of World …*, (2023): 48,

[3] Stevani et al., 49.

emotions by expressive and effecting change by declarative. the type is assertive, a statements that commit the speaker to the truth of what is said, directive, a request or command aimed at getting the listener to do something, commissive, a commitment by the speaker to a future action, expressive, an expression of feelings or emotional states, and declarative, a statements that bring about a change in the external world simply by being uttered.

Da'wah, derived from the Arabic, carries connotations of a call, an invitation, and a sense of urging. Da'wah signifies a call to Allah. Preaching communication, therefore, involves the transmission of information or messages rooted in the Qur'an and Hadith, employing both verbal and nonverbal symbols, with the aim of influencing the attitudes, beliefs, or actions of others.[4] If an efficient preaching communication process is in place, preaching operation can be successful.[5] Effective preaching communication is rooted in sincerity and truthfulness, as emphasized in the Qur'an.[6] This verse instructs believers to invite other to the path of Allah with wisdom and good instruction, ensuring that the message is conveyed with integrity and authenticity.

Communication plays a crucial role in preaching, serving as a fundamental means to convey Islamic values effectively and fluencing the target audience towards adopting Islamic principles. Preachers use preaching communication to help people better comprehend the faith and alter their perspective on life, attitudes, and actions to conform to sharia.[7] Enjoining the good and preventing evil is the fundamental purpose of preaching. Furthermore, according to the Qur'an, Muslims have a must to provide preaching, or guidance, to others to lead them from darkness to light. Therefore, the purpose of preaching is to spread Islam among people and society so that everyone can perceive Islam as a system that has many tools to help humanity achieve happiness in it is

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[4] R Briandana et al., "Da'wah Communication and Social Media: The Interpretation of Millennials in Southeast Asia," *International Journal of ...*, (2020):p. 219,

[5] Briandana et al., p. 218.

[6] S Mokodenseho et al., "Communication-Based Da'wah Ethics Inspired by the Prophet's Sunnah in the Qur'an," *West Science ...*, (2024):p. 137,

[7] A Arianto, "Analysis of Da'i Communication Skills towards the Muslim Converted Karomba Community," *Al-Balagh: Jurnal Dakwah Dan Komunikasi*, (2021):p. 36–37,

itentirety and as a religion that offers grace for the world and all of it is contents.[8] In the context of preaching, the use of speech acts is crucial.

Effective communication relies on tools to achieve specific goals, and media plays a crucial role in this process. Media serves as a vehicle for transmitting messages from communicator to audience. As an intermediary, media facilitates the efficient and effective delivery of information. Beyond its function as an information carrier, media can also foster interactive communication, actively engaging the audience and soliciting their input. Communication media are essential for transmitting information effectively between parties, ensuring that messages are received and understood by the intended audience. Preaching videos, for example, serve as a medium for conveying messages and information aimed at providing viewers with new insights and knowledge.

This research use Assim Al – Hakeem's Islamic preaching video speech to collect data. Assim bin Luqman Al – Hakeem, commonly known as Assim Al – Hakeem, is a Saudi Arabian scholar who delivers his Islamic preaching in English. He is one of the influential Islamic speakers on an international level, particularly among English – speaking Muslim communities. He is widely known for his lectures on various platforms, such as social media and youtube, focusing on Islamic jurisprudence (fiqh) and practical guidance for daily life according to Islamic teachings. He also delivers lectures through programs such as questions and answers (ASK HUDA), Umdatul Ahkaam, youth talk, mercy to the world, peace TV, and Huda TV. His humorous and friendly approach to preaching allows him to reach all segments of society effectively. Additionally, he has served as an imam and khatib (preacher) at mosques in Jeddah for over 20 years.

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[8] S Juli et al., "Forms of Da'i Communication Patterns in Delivering Da'wah," *Kurdish Studies*, (2023): 142,

Research on speech acts, particularly illocutionary speech acts, has been extensively conducted. For example, Sinaga (2024)[9], Annahlia (2020)[10], Hariati (2020)[11]. the focus of his research is illocutionary types and their dominant types with the focus of subject utterances with the final result describing each type and also dominant found.

Other researcher also finds about illocutionary speech act. Sari (2021)[12], Megasari (2024)[13], Putri (2024).[14] the focus of their research is the types of illocutionary with the focus of subject utterances found with the final result describing the components and types found.

Another research that discuss about illocutionary speech act are Nisa (2021) [15] and Alam (2023)[16] the focus of their research is the analysis of illocutionary speech acts with more than one object with the final result is to classify illocutionary speech acts.

Based on the literature review, this research examines speech acts within preaching videos. This focus is warranted due to the relative scarcity of in-depth studies on this specific medium. Previous research has predominantly concentrated on speech acts in novels, movies, and other contexts, with limited attention given to preaching videos. Furthermore, existing research on speech acts in preaching videos has often overlooked the speaker's perspective, which this study aims to address.

[9] NT Sinaga, B Simbolon, and ..., "AN ANALYSIS OF ILLOCUTIONARY ACTS USED IN JOE BIDEN'S PRESIDENTIAL SPEECH 2024," *Jurnal Darma ...*, (2024)

[10] K Annahlia, E Edward, and M Fauzi, "Analysing Zakir Naik's Illocutionary Acts in His Speech about Islam's View on Terrorism &jihad," *Elsya: Journal of English ...*, (2020)

[11] P Hariati, AH Pulungan, and R Husein, "Illocutionary Acts in Jack Ma's Inspiring Speech in His Graduation at the University of Hongkong," *Britain International of ...*, (2020)

[12] RA Sari, "Looking at Illocutionary Speech Acts between Lecturer and Students in Simultaneous Use of Different Online Learning Platforms," *HUMANIKA*, (2022)

[13] J Megasari, D Trisiana, and DD Gultom, "Analysis of Illocutionary Speech Acts in Yoon Suk Yeol's Victory Speech," *7th International Conference ...*, (2024)

[14] RDN Putri, EF Prastikawati, and ..., "Illocutionary Acts in Retno Marsudi'Speech at the General Debate of the 78th Session of the United Nations General Assembly," *Language Circle: Journal ...*, (2024)

[15] K Nisa and NA Manaf, "Analysis of Illocutionary Speech Acts on Student's Social Media Post and Comments," *Seloka: Jurnal Pendidikan Bahasa Dan ...*, (2021).

[16] OSN Alam, "Illocutionary Speech Acts in the Presidential Speech Regarding the Relocation of the National Capital City," *Celtic: A Journal of Culture, English Language ...*, (2023).

Therefore, the researcher does research entitled **"illocutionary speech acts analysis in Assim Al – Hakeem Islamic preaching"**

B. Problem Formulation

By the description and explanation above, the issues statement is written as follows:

1. Who is Assim Al – Hakeem?
2. What is the type of illocutionary speech acts in Assim Al – Hakeem Islamic preaching?
3. What are the function of illocutionary speech acts in the purpose of da'wah in Assim Al – Hakeem Islamic preaching?

C. The Purpose of Study

Based on the question above, the purpose of the study appears as follows:

1. To identify who is Assim Al – Hakeem
2. To find the type of illocutionary speech acts in Assim Al – Hakeem Islamic preaching
3. To find the function of illocutionary speech acts in the purpose of da'wah in Assim Al – Hakeem Islamic preaching

D. The Significance of Study

Hopefully, the findings of this study will be helpful to the reader, particularly the teacher, student, researcher, and reader.

1. Teacher: For teachers, this research can help provide new knowledge for teachers. Especially in speech acts that focus on illocutionary acts in preaching and also the purpose of the da'wah in the preaching.
2. Students: With this research, it is hoped that many people will find it helpful in learning about speech acts, especially illocutionary acts, so that students can easily learn about speech acts, especially illocutionary acts.
3. Future Researcher: It is hoped that the results of this study can help provide other researchers with accurate and reliable data and sources for their studies. Help the development of studies in speech acts, especially

illocutionary acts to avoid errors from speech acts and also illocutionary acts.

E. Limitation

The researcher focuses on the illocutionary acts in Assim Al Hakeem's video lectures on YouTube. This research discusses the speakers' illocutionary speech acts and the purpose of preaching. In this study, researchers limited to using only one video of Assim Al Hakeem's lecture entitled "The Prophets Prayer ﷺ according to Authentic Ahadith" and focused on the types of illocution, which consisted of Assertive, Directive, Expressive, Commissive, and Declaration.

F. Systematic of Writing

The writing system of this research is explained as follows:

Chapter I:

The introduction of this research explains the background of study, the problem formulation, the purpose of study, the significance of study and the problem limitation.

Chapter II:

The researcher needs a theory or resources. Define some of the terminology used in linked research, in order to prevent and minimize misunderstandings, this clarification is required.

Chapter III:

The research method is the phase that culminates the type of research, source of data, data collection technique, and data analysis techniques

Chapter IV:

Finding and discussion of research result that discusses the profile of the research object. Data analysis will include data analysis on the Assim Al Hakeem Islamic preaching

Chapter V:

The closing of the conclusion and suggestion, the researcher concludes briefly by describing the type of illocutionary speech act that resulted in Assim Al Hakeem Islamic preaching.