



Analysis of Illocutionary Speech Acts in Yoon Suk Yeol's Victory Speech

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ABSTRACT

The president's speech is an important form of political communication in conveying government policies and vision to the public. Since various illocutionary speech acts in a presidential speech are usually used to achieve specific communicative goals, it is interesting to examine illocutionary speech acts in President Yoon Suk Yeol's victory speech. This research employs a descriptive qualitative method and Searle's (1979) speech act to analyze President Yoon Suk Yeol's victory speech concerning the types of illocutionary speech acts and the contextual speech situation used by the president in his first speech. The data were in the form of videos taken from the KBS News and Arirang News YouTube channels. The findings reveal that the speech contains various types of illocutionary speech acts, including expressive, assertive, and commissive acts. Specifically, there are three assertive speech acts, two directive speech acts, three commissive speech acts, and eight expressive speech acts in the speech. The President expresses gratitude, joy, confidence, and commitment to the public and those involved in his campaign. Although no declarative illocutionary act was used in the speech, President Yoon Suk Yeol's victory speech reflects the use of diverse illocutionary speech acts to communicate with the public.

Keywords: *Contextual speech situation, illocutionary, speech acts, victory speech.*

1. INTRODUCTION

Communication plays a very important role in various aspects of human life. Humans communicate not only to socialize with each other, but also for specific intentions and purposes such as to convey messages, thoughts, ideas, and emotions from the speaker to the listener. It is not uncommon for the intentions and purposes not to be communicated effectively, as each individual has an understanding of the context of the discourse (Wahyuni, Retnowati & Ratnawati, 2018). This issue falls into the category of communication barriers that can be studied by pragmatics, which is the field that examines speech acts, speech events, and speech situations between speakers and interlocutors (Safitri, Mulyani, & Farikah, 2021; Saifudin, 2019). The Agency for Language Development and Cultivation explains that pragmatics is one of the branches of linguistics that is related to other fields of language study (Kuswoyo, 2015; Wachid, 2022). One field that requires communication is the field of politics. Often, public figures come under the public's scrutiny due to their diverse communication styles. One aspect that also comes into focus is the speech style of public figures during the lead-up to campaigns.

One form of discourse used in the political field is presidential speeches. Presidential speeches are a crucial form of political communication in conveying policies, vision, and the government's mission to the public and policymakers. In presidential speeches, various illocutionary speech acts are employed to achieve specific communicative goals. Illocutionary speech acts refer to the intention or purpose aimed to be achieved through linguistic expressions, both directly and indirectly. As a leader of a nation, a president must be capable of using precise and effective language in their speeches to influence public opinion, motivate society, and make appropriate decisions in specific situations. Therefore, analyzing illocutionary speech acts in presidential speeches becomes crucial to understand how political communication is shaped and how it influences government policies and decisions. Furthermore, presidential speeches often garner attention from the mass media and the general public. Hence, a profound understanding of illocutionary speech acts within presidential speeches can aid in evaluating the political messages conveyed and their impact on public perception.

Regarding illocutionary speech acts, Searle (1979) defines the terms as speech acts that convey additional meaning. Further, he proposed five categories of illocutionary speech acts:

1. Assertive: Bind the speaker to the truth of what is uttered, including stating, suggesting, boasting, complaining, claiming, reporting, asserting, denying, confessing, notifying, concluding, and predicting.
2. Directive: Prompt the interlocutor to act, such as giving orders, making requests, demanding, ordering, giving advice, prohibiting, urging, and giving warnings.
3. Commissive: Involve the speaker in committing to a future action, like promising, vowing, offering, contracting, undertaking, or threatening.
4. Expressive: Express feelings or emotional states, including praising, expressing gratitude, apologizing, expressing happiness or pleasure, and complaining.
5. Declarative: Connect the utterance with reality, with examples like resigning, dismissing, christening, naming, appointing, excommunicating, and sentencing.

Several studies have been conducted to examine illocutionary acts in different contexts. One study came from Wahyuni, Retnowati, and Ratnawati (2018) who examined the illocutionary speech acts in the captions of Islamic Instagram accounts and discovered that assertive illocutionary speech acts were mostly used. Meanwhile, a study from Leandro, Prasetyanti, Pniel, and Megasari (2020) which investigated illocutionary speech acts in “Miracles in December” EP’s Song Lyrics by EXO revealed that four types were found; which are assertive, directive, expressive, and declarative. In addition, a current study from Nadiroh, Rini, Pratiwi, and Istianah (2022) also investigated illocutionary speech acts but in the movie context. Their study revealed that directive and expressive were the most dominant types of illocutionary speech acts in the dialogues. Unlike the three previous studies mentioned, a more recent study in the political context came from Wulan and Yulianto (2022) which aimed to discover the types of Illocutionary Acts in Joe Biden’s Victory Speech as a President and found four types of Illocutionary acts which were assertive, commissive, expressive and declarative.

Although many studies have been conducted on speech acts in different contexts, little attention has been given to examining illocutionary speech acts in presidential victory speeches. Therefore, this research aims to fill the gap in this area and provide a better understanding of how speech acts are utilized in the context of South Korean politics. Additionally, this study offers deeper insights into the specific communication style employed by Yoon Seok Yeol in his speeches. The use of Searle’s (1979) pragmatic theory as the theoretical framework in this research is one unique aspect. It signifies that this research can make a significant contribution by applying pragmatic theory to the analysis of the Korean language and expanding our understanding of how linguistic theories can be applied in a political context.

2. METHOD

The method used in this research is a descriptive qualitative method. According to Strauss and Corbin (1998), qualitative research is a type of research that does not involve the application of statistical procedures or quantification in the discovery of its data. The data used in this research consists of President Yoon Seok Yeol’s speeches from his victory address. The data were taken from YouTube channels KBS News and Arirang News, which were then transcribed into sentences or paragraphs that indicate the presence of illocutionary speech acts.

The data were collected by transcribing the uttered illocutionary acts in President Yoon Seok Yeol’s victory speech into written forms. The data analysis steps in this research were as follows: a) identifying utterances in the form of sentences or paragraphs that contain illocutionary speech acts, b) classifying the findings by employing Searle’s theory (1979), c) describing and interpreting the results, d) drawing conclusions.

3. FINDINGS AND DISCUSSION

The findings show that 10 data can be classified into illocutionary speech acts in President Yoon Suk Yeol’s victory speech on the KBS News YouTube channel, and there are 3 data in President Yoon Suk Yeol’s victory speech on the Arirang News YouTube channel. After categorizing them according to speech act categories, the results are as follows:

3.1. Video on the KBS News YouTube Channel

In Data 1 presented in Table 1, The assertive illocutionary act appears in President Yoon Suk Yeol’s statement when he mentions that he gained many benefits and learned a lot during the campaign he participated in. An assertive illocution is a speech act used to express beliefs, opinions, or statements of fact (Searle, 1979). In line with Searle

(1979), President Yoon Suk Yeol asserted his belief that he had gained many benefits and learned a lot during the campaign.

Table 1. KBS News assertive illocutionary speech acts

Speech	<p>Data 1 <i>jeongmal i song-go undong-eul hamyeonseo manh-eun geol baewosseubnida</i> ‘I really learned a lot during this campaign.’</p>
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The choice of the phrase “very much” or in Korean marked by the use of “정말 (*jeongmal*) and 많은(*manh-eun*)” adds strength to his statement, thereby emphasizing his belief. Thus, the utterance made by President Yoon Suk Yeol falls into the category of assertive illocution, indicating that he is conveying a statement or his belief about the benefits and learning he gained during the campaign. This is similar to Wulan and Yulianto’s (2022) finding when President Biden used assertive illocutionary speech act through the phrase ‘admit’ to confess that he did not expect that he would stand in front of the American public that night.

Table 2. KBS News directive illocutionary speech acts

Speech	<p>Data 2 <i>ije uli gyeongjeneun ildan kkeun nahgo uli modu him-eul habchyeoseo uli gugmingwa daehanmingug wihaeseo uli modu hanaga doeoya handago saeng-gaghbnida.</i> ‘Translate: Now, our economy has finally recovered, and I believe that we all need to come together and unite as one for the sake of our citizens and South Korea.’</p>
	<p>Data 3 <i>jeongdang-i doel su issdolog hamkke nolyeoghago tto jeodo manh-i dowa jusigileul butagdeuligessseubnida.</i> ‘Translate: I ask for your joint effort so that we can become a legitimate party, and I also request your generous support.’</p>

In Data 2 presented in Table 2, There are two contexts of directive illocution in the statement above. Firstly, it appears in Data 2, which is the command to revitalize the economy. President Yoon Suk Yeol provides a statement containing a command, in which he emphasizes that he and his team must be able to revive the South Korean economy. The choice of the word “must” or in Korean “되어야 한다고 (*doeoya handago*)” strongly emphasizes that his statement is not merely a suggestion but a demand or obligation to be followed. This according to Searle (1979) belongs to a directive illocution that orders or demands a specific action. This is also similar to Leandro, Prasetyanti, Pniel, and Megasari’s (2020) findings on directive illocutionary speech act in one EXO’s song lyrics, titled My Turn to Cry when the lyric states: “Don’t cry in places without me”. The lyric consists of phrases like ‘don’t cry’ to forbid someone to cry.

Secondly, the request for assistance from political parties is found in Data 3 in Table 2. The statement indicates that President Yoon Suk Yeol’s utterance contains an emphasis on requesting his political party to take action in assisting and listening to the people of South Korea. The choice of words “I ask” or in Korean “도와 주시기를 부탁드립니다 (*dowa jusigileul butagdeuligessseubnida*)” according to Searle (1979) is an example of a directive illocution that serves as a request or invitation to take a specific action. In this case, the President is seeking the assistance of his political party to promptly carry out their duties and listen to the opinions of the people. Therefore, directive illocution in this context is the use of language that directs or requests specific actions from others, whether in the form of commands or requests, using words that indicate a strong sense of obligation or desire to carry them out. This is following Leandro, Prasetyanti, Pniel, and Megasari’s (2020) findings on directive illocutionary speech act in one EXO’s song lyrics, titled First Snow when the lyric states: “Please tell me, Merry Christmas, hi, how have you been?” The lyric contains the phrase ‘please tell me’ as a form of request.

Table 3. KBS News commissive illocutionary speech acts

Speech	<p>Data 4 <i>ije dangseon-in sinbun-eseo sae jeongbuleul junbihago daetongyeongjig-eul jeongsig-eulo majge doemyeon heonbeob jeongsin-eul jonjunghago uihoeleul jonjunghago yadang-gwa hyeobchwi hamyeonseo gugmin-eul jal mosidolog hagesseubnida.</i> ‘Now, as the President-elect, as we prepare for the new government and officially assume the presidency, I will respect the constitutional spirit, respect the parliament, cooperate with the opposition, and serve the people well.’</p>
	<p>Data 5 <i>jedaero jal bodabhagesseubnida.</i> ‘I will respond properly and well.’</p>

In Data 4 shown in Table 3 above, President Yoon Suk Yeol delivers a speech that contains President Yoon Suk Yeol delivers utterances containing promises. This is marked by the use of the word “will” or in Korean, indicated by the suffix “하겠습니다 (*hagessseubnida*)” spoken by him. This statement based on Searle’s (1979) types of illocutionary speech act falls under the illocutionary speech act of commissive, where President Yoon Suk Yeol gives a promise or commitment to take certain actions in the future. In this case, the President clearly states that he promises to form a new government and collaborate with other parties to serve the people. In this context, President Yoon Suk Yeol explicitly expresses his commitment to forming a new government as a form of his political promise to the public. This is a good example of how language is used to declare an intention or commitment to perform commissive actions. This finding is similar to Wulan and Yulianto’s (2022) finding when President Biden uttered “You’ve always had my back, and I’ll have yours” to show the act of promising to the American people who have supported Biden to become a president.

In Data 5 in Table 3, President Yoon Suk Yeol once again expresses a promise, and this is marked by the use of the word “will” or in Korean, indicated by the suffix “하겠습니다 (*hagessseubnida*).” The utterance spoken by President Yoon Suk Yeol conveys the meaning that after he is elected President of South Korea and with the trust given to him by the public, he promises to reciprocate the trust by giving back in a manner commensurate with what the people have bestowed upon him. President Yoon Suk Yeol explicitly states his intention to fulfill the public’s trust by providing a “commensurate reply” or “a commensurate response”. Therefore, referring to Searle (1979), this utterance is a good example of using language to express an intention or commitment to perform commissive actions, which are actions that will be taken in response to the trust given by the public to the President.

Table 4. KBS News expressive illocutionary speech acts

Speech	<p>Data 6 <i>modu hamkke aesseojusin uli gugmin-ui him dangjigja uli uiwon yeoleobunkke jeongmal gip-i gamsadeuligo cham teugeounaju yeoljeongsjeog-in geuleon geuleiseu ui eotteon geos gatseubnida.</i> ‘I am deeply grateful to all our citizens who have worked hard together, our party officials, and our legislators. It feels like a very passionate grace from all of you.’</p>
	<p>Data 7 <i>i gwajeong-eul tonghaeseo manh-eun geos-eul neukkigo baewossgo geuligo oneul i gyeolgwaneun joh-a uli gugmin-ui him.</i> ‘Through this process, I have felt and learned many things, and today’s result is because of the strength of our people.’</p>
	<p>Data 8 <i>geuligo uli ancheolsu daepyowa hamkkehan gugmin-ui dang-ui seungli lagibodaneun widaehan gugmin-ui seungliga aninga geuleohge saeng-gag-eul habnida.</i> ‘And I think it’s not so much a victory for our People’s Party with our leader Ahn Cheol-soo as it is a victory for the great people.’</p>
	<p>Data 9 <i>geuligo majimagkkaji hamkke tto meosjige ttwieojun uli minjudang-ui ijaemyeong hubo tto jeong-uidang ui simsangeong hubo i du bunkkedo gamsadeuligo tto gyeolgwaneun iluji mohaessjiman daehanmingug jeongchi baljeon-ui uli modu hamkke keun giyeoleul haessdaneun jeom-eseo geu gachileul nop-i pyeong-gahago sibgo geuligo du bunkkedo jom simsimhan wiloui malsseum-eul deuligo sipseubnida.</i> Finally, I would like to express my gratitude to our Democratic Party’s candidate, Lee Jae-myung, and the Justice Party’s candidate, Shim Sang-jung, who ran together with us until the end. Although we didn’t achieve the desired results, I highly appreciate the value of their contributions to the development of Korean politics. I also want to offer them some words of comfort during this somewhat disappointing moment.</p>
	<p>Data 10 <i>deoun yeoleum buteo modu hamkke jeongmal ttam heullimyeonseo tto chuwie tteolmyeonseo ileohge da hamkke yeogikkaji twieo jun yeoleobunkke jeongmal gamsadeuligo tto miheubhan jeoleul ileohge jal jikyeobogo seong-wonhaejusin gugmin yeoleobunkke gamsadeulibnida.</i> ‘From the hot summer to the cold winter, all of you have worked so hard together, sweating and shivering, to bring us here. I am truly grateful to all of you. I also want to express my gratitude to the citizens who have supported and watched over me, even though I may have been lacking.’</p>

In Table 4, Data 6 shows that President Yoon Suk Yeol expresses his heartfelt gratitude to the public and all those who supported him during the campaign. This statement if referring to Searle (1979) falls under the illocutionary speech act of expressive because President Yoon Suk Yeol sincerely conveys his gratitude. The use of the phrase “really grateful” or in Korean “정말 깊이 감사드리고 (*jeongmal gip-i gamsadeuligo*)” indicates a strong intensity of gratitude. This is in line with Wulan and Yulianto’s (2022) finding on expressive illocutionary speech act when Biden said “I’m humble” to the listeners to show his gratitude.

Data 7 demonstrates that President Yoon Suk Yeol expresses his happiness and joy over the victory in this campaign. His expression that “today’s results are very good” signifies a strong feeling of joy. This utterance based on Searle’s (1979) types of illocutionary act falls under the illocutionary speech act of expressive, marked by the expression of happiness and joy.

In Data 8, President Yoon Suk Yeol praises the people and all those who supported him, emphasizing that the victory is a victory for the entire nation that supported him during the campaign. This is based on Searle (1979) who is an example of the illocutionary speech act of expression where he expresses pride and appreciation for all who supported him.

In Data 9, three utterances express gratitude and praise. President Yoon expressed his gratitude to the two candidates who campaigned with him while giving praise to them. These utterances fall under the illocutionary speech act of expression where he clearly expresses gratitude and appreciation.

In Data 10, President Yoon expresses gratitude again to all those who fought alongside him and all his supporters, while also expressing humility. This utterance encompasses the illocutionary speech act of expression in expressing sincere gratitude and feelings of humility.

Overall, expressive illocution is the use of language to express feelings, emotions, appreciation, or personal sentiments. However, different from previous studies (Leandro, Prasetyanti, Pniel & Megasari, 2020; Wulan & Yulianto, 2022) which mostly found the expressive illocutionary acts to express regret, sadness, and greetings, this present study’s context, President Yoon Suk Yeol uses various expressions and phrases to communicate his feelings to the public and the parties involved in his campaign, especially about the expression of gratitude, happiness, joy, pride, humility and appreciation.

3.2. Video on the Arirang News YouTube Channel

In the following Table 5, Data 11 shows President Yoon Suk Yeol emphasizes the importance of knowledge in the process of a country’s growth and societal change. Based on Searle’s (1979) types of illocutionary speech act, this utterance falls under the assertive illocutionary speech act, where he reinforces his statement that change can only be achieved through knowledge, technology, and innovation. The use of the word “only” or in Korean the particle “만” indicates strong emphasis and conviction in his viewpoint. Its connection to the assertive illocution is that President Yoon Suk Yeol explicitly states his view or belief about the crucial role of knowledge in change.

The utterance made by President Yoon Suk Yeol in Data 12, referring to Searle’s (1979) types of illocutionary speech act, also falls under the assertive illocutionary speech act. He uses the phrase “will prepare” or in Korean “계획을 준비하겠습니다 (*gyehoeg-eul junbihagessseubnida*)” to affirm his intention to make preparations if certain conditions arise. This reflects his belief that as a leader, he has plans that will be executed if a situation occurs. Its connection to the assertive illocution is that he explicitly states his intention or plan for future actions.

In both examples as shown in data 11 and 12, President Yoon Suk Yeol uses language to assert his views on the role of knowledge and his plans for dealing with specific situations, reflecting a strong assertive speech act.

Table 5. Arirang News assertive illocutionary speech acts

Speech	<p>Data 11 <i>ppaleun seongjang-ui gwajeong-eseo manh-eun gugmindeul-i saeloun gihoelul chaj-eul su issgo, sahoe idongseong-eul jaehwa ham-eulosseo yang-geughwawa galdeung-ui geun-won-eul jegeohal su issseubnida. doyaggwa ppaleun seongjang-eun oloji gwahaggwa gisul, geuligo hyeogsin-eul wieseoman ilyeo naelsu issneungeos-ibnida.</i> ‘During the process of rapid growth, many people can find new opportunities, and we can eliminate the sources of polarization and conflict by increasing social mobility. Leap and rapid growth can only be achieved through science, technology, and innovation.’</p>
	<p>Data 12 <i>geuligo bughan-i haeggaebal-eul jungdanhago siljiljeog-in bihaeghwalo jeonhwanhandamyeon gugjesahoewa hyeoblyeoghayeo bughan gyeongjewa bughanjumin-ui salm-eul hoeggijeog-eulo gaeseonhal su-issneun damdaehan gyehoeg-eul junbihagessseubnida.</i> ‘If North Korea stops developing nuclear weapons and shifts towards substantial denuclearization, we will work with the international community to prepare a bold plan that will drastically.’</p>

In Data 13 in Table 6, President Yoon Suk Yeol states that he will ensure his people become free or true masters. This utterance, referring to Searle’s (1979) types of illocutionary speech act, falls under the commissive illocutionary speech act because it contains a promise uttered by the speaker. He explicitly expresses his intention to act in his capacity as President to ensure the welfare of the people. The use of the phrase “ensure” or in Korean “반드시

만들어 나가겠습니다 (*bandeusi mandeul-eo nagagessseubnida*)” signifies commitment and willingness on his part to act in fulfilment of this promise.

In this context, President Yoon Suk Yeol uses language to declare his commitment to act to improve the well-being of Korean society. This reflects a strong commissive illocutionary speech act in his victory speech.

Table 6. Arirang News commissive illocutionary speech acts

Speech	<p>Data 13 <i>jeoneun “jayu, ingwon, gongjeong, yeondaewi gachileul batang-eulo gugmin-i jinjeonghan ju-in-in nala, gugjesahoeeseo chaeg-im-eul dahago jungyeongbadneun nalaleul widaehan gugmin-yeoleobumgwa hamkke bandeusi mandeul-eo nagagessseubnida.</i> ‘Based on the values of freedom, human rights, justice, and solidarity, I will ensure the creation of a nation where people are the true masters, a nation that fulfills its responsibilities, and a nation respected in the international community.’</p>
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From the overall data presented, four types of illocutionary speech acts out of five were found; namely, expressive commissive, assertive, and directive. Expressive was the most dominant type of illocutionary speech act used by the President, followed by commissive, assertive, and directive respectively. The findings seem to be different from the one conducted by Wulan and Yulianto (2022) in which the declarative illocutionary speech act was used in Joe Biden’s victory speech to declare to the American people who have chosen him and his team that he owes everything. He is indebted for what they have sacrificed for Biden’s success as president. Meanwhile, in the present study, the statement that there were no declarative illocutionary speech acts in President Yoon Suk Yeol’s victory speech indicates that in his speech, he did not make factual statements, official statements, or statements that bind the state of the world. Instead, he focused more on expressing feelings, beliefs, commitments, and intentions, which reflect expressive and commissive illocutionary speech acts.

However, similar to all previous studies by Wahyuni, Retnowati and Ratnawati (2018), Leandro, Prasetyanti, Pniel, and Megasari (2020), Nadiroh et al. (2022) and Wulan and Yulianto (2022), expressive, assertive and commissive were also found in this present study suggesting that these are common types of illocutionary act of utterances occur.

4. CONCLUSION

This research concludes that in President Yoon Suk Yeol’s victory speech, various illocutionary speech acts were used to communicate with the public and policymakers. The identified types of illocutionary speech acts include expressive, commissive, assertive, and commissive. Although various types of illocutionary speech acts were used, no declarative illocutionary speech acts were identified in the speech. This suggests that the President used language not to make factual, official statements nor statements that bind the world state, but to express gratitude, joy, confidence, and commitment to everyone involved in his campaign and his constituents. Overall, this research provides a deeper understanding of the use of language and political communication in President Yoon Suk Yeol’s victory speech.

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