



Illocutionary Acts of Elon Musk at Ted Talk 2022

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Abstract

Every utterance produced by a speaker has its own type and function. However, this research focuses on illocutionary speech acts. This research aims to describe the types and functions of illocutionary speech acts in the conversation between Elon Musk and the moderator at TED Talk 2022 and describe the function of these speech acts. This data is in the form of sentences and clauses in conversations between Elon Musk and Chris Anderson which contain illocutionary acts. The data source was collected through observation methods using transcribing and note-taking techniques by watching and listening to video to know the context. The data is analyzed qualitatively using the theory proposed by Searle to study various types of illocutionary acts, followed by the theory proposed by Leech regarding the functions of illocutionary acts. The data analysis method used in this study is constant comparative or often called the equivalent method. The problems in this research are (1) What speech acts are contained in the conversation between Elon Musk and the moderator and (2) What is the function of each utterance. The results show that there are 4 types of speech acts in the conversation between Elon Musk and the moderator, namely (1) Assertive, (2) Directive, (3) Commissive, and (4) Expressive. Based on the function of illocutionary speech, two functions are obtained, namely (1) Collaborative function and (2) Convivial function. The researcher suggests that further research needs to be carried out to understand illocutionary acts in conversation to be able to provide information and it is also necessary to pay attention to the context and situation to understand the meaning.

Keywords: *Illocutionary, Types, Function, Elon Musk*

Introduction

As human beings, we will certainly carry out “communication” with other people both to convey feelings, thoughts, and intended meaning to other people as our interlocutors (Nadhea Intan Fitria, 2023). The speaker and listener are the two

most important factors in communication (Adelia Angellietha Gandhi & Setyawan, 2022). In their communication, both need to work together. Humans need language as a communication tool to interact with each other (Mulyana & Engliana, 2021). language is a social practice, meaning that the context of language use needs to be considered in discourse analysis (Puji Hariati, Anni Holila Pulungan, & Rahmad Husein, 2020). There are many types of language that we use in communicating in everyday life, one of which is pragmatics. Pragmatics is the study of words and utterances conveyed by the speaker in a certain context (Putri, Sartini, & Fajri, 2020). Another definition of pragmatics by SALIH, (2022) pragmatics is concerned with meaning in interaction.

There are several advantages to studying linguistics with pragmatics, one of which is that we can find out what meaning a person means in conveying something, his intent or purpose, his opinions, and the types of actions he takes in communication practices (Wijayanti & Yulianti, 2020). However, the meaning of the word communication has different language structures depending on the context of the language used. Pragmatics also has many types for us to study, such as deixis and distance, reference and inference, politeness and interaction, speech acts and events, and others (Ramayanti, Marlina, & Padang, 2018).

Speech act is interactions and reactions that involve someone, namely the interlocutor and the speech partner (Iskandarsyah & Salsabila, 2021). Speech act is very interesting for us to study because we can understand the language and context conveyed by speakers when communicating (Ramayanti et al., 2018). Context has an important role in pragmatics because the context itself has knowledge that is assumed to be owned by speakers and speech partners and plays a role in the opinion of the speech partner itself with the aim of what the speaker's intent can be understood clearly (Mulyana & Engliana, 2021). Austin classifies speech acts into three types of actions, namely the act of saying something "The act of saying something" which is called a locutionary act, the act of asking the speech partner to do something, "The act of doing something" or illocutionary act, and the act of influence the speech partner or require a certain reaction or effect or effect from the speech partner, "acts of influencing someone" or perlocutionary acts (Austin, 1962).

This research focuses on illocutionary acts. According to Rasyid & Fathiaty, (2017) an illocutionary act is an action that not only conveys the true meaning of an utterance but also has another purpose in conveying the utterance. Throughout the speech, each person indirectly carries out an action that tries to influence the person they are talking to. Moreover, people who have influence are role models for many people, one of which is Elon Musk. Elon Musk, who is known as an entrepreneur, is also listed as one of the richest people in the world (Henessy, 2023). Elon Musk is the inventor and founder of several companies, such as PayPal, SpaceX, and Tesla. Elon Musk often appears at talk shows, one of which is in TED talk as a

guest star. Since 1984, TED Talks has presented lectures on technology, entertainment, and design around the world. TED Talk is one of the internet's popular resources with over 2000 lectures from around the world on technology, entertainment, and design (Saputra & Fatimah, 2018). Currently, TED has 23,4M subscribers and abundant viewers every video post.

To find out the types and the functions of illocutionary act the researcher uses theory of Searle for the type and theory of leech for the function. Searle states that speech acts can be classified into five classifications of illocutionary acts, namely: (a) Assertive (stating, proposing, suggesting, opinion, preaching, showing, reminding, defending, and boasting), (b) Directive (Order, solicit, demand, advise, challenge, suggestion, recommendation, ensure, invitation, allowance, offer, forbid, urge, warning), (c) Commissive (promise, swear, offering, hope, refusing, and threat), (d) Expressive (thanking, congratulating, apologizing, praising, condolences, criticizing, complaining, blaming, regretting), and (e) Declarative (impress, decide, cancel, prohibit, grant, classify, elevate, and pardon) (Searle, 1969).

Illocutionary act has various functions. (Leech, 1993) argues that illocutionary functions can be classified into four types according to the relationship of these functions to social goals in the form of maintaining polite and respectful behavior. The functions of illocutionary acts are, (1) Competitive is the function that the illocutionary goal competed with the social goal (monitoring, requesting, demanding, and begging). (2) Convivial is the function that was the illocutionary goal coincides with the social goal (Offer, invite, greet, thank, congratulate), (3) Collaborative is the function that the illocutionary goal was indifferent to the social goal. (Declare, report, announce, teach), and (4) Conflictive is the function that the illocutionary goal conflicts with the social goal (Threatening, accusing, swearing, scolding, blaming, and imposing punishment).

Several experts have discussed the phenomenon of illocutionary speech acts for the benefit of developing linguistics. Researchers who have conducted this research include: (1) Analysis of illocutionary speech acts in the tom cruise interview (Makhpirokh, Gafur, & Hidayat, 2020) (2) An analysis of illocutionary acts in podcast ruang sandi videos by sandiaga uno (Risa Dui Sitorus., 2022) (3) Mansplaining and Illocutionary Force (Johnson, 2020) (4) Referring to Speech Acts in Communication: Exploring Meta-Illocutionary Expressions in ICE-Ireland (Schneider, 2022).

Based on these studies, the researcher concluded that there is no research that is the same, namely Illocutionary Acts of Elon Musk Talks Twitter, Tesla, And How His Brain Works Live at Ted talk 2022. Makhpirokh's research in 2022 is

entitled "Analysis of illocutionary speech acts in the Tom Cruise interview". This research is the same as a conversation but the part is about a film actor, while this research is about a famous businessman in the world. Sandi's research in 2022 is entitled "An analysis of illocutionary acts in podcast Ruang Sandi videos by Sandiaga Uno". This research is about a famous politician and businessman in Indonesia, while this research is about an international figure. Johnson's 2020 research entitled "Mansplaining and Illocutionary Force". This research focuses on the case of the confused speech act of mansplaining, while this research discusses the types and functions of illocutionary speech acts. Schneider's research in 2022 is entitled "Referring to Speech Acts in Communication: Exploring Meta-Illocutionary Expressions in ICE-Ireland". This research presents an exploratory study of meta-illocutionary expressions, namely from everyday vocabulary such as requests, promises and insults, while this research focuses on the types and functions of illocutionary acts.

The difference between the researcher's analysis and the research above are the object, method, research objective and other research only focuses on the most dominant types of illocutionary acts, and this research aims to determine the types and functions of illocutionary acts carried out by Elon Musk. This research is very unique with other's research.

Method

The research data was taken from conversations between Elon Musk and the moderator, one of the world's famous entrepreneurs who is also TED owners. Elon Musk is the inventor and founder of several companies, such as PayPal, SpaceX, and Tesla. This data is in the form of sentences and clauses in conversations between Elon Musk and Chris Anderson which contain illocutionary acts. The data source was collected through observation methods using transcribing and note-taking techniques by watching and listening to video to know the context. The data analysis method used in this study is constant comparative or often called as the equivalent method. This method is done by connecting and comparing lingual and extralingual elements (Mahsun, 2006). The data is analyzed qualitatively using theory proposed by Searle (Searle, 1969) to study various types of illocutionary acts, and followed by the theory proposed by Leech (Leech, 1993) regarding the functions of illocutionary acts. This research provides descriptive information explaining the types and functions of illocutionary acts.

Result

In this part of the research, the method used to analyze the data is based on Searle's theory (1969), which divides illocutionary acts into five: assertive, directive, expressive, commissive, and declarative. According to (Leech, 1993) the

four functions of illocutionary acts are collaborative, competitive, convivial, and conflict. Below is an example of using these types and functions in Elon Musk's conversation.

The total data found are 33 which is shown on the table bellow:

<i>Classification of Illocutionary Act</i>		<i>Types of Illocutionary Act</i>		<i>Function</i>	
<i>Assertive</i>	<i>1</i>	<i>Opinion</i>	<i>5</i>	<i>Collaborative</i>	<i>5</i>
		<i>Stating</i>		<i>Collaborative</i>	
		<i>Showing</i>		<i>Collaborative</i>	
		<i>Opinion</i>		<i>Collaborative</i>	
		<i>Stating</i>		<i>Collaborative</i>	
<i>Directive</i>	<i>1</i>	<i>Ensure</i>	<i>3</i>	<i>Collaborative</i>	<i>3</i>
		<i>Challenge</i>		<i>Collaborative</i>	
		<i>Ensure</i>		<i>Collaborative</i>	
<i>Commissive</i>	<i>1</i>	<i>Hope</i>		<i>Convival</i>	
<i>Expressive</i>	<i>1</i>	<i>Thanking</i>	<i>1</i>	<i>Convival</i>	<i>1</i>
			<i>1</i>		<i>1</i>
<i>Total</i>	<i>4</i>		<i>10</i>		<i>10</i>

Discussion

The researcher chooses the representatives data to be discussed descriptively from the total 33 data. The explanation will have several abbreviations: Chris Anderson (CA) and Elon Musk (EM).

1. Assertive

This type aims to bind speakers to varying degrees in terms of certain truths (Searle, 1969). The data below shows the type of assertiveness that occurs in Elon Musk's conversations.

DATA 1

Context : in TED Studio there was a conversation between the moderator, Chris Anderson, and the guest star namely Elon Musk. Chris Anderson asked Elon Musk about Elon Musk's Twitter offer in jest.

CA : Why make that offer?

EM : I think it is very important to create an inclusive arena for free

speech. Twitter has become a kind of de facto town square, so it's important for people to know the reality and perceptions, so they can speak freely within the bounds of the law.

This utterance is of the Assertive **opinion** type because Chris Anderson is asking a direct question to Elon Musk about the offer if Elon Musk will buy Twitter. Then Elon Musk answered the question by giving his opinion and reasons why he would make a Twitter offer with the answer "I think it is very important to create an inclusive arena for freedom of opinion. Twitter has become a kind of de facto town square, so it is important for people to know the reality and perceptions, so they can speak freely within the bounds of the law. The utterance has a **collaborative function** because it is the speaker's commitment to conveying an opinion about the truth of what the speaker expresses.

DATA 2

- Context : Chris Anderson recalled Elon Musk's statement last week regarding his statement of purpose regarding wanting to take over Twitter.
- CA : last week when we spoke Elon, I asked you whether you were thinking of taking over you said no way said I do not want to own Twitter it is a recipe for misery everyone will blame me for everything what on earth changed.
- EM : I think everyone will still blame me for everything yeah if something if acquired Twitter and something goes wrong it's my fault 100 I think there will be quite a few arrows.
- CA : It will be miserable but you still want to do it why?
- EM : I mean it's not too miserable but I just think it's important to the fun like it's important to the function of democracy it's important to the function of the United States as a free country and many other countries and to help actually to help freedom in the world.

This utterance is included in the assertive section, namely the **stating** type because Elon Musk is stating his statement which begins with a question regarding his goal regarding taking over Twitter. Elon Musk said that the aim of taking over Twitter was to help freedom and the functioning of democracy in the world. The utterance has a **collaborative function** of saying stating because the expression above guarantees the speaker's condition that the statement is in the interest of freedom in democracy and world freedom. Of course, this statement can convince the speaker of the interlocutor.

DATA 3

- Context : Elon Musk previously said that he likes to try to tweet interesting or funny things after which Chris Anderson asked Elon Musk about funding Tesla.

- CA : If you are unsuccessful actually. Is funding secured?
EM : I have sufficient assets to complete it's not a forward-looking statement but I mean i can do it if possible, right.

The utterance is a type of Assertive **showing** because Chris Anderson asked Elon Musk about Tesla funding. Then Elon Musk answered as if Elon Musk had shown that he was capable of funding Tesla. I have sufficient assets to complete. The utterance is included in assertive showing. The utterance has a **collaborative function** because Elon musk shows that he has many assets through his speech. This speech has a cooperative function, by telling the interlocutor that Elon Musk has many assets.

DATA 4

- Context : Chris Anderson shows a photo of Elon Musk's closeness with his son. Then Chris Anderson asked Elon Musk how his future child will grow up.
CA : what's his future going to be i mean i don't mean him personally but the world he's going to grow up in what future do you believe he will grow up in?
EM : I mean, a very digital future a very different world than i grew up in that's for sure um but I think we want to obviously do our absolute best to ensure that the future is good for everyone's children and that you know that the future is something that that you can look forward to and not feel sad about um you know, you want to get up in the morning and be excited about the future and we should fight for the things that make us excited about the future.

The utterance is a type of Assertive **opinion** because Chris Anderson asked Elon Musk about how his future child will grow up. Then Elon Musk answered I think we want to obviously do our absolute best to ensure that the future is good for everyone's children and that you know that the future is something that that you can look forward to and not feel sad about um you know, you want to get up in the morning and be excited about the future and we should fight for the things that make us excited about the future. The meaning of this speech is that Elon Musk wants to give the best for his children in the future because what is meant is that today's times are very different from the past and now there is a lot of advanced technology to support children's growth and development. The utterance has a **collaborative function** because Elon musk stated that he wants to do his best to ensure a good future. The function of this speech is to work together to change the future of children for the better in the future.

DATA 5

- Context : Chris Anderson thinks the future might be scary through artificial intelligence and so on. Chris Anderson asked Elon Musk if he can create an exciting future for others.
- CA : I mean in your heart of hearts do you really believe that you are helping deliver that exciting future for ex and for others?
- EM : I'm trying my hardest to do it. so you know i love humanity and i think that we should fight for a good future for humanity and i think we should be optimistic about the future and fight to make that optimistic future happen.

The utterance is a type of Assertive **stating** because Chris Anderson asked Elon Musk about create an exciting future for others. Then Elon Musk answered he would try his best to do it. He stated that he really loves humanity and must fight for a good future for humanity to create an optimistic future. The utterance has a **collaborative function** because it fights for a good future for humanity.

2. Directive

Directive is the type of speech acts that the speakers uses to get someone else to do something (Searle, 1969). The following data shows the types of directive illocutionary acts.

DATA 6

- Context : Elon musk previously argued that the twitter platform believes it can increase public trust and Chris Anderson asked Elon Musk if Elon Musk would pay billions of dollars in cash to his followers on twitter.
- CA : you don't necessarily want to pay out 40 or whatever it is billion dollars in cash, you'd like them to come with you in.
- EM : I mean I could technically afford it what I'm saying, this is not a way to sort of make money. You know I think this is it's just that I think this is could my strong intuitive sense is that having a public platform that is maximally.

The utterance is included in the Directive section, namely the **ensure** type because Elon Musk expressed certainty that he was able to pay any amount of money. But Elon Musk stated that it's not all about making money but about how strong the intuition is to have the maximum platform. The utterance has a **collaborative function** because the expression above ensures the speaker's condition that he is able to pay how much. This statement binds the speaker's belief in the speaker of what is expressed.

DATA 7

- Context : Elon Musk said that Tesla's finances are precarious. Chris Anderson asked Elon Musk what really happened to Tesla.
- CA : Given what's actually happened what's actually happened to tesla since then though aren't you glad that you didn't take it private?
- EM : Yeah... I mean it's difficult to put in the position at the time Tesla was under the most relentless short seller attack in the history of the stock market. there's something called short and distort um where the barrage of negativity that Tesla was experiencing from short sales wall street was beyond or belief tesla was the most shorted stock in the history of stock markets.

The utterance is included in the Directive section, namely the **challenge** type because Elon Musk said that it is difficult to place such a position at a time when tesla is under the most relentless attack of short sellers in stock market history. there is something called shorting and distorting where the negative streak Tesla is experiencing from wall street short sales is beyond reach or belief Tesla is the most shorted stock in the history of the stock market. Of course, this statement refers to a huge challenge for Elon Musk so that Tesla can compete on the stock market. The utterance has a **collaborative function** because the expression above shows the actual condition that the speech in question is a challenge due to stock market competition.

DATA 8

- Context : In a previous conversation, Elon Musk discussed Tesla's achievements as an electric vehicle. Elon Musk stated that the most difficult thing to achieve in American companies is to achieve high production volumes without going bankrupt.
- EM : The absolutely difficult thing which has not been accomplished by an American car company in 100 years is reaching volume production without going bankrupt is the actual hard thing. the last company American company to reach volume production without going bankrupt was chrysler in the 20s right.
- CA : And it nearly happened to Tesla?
- EM : Yes! but it's not like oh geez I guess if we just done more manual stuff things would have been fine.

The utterance is Directive of **ensuring**. Elon Musk said about car companies

in America that the hardest part is not making prototypes or doing limited production. The hardest thing that an American car company hasn't achieved in 100 years is achieving volume production without going bankrupt. This is the hardest thing that an American company has actually achieved. the last production volume without going bankrupt was Chrysler in the 20s, right? And Chris Anderson confirmed that it almost happened to the Tesla Company. Then Elon Musk denied that if we do good things, nothing will possibly happen. The utterance has a **collaborative function** because it involves the speaker directing the truth being expressed.

3. Commissive

The purpose of this type is the speaker will do something. Commissive is tied to an action that will occur in the future (Searle, 1969). The types of commissive illocutionary act can be seen from the data below.

DATA 9

- Context : In previous conversation, Elon Musk discussed the Twitter edit button after that Chris Anderson asks Elon Musk about the proposed security of the edit button on Twitter.
- CA : If you commit to opening up the algorithm that that definitely gives some level of confidence talk about some of the other changes that you've proposed so you at the edit button.
- EM : I mean one frankly the top priority i have i would have is eliminating the spammings and scam bots and the bot armies that are on twitter.

The utterance is a type of commissive **hope** because at that time Chris Anderson asked Elon Musk about other changes to Twitter security. Then Elon Musk answered I mean one frankly the top priority i would have is eliminating the spammings and scam bots and the bot armies that are on twitter. This form of hope is what Elon Musk wants in order to maintain the security system on Twitter. The function of the utterance above is the **convivial function** of saying hope because it has a friendly function of expressing positive expectations, so that this action can make people maintain good relations in order to achieve social goals.

4. Expressive

Searle (1969) proposed in the class of expressive are apologizing, thanking, congratulating, condoling, deploring, and welcoming. The types of expressive illocutionary act can be seen from the data below.

DATA 10

- Context : Elon Musk delivered a final statement at the end of the event and Chris Anderson closed the event by thanking Elon Musk for attending in TED.

- EM : You know I love humanity and I think that we should fight for a good future for humanity and i think we should be optimistic about the future and fight to make that optimistic optimistic future happen.
- CA : I think that's the perfect place to close this thank you so much for spending time coming here and for the work that you're doing and good luck with finding a wise course through on twitter and everything else all right, thank you hey guys.

This utterance is included in the Expressive section, namely the *thanking* type Because Chris Anderson thanked Elon Musk for attending TED, ended his conversation with Elon Musk and waved to the audience, then the two of them left the venue. The function of the utterance above is the **convivial function** of saying thank you. At the end of the event, Chris Anderson as the host, thanked the guest stars for taking the time to come and be interviewed at the event. This behavior can make guest stars feel honored about their presence at the event and can also build good relationships in the future.

Conclusion

Based on the results of research conducted on Elon Musk's conversation at the 2022 Ted Talk it was produced The types of illocutionary speech that have been found consist of 4 types, namely assertive speech which includes opinion, stating and showing, then directive illocutionary acts including confirming and challenging, commissive illocutionary acts including hope. , and the last is an expressive illocutionary act including saying thank you. There are five types of assertive illocutionary acts that appear most frequently in this utterance because they are said honestly and what the speaker says is in accordance with the facts. There are three directive illocutionary acts because the speaker wants the interlocutor to truly understand what the interlocutor says. commissive acts are found in one utterance in the form of a speaker's expectations. Expressive illocutionary acts are found to express feelings. The illocutionary function found in Elon Musk's conversation at Ted 2022 is collaborative and convivial. The collaborative function occurs in assertive and directive illocutionary acts. Convivial function occurs in commissive and expressive illocutionary acts. The researcher suggests that further research needs to be carried out in understanding illocutionary acts in conversation to be able to provide information and it is also necessary to pay attention to the context and situation to understand the meaning intended by the speaker and speech partner in the form of illocutionary speech acts.

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