

AN ANALYSIS OF DIRECTIVE SPEECH ACT IN ELON MUSK'S SPEECH ON WORLD WATER FORUM

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Abstract

Speech acts need to be understood in a speech because they contain various communication acts that create emotional and cognitive impacts on the audience. This study aims to identify the types of directive speech acts in Elon Musk's speech at the 10th World Water Forum and determine the most dominant type of directive speech acts. The method used in this research is qualitative. The data were obtained from the video transcript of Elon Musk's speech. The data collection process was conducted through text and video analysis, and analyzed with three stages: data reduction, data display, and conclusion drawing. The results show that in Elon Musk's speech, there are various types of directive speech acts such as giving orders, asking, inviting, forbidding, and suggesting. The frequency of the use of these directive speech acts varies, with 2 data of speech commanding, 2 speech requesting, 1 speech inviting, 1 speech forbidding, and 1 speech suggesting. So it was found that the types of directive speech acts such as commanding and requesting dominated in Elon Musk's speech at the World Water Forum.

Keywords: Pragmatics; Speech Act; Directive; Elon Musk

INTRODUCTION

Understanding speech acts is very important in communication because speech acts are the basis of effective verbal interaction. Austin (1962) argued that language serves not only to describe the world but also as a tool for performing actions and shaping social reality through speech acts. Speech acts help us understand not only what is being said, but also the intent and purpose behind the utterance. In communication, the main goal of people involved is to share a message in a certain cultural setting, making sure the message is understood by the receiver (Heidari et al., 2020). Sometimes, messages are not conveyed through words and speech alone. Thus, there is a field of study called pragmatics that explains language in context (Azizah & Alpiyah, 2018). Speech act is a part of pragmatics that studies context in communication. By understanding speech acts, people can better interpret the messages conveyed, reduce misunderstandings, and improve the quality of social interactions. In a professional context, a good understanding of speech acts can also improve the effectiveness of communication, whether in meetings, negotiations, or presentations, so that communication goals can be better achieved.

Speech act is one of the important parts of pragmatics in a communication. Speech acts, in the study of pragmatics, are defined as actions performed through utterances, where a speaker not only conveys information but also performs certain actions. Speech acts were first introduced by language philosopher J.L. Austin by suggesting that every utterance has three main aspects: locution (the act of uttering words with certain meanings), illocution (the action performed through the utterance, such as promising, commanding, or requesting), and perlocution (the effect produced by the utterance on the listener) (Austin, 1962). Furthermore, John Searle developed this theory by introducing various categories of illocutionary speech acts, such as declarative, representative, expressive, directive, and commissive (Searle, 2005). By

understanding the concept of speech acts, people can better understand the dynamics of everyday communication, identify the intent and purpose behind each utterance, and respond in an appropriate and effective way.

Directive speech act is a type of illocutionary speech act in which the speaker tries to make the listener perform an action (Widyawanti et al., 2024). In this case, the speaker has an active role in directing the listener's actions through requests, orders, suggestions, or pleas. According to Huang (2016), directive speech acts include various forms of communication that aim to direct or influence the behavior of others, such as in the context of work instructions, requests for help, or educational direction. In another meaning, directive speech acts are communications aimed at directing or influencing others' behavior, such as in work instructions, requests for help, or educational guidance. Meanwhile, according to Searle (2005), the types of directive speech acts include commanding, requesting, inviting, prohibiting, and suggesting. Levinson (2011) adds that the effectiveness of directive speech acts is greatly influenced by the social context and the relationship between the speaker and the listener, as well as the mode of delivery used. Th highlights that how effectively directive speech acts influence behavior depends heavily on the social context, the relationship dynamics between speaker and listener, and the manner in which the message is conveyed. Understanding directive speech acts helps us not only in conveying requests or instructions clearly but also in adjusting the communication style to suit the situation and the interpersonal relationship.

In studying speech acts, it is also necessary to understand communication in a speech. Speech is a form of oral communication delivered in public with the aim of informing, persuading or inspiring the audience. According to Harahap and Rozimela (2021), speeches can be categorized into three types. The first type is informative speeches, which aim to teach the audience a small yet useful piece of information. The second type is persuasive speeches, intended to change people's opinions or behaviors regarding a particular issue. The third type is ceremonial speeches, delivered to commemorate significant life events such as graduation ceremonies, wedding toasts, or eulogies at funerals. Understanding speech acts in speeches is very important because speeches not only convey words, but also contain various communication acts that create emotional and cognitive impacts on the audience. For example, by understanding speech acts, a speaker can be more effective in expressing beliefs, motivating, or moving the audience to action.

Elon Musk's pivotal role in the 10th World Water Forum demonstrates how a deep understanding of speech acts can influence the outcome of a speech. This 10th World Water Forum was held in Indonesia, featuring the theme "Water For Shared Prosperity," with Elon Musk as one of the speakers (WWF, 2024). Elon Musk, with his strong ability to convey vision and aspiration, was able to inspire action and real change on critical global issues. Musk's speech at the forum not only informed about the challenges and solutions related to clean water but also galvanized the participants' passion and commitment to contribute to this global effort. This emphasizes the importance of understanding speech acts in delivering effective and impactful messages.

The study of research in a speech is also closely related to how the use of directive speech acts in it. A research on directive speech acts in a speech was conducted by Sari and Utomo (2020), examining the directive speech acts present in President Joko Widodo's speech regarding the handling of coronavirus (Covid-19) in Indonesia. In this research, President Jokowi's statements during his address on handling the Covid-19 situation in Indonesia utilized directive speech acts that called for responsibility from both officials and the public to comprehend the challenges faced by the Indonesian people. Jokowi employed directive speech acts classified as follows: 3 instances of asking, 3 instances of requesting, 1 instance of asking, 4 instances of ordering, and 1 instance of prohibiting. Directive speech acts were also identified by Chaerunnisah (2023) in Megawati Sukarnoputri's political speech during the celebration of PDIP's 50th anniversary.

This research found that direct speech acts predominated, with 35 instances of requests and 28 instances of suggestions. From these two studies, it can be concluded that differences in interests affect the types of directive speech acts that are often used. Therefore, further studies are needed to understand how the interests promoted in Elon Musk's speech at the 10th World Water Forum affect the use of directive speech acts. Therefore, this research aims to identify the types of directive speech acts in Elon Musk's speech at the 10th World Water Forum and determine the most dominant types of directive speech acts. The selection of Elon Musk's speech at this event is based on the scientific consideration that Musk, as a leading innovator and visionary, often uses language that motivates and directs his audience to act. Analysis of the directive speech acts in this speech will provide an in-depth understanding of the communication strategies used by influential leaders in a global context. This research will hopefully contribute to everyday life to help individuals understand and implement effective communication strategies to achieve their goals, both in professional and personal contexts.

METHOD

This research used a qualitative design to analyze the types of directive speech acts in Elon Musk's speech at the 10th World Water Forum. Qualitative research method is utilized to investigate natural object conditions, where the researcher acts as the key instrument, data collection techniques are triangulated, data analysis is inductive, and the results emphasize meaning over generalization (Sugiyono, 2022). The subject of the research is Elon Musk while giving a speech at this event. The main data was taken from the video of Elon Musk's speech as a speaker at the World Water Forum along with the transcript. The research instruments used include text and video analysis, which allows the researcher to identify and categorize the types of directive speech acts used by Musk in his speech and its dominant types.

The data collection process began with downloading the video of the speech from Youtube platform and making a complete transcript of the speech. Next, the researcher conducted an in-depth analysis of the transcribed text and video, noting every directive speech act that appeared and the context in which it was used. The data analysis process used Miles and Huberman's theory (2018) which consists of three stages: data reduction, data display, and drawing conclusion. In the data reduction stage, researchers organized and simplified the data by selecting relevant parts that contained directive speech acts. At the data display stage, the data that has been reduced is presented in the form of descriptive analysis and a frequency table to facilitate understanding and further analysis. Finally, at the drawing conclusion stage, researchers draw conclusions from the data that has been presented, identify patterns or main themes, and make interpretations related to the dominance of directive speech acts in Elon Musk's speech.

RESULTS AND DISCUSSION

Results

This research aimed to identify the types of directive speech acts contained in Elon Musk's speech when he was a speaker at the 10th World Water Forum, and determined which type of directive speech acts is the most dominant. To obtain these results, the researchers applied Searle's theory, which distinguishes directive speech acts into several categories, namely commanding, requesting, inviting, prohibiting, and suggesting. Through a thorough analysis of Musk's speech, this study aimed to reveal how various types of directive speech acts are used in the context of the speech and to find patterns of dominance of certain types of speech acts

used by Musk. Based on the analysis, the researchers found the types of directive speech acts from Elon Musk's speech.

Commanding

1. *"With that, I think the next section is really just some questions or Q&A if anyone would like to ask me anything about anything."*

Elon Musk as the speaker instructed the audience that the speech would be followed by a Q&A session. He opens the floor for the audience to ask questions regarding the topics that have been discussed or any other relevant topics. This instruction provides clear direction regarding the transition from the speech to the interactive session, and ensures the audience is ready to actively participate by preparing their questions.

2. *"So, all right, time to wrap it up, yes?"*

At the end of the speech, Elon Musk as the speaker signaled that the time to finish the speech had come. He signals to the audience that the session is coming to an end and directs them to get ready to finish the discussion. This statement helps to organize the flow of the event and keep the session organized and on schedule.

Requesting

1. *"I would just encourage everyone to basically take another look at the cost of solar and the cost of batteries."*

In his speech, Elon Musk asked the audience to review the cost of solar power and batteries, which have seen significant price reductions in recent years. He encouraged the audience to update their knowledge on this topic, as previous information may be outdated. This request aims to increase the audience's awareness and understanding of the latest developments in renewable energy technologies.

2. *"Yeah, so something that I would encourage everyone in the room to look at is, and you touched on that briefly, is that the cost of solar power has dropped dramatically over the years."*

In his speech, Elon Musk once again asked the audience to pay attention to the dramatic drop in the cost of solar power. He reiterated and emphasized the importance of understanding this significant change, which touched on a point already mentioned earlier in the discussion. By encouraging the audience to take another look at the cost of solar power, he hoped they would be more open to considering more affordable and practical renewable energy solutions.

Inviting

1. *"Um, so anyway, hopefully, that is, I'm basic on kicking things off on a positive note, but I think with good basis for doing so, um, yeah."*

In the early part of the speech, Elon Musk invited the audience to start the event in a positive mood. He expressed his hope that the information provided would help set an optimistic tone for the discussion that followed. Elon Musk also provides justification for that optimism, indicating that there is a strong basis for his positive outlook. This invitation aims to establish a supportive and pleasant atmosphere for the audience right from the start.

Forbidding

1. *"Not quite sure how the logistics of question posing works, but you just say a question."*

Elon Musk gave instructions on how to ask questions during the Q&A session, and while there was no explicit prohibition, he did set limits on the way questions could be asked. By saying that the audience only needs to state their questions, she restricts other ways that may be more complicated or incompatible with the logistics of the session. These instructions help keep the Q&A session simple and efficient, minimizing unnecessary confusion or distractions.

Suggesting

1. *"So, I'd really would strongly recommend a solar plus battery combination or wind plus solar can solve all of the world's energy needs by a lot."*

Elon Musk gave strong advice to the audience to consider a combination of solar and battery power, or a combination of wind and solar power as a solution to meet global energy needs. He explained that this combination could significantly solve the world's energy problems, emphasizing the reliability and efficiency of these solutions. These suggestions are based on scientific and technical understanding, and aim to encourage the audience to consider and possibly support or implement the proposed renewable energy solutions.

From the results of this study, it was found that Elon Musk's speech at the 10th World Water Forum showed all types of directive speech acts such as commanding, requesting, inviting, prohibiting, and suggesting. Commanding is seen when Musk gives instructions to the audience to start the question and answer session and end his speech. Requesting appears in his request for the audience to review the cost of solar power and batteries. Inviting appears when Musk invites the audience to start the event in a positive mood. Prohibiting, although not explicit, is seen when he sets limits on how to ask questions. While suggesting is seen when Musk gives a strong suggestion to consider a combination of solar and battery power or wind and solar power as a global energy solution. These findings demonstrate the use of diverse communicative strategies in Elon Musk's speeches to direct and influence his audience.

Table 1. Frequency of Types of Directive Speech Act in Elon Musk's Speech

Types of Directive Speech Act	Frequency
Commanding	2
Requesting	2
Inviting	1
Forbidding	1
Suggesting	1
Total	7

From this table, the researchers determined the frequency of using directive speech acts in Elon Musk's speech at the 10th World Water Forum. The analysis showed that the dominant types of directive speech acts are commanding and requesting, each used twice. Commanding appears when Musk gave instructions to the audience regarding the question and answered session and ends his speech, while requesting is seen when he asks the audience to review the cost of solar power and batteries. Inviting, prohibiting, and suggesting were only used once each. Inviting is used when Elon Musk invited the audience to start the event in a positive mood, prohibiting

appears when he sets limits on how questions can be asked, and suggesting appears when Elon Musk made a strong suggestion to consider a combination of solar and battery power or wind and solar power as a global energy solution. As such, this speech was dominated by commanding and requesting, showing Musk's focus on directing and requesting his audience.

Discussion

The results of this study show that in his speech at the 10th World Water Forum, Elon Musk used various types of directive speech acts such as commanding, requesting, inviting, prohibiting, and suggesting. The findings show that Musk uses various communication strategies to influence and direct his audience. This research is in line with previous research conducted by Sari and Utomo (2020), who analyzed directive speech acts in President Joko Widodo's speech regarding the handling of the Covid-19 pandemic in Indonesia. In the speech, Jokowi used directive speech acts to ask for responsibility from officials and the community in facing the challenges faced by the Indonesian people. Jokowi's use of directive speech acts, which include 3 times asking, 3 times requesting, 1 time asking, 4 times ordering, and 1 time prohibiting, shows his efforts to direct the audience's actions and responses to the pandemic situation. This discussion also connects our research with a study conducted by Chaerunnisah (2023) on Megawati Sukarnoputri's political speech in PDIP's 50th anniversary celebration. Chaerunnisah found that the dominant directive speech acts in Megawati's speech were requests (35 times) and suggestions (28 times). The dominance of requests and suggestions in Megawati's political speeches shows her focus on persuasion and encouragement to the party and the audience to support her vision and mission. The difference in the use of directive speech act types between Megawati's speech and Elon Musk's speech shows how the purpose and context of the speech affect the communicative strategies used. Elon Musk, in the context of a global forum on water, used commanding and requesting in a balanced way to direct his audience towards concrete action and critical reflection on the issues discussed. From this analysis, it can be concluded that different interests and purposes of speech affect the types of directive speech acts that are often used. Sari and Utomo showed that in crisis situations, such as handling a pandemic, presidents are more likely to use ordering and requesting to emphasize the importance of immediate action and collective responsibility. Meanwhile, research by Chaerunnisah revealed that in a political context, Megawati used requests and suggestions more to build support and direct the audience persuasively. The results of this study add a new dimension to our understanding of how different types of directive speech acts are used in public speeches, especially in different contexts, and enrich the literature on communication strategies in formal speeches.

CONCLUSION

In this research, researchers concluded that Elon Musk's speech at the 10th World Water Forum shows the use of various types of directive speech acts such as commanding, requesting, inviting, prohibiting, and suggesting. The frequency of using these directive speech acts varies, with 2 commanding utterance data found. 2 requesting utterances, 1 inviting utterance, 1 prohibiting utterance, and 1 suggesting utterance. In this way, commanding and requesting are the most dominant types of directive speech acts. This finding shows that Musk uses different communication strategies to influence and direct his audience.

For future research, it is recommended to conduct a more in-depth analysis of the context and impact of the use of directive speech acts in various types of speeches, including political speeches, scientific speeches, and motivational speeches. In addition, research can focus on a comparative analysis between the use of directive speech acts in different cultures and languages, to understand how cultural differences affect the communication strategies used.

Research can also involve sentiment analysis to understand how audiences respond to different types of directive speech acts in speech. In addition, further research can consider the influence and effectiveness of directive speech acts in achieving certain communicative goals, such as persuasion, instruction, or motivation. Thus, this study can make a valuable contribution in enriching our understanding of effective communication strategies in various speech contexts.

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