

SPEECH ACT OF SUSI PUDJIASTUTI IN FORMING PERSONAL BRANDING

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Abstract

The aim of this research is to determine the types and the functions of Speech Act by Susi Pudjiastuti in forming personal branding in public. This study uses a descriptive method based on the Searle's theory on Illocutionary speech act. The data is taken from Pudjiastuti Speeches on Understanding Indonesia's Marine Police: Economic and Security Challenges (2015) and World should unite against illegal fishing (2018). The result of this research indicate that all the types of illocutionary act. They are Representatives, Directives, Commissive, Expressives, and Declarations. The functions of speech act used by Susi Pudjiastuti are Representatives functions such as statements of fact, assertions, conclusions, and descriptions. Directive acts, namely commands, orders, requests, ask, and suggestions. Commissive function to do something to some future with uses action, they are promising, threatening, offering, refusing, and pledging. Expressive function such as thanking, congratulating, pardoning, blaming, praising, and condoling and the last is Declaratives functions such as resigning, dismissing, christening, naming, appointing, excommunicating, sentencing. By explaining the speech acts used Pudjiastuti in forming personal branding, it can be concluded that speech acts are very important in forming personal branding, both formally and informally.

Key Words: *Speech Acts, Illocutionary, Personal Branding*

INTRODUCTION

Humans are social beings who at all times and every times need others. Given these traits, Language can bridge humans to interact each others. In interacting, people can change ideas, anecdotes, and even information that is needed through engaging. In addition to comprehending the context in which speech is utilized, people must also comprehend whether an appropriate utterance is employed to convey anything without any miscommunication between speakers and partners. There are both direct and indirect effects. Directly signifies that there is no intermediary between the user and the language, which is simply referred to as spoken language. The structure and function in this type are inextricably linked (Yule, 1996, p. 55).

Language is the most efficient means of communicating ideas, thoughts, intentions, and objectives to another. Language has a significant impact on human life because of its function as a medium of communication. With his functional structuralism analysis, Bühler (1963) proposes that language has three functions: expressive (centered on the speaker), adaptive (focused on the interlocutors), and representational (description of the situation) (Sukarin, 2012, p. 52).

The purpose of the speech act must take into account many possible speech acts based on the speaker's position, the situation of the speech, and the language's probable structure. According to Austin (in Praditya, Putra, and Artini, 2014), the most common kind of formal speech is a statement, which normally conveys information, but there are other functions that perform a specific language act. Speech acts are intimately associated with the terms of communication since they occur during the communication process in Pragmatics. There are three categories of speech acts: locution, illocution, and perlocution. It can be seen in the studies of the speech are important by Saputro (2015) which concluded by Jokowi's speech video download from website www.youtube.com found, frequency of occurrences 49 (52.1%). It is followed by commissive 27 (28.7%), expressive 10 (10.6%) and directive 8 (8.5%). Another study by Mauludiyah (2017) stated that in a speech found on YouTube by Donald Trump's utterances, commissive illocutionary act is used, which is categorised indirectly and includes the words commit, promise, threaten, refuse, assure, guarantee, and bet.

The research gap in this study includes similarities and differences based on the findings of the researchers stated above. The similarities were that all of the researchers, including this one, studied the act of speaking. But for the fact that this research differs from previous findings. Saputro concentrated on analyzing speech acts in various types of illocutionary acts, with Jokowi's speeches at the APEC CEO forum as the subject. The target of Mauludiyah's analysis was Donald Trump's remarks, not the State of the United States of America, Yorktown. While the focus of this study is on the types and functions of speech acts utilized by Susi Pudjiastuti, the subject of this study, in shaping public personal branding. Based on the explanation above in this research, the researcher would analyze the kinds and the functions communication public that is carried out by Susi Pudjiastuti in shaping her personal branding.

Based on the background above, the researcher would like to present research question as follow:

1. What are the types of speech acts of Susi Pudjiastuti in forming personal branding?
2. What are the function of speech acts used Susi Pudjiastuti in forming personal branding?

Related to the explained above, there are several reviews of related literature about this study as follows:

Pragmatics

Pragmatics is one of some branches of linguistics, semantics, anthropological linguistics, and semiotics. We'll discuss about speaker, listener, utterances, meaning, effects or feedbacks, and context if we're talking about pragmatics. As a result, it is more concerned with determining what people mean when they say things rather than determining what the individual words or phrases in those utterances signify. "The study of the speaker's meaning is pragmatics" (Yule, 1996, p. 3).

Richards (1980) defines pragmatics as "the study of language's use in communication, especially the relationship between sentences and context, as well as the situation in which the sentence is used."

In pragmatics, there are many kinds that we can analyse in society's conversation or daily conversation. They are deixis and distance, reference and inference, presupposition and entailment, collaboration and implicature, politeness and interaction, dialogue and preference structure, conversation implicature, discourse and culture, and speech actions are the topics covered.

Speech Acts

Language is the most important in communication that part is not could be separated from human life. The important of studying speech acts is human can understand what the meaning in the messages in every utterances. Speech act also show speakers ability to communicate with others. According to Mahmud (2017, p. 27), theories of speech pioneered by two significant philosophers, John Searle and John Dewey, might be a useful way to studying and analyzing a dialogue. Austin (1962) coined the phrase "speech act," which Searle expanded in (1969).

According to Austin (1962, p. 108) A contextual function or an illocutionary act "such as informing, commanding, with a specific (conventional) authority." The response of the addressee or hearer distinguishes between act and illocutionary act. In illocutionary, the hearer's response/feedback was represented through utterances. For example the speaker says "can I talk to Mary?" Yule (1996, p. 86) the addressee understand the meaning and she/he answers it and says "yes of course."

According to Searle (1969), Speech acts, don't function independently. They are contained in a framework that is unrelated to one another, but if the speech act's intent is to be conveyed, every connection must be identified. For example, the promise "I'll buy you supper" implies that the speaker knows what dinner, money, and a restaurant are.

Representatives, directions, commissives, expressives, and declaratives are the five types of speech acts proposed by Searle (1969) in Mahmud (2017, p. 52). As stated below:

a. Representatives

According to Farouq (2011), they commit the speaker to the truth of conveyed propositions like claiming, reporting, instructing, concluding, and so on. A representation is a form of speech act in which the speaker expresses whether or not something is true, and it can be seen in the acts of stating, telling, swearing, claiming, reporting, comparing, and urging. "It was a lovely sunny day," for example (Yule, 1996, p. 53).

According to (Budiasih, 2018) assertive or representative illocution is defined as "An assertive act is a statement used to target a certain notion, proposition, or belief in an attempt to describe the actual state of affairs. Asserting, concluding, informing, forecasting, and reporting are examples of these actions".

b. Directives

According to Yule (1996, p. 54). Speech acts are utilized by a speaker to persuade someone else to do something. Directives are a type of speech act in which the speaker directs the addressee to perform a certain action. As displayed, it's a list of commands, orders, requests, and thoughts. They might be either positive or negative, such as "Don't touch that."

Ordering, commanding, requesting, advising, and recommending are examples of directive speech acts that the speaker uses to create an impact on the speech partner. Yule (1996, p.54) (1996, p.54). Ordering, commanding, begging, demanding, and counseling are all examples of directive speech acts, according to Budiasih (2018).

c. Commissives

Commissives are statements made by speakers with the intent to commit themselves to doing something in the future. Promises, threats, offers, refusals, and pledging are all examples of commissives. For instance, "we will not do that," Yule says (1996, p. 54). As Searle puts it, the responsibility generated in the word by commissives is created in the speaker, not the hearer. They commit the speaker to a future action, such as an offer, a threat, a promise, as a result (Altikriti, 2011).

d. Expressives

Expressive speech is a style of communication in which the speaker expresses his or her psychological

reaction to the event described in the illocution. According to the Alkriktiki (2011), these words express the speaker's inner state.

Speech acts designed to be viewed as an appraisal of the things addressed in the speech are known as expressive speech actions. Evaluative speech acts are another name for expressive speech acts. Zainuddin Zainuddin Zainuddin Zainu (2018, p. 18) These are spoken acts that reveal the speaker's psychological state of mind or attitude toward a previous deed or situation. Greetings, apologies, congrats, condolences, and professions of gratitude all contain them. The following are some instances of sentences: "He stopped for a brief bite to eat after thanking his sponsor and sending off his bike for repairs" (Umar, 2016, p. 16).

e. Declaratives

"Declaration is the form of spoken utterances linking content with the event," Umar (2016) writes in his thesis. Resigning, dismissing, baptizing, naming, appointing, excommunicating, and punishing are only a few examples. Declarations, according to Yule (1996, p. 53), "are those kinds of speech acts that transform the world by their utterances." As a result, a declaration is a type of speech in which the speaker declares something. "We find the defendant guilty," for example. A declaration is a speech that falls within the category of a very specific act of speaking, such as dismissing, disciplining, or hiring someone. The purpose of this speaking act is to send information from the speakers to the said partner, such as status, situations, and so on (Yule, 1996).

Speak/Spoken Language

Speaking is a language skill that is very much needed for various human needs. Speaking has a large portion in interacting with others, especially in terms of communication. Although there are people who have special needs, but talk still occupies a large portion. Speaking is a common communication tool in society. In this case speaking in general can be interpreted as an expression of intent that can be ideas, thoughts, one's heart to others Kusuma (2019, p.1).

Personal Branding

According to Haroen (2014), Personal branding is the process of influencing people's impressions of a person's traits, such as personality, abilities, or values, and how these characteristics create favorable social perceptions that may be used as a marketing strategy.

According to Montoya (2006), personal branding is an art of actively forming public perceptions in order to attract and retain more clients.

According to Wasesa (2011), personal branding is a process when people use themselves or their career as a brand (brand). Personal branding is the art of attracting and retaining public perceptions actively, which can build it from people, names, signs, symbols or designs that can be used as a differentiator from its competitors.

According to McNally and Speak (2004), a personal brand is a perception that is embedded and maintained in others perception, which has the ultimate goal of making the public have a positive view of it so that it can lead to trust and loyalty.

Susi Pudjiastuti

Pudjiastuti is one of 34 elected Ministers in Joko Widodo's Working Cabinet with Jusuf Kalla for the 2014-2019 period. She officially served as Minister of Fisheries and Maritime Affairs since the date was inaugurated on October 27, 2014. In journal of Astrie Anindya Sari (2019) Although only graduated Junior high school, Susi was able to become a successful entrepreneur thanks to starting a business in the field of fisheries to airlines through Susi Air which she developed. Pudjiastuti began her career by becoming CEO of Susi Air and PTASI Pudjiastuti Marine Product which is engaged in the field export of fishery products.

Pudjiastuti is known to have a cool personality. Pudjiastuti, who was born in Pangandaran on January 15, 1965, is the son of Haji Ahmad Karlan and Hajjah Suwuh Lasminah, who originally hail from Central Java but have lived in Pangandaran for five generations. Pangandaran Pudjiastuti's family has a livestock company and is a cattle and buffalo merchant, transporting hundreds of cattle from Central Java to be traded in West Java. H. Ireng, his great grandfather, was a landlord in his neighborhood. Susi Pudjiastuti's most interesting feature is that she only has a junior high school graduation. He had continued his schooling to high school after graduating from middle school.

In her education journey, Pudjiastuti after being inaugurated being a minister, she registered to participate in Package C at PKBM Bina Pandu Mandiri in Ciamis Regency in 2015. After passing the exam in 2017, Susi passed the supplementary exam on May 2018. Highlighting the profile of Susi Pudjiastuti who led as Minister of Fisheries & Maritime Affairs with a different and unique style among the ranks of other ministers. Minister Susi with a unique style eliminating the stereotypical side of a good official and role as the woman who should be.

One of the leadership styles that impressed the public when Pudjiastuti Responded to Illegal Fishing Acts in Indonesia. There was an explosion over the waters on Anambas Island, Riau Islands on Friday morning 5 December 2014 which ended the adventure of three Vietnamese- flagged ships. The Indonesian government proves that the threat of sinking foreign vessels is not just a bluff, the Minister of Fisheries and Maritime Affairs, Pudjiastuti, has been quite frustrated over the practice of illegal fishing in Indonesian waters. Pudjiastuti assessed that the perpetrators acted wrongly and harmed the State. In addition, 22 Chinese vessels were also

arrested because they were proven to have conducted illegal fishing in Indonesian waters on December 8, 2014. The perpetrators were flagged vessels in neighboring countries. Pudjiastuti did not want to consider bilateral affairs, but criminal matters.

Minister Pudji's effective leadership types and styles are based on nature theory (drive, desire to lead, confidence, intelligence, knowledge, and extraversion) as well as Henry and Blanchard's leadership theories (telling, selling, participating, and delegating) In the Second Magazine article, Pudjiastuti was able to apply the leadership principles that Dale Carnegie sparked, such as authenticity, effective communication, motivating people, sincerity, taking perspective, listening, teamwork, respect, giving appreciation, humility, and complaints (2014).

Many people admire Pudjiastuti's life story for her dedication to developing a successful corporate empire in the aviation and fishing industries. Pudjiastuti is well-known in the public because of her ministry activities. As a result of his outstanding performance, Pudjiastuti gained popularity inside Jokowi's working cabinet. People are currently using the phrase "personal branding," which is a trend of constructing self-image and producing good opinions from others.

Pudjiastuti has a good personality from social characteristics. Personality that is open, friendly, has high awareness, especially in responsibility and self-discipline, good self-control and openness to try new things. This makes Pudjiastuti a person who is able to communicate well with others because of Pudjiastuti has good positive values in her.

RESEARCH METHODOLOGY

Research Design

The researcher employed a qualitative descriptive method in this investigation. The researcher employs the descriptive qualitative method in order to better comprehend the social phenomena under investigation. According to Endraswara (2013, p. 176) 'Qualitative descriptive method' is to reveal events or facts, phenomena, variables and circumstances that occurred at the time of the research by presenting what actually happened. Descriptive qualitative method is chosen by the researchers to show social phenomena regarding speech acts in forming personal branding as a study that can be observed in the formation process.

Sources of the Data

The researcher used two transcripts of Susi Pudjiastuti's speech, which she gave at the Certijab meeting on Wednesday (29/10/2014) at Mina Bahari III Building, the head office of the Ministry of Marine Affairs and Fisheries (KKP), Jalan Medan Merdeka Utara, Jakarta. Understanding Indonesian Marine Policy: Economic and Security Challenges was published on 27 August 2015, and Speech of the Minister of Maritime Affairs and Fisheries Indonesia's Fight Against Illegal, Unreported, and Unregulated (IUU) Fishing was published on 26 June 2018 with a video duration of 12 minutes 33 seconds by Berita Hot Terkini. The researcher downloaded the video from YouTube. To support the research, the researcher review references material in the form of books, thesis, journal articles and several literary theories. So that the researcher can analyze the speech acts of Pudjiastuti who make up her Personal Branding.

Procedures of collecting the Data

In doing the analysis, it is important to have good preparation. The data should be there for analysis. Data in spoken language already exists in the form of audio and video recording. According to Mahmud (2017, p. 72) data for spoken language must remain natural. Spontaneous recordings can be used altogether but for intended recording, data selections need to be made such as just choose the recording that last after 5 to 10 minutes. When data have been selected, the next step is preparation for analysis of the data selections by identified the types of the data. Transcription is one of the steps that must be completed for spoken language. Before analyzing data, transcription is critical, especially when dealing with spoken language.

Transcription is used to make the spoken material legible. The spoken language on the recordings is frequently poor, necessitating transcription (Mahmud, 2017, p. 73). Following the data transcripts, the following steps are to draw conclusions, choose which elements to include in the speech act, and determine the function of the speech act employed by Susi Pudjiastuti talks. Searching, downloading, and reading data connected to research on the internet is critical for supporting data analysis. The purpose of this study is to examine the role of speech acts in the development of Susi Pudjiastuti's personal branding. This research was conducted to determine how Susi Pudjiastuti's speech acts and communication in forming personal branding.

Technique of Analyzing Data

The data analysis used speech act theory. This can be used to identify the types of communication functions produced by Pudjiastuti in shaping her personal branding, which consists of the following procedures:

1. Data condensation

Data condensation is the process of selecting, simplifying, abstracting, and/or modifying data from close-to-complete written field notes, interview transcripts, papers, and other empirical materials. This means that

qualitative information is transformed into written information (transcript). After the researcher has identified and selected the most relevant elements to the topic.

2. Data display

Conclusions and actions can be derived from information displayed in an ordered manner. After the data has been reduced to extract form, the following step is to show it.

3. Drawing conclusion/verification

The researcher will next draw conclusions based on the appearance of the facts, such as the hypothesis, and also respond to the researcher's inquiries. The researcher came to the conclusion that the categories of speech actions were based on Pudjiastuti's use of speech and the function of speech in developing personal branding in public.

FINDINGS AND DISCUSSION

Findings

The researcher makes two points in this section. The first point is data collection, and the second is conversation. The researcher analyzed the research question in this study using Searle's theory. By analyzing the transcript of the speech video at Minister of Marine Affairs and Fisheries Speech of Indonesia's Fight Against Illegal, Unreported, and Unregulated (IUU) Fishing (2018) Policy: Economic and Security Challenges (2015) by on YouTube, those were the types of Speech Acts used by Pudjiastuti in forming personal branding in public. The researcher discovered that Pudjiastuti uses illocutionary speaking acts, which are divided into five kinds. Representatives (asserting, reporting, instructing, concluding, stating, telling, informing, swearing, claiming, reporting, comparing, and insisting), Directives (commands, orders, requests, suggestions, advising, and demanding), Commissives (promising, threatening, offering, refusing, and pledging), Expressive (greeting, thanking, congratulating, blaming, praising, and condoling), Declaratives (resigning, dismissing, christening, naming, appointing, excommunicating, sentencing).

1. The types of speech acts used by Susi Pudjiastuti in forming personal branding.

The following are the findings of the first research question contained in the transcript of the first speech "Minister of Marine Affairs and Fisheries' Indonesia's Speech on the Fight Against Illegal, Unreported, and Unregulated (IUU) Fishing (2018). The researcher found 9 regarding the types of Susi Pudjiastuti namely: Representatives (2 extract), Directives (2 extract), Commissives (2 extract), Expressives (3 extract).

Extract 1 Representatives (reporting)

The speaker presented to participant in the forum about fish stock of Indonesian fisheries and also reported the condition of seafood export.

Susi: ***"we lost almost 50% of Indonesia fisheries and also know and understand the fish stock leave into only 600 millions tons in 2013. We also lost 115 seafood export that general millions in Indonesia four decade before 2003 to 2013."*** Pudji (2018), (25:15-25:32)

The extract above include reporting because the speaker spoke about Indonesia's maritime crisis. According to the speaker, Indonesia lost over half of its fish stock in 2013 and lost 115 seafood exports in the four decades before to 2003. Reporting entails presenting information on notifying about what we believe to be the discovery of ethical norms or a serious condition, such as the speaker's presentation of a maritime serious issue that has become a major problem for Indonesia.

Extract 2 Representatives (asserting)

The speaker presented about Illegal unreported unregulated fishing and transshipment.

Susi: ***"So, it's very important to also follow up with the bend on transshipment."*** (16:02-16:08)

The speaker emphasized the importance of following up on the transshipment bend in order to serve illegal, unreported, and unregulated fishing in this excerpt. The extract told the participant that the most important thing to do to help illicit fishing is to follow up on the transshipment bend.

Extract 3 Directives (recommending)

The speaker was talking about cooperation of FAO (Food and Agriculture Organization) and United Nation.

Susi: ***"We need to do any effort that's possible and work together with all state and also FAO and also united nation."*** (22:01-22:08)

In the extract about, the speaker spoke to the audience on Indonesia's future plans, particularly for the nation's waters. The speaker recommended to cooperation together which is the extract. This statement urged FAO and the United Nations to collaborate. Recommending is the act of putting someone or something forth for approval as acceptable for a specific purpose or duty.

2. The function of speech act used by Susi Pudjiastuti

The following data extract can be used to elaborate on the research findings above to answer the second study question about Susi Pudjiastuti's use of speech act in building personal branding. Understanding

Indonesian Marine Policy: Economic and Security Challenges (2015) and Indonesian Fight Against Illegal, Unreported, and Unregulated (IUU) Fishing (2018) are Illocutionary Acts such as Representative, Directive, Commissive, Expressive, and Declarative, according to Susi Pudjiastuti's speeches as Minister of Marine Affairs and Fisheries.

Representatives or assertives are illocutionary acts in which speakers say whether they believe something to be true or false (false). The speaker fits words into the world or belief by performing these actions (Yule, 1996: 53). Representative functions include statements of fact, assertions, conclusions, and descriptions, according to Yule (1996: 53).

The directed illocutionary act is the second speaking act. The listener's activities are intended to have an effect on the directive. In the case of some directive speech functions performed by the speaker in a formal setting at the Minister of Marine Affairs and Fisheries, Ordering, commanding, begging/asking, advising, requesting, urging, and recommending are all used in Indonesia's Fight Against Illegal, Unreported, and Unregulated (IUU) Fishing (2018) and Understanding Indonesia's Marine Policy: Economic and Security Challenges (2015).

These actions express what the speaker desires, and the speaker uses the hearer to try to make the world suit the words (Yule, 1996: 54). Ask, order, demand, request, beg, plead, beseech, entreat, invite, permit, advise, dare, defy, and challenge are all performative verbs that refer to this category. Yule (1996: 54) includes instructions, orders, requests, asks, and suggestions as illocutionary functions in directive acts.

Compassionate is the third. Two of the functions of commissive discourse in research are promise and offer. Speakers utilize illocutionary activities called committives to commit future actions. These actions express the speaker's intent. Speakers use commissives to make the world conform to the speaker's words (Yule, 1996: 54). Promise, vow, offer, threaten, and refuse are some performative verbs that correspond to these speaking activities.

It is also defined as commit because the context of the speech demonstrates Susi Pudjiastuti's dedication; it demonstrates that while she is speech "And related to the plan of the president to *put the future on the nations like we would it means also sustainability has to implies* that so much way of fishing method".

Expressives are illocutionary activities in which the speaker expresses his or her sentiments or attitudes regarding something. The speakers' psychological moods are involved in these behaviors. When executing these actions, the speakers adapt their words to fit the worlds or feelings they are experiencing (Yule, 1996: 53). The speaker expresses his or her psychological state to the listener, according to Widyatmoko (2017) in her thesis. In this study, the tasks of expressive speech were carried out in Susi Pudjiastuti's speeches when the speaker was delivering greetings, blaming, and praising.

The last statement is declarative. Declarative illocution is a style of communication in which the utterance's substance is connected to reality. When using these acts, the speaker must have an institutional function in the situation (Yule, 1996: 53). It is determined by the relationship between illocutionary acts and the social goals or purposes of developing and maintaining civility. Awini (2013, p. 1).

Discussion

This part gives a discussion based on the findings of the data above in response to the first and second study questions.

a. The types of Speech Act used by Susi Pudjiastuti

The findings suggest that Pudji used representational, directive, expressive, and commissive speech acts in the two transcript videos above. First, the speaker described and clarified the current stock in Indonesia as well as the state of product exports at sea. Because the speaker makes a statement for something that is true and speaks about truthful topics, the utterance falls within the category of representational speech. This is in keeping with Farouq's (2011) thesis, which includes the truth value of Indonesian conditions.

Second, the speaker also mentioned that we may work with the FAO and other nations. This is a sort of directive speech in which the speaker endorses something as a justification for a certain purpose or duty. These are speech acts that the speaker employs to get other people to do something, according to Yule (1996).

Third, the speaker spoke about President Joko Widodo's vision for the Indonesian nation's future in the sea, which is one of the world's most important maritime domains. Because it is an act of voice against the world's oceans, this speech falls under the category of empathetic speech acts. A promise, according to Pambudi (2017), is a speech used to remind the speaker of something that needs to be done in the future. A promise is a commitment to accomplish something significant for Indonesia's waters.

Last, she was also expressed gratitude by the speaker. Because it is a speech of gratitude to the listener or participant, it falls under the category of expressive communication. Expressiveness refers to a speaker's approach toward oral performances. According to Wardana (2018), expressing thankfulness is seen as a form of personal connection between universals, particularly when it comes to the practice of civility. Thanking is a type of expressive illocutionary act that can be characterized as the speaker's expression of thanks for being addressed.

b. The Functions of Speech Act used by Susi Pudjiastuti

The researcher discovers and describes the function of Pudjiastuti's speech acts in constructing her personal branding in this part. Which brings us to the second research question, which can be found in the two speech transcripts that have been evaluated. Illocutionary acts such as representational, directive, commissive, and expressive serve Susi Pudjiastuti's speech acts.

Speakers utilize representative or assertive as illocutionary acts to communicate whether or not they consider something to be true (false). The speaker makes words according to the world or his beliefs by applying these acts (Yule, 1996: 53). Yule (1996: 53) lists a number of representational functions, including factual statements, affirmations, conclusions, and descriptions.

The second speech act is directive illocutionary. Directives are intended to have some effect on the listener's activities. In the Speech of the Minister of Maritime Affairs and Fisheries, the speaker performs some directive speech functions in a formal circumstance. Understanding Indonesian Maritime Policy: Economic and Security Challenges (2015) and Indonesia's Fight Against Illegal Unreported and Unregulated (IUU) Fishing (2018) are ordering, ordering, beg/ask, advice, ask, suggest, and recommend. Yule (1996:54) mentions orders, orders, requests, requests, and suggestions as illocutionary functions in directive acts.

The third is commissive. In research, the functions of commissive discourse are promise and offer. Commissive is an illocutionary act in which the speaker instructs the listener to perform a future action. This action exposes the speaker's intention. The speaker uses the commissive to try to make the world conform to the speaker's words (Yule, 1996: 54).

An illocutionary act that expresses the speaker's sentiments or attitudes regarding something is called expressive. In this study, the tasks of expressive speech are carried out in Susi Pudjiastuti's speech when the speaker delivers greetings, blames, and compliments. The speaker's psychological condition is involved in this action. The speaker creates words in response to the world or feelings while executing these acts (Yule, 1996: 53). The speaker exposes his psychological state to the audience, according to Widyatmoko (2017) in his thesis.

CONCLUSION AND SUGGESTION

Conclusion

Based on the analysis, the researcher concluded that Susi Pudjiastuti used the following types of speech acts in forming her personal branding at Minister of Marine Affairs and Fisheries' Speech of Indonesia's Fight Against Illegal, Unreported, and Unregulated (IUU) Fishing (2018): Representatives 2 extract, Directives 2 extract, Commissives 2 extract, and Expressive 3 extract. However, for the second speech video at Understanding Indonesian Marine Policy: Representatives 5 extract, Directives 2 extract, Commissives 2 extract, and Expressives 2 extract. A representative statement commits the speaker to something being true and to speaking about it honestly. The directive is an utterance that commands the audience to do something. Commissive encourages speakers to take action in the future. The speaker's feelings about the issue are expressed through expressive language. The speaker makes words suit the world through expressive use.

Pudji's personal branding is based on the functions of the Illocutionary Act. Statements of fact, assertions, judgments, and descriptions are examples of Representatives functions. Commands, orders, requests, asks, and suggestions are examples of directive acts with illocutionary functions. Commands, orders, requests, asks, and suggestions are examples of directive acts with illocutionary functions. Commissive people want their acts to commit them to doing something in the future. Threatening, promising, offering, refusing, and pledging are all expressive functions. expressing gratitude, applauding, forgiving, blaming, praising, and condolences Resigning, dismissing, baptizing, naming, appointing, excommunicating, and punishing are examples of declaratives that connect content to actuality. The speaker's speech act was then influenced by the location or situation.

Suggestion

Based on the analysis, the researcher makes the following recommendations: We must employ polite and good speech acts when speaking with others, and we must pay attention to good speech in order to delight others. This study did not fully reveal the speech in the transcript since it may be used to assess the different types of speech actions in everyday conversation and even in some scenarios.

For the readers, the researcher expects that they will not be perplexed by what people mean when conversing with others. It's because people occasionally communicate with inferred intentions.

For the other researchers, This study can be used as a reference while analyzing speech acts.

For those interested in continuing their research, I recommend looking into additional forms of speech actions performed by Austin, such as locutionary or perlocutionary acts.

For the learning process, the researcher thinks that analyzing speech acts will aid students in reducing misunderstandings of meaning or intention that may arise throughout the course of learning in the classroom, and that this work will be valuable for future speech act improvement in general.

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APPENDIX

Below is a table of the results of this study:

Minister of Marine Affairs Fisheries' Speech of Indonesia's Fight Against Illegal, Unreported abd Unregulated (IUU) Fishing (2018)

No	Extracts	Speech Act
1.	<i>We lost almost 50% of Indonesia fisheries and also know and understand the fish stock leave into only 600 millions tons in 2013. We also lost 115 seafood export that general millions in Indonesia four decade before</i>	Representative (reporting)

	2003 to 2013. (Extract 1) (25:15-25:32)	
2.	<i>So, it's very important to also follow up with the bend on transshipment.</i>(Extract 2) (16:02-16:08)	Representative (asserting)
3.	<i>We need to do any effort that's possible and work together with all state and also FAO and also united nation. (Extarct 3) (22;01-22:08)</i>	Directives (recommending)
4.	<i>Indonesia's president Joko Widodo make the vision to put Indonesia future nation into oceans and become one of the most important maritime exist in the world. (Extract 4) (27:35-27:46)</i>	Commissive (promising)
5.	<i>We will able to protect more the ocean. (Extract 5) (30:15-30:19)</i>	Commissive (promising)
6.	<i>Your excellence the director Jose "Graziano Da Silva, Your excellence the Europe Union Commissioner for Environment Maritime Affairs and Fisheries Mr. Kaminovella, Ms. Mariana Allena, Stefano Caltadela, distinguished discuss, Ladies and gentlement. (Extract 6) (0:07-0:17)</i>	Expressive (greeting)
7.	<i>I would invite everybody to come. (Extract 7) (13:06-13:10)</i>	Directives (requesting)
8.	<i>Thank you for the initiative that FAO and European Union. (Extract 8) (0:18-0:23)</i>	Expressive (thanking)
9.	<i>Thank you very much. (Extract 9) (0:24-0:26)</i>	Expressive (thanking)

Understanding Indonesia's Marine Policy: Economic and Security Challenges (2015)

No	Extracts	Speech Act
1.	<i>Potential that we have Indonesia as second longest oceans land in the world. so 9510081 km, maritime area 5.8 km which approximately territorial 3,1 km and 3842,17 km. (Extract 1)(2:09-2:27)</i>	Representative (reporting)
2.	<i>Kalimantan export more 1522 tons now the number of 5 tons a lot ready so that's mean more than 78% (Extract 2)(23:04-23:10)</i>	Representative (reporting)
3.	<i>We need all assistant that necessary coming from</i>	Representatives (asserting)

	<i>our neighbouring. (Extract 3)(23:42-23:50)</i>	
4.	<i>We forgot that to third our territorial is water, this part other also potential in ocean, lake, and rivers all around Indonesia so basically definetly more than third to our territorial our waters. (Extract 4)(1:40-2:02)</i>	Representatives (informing)
5.	<i>We have make it list number one in Asia because at the moment still numberthirteen Asia. (Extract 5) (3:21-3:25)</i>	Representatives (informing)
6.	<i>I have to start same vessel for the six ambassador from our neighbouring country requesting assistant that Indonesia has strong ambitions for building the maritime business to become the new future for Indonesia. (Extract 6)(11:52-12:13)</i>	Directive (requesting)
7.	<i>Invite any country to invert Indonesia in aqua culture. (Extarct 7) (24:23-24:27)</i>	Directive (requesting)
8.	<i>Ambassador Ferediska Ladies and Gentlement and all distinguished discussion. (Extract 8) (0:06-0:12)</i>	Expressive (greeting)
9.	<i>We also plan to build integration small island development will place in 15 island in this years so we expecting in 2016 will start the running the production and also maritime and fisheries techno part. (Extract 9)(27:07-27:25)</i>	Commissive (promising)
10.	<i>Of the president to put the future on the nations like we would it means also sustainability has to implies that so much way of fishing method. (Extract 10) (27:45-27:55)</i>	Commissives(promising)
11.	<i>Thank you very much. (Extract 11)(0:14-0:16)</i>	Expressive (thanking)