

Kim Namjoon's Speech at the 2018 United Nations General Assembly: The Intentions and Impacts

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ABSTRACT

This study, using a qualitative approach, was conducted to find out the types of illocutionary acts in the speech of Kim Namjoon at the 2018 United Nations General Assembly, including the intentions and the impacts. The speech on "Generation Unlimited", was aimed to help young people all over the world to help end bullying and violence by sharing kind notes. In conducting the research, the writer used the theory proposed by George Yule (1996) completed by the related theory by O'Keeffe, Clancy, and Adolphs (2011). The findings reveal various intentions through the illocutionary acts and the impacts through the written responses as the perlocution. The intentions through the representative acts were to inform people about his struggles in the past. The intentions through the directive acts were to get the audience to begin speaking up and expressing what they believed. The impact of this speech was that it touched the audience's hearts; they got inspired by the speech to never give up, and they would now continue to love and speak for themselves even if it was hard. In conclusion, Kim Namjoon's speech at the 2018 United Nations General Assembly resulted in inspiring and motivating impacts on the audience viewed from their written responses.

Keywords: illocutionary acts; intentions; perlocutionary acts; written responses

INTRODUCTION

People always have conversations every day, and they communicate to convey information or express their feelings. Language, however, is not used only as a means of communication but also as a means by which speakers perform actions. "Actions performed via utterances are generally called speech acts" (Yule, 1996, p. 47), like apologizing, giving a complaint, complimenting, inviting, promising, or requesting.

According to Yule (1996), a speech act is related to three actions (p. 48). For example, if someone says, "It is cold here," the person who has the air conditioner remote control may turn it off because he or she understands that the speaker feels cold and wants him or her to raise the temperature or even turn off the air conditioner. This example shows that every utterance or sentence that someone says has an intention, either for a direct or indirect interlocutor or audience. The first one is the locutionary act, which is the basic act of utterance or producing a meaningful linguistic expression (Yule, 1996, p. 48). The second one is the illocutionary act, which is the action of forming utterances with some purpose in the audience's mind (Yule, 1996, p. 48). The last one is the perlocutionary act, which is the action of the effect given by the audience (Yule, 1996, p. 48). In addition, there are five types of general functions performed by speech acts related to illocutionary acts: representatives, expressive, directives, commissive, and declarative.

The object of the analysis is the speech of Kim Namjoon at the 2018 United Nations General Assembly. Kim Namjoon, the subject of the study, also known as RM, is the leader of BTS (Bangtan Sonyeondan, or Bulletproof Boy Scouts). He was born on September 12, 1994, in Ilsan, South Korea. He is a singer, rapper, and songwriter. Until 2023, Kim Namjoon has won many awards as a group and solo. Until 2023, RM, or Kim Namjoon, has achieved so many

achievements in his career. One of them is that he has counted 200 songs under his name as a songwriter and composer, according to the Korea Music Copyright Association (KOMCA). As of September 2022, RM is the youngest and second-most credited songwriter in the history of the association (Wikipedia, 2023). Also, as quoted from *Usbtsarmy*, RM surpassed the first South Korean male soloist to spend 4 weeks on the Billboard 200 for the song 'Indigo', and became the longest-running No. 1 album by a K-pop soloist on Billboard's world albums chart. In addition, Kim Namjoon is a successful leader because he can lead his group, BTS (Bangtan Sonyeondan, or Bulletproof Boy Scouts), into becoming the most influential group in the world. As quoted from *koreanbinge 2021*, BTS are multitalented, and their music has a positive influence. They are advocates of goodwill and are engaged with their fans; lastly, they have a solid brotherhood and strong commitment. From those, it can be seen that Kim Namjoon has very great leadership in guiding its members to achieve that success. That is the first reason the writer chose Kim Namjoon as the subject of this research.

According to Wang (2018), Kim Namjoon talked about what it takes to practice self-love and acceptance. There are two reasons why the writer wants to analyze this topic. First, this speech is related to BTS's previous campaign, the "Love Myself" movement, which was part of UNICEF's #ENDviolence campaign. The campaign is about helping end bullying and violence in schools by sharing kind notes. This campaign is related to the current problems. Until 2022, 73 percent of students had been violated or bullied at some point in their lives (*All the latest cyberbullying statistics 2022, n.d.*). Next, BTS (Bangtan Sonyeondan, or Bulletproof Boy Scouts) is a South Korean idol group known for its achievements and socio-political messages in its song lyrics. Wang (2018) stated that BTS has included many personal stories in their lyrics as musicians and singers that reflect their experiences as adolescent boys. The lyrics in BTS songs have become one of the many things that inspire and motivate listeners to find answers to the issues they face (*BTS dan bagaimana idola membantu kesehatan mental, 2022*).

Since BTS has become worldwide, everything they do or say will attract the attention of other people. At the launch of the "Generation Unlimited" campaign, BTS, who was also appointed as a UNICEF ambassador, gave an inspiring welcome to teenagers and youth around the world. On September 25, 2017, a representative of UNICEF Korea talked about their decision to engage BTS to speak as goodwill ambassadors and their explanation for doing so. The representative said UNICEF's new "Generation Unlimited" agenda, which seeks to unlock young people's limitless potential, and BTS's "Love Myself" campaign, which asserts that all [human] potential stems from loving and respecting oneself, share similar values (Cha, 2018). The explanation from the representative relates to the writer's reason for analyzing this speech. This fits perfectly with the theme "Generation Unlimited" of the 2018 United Nations gathering. This is the reason why the writer admires every work of BTS, including the speech delivered by RM at the 2018 United Nations General Assembly. In addition to that, this speech has been highly accepted by various groups of people from various countries. They enthusiastically gave positive comments about this speech. From the data taken from comments on the Twitter platform, there have been fourteen hundred (1,464) comments available. This is the reason why the writer has chosen the speech as the object of the study. It is from this comment that the writer took the thirty (30) written responses as a research object. The writer analyzed their written responses to the speech to learn about the impacts brought by Kim Namjoon's speech.

The units of this analysis are utterances. As quoted in Carter & McCarthy (2006), utterances are complete communicative units, which may consist of words, phrases, and clauses whereby pauses and silence also exist (p. 177). In this research, the writer analyzed all utterances found in the speech. When people give speeches, there would be listeners, or what is commonly called the audience. According to the Britannica Dictionary (n.d.), an audience is a group of individuals who attend a performance of a work of art, literature, theater, music, or academics in any medium. Audience members take part in various types of events in a variety of

ways. Some events use an open audience, while others only allow simple applause, criticism, and acceptance. In the speech at the 2018 United Nations General Assembly, they had a receptive audience because, apart from the audience present at the UN building, the event was also broadcasted live on YouTube. The writer used the audience's data to find out the impacts of the speech on the audience through their written responses. In this case, the writer chose thirty (30) written responses from people who shared their thoughts on Kim Namjoon's 2018 United Nations General Assembly speech in a forum on the Twitter platform and Quora website.

In this study, employing Yule's speech acts theory, the writer analyzes the illocutionary acts of the speech to reveal Kim Namjoon's intentions delivered through his speech at the 2018 United Nations General Assembly. In addition, the written responses as the perlocutionary acts, indirectly given, are the impacts of the speech on the audience, which can be analyzed to reveal in what ways the impacts are related to the illocutionary intention. The writer will apply the speech acts theory of George Yule (1996), completed by the related theory of O'Keeffe, Clancy, and Adolphs (2011).

METHOD

In this research, the writer considers this research as a qualitative approach based on Creswell's (2014) qualifications. Creswell (2014) stated that qualitative research is an approach to investigating and comprehending the meaning of what people believe about cultural or personal issues (p. 32). The qualitative approach has text or image data (Creswell, 2014, p. 47), and the data from this research is spoken utterances, which are in the form of text. It is referred to as "qualitative data" since this research does not require quantifiable responses. During the qualitative research process, the writer, as the instrument, collected and analyzed the data to arrive at a conclusion about the meaning of the research results.

FINDINGS AND DISCUSSION

This chapter provides the findings from Kim Namjoon's speech at the 2018 United Nations General Assembly and the discussion related to the findings.

4.1. The Types of Illocutionary Acts and the Impacts Found in Kim Namjoon's Speech

The types of illocutionary acts found in Kim Namjoon's speech at the 2018 United Nations General Assembly and the impacts, as the perlocutionary acts, revealed through the written responses are summarized in the following table:

Table 4.1
Types of Illocutionary Acts and Impacts/Perlocution Viewed from Written Responses.

Illocution	Representative (41)	Directives (12)	Commissive	Expressive (2)	Declarative
Perlocution					

Written Responses	√ (22)	√ (20)	-	√ (-)	-
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Based on the table above, it reveals that there were three (3) illocutionary acts occurring, namely representatives, directives, and expressive. Meanwhile, commissive and declarative acts did not exist in the speech.

Commissive acts commit the speaker to some future course of action (O’Keeffe, Clancy, and Adolphs, 2011, p. 129). Whereas declarative acts make immediate changes in the institutional state of affairs and rely on elaborate extra-linguistic institutions (O’Keeffe, Clancy, and Adolphs, 2011, p. 129). In the speech, the speaker did not have the intention to commit himself to future action. In addition, the speaker was not in the position to make any immediate changes. This explains the non-existence of both commissive and declarative acts.

The speech itself has a theme related to the young generation. Therefore, this speech was conducted to encourage people which is why it is related to the perspective of the function of each act, all three have different parts. First of all, representatives have a function that aims to convey facts about past events, what is happening, or what will happen in the future. In this speech, the speaker conveyed how the story of his life journey had actually happened. The frequency of occurrence of representative acts is forty-one times. So, from the illocutionary acts produced by the representative acts, there occur twenty-two written responses, as the perlocutionary acts.

Secondly, directives have the function of encouraging the listeners to do something, either directly or indirectly. In this speech, the speaker expects the audience to be able to grasp the intent of what is conveyed. This message is in the form of an urge to express themselves, love themselves, and reach their dreams. In this analysis, the frequency of the occurrence of directive acts is twelve times. From the directive act, there occur twenty written responses as the perlocutionary acts.

Lastly, the expressive act has the function of revealing the speaker’s feelings or attitude toward a previous deed by using verbal acts. In this speech, the speaker conveys that he felt honored to be invited and could be a speaker at the 2018 UN meeting at that time. In this analysis, there are only two occurrences of an expressive act, and no written responses show the impacts of the expressive act.

4.1.1. Types of Illocutionary Acts

Based on the collected data, the writer found three types of illocutionary acts were produced from the speech of Kim Namjoon at the 2018 United Nations General Assembly: 41 acts of representatives, 12 acts of directives, and 2 acts of expressive. The most frequent type of occurrence of the illocutionary act is that of representatives. The following is a more detailed explanation and discussion of the findings.

4.1.1.1. Representatives

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There are many representative acts found in Kim Namjoon's speech at the 2018 United Nations General Assembly. Specifically, 41 out of 55 data belong to the representative act, which has the highest frequency of occurrence. All the representative acts were found with the intention to convey the message to the audience. The message itself can be divided into seven (7) categories. The first category is about Kim Namjoon, who introduces himself and how he feels honored to have been invited to speak at the 2018 UNGA. Kim Namjoon also states that BTS has been partnering with UNICEF's creating #ENDviolence campaign program to protect children and young people all over the world from violence. That campaign was fully supported by their fans (ARMY) enthusiastically, which makes Kim Namjoon proud. It shows up in data numbers 2 through 7. As shown in example data number 2: "My name is Kim Nam Jun, also known as RM, the leader of the group BTS." These utterances fall into the representative act, which explains Kim Nam Joon introducing himself, stating his full name, and also as the leader of the BTS group.

The second category is about the childhood of the speaker, Kim Namjoon. It can be found in data numbers 8 through 12, stating where he was born and where he came from, as well as his happy childhood there. Then, like a child in general, he also imagined being a superhero with a mission to save the world. The writer presents an example from data number 9: "I was born in Ilsan, a city near Seoul, South Korea. It's a beautiful place, with a lake, hills, and even an annual flower festival." These utterances show that Kim Namjoon was born in Ilsan, which is a beautiful place with lakes, hills, and an annual flower festival.

The third category covers data numbers 13 through 22. It is about Kim Namjoon's flashbacks when he started to worry about what other people thought of him. He stopped gazing at the stars at night and stopped daydreaming. Kim Namjoon tried to become what other people wanted him to be. He started to shut out his own voice and started listening to other people's voices. One example can be seen in data number 14: "Looking back, that's when I began to worry about what other people thought of me and started seeing myself through their eyes." These utterances fall into the representative act which explains why Kim Nam Joon was concerned about other people's thoughts toward him.

The fourth category is from data numbers 23 through 27. It is about Kim Namjoon's sanctuary, which is music. He feels a small voice in himself, 'Wake up, man, and listen to yourself!', but eventually it takes a long time to hear music calling him. Even when Kim Namjoon decided to join BTS, it was quite hard because most people thought they were hopeless, and once in a while, he wanted to quit. The example can be seen in data number 24: "There was a small voice in me that said, 'Wake up, man, and listen to yourself!'" These utterances show the representative act of Kim Namjoon, stating that he heard a small voice in him that made him realize something important that he had to listen to himself.

In the fifth category, Kim Namjoon states he was lucky because he did not give up on circumstances; he was sure everyone would keep stumbling and falling, but they succeeded. BTS has successfully performed in big stadiums and sold millions of albums, but he thinks that all of their achievements were due to him, with the other BTS members by his side, and because of the support and love from the ARMY, the BTS fans. It can be found in data numbers 28 through 32. For instance, in data number 31: "But I am still an ordinary, twenty-four-year-old guy." This utterance shows that through the representative act, he states the truth that whatever happens, he is still a 24-year-old ordinary boy.

In the next category, it is about the data numbers 33 through 37. It states that someone may still make mistakes, but their identity remains the same, and eventually, everyone remains their own identity along with all their faults. The speaker believes that all the faults and mistakes that happen in life precisely make someone more shining, and people have come to love

themselves for who they were, who they are, and who they hope to become. One example can be seen in data number 33: "Maybe I made a mistake yesterday, but yesterday's me is still me." It shows that it was possible for him to make a mistake, but his true self remained the same.

The last category consists of data numbers 38 through 40 and 50 through 53. This is an ending with an emphasis on Kim Namjoon himself. The speaker is Kim Namjoon, or RM, of BTS. He is a hip-hop idol and an artist from a small town in Korea. He is also an ordinary human who makes mistakes. He has many faults and fears, but he will embrace himself as tightly as he can and start loving himself little by little. He also states that BTS's "Love Yourself" album and "Love Myself" campaign succeeded in getting many people from around the world to speak out for their story, showing how BTS's message helped them overcome life's difficulties and start loving themselves. One example is shown in data number 39: "After releasing the "Love Yourself" albums and launching the "Love Myself" campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves". Through the representative act, Kim Namjoon states the fact that the releasing of "Love Yourself" albums and the launching of the "Love Myself" campaign made their fans all over the world start to convey their remarkable stories; the BTS message helped them overcome their hardship and start loving themselves.

4.1.1.2. Directives

Besides that, there are also acts of directives in the speech. It was found that 12 out of 55 data belong to acts of directives. According to O'Keeffe, Clancy, and Adolphs (2011), a directive act is a speech act that is attempted by the speaker to get the addressee to do something (p. 129). It can be found in requesting, questioning, giving demands, pleas, invitations, dares, and challenges. All the directives found are used to tell the audience to do some actions. The action itself is divided into two (2) different intentions.

The first intention is about Kim Namjoon's urging the audience to take one more step, which is to speak for themselves. Kim Namjoon is also questioning with the intention of challenging the audience to find and hear their answer. Kim Namjoon wants to hear the audience's story, and he persuades the audience to express their voice and conviction. It was found in data numbers 41 through 49. The writer presents an example from data number 42: We have learned to love ourselves, so now I urge you to "speak yourself." These utterances show the direct act of Kim Namjoon with the intention to urge the audience to start to "speak yourself" after learning to love themselves.

The second intention has become the most important part with the intention to emphasize on the audience's ability to express themselves. It was found in data numbers 54: "What is your name?" and 55: "Speak Yourself!". As shown in that, these utterances show the directives act upon ending the speech when Kim Namjoon challenged the audience to express themselves. He also emphasized the audience's need to embrace themselves and love themselves in their everyday lives.

4.1.1.3. Expressive

The writer found that there were two expressive acts that occurred. Expressives are verbal acts that reveal the speaker's feelings or attitude toward a previous deed (O'Keeffe, Clancy, and Adolphs, 2011, p. 129). In this speech, the speaker, Kim Namjoon, uses the expressive act of thanking. It was found in data number 1: "Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies, and distinguished guests from across the world." The other one is in data number 3: "It's an incredible honor to be invited to an occasion with such significance for today's young generation." It shows the expressive act of the speaker

thanking the Secretary-General, the UNICEF Executive Director, and the other honorable guests. Kim Namjoon also feels honored to be invited with BTS at the 2018 UN General Assembly.

4.1.2. The Intentions of the Speaker through the Illocutionary Acts

To sum up, Kim Namjoon's intentions through the illocutionary acts in delivering the speech can be divided into three main parts related to representative acts, directive acts, and expressive acts. Through the representative acts, his intentions were to share or inform about his past experiences about how he faced the difficulties within himself to achieve what he wanted to be, including the process of self-acceptance and the time he heard music as his sanctuary. Through the directive acts, his intentions were to urge the audience to start taking action to speak for themselves and express their voice and conviction. He wants the audience to give their name and embrace themselves, no matter how hard the situation is. Finally, through the expressive act, Kim Namjoon intended to express his feeling of being honored to be invited and feeling of thankfulness to be a speaker at the 2018 UN session at that time.

4.1.3. Impacts Shown through the Written Responses as the Perlocutionary Acts

Following the analysis, the impacts of Kim Namjoon's speech on the audience are revealed through the audience's written responses after hearing the speech. The written responses chosen were written by thirty (30) people, coming from different genders, cultures, ages, and environments. The impact that occurred in each type of illocutionary act can be considered a perlocutionary act. A perlocutionary act is an effect that is achieved through locution and illocution (O'Keeffe, Clancy, and Adolphs, 2011, p. 127). Therefore, the occurrence of perlocutionary acts is shown by the impact of the written responses related to the illocutionary acts of representatives and directives. The following is a more detailed explanation of the impacts shown through the written responses as perlocutionary acts.

4.1.3.1. Impacts Related to Representatives

According to the result of the analysis, there are twenty-two (22) written responses that show impacts related to the representative acts. The impacts are related to some of the categories previously presented. The first impact is the writer's response, which states what Kim Namjoon has taught that there is no difference between humans; we face pain and problems and we deserve love in this world. We can love others by starting from loving ourselves. It is related to the representative category one that BTS has been partnering with UNICEF's creating #ENDviolence campaign program to protect children and young people all over the world from violence. Those campaigns were fully supported by their fans (ARMY) enthusiastically, making Kim Namjoon proud. The impact can be seen in the following written responses:

21. It is amazing how BTS has gone so far as to make a speech at the United Nations. *"Our fans have become a major part of this campaign with their action and enthusiasm"*. By bringing 'ARMY' along, RM has proved that fans are not 'rabid teenagers' and artists are not just 'idols'. We are all humans. We hurt and cry. No one is an exception to society's scrutiny and red tape. However, BTS shows that 'dreams' are not just a myth and that the pain we feel we face is real. They **remind us how we can love others by starting to love ourselves**. Never have we noticed how difficult it really is to accept ourselves wholly.

Secondly, the written responses state that this speech is a reminder that most people experience a point in their lives when they start worrying about what other people think about them. This speech could become a self-life reflection for the audience. It is related to representative category three about Kim Namjoon's flashbacks when he started to worry about what other people thought of him. He tried to become what other people wanted him to be. The impact can be seen in the following written responses:

8. It was **an intensely moving speech— a reminder for me to keep doing what I do, stop doubting myself and start loving myself more.**

'My heart stopped when I was maybe nine or ten.' Most people had a point in their lives where they lose their childhood bliss and innocence. Instead of being happy with who they are, they start worrying about what others thought and said about them. They start to let it get to them. When Namjoon mentioned when his heart 'stopped', I'm sure many other people like me remember exactly when ours did too. This may bring back mixed feelings in the listener, especially if the memory is vivid. Thanks, RM and BTS.

Third, the written responses state that they believe everyone has experienced faults that may make them want to give up, but young people should not give up despite the mistakes they face. The writer of the written responses claims that this speech is impactful to young people globally because Kim Namjoon has given a direct example from one of his life's journeys to be elaborated in his speech, where he wanted the audience to follow in his footsteps. He is aware that the young generation nowadays will have concerns when they are given a clear example. It is related to representative category four about Kim Namjoon's sanctuary, which is music, but he feels struggling when called by a small voice in himself to hear music. The impact can be seen in the following written responses:

6. Since this UN General Assembly was an 'event with such significance for today's young generation', I will focus on its impact on youths. Here are reasons why I thought **it was impactful to youths around the world:**

- **Music as his sanctuary:** *"I had one sanctuary, and that was music."* Many youths (probably more than ever before) found peace and solace in music, just like RM. The more people relate to him, the stronger his message will resonate in people.

- **He discussed BTS' journey, from being viewed as hopeless to their wild success today:** *"Most people thought we were hopeless. Sometimes, I just wanted to quit."* This is a source of inspiration to those who are still out there, dispirited from the lack of results despite their efforts. Namjoon reminded us that we should not quit. That we should keep stumbling and falling until the day we find ourselves at the right place; with what we previously prayed, worked and wished for (and more) right in front of us. **Everyone needs that good 'success story' to jolt ourselves back up once in a while.** BTS' journey is the perfect one for that.

The fourth impact is shown by the writer of the written responses, who believes everyone has experienced faults that may make them want to give up, but young people should not give up on the mistakes they face. It is related to representative category five about Kim Namjoon's condition when he was lucky because he did not give up on circumstances; he was sure everyone would keep stumbling and falling, but they succeeded. The impact can be seen in the following written responses:

11. RM spoke truthfully from his soul and I believed that he spoke for every human being around the world. *"I'm sure that I, and we, will keep stumbling and falling."* Like everyone else, BTS have experienced faults and at times they want to give up, however, it's true determination and grit that helped them overcome the obstacles in life. And not only are they pursuing their own lives, **they are openly helping others who are struggling in life** with their music.

The fifth impact is the writer's belief that Kim Namjoon has taught many young people to acknowledge who they are, including their past mistakes and misgivings. The writer of the written response states that it is crucial to "love and accept ourselves, our admirable traits, together with our past mistakes that made us who we are now". It is related to representative category six about how someone may still make mistakes, but their identity remains the same, and eventually, everyone remains their own identity along with all their faults. The impact can be seen in the following written responses:

10. *'I am who I am with all my faults and mistakes.'*

To me, youth is a time where we are still figuring out how all this works. In the process, we make plenty of mistakes due to ignorance, which can easily drag us into a downward spiral of self-doubt and fear of failure. **Namjoon urges us to acknowledge who we are, together with all our past mistakes and misgivings.** Even if we harbor regrets or make mistakes, we learn from those experiences and become a better person in the process. Thus, it is CRUCIAL for us ALL to love and accept ourselves, all our admirable traits together with our past mistakes that made us who we are now. I'm sure this made many reflect on themselves and think about how we should move forward from now on.

The sixth impact shows the will to heal himself and have the power to continue life. In the written responses, the writer tells a story about his sad past life, how he was diagnosed with depression and anxiety, and how he later rose up. It is related to representative category seven about BTS's message in the "Love Yourself" album and the "Love Myself" campaign, which makes many people from around the world speak out for their story and start loving themselves. The impact can be seen in the following written responses:

25. My name is Abi, 20 years old and from the UK. Throughout the entirety of my school years, I was bullied, sometimes verbally, and often physically. My parents aren't very supportive of me in anything I do either, I also can't remember them ever saying they were proud of me. At a young age, I was diagnosed with both depression and anxiety. At just the age of 13, I was told I had to take pills to make me happy. My parents didn't do anything, apart from making me numb to the world. I didn't know what to do with my life, I had no goals, I was just a walking teenage zombie. But then, almost as if BTS knew of my struggles, and the help I needed, I discovered them. At first, it was just me enjoying their music, but when I finally decided to look up their story. I was crying while watching this speech. Like RM said, *"I have many faults and I have many fears, but I am going to embrace myself as hard as I can, and I'm starting to love myself, little by little."* **I want to heal myself and now I have the strength to live.**

To conclude, there are twenty-two (22) impacts related to the representative acts. Three of them appear twice in the written responses; they are data numbers 29, 36, and 53. As for data number 29, it has an impact on making people realize that they should not give up even when they face failure. For data number 36, the impact is that it makes people gain a lot of courage

and feel so grateful to live their days. The last one, data number 53, has an impact on helping people move forward to live in this cruel place. Overall, the impact related to the representative act is that this speech could be a reminder to not give up no matter how hard the situation is. Kim Namjoon tries to teach the audience that they should not despair of mistakes or bad things that happen in their lives; instead, they should be grateful because all those obstacles make them shine even more in the future.

4.1.3.2. Impacts Related to Directives

Based on the result of the analysis, there are twenty written responses that relate to the directive acts. There are two (2) types of impacts found in the written responses. Related to the first type about an urge to “express yourself”, the writer's response states that she compared this speech with so many other motivational speeches, but she thinks this was the most impactful because he was a young person who was also struggling and living his life. She claims that this speech was very much related to many young people's lives, and they started to speak for themselves. She also claims that this speech made her life better and gave her positivity. The impact can be seen in the following written responses:

28. Look, I watched speeches half an hour before RM's speech. There were people of higher status speaking. It was interesting and informative but not impactful to the young audiences because those doing their speech were mostly old people apart from a physician and lilly singh. Do you know what happened sometime before RM started his speech with 100 000+ live views on YouTube alone! People were learning how UNICEF is partnering with young people to help fight poverty, lack of education, fight violence, etc. **People started to speak to themselves. No person of “higher status” could have an impact on young people like RM from BTS. "Find your name, find your voice by speaking to yourself." This is a very precise spell to change the world.** Remember those people of higher status need youths to help them create a better world for future generations.

Related to the second type, about an urge to “love yourself” and a message to embrace yourself, the written responses state this speech is very impactful, especially for the young generation, which will be positively affected by the message about self-love. It could help them face their everyday lives. She also feels the speech was amazing. Knowing more about what BTS stands for and the type of people they are has motivated her to create a “Love Yourself and Speak Yourself” environment for herself. The impact can be seen in the following written responses:

9. Personally, it was **VERY impactful**. I cannot speak for everyone, or the numerous youths that listened to this speech simply because Kim Namjoon (RM) of BTS conducted it. However, I **have a good feeling many people were positively impacted or empowered by his speech**. It was a short 6-ish minute speech but it meant so much to me. The striking impact of his speech lay in how sharply his message resonates with youth across the world today. He is a youth himself too, who experienced similar struggles, giving advice to others like me from a perspective of someone who has been through a lot. He isn't just another figurehead giving a motivational speech, but Kim Namjoon who genuinely believes in self-love and speaking (rapping) himself. *‘What is your name, just Speak Yourself. Do not let another person speak for you.’* Isn't that impactful?

To conclude, there are twenty (20) impacts related to the directive acts. Based on the analysis above, the impact related to the directive act is that this speech gives the audience so much inspiration to live their lives. They get so moved by this speech, which makes them feel more courageous to express themselves. Despite that, after hearing about this speech, a lot of the audience said they appreciated themselves more, loved themselves more, and understood what they wanted. The important thing was that the audience started to tell their stories a lot; they spoke up about their fears and gave voice to themselves, including writing this written response.

To state in overall, the speech delivered by Kim Namjoon at the 2018 United Nations General Assembly had a very large impact, as seen from the number of responses given by the audience. Kim Namjoon's speech was conducted to challenge the audience to express themselves, to embrace themselves, and to love themselves. This has become the act by which the audience really captures the meaning and intention of Kim Namjoon's utterances. The impact is that they feel motivated to start a new better life and, most importantly, use the guidelines of "love yourself" and "speak yourself".

CONCLUSION

This study discusses the types of illocutionary acts produced by Kim Namjoon's speech at the 2018 United Nations General Assembly, and the impacts seen through the written responses. The purpose is to find out what the intentions are behind every sentence uttered by Kim Namjoon through the theory of illocutionary acts by George Yule (1996), completed by the related theory by O'Keeffe, Clancy, and Adolphs (2011). Besides, the writer also wants to find out what the impact of this speech is. The writer wants to find out how people out there responded after seeing and hearing Kim Namjoon's speech at the 2018 United Nations General Assembly.

In order to conduct this research, the writer employed the audience participants' written responses as data. In collecting and analyzing the data, the writer implemented a qualitative approach, in which the writer became the key instrument of the study. The writer herself watched the videos of the speech, gathered the data, and conducted the analysis according to the speech act theory by George Yule (1996) and the classification of illocutionary acts by O'Keeffe, Clancy, and Adolphs (2011). In addition, the writer also collected the responses written by the audience from the Quora platform.

The results of the study showed that from the five types of illocutionary acts, there were three acts that occurred: representatives, directives, and expressive. There are 41 utterances that are considered representative acts, 12 utterances that are considered directive acts, and 2 utterances that are considered an expressive act. As for the impact, there were perlocutionary acts related to two types of illocutionary acts, which are representatives and directives. This perlocutionary act resulted in 22 written responses related to the representative act and 20 written responses related to the directive act.

Based on the analysis, the two categories of representative and directive acts can be used to categorize Kim Namjoon's intentions when he delivered the speech through illocutionary acts. His intentions through the representative acts were to inform people about his struggles in the past. His intentions through the directive acts were to get the audience to begin speaking up and expressing what they believed. The impact of this speech is that it touched the audience's hearts; they got inspired by the speech to never give up, and they would now continue to love and speak for themselves even if it was hard. They would not give up, no

matter how hard the problem they faced was, because they started to gain more courage to express themselves.

As the study covers Kim Namjoon's speech about "Generation Unlimited", further research involving different topics in a different speech is recommended. It is also advisable to explore the impacts of a speech through the audience's written responses. Finally, the writer hopes that this research is able to explain the usage of the types of illocutionary acts together with the intentions of each utterance, and the impacts on the audience related to the context of the presentation.

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