CHAPTER I
INTRODUCTION

This chapter provides information about background of study, research question, research objective, research significant, definition of key terms, and organization of writing.

1.1 Background of Study

In communication, there are a speaker and a listener. The speaker produces utterance and the listener understands it. An utterance can produce an action, and it calls as a speech act. According to Yule (1996: 48) “on any occasion, the action performed by producing an utterance will consist of three related acts. There are a locutionary, illocutionary, and perlocutionary act”. The first one is locutionary act, it is just an utterance, there is no the other purpose and meaning of what the speaker says. The second is illocutionary, while in the illocutionary act there is a purpose of the speaker’s utterance, and the last is perlocutionary act, it is an effect of what the speaker tells to them.

Out of three kinds of speech acts above the writer chooses illocutionary act. There are five types of an illocutionary act such as declaration, representatives, expressives, commissives, and directives. From the five kinds of the illocutionary act the researcher focus on directive speech acts. In directive speech acts there are a lot of types it can be analyzed such as suggestion, command, order, and request. Directive speech act is often used by someone in conversation when he or she wants the hearer to do something. To get correct
interpretation of the speaker’s utterance in directive speech acts the context of the situation is very important to know. If the context of each utterance is different it will have a different meaning. For example, a teacher to the students at the school says “your nails are very good”, it can be understood that the teacher commands them to cut their nails because it breaks one of the school rules. But in a different situation, if that utterance is delivered by a woman to her friend, it might mean as a praise of having long nails.

From the example above if the situation happens in the same context so the goal of communication can be reached. After the hearer understanding what speaker means so it will have a different effect. Although the hearer understands what the speaker tells to him but there is a situation that the listener rejects the speaker’s utterance or accepts it.

In this research, the writer chooses *Kungfu Panda* (2008) movie which is written by Jonathan Aibel and Glenn Berger. In the movie there are participants, setting, conversation and so on. In every conversation also has a purpose that shown by the characters and it is like a representation of human life. *Kungfu Panda* (2008) movie is one of the best movies at that time it can be seen from http://www.boxofficemojo.com/yearly/chart/?yr=2008. The main characters have a mission to against their enemy named Tai Lung and there are many kinds of directive speech act used by the characters. That is why the researcher using a movie as object analysis. In this movie, there are different effects that are shown by the characters as the hearers from directive speech act itself, such as the hearer accepts or rejects the speaker’s utterance.
This research is not the first research about speech act, there are many researcher use speech act as the object of study. The writer has found some research which analyzes directive speech act. Here are some of the previous studies about directive speech act:

The first previous studies is a research by Keilly Kristiani (2013) from BINUS University “Directive Speech Act in the Movie Sleeping Beauty”. The result of this research are: there are 139 directive speech act which found. Directive speech act ordering is the most frequently in the movie (21.6%), and inviting directive speech act (0.7%).

The second previous studies is a research by Lidya Oktoberia (2012) from University of Padang “Types of Directive Speech Acts Used in Harry Potter-The Deathly Hallows and Bride Wars movie”. The result from this research show that in *Harry Potter-The Death Hallow* there are ninety seven utterances: twenty-four utterance classified into request, twenty data of suggestions, forty-eight data of commands, and five data of order. Further, *Bride Wars* moviethere are eighty-six utterances, thirty data of request, twenty-three data of suggestions, twenty-two data of commands, and eleven data of orders.

The last previous studies are conducted by Masufah Hasanah (2016) from University Bandung with the title Directive Speech Act in Divergent Movie. The result of this research shows that the researcher found 98 data, 42 data of order, 35 data of commanding, 12 data of suggestion, and 9 data of request.

This research has the same case with another research that is analysis of speech act, but the differences between this research and the previous studies are
the object and the question of the research which is used by the writer. The writer analyzes types of directive speech acts and effects of the directive speech acts.

1.2 Research Question

The researcher finds in *Kungfu Panda* (2008) movie that contained many of directive speech acts. In this research the researcher discusses the following problems, they are:

1. What are directive speech acts performed in *Kungfu Panda* (2008)?
2. How are the effects of the directive speech acts found in *Kungfu Panda* (2008)?

1.3 Research Objective

In this research, the writer focuses on directive speech act and effect from directive speech act itself in *Kungfu Panda* (2008) movie. Here the purpose of this research:

1. To analyze the directive speech acts performed in *Kungfu Panda* (2008).
2. To find out the effects of the directive speech acts in *Kungfu Panda* (2008).

1.4 Research Significance

This research hope can give some advantages such as theoretically and practically:
1. Theoretically, the result of this study hope can give more understanding about speech acts as one of pragmatics studies, especially in types of illocutionary acts that is directive speech act.

2. Practically, the result of this study can be used as a reference for students of English Literature who want to analyze speech act as a study, and useful for the readers to enrich their knowledge about pragmatics especially the theory of speech acts.

1.5 Definition of Key Terms

In the statement below the researcher presents definition of key terms related to this research. This is to avoid misunderstanding as follows:

1. Context : Levinson (1996:21) states that “pragmatics is the study of relations between language and context that are basic to an account of language understanding”.

2. Illocutionary Act : Yule (1996: 48) is “an act performed through the communicative force of utterance. This is used to make a statement, an offer, an explanation or for some other communicative purpose.”

3. Directive speech act : Yule (1996: 54) argues that “directive speech act used by speaker to get someone to do something”.
1.6 Organization of Writing

In writing this paper, the researcher made it in five chapters, there are:

Chapter I: This is introduction which contains of background of research, research question, research objective, research significance, definition of key terms and the organization of writing.

Chapter II: In this chapter describes about theoretical foundations that use to analyze the problem of this research.

Chapter III: This chapter explains about methodology of the research which contains of research design, sample data, source of data, technique of collecting data, and technique of analyzing data.

Chapter IV: This chapter consist of finding and discussion of the study, It explains the analysis which includes directive speech acts and effects of the directive speech acts.

Chapter V: This chapter presents the conclusions and suggestions of the research. The conclusions present the result of the research findings and also present the suggestions for the next researcher or all the readers.