CHAPTER I
INTRODUCTION

This chapter deals with the introduction of the research. It consists of six sub-chapter, there are background of research, statements of problem, research objectives, research significances, and definition of key terms.

A. Background of Research

The release of The Menu movie, directed by Mark Mylod, has sparked considerable attention for its unique blend of dark humor and social commentary, particularly through the character of Margot Mills, the film's main protagonist. Margot's character is central to the narrative, and her use of language is marked by assertive speech acts—utterances where the speaker commits to the truth of a proposition through statements, assertions, or descriptions. These speech acts play a crucial role in the development of her character, establishing her as a forceful and perceptive individual who navigates the complex social dynamics of the film's elite dining setting. Margot's assertive utterances are not only pivotal for character development but also serve to advance the film's themes, such as class disparity, elitism, and the critique of pretentiousness within the gourmet world.

The use of assertive speech acts by Margot Mills provides a compelling lens through which to explore specific linguistic and pragmatic phenomena. Her direct and often confrontational style of communication challenges the authority of other characters, particularly the chef, and brings to light the underlying power structures at play within the movie's narrative. This analysis will explore how Margot's assertive utterances are used strategically to establish authority, challenge other characters, and critique the social hierarchies depicted in the film.

Moreover, understanding the felicity conditions that make Margot's assertive speech acts effective provides further insight into the pragmatic use of language in film. Felicity conditions refer to the contextual factors that must be present for a speech act to achieve its intended effect. In The Menu, Margot's

assertive speech acts often align with specific felicity conditions that enhance their impact, such as her knowledge of the situation, her sincerity, and the social dynamics of the dining environment. By analyzing how these conditions are met in the movie, this study seeks to shed light on the intricate relationship between language, power, and social critique in visual narratives.

Movies like The Menu are valuable objects of study because they provide rich, complex data that can be analyzed from multiple perspectives, including language use, cultural norms, identity, power dynamics, and social relations. Additionally, movies are widely accessible and offer a mix of visual, auditory, and narrative elements, making them engaging research subjects that can convey intricate themes and ideas. Through a detailed analysis of Margot Mills' assertive speech acts, this research aims to contribute to a deeper understanding of how language functions in cinematic narratives to influence character portrayal and audience interpretation, ultimately fostering a more nuanced appreciation of the interplay between communication and social commentary in film.

In the broader context of research concerning illocutionary speech act analysis within the realm of film and media, several prior studies have paved the way for understanding how language operates in these mediums.

Rahma (2018) studied *Analisis Tindak Tutur Ilokusi dalam Dialog Film Animasi Meraih Mimpi*. This study focused on (1) the illocutionary act contained in the dialog the animated film Meraih Mimpi consists of assertive speech acts, directive speech acts, commissive speech acts, expressive speech acts, and declarative speech acts, (2) the function of illocutionary acts contained in the dialog of animated film Meraih Mimpi consists of competitive function, convivial function, and declarative function. competitive function, convivial function, collaborative function, and conflictive function.

Sagita & Setiawan (2019) studied *The Illocutionary Acts of Ridwan Kamil on The Insight Talk Show at CNN Indonesia*. This study aims to explore and describe (1) the form of illocutionary acts and (2) the types of illocutionary acts used by Ridwan Kamil on The Insight Talk Show at CNN Indonesia during the period of 2017-2018. The research employs a qualitative descriptive method, using

the techniques of skilled free listening (SBLC) and note-taking to collect data. The researcher serves as the main instrument for the study, with expert validation applied to ensure the validity of the research instrument. The data analysis method used in this study is the pragmatic equivalent method and the *agih* method.

Nursabit (2020) discussed *The Illocutionary Act and Implicature in The Conversation Between Therapist and Client in The Book of Time Distortion in Hypnosis by Linn F. Cooper and Milton H. Erickson*. This study examines the different types of illocutionary acts used by the therapist in the book, specifically Directive, Commissive, and Representative. The study also delves into the types of implicature present in the book, including Scalar Implicature, Particularized Conversational Implicature, and Conventional Implicature. The research concludes that the use of various types of speech acts plays a significant role in determining the speaker's intent in their utterances.

Yuliarti, Mujiyanto, & Saleh (2021) discussed *The Fulfillment of Felicity Conditions in Speech Acts in Winfrey's Speech Learn from Every Mistake.* This study was about fulfilling felicity conditions in speech acts in Winfrey's speech Learn from Every Mistake. This research analyzed each utterance spoken by Winfrey's speech entitled Learn from Every Mistake published on YouTube on 18th May 2019. Each utterance is categorized based on five types of speech acts. The felicity of the utterance was analyzed based on Searle's felicity condition theory. The findings showed that all the utterances in five types of speech act fulfilled the felicity conditions. The consideration came when the utterances were in a joke which meant that the speaker did not sincerely utter the utterances. Based on the analysis, all of the utterances in Winfrey's speech entitled Learn from Every Mistake were felicitous in essential condition.

The results of previous research add to the existing knowledge by providing specific examples and analysis of assertive illocutionary acts in a real-world setting. By focusing on the speech acts of a specific individual, these studies aim to provide a deeper understanding of how these acts are used in practice and how they shape the meaning and intent of the communication.

There are several significant differences between this study and the four previously cited studies. First, this study examines Margot Mills' assertive illocutionary speech acts in The Menu Movie by Mark Mylod. This differs from previous research, which examined illocutionary speech acts in broader contexts, such as animated films, talk programs, and books. Second, this study explores the function of illocutionary speech acts in the narrative context of the film, including how the characters' speech acts influence the development of the story, character dynamics, and thematic elements in the film. This research also distinguishes itself in terms of genre analysis, as it concentrates on film as a unique medium with distinct expectations and conventions. In addition, the potential for comparative analysis with prior research can contribute to a deeper comprehension of the role of illocutionary speech acts in various media contexts. Consequently, this study broadens the scope of knowledge regarding illocutionary speech acts in film through a more in-depth approach and the identification of distinct characteristics.

B. Statements of Problem

Based on the background provided, it is important to further explore the questions related to the assertive illocutionary force and felicity conditions of Margot Mills' utterance as the main character in The Menu Movie by Mark Mylod. These questions can be addressed through a linguistic and pragmatic analysis of her utterance in the movie.

According to the statement, the questions are:

(1) How does the assertive illocutionary force manifest in Margot Mills' utterances as the main character in The Menu Movie by Mark Mylod?

(2) How do the felicity conditions align with Margot Mills' utterances as the main character in The Menu Movie by Mark Mylod?

C. Research Objectives

In line with the statement of the research questions, this study is aimed:

(1) To examine how the assertive illocutionary force manifest in Margot Mills' utterances as the main character in The Menu Movie by Mark Mylod.

(2) To investigate how the felicity conditions align with Margot Mills' utterances as the main character in The Menu Movie by Mark Mylod.

D. Research Significance

The researcher hopes that this research can give a significance benefit for the reader and also the research. The result of the study will be practically useful to linguists.

In academic significance, this study would give contributions to the development of pragmatics discipline. The finding would be able to be used as the material in teaching pragmatics, especially assertive illocutionary speech act. The finding can also be used by students as the example of assertive illocutionary speech act role in communication.

In practical significance, the findings of this research would give the information to the readers about the important of assertive illocutionary speech act in communication. In addition, the researcher hopes that the finding of this study would also be useful for further research. The result of this study can be used as a reference in conducting research related to topic in the same field.

E. Definition of Key Terms

In this study, a deep understanding of key terms is of utmost importance. In order to clearly explain the analysis of assertive speech acts of Margot Mills utterances as the main character in The Menu Movie by Mark Mylod, we need to detail some core concepts that will form the basis of our discussion. The following is a clear and comprehensive definition of the key terms that will be used throughout the study.

(1) Assertive Speech Acts: Speech acts that are used to express statements or feelings that are considered true or factual by the speaker. These can be statements, opinions, beliefs, or providing information.

(2) Assertive Illocutionary Force: The force or type of speech act intended by the speaker when he or she makes a statement. Assertive illocutionary force can be

stating, informing, suggesting, boasting, complaining, demanding, and reporting.

(3) Felicity Conditions: Conditions that must be met for a speech act to be considered successful or appropriate. Felicity conditions include aspects such as correctness, relevance, reasonableness, and context consistency.

(4) Margot Mills: The main character in The Menu Movie by Mark Mylod. Margot Mills is a fictional character in the story who will be the focus of analysis to understand her assertive speech acts.

(5) The Menu Movie by Mark Mylod: This is the title of the movie that will be the object of research. This work is directed by Mark Mylod and will be analyzed to understand how the character Margot Mills uses assertive speech acts.