

CHAPTER I

INTRODUCTION

In this chapter, the writer explains the introduction of the research. This chapter consists of five parts. They are research background, statement of problem, research purposes, research significances, and definition of key terms.

A. Research Background

In social life, humans are never separated from a communication. This shows that humans are social creatures who live side by side with one another. Language is an important element in human life that is used as a means of communication. Through language, humans can convey ideas, thoughts, and feelings in themselves in the form of a series of language sounds. Subroto (2011:2) states that written language can be used to store knowledge, ideas, messages, wills, collections of opinions or ideas and the like and thus can be passed on to the next generation. The study of language as a tool of human social interaction is called linguistics.

Martinet in Chaer (2012: 6) says that linguistics is the scientific study of human language. The branch of linguistics that studies language is Pragmatics. According to Wulandari (2017:9), pragmatics is a branch of linguistics that studies the meaning contained in an utterance whose understanding depends on understanding the context that includes the utterance. Pragmatics examines the meaning of what is called “the speaker’s meaning”. Levinson in Subroto (2011:9) states that in pragmatics, language and context are related to an account of language understanding. In the field of pragmatics, one of the studies that is often carried out is on speech acts.

The of speech acts was first introduced by Austin at Harvard in 1955. Austin argues that the concept of speech act theory is basically when someone says something it is the same as doing something (Horn and Ward, 2004: 54). In simple terms, speech acts are defined as actions that appear when saying something. Austin distinguishes the types of speech acts into three parts, namely locutionary, illocutionary, and perlocutionary. First, locutionary speech acts are acts of conveying something with words and sentences according to the meaning in the dictionary and according to the syntactic rules.

Second, illocutionary speech acts are speech acts that contain intent, which in addition to functioning to say or inform something are also used to do something. Illocutionary speech acts are related to who speaks, to whom, when, and where, the speech act is carried out. Third,

perlocutionary speech acts are speech acts whose utterances are intended to influence the interlocutor. Searle then divides the illocutionary into five parts, namely assertive, directive, commissive, expressive, and declarative. Directive speech acts are speech acts intended by the speaker so that the speech partner takes the desired action by the speaker.

Directive utterances or also called imperative utterances are expressed to achieve certain goals. In addition to everyday life, directive speech can also be found in works such as films, dramas, comics and others. Film is a medium of mass communication between the maker and the audience. Through the display of images, films convey messages and intentions to the audience. Apart from being entertainment, films are a medium of communication to convey the author's message to the audience, either implicitly or explicitly. Film is also a literary work that describes real life.

The utterances contain in the film are also conversations as are generally used in everyday life. One of the utterances that are often encountered in everyday conversation is directive speech. Toy Story 4 is the flagship animation from Disney Pixar in 2019. This 100 minutes film is directed by Josh Cooley. It is the fourth sequel in Pixar's Toy Story series and the sequel to Toy Story 3. The film has a strong message that makes it a true family film. Different from the previous series, the Toy Story 4 film united Woody as the main character to new friends and places.

Woody introduces Forky as Bonnie's new toy and how important Forky is to Bonnie. Woody tells Forky who feels inferior among other toys, he should be proud to live as a toy. Woody meets his long lost friend, Bo Peep. Bo Peep tries to convince Woody to leave Bonnie, but Woody tries to convince himself. As Woody and Bo discuss the past, they began to realize that their world was completely different in terms of the principles and desires of their life as toys. The adventures of Woody and Bo, as well as the journey of Woody's friends in finding them, become the core of the story in this film.

From the search that had been carried out on various references, there are several previous studies that are used as references by researcher, including research conducted by Pertiwi (2019), Haikal (2019), Yuniati (2018), and Sholikah (2019). The first research related to this research is conducted by Pertiwi with the title *The Directive Illocutionary Act Analysis of The Character Utterances in 13 Reasons Why*. In her thesis, she analyzed the types of directive illocutionary speech acts spoken by the characters Hannah, Jessica, Justin and Bryce in the television series 13 Reasons Why.

Her research using descriptive qualitative method and purposive sampling technique was analyzed using the theory of Yule and Searle. The results of this study indicate that there were

four types of directive illocutionary speech acts in the form of command, request, prohibition and suggestion with the highest speech act being request. In her research, she used several research designs and the same methods as this research. The main difference between this study and hers is the difference in material analysis which means different analysis of the film.

The second related research was conducted by Haikal (2019) who wrote an undergraduate thesis entitled *The Use of Directive Speech Acts in The Hunger Games Movie*. The researcher analyzed the types of directive speech acts and the most dominant types of directive speech acts used in the film *The Hunger Games*, while this research analyzes the forms and types of directive speech acts in the *Toy Story 4* film. The research used the same theory in this research was the theory of Austin and Searle. The result of this research indicate that there were six types of directive speech acts utterances in the film.

The third relevant research was conducted by Yuniati (2018). This research with the object of *The Message* movie used descriptive qualitative research methods to analyze the problem. The purpose of this research was to explain the classification and contribution of directive speech act analysis in *The Message* movie for English foreign language learners in understanding the expression of giving command. From this research, it was found 213 data types of directive speech acts in *The Message* movie. The similarity between this research and her research were using the same theory, namely Austin's theory.

In addition, she analyzed the materials with qualitative research design where the same method was used in this research. In her research, she used *The Message* movie as a research subject, while in this research, researcher used the animated *Toy Story 4* movie. The fourth related research was conducted by Sholikah (2017) with her research entitled *An Analysis Of Directives Illocutionary Acts In Boy William's Video Blog (Vlog)*. Her research aimed to answer problems regarding the types of directive illocutionary speech acts and the most dominant illocutionary speech acts used in *Boy William's* video blog.

Sholikah's research focused on the types of directive illocutionary speech acts and their most dominant use, while this research focuses on the forms and types of directive speech acts. Sholikah's research subject was *Vlog*, while this research uses movie as the subject of this research. The similarity between this research and Sholikah's research was that both of them use directive illocutionary acts as the object of research. The writer chooses *Toy Story 4* as the research subject for several considerations. First consideration, the animated film *Toy Story 4* is a good film.

It is as topped the North American box office on the weekend since its first release with earnings of 118 million dollars, which is the biggest opening of all time for an animated film.

Second, the researcher takes the utterances that occur in communication in the Toy Story 4 film, because in it there are many interesting directive utterances to be investigated more deeply. With the various directive speeches in the Toy Story 4 film, it is an opportunity for researcher to analyze them. Third, this movie teaches us to be strong in life. This film has the value of honesty, sharing lessons, and love.

Based on the description above, the researcher will examine the directive speech act based on its form and type according to the context that includes the speech. In this research, the writer uses pragmatics as a science to examine the meaning of dialogue or speech related to context. The choice of pragmatics as a basis is based on the reason that pragmatics is a branch of linguistics that studies the structure of language externally, namely how linguistic units are used in communication. This makes pragmatics appropriate when used to answer the problems in this research.

B. Statement of Problems

Based on the background of problem can be formulated into the research questions as follows :

1. What are the forms of directive speech act in Toy Story 4 movie?
2. What are the types of directive speech act in Toy Story 4 movie?

C. Research Purposes

Based on the limitations and problem formulations above, the purpose of this study is to describe things as follows:

1. To describe the forms of directive speech act in Toy Story 4 movie.
2. To describe the types of directive speech act in Toy Story 4 movie.

D. Research Significances

The benefits of this research are divided into two, namely the benefits of theoretical research and the benefits of practical research. Theoretically, the benefit of this research is to improve linguistics, especially in pragmatic studies regarding directive speech acts. In addition, this research can be a reference for future researchers who wish to examine types of directive speech acts in movies.

Practical benefits through this research will reveal the diversity of types of directive speech spoken by the characters in the Toy Story 4 movie. The speech used is influenced by certain speech situation factors so that it can be said that this research is able to contribute to linguistic knowledge, especially in the realm of study pragmatics. In addition, this research is expected to generate interest from other researchers to explore and discover other types of directive speech, apart from those previously obtained. Then this research certainly adds to the insight and knowledge of writers in particular and readers in general, as well as language observers regarding pragmatic analysis of speech in movies.

E. Definition of Key Terms

1. Pragmatics

Martinet in Chaer (2012:6) says that linguistics is the scientific study of human language. According to Levinson in Subroto (2011:9), pragmatic examines the relationship between language and context. The relationship between the two is basic in order to understand communication with language. In this regard, Mey (2011:9) states that pragmatic is the study of human language conditions based on society context. Pragmatic studies about meaning which can be called speaker's meaning. In this regard, Verhaar states that pragmatic studies about semantics of intent. Yule in Sholikah (2019:11) states that pragmatics is the study of the relationship between linguistic forms and the users of these linguistic forms. That means pragmatics is concerned with human interaction and the context of the situation.

2. Speech Acts

According to Austin, a speech act is when someone says something it is the same as doing something (Horn and Ward, 2004:54). According to Searle in Kusumaningsih (2016: 9) a speech act is a product or result of a sentence under certain conditions and is the smallest unit of linguistic communication that can be in the form of statements, questions, orders or others. Tarigan in Wulandari (2017:10) says that speech acts are the study of how we do something by using sentences.

Speech act is a pragmatic science which by studying it will be known that when someone expresses an utterance it also aims to perform a certain action. In simple terms, speech acts are defined as actions that appear when saying something. Speech acts are pragmatic elements that involve speakers, listeners or writers, readers and those being discussed. Speech acts as a form of communication events occur with certain aims and objectives and can have an influence or

effect on the speech partner. Thus, based on this opinion, it can be concluded that speech acts are used to express certain intentions between the speaker and the hearer in the context of the conversation.

3. Illocutionary Act

Illocutionary speech acts are speech acts that contain intentions, which in addition to functioning to say or inform something are also used to do something. Illocutionary speech acts are related to who speaks, to whom, when, and where, the speech act is carried out. Wijana in Kristanti (2014:11) states that an illocutionary act is an utterance that not only serves to say or inform something, it can also be used to do something. Ibrahim in Khalimah (2016: 25) explains that illocutionary speech acts are done by saying something and include acts such as betting, promising, refusing, and ordering.

4. Directive Illocutionary Act

Widada in Kristanti (2014: 14) states that directive communication is an utterance that contains so that the other person is willing to take action as desired by the speaker. According to Rani (2014:14) that directive speech acts are message-oriented which means language can be used to influence other people, both their emotions, feelings, and behavior. It can be concluded that a directive speech act is a form of speech that has the intention of making the speech partner do something as has been said by the speaker (Kristanti, 2014:14).

5. Movie

Movie is a communication medium to convey the author's message to the audience, either implicitly or explicitly. According to Sondakh (2014: 2), a movie is a series of moving images shown in a cinema or television, played by an actress or actor.