CHAPTER I

INTRODUCTION

The first chapter is the introduction which contains an explanation of the research background, statement of problem, research purpose, research significance, conceptual framework, classification of term key, and previous study.

.

1.1 Background of the Research

People interact in daily life through dialogue in every situation. Dialogue not only takes place in real life but also in the unreal world such as in fiction including in movies. The current research will analyze language phenomenon in a movie.

Movie itself defined as a digital media that has ideas, images and sounds.According to Klarer "Films or movie, and particularly video tapes are very similar to novels, theoretically they can be read and watched indefinitely"(Klarer, 2013). Klarer also says that watching films depends only on the imagination of the audience. In this case, Klarer says it depends on more behavior. evident at the show, regardless of the audience.

Nowadays, films are no longer seen as art for the nobility or expensive entertainment enjoyed only by the elite, but as literary works of those who need to show their artistic talents. It is also the most dynamic medium today. What the audience see, hear and understand in our hearts is faster than reading what requires imagination to form ideas.

A good film provide not only entertainment but also moral ideas, information, education and artistic expression. Films can also connect messages and even reflect the world on various topics and social phenomena, such as history, economy, politics, society, and culture.

As the object that the researcherdiscuss in this research, Avengers: Endgame is neither a pantomime nor a silent film. Therefore, verbal interactions and dialogues that each character in the film has. It is one of the cinematic elements that plays the most important role in telling the story and plot.

All the conversations of all the characters in the film cannot ignore the communication aspect. Communication is the process of building meaning with two or more people. All characters in the film interact with each other in the form of communication with other characters and participate in dialogue.

Dialogue performed by film characters to provide information, either directly or indirectly, in the form of ideas, goals, and emotions. It is a text that is presented as a conversation (story, drama, film, etc.) or communication between two people in a certain situation. The conversations of the characters in the film are used to express meaning as well as expressions and body language.

Dialogue itself is closely related to speech situations, thisrefers to pragmatic behavior when speaking. Leech in (Nadar, 2009) says that the most important context in pragmatics is the understanding that both the speaker and the listener must interpret what the speaker is saying. In order to understand a sentence or phrase, it is important for one to understand the context. Context-sensitive and pragmatic world knowledge includes ways for language users to apply world knowledge to interpret statements and expressions.

The researcherchose the Avengers: Endgame as the object of this study to analyze the types of illocutionary acts. The researcher wanted to know Tony Stark's utterances was directives types only or any other types of illocutionary. Avengers: Endgame is the last sequel and concludes the story of Marvel Cinematic Universe Phase 3 from several previous movies namely The Avengers, Avengers: Age of Ultron, Avengers: Infinity War, and the last is Avengers: Endgame. This movie tells about the condition of this earth after the defeat experienced by citizens of the earth which was destroyed half the population by a supervillain named Thanos who has Infinity Gauntlet that can destroy half the population of a planet.

But in the end mankind on earth was able to restore the state of using a time machine made by Tony Stark to improve what had happened in the past, but in that

incident caused one of the Avengers personnel to lose their lives to make the mission run smoothly, namely Natasha Romanov or commonly called Black Widow.

The reason researcher chose Tony Stark as the subject of this study was because Tony had a very important role in this film. In this film, there are only a few illocutionary acts that look more like Tony Stark, namely the directives speech act. Tony Stark's directives speech act is widely used because Tony Stark is one of the leaders of the Avengers organization and has a very important role in this film. In the illocutionary act directives, there are a number of utterances that are mostly done by Tony Stark as the leader of the organization, namely, Ordering and Commanding. Directives illocutionary act has five very important characteristics including ordering, commanding, questioning, requesting and advising.

The object of this film is Avengers: Endgame, which is a part of popular literature. The reason the researcher chose the popular literature, namely Avengers: Endgame as the object of this research, is that this work has a massive nature so that it can be enjoyed by various groups, genders, and any age. Therefore, the reason I prefer the object of popular literature is that this film has an impact on all people of any age who want to become a good leader, by knowing the language of being a good leader.

This illocutionary act tends to Tony Stark who plays the role of the leader in this film. In the realm of pragmatic discussion, in the speech act, Searle mentions a theory called the Illocunary Act which has types in practice, the types are divided into 5 namely assertives, directives, comissives, expressives, and declarations. Of the five types of illocutionary acts, there are only a few that will be focused on in this research, because in this research the research subject is Tony Stark who plays the leader in Avengers: End game. In the realm of illocutionary act learning, a leader usually uses only certain types of illocutionary acts, because leaders usually talk about giving orders, prohibiting, inviting, suggesting, recommending, and so on.

The most appropriate illocutionary act in this study is the directives illocutionary act. This illocutionary act is the type of speech act that is most often used by a leader such as Tony Stark in the Avengers: End game, because it is the leader's job to give orders, prohibits, invites, advises, or recommends something to his subordinates so that all work or all activities carried out by Tony Stark and his teammates went smoothly. Therefore, a

leader must be firm and courageous in carrying out his duties.Although at the end of this film Tony Stark died because he fought Thanos and succeeded in using Infinity Gauntlet to turn things around.

This research is based on one branch of linguistics, namely pragmatics. Pragmatics is a branch of linguistics which comes from the Greek word 'pragma' which means 'action' or 'behavior'. Pragmatic analysis of the use of language in films is to classify how language functions in communication between speakers and listeners. It can be understood that pragmatic analysis of language is an investigation of aspects of meaning that do not come from the formal nature of words and constructions, but from the way they are used and how they relate to the context in which they are spoken. In this study, the language dimension should be investigated in commercial billboard advertisements using pragmatic tools, developed by different theorists in the literature: speech acts, prejudice (action of locus, illocution and perlocution), shared contextual beliefs, world knowledge, non-verbal communication. and the principle of cooperation. The study of speech acts (which are the essence of pragmatics) has developed rapidly, but especially from a theoretical perspective.

Pragmatics is the study of the relation between linguistic forms and the users of those forms (Yule, 1996). The aim of Yule is pragmatic to study meaning, not just to study its linguistic form. The meaning referred to here is the meaning given by speakers and listeners based on its form, meaning and context. Pragmatics is also part of another branch of linguistics, namely semiotics, or the study of signs. According to Levinson, he divided it into three sub-syntax, semantics, and pragmatics (Levinson, 1983). Syntax as relationship of sentence analysis, semantics as relation of sign while pragmatics as relation of sign to interpreters. n this study, the researcher focus on the speech act in particular is the illocutionary act. Speech act is one of the pragmatic studies about action of utterance.

According to Yule, speech act and action are performed via utterance (Yule, 1996). Speech acts contain in our daily life use to make a conversation to the other people. Speech act is divided into three types of acts; locutionary act, illocutionary act, and perlocutionary act. Speech act theory treats an utterance as an act performed by a speaker in a context with respect to an addressee. Speech act theory attempts to explain how

speakers use language to accomplish intended actions and how hearers infer intended meaning from what is said.

This research was conducted by imitating and studying further from previous studies. Such as the thesis entitled Illocutionary act in the main character of maleficent movie, which was written by Handayani (2021). This study examines extensively about the illocutionary act. After the researcher reads the thesis, the researcher can conclude that this thesis discusses the utterances in the Maleficent film. All of Maleficent's utterances are included in illocutionary acts with different types. For each type of illocutionary act, there are some speech act verbs which are used and indicate the type of illocutionary itself, which are: representatives (agreement making, asserting, assuring, believing, concluding, denying, describing, guessing, predicting, reminding, reporting, stating/giving statement, and telling), directives (asking, ordering/commanding, questioning, suggesting/giving suggestion), expressive (the expression of anger, dislike, disappointed, embarrassed, greeting, hatred, praising, regret, and surprised), declarative (cursing, revoking the curse, announcing, giving permission, and bewitching or throwing witchcraft), and directive illocutionary acts s (commiting and rejecting).

The topic of discussion in this study has previously been investigated by other researcher in several other studies. Among the studies that have been carried out previously, in the opinion of the researcher, there are several important points from previous studies that make the researcher more active and more motivated in continuing this research, so that this research can complement and refine previous studies or papers conducted by other researchers.

To support and help readers who may be unfamiliar with research in linguistics like this and get additional information about the topic of discussion in this study about illocutionary acts, the researcher found a journal entitled The Analysis of Types of Illocutionary Acts in "Tangled" Movie,written by two researchers, namely Ramyanti and Marlina (2013). The researcher found the conclusion that the types of illocutionary acts have five variants, namely assertives, directives, declartives, comissives, and expressives. Illocutionary act has become something that is dominant in a film script. The use of illocutionary act in Tangled is dominated by illocutionary act driectives with 86 data

(43.37%) of the total 197 data. The purpose of this study is to find out which type of illocutionary act is the most dominant.

Another example for the previous research that I took was a thesis entitled An Analysis of Illocutionary Act in Prince of Persia: The Sand of Time Movie written by Wardani (2011). In addition to focusing on what aspects of illocutionary acts are used the most, this study also focuses on the context in which illocutionary acts are used as well. This study concludes that a linguistic or language discussion cannot occur if it does not consider the speech situation in this case is the context. The researcher discusses the context in this study because according to him context is very important for a pragmatic study. Context also has a close relationship with illocutionary acts where context plays a role in describing the situation when the illocutionary act occurs. The researcher uses the context in the situation as a background to find out the main character as a speaker and the other actors who are interlocutors or listeners who are used as respondents to determine the context of what is happening in the conversation.The reader can see and understand the context of the situation that occurs between the speaker and the hearer.

The last example from the previous study that the researcher found a journal entitled Illocutionary Acts in the Main Character's Utterances in Mirror Mirror Movie, which was written by three people, namely Rahayu, Arifin, and Ariani (2023). The researcher found an interesting papper and slightly different because this study discusses illocutionary acts from the point of view of different film genres. Previous researcher studied films with the sad comedy genre. So that the scene presented in this film is the main character describing how her personality and daily life as a princess is treated badly by her stepmother. The conclusion in this study is that there are several factors that influence an illocutionary act. Namely, the setting, participants, ending, action, sequence, key, instrumentality and genre.

From the several journals and theses that have been described above, this research has several significant differences. First, this research focuses on only one illocutionary act, namely the Directives illocutionary act. Second, this research focuses on one character who has an important role in this film, and takes the point of view of a Tony

Stark who plays the lead. Third, this study discusses the response of the speech spoken by Tony Stark.

1.2 Statement of the Problem

Based on the 5 types of illocutionary act, there is one type of illocutionary act that is most often uttered by a leader, namely directives illocutionary act. In this study, Tony Stark acts as one of the leaders of the Avengers organization. Therefore, this study focuses on discussing and analyzing one type of speech act, namely directives illocutionary act, and from these problems, the researcher concludes that there are several questions that will be the main focus of this research, they are:

1. What types of directive illocutionary act are found in Tony Stark's utterance of Avengers End Game movie?
2. How do the hearers responses those directive utterances?

1.3 Research Objective

Based on the research questions above, the researcher focuses on types and strategies of transcript in the Avengers: End Game Movie. The research is aimed at:

1. To find the types of directives illocutionary act by Tony Stark's utterance in Avengers: Endgame Movie.
2. To Identify the action of the recipient for those Tony Stark's directives illovutionary act.

1.4 Research Significance

This research is an academic contribution, which is actually for readers who want to deepen their knowledge of pragmatics which focuses more on illocutionary acts, especially for students who want to make further research on this illocutionary act.

This research can provide an overview for the other researcher who analyzed the speech acts of the film Avengers: Endgame as the object of research. This can be a

motivation for the other researcher who want to analyze the focus of pragmatic studies on pragmatics that focused on illocutionary act theory. The research aim to provide more information and knowledges about pragmatics study.

1.5 Clarification of Key Terms

In order to clarify the key terms used in this study, some definitions are put forward.

1.   Movie

Movie is a work of art that is created by having a distinctive plot, setting and character. Movie is a tool to convey various messages to the general public through a media story.

2.   The Main Character

The main character is the most important role of a story in a story, drama, fable, or an essay. Especially in movie, the main role is a character who plays a role in each story line and dialogue as the main actor of the story or composition.

3.   Pragmatic

Pragmatics is the study of the use of language in context. Pragmatics focuses on how speakers or writers use their knowledge to convey meaning. Pragmatics looks at the sign's relationship with the person interpreting the sign.

4.   Speech Act

We can observe speech acts in spoken and written language, in speech act, a person does not always say what is meant but there is always the possibility to state exactly what the speaker meant.

5.   directive Speech Act

Directive illocutionary acts speech act as utterance expressing the will and belief of the speaker so that his utterance requires him to do something that is specified in the content of his proposition (maybe under certain conditions).