

CHAPTER I

INTRODUCTION

This chapter presents a general description of the research. The introduction deals with background of the study, research problems, research objective, research significance, and definition of key terms.

1.1 Background of The Study

Language is the most important thing for all beings. We need language as a process of communication, not only human but also animal and all beings in this world use language to communicate, interact, convey our feelings, emotions, thoughts, and ideas to each other. We, as human, cannot do our activities without language. Without language we cannot express our desires and needs. We can express it through gesture or movement of the body, action, signal, and sound. To avoid misinterpretation, the speaker should have an understandable purpose for the listener while having a conversation. The utterances of the speakers are used to represent the communicative act or verbal communication. It provides an opportunity for speakers to talk about something they know about. For social contact, we use it to communicate with others on a regular basis.

Language is a system of sounds and words that human beings use to express their thoughts and feelings. Language is frequently considered as a vehicle of thought, a method of expression that facilitates the exchange of ideas between people (Finegan, 2008). Effective communication can only be accomplished if the listener and the speaker can understand each other's emotions, desires and feelings. Communication is the process of passing information and mutual understanding from one person to another (Lunenburg, 2010). Through language, people can share their expressions of giving command, expression of request, expression of order, and expression of giving suggestion. We use language to make the listener or the reader understand our information when giving information. Some ways to understand the meaning of

communication effectively are through learning about speech acts. People not only produce utterances containing grammatical structures and words when attempting to express themselves, but they also perform actions through those utterances, which are commonly referred to as speech acts.

There are several ways to study language. Pragmatic approach is one of the methods used to study language. In pragmatics, meanings are studied as they are conveyed by a speaker and interpreted by a listener. Pragmatics is the study of the use of language in communication, especially the relationships that occur in sentences and the context of the situations in which the sentence is used (Richards, 1985). Pragmatic focuses on understanding what others are trying to convey when they speak such as their purposes, assumptions, or what kind of activities they are performing.

Pragmatics is a study of the relationship between language and context, which is encoded in language structure (Levinson, 1983, p. 9). In addition, it examines the relationship between language and contexts, which serves as the foundation for a record or report of language understanding, as well as a study of language users' ability to precisely connect and make compatible sentences and contexts. We can gain bid advantages by understanding the language based on pragmatics. When people are communicating, we can discuss their intended meanings, assumptions, goals, and the kind of actions they take (request, rejection, agreement, thanking, apologizing, and so on). A speaker from one language needs also comprehend the meaning and effects of utterances in relation to the context and the speaker's goal in order to be successful in communicating. Speech act is one of the theories studied in pragmatics.

Speech act is the action or intent that a speaker accomplishes when using language in context, the meaning which is inferred by hearers (Fromkin et al., 2003, p. 595). Speech act has an important role in communication because every utterance that is expressed, contains a function or meaning such as to inform, to command, to offer, to permit, etc. Communication requires active collaboration between the speaker and the listener. The listener must understand what the speaker intends to convey, and if the speaker's intentions has been understood, the message has been communicated. By studying speech acts, people can know different ways of communicating depends on the

context at the time and can avoid misunderstanding in communication perhaps by looking at the speaker's reactions, responses, or actions. "When two or more people communicate with each other in speech, we can call the system of the communication that they employ a code. In most cases that code will be something we may also want to call a language" (Wardhaugh, 2006, p. 17).

The use of language in communication is more important, especially in the directive speech act, if it could stir the listener to do something. Directive utterance is one of the types of speech acts. According to (Kreidler, 1998, p. 189), directive utterance is one in which the speaker attempts to get the listener to perform certain actions such as command, suggestion, request, warning, and prohibition. In context and situation, the function of directive speech act is to demonstrate the relationship between the background effect of participant engagement and the purpose of desire. Directive utterance is one of the most important part in communication because it's something that people used in our daily life through conversation.

There are at least five forms of speech acts (Yule, 1996). They are declarations, representatives, expressive, directives and commissives. Directive is a common type of speech act that the speaker is trying to get something to do for the listener. Directive speech act can be found in a variety of contexts, including novels, videos, movies, tv shows, speeches, etc. Misinterpretation might occur in everyday communication, which is why we must learn speech acts in order to avoid misunderstanding in a conversation. Sometimes, listeners don't really understand or misunderstood the intended meaning of the utterance that speakers utter in communication. A film or TV Series is made up of many dialogues about daily human activities. The speech act theory can be used to analyze the dialogue between the characters.

TV series is a series of episodes that portray a continuing story. TV series usually contain several seasons and episodes that have a central plot line and have a running time of at least 30 minutes to 1 hour in each episodes. The researcher chose TV series to be analyzed because TV series is in great demand by the public currently, especially on the streaming media platform which is Netflix. Also there are lots of people who buy Netflix accounts to watch films or TV series that have been broadcast on this

media platform. TV series are also rarely chosen as an object of research, especially those sourced from Netflix because most TV series have many episodes and a more complicated stories than a movie, also Netflix is a paid media platform.

Moreover, directive speech act has different functions based on the speaker's intent. TV series contains a lot of daily conversations by many characters which can be analyzed using speech act theory. Therefore, the researcher chooses directive speech act in order to get the intended meaning of each utterances conveyed by the characters. This series was chosen because the main story of this movie focuses on teenagers and the directive speech acts used by the characters are particularly relevant with teenagers of students' daily lives.

Christopher Keyser created *The Society*, an American mystery teen drama web series that aired on Netflix on May 10, 2019 (*The Society (TV Series) - Wikipedia*, n.d.). *The Society* is about a group of teenagers who have to learn to run their own society after the majority of their town's population in West Ham, Connecticut disappeared without a trace. As they try to find out what has happened to them, they have to come up with their own rules to survive with just limited resources. The series is played by Kathryn Newton, Alex Fitzalan, Kristine Froseth, Jacques Colimon, Olivia DeJonge, Gideon Adlon, Sean Berdy, and many more. *The Society* hasn't actually finished in season one yet, but sadly Netflix has canceled season two due to the pandemic.

In this study, the researcher chooses *The Society* episode 2 and 3 because in these episodes, problems start to emerge, also excitement and tension began to appear due to new conflicts. *The Society* has 10 episodes in the first season with the duration of 1 hour in each episode. Therefore, the researcher limited the object of the research to 2 episodes only. *The Society* also has an interesting story to watch. This series, which was released on May 10, 2019, tells not only one or two characters, but also a number of teenagers with different traits and personalities who are difficult to deal with. It has a mystery and thriller kind of genre and this series also has a lot of examples that people can learn through this film like how teenagers are forced to be able to manage a chaotic situation in a group and must make the fairest possible rules in order to make people stay calm, also how to maintain a good friendship or relationship in a complicated

situation. This series has a tense atmosphere that also makes the audience curious about the plot. This series also has undeniably succeeded in bringing teen drama closer to American teenagers' lives. Furthermore, this film contains a lot of values that we can learn and apply in our daily lives, such as sacrifices, struggles, and survival strategies.

Based on the statement above, the researcher tried to identify types of directive speech act conveyed by the characters in *The Society* TV Series by Netflix and to explain the functions of directive speech act found in the series. From the background above, the researcher assumes that many directives utterance could be found in the TV series entitled *The Society* episode 2 and 3 by the dialogues of the characters. Directive speech act is something that people used in our daily life through conversation.

1.2 Statement of Problems

From what has been stated earlier, the movie script for the series entitled *The Society* has many conversations/dialogues that contain directives speech act. Directive speech act is used by the speaker to persuade the hearer to do something. The researcher wants to analyze directive speech act to disclose the intended meaning conveyed by the characters in order to avoid misunderstanding by identifying the types and functions of directive speech act. Therefore, the researcher concludes that there are two questions that will be the main focuses on this research, there are:

1. What are the types of directive speech act conveyed by the character in *The Society* Episode 2 and 3?
2. What are the functions of Directive Speech Act conveyed by the characters in *The Society* Episode 2 and 3?

1.3 Research Objective

The purpose of this study is to find answers to the questions above. Thus, the objectives of this study are as follows:

1. To identify the types of Directive Speech Act conveyed by the characters in *The Society* Episode 2 and 3.
2. To identify the functions of Directive Speech Act conveyed by the characters in *The Society* Episode 2 and 3.

1.4 Research Significance

It is hoped that the research carried out on this will provide benefits and be carried out well. Theoretically, the result of this study is expected to increase readers' interests and to enrich the knowledge in studying pragmatics especially speech acts and its types, also can be used as a reference for others who wants to analyze directive speech act.

Practically, this research also expected to trigger future research about understanding the directive speech act and is useful not only for the researcher but also for further researcher, especially for English Department students who need information about directive speech act.

1.5 Definition of Key Terms

The definition of key terms is necessary in order to avoid misunderstanding of the research. The researcher will define the key terms that includes speech act, directive speech act, TV series, and *The Society* series.

1. Pragmatics

(Yule, 1996, p. 3) defines pragmatics as the study of utterances as communicated by a speaker and interpreted by a listener. Pragmatics is the study of meaning in context. It necessitates an examination of how a speaker organizes what he or she wishes to say. Pragmatics studies about how the hearer interprets the speaker's utterances. Pragmatics is the study of how a

relative distance is expressed. It is assumed to be the study of the relationship between linguistic forms and their users.

2. Speech Act

Austin (1962) was the first to establish the speech act to explain an utterance in natural language in order to receive feedback (Flor & Juan, 2010). Speech act is one of the most important things in communication. It performs an action and serves a function in communication. The function of the speech act itself is to know what the speaker means when they use the language in performing an act. Speech act is action performed by utterances (Yule, 1996, p. 47). Speech acts can be divided into three types: locutionary act, illocutionary act, and perlocutionary act.

3. Directive Speech Act

Directive speech act is a kind of speech act that speakers use to get someone else to do an act, the listener should know and do what the speaker intended them to do (Yule, 1996, p. 54). The directive utterances consist of asking, ordering, inviting, requesting, demanding, begging, recommending, permitting, etc.

4. The Society TV Series

TV series is a group of episodes of a series. A tv series usually have a number of season that contains several episodes and each episodes usually have a duration of at least 30 minutes to 1 hour (*About: Television Show*, n.d.). The Society is one of tv series that aired on netflix. It is an American mystery teen drama web series created by Christopher Keyser. The Society tells the story of a group of teenagers who have just returned from a school trip and found that the people of West Ham, Connecticut have disappeared without a trace. So they have to survive and make their own rules with limited supplies.

1.6 Previous Studies

There are also several researchers that have analyzed the directive speech act. The first researcher is Mohammad Asola (2017) in a thesis entitled “An Analysis of Directive Speech Acts Used on *Friday Sermon at Al-Fitrah Mosque* of Walisongo State Islamic University Semarang”. This research used qualitative as the method. The aim of this research are to find out about the classification of directive speech acts used in Friday Sermon, and to describe the function of directive speech act found in Friday Sermon. The result of this research shows that the writer found 33 data types and functions of directive speech act found in Friday Sermon which consist of 25 suggestion, 7 command, and 1 request. The dominant types and functions that are found in Friday Sermon is suggestion. It means that as a result of the speaker's advice, the listeners are encouraged to act in a morally upright manner in order to be a good Muslim.

The second researcher is Ary Teguh Widodo (2019) in a thesis entitled “Directive Speech Acts Found in *13 Reasons Why* Serial Movie by Joseph Incaprera”. In this research, the researcher uses Allan’s theory about directive speech act and used descriptive qualitative as the method. The aim of this research are to describe and explain the directive speech acts found in the serial movie, and to explain the function of directive speech act found in the serial movie. The result of this research shows that the researcher found 41 utterances that contains of directive speech act. There are several types and functions of directive speech act found in the serial movie, such as request, requirement, prohibitive, permissive, advisories, and question. There are two request utterances, eight requirement utterances, three prohibitive utterances, two permissive utterances, six advisories utterances, and 21 question utterances. The first function is request, the function of request is to convey the speaker’s intended meaning to the hearer in the form of question. The second one is question. Question speech act appear when the speaker want to ask something to the hearer in order to get information. The third is requirement, the function of requirement speech act is to require the hearer to do an act. The next is prohibitive, the function is to prohibit the hearer from doing an act. The fifth is permissive, its function is to permit the hearer before doing something.

The last one is advisor, the function is to advise the hearer to do something, but the speaker intends the utterance to be interpreted as sufficient reason for the hearer to do.

The third researcher is Friska Pandini (2020) in a thesis entitled "Directive Speech Act in *Jumanji* Movie". In this research, the researcher uses Searle's theory and qualitative method. The aim of this research are to find out the kind of directive speech act in the movie and to explain how directive speech act is actualized in the movie. The result of this research shows that the researcher found 9 kinds of directive speech act in three types of form by the main character. They are command, offering, inviting, ordering, begging, daring, advising, and requesting. The question became the most common frequency of directive speech act discovery, which was around 50%. There were a lot of question utterance used by the main character because the avatar of the main character, Dr. Bravestone, wasn't played by Spencer in the whole scene, so it makes him wonder throughout the movie. Begging is the lowest rank frequency of directive speech act with only one data 1,5%. While permitting, challenging, and prohibiting were not found in this research. There were three functions of directive speech act found in this research. There are competitive, convivial, and collaborative. Competitive are the most dominant frequency with 48,5% data. The lowest rant frequency is collaborative with only 6 data. Competitive were frequently used by the main character because competitive referred to the main character's intention to perform the appropriate action described by the character.

The fourth is a research conducted by Moh. Badrul Munir (2019) from State Islamic Institute of Kediri. The title of his research is "An Analysis on Directive Speech Act in English Translation of Al-Qur'an Surah Luqman". The researcher use Jucker's theory to find some kind of directive speech act and use *Tafsir Jalalain* to know the interpretation of the analyzed verses in this research. The researcher also uses descriptive qualitative as the method. The aim of this study are to find out kinds of directive speech act and the most dominant type of directive speech act found in the English translation of Al-Qur'an *Surah Luqman*. The result of this research shows that the researcher found six kinds of directive speech act, they are commanding with 11 utterances, ordering with 3 utterances, suggesting

with 3 utterances, prohibiting with 7 utterances, questioning with 4 utterances, and apprising with 14 utterances. The most dominant type of directive speech act found in this research is apprising. It means that *Surah Luqman* is the origin of Allah since the function of apprising is to provide information to people who are unaware of this information and to encourage the hearer or addressee to do or refrain from doing what the addresser has requested.

The fifth previous study is a researcher conducted by Santri Fatimah (2020) from Universitas Muhammadiyah Palembang in a thesis entitled “An Analysis of Directive Speech Acts in *The Message* Movie”. The researcher uses Yule’s theory of directive speech act and uses qualitative research as the method. The aim of this study are to find out the classifications of directive speech act and how directive speech act in *The Message* movie contribute to English Foreign Language (EFL) learner in understanding expression of giving command. The result of this research shows that the researcher found 213 data of type of directive speech act from *The Message* movie. They are 182 commands, 2 orders, 10 requests, and 19 suggestions. Command is the most dominant type of directive speech act found in *The Message* movie, as it contains many commands given by the Prophet Muhammad and his companions during the battles of Badr and Uhud.

The similarities between this research and the previous studies above are the main topic of the research are all directive speech act and also discuss about types of directive speech act. Meanwhile, the differences between this research and the previous studies above are these previous studies have mostly focused on analyzing speech acts in movies and Al-Qur'an (Scripture). However, the current study focused on the analysis in TV Series. The researcher focused on identifying types and functions of directive speech act conveyed by the characters in *The Society* episode 2 and 3.