

CHAPTER I

INTRODUCTION

This chapter presents the basic of the research related to the topic being studied. It consists of background of the study, the research problems of the study, the objectives of the study, the significances of the study, the scope and limitation of the study, and the definition of key terms.

A. Background of the Study

Misunderstanding about the context of communication often happen when as speaker we fail to make easy and simply something to say. Same on the context of education, sometimes miscommunication between teachers and students can lead to frustration, confusion, and disengagement in learning. For example, if a teacher gives an order to a student, but the student perceives it as a suggestion, the student may not follow through with the intended action, which can lead to poor performance and a negative learning experience. Similarly, if a student misunderstands a teacher's request, they may not be able to complete an assignment or task properly, which can result in lower grades and reduced motivation. Understanding the role of how humans deliver meaning context in a communication is crucial, especially in educational settings by using it can make developing effective teaching strategies and fostering a positive learning environment. The study about how humans have their way of using the language they use; it is called pragmatics. Pragmatics investigates how individuals employ language within specific situations to accomplish particular communication objectives. It focuses on the connection between language and social context, examining how language is utilized to

fulfill a range of communicative functions. As stated, (Austin, 1962), to say something is to do something, or to perform an act, rather than simply to convey information. It is the definition of speech act. In short, when communicating, humans use a language they determine for themselves, where the language they use can cause an effect in the form of an action known as a speech act.

Unconsciously we use speech acts in everyday life to interact with each other such as; making requests, giving orders, and making promises are example of a speech acts. Austin's theory of speech acts also provides an important contribution to the study of pragmatics. Austin suggested that speech acts can be classified into three types: locutionary, illocutionary, and perlocutionary acts. Furthermore, (Yule, 1996) expanded on Austin's theory especially on illocutionary and distinguishes it as: representative, directive, commissive, expressive, and declarative. An exciting phenomenon in illocutionary is called a directive speech act. As stated above human use their own language to communicate with each other in everyday life, and directive speech act is frequently found in; daily conversation, debates, movies, art performances, television programs, and other interactions. Stated by (Yule, 1996) directive speech acts are intended to get the hearer to do something. It classified into fourth general functions: command, order, request, and suggestion.

It will be interesting to conduct research on the use of directive speech acts in a movie. As we know, some movies portrayed human daily life, which means by watching a movie, we may find an example of the use of directives speech act. One of the very popular movies in the world tell story about teenager that undergoing a journey of self-discovery in a conflicting environment,

primarily contributed by her tradition-loving and controlling mother entitled *Turning Red*. *Turning Red* is interesting to be studied as this movie has much suitable learning values to inspire our teenagers. Moreover, this movie is chosen as an object to discover and explore directive speech acts used by the researcher because unlike most movies about the lives of teenagers that have already existed, *Turning Red* movie inserting Asian element and by of it, this movie will be interesting to study, especially *Turning Red* incorporates the experiences of Chinese-Canadian characters, making it a unique and interesting film to analyze, particularly regarding how language is utilized by these characters. The inclusion of Asian elements in the movie adds a layer of cultural richness and diversity to the narrative. By focusing on Chinese-Canadian characters, *Turning Red* provides an opportunity to explore the intersection of culture, identity, and language. Through the characters' language usage, the film may offer insights into the ways in which individuals of different cultural backgrounds express themselves, communicate, and navigate their identities within a multicultural society. There will be many utterances about the use of directives speech act in this *Turning Red* movie, for example, the characters may use requests to ask for something, or the characters may use orders or command to ask something to do things. Furthermore, understanding the types of directive speech acts used in the movie and their functions can provide insights into how language is used to influence the behaviour of others.

In the context of education, directive speech acts are particularly important because they are used to give instructions, provide guidance, and motivate students to engage in learning activities. Furthermore, the study of

pragmatics and directive speech acts hope can achieve specific communicative functions, including in educational settings. By understanding the various types of directive speech acts through a movie researcher hopes human can develop more appropriate language to communicate that later who must be a teachers can be create a more engaging and collaborative learning environment for their students.

This study has a relationship with some research that had been done— firstly, conducted by (Hidayat, 2018) with the title “Expressive Speech Acts in *“The Fate of The Furious”* Movie.” Which focused on expressive speech on Movie. The next study was conducted (Novita, 2018) with the tittle “A Pragmatic Analysis of Teacher’s Directive Speech Acts in Teaching English (A Descriptive Study at SMA Negeri 3 Surakarta in The Academic Year Of 2017/2018)” which focused on directive speech acts produced by teacher in teaching English. Last study was conducted by (Muna, 2021) Her study entitled “An Analysis of Directive Speech Acts in the *“Justice”* Movie by Richard Gabai”. The result shows that there is command request permission prohibition question.

Therefore, from several related studies and the previous explanation above, the researcher aims to undertake a study entitled: **"Pragmatics Analysis on the Types of Directive Speech Acts in Turning Red Movie."** the research will specifically concentrate on categorizing and examining the different types of directive speech acts present in the mentioned movie.

B. Research Problems

Based on the background of the study, the researcher would like to formulate the problems above as follow:

1. What types of directive speech acts are used by the character in the *Turning Red* movie?
2. Which types of directive speech acts are frequently used and the reason why in the *Turning Red* movie?

C. Objectives of the Study

Based on problems of the study mention above, the objectives of the study are:

1. To analyse the types of directive speech acts used in the *Turning Red* movie.
2. To analyse the types of directive speech acts are frequently used and the reason why in the *Turning Red* movie.

D. Significances of the Study

The researcher expects that this study will be beneficial to both readers and future researchers. By conducting this research, the researcher aims to enhance the readers' comprehension of linguistic theory, particularly concerning directive speech acts. Furthermore, this investigation has the potential to aid individuals in cultivating appropriate and effective communication skills.

Additionally, the researcher hopes that this study will make a valuable contribution and serve as a pertinent reference for students engaging in the study of sociolinguistics, pragmatics, and related fields. The findings obtained from this research can also be utilized by educators as a resource for teaching

directive speech acts. Moreover, it is expected that this research will provide valuable insights and supplementary information for future researchers who embark on similar investigations.

E. Scope and Limitation

The scope of this study, analyzes the use of directive speech acts in the movie *Turning Red* and their functions in communication. The study aims to provide insights into how speakers use directive speech acts to achieve various communicative goals, such as making requests, giving commands, and expressing suggestions.

However, there are also limitations to this study. The first limitation is that the analysis is limited to the language used in the movie and does not consider nonverbal communication, which can also influence the effectiveness of directive speech acts. Additionally, the research will primarily focus on the English version of the movie *Turning Red*. The analysis will consider the nuances and pragmatic aspects of the English language, potentially neglecting other languages or translations. Lastly, the analysis would only focus on the types of directive speech acts in the movie rather than examine other speech acts or language features.

F. Definition of Key Terms

There are some key terms in this research. The key terms are defined to help the reader to avoid misunderstanding. The definition is defined as follows:

1. Pragmatic

Pragmatic is the study of language usage and its meaning between the speaker and the hearer in context-based communications. Furthermore,

pragmatism is the study of the context of what the speaker says as the listener listens. The booth must comprehend the situation.

2. Directives Speech Act

Directive speech is an event when the speaker says something then the hearer will do some actions related to the sentence; it is called a directive speech act. Directive speech acts divide in to the four types such as ordering, commanding, requesting, and suggesting.

3. *Turning Red* movie

Turning Red movie talks about the life of a teenage girl growing up experiences. *Turning Red* is a 2022 popular American computer-animated fantasy comedy film produced by Pixar Animation Studios and distributed by Walt Disney Studios Motion Pictures.