

CHAPTER I

INTRODUCTION

This part explains certain concerns related to the identifications of this research such as the background of the research, limitation of the problem, research questions, purpose of the research, and significance of the research.

1.1 Background of the Research

Social media has now become a part of society's lives. It's very rare nowadays to find people who do not have social media. Various ranges of ages are active on social media platforms day by day. According to Kemp (2018), 130 million people in Indonesia are recorded as active social media users in 2018. This number continues to increase from time to time. On the other hand, in the same year, Statista Research Department (2022) reported there are 217 million people active as social media users in the United States. The theme that becomes the topic of the post also varies, ranging from daily life to the most serious and important ones. Sadly, the use of social media not only brings benefits to its users but also negative impacts. This phenomenon becomes a problem that deserves to be discussed, especially by related experts. Thus, it is hoped that people will be more aware of their activities on social media platforms.

In order to build awareness in social media, there are a lot of platforms that can be used. One of them is through documentaries. Oxford English

Dictionary (2008) defines a documentary film as a non-fiction film that aims to “capture reality, primarily for the sake of instruction, education, or preservation of a historical record.” This type of film was also chosen by Netflix as a streaming service to serve as a masterpiece entitled *The Social Dilemma*. Directed by Jeff Orlowski, *The Social Dilemma* is an American documentary that features tech professionals from Silicon Valley, where many start-ups and big technological corporations, such as Facebook, Apple, and Google have their headquarters there, to discuss the potentially harmful consequences of social networking, which big technologies companies exploit to manipulate and influence people. This is what makes the writer interested in choosing this documentary as the source of research data.

Furthermore, after watching this movie, the writer realizes that many crucial directions are given by casts regarding actions that can be taken by the audience to avoid the negative impact of social media. Therefore, the Directive Speech Acts are chosen as the data of this linguistics research. However, in this case, not only the directive speech acts of the tech professionals are used as the data, but also the directive speech acts of the fictional characters in the section illustrating events.

In addition, the writer realizes that through their speech acts, the cultural values adopted by the speaker are also directed indirectly. This is in line with Gass and Neu (2006) who stated that speech acts change from culture to culture, and these discrepancies can lead to a variety of communication issues, ranging

from the amusing to the severe. This shows that the speech acts of one culture are different from the others. It becomes the reason that leads the writer to try to get a deep sense of cultural values reflected by those directive utterances.

Then, in more detail, the directive speech acts of the casts in *The Social Dilemma* will be analyzed based on Searle's theory of Directive Speech Acts. According to Searle (1976) via Cutting (2002), through a directive speech act, people strive to urge the listener to do something; It can be found in certain types of the act including requesting, commanding, ordering, suggesting, advising, inviting, forbidding, begging, etc. You can find it when someone says "*Could you open the door, please?*" When he is uttering it, he is not only questioning, but requesting the hearer to execute an action toward the door, to open it.

On the other hand, the cultural values reflected in the directive speech acts are described using Shalom Schwartz's Cultural Values Orientation theory. Schwartz (2013) stated that based on the mapping of eight transnational cultural zones of the world, there are seven basic cultural values orientations that society holds across the globe, including mastery, embeddedness, hierarchy, harmony, egalitarianism, affective autonomy, and intellectual autonomy.

Finally, in light of the foregoing, the writer is interested to conduct research titled "*An Analysis of Directive Speech Acts and Cultural Values Reflected in the Netflix Documentary 'The Social Dilemma'*".

1.2 Limitation of the Problem

This research is focused on the directive speech acts and values reflected by the casts during the interview process in the Netflix documentary titled “*The Social Dilemma*”. Since Searle (1969) divided illocutionary speech acts into five types; representatives, directives, expressive, commissives, and declarations, this research itself only focused on the type of directives. The data will be analyzed based on the type and the strategy of the directive utterances found. After that, all the directive utterances found will be further analyzed using Schwartz’s cultural value orientations.

The writer considers conducting this research to find out connections between the form of directive speech acts uttered, the strategy of delivering it, and the cultural values oriented by the speakers. In addition, based on those points, we would be able to comprehend the directive speech style, know the various cultures that are depicted through the utterances of the cast who are Americans and also enrich our insight into a foreign culture, particularly America.

1.3 Research Questions

Related to the background and the limitation of this research, the problems can be formulated as below:

1. What types of Directive Speech Act uttered by the casts in the documentary *The Social Dilemma*?

2. What strategies are used by the casts performing the directive speech acts in *The Social Dilemma*?
3. What values are reflected by the directive speech acts uttered by the casts in *The Social Dilemma*?

1.4 Purposes of the Research

Based on the research questions above, the purpose of the research can be clarified as follows:

1. To identify types of directive speech acts uttered by the casts in *The Social Dilemma*
2. To discover the strategy used by the casts performing the directive speech acts in *The Social Dilemma*
3. To find out the cultural values behind the directive speech act uttered by the casts in *The Social Dilemma*

1.5 Significance of the Research

The significance of this research is that many positive messages can be learned from the directive speech acts of the casts in the documentary *The Social Dilemma*. This documentary was just released in early 2020, relatively new. Accordingly, there are no other pragmatic studies related to this movie, so far. The writer realizes it is important to study the directive speech acts and cultural

values that are reflected in this documentary. The results of this study are expected to be useful for readers and other researchers.

1. For Reader

Through reading this research paper, readers will be able to add their insight about directive speech acts, especially the types, strategies, and cultural values that are reflected by the documentary. In addition, it can also increase readers' awareness regarding the use of social media based on the factual information presented through the directive utterances found and able to perceive how it enforced in America compares to their own culture.

2. For Researcher

Through this research, other researchers will be able to deepen their understanding of directive speech acts and the cultural values that can be reflected in them. In addition, the writer also hopes that this research can be a reference in future studies about speech acts.