

CHAPTER I

INTRODUCTION

1.1. Background of the Research

Speech act is not only as part of communication but also as part of social interaction. Speech acts are one of the activities that are for humans as beings who speak. Yule (1996:47-53) explains that speech act is an action performed via utterance. In speaking activities, speakers do not just convey messages, but they also build social relationships with speakers. Speech acts more consent on the meaning or meaning of actions in his speech. The phrase *"Can you open the door?"* Can have various meanings in different situations. It may be that the speaker only asks the listener, or asks another person to open the door. Therefore, an understanding of speech acts is needed in communication because humans will often be faced with the need to understand and use various types of speech acts. Speaker needs to choose speaking strategy to deliver the message appropriately can build social relationships. In other words, the speaker is not from opening his mouth in talking but he must first think about the speech he will speak. People use it to share their opinions or express feelings to their listeners. They can express in various ways, it can be directly or indirectly.

In everyday life we often have conversations with people around us such as parents, friends or girlfriends. Conversation contents can be suggestions, questions, or requests. This happens in everyday communication, where communication is a very important need in human life, we can see communication can occur at every human step. In communication there are two ways to convey ideas, there are written language and spoken language. Both contain utterances. Every element involved in the communication process, whether communicator, media, message, or communicant must play its role appropriately to create a conducive climate so that the communication process reaches its goal. There are many ways that can help people to create a good communication. One of them is by using directive.

Directive speech act, Yule (1996:93) explain that the directive speech act is a speech act which is used by speakers to get someone else to do something. The hearer does what the speaker wants. Through directive speech act, has several purposes requesting, asking, commanding, suggesting, ordering, questioning, seeking confirmation, seeking information, how-to-instruction. Directive speech acts can be found in various media such as magazines, films, newspapers, books, etc.

In this research, the researcher studies about directive speech act that found in the “*Crazy Rich Asian*” movie. *Crazy Rich Asian* movie is the latest romance comedy film in 2018 directed by a famous director, Jon M. Chu. and script writer Kevin Kwan with Adele Lim. The story is an adaptation of the novel by Kevin Kwan. There are some reasons why this research studies about directive speech act. The first, directive is a kind of speech act that often used by speaker in daily conversation. Through directive speech acts the speaker utterances make hearer do something. Second, directive show a strong relationship between speaker and hearer. Directive occurs in spoken and written language. The last reason is because directive speech acts are used to get greatest attention from listener in communication. In conversation, directive is often used by speaker but they say in different way. The speaker has to concern about situation and context to make the hearer do as they want.

Speech acts can be found not only in real life situation but also in movie. Many people like watching the movie, but not all of them understand the every utterance’s meaning which speaker said in dialogue in the movie. Movie is a communicationmedium that is audio visual to convey a message to a group of people who gather in a particular place. There are three reasons why *Crazy Rich Asian Movie* as a source of data in this research. First, this is an authentic data because it is written by English. This is one example of the directive act can be seen in the following conversation between the owner of the hotel and the manager:

01/C/IMP/M02:44/The Owner of the Hotel



The owner of the hotel : **Get the Lancaster Suite ready. Now**

Manager : (shocked) surely you're joking, sir.

The owner of the hotel : I assure you, I'm not.as of this evening...

From the picture above, there is an owner of the hotel who speak to the Manager of the hotel. He told his members to prepare a suite room for Mrs. Eleanor Young because she would become the owner of the hotel. That's why he said "**Get the Lancaster Suite, Now**". This is a directive act because it shows that speaker tries to get the hearer to do something. This utterance is in an imperative form, the owner is in higher status than the manager. Then, the utterance is command.

The second is the movie is the implement of human's life, take the important part to each person and can give the significant impacts to the people. They can get many good messages based of the movie that they watched. Moreover, these movies contain of many moral values, because they are kind of movie that show us how the social class influence society. It is also important to English Language Study Program students in watching movie. Movie is one of the subject elections which the students should be taken. Last, it is very interesting to analyze the directive speech acts in this movie, because it is Box Office movie which has many directive act utterance. The character in this movie are come from two different social class, the first come from very rich family in Singapore and the second one only an immigrant of Chinese in America. But, both of them are Chinese.

To make this study different from previous studies, the researcher found the findings in this analysis. Each region has its own language style, even differences in social class also affect people's speaking style. The language used by people of high social class is different from people of low social class. For example, based on data analyzed by people with low social class, they often use requests while people with high social class tend to use command when they speak. It is shown from the detail analysis of the data and social context which support each explanation.

Based on the description above, this research analyze the directive speech acts that used by the character in this movie, what are the dominant types and form of directive speech acts.

1.2 Identification Problem

There are some problem that are found when the writer tries to analyze the movie. The problem identified from this study is the speech act. In this case, speech acts can be learned through different perspectives, they are declaration, representative, expressive, commissive, and directive. And in the directive speech act discusses how speech acts are used to make listeners do something. Based on the explanation above, the researcher focused on directive act analysis to find out how they were used in this film.

1.3 Limitation of the Problem

There are many categories of speech acts. But for this study, researcher will focus on the nine criteria of the directive speech act. This research is limited to discuss directive speech act in the movie through the utterances spoken by the characters in the *Crazy Rich Asian* movie.

1.4 Research Questions :

Based on the explanation above, the following questions are created to match the study problems :

1. What are the types of Directive Speech Act found in the *Crazy Rich Asian* movie?
2. What forms of Directive Speech Act found in the *Crazy Rich Asian* movie?

1.5 The Purpose of the Research

The purpose of the research are:

1. To know the types of directive speech act in the *Crazy Rich Asian* movie.
2. To find out the form of directive speech acts found in the *Crazy Rich Asian* movie

1.6 Significance of the Research

The significance of this study provides benefits for linguistic studies to increase knowledge especially in the study of pragmatics and the use of language in everyday conversation using directive speech acts. The author hopes that this research can also be used as a reference for analyzing other speech acts.

The researcher hopes that this research will give some significance as follow:

1) Theoretical significance

Based on the research objectives, the results of this study are expected to provide many benefits for anyone who wants to study English literature. Therefore, the results of this study provide more explanation of pragmatic knowledge.

2) Practical significance :

- a. For researcher, this research is able to increase the ability of researchers to understand linguistics, especially in pragmatics.

- b. For reader, the results of this study can be used as a reference to study speech acts and increase knowledge about pragmatics
- c. For other researcher, the result of this study can be used as reference to study speech acts.