CHAPTER I

INTRODUCTION

1.1. Background of the problem

Speech act is the utterance which speaker says or speaker performs in every speech, When people make the utterances such as apologies, greetings, requests, complaints, invitations, praise, or rejection in their conversatiom, it is called the speech act. The study of speech acts is very important to us. One important thing in studying speech acts is to make us understand what messages are found in each speech. The speech act is also determined by the speaker's language ability to convey messages in communication. Therefore, we can understand the meaning of speech acts clearly. According to Searle (1976) there are five categories of speech acts, they are representative, directive, comissive, expressive, and declarative. In this research, the writer was interested in analyzing directive speech acts. Directive speech act is one type of speech act that commonly happens in daily conversation. According to Searle (1969) directive speech act intends to make the hearers to do an action for the speakers. Thus, expressions such as requests, questions, persuasion, orders and prohibitions can be classified into directives because they make the hearer take action. In short, directive speech acts are related to the relationship between the expectations of the speaker and the interpretation of the hearer. Using directive means that the speaker not only demands information, but also actions and things. People ask and interrogate someone when they want to get information. They reveal requests when they want something to be served to them. Similarly, they express

1

prohibition, persuasion, and command when they want someone to keep or follow their order. It can be seen from this example below :

I'm thirsty, give me a cup of water please.

The utterance above classified as request, because the speaker is request to his friend to give him a glass of water and this sentence clearly show that he is requesting for water.

The writer has three reasons why the writer wants to investigate directive speech acts. First, directive is a kind of speech act that is usually used in daily conversation. To use directive, speakers try to make communication with the hearer. The second reason is the directive shows a strong relationship between the speaker and the hearer. The last reason is because directive speech acts are used to get or give attention from the speaker in communication. Through directive speech acts is the speaker's utterance makes the hearer do something. In conversations, the directive is often used by the speaker, but they say differently, the speaker must pay attention to the situation and context to make hearer do what they want. The situation in the conversation can be seen in several aspects, such as who is the speaker, who is the listener, what the speaker wants, and the time of the conversation. Using Austin is framework, shows that there are many ways to describe the same speech acts (locutionary act, illocutionary act and perlocutionary acts (Austin, 1962: 199).

The writer chooses movie to analyze directive, although there are many media that can be used in analyzing directives, such as newspapers, magazines, short stories, and others. the reason why the writer chooses movie is because

2

movie are related to the conditions of everyday life. Also, this movie describes everyday events that make them a mirror of real-world phenomena. The existence of directive speech acts can be found in the movie. Just like everyday conversation, the use of directive speech acts is also used in the movie because the movie is actually a representation and reflection of real conversations in society. Even conversations in movie are made or arranged in planning situations, but the reality is that every situation and manner of conversation people are adapted from daily activities. Allen and Gumery (1998: 154) state that movie making also has a social dimension for several reasons. movie makers are members of society, and, as such, are not less subject to pressure and social norms than others. Furthermore, all movie making takes place in a social context.

On this occasion, the writer was interested in analyzing the Hotel Transylvania movie. In this movie, the writer found many types of directive speech acts based on research conducted by the writer. In addition, the language used by the characters in the film is easily understood by the hearers. Hotel Transylvania is the first series of Hotel Transylvania. Hotel Transylvania is a 3D American computer animation comedy film directed by Genddy Tartakovsky about a man named Dracula (Adam Sandler), who the owners and manager in hotel Transylvania, a five-star hotel located far from the human world, guest monsters who will come during their stay. This hotel is from the residence of Dracula, who wants to raise his daughter, Mavis (Selena Gomez), far from the human environment. Dracula then decided to make Mavis's 118th birthday party. On the feast day, a young man named Jonathan (Andy Samberg), was exploring the forest and met a hotel employee, and followed them until he arrived at the

Transylvania hotel. Dracula was surprised to find humans in his hotel, which of course could scare all monsters. Mavis and Jonathan finally fall in love, but Dracula disagrees because he has a bad experience with humans and makes him lose his wife.

Therefore, the writer analyzes the types of directive speech act and the context influence in the *Hotel Transylvania* movie manuscript. So the study takes the title **An Analysis of Directive Speech Act as found in *Hotel Transylvania* Movie.**

1.2. Identification of the Research

The are many ways to to analyze the movie, it can be analyzed by using linguistics or literature. Yet, the writer is interested in using linguistics to conduct the research especially in pragmatic. The writer chooses speech act theory to conduct the research as one of the theories in pragmatics. Speech act can be studied through different point of view, such as representatives, declaratives, commisives,expressives, and directives. The directive discusses about how is speech act which is used to get the hearer for doing something.

1.3. Limitation of the Research

In conducting the research, there are various problem appear, but the writer gives the limitation on the analyzing for two problems. Those are what type the directive speech act as found in the *Hotel Transylvania* movie manuscript and what are the context that influence of directive speech act implied in the *Hotel Transylvania* movie manuscript.

4

1.4. Formulation of The Problem

In this research, the writer formulates the problem into two research qustions, as follow:

1. What are the types of the directive speech act as found in the *Hotel Transylvania* movie manuscript ?

2. What are the types of context that influence of the directive speech act implied in the *Hotel Transylvania* movie manuscript ?

1.5. Purpose of the Research

Based on the formulation of the problem above, the purposes of the research are:

1. To describe the types of speech act of the directive contained in the *Hotel Transylvania* movie manuscript.

2. To find out the types of context that influence of the directive speech act in the *Hotel Transylvania* movie manuscript.

1.6. Significant of the Research

The significance of the research are to add and to enrich the readers knowledge and understanding about pragmatics, especially about speech act that focus on the analysis of directive speech act. It also help the reader easy to understand about speech act in the movie itself. The researcher hopes that the result of this research are expected to be beneficial in two ways :

1. Theoretical Significance

   The result of this research gives a contribution to explore the knowledge of speech act theory especially directive speech acts. The writer hopes that the readers understand about the theory of speech act especially directive act when they read this research in order to get the additional knowledge of it.

2. Practical Significance

   a. For writer, this research is able to improve the writer's ability to comprehend this study understand about the movie.

   b. For reader, the result of this study can be used as preference to study directive speech act and as additional knowledge in pragmatic, etc.

   c. For other writer, the result of this research can be used as one of the references and information for further researcher related with field.