

## **CHAPTER I**

### **INTRODUCTION**

This chapter consists of five important subchapters, namely background of study, statements of the research problems, objectives of the study, significance of the study, and scope and limitation of the study.

#### **1.1 Background of the study**

Language is not only a medium to share information but also a way to perform actions in communication. Through language, people express their ideas, feelings, and intentions in daily interaction. As stated by (Setyawati, 2020), language functions as a means of communication that helps people create and understand meaning. This shows that language is not only about words, but also about how meaning is conveyed and interpreted in different contexts.

Conversation is one of the most common forms of communication in daily life. Through conversation, speakers deliver messages directly so that listeners can understand their ideas, feelings, or intentions (Mayamasita, 2016). It is a two-way process where both the speaker and the listener are involved in exchanging meaning. This makes conversation an important object of study in pragmatics because it does not only involve words, but also the intention behind them.

According to Haucsa (2020), when a person produces an utterance, they are not only saying something but also doing something through their words. This idea is in line with Austin's (1962) speech act theory, which explains that every utterance carries an action. For example, saying "I promise" is not only a statement but also an action of making a promise. This shows that language should be understood not only in terms of grammar, but also in terms of the action it performs in communication.

Speech act is a concept that explains how people use language not only to say something but also to perform an action. In communication, utterances can function as requests, commands, or statements depending on the speaker's intention. Austin (1962) divided speech acts into three types: locutionary act (the

literal meaning of an utterance), illocutionary act (the intended function behind the utterance), and perlocutionary act (the effect of the utterance on the hearer).

In this study, the researcher focuses on illocutionary acts because they show the relationship between language and the speaker's intention. Illocutionary acts are important to analyze since an utterance may carry meaning beyond its literal form. For example, when a character says something that looks like a statement, it may actually function as a request, a warning, or an expression of feeling, depending on the context and the relationship between speakers. This makes illocutionary acts a rich object of study, especially in movies where dialogues often reflect different social situations. By studying them, we can understand not only what characters say, but also what they mean and want to achieve through their words.

Speech acts, especially illocutionary acts, are not produced in isolation but are influenced by social factors (Levinson, 1983). As Levinson points out, the actual illocutionary force of an utterance depends heavily on contextual factors, including the relationship between speakers, the setting, and shared background knowledge. Holmes (2013) provides a systematic framework for analyzing these social factors, emphasizing that social distance, power relations, formality, and functional scales play important roles in shaping language use. These dimensions are useful for analyzing how characters in a movie choose particular expressions in their interactions.

In addition to power and distance, other social aspects also shape how illocutionary acts are performed. Holtgraves (2002) points out that factors such as age, gender, social status, and role in society often influence the way people speak. For example, younger speakers may use more deferential forms when addressing older individuals, while differences in status may encourage more formal expressions. Holmes (2013) also highlights that these factors are central in explaining variation in language use across different situations. By considering these dimensions, this study can better explain why the main character in *The Jungle Book* sometimes uses direct language, while in other contexts he chooses more polite or indirect forms.

Illocutionary acts are not only found in daily conversations but also appear in fictional dialogues, such as in movies. As Cutting (2002) notes, pragmatic analysis can be applied to various forms of discourse, including literary and media texts, to understand how meaning is created and interpreted in different contexts. Characters in films often use utterances with particular intentions that go beyond the literal meaning of the words. For instance, a line that looks like a simple statement may actually function as a warning, a request, or an expression of emotion, depending on the situation in the story. Studying illocutionary acts in movies is therefore important because it allows us to see how communication is represented in a narrative context. Yule (1996) explains that examining speech acts in scripted dialogue helps us understand how language functions to achieve communicative goals in constructed interactions. In this research, the focus is on *The Jungle Book* by Disney, where the main character interacts with others in ways that reveal both his intentions and the social factors that influence how he speaks.

Movies are a rich source of data for pragmatic analysis because their dialogues reflect real-life communication (Rose, 2001). Through conversations, movie characters ask for help, express emotions, or give instructions. *The Jungle Book* (2016), directed by Jon Favreau, is one of the movies that shows this clearly. The main character, Mowgli, communicates with different animals such as Bagheera, Baloo, and Shere Khan. This variety shows how his utterances vary depending on the situation and the relationship he has with other characters. Therefore, the researcher is interested in analyzing this movie pragmatically.

Although *The Jungle Book* features animal characters, this does not mean that their interactions cannot be analyzed pragmatically. In fictional narratives, animal characters are often anthropomorphized and portrayed with human-like abilities, particularly in communication and social interaction (Mithen, 1996; Lutts, 1992). As a result, these characters function as representations of human social relationships rather than biological animals. Moreover, the dialogues in films are written by human screenwriters and are constructed based on natural conversational patterns, allowing them to reflect real communicative intentions and functions found in everyday human interaction (Bubel, 2008).

Previous studies have also shown that pragmatic analysis can be applied to films involving non-human characters. For example, Dewi and Jannah (2022) analyzed speech acts in *Brave*, while Sihombing et al. (2021) conducted a similar study on *The Incredibles 2*. These studies indicate that in pragmatics, the focus is placed on the communicative functions of utterances rather than the biological nature of the characters. In *The Jungle Book*, Mowgli's interactions with animal characters symbolize various types of human social relationships, such as family through Raksha, authority through Bagheera, friendship through Baloo, and conflict through Shere Khan. Therefore, the film provides a relevant and valid context for examining how social factors influence language use in human communication.

Several studies have examined speech acts in movies. For instance, Septiowati (2020) analyzed speech functions in *Jumanji: Welcome to the Jungle*. Other studies focused only on classifying illocutionary acts in movies such as *Brave* and *Mulan*. These studies provide important findings, but they mainly describe the types of speech acts without exploring the reasons behind their use. In fact, speech acts are influenced by social factors. Holmes (2013) explains that language use is shaped by dimensions such as social distance, status, formality, and functional scales. These factors help to understand why a speaker chooses a certain way of speaking in a given situation.

Based on these cases, this study focuses on two points. The first is to identify the types of illocutionary acts found in *The Jungle Book* movie. The second is to analyze classification the social factors that influence those illocutionary acts. By combining Searle's (1979) of illocutionary acts and Holmes' (2013) theory of social factors, this research aims to provide a more complete understanding of how language is used in the movie.

## **1.2 Research Questions**

Based on the research background above, the researcher formulated the following research questions:

1. What types of illocutionary acts performed by the main character in "The Jungle Book" movie?

2. What are the social factors influencing the illocutionary acts of the main characters in “The Jungle Book” movie?

### **1.3 Objectives of the study**

Based on the research questions mentioned above, the researcher formulated the following objectives:

1. To identify the types of illocutionary acts performed by the main character in “The Jungle Book” movie.
2. To examine the social factors influencing the illocutionary acts of the main character in "The Jungle Book" movie.

### **1.4 Significance of the study**

This research is expected to be useful both theoretically and practically. Theoretically, Theoretically, this study is expected to give a contribution to pragmatics, especially in the study of illocutionary acts. By analyzing the utterances in The Jungle Book movie, this research can support a better understanding of how speech acts are used in communication and how they are influenced by context. Practically, the result of this study can be useful as a reference for students who are interested in studying speech acts in movies or other media. It can also be helpful for teachers in showing how pragmatic theory can be applied in real examples. In addition, the findings may help the audience to understand the implied meaning of movie dialogues more clearly.

### **1.5 Scope and limitation of the study**

This research is limited to the analysis of illocutionary acts in The Jungle Book (2016). The focus is on the utterances of the main character, Mowgli, when he interacts with other characters in the movie. The analysis covers two aspects. First, the types of illocutionary acts will be identified based on Searle’s (1979) classification. Second, the social factors that influence the use of those illocutionary acts will be examined using Holmes’ (2013) framework, which includes social

distance, status, formality, and functional scales. The scope of the research does not cover other characters' utterances. It only analyzes Mowgli's dialogue to keep the research focused and manageable.