

ABSTRACT

Juliansyah, D. 110511100045. An Analysis of Directives Found in *Up* Film. Thesis. English Study Program of the Department of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Mohammad Halili, M Lang. St.

This study is focused on directive and socio-cultural factors in *Up* film. This study aims to explain the types of directive are applied by the main character in *Up* film and to explain the socio-cultural factors which affect the directive applied by the main character in *Up*. The data are analyzed based on directives proposed by Bach and Harnish (1979), and socio-cultural factors proposed by Hanchoko (2014). This study was conducted by using descriptive qualitative design. The research instrument of this study was the writer himself. The data were collected by using content analysis method proposed by Krippendorff (2012) and Kothari (2004). The interactive model analysis proposed by Miles and Huberman (1994) is used to analyze data. Types of directives indicate request (2 data), question (9 data), requirement (6 data), prohibition (5 data), permission (1 data), and advisory (3 data). Meanwhile, the types of socio-cultural factors influencing the use of the directives are occupation (2 data), age (1 data), the purpose of the conversation (9 data), and context (14 data).

Keywords: Directives, Socio-cultural factors, Main character, *Up*