

CHAPTER I

INTRODUCTION

This chapter consists of five sub chapters, they are: background of the study, statement of the research problems, objectives of the study, significances of the study, and scope and limitation of the study.

1.1 Background of The Study

Speech act is a kind of verbal communication. Speech act is generally known as the acts of communication. In pragmatics, speech act is categorized as the key concept to study speaker's intentions and what the speakers mean when they use the particular linguistics in context (Hatch, 1982). Bach (1979) explained that an action in verbal communication has the certain message, so the communication is not only delivered by language but also by using action.

Searle (1969) stated that speech act is observed on what the speaker says when the communication is being occurring between the speaker and the hearer. Searle (1969) also mentioned that when we communicate each other, we do not only produce symbols, words and sentences which do not have meaning but also we deliver the certain meanings. Besides, Austin (1962) in his book "How to Do thing with Words", speech act is categorized into three kinds; locutionary act (performing the acts of saying something), illocutionary act (performing an acts of doing something), and perlocutionary acts (performing the acts of affecting something).

According to Searle (1969), the illocutionary act is an act performed in saying something. It conveys message through the representative, directive, commissives, expressive, and declarations. As one of the classification of

illocutionary acts, directive is an illocutionary acts which is used to make the hearer doing something.

Bonvillian (1997) states that directive is particularly sensitive to context of speaking and to social characteristics of issuers and addressee. She says that the speaker should phrase request in order to have greatest likelihood of positive result, but because of a social relationship that exists between the interlocutors, the speaker must be sensitive to the addressee's feeling. In other words, the speaker ensures his/her request clear enough in order the addressee comprehends on the directive intends.

Directive is one of the realizations of the speaker's desire in order to make the hearer do what the speaker intends. Directive occurs in several different conditions where it has connection between speaker and hearer. It means that people make directives in daily life to ask someone to do something. When people make directive they should know the condition when they want to ask something. Occasionally, when directive occurs in unsure condition it will make the communication does not deliver to the hearer, so directive does not happen. It happens if the hearer realizes what the speaker means.

The use of directive is not only found in daily conversation but also commonly in a movie. According to Richard Barsam (2009), movie (also known as film) is a motion picture with series of images which are constructed of multiple individual shots joined to another in an extended sequence. Movie correlates with the daily life condition. Also, movie shows everyday happening that make them as mirror to the real world phenomenon.

Up is one of famous American 3D computer-animated comedy-drama adventure film. This film is produced by Pixar Animation Studios, released by Walt Disney Pictures and directed by Pete Doctor. The writer is interested in analyzing this film since it has achieved a great financial success, accumulating over \$731 million in its theatrical release. This film has received five academy award nomination including best pictures. There are types of directives used by the main character in this film. The types of directive are very effective to convey the main character intends. Hence, the writer analyzes the utterances of the main character contain directive.

There are two previous studies which are relevant to this study. The first study was conducted by Canary Finn (2006) focused on directives used among library personnel at Petra Christian University by using theory proposed by Ervin-Tripp's theory (1976), Searle (1969) and Holmes (2001). The second study was conducted by Rahma Yanti Hutapea and Rusdi Noor Rosa (2013) focused on directive act used in Sikambang songs in Sibolga Tapanuli Tengah by using theory proposed by Kreidler (1998). The difference between this study and the two previous studies are on the source of data and the theory. This study analyzes directives applied by the main character in *Up* film by using theory proposed by Bach and Harnish (1979), and socio-cultural factors influencing directives applied by the main character in *Up* film by using theory proposed by Hanchoko (2014).

1.2 Statements of Problems

Based on the background of the study above, the statements of the research problem are formulated as follows:

1. What are the types of directive applied by the main character in *Up* film?

2. What are socio-cultural factors which affect the directive applied by the main character in *Up*?

2.3 Objectives of The Study

Based on the statements of the problems formulated above, this study have several objectives, they are:

1. To explain the types of directive are applied by the main character in *Up* film.
2. To investigate the socio-cultural factors which affect the directive applied by the main character in *Up*.

1.4 Significance of The Study.

Theoretically, this study contribute knowledge about the types of directive and the socio-cultural factors which affect the directive applied in communication. This study also becomes a reference for future researchers who are intend to analyze the directive.

Practically, this study helps the speakers to apply directive appropriately to make the hearers understand and follow the speaker's intention. This study also improves communication more effective because the speaker's intention can be understood by the hearer easily. They can be applied not only in film but also in daily communication.

1.5 The Scope and Limitation of The Study.

This study analyzes the types of directive and the socio-cultural factors which affect the directive applied in *Up* film. Therefore, the scope of this study is pragmatic field concerned with the directive.

The writer limits the number of character which is going to be analyzed in this film. The limitation of utterance is merely on all utterances produced by the main character which contain the types of directive and the socio-cultural factors.