

CHAPTER I

INTRODUCTION

In this chapter, some subchapters will be explained. They are the background of the study, research questions, objectives of the study, significance of the study, and the scope and limitation of the study. Those are important to explain because they describe this study generally.

1.1 Background of the Study

Language is the main tool that humans use to communicate and spread information. Language allows us to build relationships, express feelings, and depict reality, in addition to conveying messages. Each language has unique traits that reflect its culture and way of viewing society. Language evolves over time, impacted by social trends, technology, and globalization. In the study of language, Linguistics is a scientific area that explores the structure, function, and evolution of language, providing a better understanding of the role of language in how we perceive the world.

Linguistics can be divided into several branches based on different perspectives. One such branch is Pragmatics, which centers on the use of language. Pragmatics, a branch of Linguistics, examines how language is utilized in context (Yule, 1996). Understanding the context helps clarify the meaning of language. Pragmatic limitations refer to the constraints on using language forms and meanings, considering the speaker's intent, context, and circumstances.

Conversation Analysis (CA) is one of the topics in Pragmatics, focusing on analyzing interactions between two or more people in a conversation. Conversation analysis emphasizes the importance of conversation structure and organization, including how participants take turns speaking, sign and interpret meaning, and how participants demonstrate understanding and agreement. Schifffrin (1994) states that conversational analysis is like interactional Sociolinguistics in its concerns with the problem of social order, and how language both creates and is created by social

context. To maintain a lively conversation, it is beneficial to plan the words that will be spoken in turn.

Conversation analysis includes a concept known as adjacency pairs. Adjacency pairs are an important concept in the field of conversation analysis and refer to a set of social behaviors composed of two closely related parts. Schegloff (1968) explained that adjacency pairs are a form of social-behavioral sequence that is of great importance for understanding verbal interactions in everyday life. Paltridge (2006) also explains that an adjacency pair consists of utterances delivered by two successive speakers in such a way that the second utterance is identified as related to the first as an expected follow-up to that utterance. The pattern of adjacency pairs also provides an interactional framework that facilitates the achievement of communicative goals. Yule (1996) provides an example:

Anna: Hello. (Greeting 1)
 Bill: Hello. (Response to Greeting 1)
 Anna: How are you? (Question 2)
 Bill: Fine. (Answer 2 to Question 2)
 Anna: See you! (Leave-taking 3)
 Bill: Bye. (Response to Leave-taking 3)

In this example, adjacency pairs arise from the communication context, determined by the participants and their purposes. These adjacency patterns shape speech and communicative functions based on the speakers' negotiation.

Apart from real-life interactions, adjacency pairs can also be observed in scripted conversations such as those in films. This study will analyze the *Barbie* (2023) film. This film is directed by Greta Gerwig and written by Noah Baumbach. In addition, this is a musical fantasy film loosely inspired by Mary Pipher's 1994 nonfiction book "Reviving Ophelia" and based on the Barbie fashion dolls by Mattel. The film premiered in the United States on July 21, 2023, distributed by Warner Bros Pictures, and in Indonesia on July 19, 2023. Margot Robbie and Ryan Gosling star as Barbie and Ken respectively, alongside a supporting cast.

The writer selected *Barbie* (2023) film for this research because she observed that the conversations between the characters often did not proceed smoothly. Many interactions were interrupted or cut off by one of the participants.

This observation led the writer to believe that the film contains numerous adjacency pairs, showcasing various types of interactions and their outcomes.

The writer selected this topic to highlight the importance of understanding and applying the rules of proper conversation, including adjacency pair patterns and word meaning comprehension, whether in formal or informal settings. Understanding conversation requires knowledge of the communicative functions. Therefore, this study is conducted in the field of conversational analysis, focusing on adjacency pair patterns and their functions in communication.

This study stands out due to its unique focus on adjacency pairs in the context of a scripted *Barbie* (2023) film. Unlike traditional conversation analysis, which often examines spontaneous, real-life dialogues, this research investigates how adjacency pairs are constructed and utilized in a controlled, cinematic environment. By analyzing conversations in a film, the study offers insights into how dialogue writers manipulate conversation structures to achieve specific narrative and emotional effects. This analysis not only enriches our understanding of scripted conversations but also bridges the gap between pragmatics in real-world interactions and those depicted in media.

1.2 Research Questions

The writer formulates the research problems as the following:

1. What are the types of adjacency pairs that found in *Barbie* (2023) film?
2. What are communicative functions that are reflected from adjacency pairs found in *Barbie* (2023) film?

1.3 Objectives of the Study

With the research questions above, the writer formulates the research objectives:

1. To identify the types of adjacency pairs found in *Barbie* (2023) film.
2. To explain the-communicative functions reflected from adjacency pairs in *Barbie* (2023) film.

1.4 Significance of the Study

This study is expected to be useful both theoretically and practically:

1. Theoretically

This study can be used by other researchers conducting similar research as one of their references and will also contribute to the field of Linguistics, especially in conversation analysis of adjacency pairs and communicative functions.

2. Practically

a. The reader

This study would help readers who want to learn something about Linguistics and give them more knowledge about the conversation analysis of adjacency pairs and communicative functions.

b. Lecturer

The lecturer can give information about conversation analysis both in the lecture lessons and daily life how conversation analysis, especially in adjacency pairs and communicative functions, and how to apply them for real for the student.

c. Student

Because the object of the study is the film, so this study is easier to understand. Sometimes the film is close to our real life, the writer hopes this study will give the students a representation of adjacency pairs and communicative functions in real and also get information about adjacency pairs and communicative functions that will help them to study.

1.5 Scope and Limitation of the Study

The scope of this study has a specific field in Pragmatics. It focuses on types of adjacency pairs using the theory of Schegloff and Sacks (1973) and communicative functions using the theory of Jakobson (1960). The limitation of this study is the speech or conversation of all characters in the *Barbie* (2023) film that contains adjacency pairs and communicative functions.

