

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents six points related to this study. It consists of background of the study, formulation of research questions, objective of the research, significances of the research, the scope and limitation of research, and definition of key terms.

A. Background of the Study

Communication is one of the most important aspects of our daily life. People share ideas, feelings, evaluations, and many things using language. When it comes to speaking, people often use language to clarify and understand what they are saying. Language is a symbol of social interaction or human communication skills. Without language, people will find it difficult to communicate well with other people. A simple definition from Rahmawati (2015:1), she said that language is an instrument to express an idea, opinion, mind and feeling of people in the world.

That definition provides an understanding that language is a system by which humans express their thoughts or feelings freely without any restrictions. To achieve this goal, we need an ability that must be possessed in terms of communication, so that the speaker's information can be well received by the listener. If the speaker's words can be understood and completed, this intention will be well received by the listener.

In linguistics, the study of the listener's interpretation of the speaker's meaning is called pragmatics. Yule (2006:3) defines pragmatics as the study of meaning conveyed by

speakers and interpreted by listeners. This study focuses on the interpretation of what people mean when they speak or say something based on the context. Therefore, pragmatic learning is very important, so that in the future we can speak about what people mean, their assumptions, their intentions or goals, and the types of actions they display when they are talking.

When the speaker speaks, he is not just doing the act of speaking. Horn et al (2004: 53) said that when people do a communication, they can do all **sorts** of things, from aspirating a consonant, to constructing a relative clause, to insulting a guest, to starting a war. Theoretically, these are all speech acts performed in the process of speaking. Some examples of his actions such as command, apologize, request, order, promise, offer, threat, and etc. fall into this category. As a branch of pragmatics, speech acts are focused on learning speech that performs many actions.

According to Searle as quoted by Cutting (2002:19) there are two types of speech act: direct speech act and indirect speech act. There was direct speech act if the speaker stated the utterances based on the normal form. Indirect speech act happened when the speaker did not follow the normal form. In terms of politeness, the use of indirect speech acts is more polite than direct speech acts. At the same time, Searle in Yule (1996:55) also divides speech acts into five categories according to their general function, namely: declaration, representation, expression, instruction, and commission. In this study, the researcher focuses on the directive speech acts.

Directive is speech act that are often found in everyday life. Levinson (1983: 240) explains that “directive speech acts are the types of speech acts used by speakers to make others do something (paradigm cases: asking, commanding, ordering, requesting).” It can be found through speaking in class, or can also be found in media events on television

programs, in music, even in a script of movies, journal, short stories, novel, etc. Speakers can provide directive speech act words in various ways. Usually the speaker conveys the words of the directive speech act in the form of direct questions to make a public place. The more indirect the speech, the more polite. Three kinds of directive speech acts can be identified as orders, requests, and suggestions (Kreidler, 1998: 189-190).

Politeness is one of the conditions for smooth social interaction. According to Wardaugh, politeness is the most important aspect in using language, because we must consider the feelings of others. As quoted by Fukushima, Robin Lakoff also believes that politeness is for avoiding offense, not for clarity. Therefore, the use of polite language is very necessary, so that everyone must be polite, so that social interactions can take place smoothly. This is related to consideration and face recognition of the interlocutor.

Brown and Levinson (1987: p. 61-2) presented version of the face as a “public self-image” that the other person must maintain in communication. According to them, whether it's spoken or written communication, people tend to constantly keep each other's faces. Hence, Goffman with Brown and Levinson divide faces into two types of faces: positive faces and negative faces. A positive face is a self-concept that is valued, desired, approved and liked. Meanwhile, a negative face is a self-concept about freedom.

In this study, the subject analyzed by the researcher is every action that is included in the category of directive speech acts contained in the conversations carried out by the characters in the movie *Bumblebee* and also how the strategy is delivered. This science fiction-movie is a spin-off of the live-action *Transformers* movie which was directed by Travis Knight and screenplays by Christina Hodson. This movie tells about of a robot named B-127 or better known as *Bumblebee* who goes into hiding on earth, to avoid the Decepticons who are the biggest enemies of the Autobots. Meanwhile, Charlie Watson

who is an eighteen-year-old girl who is a mechanic, and working in a junkyard finds an unusual Volkswagen Beetle. She tried to fix it and bring it home, but at that moment the car turned into a Bumblebee robot which turned out to be undercover so as not to be detected by the Decepticons who at that time went to Earth because they accidentally got a radio signal from Bumblebee. The Decepticons incited Dr. Powell and secret military personnel to help him find out more about Bumblebee's location. Charlie is aided by her family and new friend, Memo, in the fight against the Decepticons and thwarts their plan to summon the other Decepticons to capture Bumblebee.

The researcher have several reasons for conducting this research. In this research, the writer decides to analyze the types of directive speech acts that occur in the film Bumblebee and the strategy they used to convey the directive speech acts in understanding what the speaker wants to do and to avoid misunderstandings between the speaker and the listener.

A previous study on directive acts analysis has been conducted by previous researchers. The first is the previous study was conducted by Nurul Tasyah Harahap (2017), a student of Faculty of Teacher and Training Education, entitled "Politeness of Directive Utterances in Sherlock Holmes The Abominable Bride Movie Script." The result of her study showed that there are three types of directive utterance they are command, request, suggest. They were 10 of request, 35 of command and 5 of suggest. The finding of directive utterances related to politeness strategy were bald on record strategy as the most dominant.

Second, the study was done by Dian Septiani (2017), a student of English Letters Department Faculty of Letters and Humanity State Islamic University Syarif Hidayatullah, entitled "Directive Illocutionary Acts in The Miracle Worker Movie." In

this study, the researcher used a qualitative method and bibliography technique to collect the data. The result of this research showed there are seventeen types of directive illocutionary act that the researcher found in the script of The Miracle Worker movie. The two of seventeen data conveyed directly and the rest data were conveyed indirectly.

Similar to the previous study, this study analyzed the directive speech acts. However, the study also focuses on the strategies used by speakers to convey the directive speech acts. The study used a speech act strategy based on Brown and Levinson's theory. The difference between this study and the previous study is the object. Different research objects will provide new findings that lead to different results. From this reason, the researcher has a high interest to conduct research study entitled *AN ANALYSIS OF DIRECTIVE SPEECH ACTS IN BUMBLEBEE MOVIE TRANSCRIPT*.

B. Formulation of Research Questions

Based on the background of the study above, the researcher formulated the problem of the study in to the following question

1. What are the types of directive acts uttered by the characters of Bumblebee movie transcript?
2. What politeness strategies are used by speakers to convey the directive speech acts uttered by the characters of Bumblebee movie transcript?

C. Purpose of the Study

Based on the formulation of research problem, the main purpose of this study is to know to recognize the types of directive acts and the politeness strategy of conveyed the directive acts uttered by the characters of Bumblebee movie transcript.

D. Significance of the Study

The significance of this study is aimed to the teachers, students, and other researchers.

Those are:

1. For the teacher

This study aims to be an inspiration for teachers in teaching their students.

Especially in teaching linguistic material so that the explanation can be brief.

2. For the students

This study aims to serve as knowledge and learning when meet with linguistic subjects.

3. For the other researcher

This study can be an inspiration and secondary data to the other researcher who interest to conduct study about speech acts especially directive acts in others movie, so there will be many movies analyzed and many values gotten and applied.

E. Scope and Limitation of the Study

The scope describes the areas covered in a research. Here, the scope of this research is analyzing the types of directive acts and the strategy of conveyed which are represented in Bumblebee Movie Transcript.

The limitation can be weaknesses of this research, or the circumstances that were not considered in this research. The limitation of this research is that the researcher cannot make a direct interviewing with the producer of this movie so the analysis maybe rather different with the producers purpose. The researcher also focus in what can directive acts are found and the strategy of conveyed in Bumblebee Movie Transcript.

F. Definition of Key Terms

In order to avoid misunderstanding and ambiguity of terms which will be used, the researchers gives the definition of key term, as follow:

1. Directive Speech Acts

According to Searle directives **is** utterances that are intended for the interlocutor to act according to the speech, for example, command, order, beg, advise, and recommend.

2. Politeness strategy

According to Brown and Levinson (1987: 60) politeness strategies are used by speakers to avoid threatening the face of the interlocutor. This face-threatening act by Brown and Levinson (1987: 60) is called the FTA (Face Threatening Act).

3. Movie Script

A film script is a written text that provides the basis for film production. Film scripts can be adapted from novels or stage plays, or they can be developed from original ideas put forward by screenwriters or their collaborators.