

An Analysis Directive Speech Acts of Main Character In The Cruella Movie

Gisela Triseptia Nabila¹, Tri Budiarta²

^{1,2}English Department, Universitas Gunadarma, Jl. Margonda Raya, Kota Depok, Jawa Barat
e-mail: ¹gisenabila09@gmail.com, ²tribudiarta.tb@gmail.com

Abstract. Directive speech act is utterance of the speaker to get the hearer to do something. The objectives of the research is to identify and analyze directive speech acts using the theory proposed by John R Searle and the functions of directive speech acts using the theory proposed by Janet Holmes. The data of this research were all utterances directive speech act spoken by the main character. The method used in this research was descriptive qualitative and used documentation technique as a data collection method. The result showed that the researcher found 60 data of type directive speech acts in the Cruella movie which are divided into: asking (27), commanding (11), inviting (2), forbidding (6), requesting (10) and suggesting (5). The researcher found 33 data functions of directive speech found in the film they are: Directive (24) and referential (9). From the results of the research, it is known that Asking is the most types. For functions directive speech acts, the most found is directive.

Key words: Directive Speech Acts, Language Function, Movie.

1. INTRODUCTION

Language can be defined as a socially acceptable code or conventional system for delivering concepts through the use of symbols and combinations of the desired symbols are governed by the provisions. In addition, language is not only produced a word or a sentence, but it can explain something through visual such as gesture or body language. The functions of language include communication, the expression of identity, play, imaginative expression, and emotional release. Also communication means imparting, conveying or exchange of ideas, knowledge, feelings whether by writing, signs, or speech. Communication not only produce utterance but also perform act, and it is called speech acts one of aspects in pragmatics. Pragmatics is the study of how context contributes to meaning. The field of study evaluates how human language is utilized in social interactions, as well as the relationship between the interpreter and the interpreted. In the scope of pragmatics, there are some factors that should be considered. These factors establish the very definition of pragmatics itself. The factors are Implicature, Speech Acts, Presupposition, Context, Adjacency Pairs, and Deixis and Distance. Speech acts or utterances are all language and non-language components which

include complete language actions, which involve participants in the conversation, the form of delivery of the message, the topic, and the context of the mandate. Communication is not only about language but also with action. Speech act is usually used for making statements, giving commands, asking questions, or making promises.

Based on Austin's theory quoted in Christison (2018), Speech act refers to the terms in which the utterances have the performative function and it is divided into three main categories which are locutionary speech act, illocutionary speech act and perlocutionary speech act. Locutionary act is literal meaning of the utterances, illocutionary act is the action behind the utterances and perlocutionary act is the effect of utterances to hearer. Regarding the categories of speech acts, one of the phenomena in society is the usage of illocutionary acts. People tend to use implicit meaning in asking or ordering someone to help or even do something. Illocutionary act is one of types of speech act that is very elaborate and has got more division than others types, in determining the illocutionary act of an utterance is called for enough knowledge about its illocutionary act. Searle states that there are five basic types of illocutionary can perform in

speaking. They are representative, directive, commissive, expressive and declarative.

According to Searle (1976), directive speech acts is the utterance that consists the attempt by the speaker to the hearer in doing something. The examples of directives are asking, begging, inviting, ordering, requesting, suggesting, warning, and so on. Directive speech act is usually used in a movie. Movie is a tool to convey various messages to the general public through a story as a medium. It can express someone's thought, feeling, and meaning sense. Movie can also be a media for student in learning directive speech act especially expression of giving command. The conversation occurs between its characters that can be analyzed using speech act theory. Sometimes, in a conversation, directive is often employed by speaker in different ways. The speakers need to concern about the context and situation to make the hearers do what they want. Understanding a conversation is also important, to avoid misunderstandings.

Based on the explanation above, the researcher is interested in analyzing directive speech in every utterance or sentence which uttered by the main character in the movie which entitles Cruella. Cruella is a 2021 American crime comedy film based on the character Cruella de Vil from Dodie Smith's 1956 novel *The Hundred and One Dalmatians*. The film was directed by Craig Gillespie with a screenplay by Dana Fox and Tony McNamara, from a story by Aline Brosh McKenna, Kelly Marcel, and Steve Zissis. Emma Stone stars as the title character, with Emma Thompson, Joel Fry, Paul Walter Hauser, Emily Beecham, Kirby Howell-Baptiste, and Mark Strong in supporting roles. The film revolves around Estella Miller, an aspiring fashion designer, as she explores the path that will lead her to become a notorious up-and-coming fashion designer known as Cruella de Vil. An example the dialogue directive speech act directive in Cruella movie:

Cruella: Can we go here?

Mother: Regent's Park? Perfect.

This speech act took place in the Car. In this situation, the speaker requesting to go to Regent's Park in London to the hearer. Cruella request her mom to bring her to regent's park. From the example, it can be concluded that the important of the directive speech act is discussed in the movie, that there is a special meaning in the action of a characters to get something they want.

The researcher focuses to find and analysis directive speech acts from Cruella Movie, especially in main character Cruella. The

researcher chooses directives speech acts because the utterance of directives speech acts is frequently used in daily life, and we can find them in almost every conversation. The phenomena of speech acts do not only exist in daily conversation, but also in a conversation in movie, because movie represent daily human's life. In the movie, there are many scenes in the form of instructions carried out by the character's dialogues that reflect human communications which consist of speech acts. Cruella Movie presents many conversations that contain elements of directive speech acts which are very interesting to analyze because Cruella's character is very strong, brave, and amazing. In addition, researcher used Yule's theory to analyzed directive speech acts in Cruella Movie.

The importance of this research is to provide more information about speech act used in Cruella (2021) Movies and also can be useful to entertain the reader about the kinds of speech of acts that used in this movie. Especially around ability in improving speaking interaction variation and also in improving and understanding of pragmatics. The researcher hopes that this research can help readers to understand speech acts, especially directive speech acts and can help in daily life activity in communicating

The main section consists of an introduction, methodology, experiment result, discussion, conclusions, and future work. The author can use other structures to adjust the topics of paper.

2. LITERATURE REVIEW

Language Functions

According to Holmes (2013), a functional approach to language means, first of all, investigating how language is used: trying to find out what are the purposes that language serves for us, and how we are able to achieve these purposes through speaking and listening, reading and writing. Actually, the term 'function' in the words 'language function' does not mean or refer to the grammatical functions' but it means or refers to the general concept of 'functions of language'. These functions' are the roles occupied by classes of words or phrases. According to Brown and Yule (1983: 1) there are two major types functions of language in the form of analytical convenience:

a) The Transactional

The transactional is the function of language to serves the expression of the content. This function use to give factual or propositional

information. The speaker must give the clear and detail information to the hearer. For example, a teacher tells a student how to answer the math question

b) The Interactional

The interactional is the function of language which involve to show the expressing social relations and personal attitudes. In this case, interactional is use to build and keep the social relationships, such as negotiate role-relationships, peer-solidarity, the exchange of turns in a conversation, the saving of face both speaker and hearer. For example, when there are two strangers waiting for the bus at the bus stop, and the weather is very hot at that time, one of them starts the conversation "today the sun is blazing"

Types of Language Function

This researcher uses theory of language functions proposed by Holmes (2013). Holmes proposes the theory of language functions in order to give the explanations and descriptions to people of how the language is used in the right way to reach its communicative purposes. Holmes defines six classification functions of language, which are Expressive, Directive, Informational, Interactional, and Poetic language function.

1. Expressive

Expressive is a kind of language function refers to the language used to express what the speaker's feelings, like "I'm feeling lonely" or "I'm very happy right now". This function uses to express personal feelings, ideas, thoughts, and emotions.

2. Directive

Directive utterances attempt to get someone to do something, like "clear the table" or "stay back!". This function uses to giving orders or making requests by using imperative statement.

3. Referential

utterances provide information, like "At the third stroke it will be three o'clock precisely". This function shows the condition of the speakers who want to share their knowledge or news toward the hearer.

4. Metalinguistic

Metalinguistic utterances comment on language itself, like 'Hegemony' is not a common word. This function used to describe parts of language such as grammar or words that describe language itself. Another example like "I is a personal pronoun".

5. Poetic

Poetic utterances focus on aesthetic features of language, e.g. a poem, an ear-catching motto, a rhyme, Peter Piper picked a peck of pickled peppers. This function reveals of how the speakers produces the utterances by using any kind of word plays.

6. Phatic

Phatic utterances express solidarity and empathy with others, like "Hi, how are you, lovely day isn't it!". This function of language that commonly used in everyday interaction includes leave takings, greetings, complements.

Movie

According to Sapp (1986), film is a motion picture that is considered as a source of entertainment or as an art form. It becomes an important form of art to learn various aspects through it. Usually movies show daily life that is packaged in an interesting way, and can entertain the audience. Start from action, audio, visual, location, situation, technology and many more. Motion picture is combination between movement, words, music and colours.

In addition, According to Klarer (in Narudin, 2017) films are classified as in the type of literary work because all kinds of film presentation modes are appropriate with the features of literary texts and can also be explained in terms of textual. Mentioned by Bordwell, Thompson & Smith (2017), films are designed to create experiences for viewers. The audience who watches the film will get the experience and get the feeling depends on what is the mood or genre of the film.

From the explanation above the researcher concludes that a film is a form of literature that represents a story with an interesting audio-visual medium and which has a variety of genres.

3. METHODOLOGY

Techniques of Collecting Data

Data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and others materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others (Yusuf, 2013). In qualitative research, the data are not in the form of numbers but in the form of words, sentences, or pictures which have more meaning (Sutopo, 2002).

According Arikunto, the documentation technique is used to look for the data concerning matters or the variable that look the form of note, transcript, book, newspaper, magazine, inscription, notes of meeting, agenda, etc. Besides, it may documents of popular culture, such as: books, film, script or videos. Therefore, the researcher used documentation technique to collecting the data.

The researcher collected the utterances data in the form of transcriptions and used documents to assist the data collection regarding the directive speech acts used in the Cruella movie. In this research, the researcher collected the data by using these steps:

1. Searching and downloading the data

The researcher download a transcription at <https://moviesubtitlesrt.com> and download the movie from Disney Hotstar.

2. Watching and reading the data.

The researcher watching and reading the data repeatedly to make sure the data really a correlation with this research and support this research.

3. Finding the data

After watching and reading the script, the researcher look for the data contained in the script.

4. Marking the data

The researcher marked the data which indicates the type and function of directive speech act in the Cruella movie.

5. Classifying the data

The researcher classified the data based on the speaker's utterances which is Cruella as a main character.

Techniques of Analysing Data

Technique data analysis is a method of analyzing data or information collected to complete the research. Data analysis is the review process, sorting, and grouping data in order to formulate working hypothesis and lifted it into conclusion or theories in the research finding (Bakri, 2003).

According to Nazir (2005) says that descriptive method is a method of research that makes the description of the situation or event or

occurrence. It will be used in analyzing data by providing a description of the type and function of directive speech acts. After collecting the data, the authors clearly analyze the data. Qualitative research uses data analysis techniques to answer data analysis questions. This description is adequate for data analysis purposes and indicates one way in which the researcher analyzed the data. The techniques of analysing data from this research is:

The steps of data analysis are:

1. Identifying types of the Directive Speech Act

The researcher identified the selected data that contain the directive speech acts that appear in the Cruella movie to answer the first study question. The method of selecting data focuses on the forms of directive speech acts such as asking, commanding, inviting, forbidding, requesting and suggesting based on Searle's theory.

2. Identifying the function of the Directive Speech Act

The researcher identified the function of the directive speech actions that exist in the Cruella movie to address the third study question. The researcher focused on the expressive function, directive function, referential function, metalinguistic function, poetic function and phatic function of the directive in the selected data, and each function of the directive was marked with an underline to identify the function of the directive act based on Holme's theory.

3. Drawing the conclusion

The researcher draws a conclusion based on data analysis after identifying the many types of directive speech acts and the functions of each data, then identifying the dominant of type and function of directive speech act. The researcher concluded the results of the data analysis as a final data analysis concern.

4. RESULT

As mentioned in introduction, the second objective of this research is to identify the most dominant used type of directive illocutionary act in the main character's utterance in the Cruella movie. The result of the second objective will be shown as follows:

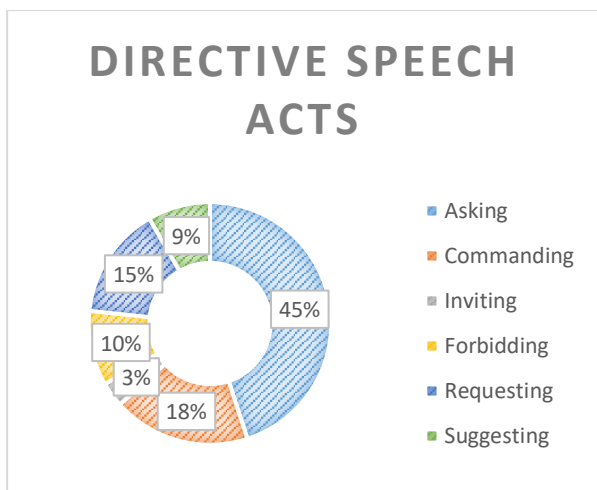


Figure 1. Directive Speech Acts Percentages

In the chart above, it can be seen that the most dominant type of directive illocutionary act used is asking, the least type of directive illocutionary act is inviting.

From the analysis that has been carried out, there is some result regarding the function of directive speech act found in the Cruella movie. The researcher analyzed the function of directive speech act in the Cruella movie used Janet Holmes’s theory. The researcher find two functions of directive speech acts in the Cruella movie, namely directive and referential.

Table 1. Function of Directive Speech Acts in The Cruella Movie

No.	Function of Directive Speech Acts	Amount of Data
1.	Directive	24
2.	Referential	9
Total		33

The Cruella Movie As mentioned in chapter one, the fourth objective of this research is to identify the most dominant used type of language function in the main character’s utterance in the Cruella directive speech act. The result of the fourth objective will be shown as follows:

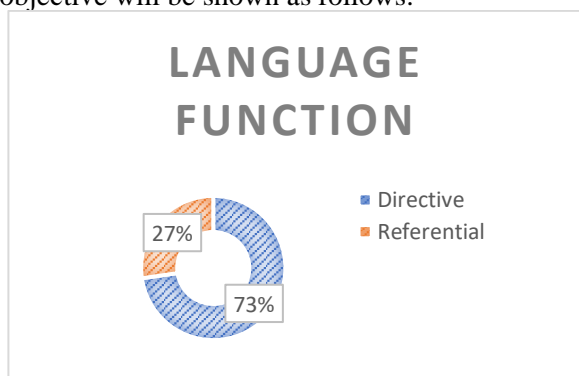


Figure 2. Language Function

5. CONCLUSION

Based on the results of research that have been found from the analysis of directive speech acts in the Cruella movie, there are four results that answer four research questions. The result to answer the first question were that there are 60 directive speech acts in the Cruella movie which are divided into: asking, commanding, inviting, forbidding, requesting and suggesting. From the movie subtitle, the total number of data taken is 60, with the details: type of asking applied 27 times about 45%, type of commanding applied 11 times about 18%, type of inviting applied 2 times about 3%, type of forbidding applied 6 times about 10%, type of requesting applied 10 times about 15%, and type of suggesting applied 5 times about 9%. Based on the result of the research, it can be concluded that the most dominant type of directive illocutionary act in the Cruella movie that uttered by the main character Cruella is asking with twenty-seven (27) data found from sixty (60) data analyze. Asking the type of directive illocutionary act is dominantly used which uttered by the main character Cruella.

In term of function, there were two types of directive speech acts found in the Cruella movie: directive and referential. From directive speech act functions, the total number of data taken is 33, with the details: type of directive function applied 24 times about 73% and type of referential function applied 9 time about 27%. Based on the result of the research, it can be concluded that the most dominant type of language functions of directive speech acts in the Cruella movie that uttered by the main character Cruella is directive function with twenty-four (24) data found from thirty-three (33) data analyze. Directive is the type of functions that is dominantly used which uttered by the main character Cruella.

Beauty and the Beast has 60 directive speech acts and 2 functions of speech acts found in the movie by using the theory proposed by John Searle for the directive speech acts and Janet Holmes for the functions of directive speech acts.

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