CHAPTER I
INTRODUCTION

1.1 Background of The Study

Dialogues and utterances spoken by characters in movies illustrate a wide range of speech acts, making them a valuable resource for linguistic and pragmatic research. Movies have dynamic interactions that give numerous examples of various forms of speech acts, notably directive speech acts, which can express as imperatives, interrogatives, or declaratives. These actions expose characters' objectives, connections, and emotional states, revealing underlying dynamics such as power dynamics and personal motives (Sari, 2022). Due to their diverse and lively conversations, movies provide an excellent canvas for the study of language and pragmatic phenomena. The representation of directive speech acts in particular can appear in a variety of grammatical forms and reveal deeper insights into characters' intentions, relationships and emotional states. Such research helps reveal the deep power dynamics and psychological motives that drive encounters, emphasising the value of film as a tool for understanding complex patterns of communication.

Mattel's film production succeeded with many series of their Barbie movies, capturing interest with the strong girl power theme. One of its movie productions is Barbie and the Three Musketeers. The Main Character, Barbie, portrayed in Corinne, has managed to accomplish many different types of work in her goal to highlight and perpetuate the girl power that has been inherent to her (Ningtyas, 2021). This movie tells the determined journey of Corinne, the daughter of a chief musketeer, who shares the same passion as her father. Undeterred by societal expectations, Corinne, despite being a woman, relentlessly pursues her ambition to become a musketeer. Her persistence is encouraged by the support of the other three young women, who are all united in a common dream to break the gender barrier in the musketeer rank.

Aramina, Viveca, Renee, and Helene are Corinne's companions in the movie. Aramina is a delicate and caring castle maid. She has the same courage

as Corinne, she never gives up on her dreams. Then Viveca, she is another smart castle maid who has expertise in strategy. She often helps her group by giving some solutive suggestions. Next is Renee, a castle maid who is full of energy and has a great deal of bravery. However, sometimes her emotions are unstable and she is quite sensitive to things. The last character is Helene, a skilled musketeer who is also the oldest servant in the palace. Her role is to train and provide support to the four girls in situations that require defense. Helene is also a stern and long-minded woman, she often gives instructions when training and when giving warnings to them.

In a movie, the concept of directive speech act refers to the use of speech acts with the goal of getting the interlocutor to do something. Various sorts of directive speech acts, such as ordering, requesting, commanding, begging, inviting, permitting, advising, challenging, and prohibiting can be seen in movie. Additionally, the concept itself is related to the movie in a several ways (Searle, 1979). Based on the explanatory about this directive speech act concept, there is the explanation of the data. The context of the example conversation is occurred between Corinne and Serge. They met in the town, with Corinne who came to drop off her horse at the stable. The following is their conversation.

Corinne : "Excuse me. Can you watch over my horse?"
Serge : "I suppose there's room for one more. I'm Serge, I work at the castle."

In the conversation between them, the interrogative sentence said by Corinne is categorized into the directive speech act "command". Corinne, who had come to meet Monsieur Traveille, was unable to bring her horse into the castle. Therefore, she met Serge, a gentleman who works at the castle and is responsible for taking care of the horses, and left her horse with him. This is an example of the relevance of the concept of directive speech act which demonstrated the personality of Corinne.

This study centers on Barbie and The Three Musketeers movie because it offers various aspects to be studied. Those are cultural and social context,

visuals and animation, gender and stereotypes, also language use which are being studied in this study. In addition, this study examines directive speech

acts because the movie is based on the King's leadership period, where there were plenty of imperative utterances made by superiors to inferiors one. Furthermore, this study applies Searle's theory because of the strong relevance of it to the topic discussed. His theory of directive speech acts provides a well-established framework for analyzing on how the characters express their intentions and influence others' actions through language.

Some of researchers have analyzed about directive speech act. The first previous study is An Analysis on Directive Speech Act in English Translation of Al-Qur'an Surah Luqman. As a result of this study, 6 types of directive speech acts have been found in the "English translation of the Qur'an Surah Luqman" in 42 utterances, namely: commanding, ordering, suggesting, prohibiting, questioning, and apprising. According to the analysis, apprise emerged as the dominant one (Munir, 2019). The second previous study is An Analysis of Directive Speech Act Used In "Among Us" Short Movie by Jay & Arya. The results of this study shows that there were 5 types of directive speech acts in the movie. Those were request, question, command, permission, and prohibition. As a matter of fact, question speech act was the most frequently used. The third study is An Analysis of Directive Speech Act in "Jimmy Kimmel Live" Talkshow: Pragmatics Approach. This study resulted in 31 examples identified as types and functions of directive speech acts. According to the analysis, request emerged as the dominant one (Situmorang, 2020). The fourth previous study is Directive Speech Act in Cruella 2021 Movie. This study had 15 data from types of directive speech act which was separated into command, request, permission, prohibition, and question. The fifth previous study is An Analysis of Directive Speech Acts in "Up" Movie. The result of this study found out there are 4 types of directive speech acts used in the Up movie. Those are command, order, request, and suggestion, with a total of 106 utterances. According to the analysis, command emerged as the dominant one (Sari, 2022). The sixth previous study is Directive Speech Act in

the Cartoon Movie of Raya and the Last Dragon. The results of the analysis show that there are 8 types of directive speech acts found in the film, namely question, command, advice, asking, entreating, prohibiting, permitting and suggestion.

The similarities and differences that found in the 6 previous studies are; the first study discussed an English translation of Al-Qur'an with Jucker's theory, the second study discussed a short movie with Searle's theory, the third study discussed a talkshow with Searle's theory, the fourth study discussed a movie with Searle's theory, the fifth study discussed a movie with Yule's theory, and the sixth study discussed a cartoon movie with Searle's theory. All of them deal with the same thing, which is directive speech act. However, some of them took on different objects and theory application. This study uses Barbie and the Three Musketeers as the object and applies Searle's theory (1979) about Directive Speech Act. This movie has been thoroughly analysed by previous scholars, who explored about expressive speech acts, feminism, and gender roles. Therefore, the aim of this study is to conduct a deeper analysis of the directive speech act types used by the main characters in a movie.

1.2 Statement of Problems

1. What are the types of directive speech acts utterances used by the main characters in *Barbie and the Three Musketeers* movie?
2. How do the main characters used directive speech acts in *Barbie and The Three Musketeers* movie?

1.3 Objectives of The Study

1. To investigate the types of directive speech acts utterances used by the main characters in *Barbie and the Three Musketeers* movie.
2. To examine how the main characters used the directive speech acts in *Barbie and the Three Musketeers* Movie.

1.4 Significances of The Study

This study analyzes the *Barbie and the Three Musketeers* movie with two significances, theoretically and practically.

Theoretically, this study contribute to pragmatics and linguistics research by providing an in-depth study of directive speech acts in a specific context, namely the movie *Barbie and the Three Musketeers*. It offers:

1. Insight into the multiple types of directive speech acts.
2. Understanding of the use of directive speech acts.
3. Enrichment of the theoretical framework in the pragmatics field.
4. Improvement of theoretical knowledge about speech act theory.

Practically, this study has the following benefits:

1. Provides a deeper understanding of the use of directive speech acts in movies.
2. Helps readers to appreciate the linguistic aspects in audiovisual art and potentially broaden their knowledge of communication.
3. Useful reference for another case study related to speech acts in movies.

In addition, it is expected for readers to have a deeper appreciation of literary works, such as the *Barbie and the Three Musketeers* movie.

1.5 Scope and Limitation

The scope of this study is pragmatics studies, which discusses speech acts, specifically focusing on analyzing the types of directive speech act. This study also focuses on Barbie and the Three Musketeers movie and analyzes the directive speech acts used by the main characters in it. The limitation of this study is not discuss anything beyond directive speech act, analyze the main characters of the movie, and only examine Barbie and the Three Musketeers movie, out of more than 40 Barbie series that has produced.

1.6 Definition of Key Terms

The following is a description of the key terms contained in this study.

1.6.1 Pragmatic

Yule stated that “Pragmatics is the study of contextual meaning”. It focuses on how language is used to communicate and comprehend meaning. Furthermore, it digs into the understanding of meaning within certain situations and how the context impacts what is presented. Pragmatic also investigates how interlocutors interpret the speaker's intended meaning from

what is said, as well as what is left unsaid, which nevertheless plays a part in communication (Yule, 1996).

Pragmatics focuses on informational elements that are expressed by language which do not adhere to commonly accepted linguistic conventions. In contrast, by taking into consideration the context where those forms are used, these aspects naturally derive from as well as depend upon the normally embedded meanings in linguistic forms (Al-Duleimi & Hammoodi, 2015). In brief, pragmatic considers aspects of meaning which are not directly governed by common linguistic norms but arise from the context and meaning contained in a particular linguistic form.

1.6.2 Speech Act

Speech act is a pragmatic component that deals with verbal expression. It consists of two elements, which are 'speech' and 'action'. Beyond merely describing the existing reality, speech acts are capable to influence social reality. In addition, speech acts are commonly used to state, command, and ask, so its impact is more than a statement (Sari, 2022).

"In English, speech acts are more likely labeled as apology, complaint, compliment, invitation, promise, or request. These descriptive terms for various kinds of speech acts refer to the speaker's communicative intent while making an utterance. The speaker normally expects the interlocutor to perceive their verbal goal. The context that surrounds the statement helps both speakers and interlocutors in the process." (Yule, 1996).

1.6.3 Illocutionary Act

An illocutionary act is an utterance that has a specific role. One might utter to make statements, offers, and explanations or for another communicative purpose (Ramayanti & Marlina, 2018). Searle proposed the concept of illocutionary acts, which are the actions that speakers perform when they deliver an utterance. These acts are subclassified into assertive (making a statement), directive (giving an instruction or request), commissive (making a commitment), expressive (conveying emotion), and declarative (making a change through the act of speaking) (Searle, 1969).

1.6.4 Directive Speech Act

Directive speech acts, referring to actions such as ordering, requesting, asking, and advising, are intended to accomplish a certain consequence through influencing the actions performed by the interlocutor. It commonly aligns to a competitive category, placing them into an illocutionary acts that emphasizes negative politeness. Nonetheless, certain orders, such as invitations, are intrinsically courteous (Leech, 1983). The primary emphasis in directive speech acts revolves around the interlocutor and the interaction between the speaker and the interlocutor. Furthermore, the speaker's relation against the interlocutor could be an indicator which leads them to express an idea, make a request, or deliver an invitation in a different manner. (Karo, 2019).

REFERENCES

Al-Duleimi, A. D., & Hammoodi, W. R. (2015). A Pragmatic Study of Strategic Maneuvering in Selected Political Interviews. *Open Journal of Modern Linguistics,* 5(1), 85.

Karo, M. L. (2019). *An Analysis of Directive Speech Acts Used by Louisa Clark as The Main Character in the Me Before You Movie.* Yogyakarta: UST Yogyakarta.

Lee, S., & Afriana, A. (2020). An Analysis of Directive Speech Acts in "Cinderella" Movie. *Scientia Journal,* 2(1).

Leech, G. N. (1983). *Principles of Pragmatics.* London: Routledge.

Mulyadi. (2023). Directive Illocutionary Acts in Japanese Movies. *Leksema: Jurnal Bahasa dan Sastra,* 8(1), 79-90.

Munir, M. B. (2019). *An Analysis on Directive Speech Act in English Translation of Al-Qur'an Surah Luqman.* Kediri: IAIN KEDIRI.

Ningtyas, A. R. (2021). Adaptation Studies on Barbie and the Three Musketeers (2009): Representation and Ideology. *International Seminar on Language, Education, and Culture (ISoLEC 2021),* 612, 31.

Ramayanti, D., & Marlina, L. (2018). The Analysis of Types Illocutionary Acts in "Tangled" Movie. *E-Journal English Language and Literature,* 7(1), 2.

Sari, A. K. (2022). *An Analysis of Directive Speech Acts in "Up" Movie.* Ponorogo: IAIN Ponorogo.

Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language.* London: Cambridge University Press.

Situmorang, F. E. (2020). *An Analysis of Directive Speech Act in "Jimmy Kimmel Live" Talkshow: Pragmatics Approach.* Batam: Universitas Putra Batam.

Virginia, F., & Mubarak, Z. H. (2022). Pragmatic Analysis of Searle's Directive Acts Types in "Get Out Movie". *LET: Linguistics, Literature and English Teaching Journal,* 12(2), 215–234.

Yule, G. (1996). *Pragmatics.* Oxford: Oxford University Press.