DIRECTIVE UTTERANCES IN CINDERELLA MOVIE 2015

Yehezkhiel Andi Pranata[1), Rr. Arielia Yustisiana[2)
[1,2)English Study Program (Madiun Campus), Faculty of Communication Science
Widya Mandala Catholic University
email: yehekky@gmail.com, arielia.yustisiana@ukwms.ac.id

ABSTRACT

The aim of the research is to know the types of directive utterances of Cinderella Movie 2015. Besides, the researcher wanted to know the functions of directive utterances in the Cinderella Movie 2015. This research used Kreidler's theory to analyze those utterances in the Cinderella Movie 2015. The researcher used a qualitative approach as a research design. The data of this research were utterances which were taken from the Cinderella movie 2015 released on March 13, 2015. Then, the researcher classified the collected data based on the types of directives. After that, the researcher analyzed based on the function of directive utterances. The researcher analyzed the utterances in the movie which focused on the types of directive utterances. The research result was found about 35 directive utterances in Cinderella Movie 2015. The directive utterances in the movie were divided into three types: command, request, and suggestion. The command consisted of demand, direct, order and forbid. The request consisted of direct, order and forbid. Besides, the suggestion consists of advice and recommend. Based on the research, it was found seventeen (48,5%) while the request was found nine utterances (25,7%). There were nine utterances in suggestion (25,7%)

Keywords: *Directive Utterances, Types of Directive Speech Act, Cinderella Movie*

1. INTRODUCTION

In life society, people as social beings need to do interaction or communication with one another. To do interaction, people need a tool called language. Through language, people can communicate expression of giving command, expression of order, expression of request, even expression of giving suggestion. A misinterpretation can occur in conveying the goals of communication. Besides several utterances in conversation of communication from a speaker may be different interpretation by a hearer. People will be good in understanding an expression by learning about speech act. Therefore, we must learn speech act to avoid the misinterpretation with others in communication. Speech act is the branch of pragmatics.

Pragmatics is the study of the relationship between linguistic forms and users of those forms. This means that the relationship of a speech is to determine the form and purpose of the speech. Searle (1991) classified speech acts into four types and one of them is directive speech act. Directives - speech acts describe the efforts of the speaker to make the speech partner take an action. Examples of directive speech acts are advising order, commanding, questioning, and asking (requesting). Yule (1996) defines direction as the speaker's attempt to get someone else to do something. They express what the speaker wants. They are orders, requests, suggestions, and they can be positive or negative. Speech acts can be found not only in real life situations but also in movie because they are works of art that reflect real human life.

The writer is interested in analyzing directive speech acts of Cinderella movie. The writer considered this movie because a movie can also be a media for student in learning directive

speech act especially expression of giving command. By watching this movie, student can observe expression of giving command. Besides, the common problems of people always misinterpret in understanding what the speaker's, or the others say. Misunderstanding can occur when we do interaction with other people. So, people need to learn speech act especially directive speech act to avoid it

Speech acts deals with the social action, whenever the speaker has to say something to someone. Austin (1962) described speech act as an action performed via utterance or in saying something. When a speaker utters an utterance, it is not only to say the words but also to perform the act of that utterance, and it is named performativity utterance. Besides, directive speech act is a branch of speech act. Directive utterance is speech act that describes the efforts of the speaker to make the speech partner manifest an action or refrain from manifesting an action. Kreidler (1998) directive utterances are those in which the speaker tries to get the addressee to perform some act or refrain from performing an act. The directive speech acts are prospective because they are conducted in the future and involve the speech partners.

A command is used to demand (a very strong request for something; something that somebody needs), direct (saying exactly what you mean in a way that nobody can pretend not to understand), order (to order somebody not to do something; to order that something must not be done), and forbid (to order somebody not to do something; to order that something must not be done) (Kreidler, 1998: 192). Request has the purpose to get the hearer to do something in circumstances that the speaker believes the hearer will be able to perform the action (Searle, 1979, p. 14), such as *Could I ask you a favor of picking me up this afternoon?* The function of request is to ask people to do something what speaker wants in polite ways (Kreidler, 1998: 190-191).

Suggestion is the speaker's attempt in providing or giving an alternate option for the hearer in carrying out an action (Searle, 1991). The function of suggestion is to give his or her opinion to the hearer on how that orders should be having acts (Kreidler, 1998: 190-191). Suggestion is used to recommend (to advise a particular course of action; to advise somebody to do something), advice (an opinion or a suggestion about what somebody should do in a particular situation), counsel (advice, especially given by older people or experts; a piece of advice), caution (care that you take in order to avoid danger or mistakes; the fact of not taking any risks), and warn (to strongly advise somebody to do or not to do something in order to avoid danger or punishment) (Kreidler, 1998: 193).

There were some previous studies which related to directive utterances. The first research was conducted by Kusumawati (UMS, 2011) entitled *A Socio Pragmatics Analysis on Commanding Utterances in the Other Boleyn Girl Movie and Its Translation.* The results of her research were that first, the forms of commanding utterances were word translated to word, phrase translated to word, positive imperative sentence translated to positive imperative sentence, negative imperative sentence translated to negative imperative sentence, declarative sentence translated to declarative sentence, interrogative sentence, and word. Second, the implication was conversational and conventional implication in the form of equivalent and non-equivalent. Third, the politeness strategies were bald on record, positive politeness, and negative politeness strategy. There were the similarities and differences of the first previous study, that is, this research discusses pragmatics. While the difference between first previous study and the researcher was in the object of the study. The first previous study focused on commanding utterances. While the researcher focused on directive utterances.

The next research was conducted by Wibowo (UMS, 2010) entitled *A Pragmatic Analysis of the Directive Utterances in The Percy Jackson and The Olympians Novel and Its Translation*. The result of the study was first, language form included the variation from declarative that turned into imperative, and imperative turned into declarative. Second, the translation based on speaker's intension was 6 (13,6%) data that were un-equivalent and 38 data (86,4%) were equivalent. Third, in the translation based on the politeness pattern, there are 7 (15,9%) data which are un-equivalent and 37 data (84,1%) are equivalent. Then, the similarity of the second previous study also talked about pragmatics and the focus of study on directive utterances. Then, the difference between the second previous study and the researcher was in the data source's selection. The data source of the second previous study is taken from novel and its translation. While in this research, the writer takes the data from movie and its dialogues.

This research took the utterances of Cinderella movie 2015 as the data and analyzed the utterances by using Kreidler's theory. The previous research focused on pragmatic, besides the researcher focused directive utterance. The writer had chosen Cinderella movie as the research subject under some consideration. The first consideration, because Cinderella used the English language that represents the real conversation of daily life. Even though this movie was set in early 1950s, it still represented the validity of using language in this era, especially the directive utterances. Besides the previous reason was that the researcher chose this topic because the researcher found something interesting where a sentence or utterances could have a meaning and there was a classification of the utterances of Cinderella movie 2015.

2. RESEARCH METHOD

The research desain is a qualitative approach as a research design. According to Sugiyono (2005), qualitative research method is research that is used to examine the condition of natural objects, where the researcher is the key instrument. Then, according to Kumar (2011), descriptive study is a study in which the focus is on description, rather than examining relationships or associations. The data of this research are utterances which are taken in *Cinderella* movie 2015 released on March 13, 2015. This movie has been shared 106.717 times.
The first technique used by the researcher to collect the data is document analysis. According to Arikunto (2000:321), document analysis is done in research in which the informant gathered is in the form of documentation, such as picture, recording, video or etc. The second on is by observation. The researcher uses the observation in collecting data which is non-participatory technique and note taking techniques because the researcher does not participate in the movie instead of being an audience. The step of conducting analysis data are: 1) Downloading the movie 2) Watching the movie and read the utterances of the movie, 3) Identifying the utterances of the Cinderella movie, 4) Deleting unnecessary data in order to avoid confusions and technical errors, such as the conversation unknown participants in the movie, 5) Analyzing and classifying the utterances based on Kreidler's theory, 6) Coding is the process of labeling and organizing your qualitative data to identify different themes and the relationships between them.

3. RESULT AND DISCUSSION

The researcher presents the data found in the research. The data are classified based on their characteristic a description is given to explain the utterances of Cinderella Movie 2015. Then, data are classified into types of directive utterance by Kreidler. According to Kreidler (1998) it is a speech act in which the speaker attempts to persuade the hearer or partner to

perform an act or do something or not to do something (Searle, 1991), it implies that they do what the speaker desires or wants.

a. Command

A command is only effective if the speaker has some level of control over the addressee's actions (Kreidler 1998). A command is used to demand, direct, order, and forbid. Here is the explanation of command: Demand belongs to directive utterance of command. Demand means a very strong request for something; something that somebody needs.

(4/COM/DM) Doctor : This must have been very difficult for you.
     Father : ***Come***
     Ella : (WALK AND FOLLOW HER FATHER)

The dialog above is among the doctor, Ella's father, and Ella. The conversation took place in Ella's house. The topic of the conversation is Ella's mother has a chronic disease cancer. The conversation took place in a room, precisely in the room of Ella's mothers. At that time, the doctor was examining Ella's mother who had cancer. Ella's mother has very critical condition. When the doctor examined Ella's mother, Ella waited outside the room. Then his father called her to meet his mother. The dialog is an example of a command. The utterance in the dialog contains command for the hearer to do something.

The speaker has the power to command because on the dialog above a father gives a command to her daughter. The command directive speech act is seen in the utterance "***Come***". Ella's father as the speaker and Ella as the hearer does what the speaker says. Therefore, this utterance belongs to command of demand utterance. This utterance functions to demand. Demand refers to a very strong request for something that somebody needs to do something. Frequently demand is used by people who have authority and position. The command directive speech act is in the form of a positive imperative.

b. Request

A request is an expression of what the speaker wants the addressee to do or refrain from doing. A request does not assume the speaker's controls over the addressee. The request is used to ask, beseech, and entreat. The utterances which belong to request:

Ask is one of predicates that can be used in request (Kreidler, 1998). Ask means to tell somebody that you would like them to do something or that you would like something to happen.

(3/REQ/AS) Father: You're standing on my feet. ***Shall we?***
    Ella: Look, Mummy! I'm dancing!

The relation of the participants is a father and a daughter, Ella. The conversation occurred at Ella's Garden. In this conversation, the speaker requests Ella to dance with him. It is an example of how a request is performed. The utterance contains a request for the hearer to do the speaker's desire. The request directive speech act could be seen in the utterance "***Shall we?***" The request directive speech functioned to ask because the father asked Ella to dance with him in the garden while her mother is watching them. Ask refers to requesting something in a normal way. To

convey ask we could speak "I ask...", "I want...", "Do you have...?" "Can you give me...?" and at all. This utterance is in the form of negative interrogative.

c. Suggestion

Suggestions are assertions we make to other people to express our thoughts on what they should or should not do (Kreidler 1998). To give suggestion we could say "I advise you…". The predicates that can be used in requests are the positive expressions can be advice (Kreidler, 1998).

(5/SUG/CS) Mother: ***You must always remember this***. Have courage and be kind. You have more kindness in your little finger than most people possess in their whole body. And it has power, more than you know. And magic?
Ella: magic?

The dialogue took place in the room of Ella's mother. The condition of the dialogue above is Ella's mother has no more time to live, because she has a chronic disease. She gives advises to Ella to keep courage and be kind. The relationship among the contributors is Ella and her stepmother. The conversation is an example of a suggestion. This conversation indicated a suggestion because the hearer give some advice to the speaker. It could be seen in the utterance "***You must always remember this***." The function of the suggestion directive utterance was to advise the speaker. Advice is an opinion or a suggestion about what somebody should do in a particular situation.

The discussion of the directives utterance of Cinderella movie utterances are analyzed by using pragmatic context which concern in directive utterance only. The utterances of Cinderella movie were classified into Kreidler's opinion which consist of three parts, they are command, request and suggest. Furthermore, the functions of each type of directive speech act were also discussed in this research. In the Cinderella movie found three types of directive speech act according to Kreidler (998), they are command, request and suggest. The result of the research found thirty-five utterances which belongs to directive utterance of Cinderella movie.

The following types of directive utterance were discovered in this research: command which consist of demand, direct, order and forbid; request which consists of ask and entreat and suggesting which consists of ask and advice. From the research result, the researcher found 35 utterances which belongs to Cinderella movie 2015. The result found 17 utterances or 48,5% utterances of command which is divided into direct 2 utterances, demand 13 utterances, order 1 utterance and 1 for forbid. Besides it is found 9 utterances of request or 25,7% utterances which divided into 5 utterances for ask, 4 utterances for entreat. The last it is found 25,7% of suggest which is divided into advice 5 utterances and 4 utterances for recommend.

The dominant command type is demand, it is because demand refers to a very strong request for something that somebody needs. Frequently demand is used by people who have authority and position. The most dominant type of directive utterance used by the characters was a command because the characters have different social statuses. To this extent, the speakers have the authority upon the hearers so that the contexts meet the felicitous condition of conducting a command. In other words, those who give the command must have a higher social status or power to control the hearers.

4. CONCLUSION

The research result, the researcher got 35 utterances which belong to Cinderella movie 2015. The directive utterance is classified into three types; they are command, request and suggestion. The types of directive speech act classified in command are divided into; demand, direct, order and forbid. Request is divided into two types which includes ask and entreat. Suggestion is divides into advice and recommend.

The result found 17 utterances or 48,5% utterances of command which is divided into direct 2 utterances, demand 13 utterances, order 1 utterance and 1 for forbid. Besides it is found 9 utterances of request or 25,7% utterances which are divided into 5 utterances for ask, 4 utterances for entreat. The last it is found 25,7% of suggestion which is divided into advice 5 utterances and 4 utterances for recommend.

5. REFERENCE

Arikunto, S. (2000). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta

Austin, J. L. (1962). *How to do things with words*. Oxford: Oxford University Press.

Kreidler. (1998). *Introducing English Semantic*. London: Routledge.

Kusumawati. 2011. *A Socio Pragmatics Analysis on Commanding Utterances in the Other Boleyn Girl Movie and Its Translation.* Universitas Muhammdiyah Surakarta.

Searle, J. R. (1991). *Speech Act Theory and Pragmatics*. Holland: D. Reidel Publishing Company.

Sugiyono. (2005). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta

Wibowo. (2010). A Pragmatic Analysis of the Directive Utterances in The Percy Jackson and The Olympians Novel and Its Translation. *Jurnal Tadris Bahasa Inggris*. Retreived from http://ejournal.radenintan.ac.id/index.php/ENGEDU/article/view/3483

Wijaya & Helmi. (2019). An Analysis of Directive Speech Acts in the Fault in Our Stars Movie Script. *Journal JOEPALLT*. 7(11). Retreived from https://jurnal.unsur.ac.id/jeopallt/article/view/300

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

.