

# CHAPTER I

## INTRODUCTION

### **1.1 Background of the Study**

Language is not merely a means of communication to transfer information in the form of statements, but it can also be used to perform an action. This view of language which then becomes the groundwork for the speech acts theory is proposed by Austin (1962:1) in which he states that not all sentences are statements which the true or falsity of it can be assessed. Some sentences are not only used to say something, but also to do something. Among the 3 levels of speech acts and the further classification of it, directive speech acts is the one that is closely related to the type of speech acts that has the intention to influence the hearer to do something. However, the purpose of this type of speech acts is not only achieved by the way the speaker says the utterance, but the statuses of the speaker and the interlocutor also take part in how directive speech acts is interpreted.

As proposed by Searle (1979:5–6), the status or the authority of the interlocutors affects the illocutionary force of the utterance. To exemplify this, if someone with a high rank and is superior in the position asks a subordinate in a lower position to send a document, the utterance is considered a command or an order. On the other hand, if it is the subordinate who asks the superior to send a document, the illocutionary force is a suggestion, a proposal, or a request.

Nonetheless, social relationships or statuses between people are not always constant and there is a case of having different society roles that are contradictory to each other. Getzels and Guba (1954:165) refer to this situation as role conflicts in which it happens when a person holds two or more roles with expectations that are exclusive, contradictory, or inconsistent.

This phenomenon can be found in a romantic comedy movie entitled *The Proposal* which was released in 2009. This movie that is filmed under the direction of Anne Fletcher based on the script written by Peter Chiarelli follows the story of Margaret Tate, the editor of Colden Books, and her assistant, Andrew Paxton. While both of them have a professional boss-assistant relationship, their statuses change when Margaret is confronted with an issue with her visa which makes her in danger of being deported. To get out of the possibility of getting deported, Margaret forces Andrew to be her fake fiancé. Then, the two of them embark on a journey during Andrew's hometown visitation and get closer.

The present study chose Andrew Paxton as the subject because of his dual role. Initially, Andrew is merely an assistant of Margaret who does not make him have more power than her, but as the story goes on, Andrew gains power over Margaret because of her dependency on him during the visit to Andrew's hometown in which Margaret could only depend on Andrew as the only person she knows there and cooperate with him to avoid her deportation from the country. Thus, this study has the objective to analyze Andrew's utilization of directive speech acts to Margaret who has authority as his boss and examine the difference in how he uses

directive illocutionary acts in his position as an assistant and fiancé. By comparing Andrew's use of directive illocutionary acts in his status as an assistant and a fiancé, this study also aims to examine how he manages his use of language based on the context. Studying on how to manage the way of using language, especially in using directive illocutionary acts, is important because it can help to enhance effective communication and avoid misunderstanding, such as being considered as rude because of using language to tell someone to do something without considering the status of the interlocutor.

## **1.2 Research Problems**

From the problems specified in the background of the study, the researcher aims to unfold these problems from the perspective of pragmatics analysis. Three research questions have been formulated to solve the problems, they are:

1. What kinds of directive illocutionary acts utilized by Andrew Paxton to Margaret Tate as an assistant and a fiancé?
2. How does Andrew Paxton's use of directive illocutionary acts between his role as an assistant and a fiancé of Margaret Tate compare to each other?
3. Why could Andrew's dual role influence his use of directive illocutionary acts?

## **1.3 Objectives of the Study**

Three objectives have been constructed to address the three formulated research questions of this study:

1. Identifying Andrew Paxton's utterances to Margaret Tate in his dual role based on the classification of directive illocutionary acts.
2. Describing the comparison between the use of directive illocutionary acts uttered by Andrew Paxton as Margaret's assistant and fiancé.
3. Explaining the influence of Andrew Paxton's two roles in the movie and his choice of directive illocutionary acts.

#### **1.4 Previous Studies**

*The Proposal* (2009) movie has become an object of research from different perspectives of linguistics. There are 2 previous studies of *The Proposal* (2009) movie that are presented in this section. In addition, this section also presents 8 previous studies regarding directive illocutionary acts in other types of literary work, such as movies and novels, and also a classroom as a complement and reflection of the previous studies to formulate a novelty and add new knowledge on the study of directive illocutionary acts.

The first two previous studies are studies that use the same object, but different perspective of the study. First, Wijiningtias, Arifin, and Setyowati (2021) conducted research on *The Proposal* movie from the perspective of its implicature to identify the implicature that is conveyed in the main characters' utterance and its context. The result of the study demonstrated that conversational implicature and conversational implicature were found in the movie with a total of 23 and 14 data respectively. Second, Riztya and Rahmani (2022) identified the illocutionary acts performed by the two main characters and concluded the dominant type of

illocutionary acts used in *The Proposal* movie. The findings demonstrated that *assertives* are the dominant type of illocutionary acts used in the movie followed by *commissives*, *directives*, *declarations*, and *expressives*.

The next studies are taken from studies with the same perspective regarding directive illocutionary acts, but with different object of the study. To begin, Wijaya and Helmie (2019) looked into the different kinds of directive speech acts, how often they are used, and which kind of speech act is most commonly used in *The Fault in Our Stars* movie. The next study by Lestari (2020) which employed a novel entitled *Dracula* was conducted with the focus on the kinds and types of directive speech acts derived from Dracula's utterances. Next, a research carried out by Hariani et al. in 2021, analyzed the movie *Ready or Not* and identified the primary types of directive illocutionary acts in the movie by classifying the directive speech acts using Yule's theory. The results showed that the most prevalent sort of directive speech act in the movie were *commands*, which accounted for 29 of the total data points. Following *commands*, 20 data points of *requests*, 5 data points of *suggestions*, and 3 data points of *cautions* were also found in the research. Then, a study conducted by Fitriyah (2022) limited the focus of analyzing Louisa May Alcott's novel *Little Men* to the description of types and functions of directive speech acts found in the novel. The results which were consisted of 301 data showed that there were 7 types of *directives* found in the novel, namely *ordering*, *commanding*, *questioning*, *prohibiting*, *advising*, *inviting*, and *begging*.

The next previous studies also have different objects, but the same perspective that still revolves around the topic of directive speech acts. However, the writers do not only identify the types of *directives*, but also correlate it with other theories, such as leadership style, power relation, and politeness strategies. To start with, an undergraduate thesis conducted by Puri (2015) analyzed a character named Miranda Priestly on what kind of directive speech acts she used and how the use of it correlated to her leadership style. 111 data of *directives* were found in the movie and the leadership style that Miranda Priestly was most likely to use was the autocratic leadership style. The next research was taken from the study conducted by Septianingsih and Warsono (2017) examined a different kind of object from the previous research above. This study took place in a classroom with the focus on the interaction between the lecturers and students to find out the dominant type of *directives* used and the correlation between the use of directive illocutionary acts and the power of the lecturers. Next, a study by Nur and Rosa (2019) that employed *Big Hero 6* movie as the object of the study investigated the kinds of directive speech acts and politeness strategies in the movie. From the study itself, the researchers found that there were two types of politeness strategies in the *Big Hero 6* movie, namely *bald on record* strategy and *positive politeness* strategy. In addition, four types of directive speech acts, including *asking*, *requesting*, *suggesting*, and *ordering* were also presented in the results of the study. Finally, the last research was a study performed by Saibi (2022) which

focuses on the analysis of directive speech acts in *The Village Boy* novel. Limiting the study to the types of *directives*, the researcher distinguished 7 kinds of directive speech acts found in the novel, including *asking, suggesting, pleading, allowing, demanding, ordering, and forbidding*.

Among the studies that have been mentioned above, the majority of it has the focus on discussing the dominant kinds and functions of directive speech acts found in different object of research. In the first previous study, for example, the scope of the study is broader than the present study which narrows the focus of the study using criteria. The difference between this study and the previous studies is that the objective of this study is to find a pattern of the use of directive illocutionary acts in a character with dual roles in the movie and explain whether each role influences the choice of directive illocutionary acts or not. Furthermore, the previous studies in directive speech acts tend to focus more on the utterances of someone in a high position who has authority, while this study analyzes the main character with power that needs to be obtained who uttered *directives* to someone with authority.

### **1.5 Scope of the Study**

The limitation of the study is constructed to enhance the focus on the analysis and discussion. The scope of this study includes the examination of dialogues between Andrew Paxton and Margaret Tate, primarily Andrew's utterances to Margaret that contain directive illocutionary acts. To classify the kinds of directive illocutionary acts, the researcher employs the theories of Searle and Vanderveken

(1985:198–205). After that, the writer correlates it to the theory of context by Song (2010:876–877).