

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In daily life communication, people tend to share their ideas in order to convey the intended meaning of their speaking in direct and indirect ways. People also use language to inform and interact with other people. When information is communicated, the message will be understood by speaker and hearer. Speaker needs to use a proper language to make hearer understand and give response to speaker's mean. The speaker expresses feeling and idea that are used to provide and ask the information. Speaker and hearer usually use language that is understood by both of them. The hearer's interpretation can be beyond the speaker's utterance. This case can be found in pragmatics. Yule (1996, p. 3) states that "Pragmatics is the study of contextual meaning communicated by a speaker or writer, and interpreted by a listener or reader". Pragmatics has many aspects; one of them is speech acts.

According to Austin (1962, p. 108), "speech act is an utterance that has performative function in language and communication". Speech acts contains three aspects. First is locutionary act, second is illocutionary act, and then perlocutionary act. Furthermore, Searle (1969, pp.12-17) expense Austin's theory. Searle divides locutionary act into declaratives, assertive, expressives, commissives, and directives. Austin's theory is proposed to show that an utterance has three acts which follow it.

The hearer's interpretation on speaker's utterance can be explained by Searle's theory.

The illocution acts are identified by the appropriate verbs are used.

From the explanation above, the writer only focuses on directive utterance. According to Yule (1996, p. 54), directive are those kinds of speech acts that speakers use to get someone else to do something. Directive expresses what the speaker wants, such as command, question, and suggestion. Directive is always used by many people in this world when people want something, people ask someone to do it. Naturally, people cannot do something without someone else. That is why directive is important in our life.

Furthermore, the study about speech acts can be discuss in daily conversations and also conversations in any performance. The example is conversations among characters in movies and TV shows. In this case the writer is interested in applying the analysis of directive speech acts as found in TV show especially for children. Therefore, the writer takes data from *British Children's Television Series-Jungle Run (Season 8)*. Jungle Run is a British children's television series which was aired on CITV as part of the ITV network from 10 September 1999 to 29 November 2006. In this case, the writer only focuses on season 8 because of season 8 has higher rating than others season. This information is published by YouTube. Season 8 consists of 11 episodes. Based on the high viewers, which is published by YouTube, the data are taken only from the last 2 episodes. These episode are 10th and 11th. The writer finds many dialogues that refer to the application of directive speech act. This TV show is interested in teaching children about solving the challenges. Directive speech act is used to guide children playing the

games. The example is when the Jungle Guide says “*Can you switches light on for me please*” to the children, it can be interpreted that the Jungle Guide requests the children to do something, which is to turn on the light. The utterance “*Can you switches light on for me please*” indicates the types of directive speech acts. The utterance is interrogative form, but it is not function to make a question. It is function to make a request indirectly. Jungle Guide does not make a question with only the answer but she makes a request by using interrogative form with answer and action

1.2 Research Questions

Based on the background of the study, the questions that need to be answered regarding the application of directive speech act in *British Children’s Television Series -Jungle Run (Season 8)* are:

1. What are the types of directive speech act can be found in “*British Children's Television Series-Jungle Run (Season 8)*”?
2. What are the factors that influence the speaker in using directive speech acts?

1.3 Objectives of the Study

According to research questions above, the writer formulates the related objectives of the study. They are:

1. To find out the types of directive speech acts “*British Children’s Television Series -Jungle Run (Season 8)*”.
2. To explain the factors that influence the speaker in using directive speech acts in “*British Children's Television Series-Jungle Run (Season 8)*”.

1.4 Scope of Study

The writer analyzes some utterances in two videos of *British Children's Television Series -Jungle Run (season 8)* on YouTube in pragmatics study. The writer only focuses on directive speech acts especially the types and the factors that affect the directive. The data are the directive uttered by the speaker in the video.

1.5 Methods of the Research

The writer will use some steps in doing research. They are collecting data, analyzing data and presenting the result of the analysis. The source of data is *British Children's Television Series -Jungle Run (season 8)* taken from YouTube. This videos were published on 1999.

In collecting the data, the writer watches *Jungle Run Season 8* consists of 11 episodes video from YouTube for several times. The writer just chooses the last 2 episodes to be analyzed. Then, the writer transcribes and categorizes the utterances into directive based on the context. The data collected based on the types of directive that mentioned by Kreidler.

The writer analyzes the data by applying referential identity method by Sudaryanto (1993: 13). He proposed that referential identity method is a method in analyzing data where the key factors of the data are defined by the context. There are some steps in analyzing the data. First, the writer describe the context of utterance proposed by Leech's theory (1993). Second, the writer identifies the types and the factors of

directive speech acts found in Jungle Run based on the theory proposed by Kreidler and Thomas.

In presenting the result of the analysis, the writer presents the types and the factors of directive through table and giving explanations based on the research questions and the analysis of data.

