

Directive Illocutionary Act Produce by the Characters in *Cruella* Movie

Ni Kadek Nia Febriola¹, Putu Devi Maharani², I Gusti Ayu Vina Widiadnya Putri³

^{1, 2, 3} Universitas Mahasaraswati, Denpasar, Indonesia

Article History

Submitted date:

2022-02-13

Accepted date:

2022-12-19

Published date:

2022-12-22

Keywords:

speech act: directive
illocutionary
act: Cruella

Abstract

This study aims to determine the types of the directive act and its function found in the American Disney movie *Cruella*, released in 2021. The study was conducted with the observation method and analyzed using quantitative and qualitative methods. The researcher collected the data through several steps, such as watching the movie several times, taking note of the utterance indicated as a directive act, and classifying the utterance into the types of the directive. The theory proposed by Searle (1979) was applied to analyze the data. Therefore, this study found that 51 utterances were considered directive acts. The data is divided into five types, including ask (16), suggest (10), forbid (7), order (9), and request (3). From the total data, asking became the most frequent frequency in the movie since the character frequently used the question to get the hearer to give an answer or the information. The occurrence of suggestions on the second rank of total data found follows it. The speaker produces the type of suggestion to suggest the hearer do an action.

Kata Kunci:

tindak tutur; tindak
ilokusi direktif;
Cruella

Abstrak

Tindak Ilokusi Direktif yang Diucapkan oleh Tokoh pada Film *Cruella*

Tujuan dari penelitian ini adalah untuk menemukan tipe tindak ilokusi direktif dan fungsinya pada film produksi Disney, Amerika yang berjudul *Cruella* yang tayang di tahun 2021. Penelitian ini dilakukan dengan metode observasi dan dianalisis menggunakan metode kuantitatif dan kualitatif. Peneliti mengumpulkan data melalui berbagai tahapan, seperti menonton film *Cruella* beberapa kali, mencatat ucapan yang terindikasi sebagai tindak ilokusi direktif, dan mengklasifikasikan ucapan tersebut kedalam tipe-tipe tindak ilokusi direktif. Teori yang dicetuskan oleh Searle (1979) diaplikasikan untuk menganalisis data. Dengan demikian, hasil penelitian menunjukkan terdapat 51 ujaran yang dianggap sebagai tindak tutur direktif. Data dibagi menjadi lima tipe yaitu pertanyaan (16), saran (10), larangan (7), perintah (9), permintaan (3). Dari total data, tipe pertanyaan menjadi tipe yang paling sering muncul di film karena tokoh pada film sering menggunakan pertanyaan untuk membuat pendengar memberikan jawaban atau informasi. Jumlah tipe pertanyaan diikuti oleh penggunaan dari tipe saran yang berada pada posisi kedua sebagai tipe yang paling sering muncul dari total data. Pembicara menyampaikan sesuatu dengan saran untuk menyarankan pendengar dalam melakukan sesuatu.

Corresponding author:

¹ niafebriola1802@gmail.com

Copyright © 2021 Ni Kadek Nia Febriola, Putu Devi Maharani, I Gusti Ayu Vina Widiadnya Putri



1 Introduction

Language has an important role in human life since it has become the media of communication. Communication is the way people express their feeling, idea, or thought. To ensure that communication runs well, the hearer must take the same perception toward the meaning of the speaker's utterance. Pragmatics is one of the linguistics fields that deal with the meaning of the utterance delivered by the speaker that the listener perceives regarding the context of the conversation (Saifudin, 2018; Yule, 1996). When the speaker states an utterance, action is also performed in the utterance itself. The theory related to this phenomenon is namely speech act.

Regarding the statement of Austin (1962), Speech Act is an act that is performed when people state an utterance. In uttering something, the speaker's intention is supposed to be delivered, and that is the point of speech act. The speech act is classified into locutionary, illocutionary, and perlocutionary (Saifudin, 2005, 2010, 2019, 2020). The speech act's core is the illocutionary act since the illocutionary act describes the intention while the speaker produces an utterance. Illocutionary act is then divided into five types based on the concept of Searle (1979): assertive, directive, commissive, expressive, and declaration. The illocutionary act types are distinguished based on the illocutionary force of the utterance. However, this study only focuses on the directive act.

Several previous studies have relevance to this topic to find the similarities and differences with the current study. First is the graduated thesis of Darmayasa (2016) that analyzed the type of directive illocutionary act in the movie *Despicable Me 2* using the theory of Searle and Vanderveken (1985) and the speech situation in which the utterance produced by the character in the movie using the theory of Hymes (1972). The result showed that the character commonly uses types of asking to get hearer information. The second previous study is a journal article from Wafa and Vahmita (2017). The study was conducted to determine the use of an elementary school's directive illocutionary act by an English teacher. After analyzing the data, the researcher found that the asking type is not only used to get the information. At some point, the asking type could be used to encourage the hearer in this context, the student. The third and last previous study is the journal article from Dewi, N. K. C., Juniarta, I. W., Karya, I. W. S. (2021) which aimed to find out the directive act produced by the characters in the novel entitled *Fifty Shades Freed*. The result showed the type that was mostly used was the types of ordering. It was because the speaker uttered something to get the hearer to complete a task given by the speaker.

Searle (1979) defined a directive act as an act produced that intends to persuade the listener to do something. The directive act conveys what the speaker wants the listeners to do in response to what they stated by executing an action. Quoted from Searle (1979), the types of the directive are asking, suggesting, requesting, forbidding, and ordering. Ask is used to seek information in the form of a question. Suggest used to give an option to the hearer to be chosen. Another verb is forbidden, which is used to prevent someone from doing something. Order is an utterance to request something. The request is used to ask something in a polite way.

This study analyzed the movie to analyze the directive act related to communication in which there are conversations between the speaker and the hearer. A movie is an audiovisual communication medium that displays recorded sequences of pictures in motion (Oktavianus, 2015). The movie became popular in this era, and the conversation between the characters is present in the form of dialog, which involves illocutionary acts, especially directive acts. The movie used is entitled "Cruella". This is an American movie directed by Craig Gillespie. The movie is chosen because the utterance produced by the characters contains many directive acts. The theme of the movie is crime comedy which presents the story of Estella's revenge on the Baroness. Therefore, the utterance of these two characters is analyzed in this study.



2 Methods

The data source of this study is an American Disney movie released in 2021 entitled Cruella. This movie is the story of Estella, who wants to revenge on the Baroness in the field of design because the Baroness killed Estella's mother. The plot is really interesting because at the end Estella is informed by the loyal assistant of the Baroness that she is the Baroness's real daughter whom the Baroness tried to kill when she was born. This movie indicates it has many utterances spoken by the characters that involve an illocutionary act, particularly for the types of directive acts. The characteristic of the main character as the dominant person indicates that they produce many utterances to make the hearer do something to respond to them. The data was collected by using the observation method. The researcher collected the data through several steps, such as watching the movie continuously in order to identify the utterance which classified as a directive act, taking note of the utterance that has been classified as a directive act, and categorizing the utterance based on the verb of the directive act according to Searle (1979). The data was analyzed using quantitative and qualitative methods. In order to find out the most dominant type of verb directive act found in the movie, the researcher used the quantitative method. Quantitative applied to present the percentage of the data (Paltridge & Phakiti, 2015). Furthermore, (Creswell & Creswell, 2018) qualitative method was used to explore the understanding of the explanation. Therefore, a qualitative method is used to explain each type of directive act found in the Cruella movie. Furthermore, the result and findings in this study are presented using formal and informal methods. Sudaryanto, as cited in M.Zaim (Zaim, 2014) stated two types of methods which are formal and informal, can be used to present the data found.

3 Results and Discussion

3.1 Results

This section presents the finding of the study as well as the description of the analysis based on the research that has been conducted. The finding provided in the table completed with the frequency in the form of percentage to show the occurrence of directive act verbs in the movie Cruella.

Table 1. The Frequencies of Directive Act in Cruella Movie.

NO.	Types of Directive Speech Act	Frequencies	Percentage (%)
1.	Ask	16	31, 4%
2.	Suggest	10	19, 6%
3.	Forbid	7	13, 7%
4.	Order	9	17, 6%
5.	Request	3	5, 9%
TOTAL		51	100 %

Based on the data presented in the table 1, 51 total utterances indicated the directive act. Five verbs of the directive act are involved in the utterance produced by the characters Estella and Baroness, such as: asking, suggest, forbid, order and request. The use of asking got the highest percentage in this movie, with 16 occurrences (31,4%) of the total data. Suggest is in the second rank of the frequency that holds 10 data (19,6%). Then, they are followed by the verb order with 9



data or (17, 6%). Forbid found with 7 data or (13, 7%). Then, the lowest data found is the utterance of requesting with 3 data or (5, 9%). Ask seemed as the dominant verb used in this movie because the characters mostly produce the question to get the answer from the hearer in order to achieve the information to fulfill the speaker's needs.

3.2 Discussion

In this part, the writer analyzed each type of directive act found in the Cruella movie. The data analysis is presented with the dialogue between the characters followed by the description of the data based on Searle (1979). The explanation consisted of several paragraphs, including part of the story's context and the explanation of types of directive acts.

1. Ask

Ask directive act used by the speaker to get the information in the form of a question (Searle, 1979, p. 13). Meaning the utterance of asking intended to get the hearer to do something by answering the question. Ask became the most dominant utterance used in the movie, which occurred 16 times. The data of utterance indicated as ask analyzed and elaborated as follows:

Data 1:

- Estella : How terrible.
Baroness : Yes, it was actually. It was during my winter ball and her death really overshadowed the whole thing. Time for my nine-minutes power nap.
Estella : Who was the woman? (41:21)
Baroness : Not really the point of the story. The story about how lucky I am, but anyway she had a kid. Kids a snowflake, special, blah-blah-blah. It was a basic shakedown situation actually.

The dialogue shown above happened between Baroness as a boss and Estella as Baroness's designer. It began in Baroness's office when Estella had a discussion with Baroness about the design of a dress. While talking to Baroness, Estella noticed the necklace worn by Baroness was the same as her mother's. It was a red heirloom, the necklace that she lost at the party when her mother died. That necklace is the one that she had been given by her mother before she went forever. Because of that, she was really curious about where did Baroness find the necklace. Baroness explained the detail, and she said there was a woman who stole the necklace and she jumped off the cliff and died. In order to get the information to make sure who is the woman she meant, Estella asked a question to Baroness. The utterance "Who is the woman?" spoken by Estella in the dialogue above indicates the asking function. It is clearly used to get more information about something. In this context, Estella asked to gain more information about the woman that Baroness said stole her necklace. As a response, Baroness answered it with the description of a woman indicated as Estella's mother.

Data 2:

- Baroness : **Your hair is it real?** (52:39)
Estella : Black and White Ball. I like to make an impact.

The dialogue above took place at Baroness's Black and White Ball party. The participants involved in this dialogue were Baroness and Estella. The conversation happens when Estella disguises herself and becomes a stranger named Cruella at Baroness's party to distract Baroness's intention while her friends steal the necklace. Cruella came in a red dress for the event that was supposed to wear only black and white color. However, Baroness noticed Estella's hair which was the half black and white color. Baroness was curious because that hair color reminded her of someone in the past. She had a daughter that was born with the same hair color as Cruella. Then,



she asked Estella about the hair to convince her that she was not someone that she meant. Therefore, the utterance **“Your hair, is it real?”** consider as asking. It is because the speaker delivered a question to the listener. The speaker aims to get an answer from the listener. In this context, Baroness asked Estella (Cruella) about her hair to get information from Estella about her hair. Then Estella gave a response by answering that she made her hair to adjust the party which is black and white color.

2. Suggestion

Searle (1979) said that suggestions are used by the speaker in order to give an option to the hearer in carrying action. It means the speaker utters the utterance in the form of a suggestion attempt to get the hearer to choose an option. There are ten utterances found in the *Cruella* movie that is categorized as a suggestion. There is an example of command utterances that are analyzed as follows:

Data 3:

Horace : “Dogs are very aggressive.”
Estella : **“Well, you have to walk them, feed them, get the necklace out.”**
(01:03:58)

The participants of the dialogue above are Estella and Horace. The relation of participant is a best friend. Estella was the addresser, and Horace was the addressee. The scene began in Estella and her friend’s base. That was when Estella prepared her plan to revenge Baroness because she knew that Baroness killed her mother. She was helped by 2 of her friends, Jasper and Horace. Jasper and Horace succeed in kidnapping Baroness’s dog, which accidentally eats the necklace. However, three of the dogs are very aggressive, and her friends cannot control them. Horace informed Estella after she arrived home. However, instead of helping him to handle the dog, Estella suggested to two of her friends that they could take care of the dog until the necklace came out by treating them well. The bold utterance above is an example of a suggestion directive act. In this context, Estella suggested Horace and Jasper that they could handle the dog by themselves and make the necklace that was eaten by the dog come out. This means that Estella gives Jasper and Horace an option whether they feed and walk the dog so the dog will calm down or do not do anything.

3. Forbid

Forbid is the type of directive act that is when the speaker uses their utterance to prevent someone from doing certain action (Searle, 1979, p. 14). The speaker intends not to allow people to do something delivered via utterances. Forbid utterances performed by the characters in the movie are 13,7% of the total data. In order to make a clear understanding of this type, there is an example of utterance that is explained as follows:

Data 4:

Estella : “No.”
Horace : “What?”
Estella : **“I’m not letting you in that window so you can try and crack the safe.”**
(12:15)
Horace : “That’s not the angle?”
Jasper : “No. There is no angle.”

The dialogue above took place at the back alley of Liberty Fashion House. The participants in this dialogue are Estella, Jasper, and Horace. Estella worked at Liberty Fashion House as a cleaning service after she was helped by Jasper, who secretly applied for the position for Estella so that she could work there. The scene happened when Estella took a trash, and she found her friends come to



bring her lunch that she had forgotten. However, Horace wanted to take an opportunity to carry out her plan to rob Liberty Fashion House, Estella's workplace. Estella did not allow that because it could make her lose her job. Working at Liberty Fashion House is her dream and she cannot allow her friends to rob that place although she used to be a robber before. Thus, the utterance "***I'm not letting you in that window so you can try and crack the safe.***" consider a forbidden directive act. It is because the speaker, which is Estella, prevented the hearer to do something. She prevented Horace to do something criminal by not allowing him to get into the window because that is her workplace.

4. Order

Based on Searle (1979, p. 13), the order is the type of directive act in which the speaker gives the task to the hearer. There are nine utterances considered order directive act. The example of the data was analyzed and elaborated as follows:

Data 5:

Estella : **Wear it. It looks good.** (05:59)
Mother : Looks better without, I think. It will be yours one day. It's a family heirloom.

This conversation occurs in the car when Estella and Catherine (unexpectedly not her biological mother) arrive in the Hellman Hall to find Catherine's friend. Estella is the addresser and Catherine as the addressee. When Estella asks Catherine about that place, she suddenly pulls her necklace off. That necklace is made of gold with quite a big red gem. Estella, who sees Catherine doing that, directly asks her to wear it because she thinks it looks good on her neck. However, Catherine said that it would look better if she didn't wear it and gave it to Estella. She also told Estella that the necklace was the family heirloom. As shown by the utterance "***Wear it. It looks good***", the speaker used the utterance to give a task to her partner to keep wearing her necklace. It means that the speaker produced an utterance in the form of order. In this situation, the speaker wants the hearer to complete the task that the speaker gave.

5. Request

A request is a type of directive act in which the speaker intends to ask the hearer to do something with the belief that the hearer can accomplish the speaker's desire (Searle, 1979, p. 14). The request is the lowest frequency since only three utterances are used by the characters to get the hearer to do something politely. Therefore, below is an example of the utterance indicated as a request directive act.

Data 7:

Anita : You have that glint in your eye.
Estella : What glint?
Anita : Well, I'm starting to remember that you have a bit of an extreme side.
Estella : Well, then you remember what fun that is? **Now, I want you to help me tell them who I am.** (01:01:34)

The conversation began at Anita's office. Anita was Estella's friend when she was at school. Estella is here as an addresser, and Anita is an addressee. It began when Estella came to Anita's office the next day after Baroness's party when she had known Baroness killed her mother. In order to revenge on her, Estella wanted to drop Baroness's carrier by competing with her with the design that she made and became more popular than her. In order to get people's attention, Estella had to work together with the newsmaker. Then, she met Anita Darling, her best friend, since she was in elementary school before she moved to London. Estella requested help from Anita to create news



about her so that people would be more interested in her. The utterance **“Now, I want you to help me tell them who I am”** is considered a request directive act. Estella uttered the utterance in polite ways to get the hearer to do something. Therefore, Estella expected Anita to help her to spread the news all about Cruella for her mission to revenge Baroness

4 Conclusion

Regarding the analysis of the Cruella movie, the researcher discovered 51 utterances involved directive acts. There are five types of directive acts used by the characters of *Cruella's* movie: ask, suggest, forbid, order, and request, based on the theory of Searle (1979). After analyzing the utterance spoken by the main characters in the data source, the highest frequencies are the occurrence of ask, with 16 data found as asking type from the total data. It can be seen that the type of ask used by the character to gain the information or the answer from the listener that delivered in the form of a question. Suggest the second type commonly used by the speaker. The utterance includes suggestions usually used by the characters to provide an option to the hearer in carrying out an action related to accomplishing the speaker's desire.

References

- Austin, J. L. (1962). *How to do to Things with Words*. The Clarendon Press.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth edit). SAGE Publications, Inc.
- Darmayasa, D. (2016). *Directive Illocutionary Acts Found in the Main Charater in Despicable Me 2 Movie* [Skripsi]. STIBA Saraswati.
- Dewi, C., Juniarta, & Karya, S. (2021). The Analysis of Directive Function in the Fifty Shades Freed Novel. *Traverse*.
- Hymes, D. (1972). The ethnography of speaking. In J. A. Fishman (Ed.), *Reading in the Sociology of Language*. The Hague Mouton.
- Oktavianus, H. (2015). Penerimaan Penonton Terhadap Praktik Eksorsis di Dalam Fil Conjuring. *Jurnal E-Komunikasi Program Ilmu Komunikasi Universitas Kristen Petra*, 3.
- Saifudin, A. (2005). *Faktor sosial budaya dan kesopanan orang Jepang dalam pengungkapan tindak tutur terima kasih pada skenario drama televisi Beautiful Life karya Kitagawa Eriko*. Thesis Kajian Wilayah Jepang, Universitas Indonesia.
- Saifudin, A. (2010). Analisis Pragmatik Variasi Kesantunan Tindak Tutur Terima Kasih Bahasa Jepang dalam Film Beautiful Life Karya Kitagawa Eriko. *Lite*, 6(2), 172–181.
- Saifudin, A. (2018). Konteks dalam Studi Linguistik Pragmatik. *Lite: Jurnal Bahasa, Sastra, Dan Budaya*, 14(1), 108–117. <http://publikasi.dinus.ac.id/index.php/lite/article/view/2323/1462>
- Saifudin, A. (2019). *Teori Tindak Tutur dalam Studi Linguistik Pragmatik*. <https://doi.org/10.5281/ZENODO.2669775>
- Saifudin, A. (2020). Implikatur Percakapan dalam Studi Linguistik Pragmatik (Conversational Implicature in Pragmatic Linguistic Studies). *Jalabahasa*, 16(1), 15–24. <https://doi.org/10.36567/jalabahasa.v16i1.423>
- Searle, J. R. (1979). Expression and Meaning: Studies in the Theory of Speech Acts. In *Essay Collection* (Vol. 49, Issue 3). <https://doi.org/10.2307/2184707>
- Searle, J. R., & Vanderveken, D. (1985). Speech Acts and Illocutionary Logic. *Logic, Thought and Action*, 1, 109–132. https://doi.org/10.1007/1-4020-3167-X_5
- Wafa, H., & Vahmita, I. (2017). Directive Illocutionary Act on English Teacher in Elementary School Sukoharjo 3 Probolinggo. *Metathesis*, 119–129.
- Yule, G. (1996). *Pragmatics*. Oxford University Press.
- Zaim, M. (2014). *Metode Penelitian Bahasa : Pendekatan Struktural*. FBS UNP Press Padang.

