Directive Speech Acts in the Dialogues of Madrigal's Family in Encanto Movie

Erni Hastuti[1], Dwi Thasya Febryanti[2], Teddy Oswari[3]

[1]English Department, Universitas Gunadarma
[2]English Department, Universitas Gunadarma
[3]Management Department, Universitas Gunadarma

Abstract: Pragmatics studies the meaning of words in context. This research aims to identify the directive speech acts performed in *Encanto* movie. Moreover, this study investigated how often the direct speech acts performed and which type of directive speech acts that are most frequently used in the movie in the dialogues of Madrigal's family in *Encanto* movie. The theory of Yule (1996, p. 47) is used to analyze the data. Descriptive qualitative is used to describe the results of directive speech acts analyses. In research result is found 90 directive speech acts types in Madrigal family members dialogues. There are 28 dialogues contained commands, 35 dialogues contained orders, 10 dialogues contained requests, and 17 dialogues contained suggestions. Order is the kind of directive speech act that is most frequently found in *Encanto* movie because order is a type of directive which allows the listener to do something or refuses to do it. Order can sometimes also be used as a form of invitation.

Keywords: Dialogues, Directive, Speech Acts

1. Introduction

Humans use language in their entire daily lives. Language becomes so important in the whole of human life. If the minimum use of language can be understood based on the intent and purpose of the speaker, then the language has achieved its goal in conveying a message in communication. Under official conditions, all conversations must follow a certain pattern. In studying certain objectives in communicating either orally or in writing, the main context that needs to be considered by the speaker is the language goal can be achieved. Devitt & Hanley (2006:1) explains that language is a message conveyed in the form of expression as a means of communication in certain situations in various activities. In this case, the expression is related to segmental and suprasegmental elements, both verbal and kinesics, so that a sentence can be function as a communication tool with a different message if conveyed with a different expression. As Anderson (1972, p. 35-6) says, language is a means of communication and it is related to the culture of its place. Every language is unique and distinctive which is built from its habits.

Linguistics is the study of language and examines the internal and external aspects of language. One of external aspect of linguistics branch is Pragmatics. Pragmatics studies the meaning of words in context, analyzing the meanings that can be explained by physical and social knowledge, as well as the factors that influence communication, such as knowledge of the time and place in which the word was spoken or written. According to Fromkin (1996, p. 159) pragmatics is the study of how language is used for communication. While, Yule (2006, p. 3), pragmatics is the study of the relationship between linguistic forms and the users of those forms. Pragmatics also studies speech acts. According to Yule (2006, p. 82-84), speech acts are actions that are displayed through speech, namely actions that are displayed by producing a rule containing three interconnected acts. A speech act is a term that combines the words speech and acts. People utilize it to communicate their actions through speech or other expressions. Therefore, it may be said that speech acts are actions conducted while speaking. Curse (2000, p. 331) states that communication is not just a matter of expressing a proposition. To communicate we must express propositions with a particular illocutionary force, and in so doing we perform particular kinds of activities such as stating, promising, warning, and so on which have come to be called a speech act. Speech acts can be seen through in many aspects of people's communication in the form of spoken and written such as speech, movies, novels, comics, etc. According to Austin (1962, p. 6), a speaker performs an act such as stating a fact or an opinion, confirming or denying something, asking a question, issuing an order, and so forth. In Austin's theory speech acts are divided into three types, they are; locutionary act, illocutionary act, and perlocutionary act.

Directive speech act is one of the classifications of Illocutionary Act; illocutionary act is also called the implicit level. It is the act of doing something. Directive speech act is a speech act that aims to produce an effect in the form of an action performed by the speaker. It's meant that the speech partner is expected to perform the action requested by the speaker. In the theory, Searle (1980, p.115) proposed that speech acts could be grouped into general categories based on the relation between words and the world. There are five basic kinds of actions

that one can perform in speaking or utterance, through the following types: representatives, directives, commissive, expressive, and declarative.

The Research which discussed about the directive speech act has actually been done such as Mubarok et all (2021) this research focus on directive illocutionary acts in school slogans at MTS Negeri 3 Tangerang. Suryanti & Afriana (2020), this research discussed about analyzing the classes and the frequency of directive speech acts that are uttered by the characters in "Cinderella" movie. Della & Sembiring (2018) this reseach focus on directive speech acts by the characters in "Sleeping Beauty" movie script. In this research, the researcher chose directive speech acts by Yule (1996) to analyze the data because the researcher wants to have a better understanding of what the speaker's said. From time to time some people do not understand the meaning of what the speaker's said.

The researcher chose the movie as the research object and the data will be taken from the characters' utterances in the movie. A movie is a type of visual art that uses images and sounds to tell stories or teach people something. In the movie, we can also see part of people's lives. Not all parts of the film represent real life, but somehow, we can take them as human life. Nowadays, movies have become very familiar. Movies can be fun for people when they see them. Through movies, people can get inspiration, ideas, and knowledge and learn new things from movies. Watching a movie makes the audience feel, and enjoy, anger, joy, fear, sadness, and many other emotions. For those who have difficulty understanding the movie by looking at the setting, plot, dialogue, and characters, this will be of interest. According to McQuail (2003, p.13) movie acts as a new tool used to spread entertainment that has become a habit before, as well as presenting stories, events, music, drama, comedy, and other technical presentations to the general public. Various theme films have been produced as means of entertainment and delivery of messages for the viewing audience, such as *Encanto* movie.

Encanto movie is a fantasy and comedy musical by Walt Disney Animation Studios set in Colombian culture. This movie is directed by Byron Howard and Jared Bush and released on November 24, 2021. *Encanto* movie tells the story of an extraordinary family of Madrigals who live hidden in the mountains of Colombia in a wondrous and enchanting place called Encanto. This family of 12 almost all possessed a specific magic power. The family is led by Alma Abuela, who has three children: Pepa, Bruno, and Julieta. This movie is one of the most popular Disney movies in 2021. The popularity of this musical animated movie made Encanto win the Best Animated Feature or the best-animated film at the prestigious movie industry award, namely the 2022 Oscar at the 94th Academy Awards event. Encanto was also nominated for Best Original Score, Best Original Song, and several other awards.

Based on those reasons, the researcher is interested in analyzing speech acts which focuses on directive speech acts that can be found in the movie used by the characters in *Encanto* movie, produced and directed by Byron Howard and Jared Bush. This research aims to identify the directive speech acts performed in *Encanto* movie. Moreover, this study investigated how often the direct speech acts performed and which type of directive speech acts that are most frequently used in the movie in the dialogues of Madrigal's family in *Encanto* movie.

2. Research Method

Research methodology is generally defined as the way our way of thinking and preparing to complete research and achieve research goals. According to Bogdan & Taylor (1992, p. 21-22), qualitative descriptive is a research procedure that produces descriptive data in the form of speech or writing and the behavior of those who are observed. It can be stated that the descriptive qualitative method focuses on describing the main issue which is limited in this research by analyzing certain literary works in more detail. This qualitative method approach is expected to provide clear data through descriptions, words, phrases, sentences, or others. So, in this research used a qualitative method to get the information by analyzing the data from directive speech acts which is found in the dialogues of Madrigal's family in the Encanto movie based on the theory that existed.

According to Arikunto (2002, p. 96), all facts and figures that can be used as material to compile information are called data. He also stated that the source of data is the subject from which the data is obtained. Data sources can include data that are already collected and data that will be collected during the study. Based on those definitions, data is information that will be studied in research. Meanwhile, source data is a place to collect the data needed. The source of data in this research is *Encanto* movie script released in November 2021; the researcher downloads the script from the internet Subscene.com and focus on the utterance of the directive speech acts used by the Madrigal's family in *Encanto* movie.

In collecting data, there are several steps conducted by the researcher. The steps are as follows: 1). downloading a movie script *Encanto* movie; 2). watching *Encanto* movie while reading the movie script; 3). stopping the scene, when the researcher found the types of directive speech act spoken by Madrigal's family; 4) mark the minutes of the scene and utterance by highlighting them. After collecting the data, the researcher used the following steps in order to analyze the data that being collected. The steps are as follows: 1). classifying the data based on a theory of kinds directive speech act by George Yule; 2). Analyzing the classified data; 3).

interpreting the data; 4). drawing conclusion.

3. Result and Discussion

This research was carried out to analyze the kinds of directive speech acts used by the Madrigal family in *Encanto* movie. The researcher used the theory of Yule (1996) in analyzing the data. The researcher found that there are 90 dialogues of Madrigal family members that had the kinds of directive speech acts in them. In this research, the researcher found 4 kinds of directive speech acts in *Encanto* movie, there are commands, orders, requests, and suggestions. The result of this research shows that there are 28 dialogues contained commands, 35 dialogues contained orders, 10 dialogues contained requests, and 17 dialogues contained suggestions.

This result shows that order is the kind of directive speech act that is most frequently found in this movie. This is because order is a type of directive which allows the listener to do something or refuses to do it. Order can sometimes also be used as a form of invitation. The *Encanto* movie itself contains about the Madrigal family who lives together with Gifts that should be used for the welfare of the inhabitants of Encanto. All forms of cooperation and mutual help dominate the story in this movie. Thus, the kind of directive speech acts order is often used in the characters' dialogue in this movie. The examples of directive speech acts can be seen in the following data.

Command
Data 1
Children : "Who's all the amazing Madrigals?"
Mirabel : "Ah, you're not gonna leave me alone, are you? **Casita, help me out**."

In this scene, Mirabel tells Casita to help her out of the house. Mirabel is a member of the Madrigal family and Casita is the name for the family's magic house. Therefore, Casita will always help and obey the Madrigal family in any case. When Mirabel asks Casita for help, it includes a command because Madrigal's family members have power over Casita. This is the directive speech act, namely a command where the speaker has the authority to instruct other people. In this context, Mirabel has the authority to give commands to Casita.

Data 2
Bruno : "where?"
Antonio : "Use my room. The rats told me everything. **Don't eat those**."

In this scene, Antonio orders the tiger not to eat the rats in Bruno's room. Antonio is the grandson of Abuela who has the Gift of being able to speak and control the animals in this movie. Therefore, when Antonio orders something from any animal, the animal will obey him. This is the kind of the directive speech act, namely a command where the speaker, Antonio, has the authority to command another person, the tiger.

Order
Data 3
Isabela : "Did someone say flowers?"
Felix : "Isabela! Our angel, our angel!"
Isabela : "**Please, don't clap**."

In this scene, Isabela is a member of the Madrigal family who is very beautiful and perfect. She has the Gift of magic to grow plants and make flowers bloom. Her beauty and perfection are greatly admired by all residents of Encanto. In this scene, Isabela asks everyone not to overdo it in praising her by welcoming her presence while clapping. However, Isabela is so amazing that many people love her and still applaud her presence. Isabela's utterance is called an order because Isabela asks other people to do something even though everyone refused to do it.

Data 4
Mirabel : "Dolores said your eye was twitching, and it never twitches. Something's making you nervous."
Luisa : "**Hey, move.** You're gonna make me drop a donkey."

In this scene, Mirabel gets information from Dolores that Luisa feels a small impact from the crack in the Casita. Thus, Mirabel wants to ask Luisa directly. However, Luisa is helping the residents of Encanto to move the donkeys. So, Luisa tells her to go and asks her not to interfere. However, Mirabel keeps asking and following Luisa everywhere. This is the kind of the directive speech act, namely an order because Luisa orders Mirabel to do something even though Mirabel refuses it.

Request
Data 5
Mariano's mother : "Well, since everyone here has a talent, my Mariano wanted to begin with a song! **Luisa, could you bring over the piano?"**
Luisa : "Okay."
In this scene, Mariano wants to propose to Isabela. Before Mariano propose to Isabela, Mariano's mother wants Mariano to sing for Isabela first. Luisa is a member of the family who has the Gift of being the most powerful woman. Therefore, Mariano's mother requests Luisa to move the piano to the dining room so that Mariano can sing while playing the piano for Isabela. This is the kind of the directive speech act, namely a request where Mariano's mother asks Luisa to do something in a polite way. The request is usually in the form of an interrogative sentence using could/would.

Data 6
Bruno : **"Hey, after you save the miracle, come visit."**
Mirabel : "After I save the miracle, I'm bringing you home."
Bruno and Mirabel had seen the continuation of the previous prophecy. Thus, Mirabel knows how to prevent Encanto and the miracle inside from being destroyed and lost. However, because Bruno has been ostracized by everyone, he cannot help Mirabel's adventures in saving the Encanto. So, he decided to go and asked Mirabel to come back for a visit if the mission was successful. This is following the kind of the directive speech act, namely a request where the speaker asks someone to do something in a polite way.

Suggestion
Data 7
Abuela : "Mirabel, I know you want to help. But tonight, must go perfectly. The whole town relies on our family, On our Gifts. **So, the best way for some of us to help is to step aside. Let the rest of the family do what they do best.** Okay?
Mirabel : "Mm-hmm."
Mirabel wants to decorate the Casita for Antonio's celebration. Unfortunately, Mirabel does not have any Gifts so Abuela thought Mirabel would only be a bother to everyone if she helps. Therefore, Abuela suggests that Mirabel better step aside and hand over the house decorations to the Madrigal family members who have the Gift. In this context, Abuela gives a suggestion to Mirabel to do something.

Data 8
Julienta : "Mira, my brother Bruno lost his way in this family. I don't want the same for you. **Get some sleep**. You'll feel better tomorrow."

Mirabel feels sad because Abuela did not believe that Mirabel saw the whole house in a cracked condition. So, Mirabel came to her mother to tell her story about the crack in Casita and heal the wound on her hand. Finally, Julieta advises Mirabel to forget about the incident and go to sleep so that Mirabel can feel better tomorrow. This is the kind of the directive speech act, namely a suggestion where Julieta gives a solution to Mirabel to do something.

4. Conclusion
Based on the results of research and discussion, the directive speech acts obtained in *Encanto* movie by Byron Howard and Jared Bush are 90 directive utterances in Madrigal's family dialogues. They are 28 dialogues contained commands, 35 dialogues contained orders, 10 dialogues contained requests, and 17 dialogues contained suggestions. The results show that order is the kind of directive speech act that is most frequently found in this movie. This is because order is a type of directive which allows the listener to do something or refuses to do it. Order can sometimes also be used as a form of invitation.

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