

CHAPTER I

INTRODUCTION

1.1 Background

Communication is a fundamental aspect of human life. As a human being, it is normal to have a sense to communicate with one another to convey and deliver our ideas, feelings, and information to build relationships with one another. According to Giffin & Patten (1976), cited in Fatimayin (2018), communication is the act of both giving and receiving meaning. Hence, both parties should understand the context of meaning in the communication to be in a mutually understanding situation. In this complex word, there is another 'key' to fulfil the completion of an interaction between humans, which is Language. Language is a symbol that represents the meaning in the discussion context. It is a crucial instrument that needs to be understood by a human to live, not only for conveying information to others but also for creating ideas inside the brain of the human itself.

As a complex and critical symbol, language actually has some functions that can be explained. Karl Bühler in Wachsmuth et.al (2011) explained that there are 3 language fundamentals functions in communication, which is: *expression, appeal, and representation*. Each function represented the involvement in a communication; *speaker, receiver, and object*. These functions are absolute elements in communication because this can be done when there is a relationship between an individual and another individual, and it should include a context or 'object' as the purpose of the conversation. The context itself is needed to relate to

the receiver in order to make a person-to-person communication, whether it is explicit or implicit.

In the language area, this kind of communication can be learned through a study that is called Pragmatic. Rohali (2011) stated that Pragmatics is a part of the linguistic branch that studies how linguistics units are communicated in order to deliver the intention behind the utterance. Yule (2006) also strengthens the statement by saying that Pragmatics' intentions were actually to analyze the whole speech content, rather than just break down the words' meanings in the phrases. Therefore, it can be concluded that Pragmatics is studied to analyze the whole speech context in communication, and it needs some understanding of the speech itself explained by Gumperz and Hymes in Wardani (2011) from the book *Language in Society* by explaining that the important element of speech is the SPEAKING; which they emphasize by enlargen the acronym of SPEAKING in 7 elements. S is for Setting and Sense, which refers to the background of where the speech occurred. P is Participants, which refers to the actor of the speech; including the speaker and the receiver. E is the End, which refers to the outcome direction of the speech. A is the Act sequence, which refers to the content of the speech. K is for Key, which refers to the 'clue' of understanding the speech context, as in the tone, manner, and how the speaker delivers the speech. I is for Instrumentalities, which corresponds to the speech pattern that is actually utilized as well as the channel chosen. N is Norms and interpretation and interaction, which allude to the particular traits and attitudes associated with speaking along

with how those who do not share them might interpret them. The last is G for Genre, which hints at classifying the specific forms of the speech.

The intention of the speech can be various, and it could be said blatantly or secretly. In the Pragmatic fields, speech can be analyzed based on the action of the speaker; speech acts. Thoroughly, speech acts talk about the speaker's performances towards a contextual situation, alongside the utterances and the function of the utterances themselves. According to Wijana (2021:14), Speech Act can be classified into three categories: Locutionary; where it deals with the act of speaking something, Illocutionary; where it deals with the act of performing something, and Perlocutionary; where it deals with the act of having an impact on another person. In the literal context of a speech, the speaker will add the real context of the speech clearly in the words they speak to inform the receiver about where the actual flow of the communication would be. It can also be said secretly or even not mentioning a single word about the context if the speaker wants to use some acts to cover their real intentions. These kinds of acts were explained more by Parker (1986) about Speech Acts Strategies, he stated that speech acts can be analyzed completely through two main dimensions: direct and indirect, and, literal and non-literal. Additionally, these two dimensions were emphasized by looking at the possible interactions between four categories into another four dual-values categories, which are direct-literal, direct-nonliteral, indirect-literal, and indirect-nonliteral. In these dimensions, we can understand the actual context of the dialogue and situation where the utterance occurs, as the strategies clarify the whole flow of the situation. Therefore, the speech acts

strategies by Parker are specialized in concerning Illocutionary acts, as the expertise of Illocutionary acts was rounded in cause and effect law and can be used as a warning or command in the term of 'Illocutionary Force'. Any speech, written or spoken, can possess an illocutionary action or force (Muliawati et. al, 2022).

Therefore, in performing an Illocutionary, the purpose of the speech context can lead the conversation flows into something persuasive. Theoretically, persuasive in Illocutionary acts was in line with one of the types of Illocutionary. There are declarations, representatives, expressive, directives, and commissives. Each of the types is focuses to the speaker and how they performing the speech. The declarations talked about altering words through utterance. Representatives, on the other hand, state what the speaker considers to be true or false. The third type of speech act is expressive speech, encompassing preferences and psychological sentiments such as excitement, happiness, anguish, and sorrow. To put it differently, it 'expresses' greater regard for the speaker's feelings. In addition, directives are speech acts which urge others to perform something. It contains commands, orders, demands, and recommendations. Commissive speech acts, on the other hand, reveal the speaker's aim. As Yule (1996), cited in Haucsa et.al (2020) mentioned that the speaker generally employs it to bind the listener to do particular things in the future, such as pledge, threaten, oppose, or promise. By that, it can be concluded that the persuasive type in the Illocutionary act is similar to the directive type, as persuading someone means to demand and give them some recommendations on changing or doing something.

In voicing the true intentions by giving commands, ordering and demanding something, and giving recommendations can lead to a persuasive situation by using persuading language. Taylor in Khoirunnisa (2022) said that three factors are involved in psychologically successful persuasion: the speaker, the listener's state of emotions, and the argument. Deploying these assertions is a method of fully believing something by thinking about and accepting an opinion through words that arouse feelings in the listener, such as when someone speaks and shapes the emotions of the listener in accordance with the concepts expressed. Aside from looking at the language, the researcher chose a reference from Steeven A. Beebe and Susan J. Beebe in Marwah (2021) as the fundamental of persuasive strategies, which are explained in 3 forms: building credibility, using emotion for persuasion, and employing reasoning and evidence to support its claims.

Therefore, to prove the existence of persuasive strategies can be a little tricky, because we found in the conscious and mostly in the unconscious moment in every day. That also became the main reason for the researcher to choose persuasive strategies in illocutionary acts as the topic of research, which because of the everyday phenomena of understanding something in the form of speech is an interesting thing to analyze. As a linguistic student, the researcher found that analyzing meaning in utterances will gain a lot of understanding about contextual concepts. Additionally, in this research, the researcher chose a Movie as the data example, as the analysis of the topic can be gained from a lot of sources.

A movie is a representative of life because it is scripted and directed by humans. Through the movie, the conversation can be analyzed by each sentence

and act. Especially to understand the situation of deciphering the true intentions of characters. The movie *“A Man Called Otto”* is one of the movies that focus on the main character as the center of the story. It is a drama movie that tells about a grumpy widower who feels devastated about his life, and then he meets the neighbors resulting in an unexpected friendship that completely upends his world. This kind of movie is suitable to be analyzed because there are some persuasive indicators that are shown in the movie, whether it’s directly or indirectly.

Persuasive function does not only happen when talking with people directly and using persuading words such as used in most speeches, but it can also happen in a situation where people twist their words to lead to a specific goal. The focus of the research is to find how the side characters persuade the main characters in the form of persuasive strategies employed by characters of the movie through understanding the aspect and context of situations. Therefore, the researcher is interested in conducting the research entitled **“PERSUASIVE ILLOCUTIONARY ACTS IN ‘A MAN CALLED OTTO’ MOVIE”**.

1.2 Limitation of The Problem

In this research, the researcher limits the problem of the research to focus on the speech act strategies according to Parker (1968) that are used by characters including the main character in ‘A Man Called Otto’ movie transcript by Netflix under the form of illocutionary acts as described by Austin (1962). Following that, the researcher will approach the analysis by reference to Steeven A. Beebe and

Susan J. Beebe (2005) to determine the type of persuasive strategies that existed in selected dialogues collected from 'A Man Called Otto' movie.

1.3 Research Questions

Based on the limitation of the problems, the researcher generated some questions that should be answered:

1. What utterances indicating persuasion found in 'A Man Called Otto' movie?
2. What are speech act strategies found in 'A Man Called Otto' movie?
3. What are types of persuasive strategies used in the utterances chosen from 'A Man Called Otto' movie?

1.4 Objectives of the Research

The research objectives are:

1. To find out which utterances indicating persuasion in 'A Man Called Otto' movie.
2. To find out which speech act strategies found in 'A Man Called Otto' movie.
3. To find out what types of persuasive strategies are used in the utterances chosen in 'A Man Called Otto' movie.