CHAPTER I

INTRODUCTION

In this chapter explains of background of the study, problem of the study, objective of the study, significance of the study, scope and limitation and the definition of key terms.

1.1 Background of Study

Successful communication entails knowledge of utterance and context organization as well as discourse analysis aspects of the target language. A theory of speech act, simply put, is a theory about what people set out to accomplish when they choose to speak. A convenient way to think about such accomplishments is to think about the acts people perform when they utterance a sentence. Aeyoma (2004: 2) deascribe of utterance of speech, therefore, is used to consider many function that can be expressed. It is generally assumed that people produce utterances in order to realize certain communicative intentions. It is an intentional action performed by means of an utterance. Utterance also has function in order to understand how a speakers produce utterance without making the adress or listener missunderstand about it. In Austin's book (1962) "How to Do Things with Words "Austin states that utterance performs certain acts, which implies that specific utterances are identified with the performance of a specific action.

According to Aeyoma (2004: 3) an utterance and communicative intention is called a speech act. Generally, speech act is communication of expressing of a certain attitude. The type of speech act is being performed correspondents to the type of attitude that being expressed. In addition, speech act is not only talked about word and sentence but also talk doing some act. An act shows the desire of the people who utter words. Speech act provides a basic for examining what the speaker means by an utterance. Some recent of examples of studies speech act such as Naoko Taguchi (2006) on Journal Pragmatic Association. The research entitled *Analysis of Appropriateness in a Speech Act of Request in L2 English.* The research shows the significant L2 proficiency influence on overall appropriateness, not only a marginal difference in the types of linguistic expression used between the two proficiency groups. The research uses method of qualitative by rating performance on a six point scale for appropriateness.

Next, Faith Bonsile Sithebe (2011) the study talks about investigates the differences in the communication styles of Siswati and American English speakers. Specifically, it investigates the realization patterns of the speech acts of request and greeting in Siswati, by native and non-native speakers of Siswati. It also investigates how these same speech acts are realised by the non-native speakers of Siswati in their first language English. The participants are 10 Swazis and 10 American Peace Corps volunteers living in Swaziland, Southern Africa at the time this study was conducted. The data are collect by means of a questionnaire follow up with a semi-structure interview. The data

are analyses using the framework of the Cross-cultural Speech Act Realization Project as developed by Blum- Kulka (1989). The findings of Sithebe (2011) shows there are marked differences in the way in which American English speakers and Swazi people perform and interpret greetings and requests. Next, there are differences emanate from the different cultural orientation of the two groups of people.

The current research bears some similarities with all of researches above.

The first similarity is on the scope of the study. The scope of their researches are Pragmatic. The second similarity is the theory that used in their research.

Their research use theory Blum- Kulka theory that focused on Level of Request.

On the other hand, the differences are in the source and method of data. Taguchi (2006) uses qualitative method as methodology and he also uses L2 English as object of the study. Sithebe (2011) uses method of questionnaire and semi interview. In addition, he uses object from Swazis and American Peace Corps volunteers.

In speech act, we are discussing about locution, illocution and perlocution. In this research, researcher discussions part of illocutionary act, it is making request strategy. Request is one type of the linguistic speech act, which according to Blum- Kulka et al. (1989: 9) is "rich in both linguistic repertories and the social meaning attach to their use. Huong (2012: 71) argues requests—acts in which the speaker asks for something are used frequently in every day

interaction and constitute an indispensable part one's request of language, especially in learning a target language.

In other hand, Request is a type of speech act where the speaker (requester) demands from the hearer (requester) to perform an act which is for the benefit of the requester at the cost of the request Al- Marani & Sazalie (2012: 64). Requests fall into the group of directives. Green (1975: 125) and Leech (1983: 106) call 'impositives' in order to avoid confusion in using the term 'directive' in relation to direct and indirect illocution (Marquez, 32: 2014). Request as a type of acts is in the category of directive because in performing the act, a speaker tries to get the hearer to do something. Request is used in some conditions where the speaker wants to get the addresse to do something. It means request is an imposition to the hearer. Therefore, the strategies are need in doing the request. These types of request strategies are used by people in their communication. Using request strategies can be performed in many ways depending on the context of situation the speaker involves.

In general, a request is defined as attempts by speaker to get the hearer to do something, which request regards as an attempt to get hearer to do an act. Speaker wants hearer to do, and which it is not obvious that hear will do in the normal course of events. Because of in this request is one of an action that occur communication for among the people. Making request is how the speaker shows an action and expression of order to word or utterances actions.

Studies about request have been conducted in many different languages. The first study is Tim Hassall (1999) on Journal International Pragmatics association, his study about how native speaker of Bahasa Indonesia perform request in everyday situation. His study purposes to understand how requests are performed across wider range of language. The second is practical to facilities communication between native speaker and English language. Hassall uses interactive role play as a method of his study that take of data based on situations and sessions of students. He also uses subject from region of Indonesia that studying degrees in a range of discipline at an Australian university. In Hasall's study, he uses Blum- Kulka, House and Kasper theories. He also uses Brown and Levinson theories that degree of threat to face posed by a request is composed of three factors. The second is from Alireza Jalilifar (2009) on Journal English Language Teaching. His study talks about investigation into the request strategy used by Iranian learners of English as a foreign language and Australian native speakers of English. He uses method of DCT on his research; the sample involved 96 BA and MA Persian students and 10 native speakers' language. The finding of Jalilifar's study is the level of request used by Iranian learners of English and the influence of social distance in Iranian EFL learners. The last, Tri Agustin (2013) on her thesis, she explains the paralinguistic form of request used in romantic movie script and to determine types of politeness strategy used in request in romantic movie script. She uses descriptive qualitative research. The source data is romantic movie script such as Dear John, The Vow and Letter to Juliet. The researcher uses observation and documentation as the method of collecting data. The finding of her research shows that there are many types of request that used in movie script. She finds eight types on her research and she also finds four politeness strategies on her study.

The studies above show that the use of request represents the social background of the users of language. The user of language often uses polite request to regards by other people. Also, the use of request represents the intention of the users to get more intimate and show regional loyalty to the hearers. Moreover, request helps people to understand what the language used by people in order to something.

There are some similarities between Hassall (1999), Jalilifar (2009) and Agustis (2013). They are use theory of Blum-Kulka on their research. In other side, their studies have related with Politeness strategies. The research finds some similarities between Hassall (1999) and Jalilifar (2009). The topic conversed of the research was same. Both of themes indicated that level of request as a research topic. Next, they are talk about influence of social factor and distance in their research.

On other hand, the differences are in the source and method of data. Hassall uses interactive role play as method of taken data. Jalilifar uses method of DCT. He taken from sample involved 96 BA and MA Persian students and 10 native speaker languages. Then, Agustin uses qualitative descriptive to method of data. She uses romantic as object of data.

The writer makes to request strategy as analyzes of the research because the request can make how do the listener interpretation of speech. Request is very commonly used in plays and movie. In this study, the researcher uses "The Devil Wear's Prada" movie script by Laurens Wesberg, 2006 an American movie that have comedy drama genre. The reseracher uses the movie script because the writer finds request strategy on movie script. The Devil Wear's Prada is the movie that adaptation from novel that has same name. The movie talks from Andrea Sachs or Andy, she wants to become of journalism. She wants to get the work but she always fail to get a work, although she has to make application work. Finally, she received by RUNWAY magazine, Miranda Priestly is the leader on the magazine. Miranda is the exclusive and arrogant people, but she can make the magazine bounce up. The Main character in this movie is the women. They are Miranda and Andrea or Andy, when the researcher sees the movie, the researcher is interest with her main character because the main character has many influences on this movie. This movie tells about fashion and social status. There is another study uses this movie. Khonita Nur Fitri (2013), entitile her study is *The Use* of Figurative Language in The Devil Wears Prada movie. Her study explains the kinds of figurative languages on this movie and the situation of figurative language used by character on the movie. Her method is descriptive and qualitative method and she also uses movie and movie script as object of study. Her result of study, she finds 123 kinds of Figurative language on the movie.

To make a difference, this study does not analyze to types of request strategy but also this study analyzes how the express making request women main character on the movie. The other difference is from the data, in the other study the data are taken from the dialog utterance on the movie but in this research uses movie script as data to research.

The main concern on this movie finds types request of strategy and how the way request express of main character. Based on it, the researcher uses movie script and movie to analyze because the researcher makes to easy to be analyzes. So, in this study, the researcher gives the title is *Strategies in Making Request by Main Character on "The Devil Wear's Prada "Movie script.*

1.2 Problem of Study

From the background of study above, the writer will follow of the problems:

- 1. What are the types of request used by main characters on "The Devil Wear's Prada "movie script?
- What is the expressing of requests used by main characters on "The Devil Wear's Prada "movie script?

1.3 Objective of study

Based on the Problem of statement in previous part, the object studies are following:

- Describe types of request strategy used by the main character on "The Devil Wear's Prada "movie.
- 2. Explain the express of request by main character on movie script.

1.4 Significance of Study

The writer gives expect the study meaningfully contribute to for linguistic student. The research uses as a reference for the readers, especially the students at English Letters and Language Department, Faculty of Humanities and Culture, the State Islamic University of Sunan Ampel Surabaya who will to analyze request strategy as object in their thesis or research writing interested in studying request strategy on the script of movie. Meanwhile practically, reader can notice and distinguish some making request of speech act in several media like drama, novel or the environment.

1.5 Scope and Limitation

The scope of this study is "The Devil Wear's Prada" movie script, while the data are the utterances by Andy and Miranda as the main character in The Devil Wear's Prada movie. The limitation of this study only focuses on the types request strategy, which includes in nine types, used by the Women Main Character in The Devil Wear's Prada movie. Next, the writer also focuses on expression of request, which includes in four strategies. The writer limits her research by focusing the object of the study only in the conversation of utterance that is used by Andrea Sachs (Andy) and Miranda Priestly characters in the The Devil Wear's Prada movie script, because her performances are

often appearing in the movie. Meanwhile, in doing this research, the limitations are the weaknesses of this analysis. The analysis of the writer on this research do not totally true or right, because it becomes a prediction of the writer and it will be diffrent from the script movie purposes. The writer focuses on types of request strategies and expression of request. The writer analyzes of the request strategy, to know and understand what the types of request strategy used by main character. Other side, the writer finds the way express request used by main character.

1.6 Key of Terms:

1. Speech act

The study of speech acts to provide a useful means to relating linguistic form and communicative intent. An utterance is treated as the realization of a speaker's intention and goal in a particular context.

2. Request strategy

Request is important because it helps us to understand the way in which a certain society is maintained through individuals" everyday conduct. In daily communication, we always ask people to do things. We may ask a person to give us something, or ask the person to do some actions. These are all requests. Request refers inclusively to an utterance that is intended to indicate the speaker"s desire to regulate the behavior of the listener that is, to get the listener to do something.

3. Politeness can be defined as a means to show awareness of another person's face (Yule, 1998: 60).

4. "The Devil Wears Prada" movie

The Devil Wears Prada is a 2006 comedy-drama film based on Lauren Weisberger's 2003 novel of the same name. This screen adaptation stars Anne Hathaway as Andrea Sachs, a college graduate who goes to New York city and lands a job as a co-assistant to powerful fashion magazine editor Miranda Priestly, played by Meryl Streep. Emily Blunt and Stanley Tucci co-star, as co-assistant Emily Charlton, and Art Director Nigel, respectively.