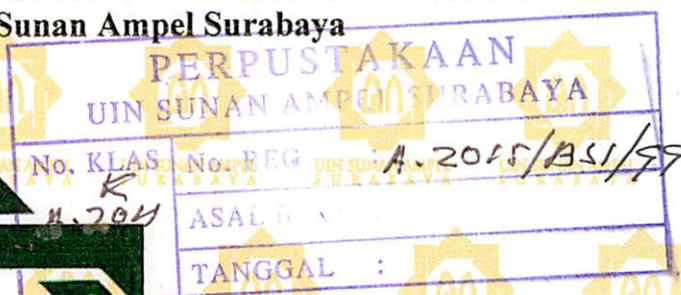


DIRECTIVE ILLOCUTIONARY ACTS IN THE MOVIE "THE GREAT

GATSBY (2013 FILM)" BY BAZ LUHRMAN

A THESIS

**Submitted as Partial Fulfillment of the Requirements for the Sarjana
Degree of English Department Faculty of Letters and Humanities the
State Islamic University of Sunan Ampel Surabaya**



By:

**Yennis Setia Minasih
Reg. Number: A83211202**

**ENGLISH DEPARTMENT
FACULTY OF LETTERS AND HUMANITIES
STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL
SURABAYA**

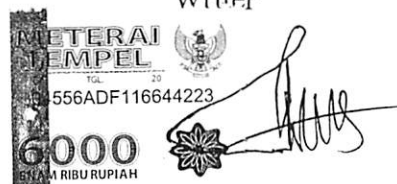
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DECLARATION

Hereby I declare that my thesis under the title “Directive Illocutionary Acts in the Movie ‘*The Great Gatsby*’ by Baz Luhrmann” is as my original work has done. This thesis is submitted as partial fulfillment of the requirements for the scholar degree of English Department Faculty of Letter and Humanities State Islamic University of Sunan Ampel Surabaya. I wrote this thesis with the best of my knowledge and ability that I have. Therefore, I belief that no one wrote and published the thesis in same title and material previously except those indicated in quotations and bibliography in this thesis.

Surabaya, 18th of July 2015

Writer



Yennis Setia Minasih

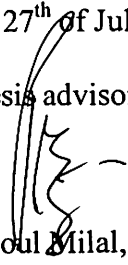
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ADVISOR'S APPROVAL SHEET

This thesis by Yennis Setia Minasih entitled "Directive Illocutionary Acts in the Movie *'The Great Gatsby'* by Baz Luhrmann" has been approved by the advisor and could be proposed to fulfill the requirement of Strata 1 Degree of English Department. Faculty of Letter and Humanities. State Islamic University of Sunan Ampel Surabaya.

Surabaya, 27th of July 2015

Thesis advisor



Dr. A. Dzoul Milal, M. Pd

NIP. 196005152000031002

Acknowledged by:

The Head of English Department



Dr. Mohammad Kurjum, M. Ag

NIP. 196909251994031002

ENGLISH DEPARTMENT

FACULTY OF LETTERS AND HUMANITIES

STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL

SURABAYA

2015

EXAMINER'S APPROVAL SHEET

This Thesis Has Been Approved and Accepted By the Board of Examiners,
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August 05, 2015.

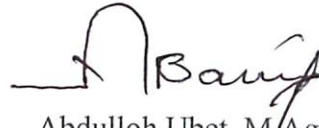
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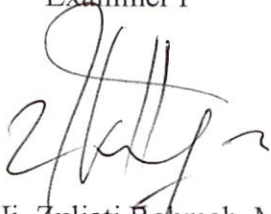
Dr. A. Dzoul Mifal, M. Pd
NIP. 196005152000031002

Secretary



Abdulloh Ubet, M/Ag
NIP. 196605071997031003

Examiner I



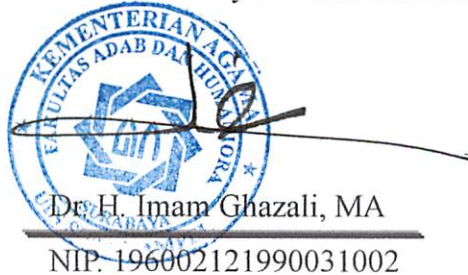
Prof. Dr. Hj. Zuliati Rohmah, M.Pd
NIP. 197303032000032001

Examiner II



Endratno Pilih Swasono, M.Pd
NIP. 197106072003121001

The Dean of the Faculty of Letters and Humanities



Dr. H. Imam Ghazali, MA
NIP. 196002121990031002

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ABSTRACT

Minasih, Yennis Setia. 2015. Thesis. Directive Illocutionary Acts "*The Great Gatsby*" By Baz Luhrmann. English Department. Faculty of Letters and Humanities State Islamic University of Sunan Ampel Surabaya.

Advisor: Dr. A. Dzoul Milal, M.Pd

Key words: Directive illocutionary acts, Movie, *The Great Gatsby*, Baz Luhrmann.

In this research, the writer discusses the using of Directive Illocutionary Acts in the utterance of characters in the Movie "*The Great Movie*" by Baz Luhrmann. The statement of problems this research are to find what are directive illocutionary acts performed and what are the contexts of the directive illocutionary acts used in the movie "*The Great Gatsby*" by Baz Luhrmann,

The writer uses qualitative descriptive analysis method. The writer collects the data from the script which clarification of conversation with the method underline in the part of the conversation which contains of directive illocutionary acts. it can be the founds of directive illocutionary acts performed and describes contexts. Based on the research that the writer uses Searle's (1979) theory, the data are analyzed one by one to know about directive illocutionary acts performed and the contexts in this data also of the important for find interpret utterance because influence of the speaker in utterance uttered who interesting for analysis. To focus on the study, the writer limits herself to analyze which running time 142 minutes in movie and in all of characters.

From the analysis, the writer finds five in twenty seven (27) data of directive illocutionary acts used in the movie "*The Great Gatsby*" by Baz Luhrmann. They are asking, requesting, commanding, begging, and permitting by Searle (1979) which in founds in the movie conversation "*The Great Gatsby*" and influence by contexts of situation and condition.

INTISARI

Minasih, Yennis Setia. 2015. Skripsi. Perintah di Film "*The Great Gatsby*" oleh Baz Luhrmann. Program Studi Sastra Inggris. Fakultas Adab dan Humaniora. Universitas Islam Negeri Sunan Ampel Surabaya.

Dosen Pembimbing: Dr. A. Dzoul Milal, M.Pd

Kata Kunci: Perintah, Film, *The Great Gatsby*, Baz Luhrmann

Di dalam penelitian, penulis mendiskusikan tentang pengguna Directive Illocutionary Acts di dalam ucapan semua karakter di film "*The Great Gatsby*" by Baz Luhrmann. Perencanaan masalah penelitian itu adalah untuk menemukan apa saja di directive illocutionary acts performed dan apa saja konteks di directive illocutionary acts yang di gunakan di film "*The Great Gatsby*" by Baz Luhrmann.

Penulis menggunakan cara deskriptif kualitatif. Penulis mengoleksi data dari naskah yang mana di klarifikasikan percakapan dengan cara menggaris bawahin di bagian pengucapan yang mana termasuk directive illocutionary acts. Itu dapat ditemukan di directive illocutionary acts performed and mendiskripsikan arti konteknya. Berdasarkan penelitian bahwa penulis menggunakan teory Searle (1979), menganalisa data dengan satu persatu untuk mengetahui tentang directive illocutionary acts performed dan konteks pada data tersebut juga penting untuk menemukan menafsirkan ungkapan karena mempengaruhi pembicara dalam mengucapkan ungkapan tersebut yang menarik untuk di analisis. Untuk fokusnya, penulis menggunakan dirinya sendiri untuk menganalisis skripsinya yang mana waktunya 142 menit di dalam film dan di semua karakter.

Dari analisis, penulis menemukan lima of directive illocutionary acts performed di dalam dua puluh tujuh (27) data yang di gunakan di film "*The Great Gatsby*" by Baz Luhrmann. Mereka adalah permintaan yang melakukan dengan senang hati, permintaan dengan sopan, permintaan dengan tanpa respon, permintaan dengan sangat halus, dan permintaan dengan cara izin oleh Searle (1979) yang mana di temukan di pengucapan film "*The Great Gatsby*" and mempengaruhi oleh situasi dan kondisi konteknya.

CHAPTER 1

INTRODUCTION

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This chapter deals with the introduction. The point includes background of the study, statements of the problem, research objectives, scope and limitation of the study, significance of the study and definition of the key terms.

1.1 Background of Study

Communication is an important tool for human to exchange idea, feeling and what people need. In communication speaker delivers their utterance which contains a certain meaning. Then, the hearer will try to interpret what the speaker means and understands in what context of that utterance uttered. Context is an important thing in pragmatic study. Context is a background knowledge assumed to be shared by speaker and hearer and which contributes hearer's interpretation of what speaker means by a given utterance (Leech.1983:3). The study about the contextual meaning of an utterance can be found in pragmatics. Yule (1996: 3) digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id defined pragmatics as study of meaning which communicated by the speaker (or write) and interpreted by a listener (or reader). According to Stanford Encyclopedia of Philosophy, pragmatics is the utterances of specific events and the intention of the speaker to the hearer at times and places involving language.

Pragmatics is also focused on actions performed via utterance. It is called as speech acts. The theory of speech acts is mainly based on Searle and Austin. Austin divided speech act into three different levels. Those are locutionary acts, illocutionary acts and perlocutionary acts. Locutionary acts are the basic act of

utterance; or producing a meaningful linguistic expression. Illocutionary acts are performed via the communicative force of an utterance. Perlocutionary is simply creating an utterance with a function without intending it to have an effect (Yule, 1996:48).

Furthermore, Searle divided illocutionary acts into five types (Yule.1996:53). First, Declarations are those kinds of speech acts that change the world via their utterance. Second, Representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Third, Expressive are those kinds of speech acts that state what the speaker feels. Such as; pain, likes, joy, etc. Fourth, Directives are those kinds of speech acts that speaker use to get someone else to do something. Such as; orders, commands, etc. fifth, Commissives are those kinds of speech acts that speakers use to commit themselves to some future action. Such as; threats, refusals, etc

The movie "*The Great Gatsby* (2013 film) is a 2013 American epic romantic drama film based on F. Scott Fitzgerald's 1925 novel of the same. The film was co-written and directed by Baz Luhrmann. The film was originally going to be released to theatres on December 25, 2012, but was moved to May, 10, 2013 to accommodate the film being shown 3D. While the film receive mixed reviews mixed from critic audiences responded much more positively, and F. Scott Fitzgerald's grandfather praised the film, stating "Scott would have been proud". As of 2014, it is Baz Luhrmann's highest grossing film, earning over \$350 million worldwide. At the 86th Academy Awards, the film won in both of its nominated categories with the awards for best production design and best costume design.

The movie "*The Great Gatsby* (2013 film) by Baz Luhrmann tells about the life and times of millionaire Jay Gatsby and his neighbor Nick, who tells his meet with Gatsby at the height of the roaring twenties. In the winter of 1929, Nick Carraway is a Yale University graduate and World War 1. He is sufferer about financial depression and alcoholism and his staying in the psychiatric hospital. He talks about Jay Gatsby which describes him the most hope man and ever met. When he struggles to spill who in my mind but his doctor ask for only write because it can give of tranquility to Nick. In the summer of 1992, Nick moves from the U.S. Midwest to New York. There, his works as a bond salesman. He rents a small house on Long Island in the village of West Egg and neighbor with big castle which property a Jay Gatsby. He is a mysterious millionaire who often holds of big parties. Nick goes to dinner with her cousin, Daisy Buchanan, and her husband Tom a college Nick on West Egg in the across the bay. They introduces Nick to Jordan Baker whom Daisy wishes to couple Nick. Jordan talks Nick that Tom have sweetheart who lives in the "valley of ashes". Not long after, Nick goes with Tom to "valley of ashes". They stop a garage of property George Wilson and his wife, Myrtle, sweetheart Jordan mentioned. Nick follows with Tom and Myrtle to a hide apartment them. There, Myrtle holds of vulgar parties which bad end when Tom beats Myrtle because calls named Daisy. As the summer over, Nick receives an invitation to Gatsby's parties. After arrives, He knows that amount the hundreds, not only one invite meets Gatsby direct and they string story that he is a German spy, a prince, even an assassin. Nick meets Jordan, next, he meets Gatsby of young face, through Jordan, and Nick knows that Gatsby knows

Daisy at the romantic meeting of 1917. Since then, Gatsby always maddest to Daisy. Next, Gatsby think that his wants meet Daisy. Nick invites Daisy for tea in his house without knows that Gatsby also in there. Finally, they become intimate and they begin dishonesty. Suddenly, Tom knows that Daisy dishonesty with Gatsby. Daisy's husband direct tells about Gatsby who a criminal who riches from alcohol sell and illegal other activity. Next, himself very shy. This incident, Daisy realizes that he more loyal with Tom who ask go home to East Egg with Gatsby for proof that Gatsby can't hurt Tom. Then, Daisy and Gatsby climb car but Daisy driven. Suddenly, Myrtle blunder and death when Gatsby's car on the way. George guesses that Gatsby is sweetheart Myrtle. At the time, Gatsby swim and suddenly, Myrtle's husband shoot Gatsby whereas Daisy driven car it. When Gatsby shoot by George, he calling with Nick and Nick knows that his shoot. Nick calls Buchanan family but they unavailable. Finally, Gatsby just be present by reporters, photographers and Nick in the funeral. Media guesses that Gatsby is an assassin and Myrtle's sweetheart but Nick know what is happens. Next, Nick moved to Midwest because disgusted too with people attitude of around Gatsby, and brutish the wealthy ugliness in the East Coast. In the psychiatrist office, Nick solves his memoir and titles it "*The Great Gatsby*".

Based on the explanation above, the writer wants to analysis directive illocutionary acts and in what context of directive illocutionary acts used in the movie "*The Great Gatsby (2013 film)*" By Baz Luhrmann. Here, the writers is give the reason why choosing of directive because one of tha directive is those kinds of speech acts that speaker use to get someone else to do something. Such as asking,

requesting, commanding, etc. It is focused how the speaker needs the listener's help. Some of people think that the way to need the listener's help is some way. Directive illocutionary act is good sentence which can people causes for to do something so that they can build solidarity, care, and respect with other people. Therefore, the writer is way wants to analyze of directive illocutionary acts in order to get a deeper understanding about it. In fact, directive illocutionary acts there is part of an order, request and ask which teach us to help other people when they give orders/request there are Hadist and Holy Qur'an as very important be applied for world and will also reward in hereafter. Generally, the people uses of directive for help other people and in the movie "*The Great Gatsby (2013 film)*" also as it. "*The Great Gatsby (2013 film)*" is one of movie used directive illocutionary acts as important point from the characters. It is proved from the main character, when Gatsby is dead but not only comes the funeral except Nick. Nick arrive telephone to Mrs. Buchanan and Mr. Carraway but Henri who raise of telephone and says they not available. Next, Nick asks to Henri that the funeral tomorrow. Finally, The writer takes the title *Directive Illocutionary acts in the movie "The Great Gatsby (2013 film)" By Baz Luhrman*. The purpose of this study is to find what kind of directive illocutionary acts performed and in what context of directive illocutionary acts uttered by characters in the movie "*The Great Gatsby (2013 film)*" By Baz Luhrmann.

1.2 Statement of Problems

Every study attempts to find the directive illocutionary act in the movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann. The problems of this study are:

1. What are directive illocutionary acts performed in the movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann?
2. What are the contexts of directive illocutionary acts uttered by characters in the movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann?

1.3 Research Objectives

Based on the problem of the study above, the objectives of this study are as follows:

1. To describe directive illocutionary acts performed in the movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann.
2. To describe the contexts of directive illocutionary acts uttered by characters in the movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann.

1.4 Significance of the Study

First, the writer hopes that this research can enlarge the reader's knowledge about directive illocutionary acts. Second, it is to give more understanding about what is directive illocutionary acts performed in the movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann. The last is to give more understanding to the

readers about in what are the context directive illocutionary acts uttered by characters in the movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann.

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1.5 Scope and Limitation of the Study

The writer only focused in directive illocutionary acts and the context of utterance that uttered by characters. The writer uses a movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann which running time 142 minutes. The directive illocutionary acts found from the utterance uttered by all characters in the movie. The writer used all characters because it can find the data and analysis directive illocutionary act easily.

1.6 Definition of the Key Terms

1. Directives Illocutionary acts are those kinds of speech acts that speakers use to get someone else to do something/the speaker attempts to make the world fit the words (Yule.1996:54).
2. Context is a background knowledge assumed to be shared by speaker and hearer and which contributes hearer's interpretation of what speaker means by a given utterance (Leech.1983:3).
3. The great Gatsby is the movie which describe about the life and times of millionaire Jay Gatsby and his neighbor Nick, who tells his meet with Gatsby at the height of the roaring twenties. (www.wikipedia.com)

CHAPTER II

REVIEW OF LITERATURE

This chapter deals with review of literature. This includes theoretical framework such as pragmatic, context, speech act, illocutionary, types of illocutionary act, and directive illocutionary act.

2.1 Theoretical Framework

2.1.1 Pragmatics

Pragmatics is the study of “invisible” meaning, or how we recognize what is meant even when it isn’t actually said or written. In order for that to happen, speakers (or writers) must be able to depend on a lot of shared assumptions and expectations when they try to communicate (Yule.2010:128)

There are four definitions about pragmatics such as: pragmatics is the study of speaker meaning; pragmatics is the study of contextual meaning; pragmatics is the study of how more gets communicated than is said; and pragmatics is the study of the expression of relative distance (Yule, 1996: 3-4). By simple definition, pragmatics is the study of the relationships between linguistic forms and the users of those forms.

According to Stanford Encyclopedia of Philosophy, pragmatics is the utterances of specific events and the intention of the speaker to the hearer at times and places involving language. Pragmatics consists of several aspects including context, deistic, presupposition, implicature, and speech acts.

The advantage of studying language via pragmatics is that one can talk about people’s intended meanings, their assumptions, their purpose or goals, and

the kinds of action (for example: request) that they are performing when they speak.

2.1.2 Context

Context is background knowledge assumed to be shared by speaker and hearer and which contributes to hearer's interpretation of what speaker means given utterance (Leech.1983:13). Context affects language aptitude. Things outside language affect our language comprehension. To understand what happened in a conversation, we need to know anyone involved inside, how the relationship and social distance between them, or the relative status between them.

It is another instance which refers to person or things: using proper names, pronouns, article and soon. A person named 'John' is referred to as 'John' only in his own, known context: a person named 'the policemen' is an officer we know (or are supposed to know). Saying 'John is the policemen' makes sense only a context where there is a person John whom I know by name and who happens be the policeman (or is following assigned that role in a play) (Mey. 1996: 39-40)

Beside context, Leech explains reference of the following five aspect of the speech situation:

i. *Addressers or addressees*

Following the practice of Searle and others, Leech shall refer to addressers and addressees, as a matter of convenience, as *s* (speaker) and *h* (hearer)

ii. *The context of an utterance*

Context has been understood in various way, for example to include relevant aspect of the physical or social setting of an utterance. Leech shall consider context to be any background knowledge assumed to be shared

by *s* and *h* and which contributes to *h*'s interpretation of what *s* means by a given utterance.

iii. *The goal (s) of an utterance*

Leech shall often find it useful to talk of a goal or function of an utterance, in preference to talking about its intended meaning, or *s*'s intention uttering it.

iv. *The utterance as a form of act or activity: a speech act*

Pragmatics deals with verbal acts or performances which take place in particular situation, in time.

v. *The utterance as a product of verbal act*

There is another sense in which the word utterance can be used in pragmatics: it can refer to the product of a verbal act, rather than to the verbal act itself (Leech. 1983: 13-14)

From the above mentioned elements of (i) addresser and addressee, (ii) context, (iii) goals, (iv) illocutionary act, and (v) utterance. We can conclude that aspect of speech situation is the important thing in speech act.

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2.1.3 Speech Act

A speech act is considering ways in which we interpret the meaning of an utterance in terms of what the speaker intended to convey. It usually recognizes the type of "action" performed by a speaker with the utterance. There are several term speech acts to describe actions such as requesting, commanding, questioning, or informing. Speech act means the action performed by a speaker with an utterance (Yule.2010:133)

A speech act is actions performed via utterance. In English commonly is given more specific labels such as apologizing, complaint, compliment, invitation, promise, or request. There are several the actions performed by producing an utterance will consist of three different levels:

- a. Locutionary act is the basic act of utterance or producing a meaningful linguistic expression.
- b. Illocutionary act is performed via the communicative force of an utterance.
- c. Perlocutionary act is simply creating an utterance with a function without intending it to have an effect (Yule.1996:48).

Austin developed his theory of speech acts. He made important observation. Austin observed that there are ordinary language declarative sentences that resist a truth conditional analysis in similar fashion. The point of uttering such sentences is not just to say things, but also actively to do things. In other words, such utterances have both a descriptive and an affective aspect.

Accordingly, Austin called them *performatives* and he distinguished them from assertions, or statement making utterances which he called *constatives* (Huang.2002:94-95).

2.1.4 Illocutionary Act

Illocutionary act is called by The Act of Doing something. It is not only used for informing something, but also doing something as far as speech event was accurate considered. Austin explained the performance of an act is the new and second sense as the performance of an 'illocutionary' act, i.e. performance of act in saying something as opposed to performed of an act of saying something

(Austin. 1962:99). An illocutionary act refers to the type of function the speaker intends to fulfill, or the type of action the speaker intends to accomplish in the course of producing an utterance. It is an act accomplished in speaking (Huang. 2005: 102).

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Example of illocutionary acts include accusing, apologizing, blaming, congratulating, giving permission, joking, nagging, promising, ordering, refusing, swearing and thinking (Huang. 2005: 102). In example “I’m very glad to you for all you have done for me” performs the illocutionary act of thinking.

Some illocutionary verbs are definable in terms of the intended perlocutionary effect, some not. Thus requesting is, as a matter of its essential conditional, an attempt to get a hearer to do something, but promising is not essentially tied to such effect on or responses from the hearer (Searle.1969:71)

2.1.5 Classification of Illocutionary Act

There are some differences studying speech act verb. We shall find useful the distinctions which between Austin and Searle. They have made in their types of illocutionary act. Difference between talking about speech act and talking about speech act themselves.

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There is a theory from the Austin’s classification of illocutionary acts into his five basic categories (Searle.1979:7-9):

1. Verdictive are these consists in the delivering of a finding, official or unofficial, upon evidence or reason as to value or fact so far as these are distinguishable. Example: acquit, hold, calculate, describe, analyze, estimate, date, rank, assess, and characterize.

2. Exercitives are these giving of decision in favor of or against a certain course of action on advocacy of it. Example: order, command, direct, lead, bed, recommend, entreat, and advise.
3. Commissives is the commit the speaker to certain course of action. Example: promise, vow, ledge, covenant, contract, guarantee, embrace, and swear.
4. Expositives are used in acts of exposition invkolving the expounding of views, the conducting of arguments and the clarifying of usage and references. Example: affirm, deny, emphasize, illustrate, answer, report, accept, object to, concede, describe class, identify, and call.
5. Behabitives are the notion of reaction to other people's behavior and fortunes and of attitude and expression of attitude to someone else's past conduct or imminent conduct. Example: apologize, thank, deplore, commiserate, congratulate, felicitate, welcome, etc.

Furthermore, Searle presents a list of what he regards as the basic categories of illocutionary acts. He shall discuss how my classification relates to Austin's. There are several five categories by Searle:

1. Assertives: the point purpose of the members of the assertive class to commit the speaker to something's being the case such as "belief" and "commitment".
2. Directives: The illocutionary points of these consist in the fact that they are attempts by the speaker to get the hearer to do something. There are categories directive are ask, order, command, request, beg, plead, pray, entreat, invite, permit, and advise.

3. Commissive: those illocutionary acts whose point to commit the speaker to does some future action. There are categories offers, pledges, promise, refusals and threats.
4. Expressive: the illocutionary point of this class to express psychological, condition or feel. There are categories expressive are thank, congratulate, apologize, condole, deplore, and welcome.
5. Declaration: the speaker has to have a special institutional role, in a specific context, in order to perform a declaration appropriately.

2.1.6 Directive Illocutionary Act

Directives are those kinds of speech acts that speakers use to get someone else to do something. In using a directive, the speaker attempts to make the world fit the words (via the hearer). These directives are one of classification by speech act (Yule.1996:54). The directive is help to other people for doing something, if someone thinks that help is positive, so they will not think negatively and if someone thinks that help is negative, so they will think negative.

Example:

- a. Gimme a cup of coffee. Make it black.
- b. Could you lend me a pen, please?
- c. Don't touch that.

However, directives are in a part of illocutionary act. Directives are these consist in the fact that they are attempts by speaker to get the hearer to do something.

$\uparrow W (H \text{ does } A)$

It means from symbolism is the direction of fit is world to words and the sincerity condition is want (or wish or desire). The propositional content is always that the hearer *H* does some future action *A*. Question are a subclass of directive, since they are attempts by *S* to get *H* to answer (Searle.1979: 13-14) .

2.1.7 Directive Illocutionary Acts Performed

The illocutionary point indicates in the fact that the speaker attempts to get the hearer to do something. The verbs denoting members of this class, such as: “ask”, “order”, “command”, “request”, “beg”, “plead”, “pray” , “entreat”, and also” invite”,” permit”, and “advise” (Searle.1979:13-14).

There are definitions of directive illocutionary act performed by Horby.

Oxford Advanced Learner’s Dictionary. Oxford University Press: 1995.

Explanation	Kinds	Meaning	Example
1. The speaker who tries to get the hearer to do something.	Asking	To tell somebody that you would like <i>them</i> to do something. <i>P. 59</i>	‘Where are you going?’ ‘She asked.
	Ordering	Something that somebody is to tell to do by somebody in authority. <i>P. 816</i>	A policeman ordered me to stop the car.
	Commanding	To tell somebody to do something. <i>P.227</i>	I’m yours to command (ie tell me what you want me to do)!
	Requesting	The action of asking for something formally and politely. <i>P. 996</i>	He requested a loan from the bank.
	Begging	To ask somebody for something especially in an anxious way	Don’t go, I beg of you.

		because you want or need it very much. <i>P.95</i>	
	Pleading	To make repeated urgent request to somebody for something. <i>P. 885</i>	She pleaded with him not to leave her.
	Pray	To give thanks or to ask for help to God. <i>P. 906</i>	The priest prayed for the dying man.
	Entreat	To ask somebody something in a very anxious or serious manner. <i>P.386</i>	Please don't go, I entreat you.
	Inviting	To ask somebody in friendly way to go somewhere or do something, especially as a social event. <i>P.630</i>	Are you coming to the party?
	Permitting	To give permission for something to allow something. <i>P. 862</i>	Dogs are not permitted in the hotel.
	Advising	To tell somebody what you think you should do in particular situation. <i>P.18</i>	She advised the government.

2.2 Relevant Theories

Before a Searle's theory, there is a theory from the Austin's classification of illocutionary acts into his five basic categories (Searle.1979:7-9). Those are:

1. Verdictive are these consists in the delivering of a finding, official or unofficial, upon evidence or reason as to value or fact so far as these are distinguishable. Example: acquit, hold, calculate, describe, analyze, estimate, date, rank, assess, and characterize.

2. Exercitives are these giving of decision in favor of or against a certain course of action on advocacy of it. Example: order, command, direct, lead, bid, recommend, entreat, and advise.
3. Commissives is the commit the speaker to certain course of action. Example: promise, vow, ledge, covenant, contract, guarantee, embrace, and swear.
4. Expositives are used in acts of exposition involving the expounding of views, the conducting of arguments and the clarifying of usage and references. Example: affirm, deny, emphasize, illustrate, answer, report, accept, object to, concede, describe class, identify, and call.
5. Behabitives are the notion of reaction to other people's behavior and fortunes and of attitude and expression of attitude to someone else's past conduct or imminent conduct. Example: apologize, thank, deplore, commiserate, congratulate, felicitate, welcome, etc.

Furthermore, Searle presents a list of what he regards as the basic categories of illocutionary acts. He shall discuss how my classification relates to Austin's.

There are several five categories by Searle:

1. Assertives: the point purpose of the members of the assertive class to commit the speaker to something's being the case such as "belief" and "commitment".
2. Directives: The illocutionary points of these consist in the fact that they are attempts by the speaker to get the hearer to do something. There are categories directive are ask, order, command, request, beg, plead, pray, entreat, invite, permit, and advise.

3. Commissive: those illocutionary acts whose point to commit the speaker to does some future action.
4. Expressive: the illocutionary point of this class to express psychological, condition or feel. There are categories expressive are thank, congratulate, apologize, condole, deplore, and welcome.
5. Declaration: the speaker has to have a special institutional role, in a specific context, in order to perform a declaration appropriately.

2.3 Previous Studies

There are several previous studies for taken a reference before made a thesis such as:

1. Arani, Shohreh Shahpouri, M.A. A. *Study of Directive Speech Acts Used by Iranian Nursery School Children: The Impact of Context on Children's Linguistic Choices*. Young Researchers Club, Khorasgan Branch, Islamic Azad University, Khorasgan, Iran. Vol. 1 No. 5; September 2012 [Special Issue on General Linguistics], pp. 163 – 175

Shohreh Shahpouri (2012) applied about the form and function of children's directive speech act similar to that of adult and do children use same politeness marker in their directive speech as adult. Based on the result of the study are (1) the investigation of children's directive speech act confirm the fact that they are know of social parameters of talk, (2) they used linguistic forms that are different from what is used by adult as politeness marker, and (3) they used declarative with illocutionary force in order to mark distance.

2. Kristani, Keylli (2012). *An Analysis of Directive Speech Acts in the movie "sleeping beauty"*. Binus university, Jakarta. pp. 1-8

Kristan Keylli (2012) explained about how often the directive speech act performed and which type of directive speech act performed that are often used by movie. The writer used qualitative method by collecting data from watching the movie. The result shows that the 20 tables show that 139 directive speech act performed in the movie. The last table of summary and the pie chart show who most often is ordering in the movie (21, 6%) while the least used directive speech act performed is inviting (0,7%) .

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CHAPTER III

RESEARCH METHOD

The chapter deals with research method. This includes research design, data source, data collection, research instrument and data analysis.

3.1 Research Design

The study used qualitative research method. It means that the writer collected qualitative data and interpreted it. Moreover, the writer also applied library research method. Litosseliti (2010:52) the definition of qualitative research method is concerned with structure and patterns, and how something. The researcher chooses qualitative approach because the data analyzed is in descriptive phenomenon such as words, sentences, and utterance.

This research can be classified as descriptive qualitative is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. It is kind of descriptive qualitative research with the aim to know the used and way of the characters express of directive illocutionary acts.

The study focused on directive illocutionary acts performed and the contexts of utterance in the movie "*The Great Gatsby (2013 film)*" by Baz Luhrmann.

3.2 Data and Data Source

This data were taken from the utterances uttered by characters conversation including phrases, sentence, and utterances. This data source took from movie "*The Great Gatsby (2013 film)*" by Baz Luhrman that is published in 2013 made in Australia and United States. The movie has running time 142 minutes. The focused of this study is only on directive illocutionary acts performed that are uttered by the characters in the movie.

3.3 Data Collection

To collect a data, the researcher used three following steps such as:

- a. The writer found the movie and script about "*The Great Gatsby (2013 film)*" by Baz Luhrmann from the internet.
- b. The writer watched this movie and read a script several times.
- c. The writer underline using underline in the part of the conversation which contains directive illocutionary acts performed.

3.4 Research Instrument

The writer used herself as main instrument. The writer also needed other instrument such as some book used to take a note to reference of made thesis, and find what needed of book in a thesis which related to the topic. Laptop used to search a book and journal which needed for a reference in a thesis, and to typewrite a thesis. Pen used to note what important in reference book and to made code underline about directive illocutionary act performed.

3.5 Data Analysis

To analysis the data, the researcher used two steps such as:

1. First, the writer classified all of directive illocutionary act performed from the characters in the movie of according Searle's theory. Then, the writer also classified the contexts of directive illocutionary acts were found in the movie.
2. Second, the writer explained of directive illocutionary acts performed from the characters in the movie of according Searle's theory. Then, the writers also explain and discusses the contexts of directive illocutionary acts were found in the movie which focused the speaker, the hearer and setting they do

conversation about directive. Its purpose to find in what context the characters used directive illocutionary acts.

3. Third, the writer concluded from all of statement of problems.

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CHAPTER IV

FINDING AND DISCUSSION

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This chapter deals with the finding and the answer of the statements of the problems formulated in chapter one. Here, the writer discussed kinds of directive utterances, when these utterances used and what context directive illocutionary act uttered by characters by the movie “*The Great Gatsby (2013 film)*” by Baz Luhrmann. Next, the writer explained her analysis of the data supported by theory.

4.1 Findings Directive Illocutionary Acts and The Contexts Directive

Illocutionary Acts in the Movie “*The Great Gatsby*” by Baz Luhrmann.

There five features of directive illocutionary acts that will be analyzed by the researcher. They are Asking, Requesting, Commanding, Begging, and Permitting that appear in the whole of story in movie “*The Great Gatsby*” which running time 142 minutes as described below.

Table 1. The Directive Illocutionary Acts Performed

No	Directive Illocutionary Acts Performed	Frequency
1.	Asking	5
2.	Requesting	10
3.	Commanding	7
4.	Begging	2
5.	Permitting	3
Total		27

4.1.1 Asking

The first directive illocutionary act performed is 'Asking' by Searle's theory. 'Asking' is to tell somebody that you would like them to do something (Horby:1995:59). In the movie, the writer finds eleven of conversation about Asking. There are some data which can be concluded in 'Asking'.

Data 1

A conversation between Daisy and Gatsby in minutes 01:01:38---> 01:01:41, as follows:

Gatsby and Nick trail behind Daisy, crossing the ballroom.
 Daisy, champagne in hand, spots the soaring ballroom organ.
 Daisy : Oh...! Its beautiful.
 Gatsby : Its a custom Wurlitzer.
Daisy : Can anyone play it?
 Gatsby : Klipspringer can.
 (to his footmen)
 Someone wake Ewing!

Based on the synopsis, Daisy looks in the Gatsby's castle, grand ballroom at the early evening. Next, she looks how very beautiful because there champagne in hand, sports the soaring ballroom organ. Furthermore, she says can anyone play it with voice that want play it.

From Daisy's utterance, "**can anyone play it?**" Daisy asks Gatsby to gives him permission to play it. Then, Daisy to Gatsby permits him.

Based on the context, Daisy's directive illocutionary act performed is 'Asking'. Asking is to tell somebody that you would like them to do something. Daisy says "**can anyone play it?**" Next, she describes his represent to get Gatsby to do something. It is clear that the utterance Daisy

says “**can anyone play it?**” is asking because hearer very good for do what utterance by speaker.

Data 2

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A conversation between Tom and Gatsby in minutes 01:31:08--->

01:31:11, as follows:

As she and Jordan rush past Tom, down the hall, Tom turns calmly to Gatsby.

Tom : Will you join us, Mr. Gatsby?

Then turns and calls to Henri...

Tom (cont'd) : Henri! Get some whiskey! Two bottles, wrapped in a towel.

The conversation about Tom which asks to Gatsby joins with them.

Next, Tom turns and calls to Henri to get some whiskey and two bottles, wrapped in a towel.

From Tom's utterance “**will you join us, Mr. Gatsby?**” Tom asks Mr. Gatsby to give him the join with us. Tom also asks to Henri get some whiskey and two bottles, wrapped in a towel for join with us, especially Gatsby.

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Based on the context, Tom's directive illocutionary act performed is 'Asking'. Asking is to tell somebody that you would like them to do something. Tom says “**will you join us, Mr. Gatsby?**” to Mr. Gatsby joins with us and one of Tom. It is clear that the utterance 'Asking' which include in paradigm case of directive illocutionary act performed.

Data 3

A conversation between Tom and Gatsby in minutes 01:31:20--->

01:31:26, as follows:

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Tom :Mr. Gatsby! Would you be good enough to take my coupé? And I'll drive everyone else in your circus wagon.

Gatsby : I don't think there's much gas, old sport.

Based about synopsis is conversation between Tom and Gatsby. Tom asks to Mr. Gatsby for the take my coupe and drives everyone else in your circus wagon. Next, Mr. Gatsby never thinks there much gas.

Based on the conversation, Tom says **"Mr. Gatsby! Would you be good enough to take my coupé? And I'll drive everyone else in your circus wagon"**. Tom asks Mr. Gatsby to give him the take my coupe. He wants also drive in your circus wagon.

Based on the context, Tom's directive illocutionary act performed is 'Asking'. Asking is to tell somebody that you would like them to do something. Tom says **"Mr. Gatsby! Would you be good enough to take my coupé? And I'll drive everyone else in your circus wagon"** to Mr. Gatsby for give him the take my coupe. He wants also drive in your circus wagon. It is clear that the utterance 'Asking' which include in paradigm case of directive illocutionary act performed.

Data 4

A conversation between Policeman and Tom in minutes 01:45:52---

> 01:45:59, as follows:

A crush of gawking spectators speak in hushed tones.

Cut to : Tom pushing through the crowd.
 Close on : He stops, and makes a harsh sound...
 Myrtle's body, wrapped in a blanket, lies on a work table.
 Tom bends over it, shocked, motionless.
 Cut to: Nick, watching Tom's reaction.

A policeman stands next to Tom taking down names.

Policeman(to Tom) : Sir. Sir, I'm gonna have to ask you to step away.

Tom : Get off me...!(regains his composure) I'm fine. I'm fine.

The other 'Asking' can be looked from other conversation above.

Tom sees Myrtle which my body of wrapped in a blanket and makes a harsh sound. He shows Myrtle's body with bends over, shock, and motionless. Suddenly, policeman asks to Tom for goes in step away but Tom says get off me and I'm fine.

Based on the conversation from Policeman's utterance "**Sir, Sir, I'm gonna have to ask you to step away**". Policeman asks Tom to goes from event this place which there Myrtle's body of wrapped in blanket but Tom don't care about it.

Based on the context, Gatsby's directive illocutionary act performed is 'Asking'. Asking is to tell somebody that you would like them to do something. Policeman says "**Sir. Sir, I'm gonna have to ask you to step away**" to Tom for goes from event this place which there Myrtle's body of wrapped in blanket but Tom don't care about it. It is clear that the utterance 'Asking' which include in paradigm case of directive illocutionary act performed.

Data 5

A conversation between Nick and Gatsby in minutes 01:53:56--->

01:54:00, as follows:

Gatsby gazes back to the house...

Gatsby : No. No. No. I'm going to wait. I'll wait all night if necessary. Yousee, Daisy's locked herself in her room, and she's going to turn her light off and on again if he tries to bother her about that unpleasantness this afternoon.

If he tries any brutality whatsoever--

Nick : Tom won't touch her. He's not even thinking about her.

Gatsby : Oh, I don't trust him, old sport. I don't trust him.

Nick considers the light at the end of the terrace.

Nick : Alright. Alright... You wait here. I'll see if there's any commotion.

Gatsby : **Would you do that for me? Thank you. Thank you, old sport.**

Based on the conversation, Gatsby will wait all night. Although Daisy locks herself in her room. She very unpleasantness this afternoon. Next, Gatsby and Daisy debate about it when she is in the light at the end of the terrace. Nick continues to wait in here until Gatsby asks Daisy to do it.

From the dialogue, Nick offers to Gatsby that he waits in here and sees if there's any commotion. Then, Gatsby says "would you do that for me? Thank you, thank you, and old sport." From the utterance that Gatsby gives offers to Daisy. Daisy describes his offers very good for Gatsby.

Based on the context, it is obvious that Gatsby's directive illocutionary acts performed is 'Asking'. Asking is to tell somebody that you would like them to do something. Gatsby says "**would you do that for me? Thank you. Thank you, old sport**". Gatsby describes his request to

get Daisy to do something. It is clear that the utterance 'Asking' which include in paradigm case of directive illocutionary act performed.

4.1.2 Request

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The second directive illocutionary act performed is 'Request' by Searle's theory. Request is the action of asking for something formally and polite (Horby: 1995:996). In the movie, the writer finds ten of conversation about 'Request'. There are some data which can be concluded in 'Request'.

Data 6

A conversation between Maitre, Nick, and Jordan in minutes 00:45:02---> 00:45:05, as follows:

An immaculate MAITRE'D offers Nick a chair.
 Maitre'd : Will the gentleman be joining?
 Nick : (frustrated)One moment please--
 Jordan : **Please, Nick, sit down. This is *apolite* restaurant.**
 Nick : It's all very strange. He picks meup in his fancy yellow car... Andhe's going on and on and on abouthis life and the war and rubies and Oxford and... What is..

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The synopsis in above that Jordan request to Nick that he must sits down, but Nick very strong and picks his fancy yellow car and he is goes about his life, the war, rubies, and Oxford.

From the dialogue, Maitre'd asks to joins them and Nick very happy and it one moment, please. The Jordan says "**Please, Nick, sit down. This is *apolite* restaurant.**"From the utterance, Jordan request to Nick sit down after Maitre'd describe his request to joins. Jordan describe his represent that to get Nick to sit down.

Based on the context, it is obvious that Jordan's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something formally and politely. Jordan says "**Please, Nick, sit down. This is *apolite* restaurant.**" Jordan describes his represent to get Nick to do something is that Jordan request to Nick sit down. It is clear that the utterance 'Request' which include in paradigm case of directive illocutionary act performed.

Data 7

A conversation between Jordan and Daisy in minutes 00:46:31---> 00:46:34, as follows:

Jordan (o.s.) : But, the morning of the wedding, Daisy received a letter ...
 On the bed, Daisy, hysterical, clutches a bottle in one hand and a letter in the other.
 Daisy (screams) : Tell them Daisy's changed her mind!
 Jordan : **Daisy! Please, everyone's waiting!**

This data can be found in other conversation. It can be looked from Jordan's statements above. The morning in the wedding, Daisy receives a letter. Suddenly, she shocks, hysterical, clutches a bottle in one hand and a letter in the other on the bed. Next, Daisy decides to changed her mind for don't married but Jordan please to Daisy that everyone's waiting.

From the Dialogue, Daisy feels shock, hysterical when she receives a letter at the married. Then, Jordan says "**Daisy! Please, everyone's waiting!**". From the utterance, Jordan request with please to gets out in the bedroom because he waits by people. Jordan describes his represent to get Daisy to gets out because everyone's waits.

Based on the context, it is obvious that Jordan's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something formally and politely. Jordan says "Daisy! Please, everyone's waiting!" Jordan describes his represent to get Nick to do something is that Jordan request to gets out in the room because everyone's waits. It is clear that the utterance 'Request' which include in paradigm case of directive illocutionary act performed.

Data 8

A conversation between Taxi driver and Jordan in minutes 00:47:49- --> 00:47:52, as follows:

Jordan slides in...

Taxi driver :Evening sweethearts! Where to?

Jordan :Long Island, please.

The conversation can be looked from the conversation above. That, Jordan request to Taxi driver to accompany in the long Island and her very please.

From the Dialogue a taxi driver offer to Jordan what he is goes where. Then, Jordan says "Long Island, please". From the utterance, Jordan wants go to Long Island and him very please to a taxi driver. Jordan describes his represent to get taxi driver to accompany goes to Long Island.

Based on the context, it is obvious that Jordan's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something formally and politely. Jordan says "Long Island, Please" Jordan describes his represent to get Nick to do something is that Jordan request to get taxi driver to accompany goes to Long Island. It is clear that the utterance

'Request' which include in paradigm case of directive illocutionary act performed.

Data 9

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A conversation between Tom and Gatsby in minutes 01:36:01--->

01:36:02, as follows:

Tom	: Wait a minute, I want to ask Mr. Gatsby one more question.
Gatsby	: Go on. Please Mr. Buchanan, go on.
Tom	: What kind of a row are you trying to cause in my house anyhow?

The data can be looked from the conversation above. Tom request to Mr. Gatsby one more question. Next, Mr. Gatsby doesn't problem about it. Suddenly, Tom request about a row are you trying to cause in my house anyhow. Mr. Gatsby answers of question it.

From the dialogue, Tom request to Gatsby for one more question which he wants know what he is answers to do explains. Then, Gatsby says "**Go on. Please Mr. Buchanan, go on.**" From the utterance, Gatsby goes ahead to Tom for speak about one more question. Gatsby describes his represent to get Tom to answers one more question.

Based on the context, it is obvious that Gatsby's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something formally and politely. Gatsby says "**Go on. Please Mr. Buchanan, go on**". Gatsby describes his represent to get Tom to do something is that Tom request to get one more question from Gatsby. It is clear that the utterance 'Request' which include in paradigm case of directive illocutionary act performed.

Data 10

A conversation between Gatsby, Jordan, and Tom in minutes

01:37:10---> 01:37:16, as follows:

Gatsby : No, old sport. See, she never loved you... She only married you because I was poor and she was tired of waiting. It was a terrible, terrible mistake, but in her heart she never loved anyone but me!

Jordan : We should go...

Gatsby : Daisy and I have nothing to hide...

Daisy : Jay let's go, please...!

Tom : Sit down Daisy!

Gatsby : Yes, Daisy, please sit down.

The data can be looked from the conversation above. Gatsby tells to Tom that Daisy never loved. She only married you because his was poor. Suddenly, Daisy request to Gatsby for goes and Tom request Daisy to sit down.

From the dialogue, Gatsby feels don't problem to Tom because his says that Daisy never loved. Then, Daisy says "**Jay lets's go, please**". From the utterance, Daisy directs request to Gatsby for lets goes and very please but Tom asks to Daisy sit down. Daisy describes her represent to get Gatsby to lets goes, please.

Based on the context, it is obvious that Daisy's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something formally and politely. Daisy says "**Jay lets's go, please**". Daisy describes her represent to get Gatsby to do something is that Daisy request to Gatsby lets's go, please. It is clear that the utterance 'Request' which include in paradigm case of directive illocutionary act performed.

Data 11

A conversation between Nick and Daisy in minutes 01:43:11--->

01:43:14, as follows:

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Nick : He began talking excitedly, denying everything... But with every word Daisy was drawing further and further into herself, until only the dead dream fought on...

Daisy : *Please Tom; I can't stand this anymore!*

The data can be looked from the conversation above. Tom talk very excited but Daisy draws further until only the dead dream fought with every word. Suddenly, Daisy says can't stand this more because this moment ago.

From the dialogue, Nick feels who bad sure with what said by Tom that his talk about this moment ago. Then, Daisy says "*Please Tom; I can't stand this anymore!*" From the utterance, Daisy request to Tom for can't stand this anymore. Daisy describes her represent to get Tom to can't stand this anymore, please.

Based on the context, it is obvious that Daisy's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something formally and politely. Daisy says "*Please Tom; I can't stand this anymore!*" Daisy describes her represent to get Tom to do something is that Daisy request Tom to can't stand this anymore, please. It is clear that the utterance 'Request' which include in paradigm case of directive illocutionary act performed.

Data 12

A conversation between Wilson, Myrtle and Tom in minutes

01:44:50---> 01:44:56, as follows:

Myrtle flies past camera as Wilson drags her across the room!

Wilson : God knows everything you've been doing!

Grabbing his wife's hair he presses her face to the window.

Wilson : You might fool me but you can't fool God!

Over Wilson's shoulder, we see with shock, that he is looking at the eyes of Doctor T. J. Eckleberg.

Wilson : God sees everything!

Below the Eckleberg sign a train thunders through the level crossing.

The final carriage clears to reveal Gatsby's yellow car waiting on the other side of the crossing.

Close on : Myrtle seeing the yellow car; a desperate whisper.

Myrtle : (thinking it's Tom) He's here...

Whack! Myrtle gives a sudden backhand to Wilson's face as she twists from his grasp!

Standing outside his restaurant, the owner, Michaelis sees Myrtle rush out of the garage shouting hysterically.

Myrtle : Stop, Tom, please, stop!

The data can be looked from the conversation above. It can be shown in the conversation between Wilson, Myrtle, and Tom from the following conversation above. Wilson talks of voice hard and angry with Myrtle in the window. Suddenly, there is way is yellow car. Myrtle helps and says stop, Tom, please, stop.

From the dialogue, Wilson feels who angry with voice hard what he isn't believe that Myrtle doesn't do anything. Then, Myrtle says **"Stop, Tom, Please, and stop"**. From the utterance, Myrtle screams for helps to Tom by way in here. Myrtle describes her represent to get Tom to stop his car.

Based on the context, it is obvious that Myrtle's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something

formally and politely. Myrtle says **“Stop, Tom, Please, and stop”**. Myrtle describes her represent to get Tom to do something is that Daisy request Tom to stop yellow car by way, please. It is clear that the utterance ‘Request’ which include in paradigm case of directive illocutionary act performed.

Data 13

A conversation between Nick and Gatsby in minutes 01:51:33--->

01:51:37, as follows:

Nick : Trouble!? That woman you ran down is dead Jay!
 Gatsby : I thought so... I told Daisy I thought so--
 Nick : Daisy? Do you hear yourself--
 Gatsby : Its better that the shock should come all at once
 Nick : What's wrong with you!? How could you!?
Gatsby : Please... Keep your voice down, oldsport.
 Nick : Tom was right! You're nothing but a goddamn coward!

The data can be looked from the conversation above. It can be shown in the conversation between Nick and Gatsby. Nick tells to Gatsby that a woman (Myrtle) is dead. Gatsby requests to speak with voice down.

From the dialogue, Nick tells to Gatsby that a woman dead because you collides at the time. Then, Gatsby says **“Please... Keep your voice down, oldsport.”** From the utterance, Gatsby request to Nick if speaks must voice down. Gatsby describes her represent to get Nick to speaks with voice down.

Based on the context, it is obvious that Gatsby's directive illocutionary acts performed is ‘Request’. ‘Request’ is the action of asking for something formally and politely. Gatsby says **“Please... Keep your voice down, oldsport.”**. Gatsby describes her represent to get Nick to do

something is that Gatsby request Nick to speak with voice down, please. It is clear that the utterance 'Request' which include in paradigm case of directive illocutionary act performed.

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Data 14

A conversation between Nick and Gatsby in minutes 01:59:37 --->

01:59:43, as follows:

Gatsby leads Nick toward the side gate. At the gate...

Nick : I'll call you up.

Gatsby : **Do, old sport, please do.**

(a thought)

I suppose Daisy'll call too.

Nick : I suppose so... Well... Goodbye.

The data can be looked from the conversation above. It can be shown in the conversation between Nick and Gatsby. Gatsby leads Nick the side gate. Nick says will call. Next, Gatsby with excited for says do, please. Furthermore, suppose Daisy will call to and finally, Nick goodbye to his.

From the dialogue, Nick tells to Gatsby that his will call you and Nick also. Then, Gatsby says "**Do, old sport, please do.**" From the utterance, digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id Gatsby request to Nick if he must do it, please. Gatsby describes her represent to get Nick to do it, please is him call.

Based on the context, it is obvious that Gatsby's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something formally and politely. Gatsby says "**Do, old sport, please do.**" Gatsby describes her represent to get Nick to do something is that Gatsby request Nick to do it is him cal and him please. It is clear that the

utterance 'Request' which include in paradigm case of directive illocutionary act performed.

Data 15

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A conversation between Nick and Henri in minutes 02:04:16 --->

02:04:23, as follows:

Nick : **Please, I know she would want to bethere. If youcould just get amessage to her--**
 Henri : I have no further informationmonsieur. Au revoir.

The last 'Request' can be looked from the conversation above. It can be shown in the conversation between Nick and Henri. Nick request that she would wants to be there if you just gets a message to her but Henri just speaks no further information.

From the dialogue, Nick says"**Please, I know she would want to bethere. If you could just get amessage to her.**" From the utterance, Nick request to Henri for knows a message to her but him not information. Nick describes her represent to get Henri about knows a message, please.

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Based on the context, it is obvious that Tom's directive illocutionary acts performed is 'Request'. 'Request' is the action of asking for something formally and politely. Nick says"**Please, I know she would want to bethere. If you could just get amessage to her.**" Nick describes her represent to get Henri to do something is that Nick request Henri to knows message to her although not information said Henri. It is clear that the utterance 'Request' which include in paradigm case of directive illocutionary act performed

4.1.3 Command

The third directive illocutionary act performed is 'Commanding' by Searle's theory. Command is to tell somebody to do something (Horby: 1995:227). In the movie, the writer finds just two of conversation about 'commanding'. There are some data which can be concluded in 'commanding'.

Data 16

A conversation between Daisy, Gatsby, and Tom in minutes 01:39:20 ---> 01:39:50, as follows:

Daisy (cont'd) : You want too much! I love you now; isn't that enough? I can't help what's past. (begins to sob) I did love him once; but I loved you too.

Gatsby (shocked) : You loved me too?

Tom (savage) : Even that's a lie. She didn't know you were alive. There are things between Daisy and me that you'll never know, things that neither of us can ever forget. The words seem to bite physically into Gatsby.

Gatsby : I want to speak to Daisy alone. She's all excited now.

Daisy : Even alone I can't say I never loved Tom. It wouldn't be true.

The conversation above is between Daisy, Gatsby, and Tom. They talk about Daisy what loved Tom or Gatsby. Next, Daisy talk that her loves with Tom and also Gatsby. Finally, Gatsby commands to speak for Daisy alone with face that excited.

Based on the conversation from Gatsby's utterance "**I want to speak to Daisy alone. She's all excited now**". Gatsby commands to speak for

Daisy alone with face that excited. He very excited because Daisy speaks to him that still loves.

Based on the context, Gatsby's directive illocutionary act performed is 'Commanding'. Commanding is to tell somebody to do something. Gatsby says **"I want to speak to Daisy alone. She's all excited now"** to Daisy for speaks alone with face that excited. It is clear that the utterance 'Commanding' which include in paradigm case of directive illocutionary act performed.

Data 17

A conversation between Gatsby and Nick in minutes 00:59:47 ---> 00:59:50, as follows:

Gatsby turns back to Nick.

Gatsby :Nick, I want you and Daisy both tosee myhouse.I'dlike to show heraround

Nick : Are you sure you want me to come?

Gatsby : Absolutely, old sport. Absolutely.

The synopsis how directive appears can be looked above. The conversation between Gatsby and Nick about Gatsby command Nick to Tom and Daisy sees my house. Next, he would like show his house around. Suddenly, Nick shocks and don't sure about offer come to her house.

From on the conversation above, Gatsby meets Nick. Gatsby says **"Nick, Iwant you and Daisy both tosee my house. I'd like to show heraround"** . He wants them to see his house. Nick directs command about command from Gatsby.

Based on the context, Gatsby's directive illocutionary act performed is 'Commanding'. The conversations show between Gatsby **"Nick, I want you and Daisy both to see my house. I'd like to show her around"** to Nick that Gatsby ask to they to see my house. In utterance, Gatsby describe hi represent to get Nick to do something clear that the utterance is question and 'Commanding' which include in paradigm case of directive illocutionary acts performed.

Data 18

A conversation between Daisy and Jordan in minutes 00:59:12---> 00:59:15, as follows:

He stands, walks to the window and looks out across the bay.

Gatsby (cont'd) : What do you think of that, Daisy? Come look.

Daisy joins Gatsby and they step out onto the porch together.

The other 'Commanding' can be looked from other conversation above. It is conversation between Daisy and Jordan. Gatsby command to Daisy come look with stand and walks in the window and looks the bay.

Then, Gatsby raise your hand in the place. Finally, Daisy joins for this look.

These statements are the last conversation them.

Based on the conversation, Gatsby says **"what do you think of that, Daisy? Come look"** to Daisy. In conversation, Gatsby command to Daisy to come look the bay. Come look is also shown when Gatsby command to Daisy the bay. Therefore, Gatsby says **"what do you think of that, Daisy? Come look"** because directive is shown help to someone.

Based on the context, this sentence include directive illocutionary act is 'Asking'. 'Commanding' is to tell somebody to do something. In conversation, Gatsby says **"what do you think of that, Daisy? Come look"** discussion that Daisy asked to come look the bay. This shown that this sentence is one of directive illocutionary acts performed is 'Commanding'.

Data 19

A conversation between Tom, Mckee and Myrtle in minutes 00:19:23 ---> 00:19:30, as follows:

Tom	: Hey Nick! McKee's in the artistic game.
Mckee	: Photography.
Tom	: Nick's artistic.
Nick	: No...
Tom	: Hey McKee, take a picture of that!
Myrtle (girlish glee)	: Oh, don't! I'm not one of <i>those</i> models...! But you can if you want...

The first 'commanding' can be looked from the conversation above. It can be shown in the conversation between Tom, Mckee, and Nick. Mckee is photography. While Tom command Mckee to take a picture of than but Myrtle speaks that her doesn't want take a picture that Myrtle not want take a picture because Tom wants who take is her bottom but if you can take a picture although she doesn't one of models.

From the dialogue, Tom says **"Hey McKee, take a picture of that!"** From the utterance, Tom feels funny if takes a picture is her bottom. Tom describes his represent to get Myrte for takes a picture is her bottom although her doesn't one of models.

Based on the context, it is obvious that Tom's directive illocutionary acts performed is 'commanding'. 'Commanding' is to tell somebody to do something. Tom says **"Hey McKee, take a picture of that!"** Tom describes her represent to get Myrtle to do something is that Tom command Myrtle to takes a picture to her bottom. It is clear that the utterance 'commanding' which include in paradigm case of directive illocutionary act performed.

Data 20

A conversation between Daisy and Nick in minutes 01:33:35--->

01:33:36, as follows:

The room is large and stifling hot, it has been filled with huge ice buckets in an attempt to cool it. Gatsby, Tom, Nick, Daisy and Jordan are bathed in a thin sheen of perspiration.

Daisy : Open another window.

Nick : There aren't any more.

The data can be looked from the conversation above. It can be shown in the conversation between Daisy and Nick. The room is large and stifling hot. It can fill ice bucket so cool. Next, Daisy think that open the window but Nick command doesn't windows. Daisy describes her represent to get Nick to open the window.

From the dialogue, Daisy says **"Open another window"**. From the utterance, Daisy feels hot in room but not window the around. Daisy describes his represent to get Nick for open the window.

Based on the context, it is obvious that Daisy's directive illocutionary acts performed is 'commanding'. 'Commanding' is to tell somebody to do something. Daisy says **"Open another window"**. Daisy describes her represent to get Nick to do something is that Daisy command Nick to open

the window although there are not window. It is clear that the utterance 'commanding' which include in paradigm case of directive illocutionary act performed.

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Data 21

A conversation between Daisy and Daisy's mother in minutes

00:46:38 ---> 00:46:40, as follows:

her mother's eyes land on the bottle, and then the letter...

Push in: The last line of the letter reads: *Love, Jay*.

Daisy : **Leave me alone!**

Daisy's mother : Jordan, run the bath! Now!

The data can be looked from the conversation above. It can be looked from Daisy's statement above. Daisy after reads a letter and it last line contain from love, Jay. Next, Daisy direct command to my mother leaves from bedroom's. She wants alone. Finally, Daisy's mother command to Jordan runs in the bath.

From the dialogue, Daisy says "**Leave me alone!**" From the utterance, Daisy feels very bad because she reads a letter from love, Jay. Finally, she digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id thinks for leave me alone and my mother commanded for goes. Daisy describes her represent to get to Daisy's mother for leave her alone. .

Based on the context, it is obvious that Daisy's directive illocutionary acts performed is 'Commanding'. 'Commanding' is to tell somebody to do something. Daisy says "**Leave me alone**". Daisy describes her represent to get Daisy's mother to do something is that Daisy command to Daisy's mother for leave her alone because Daisy can a letter from Jay. It is clear

that the utterance 'Commanding' which include in paradigm case of directive illocutionary act performed.

Data 22

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A conversation between Teddy, Jordan, Nelson, Languid girl, and

Nick in minutes 00:26:45 ---> 00:26:50, as follows:

Teddy	: He was a German spy during the war.
Jordan	: Teddy Barton. Nick Carraway.
Nick	:(to Teddy)A German spy...?
Teddy's annoying East Egger friend, NELSON, chimes in...	
Nelson	:No, no, no, no. He's the Kaiser's assassin.
And the third of the East Egger trio, LANGUID GIRL, adds...	
Languid girl	: I heard he killed a man once.
Nick	: You don't believe he killed a mando you...?
Jordan	: (wickedly)Let's go find him, and you can ask him yourself...

The data can be looked from the conversation above. Jordan command to Nick for finds Gatsby because we can finds what him is a German spy during the war, the kaiser's assassin, or killed man.

From the dialogue, between Teddy, Nelson, and Nick tells about a Gatsby who bad. Then, Jordan says **"Let's go find him, and you can askhim yourself"**. From the utterance, Jordan thinks for finds a Gatsby so that question from answers them. Jordan describes his represent to get answers about question them.

Based on the context, it is obvious that Jordan's directive illocutionary acts performed is 'Commanding'. 'Commanding' is to tell somebody to do something. Jordan says **"Let's go find him, and you can askhim yourself"**. Daisy describes her represent to get they to do something is that Jordan advise to they for finds a Gatsby so that can answers questions. It is

clear that the utterance 'Commanding' which include in paradigm case of directive illocutionary act performed.

4.1.4 Beg

The fourth directive illocutionary act performed is 'Begging' by Searle's theory. 'Begging' is to ask somebody for something especially in an anxious way because you want or need it very much (Horby: 1995:95). In the movie, the writer finds just two of conversation about 'Begging'. There are some data which can be concluded in 'Begging'.

Data 23

A conversation between Herzog and Jordan in minutes 00:31:21--->

00:31:24, as follows:

Herzog : I beg your pardon...

She and Nick jump to find Herzog suddenly beside them.

Herzog : Miss Baker; Mr. Gatsby would like to speak to you...
Alone.

Jordan : (surprised) Me?

Herzog : Yes, madame.

The data can be looked from the conversation above. It can be shown

in the conversation between Herzog and Jordan. Herzog beg to Jordan for speaks with Gatsby alone. Jordan shocks and surprise face while Herzog speaks with Jordan.

From the dialogue, Herzog says "I beg your pardon". From the utterance, Herzog feels very happy because Mr. Gatsby begs for speaks to Miss Baker. He wants speaks to Mr. Gatsby alone. Herzog describes his represent to get Jordan for speaks with Mr. Gatsby.

Based on the context, it is obvious that Herzog's directive illocutionary acts performed is 'begging'. 'Begging' is to ask somebody for something especially in an anxious way because you want or need it very much. Herzog says **"I beg your pardon"**. Herzog describes his represent to get Jordan to do something is that Herzog beg Jordan to speaks with Mr. Gatsby alone although shock. It is clear that the utterance 'begging' which include in paradigm case of directive illocutionary act performed.

Data 24

A conversation between Wolfsheim, Nick, and Gatsby in minutes 00:42:15 ---> 00:42:19, as follows:

Wolfsheim	: So... How <i>is</i> the bond business Mr. Carraway?
Nick	: It's fine, thank you.
Wolfsheim	: I understand you're looking for a business connection-
Gatsby	: No, no. This isn't the man. This is the <i>friend</i> I told you
Wolfsheim	: Oh! Beg your pardon, I had a wrong man.

The data can be looked from the conversation above. It can be shown in the conversation between Wolfsheim, Nick and Gatsby. Wolfsheim guess that looks for a business connection is Nick but Gatsby direct answers no, he just the friend I told you and he isn't the wrong man.

From the dialogue, Wolfsheim meets Gatsby and tells about a business man connection. He guess who meets Gatsby is business man. Then, Wolfsheim says **"Oh! Beg your pardon, I had a wrong man."** From the utterance, Wolfsheim beg to Gatsby if he guess that it business connection although just a friend. Wolfsheim describes his represent to get Gatsby to beg your pardon about speaks.

Based on the context, it is obvious that Wolfseim's directive illocutionary acts performed is 'begging'. 'Begging' is to ask somebody for something especially in an anxious way because you want or need it very much. Herzog says "On! Beg your pardon, I had a wrongman."

Wolfseim describes his represent to get Gatsby to do something is that Wolfseim beg Gatsby that he guess of false. It is clear that the utterance 'begging' which include in paradigm case of directive illocutionary act performed.

4.1.5 Permit

The fifth directive illocutionary act performed is 'Permitting' by Searle's theory. 'Permitting' is to give permission for something to allow something (Horby: 1995:862). In the movie, the writer finds just one of conversation about 'Permitting'. There are some data which can be concluded in 'Permitting'.

Data 25

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A conversation between Gatsby and Daisy in minutes 01:11:10 --->

01:11:15, as follows:

Gatsby : (to the group) May I show you around?
 He guides them down the stairs...
Gatsby (cont'd): You must see the faces of a lot of people
 you've heard of.
Daisy : Absolutely!

Based of the synopsis, Gatsby permit to Daisy for shows in your around and also sees the faces of a lot of people. Next, Daisy says absolutely.

From conversation Gatsby says **"May I show you around?"** The Daisy says "Absolutely" from the utterance. Gatsby represent it to get Daisy as hearer which very want show her. Gatsby wants explain about what show you're around and Daisy very absolutely.

Based on the context, Gatsby's directive illocutionary act performed is 'Permitting'. Permitting is to give permission for something to allow something. Gatsby says **"May I show you around?"** to Daisy want shows you around. It is clear that the utterance 'Permitting' which include in paradigm case of directive illocutionary act performed.

Data 26

A conversation between Gatsby and Daisy in minutes 01:10:42 ---> 01:10:50, as follows:

Gatsby gracefully introduces Senator Gulick to the group...

Gatsby : May I introduce Senator Gulick? This is Mr. Carraway and Mrs. Buchanan...

Daisy : Delighted...

Gatsby : And Mr. Buchanan... (a moment's hesitation) The polo player.

Based on the conversation, Gatsby asks to himself introduce Senator Gulick are Mr. Carraway is a polo player and Mrs. Buchanan. Next Daisy very delighted when Gatsby introduce Senator Gulick.

From the dialogue, Gatsby explains about introduce Senator Gulick. Then, Gatsby says **"May I introduce Senator Gulick? This is Mr. Carraway and Mrs. Buchanan..."**. From the utterance, Gatsby represents it to get Daisy as hearer to listen him. Gatsby wants to explain more about

introduce Senator Gulick which named Mr. Carraway and Mrs. Buchanan and Daisy very Delighted for listen.

Based on the context, Gatsby's directive illocutionary acts performed is 'Permitting'. Permitting describe to give permission for something to allow something. Gatsby says **"May I introduce Senator Gulick? This is Mr. Carraway and Mrs. Buchanan"** describes want for Daisy to listen his explanation. It is clear that the utterance is 'Permitting' which include in paradigm case of directive illocutionary act performed.

Data 27

A conversation between Nick and Henri in minutes 02:03:50---> 02:03:55, as follows:

Discover	: Nick sits atop the deco stairs, telephone in hand. Gatsby coffin is directly below...
Nick	: May I speak to Mrs. Buchanan? It's Mr. Carraway, her cousin.
Henri	: Madame is not available.
Nick	: Well, when you see her, will you tell her, the funeral tomorrow?

The data can be looked from the conversation above. It can be shown in the conversation between Nick and Henri. Nick searches in telephone Mrs. Buchanan and Mr. Carraway, her cousin but raise of telephone is Henri. He says that madame not available. Finally, Nick notices that Gatsby funeral tomorrow.

From the dialogue, Nick says **"May I speak to Mrs. Buchanan? It's Mr. Carraway, her cousin"**. From the utterance, Nick telephones Mrs. Buchanan and Mr. Carraway but raise of telephone is Henri because they

not available. Next, Nick speaks to Henri knows about Gatsby funeral tomorrow. Nick describes his represent to get Henri to tell that Gatsby funeral tomorrow for notice to Mrs. Buchanan and Mr. Carraway.

Based on the context, it is obvious that Nick's directive illocutionary acts performed is 'Permitting'. "Permitting is to give permission for something to allow something. Nick says **"May I speak to Mrs. Buchanan? It's Mr. Carraway, her cousin."** Nick describes his represent to get Henri to do something is that Nick entreat to Henri that he searches Mrs. Buchanan and Mr. Carraway about the funeral tomorrow. It is clear that the utterance 'Permitting' which include in paradigm case of directive illocutionary act performed.

4.2 Discussion

In society, people always appeared of the directive illocutionary act. But, the writer also can be found in the movie, including of in the movie *"The Great Gatsby (2013 film)"* by Baz Luhrman. The title of movie can see as daily conversation. In the movie, most of characters say directive as their change way help to other character such as Nick searches in telephone Mrs. Buchanan and Mr. Carraway, her cousin but raise of telephone is Henri. He says that madame not available, Gatsby order to the waiter if he wants order food lobster tails. Tom asks Mr. Gatsby to give him the join with us, and Tom also asks to Henri get some whiskey and two bottles, wrapped in a towel for join with us, especially Gatsby.etc

Indirectly, people often say directive in their daily conversation but they are often without care about directive illocutionary acts performed.

Based on Searle's theory that the directive illocutionary acts performed such as asking, ordering, commanding, begging, requesting, praying, pleading, entreat, inviting, permitting, and advising. In finding research, some of directive illocutionary act performed are nothing found in the movie because the directive actually is still a lot of. There are several found in the movie: First, 'Asking' is to tell somebody that you would like them to do something. Second, 'Requesting' is the action of asking for something formally and politely. Third, 'commanding' is to tell somebody to do something. Fourth, 'begging' is to ask somebody for something especially in an anxious way because you want or need it very much. Fifth, 'permitting' is to give permission for something to allow something.

Next, the directive illocutionary acts performed which not found in the movie such as: First, 'pleading' is to make repeated urgent request to somebody for something. Second, 'praying' is to give thanks or to ask for help to God. Third, 'ordering' is to something that somebody is to tell to do by somebody in authority. Fourth, 'inviting' is to ask somebody in friendly way to go somewhere or do something, especially as a social event. Fifth, 'entreating' is to ask somebody something in a very anxious or serious manner. Sixth 'advising' is to tell somebody what you think you should do in particular situation. Although, all of directive illocutionary acts performed are not found in the movie but using of directive is still important to apply in daily conversation. The movie "*The Great Gatsby (2013 film)*" by Baz Luhrman is one of the movie as the sample literary work which apply

directive illocutionary acts as the characters conversation and get to do something to someone.

In reality, the recommendation to say directive illocutionary acts has been applied in some of Hadist and Holy Qur'an. It can show that directive is important to apply in daily conversation. Allah (god) of happiness if we helps to someone so that care, build solidarity, respect, ect to someone and life us. There are Hadist and Holy Qur'an about tells us about it:

The directive illocutionary acts is mentioned in Holy Qur'an that we help and get to something. Refer to the following verse:

وَتَعَاوُنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ وَلَا تَعَاوُنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ ۚ وَاتَّقُوا اللَّهَ ۖ
إِنَّ اللَّهَ شَدِيدُ الْعِقَابِ [٥:٢]

"With the meaning sounded as follows, "And helps to help you in (work) righteousness and god-fearing, and doesn't help to help deep has done sin and breach. And god-fearing you to God, most verily God torment weight peer it." (Ayah No.5, Surah Al-Maidah, Chapter No.2, Holy Qur'an).

٢- مَنْ نَفَسَ عَنْ مُؤْمِنٍ كُرْبَةً مِنْ كُرْبٍ أُنْفِثَ فِي نَفْسِهِ نَفْسٌ أَلْفُ نَفْسٍ

كُرْبَةً مِنْ كُرْبٍ يَوْمَ الْقِيَامَةِ وَمَنْ يَسَّرَ عَلَىٰ مُعْسِرٍ يَسِّرْهُ اللَّهُ عَلَىٰ نَفْسِهِ فِي الدُّنْيَا وَالْآخِرَةِ وَمَنْ سَتَرَ مُسْتَرًّا سَتَرَهُ اللَّهُ فِي الدُّنْيَا وَالْآخِرَةِ وَاللَّهُ فِي عَوْنِ الْعَبْدِ مَا كَانَ الْعَبْدُ فِي عَوْنِ أَخِيهِ

"Whoever helps a believer of one adversity universalize. God that helps will of one of adversity at doomsday. Whomever soften someone grief, God will soften its grief are universalized and eternity. Whomever which cover

(ignominy) a Muslim. God will cover (ignominy) a slave up to that slave wants to help its brother."

There is even if asks for to help as energy it and she can for meeting
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 its this therefore may, as it were have already Allah Ta ' ala declarative
 about Prophet 'Musa A.S' tells:

{وَدَخَلَ الْمَدِينَةَ عَلَى حِينٍ غَفْلَةٍ مِنْ أَهْلِهَا فَوَجَدَ فِيهَا رَجُلَيْنِ يَقْتَتِلَانِ هَذَا مِنْ شِيعَةِ هَذَا مِنْ شِيعَةِ وَهَذَا مِنْ عَدُوِّهِ فَاسْتَنَّاخَهُ الَّذِي مِنْ شِيعَتِهِ عَلَى الَّذِي مِنْ عَدُوِّهِ فَوَكَزَهُ مُوسَى فَقَضَى عَلَيْهِ} [القصص: 15]

"And input Moses goes to city while its resident be moo, therefore at dropped upon it in that city two males which fight; one that an of its faction (Banilсроil) and a (again) of its enemy (Firaunclan 'aun), therefore person which of its faction ask for favor to Moses, to defeat person that of its enemy then Moses hits it, and dies its enemy that" (Al Qoshshosh: 15).

Based on Hadist and Holy Qur'an above, it can be concluded that the directive illocutionary acts is important to use in daily life. It is not only used in the world but also in the hereafter. The people can apply the
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 directive in daily conversation with good for people so that reward from Allah (God). The directive illocutionary acts used when people to get something from us which used in condition or situation for helps someone.

Commonly, people just guess the directive very simple for utterance with situation and condition in daily conversation, whereas, it the most important for knows in what are contexts of directive illocutionary acts who uttered utterance it. So that it can give positif influence for people in daily conversation. The most important that how can applied directive which took from Hadist and Holy Qur'an as referens for us.

Therefore, the finding research that directive illocutionary acts is very important for applied in daily life. We must also know of what are the context directive illocutionary acts who utterance by someone when ask to help. It can find interpret or meaning utterance because influence of the speaker in utterance uttered. Recommended in Hadist and Holy Qur'an so that people know and believe about the important of directive because it can reward in hereafter when we is death. It is recommended for the next researcher for doing further research who more interest about directive illocutionary acts such as explain about function and form of directive illocutionary acts. Next, the next researcher also can more finds Hadist and Holy Qur'an for reference so that the reader more believe or more doubtlessly for what we used of directive in daily life.

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CHAPTER V

CONCLUSION

This chapter deals about conclusion as the last part of the thesis entitled "Directive in the Movie *The Great Gatsby* (2013 film) by Baz Luhrmann. The conclusion below is the answer of the statement of problem about directive illocutionary acts performed and the contexts of directive illocutionary acts. It can made information for the reader more understand of the result and also the researchers can know who will analyze in future.

5.1 Conclusion

Based on the data analysis and discussion about directive illocutionary acts in the movie "*The Great Gatsby*" by Baz Luhrmann.

There are some conclusions that can be drawn that the directive illocutionary acts performed was found in the movie conversation. There are several of directive illocutionary acts performed by Searle's theory found are 'Asking', 'Requesting', 'Commanding', 'Begging', and 'Permitting'. There are 27 data of illocutionary acts performed.

The context of situation is much related to the speech act conditions, it influences the appearance of those acts because it influences the speaker to utterance directive illocutionary acts using speaking theory. Besides, speech acts conditions was really used to analyze the meaning of the utterance because it also explains the condition and situation surrounding the participants so directive illocutionary acts can be found. All of directive illocutionary acts in situation and condition when someone to get something from other people which often in daily conversation and it can made people become more good and can build solidarity,

respect, care, etc. using directive very important in daily life because we must helps for someone which when they ask of help to us and directive illocutionary acts also related with Hadist and Holy Qur'an.

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APPENDICES

APPENDIX 1

Summary in the movie "*The Great Gatsby*" by Baz Luhrmann

In the movie "*The Great Gatsby*" tells about the life and times of millionaire Jay Gatsby and his neighbor Nick, who tells his meet with Gatsby at the height of the roaring twenties.

In the winter of 1929, Nick Carraway is a Yale University graduate and World War 1. He is sufferer about financial depression and alcoholism and his staying in the psychiatric hospital. He talks about Jay Gatsby which describes him the most hope man and ever met. When he struggles to spill who in my mind but his doctor ask for only write because it can give of tranquility to Nick.

In the summer of 1992, Nick moves from the U.S. Midwest to New York. There, his works as a bond salesman. He rents a small house on Long Island in the village of West Egg and neighbor with big castle which property a Jay Gatsby. He is a mysterious millionaire who often holds of big parties. Nick goes to dinner with her cousin, Daisy Buchanan, and her husband Tom a college Nick on West Egg in the across the bay. They introduces Nick to Jordan Baker which him is a young golfer who interest and cynical should with whom Daisy wishes to couple Nick. Jordan talks Nick that Tom have sweetheart who lives in the "valley of ashes" an industrial discharge off between West Egg and New York City. Not long after, Nick goes with Tom to "valley of ashes". They stop a garage of property George Wilson and his wife, Myrtle, sweetheart Jordan mentioned. Nick

follows with Tom and Myrtle to a hide apartment them. There, Myrtle holds of vulgar parties which bad end when Tom beats Myrtle because calls named Daisy.

As the summer over, Nick receives an invitation to Gatsby's parties. After arrives, He knows that amount the hundreds, not only one invite meets Gatsby direct and they string story that he is a German spy, a prince, even an assassin. Nick meets Jordan, next, he meets Gatsby of young face, through Jordan, and Nick knows that Gatsby knows Daisy at the romantic meeting of 1917. Since then, Gatsby always maddest to Daisy. At night, he gaze green light in Daisy's house, exactly across the bay from his house with hope a day they will together. Gatsby's parties and his life that luxurious so that Daisy interest of come to his house. Gatsby wants Nick hold party between himself and Daisy now. Nick invites Daisy for tea in his house without knows that Gatsby also in there. After clumsy for a moment, Gatsby and Daisy become intimate and they begin dishonesty. Then, Daisy and Tom attend Gatsby's Parties. There, Tom begins suspicious about his wife relationship with Gatsby. Up to lunch in the house family Buchanan, Gatsby gazes Daisy with very spellbound until Tom realize Gatsby fall in love to her. Although Tom engaged of dishonesty, he is very angry when his wife lies. He forces all people go to New York City and attacks Gatsby in Plaza. Tom tells that his and Daisy have history of never known Gatsby and announce to his wife that Gatsby is criminal who riches from alcohol sell and illegal other activity. Gatsby's patience be lost and his become angry, next, his self shy. This incident, Daisy realizes that he more loyal with Tom who ask go home to East Egg with Gatsby for proof that Gatsby can't hurt Tom.

When Nick, Jordan, and Tom on the way “valley of ashes”, they know that Gatsby’s car blunder and died Myrtle, sweetheart Tom. They direct go home to Long Island, places Nick knows from Gatsby that Daisy who driven a car because wants quiet herself. But then, Gatsby wants himself of blamed. Although incident happens in Plaza, Gatsby certain Daisy will call tomorrow. At night, his tells to Nick that his a poor family, and name of original is James Gatz. At morning, Nick goes of work, while Gatsby swimming before swimming pool of the dry for autumn. Gatsby asks telephone brought to border of swimming pool so that can answer of telephone Daisy. While, Tom knows Myrtle’s husband, George, that Gatsby is driven car who blunder his wife. George directs conclude Gatsby is Myrtle’s sweetheart. In castle, Gatsby hears telephone ringing and confident that it Daisy. After Gatsby climbs over of swimming pool while Daisy’s see house in across the bay. He shoots death by George which is his also suicide. Apparently who telephone is Nick and he hears of two shoot.

At Nick calls to Buchanan family for invite Daisy at the funeral’s Gatsby. He knows Daisy, Tom, and my daughter moved from New York. Only reporters and photographers whom present the funeral, but ousting by Nick. Media are accuse Gatsby is assassin and Myrtle’s sweetheart, until Nick becomes only one person who knows what true of happens. He also moved to Midwest because disgusted too with people attitude of around Gatsby, andbrutish the wealthy ugliness in the East Coast. In the psychiatrist office, Nick solves his memoir and titles it “The Great Gatsby”.

APPENDIX 2

The data is collected by using make underline the directive illocutionary acts from in the movie "*The Great Gatsby*" by Baz Luhrmann.

"Asking"

Gatsby and Nick trail behind Daisy, crossing the ballroom.
Daisy, champagne in hand, spots the soaring ballroom organ.

DAISY
Oh...! Its beautiful.

GATSBY
Its a custom Wurlitzer.

DAISY
Can anyone play it?

GATSBY
Klipspringer can.
(to his footmen)
Someone wake Ewing!

Luhrmann, 2013: 01:01:38 ---> 01:01:41

As she and Jordan rush past Tom, down the hall, Tom turns
calmly to Gatsby.

TOM
Will you join us, Mr. Gatsby?

Then turns and calls to Henri...

Luhrmann, 2013: 01:31:08 ---> 01:31:11

Daisy and Jordan follow.

TOM

Mr. Gatsby! Would you be good
enough to take my coupé? And I'll
drive everyone else in your circus
wagon.

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GATSBY

I don't think there's much gas, old sport.

Luhrmann, 2013: 01:31:20 ---> 01:31:26

A crush of gawking spectators speak in hushed tones.

CUT TO: Tom pushing through the crowd.

CLOSE ON: He stops, and makes a harsh sound...

MYRTLE'S BODY, wrapped in a blanket, lies on a work table.

Tom bends over it, shocked, motionless.

CUT TO: Nick, watching Tom's reaction.

A POLICEMAN stands next to Tom taking down names.

POLICEMAN

(to Tom)

Sir, Sir, I'm gonna have to ask you
to step away--

TOM

Get off me...!

(regains his composure)

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I'm fine. I'm fine.

Luhrmann, 2013: 01:45:52 ---> 01:45:59

Gatsby gazes back to the house...

GATSBY

No. No. No. I'm going to wait. I'll wait all night if necessary. You see, Daisy's locked herself in her room, and she's going to turn her light off and on again if he tries to bother her about that unpleasantness this afternoon. If he tries ANY brutality whatsoever--

NICK

Tom won't touch her. He's not even thinking about her...

GATSBY

Oh, I don't trust him, old sport. I don't trust him.

Nick considers the light at the end of the terrace.

NICK

Alright. Alright... You wait here. I'll see if there's any commotion.

GATSBY

Would you do that for me? Thank you. Thank you, old sport.

Luhrmann, 2013: 01:53:56 ---> 01:54:00

"Requesting"

An immaculate MAITRE'D offers Nick a chair.

MAITRE'D

Will the gentleman be joining?

NICK

(frustrated)

One moment please--

JORDAN

Please, Nick, sit down. This is a polite restaurant.

As Nick's frustration and Jordan's embarrassment grow--

Luhrmann, 2013: 00:45:02 ---> 00:45:05

JORDAN (O.S.)
But, the morning of the wedding,
Daisy received a letter...

On the bed, Daisy, hysterical, clutches a bottle in one hand
and a letter in the other.

DAISY
(screams)
Tell them Daisy's changed her mind!

JORDAN
Daisy! Please, everyone's waiting!

Luhrmann, 2013: 00:46:31 ---> 00:46:34

Jordan slides in...

TAXI DRIVER
Evening sweethearts! Where to?

JORDAN
Long Island, please.

Luhrmann, 2013: 00:47:49 ---> 00:47:52

TOM
Wait a minute, I want to ask Mr.
Gatsby one more question.

GATSBY
Go on. Please Mr. Buchanan, go on.

TOM
What kind of a row are you trying
to cause in my house anyhow?

Luhrmann, 2013: 01:36:01 ---> 01:36:02

GATSBY
No, old sport. See, she never loved
you... She only married you because
I was poor and she was tired of
waiting. It was a terrible,
terrible mistake, but in her heart
she never loved anyone but me!

JORDAN
We should go...

GATSBY
Daisy and I have nothing to hide...

DAISY
Jay let's go, please...!

TOM
Sit down Daisy!

GATSBY
(reassuring)
Yes, Daisy, please sit down.

Luhrmann, 2013: 01:37:10 ---> 01:37:16

NICK (V.O.)
He began talking excitedly, denying everything... But with every word Daisy was drawing further and further into herself, until only the dead dream fought on...

DAISY
Please Tom; I can't stand this anymore!

Luhrmann, 2013: 01:43:11 ---> 01:43:14

MYRTLE FLIES PAST CAMERA as Wilson drags her across the room!

WILSON
God knows everything you've been doing!

Grabbing his wife's hair he presses her face to the window.

WILSON (CONT'D)
You might fool me but you can't fool God!

OVER WILSON'S SHOULDER, we see with shock, that he is looking at the eyes of Doctor T. J. Eckleberg.

WILSON (CONT'D)
God sees everything!
Below the Eckleberg sign a train thunders through the level crossing.

The final carriage clears to reveal Gatsby's yellow car waiting on the other side of the crossing.

CLOSE ON: Myrtle seeing the yellow car; a desperate whisper.

MYRTLE
(thinking its Tom)
He's here...

WHACK! Myrtle gives a sudden backhand to Wilson's face as she twists from his grasp!

Standing outside his restaurant, the owner, MICHAELIS sees Myrtle rush out of the garage shouting hysterically.

MYRTLE
Stop, Tom, please, stop!

Luhrmann, 2013: 01:44:50 ---> 01:44:56

NICK
 Trouble!? That woman you ran down
 is dead Jay!

GATSBY
 I thought so-- I told Daisy I
 thoughts so--

NICK
 Daisy? Do you hear yourself--

GATSBY
 Its better that the shock should
 come all at once--

NICK
 What's wrong with you!? How could
 you!?

GATSBY
Please... Keep your voice down, old
 sport.

NICK
 Tom was right! You're nothing but a
 goddamn coward!

Luhrmann, 2013: 01:51:33 ---> 01:51:37

Gatsby leads Nick toward the side gate. At the gate...

NICK
 I'll call you up.

GATSBY
Do, old sport, please do.
 (a thought)
 I suppose Daisy'll call too.

NICK
 I suppose so... Well... Goodbye.

Luhrmann, 2013: 01:59:37 ---> 01:59:43

NICK
Please, I know she would want to be
 there. If you could just get a
 message to her--

HENRI (O.S.)
 I have no further information
 monsieur. Au revoir.

Luhrmann, 2013: 02:04:16 ---> 21:04:16

“Commanding”

DAISY (CONT'D)
 You want too much! I love you now,
 isn't that enough? I can't help
 what's past.
 (begins to sob)
 I did love him once; but I loved
 you too.

GATSBY
 (shocked, uncomprehending)
 You loved me too?

TOM
 (savage)
 Even that's a lie. She didn't know
 you were alive. There are things
 between Daisy and me that you'll
 never know, things that neither of
 us can ever forget.

The words seem to bite physically into Gatsby.

GATSBY
I want to speak to Daisy alone.
She's all excited now...

DAISY
 Even alone I can't say I never
 loved Tom. It wouldn't be true.

Luhrmann, 2013: 01:39:20 ---> 01:39:50

GATSBY

Nick, I want you and Daisy both to
see my house. I'd like to show her
around.

NICK
 Are you sure you want me to come?

GATSBY
 Absolutely, old sport. Absolutely.

Luhrmann, 2013: 00:59:47 ---> 00:59:50

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He stands, walks to the window and looks out across the bay.

GATSBY (CONT'D)

What do you think of that, Daisy?

Come look.

Daisy joins Gatsby and they step out onto the porch together.

Luhrmann, 2013: 00:59:12 ---> 00:59:15

- -

TOM

Hey McKee, take a picture of that!

MYRTLE

(girlish glee)

Oh, don't!

(MORE)

MYRTLE (CONT'D)

I'm not one of those models...! But
you can if you want...

Luhrmann, 2013: 00:19:23 ---> 00:19:30

The room is large and stifling hot, it has been filled with
huge ice buckets in an attempt to cool it. Gatsby, Tom, Nick,
Daisy and Jordan are bathed in a thin sheen of perspiration.

DAISY

Open another window.

NICK

There aren't any more.

Luhrmann, 2013: 01:33:35 ---> 01:33:36

her mother's eyes land on the bottle, and then the letter...

PUSH IN: The last line of the letter reads: *Love, Jay.*

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DAISY

Leave me alone!

DAISY'S MOTHER

Jordan, run the bath! Now!

Luhrmann, 2013: 00:46:38 ---> 00:46:40

TEDDY

He was a German spy during the war.

JORDAN

Teddy Barton. Nick Carraway.

NICK

(to Teddy)

A German spy...?

Teddy's annoying East Egger friend, NELSON, chimes in...

NELSON

No, no, no. He's the Kaiser's assassin.

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And the third of the East Egger trio, LANGUID GIRL, adds...

LANGUID GIRL

I heard he killed a man once.

NICK

You don't believe he killed a man do you...?

JORDAN

(wickedly)

Let's go find him, and you can ask him yourself...

Luhrmann, 2013: 00:26:45 ---> 00:26:50

"Begging"

HERZOG
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I beg your pardon.

She and Nick jump to find Herzog suddenly beside them.

HERZOG (CONT'D)
 Miss Baker; Mr. Gatsby would like
 to speak to you... Alone.

JORDAN
 (surprised)
 Me?

HERZOG
 Yes, madame.

Luhrmann, 2013: 00:31:21 ---> 00:31:24

WOLFSHEIM
 So... How *is* the bond business Mr.
 Carraway?

NICK
 It's fine, thank you.

WOLFSHEIM
 I understand you're looking for a
 business *gonnection*--

GATSBY
 No, no. This isn't the man. This is
 the *friend* I told you about.

WOLFSHEIM
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Oh! *Beg your pardon. I had a wrong*
man.

Luhrmann, 2013: 00:42:15 ---> 00:42: 19

“Permitting”

GATSBY
 (to the group)
May I show you around?

He guides them down the stairs...

GATSBY (CONT'D)
 You must see the faces of a lot of
 people you've heard of.

DAISY
 Absolutely!

Luhrmann, 2013: 01:11:10 ---> 01:11:15

Gatsby gracefully introduces Senator Gulick to the group...

GATSBY
May I introduce Senator Gulick?
This is Mr. Carraway and Mrs.
Buchanan...

DAISY
 Delighted...

GATSBY
 And Mr. Buchanan...
 (a moment's hesitation)
 The polo player.

Luhrmann, 2013: 01:10:42 ---> 01:10:50

DISCOVER: Nick sits atop the deco stairs, telephone in hand.
Gatsby coffin is directly below...

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NICK

May I speak to Mrs. Buchanan? It's
Mr. Carraway, her cousin...

HENRI (O.S.)

Madame is not available.

NICK

Well, when you see her, will you
tell her, the funeral's tomorrow?

Luhrmann, 2013: 02:03:50 ---> 02:03:55

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APPENDIX 3

The classifying the directive illocutionary acts by Searle's theory based on each directive illocutionary acts performed in the movie "The Great Gatsby" by Baz Luhrmann.

'Asking'	
Daisy: Can anyone play it?	Gatsby : Klipspringer can. (to his footmen) Someone wake Ewing!
Tom: Will you join us, Mr. Gatsby?	Then turns and calls to Henri... Tom : Henri! Get some whiskey! Two bottles, wrapped in a towel.
Tom :Mr. Gatsby! Would you be good enough to take my coupé? And I'll drive everyone else in your circus wagon.	Gatsby : I don't think there's much gas, old sport.
Policeman : Sir. Sir, I'm gonna have to ask you to step away.	Tom : Get off me...!(regains his composure)I'm fine. I'm fine.
Nick: Alright. Alright...You wait here.I'll see if there's any commotion.	Gatsby: Would you do that for me? Thankyou. Thank you, old sport.
'Requesting'	
Maitre'd: Will the gentleman be joining?	Nick : (frustrated)One moment please-- Jordan: Please, Nick, sit down. This is a polite restaurant.
Daisy(screams):Tell them Daisy's changed her mind!	Jordan: Daisy! Please, everyone's waiting!
Taxi driver :Evening sweethearts! Where to?	Jordan:Long Island, please.

Tom : Wait a minute, I want to ask Mr. Gatsby one more question.
Gatsby: Go on. Please Mr. Buchanan, go on.

Daisy: Jay let's go, please...!

Tom : Sit down Daisy!

Nick : He began talking excitedly, denying everything... But with every word Daisy was drawing further and further into herself, until only the dead dream fought on...

Daisy : Please Tom; I can't stand this anymore!

Standing outside his restaurant, the owner, Michaelis sees Myrtle rush out of the garage shouting hysterically.

Myrtle : Stop, Tom, please, stop!

Nick : What's wrong with you!? How could you!?

Gatsby: Please... Keep your voice down, old sport.

Nick: I'll call you up.

Gatsby: Do, old sport, please do.

Nick: Please, I know she would want to be there. If you could just get a message to her.

Henri : I have no further information monsieur. Au revoir.

'Commanding'

Gatsby: I want to speak to Daisy alone. She's all excited now...

Daisy: Even alone I can't say I never loved Tom. It wouldn't be true.

Gatsby: Nick, I want you and Daisy both to see my house. I'd like to show her around.

Nick: Are you sure you want me to come?

Gatsby: Absolutely, old sport. Absolutely.

Gatsby (cont'd): What do you think of that, Daisy? Come look

Daisy joins Gatsby and they step out onto the porch together.

Tom: Hey McKee, take a picture of that!

Myrtle : Oh, don't! I'm not one of *those* models...! But you can if you want.

Daisy : Open another window.

Nick: There aren't any more.

Daisy: Leave me alone!

Daisy's mother : Jordan, run the bath! Now!

Nick : You don't believe he killed a mando you...?

Jordan : (wickedly) Let's go find him, and you can ask him yourself...

'Begging'

Herzog: I beg your pardon...

She and Nick jump to find Herzog suddenly beside them.

Herzog : Miss Baker; Mr. Gatsby would like to speak to you... Alone.

Gatsby: No, no. This isn't the man. This is the *friend* I told you

Wolfsheim: Oh! Beg your pardon, I had a wrongman.

'Permitting'

Gatsby : (to the group) May I show you around?

He guides them down the stairs...

Gatsby : You must see the faces of a lot of people you've heard of.

Daisy : Absolutely!

Gatsby : May I introduce Senator Gulick? This is Mr. Carraway and Mrs. Buchanan...

sy : Delighted...

Nick: May I speak to Mrs. Buchanan? It's Mr. Carraway, her cousin.

Henri: Madame is not available.

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THESIS

**Submitted Partial Fulfillment of the requirements for the Sarjana Degree of
English Department Faculty of Letters and Humanities UIN Sunan Ampel**

Surabaya.



By:

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Nur Khofifah AS1

Reg. Number A83210111

ENGLISH DEPARTMENT

FACULTY OF LETTERS AND HUMANITIES

ISLAMIC STATE UNIVERSITY SUNAN AMPEL SURABAYA

2015

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**AN ANALYSIS OF METAPHOR USED IN COMPUTER
BRANDS SLOGAN ADVERTISEMENT**

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THESIS

**Submitted Partial Fulfillment of the requirements for the Sarjana Degree of
English Department Faculty of Letters and Humanities UIN Sunan Ampel
Surabaya.**

By:

Nur Khofifah

Reg. Number A83210111

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ENGLISH DEPARTMENT

FACULTY OF LETTERS AND HUMANITIES

ISLAMIC STATE UNIVERSITY SUNAN AMPEL SURABAYA

2015

DECLARATION

Name : Nur Khofifah

NIM : A83210111

This thesis contains material which has been accepted for the award of Sarjana degree of English Department Faculty of Letters and Humanities Islamic State University Sunan Ampel Surabaya. And to the best of my knowledge and belief, it contains no material previously published or written by other person except where due references is made in the text of the thesis.

Surabaya, June 05th, 2015

Writer,

(Nur Khofifah)



MOTTO

I do not have to be the Best for Everything

But,

I must do my Best for everything I have



Anonymous



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DEDICATION

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*To my beloved parents and
my beloved grandmother for endless love,
support and encouragement*

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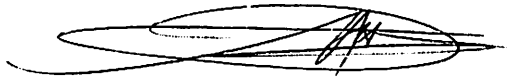
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APPROVAL SHEET

Approved to be examined

Surabaya, June 30th 2015

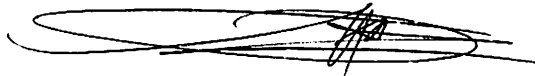
Thesis advisor



Dr. Mohammad Kurjum, M.Ag
NIP. 196909251994031002

Acknowledged by

Head of English Department



Dr. Mohammad Kurjum, M.Ag
NIP. 196909251994031002

ENGLISH DEPARTMENT
FACULTY OF LETTERS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA
2015

EXAMINER SHEET

This thesis has been approved and accepted by the board of examiners of English Department, Faculty of Letters and Humanities, UIN Sunan Ampel Surabaya.

Surabaya, June 30th, 2015


The Board of Examiners

Head of Examination

Secretary



Dr. Mohammad Kurjum, M.Ag
NIP. 196909251994031002



M. Thoriquussud, M.Pd
NIP.198011182009121002

Examiner I

Examiner II



Prof. Dr. Hj. Zuliati Rohmah, M.Pd
NIP. 197303032000032001



Muhtarom, M.Ed, GradDipTesol
NIP. 196512201992031005

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The Dean of Faculty of Letters and Humanities



Dr. H. Imam Ghazali, M.A
NIP. 196002121990031002

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In the Name of Allah, most Gracious, most merciful

I am willing to present my thanks for everyone who has helped me, especially in this thesis.

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11. The last, this thesis is far from being perfect, but it is expected that this thesis will be useful not only for the researcher, but also the readers. For this reason, constructive thought full suggestion and critics are well come to make this thesis better.

Finally, may Allah SWT receive all their works and kindnesses. Amin.

Surabaya, June 18th, 2015

Nur Khofifah

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ABSTRACT

Khofifah, Nur. 2015. *An analysis of Metaphor used in Computer Brand Slogan Advertisement*. English Department, Faculty of Letters and Humanities, State Islamic University Sunan Ampel Surabaya. Advisor: Dr Moh Kurjum M.Ag.

Key terms : *Figure of speech, Metaphor, Advertisements, Slogan.*

In this globalization and industrialization era, in which many goods are produced in a very large amount every day, the existence of advertisements becomes out of burst too as its result. Companies utilize advertisements to sell their products. Therefore it is so easy for us to find out advertisements such as printed on newspapers and magazines we are reading, often appear on the internet while we are surfing, presented on the billboards in side of roads we are taking, and many more. In advertising, there is one element which holds an important role to make an advertisement can attract people's attention. It is popularly called slogan

The researcher used a descriptive approach method. The data are taken from internet slogan by taking 10 slogans best in Indonesia 2013 advertisement. They are: Acer, Asus, Apple, Dell, HP, Lenovo, Sony, Toshiba, LG, and MSI. In this research, the writer is considered as the main instrument that existence is determiner in collecting data. Conducting this study, the researcher finds out that advertisement slogan computer use implicit or explicit. It is possible that different interpretation will arise among the reader. In conducting this research the researcher finds out that advertisement slogan in computer slogan brands use implicit and explicit metaphor. From this analysis the researcher can conclude that implicit metaphor more frequently than explicit metaphor in advertisement in advertisement computer brands slogan.

INTISARI

Khofifah, Nur. 2015. *An analysis of Metaphor used in Computer Brand Slogan Advertisement*. English Department, Faculty of Letters and Humanities, State Islamic University Sunan Ampel Surabaya. Advisor: Dr Moh Kurjum, M.Ag.

Kata Kunci : : *Figure of speech, Metaphor, Advertisements, Slogan.*

Dalam era globalisasi, dimana banyak barang yang di produksi dalam jumlah yang sangat besar setiap hari, keberadaan iklan untuk menjual produk mereka. Oleh karena itu mudah bagi kita untuk mengetahui iklan seperti dicetak pada surat kabar dan majalah yang kita baca. Sementara itu kita sering menjumpai di internet dan disajikan disisi jalan yang kita lewati. Dalam iklan ada suatu unsur yang memegang peran penting untuk membuat iklan dapat menarik serta mendapatkan banyak perhatian orang, hal ini pada umumnya disebut dengan slogan.

Dalam penelitian ini peneliti menggunakan metode pendekatan deskriptif. Data tersebut diambil dari slogan internet dengan mengambil 10 slogan terbaik di Indonesia pada tahun 2013. Seperti Asus, Acer, Apple, Dell, HP, Lenovo, Sony, LG, MSI, and Toshiba. Penelitian ini, peneliti berperan sebagai instrument utama keberadaan untuk mengumpulkan data. Dalam Penelitian ini peneliti menemukan bahwa slogan iklan dicomputer menggunakan implicit dan explicit metaphor. Dari hasil analisa ini peneliti dapat menyimpulkan bahwa metafor implicit lebih sering digunakan dari pada explicit dalam iklan slogan komputer.

CHAPTER I

INTRODUCTION

In this chapter, the writer will explain about background of the study, problems of the study, objectives of the study, significance of the study, scope and limitation, and the definition of the key terms.

1.1 Background of the Study

Language is a system of pronounced sounds, used by people as tool of having relationship in their society. Language is the system of human communication by means of a structured concurrence of the sound. Language is a fundamental aspect of human life. To communicate and establish relationship with others, people use language as tool of their communication (Wardaugh, 1985:29). To communicate means to transfer ideas from one person to the others. If people did not have a tool to communicate, every people's activities and interactions would be stagnant (Wardaugh 1986:1).So, it can be concluded that language plays very fundamental role in human life.

Basically people use language in two ways for communicating each other's; in spoken and written form. In spoken form means people directly send and receive messages or information orally, while in written form the messages are transferred from the addressor to the addressee through writing. In this study, the researcher is interested in analyzing language used in written form. Instead of choosing other written forms of communication, the language used in advertisement attracts the researcher's attention a lot based on some considerations that advertisement must be created effectively and

meaningfully. The language presented in an advertisement is although not too long but it conveys meaningful messages inside. Advertisement has secret power behind its language used because through reading it, the readers will be attracted to the company's intention, wanted to buy the products.

In this research consist about commerce. Koran as the main source of Islamic knowledge also teaches us how to understand other people commerce. In *Al- Baqarah (The cow)* Verse 275 said Allah said

"But Allah has permitted trade and has forbidden interest"

In this globalization and industrialization era, in which many goods are produced in a very large amount every day, the existence of advertisements becomes out of burst too as its result. Companies utilize advertisements to sell their products. Therefore it is so easy for us to find out advertisements such as printed on newspapers and magazines we are reading, often appear on the internet while we are surfing, presented on the billboards in side of roads we are taking, and many more. Rowse and Rolan (1957: 37) stated that advertisement is as tool of communication from advertiser. Advertising originally meant 'taking note' or 'considering', however, its meaning later changed to 'persuading'. It has many purposes, they are to introduce a new product, to familiarize consumer with product uses, to sell goods, to introduce styles and costumes, to attract the costumers, and to get customers to enter a store and prepare the way for the salesmen. There is a fact that because of the use of effective advertisement, the consumption of the promoted products increases massively. Moreover, recently good advertising

has often successfully persuaded and is still persuading people to buy specific consumer goods that they do not necessarily need. By now, advertising has become a competitive war against commercial rivals for a share of the market.

In advertising, there is one element which holds an important role to make an advertisement can attract people's attention. It is popularly called slogan. Slogan is image or sign of company. It is a phrase that comes and goes with particular lines of products on all its adverts whatever the campaign. (Goddard 1998:105). So, it is kind of image the companies try to deliver to the consumers through best words chosen that comes with the particular lines of products in all the advertisement adverts. So that is why language becomes the important tool in slogan. Almost all products have the slogans.

Other concept of slogan comes from Tom Altstiel (2008:165); he mentioned that slogans are usually in form of a short phrase or sentence, which gives space for readers to explore the meaning of it freely. The advertisers choose the creative and interesting words to be the language of their slogans. The language of slogans represents the particular product. The slogans of a product have the characteristic that is different from other product. For instance, we can say that slogan is a tool to create the product offered being interesting. Most companies are creating their slogan more attractive by benefiting metaphorical languages either implicitly (implicit

metaphor) or explicitly (explicit metaphor) in order to make their slogans more interesting instead of using another style of language.

Metaphor includes into one aspect of figures of speech. The basic structure of metaphor is so simple, there is something we talked about and something used to compare with something that we talk about. A typical dictionary definition of metaphor is “the use of a word phrase to mean something different from the literal meaning” (Oxford Advanced Learner’s Dictionary). Metaphors are the figure of speech that becomes the most common way taken by marketers to be used extensively in their persuasive communications to consumers within their advertisement slogans. These metaphors make implicit or explicit statements or suggestions that a product, service, brand, or company is some unique idea or concept. Marketers use metaphors to achieve many objectives; i.e., to gain consumer attention, evoke imagery, provoke comparisons, suggest similarity between a product and a concept, explain a complex or technical product, or influence consumer beliefs and attitudes.

This research objects are slogans of computer brands used in advertisements. The writer is interested in investigating this object is because as we know that nowadays technology has taken parts with almost all parts of our lives so that there are a lot of companies which compete to produce the best technological devices to fulfill the public demands; one of them is computer. Computer now becomes a thing needed by almost everyone. Consequently, loads of computer advertisement has also arisen. Therefore,

every computer brand must provide the slogans which is carefully designed and thoughtfully planned to attract many people's attention toward the advertisement and at last, buy the products. Because of this competitive aspect, every company must also compete to use language more effectively and communicatively to create its slogan to attract people the most. So, it must be really interesting to investigate computer brands slogans.

One example of interesting computer brand slogan is coming from Apple. This computer brand states "**Apple Macintosh, the power to be your best**" for its slogan. That advertisement slogan is an explicit metaphor. Apple Macintosh is a kind of computer brand. In this case, the readers should find why it is said **the power to be your best**. They should connect the lexical meaning with the illustration of the picture of the advertisement. From the picture, the writer can find that Apple is the name of a computer brand. Apple is the computer which gives more over plus to the users because of its application. **The power to be your best**, this slogan means that with all the over plus of Apple brand, it will make the users feel satisfied because of its power which will make them to be the best.

Some of the researchers actually have done the study about analyzing slogans in advertisements. The first researcher who had done such study is Rudik Sanjaya (2002), entitled "*A Study of Metaphors used in Cars Advertisement*". He analyzed metaphor used in cars advertisement. This research applied Wahab and Tanaka's theory and used descriptive studies approach. The most finding is the nominal predictive metaphor also can be in

the form of dead and life metaphor, in other word a single metaphor may have two categories.

Another one is done by Nitajuz Zahidah (2011), entitled *"An Analysis of Metaphor in Advertisement Slogan in Time Magazine"*. She analyzed the Furnish and Bath's theory of metaphor. The writer analyzed whether the slogans contain implicit and explicit metaphor. She used slogans which were used in "Time Magazine". Based on those two earlier studies, then the writer is interested in conducting this study which is also doing an analysis on slogans. From the previous studies mentioned earlier, this research has similarity and difference with both the researcher above. The similarity is the focus is on analyzing slogans. The differences are the object which is taken and also the theory which is used.

Based on the explanation above, the writer decides to accomplish this study by the title *"An Analysis of Metaphor Used in Computer Brands Slogan Advertisement"*.

1.2 Statement of Problems

Based on the background of the study above, researcher formulates the problem as follows are:

1. What kind of metaphors is used in computer brands slogan advertisement?
2. How are explicit and implicit metaphors used in computer brands slogan advertisement?

1.3 Objectives of the Study

Related to the previous above, the objective of this study are;

1. To know the types of metaphors used in advertisement computer slogans.
2. To describe how explicit and implicit metaphor used in advertisement computer slogans.

1.4 Significance of the Study

The significance of this study is that the researcher hopes that this research will contribute in adding some knowledge in Semantics field analysis especially about metaphor which is used in an advertising slogan for computer brands. Moreover, this study can show the advantage of using metaphorical sentences in advertising so it will help the advertiser to be able to make the slogans more attractive and also make the sentence shorter in order to be more easily remembered by people but it has been effectively enough to deliver the messages so that the aim of advertising is successfully achieved; attract people's attention and finally buy the products.

In addition, the writer also hopes that the study can give contribution to the theory of figure of speech that is to prove that theory which is combined with advertisement theory can give solution to the problems in understanding some advertisements. The research is expected too to be a helpful reference for those who are interested in conducting further research.

1.5 Scope and Limitation

This research is focused on investigating kinds of metaphor used in computer brand slogan advertisements from the best 10 computer brands based on <http://microsoft-id.blogspot.com>; they are Acer, Apple, Asus, Dell, HP, Lenovo, MSI, Sony, LG, and Toshiba. The researcher uses theory from Furnish and Bath based on their book entitle *Reading Poetry: an Introduction*.

1.6 Key Terms

In order to avoid misunderstanding and misinterpretation about the basic concepts used in this research, the researcher would like to give some definitions of the key terms as follows.

1. Figure of Speech: is a poetic or non-literal in using language (Berry, 1974:49).
2. Metaphor is the use of word or a phrase to indicate something different from the literal meaning (Ortony, 1993: 15).
3. Slogan is image or sign of company. It is a phrase that comes and goes with particular lines of products on all its adverts whatever the campaign. Goddard (1998:105)
4. Advertisement: is a tool to provide information which is persuade about goods, ideas and services to people on many media (Wright in Iliweri: 1992:20).

CHAPTER II

LITERATURE REVIEW

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This chapter discusses about the basic concepts of semantics, figure of speech, metaphor, kinds of metaphor, and slogan computer advertisement.

2.1 Theory of Semantics

Semantics is the systematic study of meaning, and linguistic semantics is the study of how languages organize and express meaning. Lynos (1997: 1) said, "Semantics is generally defined as the study of meaning, and this is the definition which we shall initially adopt". Fromkin and Rodman (1974: 206) said in their books that the words, phrase and sentences have the linguistics meaning is known as semantics. In order to support this statement Adrian Akmajian (1995: 213) states that semantics is generally considered to be study of meaning (and related nation) in language whereas in field of logic, semantic is generally considered to be study of linguistics references or denotation and truth condition in languages. Besides Semantics is the systematic study of the meaning and linguistics semantics is the study of how languages organize and express meaning (Keidler, 1998: 3). While linguistics semantics is concerned with the language system that people have in common that makes them able to communicate with one another (Keidler, 1998:39).

2.2 Figure of Speech

The terms "figure of speech" becomes clear with an understanding of the terms "literal and figurative". According to Berry in his book entitled *The Craft of Writing* (1974:49) literal means according to the letters, the example is when a pilot is flying a plane, he is literally speaking "up to in the clouds". Meanwhile, figurative means a poetic or non-literal in using language, for example when this same pilot on returning home, learns he was won \$10.000 in a lottery, he may express his joy by stating that he is "up to in Clouds". Now, of course he is speaking figuratively, that is, he is using a figure of speech.

2.3 Metaphor

Metaphor includes in the one of figure of speech. A metaphor treats something as something else, for instance: "my love is a red –red rose". It use rose to mean not the flower, but something beautiful and precious (Siswanto in his book entitled *Puisi-Puisi Satra Inggris*, 2002: 28). Another definition of metaphor is given by Ortony (in his book entitled *Metaphor and thought* 1993:15) he states that metaphor is the use of word or phrase to indicate something different from the literal meanings, as in "I'll make him swallow his words" or "she has a heart of stone". In sentence "I'll make him swallow his words". The meaning of word "swallow" is not literal meaning. It does not mean that he has to eat his word. It means that "I" will make "he" never says the words again. In the sentence "she has a heart of stone", it does

not mean that she has a heart made of stone but she has a strong faith about something and it is difficult to change.

Berry (1974: 49) states that metaphor is an implied comparison of two unlike object that have one point common, with 'like' or 'as' omitted. For example: "the bleeding prize fighter became a savage animal". The two unlike objects are, of course the *prize fighter* and the *animal*. While, Semino(1997: 200) says that metaphor is precisely 'transfer', 'carrying from one place to another'. The two places implied in this definition refer to literal and figurative meaning. Both are said to be related by similarity or implicit comparison. Furnish and bath introduced the two elements involved in metaphorical process. They are tenor and vehicle (1996:109). The term "tenor" for what is being talked about and "vehicle" for the metaphorical way it is talked about.

2.3.1 Kinds of Metaphor

In this research, the researcher concerns into Furnish and Bath theory (1996) to determine the kinds of metaphor that used in computer brands slogan advertisement. According to them, a metaphor divided into two types, they are:

1. Implicit Metaphor

Implicit metaphor is the metaphor that only gives one side of equation. The figurative half equation is left to work in its own, what is actually being referred to be left implicit. So, it needs reader's Imagination of literal word or phrase has been

substituted by each of them. Then, it is also needs more interpretation work to complete the metaphorical equation.

Example: *The hourglass whisper to the lions' roar*

The verb *whisper* must be metaphor, because an hourglass cannot literally whisper. To infer the tenor, the readers should read the whole and ask what interaction there could be an hourglass and a lion's presumably that, however fiercely and loudly it roars its life will not last forever. It also stresses how quietly the sound runs through the glass in comparison with the lion's roar and this makes it all more ironic that the lion cannot resist this message.

2. Explicit Metaphor

The metaphor that is presented in the text and it is clear what is being compared with, what one thing is said to be another thing. Both halves of equation are present in the text. The explicit metaphor compares two things directly.

Example: *An Englishman house is his castle*

It is obvious that tenor (an English house) is in some way equivalent to the vehicle (a castle).

Meanwhile implicit metaphor makes the language in advertisement slogan more attractive, although sometimes they may confuse and reader's knowledge or imagination to get the point of the advertisement slogans. Besides making the language

more attractive they also make sentence shorter it does not need along sentence to tell the message of advertisement slogan.

Moreover, the give of picture can attract many consumers. The implicit and explicit metaphors are alike. Although explicit metaphor is clear what is being compared with one thing is said to be another thing. They also need reader's imagination and should be connected with the context of advertisement slogan. Both implicit and explicit metaphor is interesting to be point of advertisements slogan. The advertisement slogan will get full attention from reader as they want to know the point of it. Readers should read the whole sentence in the advertisement and connect them with the advertisement product.

Based on this research the researcher gives an example about the slogan used by one of the computer brand which comes from Apple computer brand:

"Apple Macintosh, the power to be your best".

The advertisement slogan above is an explicit metaphor.

Apple Macintosh is a kind of computer brand. In this case, the readers should find why it is said *the power to be your best*. They should connect the lexical meaning with the illustration of the picture of the advertisement. From the picture, the writer can find that Apple is the name of a computer brand. Apple is the computer which gives more over plus to the users because of its

application. *The power to be your best* means with all the over plus of Apple brand, it will make the users feel satisfied because

of its power which will make them to be the best.

2.4 Advertisement

Advertisement is a tool to provide information which is persuasive about goods, ideas and services to the people in many media (Wright in Liliweri, 1992:20 in his book entitled *Dasar-dasar Komunikasi iklan*). From this definition, advertisement is a part of human behavior where ideas or concepts are communication persuasively between the advertiser and the recipients or costumer's future behavior. Basically, advertisement is divided into two major types: broadcast advertisements and printed advertisement. Broad advertisements usually occupy either radio broadcast or television broadcast or television broadcast, meanwhile printed advertisement utilize almost all printed media such as newspaper, magazines books and brochures. Besides that, there are also advertisement that are printed on board spaces located in some areas where people easily see and read them.

In addition, the language of advertisement is different from the language which used in daily speech of the community. Sometimes, its language is not straight to the point, so many people make mistake in interpreting it. The preceding sentences are supported by Hutchinson's statement that the use uncommon languages in advertisement slogan are to show the characteristic of an advertisement; therefore, it creates some interpretations (1996: 228 in his book entitled *writing for mass*

communication). Therefore argues the language used in advertisement should be creative, interested, informative, and persuasive. Creative means that the words used have to illustrate and arrange with different ways, such as contain of a jargon, hyperbole, personification, metaphor or good diction. Moreover to be creative advertisement has own style in producing their message, Based Whittier in his book entitled *creative Advertisement* (1958: 52).

2.4.1 The Purpose of Advertisement

The ultimate purpose of all commercial advertisement is to persuade people to buy. According to the interpretation of Tom Altstiel mentions that to be effective good advertisement must have:

1. The ability to get our attention. Hundreds of advertisements are seen/heard each day. Therefore, an effective advertisement must stand out from the competition and grab the consumer's attention.
2. The ability to sustain our attention. It is important that the potential consumer learn something about the product. An effective ad involves the reader in the details of the ad and carries the reader's attention through the advertisement.
3. The ability to transmit the message. Clarity of message is important if the message is in limited space. So that, the consumers are demanded to understand deeply the messages delivered.
4. The ability to convince the potential consumers to accept the message of the advertisement and the advertisement brand. Thus,

the ability of the advertisement is to persuade, to accept and to buy the product

2.4.2 The Basic Concept of Persuasion

Persuasion is a verbal art which persuades people to take an action what writer or speaker wants (Keraf, 1992:118 in his book *Argumentasi dan Narasi*). The most well-known example of persuasion is advertisement. It is in line with Holtz's statement that is *"if there is any single field in which there is a primary focus on efforts to produce the most persuasive writing, it is the advertising field"* (1983: 86 in his book *Persuasive Writing*).

2.5 Slogan

2.5.1 Definition of slogan

Slogan is image or sign of company. It is a phrase that comes and goes with particular lines of products on all its adverts whatever the campaign. Goddard (1998:105) .In other word Goddard (1998: 106) she states that the slogan used by a company selling a particular product will tie in closely with the descriptions used in the advertising copy.

"Slogan adalah tag line yang diungkapkan dalam frasa sebuah iklan, dan bagian terpenting dari sebuah perusahaan .Grannat (2003:76)

Based on Grannat (2003:76) he affirms that slogan is tag line that express on phrases of advertisement and importance item by company.

2.5.2 Functions of Slogan of the Advertising

Granat (2003:76) assert that a slogan has three functions in the advertising. They are:

1. Slogan must be embrace story that indicated by advertising and the reader.
2. Slogan is identifications and helps the people to consider of the enterprise label.
3. Slogan helps increase image of the enterprise in the audience target.

2.5.3 Characteristic of Slogan in Advertising

Granat (2003:83) affirm that a slogan has abbreviation that called AIDA sign in the advertising, as follows:

1. A (Attention). It means that a slogan must be quality attention to public.
2. I (Interest). It means that a slogan interested by public and easy to remember.
3. D (Desire). It means that a slogan draws out the public to choose a product with choice a consumer.
4. A (Action). It means a slogan exploited by consumer to loves goods.

2.6 Previous Study

There are some studies which had been conducted regarding analysis the metaphor. The studies had successfully shown differences of a particular of metaphor.

1. Rudik Sanjaya (2002). He analyzes metaphor used in cars advertisement. This research applies Wahab and Tanaka's theory and used descriptive studies approach. The most finding is the nominal predictive metaphor also can be in the form of dead and life metaphor, in other word a single metaphor may have two categories.
2. Nitajuz Zahidah (2011), she analyzed the Furnish and Bath's theory of metaphor. The writer analyzed whether the slogans contain implicit and explicit metaphor. She uses slogan which is used in "Time Magazine".
3. Andi Wahyu Nugraha (UMS 2007), with his study entitled "A Linguistic Analysis of English Slogan on Cosmetics and Food Products". He analyzed the linguistic forms, the types, and the meaning of English slogan by using semantic approach. He concluded that the slogan used in cosmetic products mostly conceptual meaning and the slogans used in food products apply the connotative meaning.

From the previous study, this research has the different and similarity with both the research above. The differences are the object which is taken and also the theory which is used. The similarity is the theory which is the same as what is used by Nitajuz Zahidah (2011) but absolutely different object.

CHAPTER III

RESEARCH METHOD

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This research method discusses the method that the writer uses in this study. The writer will explain the general process in collecting and analyzing the data. It consists of research approach, source of data, data collection, and research instruments and data analysis.

3.1 Research Approach

Conducting this research, the researcher used a descriptive approach. The researcher used this method because the research basically aims at describing the data in the form of word based on internet advertisement. In addition, the data are described descriptively based on the research problems, what kinds of metaphor and how are implicit and explicit metaphors used in computer brands slogan advertisements.

3.2 Source of data

The data of this research are from sentences and utterance of advertisement. Besides that the researcher collects this data from December until March 2015 which contain of the metaphor. Since the researcher was taking a data, the researcher found several kinds of advertisement are commercial advertisement to offer the product and educational advertisement which inform the educational institution but the researcher only interesting in Computer brands advertisement.

3.3 Research instrument

In this research, the researcher is main instrument in obtaining and analyzing the data. To get the data the researcher collecting the brand of computer top best brands 2013 in Indonesia. After that the researcher search the slogan which are categorize as metaphor in thus website.

3.4 Technique of data Collection

The process of collecting data goes along with some procedures. The writer follows some stages below:

1. Preparing investigation or choosing the data source (observing).

The writer did the library research and searched the homepages as well as website for some selected references.

2. Collecting the data (computer brand slogans advertisement).

In this process, the computer brands slogans advertisement were released from 2013. The computer slogans advertisement was downloaded from website then they were transcribed to phrases and clauses. The data were taken from sources internet (website <http://Microsoft-id.blogspot.ni/2013/04/10-top-merk-laptop-terbaik-tahun-2013>).

3. Choosing the data

In this process, the data was collected the slogans concerning with computer brands slogans advertisement. The 10 computer brands slogans advertisements are chosen as the data. Then, the data are classified into two kinds of metaphor namely implicit and explicit metaphor. The

classification data purposed to find out the difference of the characteristic and the effects are made in the slogan.

4. Specifying data

The writer classified 10 computer brands slogan advertisement into two kinds of metaphor. There are: implicit metaphors are Acer, Asus, Dell, Lenovo, LG, Sony, Toshiba, MSI and explicit metaphor are Apple and HP.

3.5 Technique data analysis

The metaphor in advertisement slogans are analyzed in accordance to the statement of the problem. Some steps collecting the data were:

1. The first step done by the writer was to read advertisement slogans. It is expected to make sure whether metaphors exist within advertisement slogans in website or not.
2. The second step was to identify metaphors in advertisement slogan in website.
3. The third step was to copy advertisement slogan which contain metaphor.
4. The Fourth step was classifying metaphor, the writer classified metaphor based on its kind.
5. The five steps were analyzing the data which are words, phrases and sentences of advertisement slogan in website. In analyzing the researcher describe the meaning of metaphor based on theory of Furnish and Bath (1996). This step is to answer the statement of the problem number two.

CHAPTER IV

FINDING AND DISCUSSION

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The focus of this study is to identify kinds of metaphor and the implicit and explicit metaphor. The main purpose of this chapter is to answer the questions presented in Chapter I.

4.1 Findings

4.1.1 Kinds of Metaphor

In this research, the researcher found two kinds of metaphors are Implicit and explicit metaphor. Below, the researcher mentions an implicit metaphor first, and then mentions an explicit metaphor.

a. Implicit Metaphor

In this analysis, the researcher found eight kinds of implicit metaphor in computer brand slogans advertisement. The implicit metaphor is the metaphor which only gives one side of equitation. The figurative half of equation is left to work in its own, what is being digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id actually being referred to be left implicit. The eight implicit metaphors are:

- 1) *“Empowering Beyond Limits”*
- 2) *“Inspiring innovation. Persistent perfection”*
- 3) *“The Power to do more”*
- 4) *“For those who do”*
- 5) *“Innovation with style”*

6) “*Make. Believe*”

7) “*Life is Good*”

8) “*In touch with tomorrow*”

The advertisement slogan number (1) is an implicit metaphor. The phrase *Empowering beyond Limits* itself raises questions like what is empowering beyond limits? And where is it? The phrase does not mean to confuse the readers or the consumers; in fact the slogan uses the phrase to evoke the curiosity on the part of the consumers.

Metaphor in this advertisement slogan used implicitly. It is said implicit metaphor because the tenor (what is being talked about) is left implicit and the word “*empowering beyond limits*” in this advertisement must be metaphor

The advertisement slogan number (2) is an implicit metaphor. It is said implicit metaphor because the tenor in this slogan advertisement is left implicit. The words *inspiring and persistent innovation* must be metaphor. It is also consider as vehicle

The slogan begins with the word *inspiring*; the word *inspiring*

innovation means this brand is always inspiring, whereas *innovation* refers to the real object itself. Then, “*persistent perfection*” means the technology of Asus always maintains the perfection to make satisfied their user.

The advertisement slogan number (3) is an implicit metaphor. The slogan begins with the word of *The Power* means having ability

doing something and the words *to do more* mean the user can get more chance to enlarge their connection with another. The metaphor in this slogan advertisement used implicitly. It is said implicit metaphor because the tenor (what is being talked about) is left implicit. The word *The Power to do more* in this advertisement must be metaphor.

The advertisement slogan number (4) is a kind of implicit metaphor.. It is said implicit metaphor because the tenor (what is being talked about) is left implicit. We are given only one side of the equation. The word *for those who do* in this advertisement must be metaphor.

The advertisement slogan number (5) is an implicit metaphor. It is said as implicit metaphor because the tenor is left implicit. We are not given clearly and exactly what is actually said as innovative with style but by analyzing through the possibilities and also the context we can finally now that this word refers to MSI. We are given only one side of the equation. In this case the word *Innovation with style* must be metaphor. It is also considered as vehicle.

The advertisement slogan number (6) carries implicit metaphor. In this slogan advertisement. There is no explanation of what actually *"Make. Believe"* means and there is no connecting from verb 'to be' to know its tenor. Readers must find out its meaning by imagination and observing the picture and also reading the whole sentence of advertisement.

The slogan number (7) is a kind of implicit metaphor. Readers will not know what “*life is good*” means without reading the whole sentences of the advertisement and examining the picture. The metaphor in this slogan advertisement used implicitly. It is said as implicit metaphor because the tenor of this slogan of advertisement is left implicit. We are given only one side of the equation. In this case in *life is good* must be metaphor.

The advertisement slogan number (8) is an implicit metaphor. It is said as implicit metaphor because the tenor (what is talked about) is left implicit. We are given only one side of the equation. The word “*In touch with tomorrow*” in this advertisement must be metaphor.

b. Explicit Metaphor

In this analysis, the researcher found two explicit metaphors in Computer brands slogan advertisement. The explicit metaphor is presented in the text and it is clear what is being compared with, what one thing is said to be another thing. Both halves of the equation are presented in the text. The explicit metaphor compares two things directly. The two explicit metaphors they are:

- 1) “*Apple Macintosh. The computer for the rest of us*”
- 2) “*HP Everybody on*”

The advertisement slogan number (1) is an explicit metaphor. In this case *Apple Macintosh* is the brand of Apple computer although it is considered as explicit metaphor reader should find the meaning of

its metaphor. *Apple Macintosh* is tenor (the real thing of what is being talked about) and *the computer for rest of us* is vehicle. Both halves of equation are presented in this slogan advertisement.

The advertisement slogan number (2) is a kind of an explicit metaphor. It is said explicit metaphor because both of halves of the metaphor are present in the text. "*HP*" is tenor (the original subject which is being talked about) and "*everybody On*" is vehicle of this advertisement. Both halves of equation are presented in this slogan of advertisement.

4.1.2 An Analysis of Implicit and Explicit Metaphor in Computer Brands Slogan Advertisement.

In this research, the researcher found eight kinds of implicit metaphor in computer brand slogans advertisement. Implicit metaphor is the metaphor that only gives one side of equation. Here, she explains one by one about the meaning of the slogan advertisements based on Furnish and Bath theory (1996).

a. Implicit Metaphor

1) Acer "*Empowering Beyond Limit*"

In term of "*Empowering beyond Limit*", the company uses the word *empowering* which means to give power or to make people able to do to introduce to the readers that her is a thing that enables them to do things, then, the word "*beyond*" means further than limits and "*limits*" means greatest or smallest amount

allowed or possible. So this brand will make the users able to do a lot of things with no limitation at all. These meaning are also

connected to context of advertisement which means the Acer computer is designed to examine something. Limits refer to the people or person. This slogan uses green color in Acer logo symbolizes growth, freshness, uniqueness and environmental friendly production. "*Explore beyond limits*" has a meaning of people examine something further than limits as they can. With all the over plus of Acer brand, it will make the users feel satisfied because of this power can be strong and over the limit.

Based on the picture, the researcher can describe about the advertisement picture, the users can imagine and advance with touch screen technology from Acer brand, there are no limit to what to discover, create, and share that the users want. So in this case, the researcher can conclude that the tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. In this case the word *beyond limits* must be metaphor. It is also considered as the vehicle.

2) Asus "*Inspiring Innovation. Persistent Perfection*"

In term of Asus Slogan is "Inspiring innovation. Persistent Perfection" the "*inspiring innovation*" means this brand is always inspiring the consumers, whereas innovation refers to the real object of product itself.

The word choice of innovation that is derived from the word innovate which means to introduce something new

or make changes in anything established is proven through Asus'

products that are always innovated because every year the design is always changed and renewed. So, the users are hoped to be inspired by this spirit of doing innovation. Then, "*Persistent perfection*" means the technology of Asus always maintains the perfection to make satisfied their users. Still in correlation with the words *inspiring innovation* stated earlier then it is added by *persistent perfection* is to strengthen and make the consumers to believe more to choose this brand. By doing innovation regularly, Asus tries to be persistently much better and better to gain perfection in inspiring people who have chosen this.

Based on the picture, the researcher can describe about advertisement picture. In the picture there is a computer and Asus try to offer their product with instant online. It can be described that the computer of Asus is able to make the users easily works with it because the technology offered. It has an instant online with fast speed. So in this case, the researcher can conclude that the tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. In this case the word *inspiring* and *persistent perfection* must be metaphor. It is also considered as the vehicle.

3) Dell “*The Power To do More*”

In term of “The Power to do more” the “*the power to do*

more” means this brands has *the power*. To advertise their

products, Dell chooses the word *power* that means having ability

to do or act or capability of doing or accomplishing something

which actually refers to the thing of product itself. So, power

which means so positive like that must have very great fore to

persuade the readers of the advertisements. By adding the words *to*

do more afterwards means that using this product the user can get

more chance to enlarge their connection with another. The

consumers who work with Dell will experience to do or

accomplish things more than those other brands cannot offer to.

This statement can be strengthened through the contextual

picture given. This product uses blue color in the Dell logo to

symbolize significance and intelligence. Based on the picture, the

researcher can describe about advertisement picture. In the picture

there is computer picture and they try to offer their product with

new convertible that is introducing the new technology from

touch-screen technology given and the types offered. It can be

much easier for the users to use it. So, in this case, the researcher

can conclude that tenor in this slogan of advertisement is left

implicit. We are given only one side of the equation. In this case

the word *the power to do more* must be metaphor. It is also considered as the vehicle.

4) Lenovo “*For those who do*”

In term of “*For those who do*” means the company wants to introduce the products to the users that Lenovo is created for them who want to do many activities more easily. Lenovo is very friendly technology in daily human activities like; typing, browsing, listening, etc. So the words *for those who do* must be referred to this product itself. It can be also based on the picture, the researcher can describe about advertisement picture.

In the picture the company offers to the users with cheap price for notebook products. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. The words *for those who do* stand for itself but through deeper analysis, the writer believes that the complete equation says *Lenovo is for those who do*. So in this case, the tenor must be Lenovo but it is left implicit and the word *for those who do* must be metaphor. It is also considered as the vehicle (the metaphorical words Lenovo is talked about).

5) MSI “*Innovative with Style*”

In term of “*Innovative with Style*” means product of MSI is always doing a technology innovation to make sure the users

use MSI product. Based on the picture, the researcher can describe about advertisement picture. The picture here the company try to offer to the users the new computer product and also with new technology. To emphasize its slogan *innovative with style*, MSI adds the pictures of each detail parts of the product in clear view. It is to make sure the readers that MSI really offers new styles which are different with other brands.

The advertisement also describes some orientation of MSI's innovative styles in words added under the picture presented. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit. We are not given clearly and exactly what is actually said as innovative with style but by analyzing through the possibilities and also the context we can finally know that these words refer to MSI product brand. We are given only one side of the equation. In this case the word *innovative with style* must be metaphor. It is also considered as the vehicle.

6) Sony "*Make. Believe*"

In term of "Make.Believe" the "*Make.Believe*" means this brand; the Sony brands try to make sure the users of Sony in order to the users use Sony Products. As we know that advertisement has to have the power of persuasiveness power inside, so the writer argues that Sony really chooses and utilizes these two

simple words so intelligently; *make.believe*. Sony does not use many words to introduce its surplus values to the consumers like what usually done by other brands, but by only states *make*. It means that when the consumers make it or in its intended meaning work either it (Sony), they will believe that Sony is their best choices. When people make or use it, they will believe its advantages then.

The persuasive effect of this advertisement slogan is also supported by the picture presented. The use of black color in Sony logo symbolizes simplicity and elegance. Based on the picture, the researcher can describe about advertisement picture. In the picture there is word "GO VIVID", it means that they try to offer their product to the users more live and closer to the users. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. In this case the word *make.believe* must be metaphor. It is also considered as the vehicle (the words that actually talks about Sony but in metaphorical way).

7) LG "Life is Good"

In term of "Life is Good" is actually referring to the brand itself. The brand and its slogan have a so strong relationship. The brand LG stands for *Life is Good* which is used as its brand's slogan. This means LG as a friendly brand of technology that can

help human in doing their activities. So the users are not busy for doing something.

Based on the picture, the researcher can describe about advertisement picture. Here the picture is about offering the product of mobile with system android with cheap price. The use of red in LG represents passion, friendliness and commitment to be always excellent, whereas the gray color stands for technology, sophistication and reliability.

The slogan does not explicitly state that Life is Good is LG but through a little bit deeper consideration the readers must understand it easily. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit because the readers have to examine it first to get the knowledge. We are given only one side of the equation. In this case the word *Life is Good* must be metaphor. It is also considered as the vehicle.

8) Toshiba “Leading Innovation”

In term of “Leading Innovation” means Toshiba always concerns with technology innovation. The system of technology which is used by Toshiba makes sure that Toshiba accepted by the society. By using the *leading* means Toshiba always tries to offer some innovation faster or earlier than other brands do. Based on the picture, the researcher can describe about advertisement picture. Here the picture is about offering to the users the new

series of the computer. This new product offers some innovative specifications.

The advertisement says that it has unique design that is the slimmest and also the lightest but the best quality and the greatest features. The touch-screen mode also adds the superiority of it. Through its newest design, Toshiba becomes the easiest and most effective laptop to bring anywhere. No other brands which offer this style of technology. This innovative product is called satellite series and available in some color. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit. We are given only one side of the equitation. In this case the word *leading innovation* must be metaphor. It is also considered as the vehicle (the metaphorical way in which Toshiba is being talked about).

b. Explicit Metaphor

In this analysis, the researcher found two explicit metaphors in Computer Brands Slogan Advertisement. The explicit metaphor is presented in the text and it is clear what is being compared with, what one thing is said to be another thing. Both halves of the equation are presented in the text. The explicit metaphor compares two things directly.

The two explicit they are:

1) *Apple "Apple Macintosh. The computer for rest of us"*

In this term "*Apple Macintosh. The computer for rest of us*" the slogan used by one of the computer brand which comes from Apple computer brand. It is "*Apple Macintosh, the power to be your best*".

The advertisement slogan above is an explicit metaphor. Apple Macintosh is a kind of computer brand. In this case, the readers should find why it is said the power to be your best. They should connect the lexical meaning with the illustration of the picture of the advertisement. From the picture, the writer can find that Apple is the name of a computer brand. Apple is the computer which gives more over plus to the users because of its application. The power to be your best, this slogan means that with all the over plus of Apple brand, it will make the users feel satisfied because of its power which will make them to be the best.

The metaphor in this advertisement slogan used explicitly.

It is said as explicit metaphor because both of halves of the metaphor are present in the text. *Apple Macintosh* is tenor (the real thing of what is being talked about) and *the computer for the rest of us* is vehicle of this advertisement. Both halves of equation are presented in this slogan of advertisement.

2) HP “*HP. Everybody on*”

In this term of “*HP. everybody on*” the slogan used by one of the computer brand which comes from HP. It is **HP. Everybody ON**. The advertisement slogan above is explicit metaphor. HP is a kind of brand of computer and *everybody on*. In this case, the readers should find why it is said *everybody on*. When reading the word HP, the readers must have known directly that it refers to the brand so the word *everybody on* which comes after it must be the words that refer and explain more to the HP brand.

As we know that the word *everybody* simply means every person, but the word *on* has some possible meanings. The writer tries to analyze it in some ways. *On* can be an adverb that means a position of being supported or attached. So, it means that everyone can be supported by HP to do many things better. HP can support everybody to things in his/her daily life such as; typing, editing, watching, listening, etc. *On* can also become a preposition which means as to be attached to or unified with. It means that everybody believes with HP brand’s products, everybody has been attached and unified to this brand. Using these persuasive words can attract other people who have not used this brand to be persuaded to change their choice to this. Moreover, *On* can be an adjective too that means operating or in use. The company wants to show that

its brand has been believed by consumers so *everybody on*, means many people have been operating with or using HP. The point is only one that is to make readers believe that the brand is the best one and becomes the choice of many people.

The metaphor in this advertisement slogan used explicitly. It is said as explicit metaphor because both of halves of the metaphor are present in the text. *HP* is the tenor (the original subject which is being talked about) and *Everybody On* is vehicle of this advertisement. Both halves of equation are presented in this slogan of advertisement.

4.2 Discussion

After reading and understanding the advertisement slogan computer brands advertisement, the researcher finds that several of the advertisement slogan use metaphor, metaphor that used in this research is implicit and explicit. An implicit metaphor is the metaphor that only gives one side of equation. Meanwhile explicit metaphor is the metaphor that is presented in the text and it is clear what is being compared with, what one thing is said to be another thing.

From the analysis above, we can realize that the result most of the computer advertisement is implicit metaphor rather than explicit metaphor. Perhaps because of implicit words shorter. It does not need a long sentence to tell the message advertisement slogan. It becomes easier to remember and to be more interesting and curious reader more.

CHAPTER V

CONCLUSION

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5.1 Conclusion

Based on this research of metaphor in Computer Brand Slogan Advertisement, an implicit metaphor make the language in advertisement slogan more attractive, although sometimes they may confuse and need reader's knowledge or imagination to get the point of the advertisement slogans. Besides making the language more attractive, they also make sentence shorter it does not need along sentence to the message of advertisement slogan. Moreover, the give of pictures can attract many consumers. An explicit and implicit metaphor is same. Although an explicit metaphor is clear what is being compared with one thing is said to be another thing. An explicit and implicit also need reader's imagination and should be connected with the context of advertisement to get the point of advertisement slogan.

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Both an implicit and explicit metaphors are interesting to be put in advertisement slogans. The advertisement slogan will get full attention from the readers as they want to know the point of it. Readers should read the whole sentences in the advertisement and connect them with the advertisement product.

So, based on the data analysis of metaphor in computer brands slogan advertisement, it can be concluded that the most type of metaphor which used in computer brands in slogan advertisement is on implicit metaphor. In this

analysis implicit metaphor appears eight slogans advertisement are *Acer, Asus, Dell, Lenovo, MSI, Sony, Toshiba and LG*. An implicit metaphor is a metaphor that only gives one side of equation. In an implicit metaphor, full subject is not explained, but is implied from the context of the sentence. Meanwhile, using of explicit metaphor in this analysis appears in two slogans advertisement are *Apple* and *HP*. An explicit metaphor is presented in the text and it is clear what is being compared with, what one thing is said to be another thing. An Explicit compares two things directly.

The result and discussion indicate that the researcher answer two questions in the statement of the problem. It show that the theory of Furnish and Bath (1996) to analyzed kinds of metaphor which used in computer brands slogan advertisement.

5.2 Suggestion

There are still many aspects that have not been revealed in this research. If would be better if the other researcher to discuss other kinds of figure of speech like, simile and personification with the same source used in this research.

Regarding this research has discussed metaphor in written media, hopes that the other researcher to discuss the metaphor applied in spoken media, such us; Radios, television, or maybe in daily usage and investigate the creative nature of metaphor.

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