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Types of Directive Illocutionary Acts in *Barbie* Movie

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Abstract: This article analyzed the six types of directive illocutionary acts that used by the main character in *Barbie* movie, named *Barbie Margot*. The aims of this article is to find out the types of directive illocutionary acts that used by the main character in *Barbie* movie. The descriptive method used to analyzed the data source based on Allan (1986) theory on six types of directive illocutionary acts and the theory of context situation by Holmes (2013) as a support theory to identifying the data. The data was collected using observing method with the technique of listening, reading, documentation and note taking to observe and collect the data. As a result this article showed that the *Barbie Margot* used four types of directive illocutionary acts, there are: requirement (1), request (2), question (4) and prohibition (2).

Keywords: speech act, directive illocutionary act, movie

INTRODUCTION

Humans utilize communication as an approach for conveying signals to understand each other, employing language as a tool to adapt to the environment and acquire knowledge about various cultures. Pragmatics is a linguistic branch that examines how language is used for communication. Within pragmatics, there is a subfield called speech act theory, which examines how words can be used to accomplish actions through language. Austin (1983) categorized speech acts into three distinct types: locutionary acts, perlocutionary acts, and illocutionary acts. This article examines illocutionary acts, which are speech acts that convey the speaker's intentions or feelings to the listener.

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This article specifically examined the many sorts of directive illocutionary acts employed by the main character in the discourse of the *Barbie* movie. The aim of this article was to classify the various types of directive illocutionary acts that used by the main character in *Barbie* movies. The impact of language on communication and standards of society. The movie's widespread appeal and multifaceted themes make it an appropriate resource for examining speech acts. The general purpose of this research is to examine the article in order to improve understanding of communication dynamics and address current concerns, while recognizing the crucial function of language in human connection.

METHOD AND THEORY

The data in this research was presented utilizing a qualitative methodology. The qualitative method technique can be employed to examine and depict the social activities, thoughts, and perceptions of individuals or groups, therefore examining and representing phenomena or research subjects.

The data source for this research taken from the film "Barbie," produced by Warner Bros Pictures and released in July 2023. Relevant data was acquired from published literature, notably the script of the Barbie film. The decision to use this film as the main research material is based on the wide variety of illocutionary acts, that is directive illocutionary acts conveyed through the conversation between main character and others. To collect the data used observing method and involved the technique of documentation and note-taking. This research utilized informal method, which is the explanation of the data were communicate through the phrases and sentences.

A. Literature Review

Several researchers have previously undertaken studies on illocutionary activities. The investigation of Illocutionary acts is a topic of significant fascination. The objective of this research is to perform a thorough examination of the current state of research related to the subject matter.

Anisa's undergraduated thesis (2021), "Illocutionary Act Used by main character in Sherlock Holmes Movie : A Study in Pink." The examination provided results that categorized the data of direct illocutionary act into two distinct categories: assertive (including asserting, informing, and explaining) and directive (including ordering and asking). She identified four sorts of illocutionary act that are associated with indirect illocutionary acts. The similarities this research with the current article can found on the same object which is movie, and main theory that proposed by Austin. However, the differences is this current article focused on directive illocutionary acts that used by the main character in Barbie movie. Hence, the Anisa's undergraduated thesis analyze general two discrete categories of illocutionary acts.

Sari's (2020) "An Analysis of Illocutionary Act in the Script of Alladin Movie 2019." The researcher employed a qualitative descriptive study methodology. The writer found that most of illocutionary acts were characterized by effective application. Additionally, she noted that the aggressive form of illocutionary behavior accounted for 48% of the total, indicating its dominance over other types. Both the past research and this present research employed qualitative data for data analysis. Therefore, the prior research had a general focus on

illocutionary actions, whereas this current research specifically focused on the categories of illocutionary acts, specifically directive illocutionary acts, and analyzed their application with Alan's theory.

Szabo's (2023) undergraduated thesis "A Pragmatic Analysis of Illocutionary Acts in the Speech About Pandemic Covid-19 Performed by European Commission President (Von Der Leyen)." Szabo employed a descriptive qualitative method and found 28 utterance were made by Von Der Leyen that encompassed a range of illocutionary act. The similarities between this research with the current article were both utilized qualitative data. The difference is from the data source that the Szabo used from Von Der Leyen's speech, meanwhile this article used Barbie movie as the data source.

Altikriti's international article (2016), "Persuasive Speech Acts in Barack Obama's Inaugural Speeches (2009, 2013) and The Last State of the Union Address (2016)," the researcher used qualitative descriptive method. Altikriti found the President Obama speeches as constative speech act and had a significant persuasive speech act in political addresses. The similarities between this research with the current article were both utilized qualitative descriptive data. The difference is from the data source that the Altikriti used from President Obama's speech, meanwhile this article used Barbie movie as the data source.

Koutchadé's international article (2017) entitled Analyzing Speech Acts in Buhari's Address at the 71st Session of the UN General Assembly. This study used qualitative and quantitative research methodologies. The researcher found the analysis of illocutionary acts used a systemize of statistical approach reveals that representational acts accounted for 52.56% of the total. The similarities between this research with the current article were both utilized Searle's theory. The difference is from method, the previous research used quantitative and qualitative method as data, meanwhile this research only used one method that is qualitative.

B. Theory Types of Directive Illocutionary Acts

Austin introduced the concepts and theories related to speech acts during his time at Harvard University. Speech acts are instances where an individual expresses a statement through verbal communication (Austin, 1962). When someone utters something, they are not only communicating words, but also performing the action linked with that utterance. According to Austin (1983:236), speech acts can be categorized into three distinct categories. The three acts in question are referred to as locutionary acts, illocutionary acts, and perlocutionary acts. This article will exclusively focus on identifying illocutionary activities.

According to Allan (1986: 99) research, directive illocutionary acts can be classified into six categories, namely requests, questions, requirements, prohibitions, permissions, and advice.

1. Requirements

The statement implies that the speaker is requesting the listener or partner to perform a certain action. The term "requirements" encompasses a range of actions, such as commanding, demanding, dictating, instructing, ordering, prescribing, and requiring.

2. Request

The request indicates that the speaker wants the listener or partner's involvement in carrying out a certain task. Such as: beg, beseech, insist, invite, plead, pray, solicit, summon.

3. Question

The question indicates the speaker is inquiring about the proposition to the listener. Such as: inquire, query, question, quiz, and ask.

4. Prohibition

The speaker forbids the hearer/partner from engaging in a certain action. Prohibitive includes: forbid, prohibit, proscribe, and restrict.

5. Permission

The speaker provides the hearer/addressee permission to do an action. The list comprises the following terms: accept, allow, authorise, bless, consent to, dismiss, excuse, exempt, forgive, grant, leave or permission, licence, pardon, permit, release, and sanction

6. Advice

The speaker advises to the hearer/addressee to do an act. It includes: admonish, advice, caution, counsel, propose, recommend, suggest, urge, and warn.

C. Theory Context of Situation

Holmes (2013:9) classified that the concept of social context comprises four fundamental elements. The speaker claimed that language choices in any particular setting often reflect individuals' awareness of the influence of one or more of the following factors:

1. The participant

The concept of "participant" is used to indicate a person who is engaged with interaction and represents both the speaker and the hearer of the message.

2. The setting

The setting contains the physical location of the discourse and the specific circumstances in which both the speaker and the listener are engaged.

3. The topic

The topic of conversation related to the point of the dialogue. The subject of the conversation belongs to a topic that is being deliberated about by the speaker and the recipient.

4. The function

The last aspect refers to the function, namely resolving the fundamental causes for their spoken interaction. The primary emphasis pertains to the rationale behind the speaker and the hearer's decision to engage in a discourse concerning a certain issue within a given context.

RESULT AND DISCUSSION

The results shows that only four types of directive illocutionary acts used by Barbie Margot in Barbie movie . The results were explain in detail as follows:

[1] Requirement

[3-1]

Weird Barbie : Fine, get cellulite, I don't care.

Barbie Margot : No! No! No! Okay, yeah. (deep breathe) **Send me through the portal.**

Weird Barbie : Okay, actually there is no portal. That's just figure of speech.

Based on the data [3-5] above, the utterance of the speaker (Barbie Margot) shows that she wants the hearer (Weird Barbie) to send her through the portal. Barbie Margot's utterance can be categorized as a 'requirement' directive illocutionary act. Based on the context of the situation, it can be inferred that the conversation took place in Weird Barbie's house. The participants of this conversation are Barbie Margot and Weird Barbie. This scene explores how Weird Barbie, in her role as the hearer, facilitates Barbie Margot's transition to the human world as the speaker. The purpose of this talk is for Barbie Margot to assist the children who portrayed her in the human realm in order to recover their happiness. Then, Barbie Margot can return to her former existence as a stereotypical Barbie.

[2] Request

[3-2]

Sasha : Okay, so you're like barbie, barbie. Like a professional bimbo?

Barbie Margot : No way! Barbie's not a bimbo! Barbie's a lawyer, a doctor, a senator, and a nobel prize winner.

Sasha's Friend : You're a nobel prize winner?

Barbie Margot : No, not me, but Barbie is. **Yeah, aren't you guys gonna thank me, give me a big hug? For being your favorite toy?**

Sasha : We haven't played with Barbies since we were like 5 years old.

The Barbie's utterance "Yeah, aren't you guys gonna thank me, give me a big hug? For being your favorite toy?" can be categorized as a directive illocutionary act, specifically a request. This is because Barbie Margot's intention in her utterance is to politely request Sasha and her friends to give her a hug as a way of appreciating her status as their favorite toy.

[3-3]

²
Barbie Margot : Oh, but since I came all this way, **could I just meet the woman in charge? Your CEO?**

Mattel CEO : Oh, that would be me.

Referring to data [3-2] Barbie asks if she can meet the person who is in a position of responsibility might be categorized as a directive illocutionary act especially on request type. The context of situation of this conversation involves Barbie as the speaker and the CEO of Mattel as the listener. The conversation took place in the Boardroom of the Mattel Company in the human realm. The purpose of this conversation is to determine if there are any women who hold senior positions in the Mattel Company. The objective of this discussion is to correct Barbie's mistaken belief that the human world is comparable to Barbie country, where women occupy all of the highest positions. Hence, patriarchy remains largely employed in numerous fields within the world of humanity.

[3] Question

[3-3]

¹³
Barbie Margot : I just had to come see you about my feet, they're.. um.. (showing her feet, by take off her heels)

¹
Weird Barbie : Flat! Never seen that before.

Barbie Margot : Yeah.. well, **can you fix them?**

Weird Barbie : You're stereotypical barbie right.

Based on data [3-3] above shows question directive illocutionary acts. Based on context of situation, the conversation took place in the odd house of Weird Barbie. The

participants in this event are Barbie Margot as the speaker and Weird Barbie as the listener. The purpose of this converse is to understand how Weird Barbie provided assistance to Barbie Margot, who is facing unfamiliar circumstances. Meanwhile, the purpose of Barbie Margot's statement is her desire to return to her previous state as a stereotyped Barbie.

[3-4]

Barbie Margot : When I'm there, **how do I find this girl?**

Weird Barbie : You will know.

Based on data [3-12] above, Barbie's utterance "how do I find this girl?" can be classified as a directive illocutionary act. The utterance delivered by Barbie is classified as a directive illocutionary act, specifically implying a 'question' action. This is because the intention of the bold sentence is to encourage the listener to respond to the speaker's query. The participants in this conversation are Barbie, who is the speaker, and Weird Barbie, who is the hearer. The conversation took place at the house of Weird Barbie. The purpose of this conversation is to gather information about the actress who portrayed the archetypal Barbie character. The purpose of this discourse is to restore Barbie to her previous archetypal idealized state.

[3-5]

Barbie Margot : Okay, and **how do I get back?**

Weird Barbie : The same way you came, but in reverse.

From Barbie Margot's utterance "how do I get back?" can be categorized as directive illocutionary acts, especially on 'question' action. This conversation occurs in the house of Weird Barbie and involves two participants Weird Barbie and Barbie Margot. The aim of the conversation was to ascertain whether Weird Barbie offered Barbie Margot an alternative way to travel back to Barbie Land. The main concept of this event revolves around Barbie Margot's determination to reveal the truth about her unique identity and her following quest to enter the human realm in order to assist a child who forms a connection with her and restore her sense of happiness.

[3-6]

Barbie Margot : You're just going to slow me down!

Ken Ryan :What if there's beach? You'll need someone who is professional in that.

Barbie Margot : **Did you bring your roller blades?**

Ken Ryan : I literally go nowhere without them. (holding them up and smiling)

Based on the data above, the utterance “did you bring your roller blades?” belongs to be directive illocutionary act with the type of ‘question’ because the identity of illocutionary act in Barbie Margot’s utterance is to asking Ken if he bring his rollerblades. According to Holmes’ theory of the context of situation, this conversation involves two participants: Barbie Margot as the Speaker and Ken as the hearer. This scene occurred in the car while traveling from Barbie Land to the human realm. The topic of discussion for this event commenced. Initially, Barbie was planned to embark on her journey to the human realm alone. Surprisingly, Ken emerged from his vehicle seat and earnestly requested to join Barbie in the world of humans. Ken, brimming with eagerness and expectation, endeavored to persuade Barbie to allow him to leave. Ultimately, Barbie surrendered and let Ken followed her by asking if he planned to bring his rollerblades. The purpose of this discourse is to grant Ken approval to enter the human realm with Barbie.

[4] Prohibition

[3-7]

Ken Ryan : I thought I might stay overnight.

Barbie Margot : Why?

Ken Ryan : Because we’re girlfriend and boyfriend.

Barbie Margot : To do what?

Ken Ryan : I’m actually not sure.

Barbie Margot : **Oh, but I don’t want you here.**

The utterance "oh, but I don't want you here." The utterance above can be classified as a directive illocutionary act, as defined by Searle (1969), which refers to speech acts intended to bring about a specific action by the hearer. In this case, the utterance indicates a prohibition.

This conversation took place in Barbie Margot's house. This conversation consisted of two people, with Barbie Margot as the speaker and Ken as the listener. The conversation in this event began when Ken requested to visit Barbie's residence under the impression that they were betrothed, but Barbie specified that each evening was devoted to a meeting of all the Barbies for amusement and participation in lively pillow fights. Therefore, Barbie clearly said that she was not interested in allowing Ken to stay at her home.

[3-8]

Ken Ryan : What am I supposed to do?
Barbie Margot : Ken! go for walk or something!
Ken Ryan : By My self?
Barbie Margot : Yes.
Ken Ryan : Really? Where?
Barbie Margot : Anywhere.
Ken Ryan : Can I go that way?
Barbie Margot : Yes, okay! **Don't go far!**

This conversation possesses Barbie as the speaker and Ken as the listener. The conversation occurred on a bench in the human realm. The topic began when Ken and Barbie ventured into the domain of humans, with Barbie utilizing her cognitive faculties and emotions to empathize with the children who portrayed her. However, Ken's constant complaining was causing Barbie to feel irritated. As a result, she instructed Ken to leave her presence and take a walk, but she also made it clear that he should not venture too far. The purpose of this event is to create a function that keeps Ken at a distance from Barbie, but not too far away. Barbie requires concentration to contemplate the fate of the actress who plays her in reality.

CONCLUSIONS

This research found four types of directive illocutionary acts that used by the Barbie Margot there are; requirement (1), request (2), question (4) and prohibition (2). The presence of speech acts in the movie's conversations confirms the validity of examining speech act theory. As Barbie's life is analogous to that of a human being, it may observe directive illocutionary acts in Barbie movies. The main character in the Barbie movie predominantly uses directive illocutionary acts, specifically 'requests', when engaging with the listener. The main character in the Barbie movie wasn't performing two forms of directive illocutionary acts, which are permission and advise. The concept of context situation was employed to identify the directive illocutionary act that used by Barbie Margot. There are four key features which characterize all types of examination by main characters in Barbie movies. Specifically, participants, settings, topic and function.

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