CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the background of the research, the formulation of the research problems, objectives of the research, and the significance of the research, scope and limitation of the research, and the definition of key terms.

A. Background of the Study

People usually use language in variety both formal and informal purpose, also used specific grammatical and vocabulary which gain language function. There are functions of language as: compare and contras, asking question, persuasion, expressing likes or dislike, expressing agreement or disagreement, cause and effect, predicting, sequencing, summarizing, greeting people/introduction. So on, people learn about vocabulary and grammatical for specific language function, for example: asking question, learner may learn following vocabulary what, when, where, why, and how. To learning language function, there need to understand parts of linguistics, one is pragmatic.

Pragmatics will lead the learner to used language properly id daily communication. On past, Morris as quoted by Dinu (2012:1) stated pragmatics as the study of the relations of signs to interpreters. Also Stalnaker quote by Horn & Ward (2004), pragmatics seeks to characterize the features of the speech context which help determine which proposition is expressed by a given sentence. Then

Yule (1996:3) stated pragmatics is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader. Actually, learning pragmatic function as way of people to communicate and interpret the language meanings.

Pragmatic is the way people communicate, the way verbal action happen in communicate called speech act. Based on Austin quoted by Björgvinsson (2011:9) categorize speech acts as basic act of communication as locutionary acts which contain: Lucotionary act, Illocutionary act, and Perlocutionary act. A locutionary act means the act of saying something. An illocutionary act simplified as informing, ordering, warning, undertaking or utterances that have certain conventional force. Then perlocutionary act is utterance product as effect of uttering specific locution. More exploration happens in illocutionary act that diver into: assertive force, commasives force, expressive force, directive force, and declaration (Searle, 1999:148-149).

Assertive force is to present the proposition as representing a state of affairs in the world. Commissive force is an expression of an intention to do something. Expressive force is expressed the sincerity condition of the speech act. Directive force is illocutionary point of directives is to try to get the hearer to behave in such a way as to make his behavior match the propositional content of the directive. Declarations: it's a force to bring about a change in the world by representing it as having been changed.

Expressive act is expressive force which is expressed speaker's feeling.

Thanking, apologizing, congratulating, greeting, wishing, and opining (Risana, 2005:27). The researcher made a research about expressive act from Risana's theory that based from Searle and Vanderveken. Searle and Vanderveken classify detail expressive act as apologizing, thanking, condoling, congratulating, complaining, lamenting, protesting, deploring, boasting, complimenting, praising, welcoming and greeting (Searle and Vanderveken, 1985:211). This theory had broad of expressive act classification and some kinds of expressive acts has same concept, example: greeting and welcoming has same meaning as give positive feeling toward addressee. Risana categorized it into six, make it simple, but still has clear understanding.

Communication happened through referring expression. Speakers ask the listener to identify something directly (Yule, 2006:15). This expression called reference. Sometimes speaker communicate their feeling indirectly. This expression names as inference. Texts with inference should include intends meaning. There needs additional knowledge to identify the actual meaning of this expression (Yule, 2006:16). The used of reference and inference are to identify direct and indirect meaning of utterance.

In express feeling of love, sometimes people attract sexual interest from opposite gender. The way to attract sexual interest is called flirting. Flirting takes place as an erotic event involving an aesthetic completion of self through other and the other through self (Mølbak, 2010: 205). The researcher interest to make a research about expressive act that has intends meaning as flirting. In categorizing

expressive act that has intend meaning as flirting, the researcher used theory stated by Henningsen quoted by Mølbak (2010:33) he person who flirts seeks to satisfy his sex motivation, fun motivation, instrumental motivation, relational motivation, exploring motivation, and esteem motivation.

To find out expressive acts that has intends meaning as flirting, the researcher used "Fifty Shades of Grey" movie script as subject. Fifty Shades of Grey is a love or romance and socio-drama movie. This movie is ratted "M" (mature), because there is a sex content and violence in this movie.

The researcher used content analysis to analyze expressive act in "Fifty Shades of Grey" movie script. Content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use (Krippendorff, 2004:18). So, it is a suitable tool to analyze movie script.

To make this research, the researcher used 2 previous studies as reference. First a research conducted by Zulaiha (2015) entitled *Directives Acts Used by the Main Characters in the Movie Script "Around The World in 80 Days" by Frank Coraci*. This research focused to find directive act in these movie script, the most used and the rare used. Last Rahmawati (2015) *Expressive Acts Used by The Main Characters in The Movie "The Chronicles of Narnia: The Voyage of The Dawn Treader" by C.S Lewis.* This research focus to investigate expressive act that contents positive and negative verbal sentence. However, the research conduct by researcher has different focus with these three researches. The

researcher focused to analyze the expressive act which has intends meaning as flirting.

According that reason above, the researcher wants to conduct a research about analysis of flirting in expressive acts used in the "Fifty Shades of Grey" movie script. Then, the researcher conduct a research entitled The Flirting in Expressive Acts in "Fifty Shades of Grey" Movie Script: A Content Analysis.

B. Research Problems

According to the background of the research above, the researcher formulates two kinds of research problems as stated below:

1. What are the expressive acts expressed by protagonist in "Fifty Shades of Grey" movie script?

2. What are the intended meanings of the expressive acts expressed by the protagonists in "Fifty Shades of Grey" movie script?

3. What are the expressive acts expressed by the protagonists in "Fifty Shades of Grey" movie script has intended meaning as flirting?

4. How are the expressive acts expressed by the protagonists in "Fifty Shades of Grey" movie script has intended meaning as flirting?

C. Objectives of the Research

Based on the research problems above, the researcher states kinds of research objectives as follow:

1. To find out the types of expressive acts expressed by protagonists in "Fifty

Shades of Grey" movie script

2. To investigate the intended meaning of the expressive acts expressed by protagonists in "Fifty Shades of Grey" movie script

3. To find out flirting in expressive act expressed by protagonists in "Fifty Shades of Grey" movie script

4. To identify flirting in expressive act expressed by protagonists in "Fifty Shades of Grey" movie script

D. Significance of the Research

1.   Theoretical Significance

The researcher wants to exact new information deeper from expressive act that has intends meaning as flirting which used by main character. Flirting is an act to attract sexual interest of opposite gender. The result of this research can enrich the understanding of expressive act that has intends meaning as flirting and the used of flirting in social context

2.   Practical Significance

The result of this research is expected to be useful for:

a. For readers

Readers can interpret and identify the meaning of expressive acts from speaker and writer. Also they can understand more about flirting and expressive act.

b. For future researchers

For people who interest in this topic, this research can become source

of reference especially for people who want to make research in same topic.

E. Scope and Limitation of the Research

The researcher is focus in analyzing flirting in expressive act in "Fifty Shades of Grey" movie script by taking the conversation fragments that expressed expressive acts. Therefore, the researcher only focuses on the expressive acts expressed by protagonists (main character) in that movie script.

F. Definition of Key Terms

To avoid misunderstanding, making definition of key term is important to be given in order.

The definitions of key terms are as follows:

1. Content Analysis

   Content analysis is a research technique to analyze texts. Krippendorff (2004:18) stated content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use. Replicable means that the text has exact meaning with its context. Then valid inference means the text is acceptable to use to explain the context.

2. Fifty Shades of Grey

   Fifty Shades of Grey is a movie based from novel Fifty Shades of Grey by E.L. James. Directed by Michael De Luca, Dana Brunetteli, and its author

release on February, 2015. Genres of this movie are love or romance and socio-drama. The story is focused on main character Ana Steel and Christian Grey who starts their relation from interview into intimate romance.

3. Expressive acts

Yule (1996:53) states that expressive are those kinds of speech acts that state what the speaker feels. Searle mention this act as expressive force which is express the sincerity condition of the speech act, (Searle 1999:149). Risana (2005:27) stated six types of expressive acts as: expressive for thank, expressive for apology, expressive for congratulation, expressive for greeting, expressive for wish, and expressive for attitude. Expressive act come to expression, means expression from speaker's feeling which utter into word.

4. Referring expression

Referring expression refers to direct and indirect meaning of message in communication. Referring expression divide into reference and inference. Reference is an act by which a speaker (or writer) uses language to enable a listener (or reader) to identify something (Yule, 2006:15). Reference describes message explicitly. Inference is any additional information use by listener to connect what is said to what must be meant (Yule, 2006:16). In inference, the message said indirectly.

5. Flirting

Flirting based on Cambridge Learner's Dictionary 3rd, flirting is act or

behave sexual attract to someone. Mølbak (2010: 205) said flirting takes

place as an erotic event involving an aesthetic completion of self through

other and the other through self. Flirting is the way to attract sexual

interest of opposite gender.