



The Relation Between Directive Speech Acts and Camera Angles in Variety Show Master Chef Indonesia Season 9

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Abstract

The background of this research is how speakers and speech partners can give and receive messages well. This can be found in directive speech acts. This research discusses speech acts in a television program that is rebroadcast on the YouTube platform. Apart from discussing the speech between speakers on the screen, this research also discusses how directive speech messages are conveyed to the audience outside the screen through camera angles. The aim of analysing directive speech acts and camera angles in this research is to describe the forms of directive speech acts referring to Searle's theory and types of camera angles referring to Bonafix's theory. These two discussions are useful for understanding whether the relation between the two is compatible or not. This research is a qualitative descriptive study that uses a data source in the form of YouTube media on the Master Chef Indonesia season 9 event. The results from this data source obtained 77 data with 68 data that were appropriate and 9 data that were not appropriate. Data on directive speech acts found 47 data on directive question speech acts, 4 data on directive speech acts on permission, 5 data on directive speech acts on prohibition, 14 data on directive speech acts on command, and 7 data on directive speech acts on requests. Meanwhile, data for techniques for taking camera angles in this research found 5 bird's eye data, 1 high angle data, 45 eye level data, and 26 low angle data.

Keywords: *Directive Speech Acts; Camera Angle; Indonesian Master Chef*

Introduction

There are many studies in the branch of linguistics, directive speech acts are one study that is no less interesting to discuss (Asha et al., 2023). Directive speech acts are a type of speech that is often used in daily communication interaction activities (Labra et al., 2022). There is interaction between questions and answers, asking and giving permission, giving orders and giving prohibitions, and much more (Castiglione et al., 2023). Speech acts are the smallest unit of emotional interaction that is obtained through observing existing conditions (Anggraini, 2020). The condition in question can be explained that there will be many things that factor into the occurrence of a speech. A speech can run well when there is mutual understanding between the speaker and the speech partner (Mahmoud, 2023). Frequent understanding means that there are aims and objectives that can be conveyed and received well from both directions as speaker and speech partner (Laksono & Savitri, 2023). Apart from that, speech acts also

occur based on who, where, and how the speech occurs (Baan & Dewi, 2023). Moreover, the background of the speaker and speech partner also greatly influences the occurrence of speech (Hanna et al., 2022). Yule (1996) emphasized that every utterance has more meaning than what is said. Therefore, in every communication interaction activity there is a need for the same understanding between the two directions so that the aims and objectives can be conveyed and received well (AlAfnan & Oshchepkova, 2022).

Searle (1969) explains that directive speech acts are speech acts that have the aim of causing an action to occur as a result of the speech delivered by the speaker. In short, the purpose of a directive speech act is to influence the speech partner and do something after receiving the intention of the speech spoken by the speaker (Pratiwi, 2019). Broadly speaking, directive speech acts have several forms, such as requesting, ordering, forcing, prohibiting, limiting, and so on (Widayanti & Kustinah, 2019). So many forms of directive speech are very common and encountered in everyday life so that directive speech acts are very interesting to study in more depth (Fakhriyah, 2020).

Apart from understanding verbal speech, in everyday life humans will also encounter messages conveyed through non-verbal media. One example of a message conveyed non-verbally is a message conveyed through a screen (Susmita & Adha, 2023). YouTube is a service site that broadcasts many types of shows, one of which is variety shows (Heriana & Asnawi, 2023). One type of variety show that currently has a lot of fans is the Master Chef Indonesia (MCI) show. The MCI event is a seasonal event that is held once a year and continues every year. The MCI event is a cooking competition event which is attended by many participants from all over Indonesia and accompanied by famous legendary judges, such as Chef Juna, Chef Arnold, and Chef Rennata. Many people understand how the match goes. At the MCI event, you will definitely find many types of speech because there are matches that have game rules and challenges. Every challenge given by the jury and team to the competitors will not be without commands, prohibitions and questions and there will be answers, requests and requests from participants who accept the challenges given. This made the researcher conduct research on directive speech acts using the research object of the Master Chef Indonesia variety show.

In this research, the researcher does not stop just discussing the directive speech acts that will be found but also how a non-verbal message can be conveyed and received well by the speech partner. This research will link the types of directive speech acts found at MCI events with the camera angle techniques used by the creator team to convey non-verbal messages through a broadcast. So, this research not only discusses the speech between judges and participants on the screen but also pays attention to how the message of a show can be well received by the audience outside the screen.

The camera angle is the point of view made by the cameraman to aim at an object that will be shown (Pangesti et al., 2019). Kholid et al. (2017) explained that information conveyed visually can be presented by creating a story sequence obtained through camera angles. Common camera angles that are known to the public include shots from above or from below. However, Akbar (2018) explained that there are two types of techniques for taking camera angles, namely objective and subjective. The camera angle technique is used to explain more than the speech conveyed by the speaker on the screen to the speech partner outside the screen (Nahdiyyati et al., 2023). From the technique of taking camera angles, the cameraman intends to convey messages and impressions beyond what is on the screen so that the audience feels as if they are taking part in the broadcast (Zulfika, 2022).

From the background above, the focus of this research is all utterances that contain directive speech acts and relate them to the camera angle technique used by the cameraman on the Master Chef Indonesia variety show, especially season 9. After the types of utterances and camera angles were found, the researcher also will explain discussing the compatibility and non-compatibility between the two.

Methodology

This research is descriptive qualitative research. Moleong (2011) explains that qualitative research is research in the form of facts, phrases or sentences from the data sources used and does not use numbers for calculations to form data. Besides that, Donald (1999) explains that descriptive research is research that is designed to obtain information about existing phenomena. From this explanation, it can be concluded that this research aims to obtain results and information regarding the forms of directive speech along with the camera angle techniques used when taking pictures of speakers who are speaking. (Khoutyz, 2023). This research uses broadcasts on the YouTube channel Master Chef Indonesia season 9. In order to obtain data, researchers took the following steps, documentation, transcribing speech, taking screenshots, taking notes, classifying data, and making conclusions (Halil & Yawan, 2023).

Providing data in this research uses the technique of listening and taking notes on documents (De Mello et al., 2022). The listening technique used is a free, skillfully involved listening technique where the researcher is only an observer and does not participate in creating the data that will be used. (Tulimirovic, 2021). This research also uses documentation techniques by collecting data sources through broadcasts on YouTube channels YouTube Master Chef Indonesia. The data used is all speech that contains directive speech along with the camera angle technique. After that, this research will use content and document analysis triangulation techniques and conduct group discussion forums or FGDs. Content analysis can be seen from documents in the form of questions from the Master Chef Indonesia variety show along with transcripts of their speeches. Then, the FGD will be carried out by looking for informants or what are usually called validators who are experts in the field and can check the validity of the data with reference to the theory used.

Results and Discussion

After classifying data regarding the relation between speech acts and camera angles on the variety show Master Chef Indonesia season 9, the researcher decided to use the audition stage episodes for more detailed analysis. As a result of data classification and analysis, in this study, 77 directive speech act data were found along with the camera angle technique. Data on directive speech acts found 47 data on directive question speech acts, 4 data on directive speech acts on permission, 5 data on directive speech acts on prohibition, 14 data on directive speech acts on command, and 7 data on directive speech acts on requests. Meanwhile, data for camera angle taking techniques in this research found 5 bird's eye data, 1 high angle data, 45 eye level data, 26 low angle data and no data for frog eye. From the amount of each type of data, this research also classified 68 data as having a match between the terrain and the camera angle taking technique and 9 data as not having a match. The following is a discussion of the results that have been found:

1. Directive Speech Acts

Searle (1976) states that there are five types of directive speech acts, namely command, request, permission, prohibition, and question.

Command Directive Speech Acts

Command speech acts are speech acts used by speakers to give orders, regulate, or order the speech partner to do something. Command speech acts on the variety show Master Chef Indonesia season 9 in the audition phase episode can be seen in the following data;

Data (21) Chef Juna: "You have to focus on what you are making!"

Billy: (*nods*)

Data (21) is a type of directive command speech act which contains command sentences. This is because there is a speech that gives orders to the speech partner so that the speech partner carries out the order. The context of the story is Chef Juna as the judge who gives orders to Billy as an audition participant. This happened when Billy was standing in front of the three judges to be given a decision regarding his continuation after the audition. The words spoken by Chef Juna were intended to order Billy to focus on what he was doing.

Data (54) Chef Arnold: "Please fight in boot camp!"
 Dara: "Thank you, thank you, everyone"

Data (54) is a directive command speech act which contains command speech. This is shown through the words of Chef Arnold as a judge who gave the decision to Dara as an audition participant to continue her journey to boot camp. The context of the story is Chef Arnold ordering Dara to continue wearing a gray apron to audition again at the boot camp stage.

Request Directive Speech Act

The speech act of request is a speech act used by the speaker to request or plead. The request speech act on the variety show Master Chef Indonesia season 9 in the audition stage episode can be seen in the following data;

Data (42) Mei-mei: "Aduududuh, wait for the chef"
 Third Chef: (muttering)

Data (42) is a directive speech act in the form of a request. This can be seen from the speech of the speaker who begs his speech partner. In the speaker's speech there is the word "wait" which is conveyed to the speech partner to wait for him. The context of the story is Mei-mei as an audition participant who asks the jury to wait for her to finish plating the food that will be served. This happened when Mei-mei was still busy preparing her dishes and Chef Juna reminded her of the remaining time to finish the audition participants' dishes.

Data (51) Indra: "Is this okay or not? Have one request? I want to video call my wife today's birthday, if the chef allows it."

Chef Arnold: "Okay"
 Chef Juna & Chef Rennata: (nod)

Data (51) is a directive speech act in the form of a request. This is characterized by a request from the speaker to the interlocutor with the aim of getting his request granted. In this data, it can be seen that Indra, as an audition participant, asked the jury to grant his request. In this data, Indra clearly stated "ask one request" to the three judges. The incident occurred when Indra was declared to have entered the boot camp audition stage and he asked the jury to grant his request to contact his wife at home via video call before leaving the audition room.

Permission Directive Speech Act

The speech act of permission is a speech act used by the speaker to give permission, agree, or grant. Permission speech acts on the variety show Master Chef Indonesia season 9 in the audition phase episode can be seen in the following data;

Data (52) Chef Arnold: "Please"
 Chef Rennata & Chef Juna: "Yes, yes"

Data (52) is a directive speech act in the form of permission. This was very clearly marked by the speech given by the three judges which contained the words may and please. This story took place when Indra, an audition participant, asked permission to show the three judges to his wife via video call. Indra intends to give birthday greetings to the three Master Chef Indonesia judges. When Indra asked for permission to video call and show them, they gave permission to do so.

Prohibition Directive Speech Act

The speech act of prohibition is a speech act used by the speaker to prohibit or limit something to the speech partner. Prohibition speech acts on the variety show Master Chef Indonesia season 9 in the audition phase episode can be seen in the following data;

Data (67) Chef Juna: "Don't let anyone forget"

Indra: "Iss, totally different, chef"

Data (67) is a type of directive speech act in the form of a prohibition. The speech in this data is very clearly marked by the presence of the word don't from the speaker which is conveyed to the speech partner. The word don't is a form of speech that is used to prevent or forbid someone from doing something. The context of the story occurs when Indra is still busy preparing his dish and Chef Juna tells the story so that Indra doesn't forget anything related to his dish. Chef Juna did not allow Indra to forget anything in his dish, but Indra answered that this audition was different from the competitions he had previously participated in.

Data (59) Chef Juna: "Yes, you can't say this is satay"

Ocit: (nods awkwardly)

Data (59) is a directive speech act in the form of a prohibition. The speech above is in the form of a prohibition because it contains speech that places limits on the speaker's ability to do something. The context of the story is in the form of Chef Juna limiting Ocit as an audition participant when naming the dishes he made. Ocit named his dish milkfish satay, but Ocit's dish did not use a bamboo skewer, indicating that the milkfish was skewered and could be called satay. The Ocit milkfish dish is served wrapped in banana leaves so that it gives the impression of being pepes milkfish.

Directive Question Speech Act

The speech act of prohibition is a speech act used by the speaker to ask or interrogate the speaker. The question speech act on the variety show Master Chef Indonesia season 9 in the audition stage episode can be seen in the following data;

Data (34) Chef Rennata: "What are you cooking, Pebi?"

Pebi: "Today I cooked chicken nanban"

Data (34) is the question form of a directive speech act. Question derivatives are marked by the question words 5W+1H. In the speech above, it is clearly stated that the word what is a form of the question word. The context of this speech is a question from Chef Rennata to Pebi, one of the audition participants. Chef Rennata asked what dishes Pebi would serve at that time. Questions are also followed by answers and explanations of the statement of the question. Also directly, Pebi as a speech partner answered and explained that the dish he was going to make was Chicken Nanban.

Data (69) Chef Juna: "How many times have you cooked this?"

Alden: "Two, three times the same"

Data (69) is a directive speech act in the form of a question. This is clearly marked by the presence of one form of the question word, namely how much. This story happened when Chef Juna tasted a dish made by Alden, one of the audition participants. Chef Juna asked how many times Alden had made this dish and Alden gave the exact answer how many times he had tried to cook this dish. Two, three times the same, are answers that support Chef Juna's speech to be said to be a directive question speech.

2. Camera Angle

After discussing the discovery of directive utterances on the Master Chef Indonesia variety show in season 9 at the audition stage, in this second discovery the researcher discussed the camera angle used for each directive utterance spoken. In this discussion, the researcher explains the connection or relation between speech and the camera angle taken.

Bonafix (2011) explains that camera placement will have an influence on the meaning and message to be conveyed. Bonafix said there are five types of shooting angle techniques in camera placement, namely bird's eye, high angle, eye angle, low angle, and frog eye. Each type of camera angle technique has a different function and method so that the character of the messenger, the message conveyed, and the impression conveyed will be different.

Bird's Eye Camera Angle

Bird Eye is a technique for taking camera angles by placing the camera above the object being shot at a distance. In this technique, the cameraman aims to show a weak impression of the object being shot and give an impression of pity to the audience outside the screen.

Data (24) Speech:

Chef Juna: "So the flavor is very Malay, huh?"

Visual:



Data (24) contains directive question speech acts because the speech spoken by Chef Juna as a judge is a question sentence. Chef Juna asked about the flavor of the dishes served by the participants. In the directive question utterance delivered by Chef Juna using the bird's eye camera angle technique. The bird's eye camera angle can be seen very clearly where the camera is placed far above the object being taken. The camera is far above the Chef who is also walking towards the audition participants to taste the dishes served by the participants.

However, in this data the camera angle does not match the story being told. This is because the speech spoken is a question sentence and the jury is the speaker, so that the camera angle does not leave an impression of pity and weakness towards the object who is speaking the directive question speech. Chef Juna as a judge is an object that should have power and it can be seen from Chef Juna's speech that he is not telling a story that contains requests or needs mercy so that it leaves the impression of pity.

High Angle Camera Angle

High angle is a camera angle technique that is almost the same as bird's eye, but the camera placement is lower than bird's eye. In this technique, the cameraman aims to give a weak impression of the object being taken and give it a weak and powerless effect. Usually, this technique is used to show that the object has a lower status than the opponent.

Data (73) Speech:

Chef Arnold: "Okay, cook often, right?"

Visual:



Data (73) contains directive question speech acts because the speech spoken by Chef Arnold as a judge is a question sentence. Chef Arnold asked the participants whether they had often cooked the dish they were presenting. In the directive question speech delivered by Chef Arnold, the cameraman uses a high angle camera angle technique. High angle camera angles can be seen very clearly where the camera is placed above the object being taken. The camera is above Chef Arnold who is picking up the dishes made by the auditionees.

However, in this data the camera angle does not match the story being told. This is because the speech spoken is a question sentence and the jury is the speaker, so the camera angle does not show correctly that the speaker has a lower status than his speech partner. Chef Arnold as a judge is an object that should have a higher status than the audition participants who are his speaking partners. Apart from that, it can also be seen from Chef Arnold's speech that it is not a speech that shows that he is depressed or oppressed by something.

Low Angle Camera Angle

Low angle is a camera angle technique that takes the image from below the object. In this technique, the cameraman aims to give the impression of being big, majestic and powerful to his co-star. Usually, this technique is used to target noble characters or respected people.

Data (61) Speech:

Chef Juna: "Be careful with naming days"

Visual:



Data (61) contains directive command speech acts because the speech spoken by Chef Juna as a judge is a command sentence. Chef Juna gave instructions to audition participants who passed the boot camp stage to be more careful in giving names to the dishes they made. In the directive command speech delivered by Chef Juna, the cameraman uses a low angle camera angle technique. Low angle camera angles can be seen very clearly where the camera is placed slightly below the object being taken. The camera is placed slightly lower than Chef Juna who is giving an apron to one of the audition participants who is entering the boot camp stage.

In this data, the camera angle is taken according to the story being told. This is because the speech spoken is a command sentence and the jury is the speaker. From the camera angle taken, it shows precisely that the speaker has a higher status than his speech partner. Chef Juna as a judge is an object that has more power than the audience who are his speaking partners so that the camera angle is appropriately placed lower than Chef Juna as a speaker who gives authority to order something.

Eye Level Camera Angle

Eye level is a technique for taking camera angles where the angle of the image is parallel to the object. In this technique, the cameraman does not have a specific goal in conveying the message. This technique is usually used for film making or cinematography where it is only a variation in shooting. This technique is also useful for providing a clear or broad view of the object being taken.

Data (66) Speech:

Chef Rennata: "What do you want to be?"

Visual:



Data (66) contains directive question speech acts because the speech spoken by Chef Rennata as a judge is a question sentence. Chef Rennata asked the audition participant who was preparing his dish what his aspirations were. In the directive question utterance delivered by Chef Rennata, the cameraman used an eye level camera angle technique. The eye level camera angle can be seen very clearly where the camera is placed parallel to the object. The camera was placed directly in front of Chef Rennata who was conducting an interview with the participants by small talk asking what the participants' dreams were.

In this data, the camera angle is taken according to the story being told. This is because the speech spoken is an interrogative sentence which is not spoken with the intention of confirming something or making a request. Even though Chef Rennata is the judge who is the speaker, the camera angle of Chef Rennata does not have to convey any meaning to the audience outside the glass. The cameraman can use this technique to create variations in shooting while showing Chef Rennata clearly and closer to the audience.

Frog Eye Camera Angle

Frog eyes is a technique for taking camera angles where the image angle is parallel to the base of the object. In this technique, the cameraman only wants to give a dramatic impression to the audience so that the shooting can be said to be interesting. Almost the same as eye level, frog eye does not have a definite aim or purpose and is often used as a variation in presenting videos. Bonafix said that this technique is very rarely used in making videos and in conveying messages.

In this study, no data was found using the frog eye camera angle technique. Bonafix previously mentioned this, that the camera angle technique is rarely used in conveying visualizations.

From all data on directive speech acts and camera angle techniques, in this study, 68 pieces of data were found that matched the speech and the camera angle used. This can be seen through what the speech is, who the speaker is, and what the impression of the speech is when it is delivered. This research has data that is more dominant than that which is not appropriate. Of the many data that are consistent, this research mostly found the technique of taking camera angles using the eye level technique with directive speech in the form of questions. Apart from that, more question utterances also only contain question sentences that are intended to create small talk between the jury and the participants. Therefore, taking an eye level camera angle is appropriate to use because small talk questions are also just sentences used to provide variation in the conversation so that it is not monotonous just talking about cooking. Speeches containing pleasantries are also often only found at the beginning of the match, so that participants do not feel tense before the actual match. This is also the reason why at this audition stage more directive question utterances are found whose purpose is only to make small talk or intermeso.

From the findings regarding directive speech acts between judges and participants, the meaning of the relation between speech acts and camera angle techniques is that there is non-verbal communication as well as between the visualization shown and the audience outside the glass. (Nandy et al., 2021). Viewers outside the screen can understand the meaning of the Master Chef Indonesia show well. It is very important to have good camera angle techniques so that the audience does not feel confused about understanding the storyline or message of what is being broadcast in a program. Because the variety show Master Chef Indonesia season 9 at this audition stage found data that was more dominant, this program was able to convey the right message to the audience outside the screen.

Conclusion

Based on the results and discussion regarding the relation between directive speech acts and camera angles used on the variety show Master Chef Indonesia season 9 at the audition stage, the

researcher can conclude that this research found 77 pieces of data that are in accordance with the theory used. Of the 77 data found, in this study there were 68 data that had a match between the two relations and 9 data that did not have a match between the two relations. This can be seen through the forms of directive speech acts found and connected to each camera angle technique used. In the appropriate and inappropriate data, it can be explained that there are 47 data for directive question speech acts, 4 data for permission directive speech acts, 5 data for prohibition directive speech acts, 14 data for command directive speech acts, and 7 data for request directive speech acts. Meanwhile, data for camera angle taking techniques in this research found 5 bird's eye data, 1 high angle data, 45 eye level data, 26 low angle data and no data for frog eye. The suitability and non-conformity of the data can be observed through how it is said, who the speaker is, and what impression is given from the speech spoken. It is hoped that the results of this research will provide a good understanding to readers and can be used as reference and consideration for readers who want to conduct research on the same topic. The researcher also hopes that this research can open readers' horizons to a broader understanding of language that is not rigid and can only be studied verbally but can also be studied visually.

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