

DIRECTIVE SPEECH ACTS IN EDITORIALS NARRATIVES OF THE JAKARTA POST

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Abstract	Article Information
<p><i>Directive speech acts function as an invitation or order from the speaker to the interlocutor to perform an activity expected by the first speaker. Directive speech acts can be seen through editorials written by media editors in newspapers, such as the online mass media The Jakarta Post. The purpose of this study is to find the function of directive speech acts contained in the editorial narratives of The Jakarta Post. The research data comes from editorial narratives of The Jakarta Post published in September-October 2023. Based on the analysis, it is found that indirect directive speech acts in the form of declarative sentences most often dominate. The most dominant function is reminding, followed by requesting and suggesting. Furthermore, there is the function of demanding, while the functions of ordering and recommending are rarely used. The conclusion of the research shows that The Jakarta Post online mass media tends to use a more subtle and persuasive approach in conveying messages to targeted readers or speech partners.</i></p> <p>Keywords: pragmatics, directive speech acts, editorial narrative, The Jakarta Post</p>	<p><i>Received:</i> 30/08/2024</p> <p><i>Revised:</i> 03/09/2024</p> <p><i>Accepted:</i> 13/09/2024</p>

INTRODUCTION

If journalists or editors want to express their opinions, such as opinions on various issues that develop in the news, they can compile and present them in the form of media editorials, corners, and columns. This type of journalistic work, which is included in the opinion category, is deliberately written by journalists so that their opinions and attitudes towards a problem can be known to the public (Syas and Rusadi, 2021). As a journalistic work, editorials are different from other journalistic works, such as news. News contains facts about events or facts about opinions from sources. News may not contain journalists' opinions, while editorials contain opinions from the editorial board of the media on an actual issue. Editorials are official statements and attitudes of the mass media as an institution on an important and actual matter (Syas and Rusadi, 2021).

When giving their opinions in editorials, editors use a language style that the public can understand. This type of language selection is studied using pragmatics. The discussion about understanding the meaning or intention of speech acts can be studied or studied with pragmatics. Verhaar (1996:14) argues that pragmatics is a branch of linguistics that discusses anything that includes the external structure of language as a means of communication between speakers and listeners, as well as a reference to language signs on extra-lingual matters discussed. Meanwhile, according to Yule (1996: 3), there are four definitions of pragmatics, including a field that studies the meaning spoken by speakers, a field that studies meaning according to context, a field that studies further than the meaning spoken, a field that studies the meaning communicated by the speaker, and a field that studies forms of expression according to the social distance that limits the participants involved in a particular conversation.

Directive speech acts are part of the study of pragmatics which has a series of varieties or variations. Searle (1977), developing Austin's thoughts on speech acts (in Levinson, 1983), classifies illocutionary speech acts into five kinds of speech forms, one of which is directive speech acts. The directive speech is classified in more detail including ordering, commanding, requesting, advising, suggesting, warning, inviting, and recommending. The various forms can be exemplified by utterances such as 'Could you pass the salt?' which is a directive speech act in the form of requesting which is expressed in a more polite way, while 'Pass the salt!' is a form of direct command (commanding).

On the other hand, based on the classification proposed by Parker and Riley (1994), directive speech acts are defined through several functions. Through their statement, the functions of directive speech acts consist of requesting, ordering, forbidding, warning, advising, suggesting, insisting, and recommending. Parker and Riley (1994) emphasize that the choice of directive speech acts in English is strongly influenced by social factors, such as the social status between speakers and speech partners, the level of formality, and the relationship of closeness. More subtle speech acts such as suggesting or requesting are often used in situations where speakers want to maintain politeness or reduce pressure on speech partners, especially when there is a difference in status or social closeness.

Research on directive speech acts in English often relates them to the concept of politeness in language, as proposed by Brown and Levinson (1987). They developed a politeness theory that explains how speakers choose communication strategies to maintain the face (social face) of speech partners. In the context of directive speech acts, this strategy is often applied to reduce rudeness and minimize threats to the face of speech partners. Thus in English, directive speech acts include various forms and functions of language used to achieve certain goals by taking into account the social context, power relations, and communication goals. Editorial narrative contexts such as *The Jakarta Post* use these speech acts to direct readers' opinions or suggest certain actions, which are often delivered in a polite but firm format.

There are several studies on directive speech acts that have been conducted, including research on directive speech acts in twitter social media by Ramadhani et al (2019), directive speech acts in a speech by President Joko Widodo by Sari et al (2020), directive speech acts in interactive videos of Indonesian language learning by Oktavia et al (2020), directive

speech acts in newspaper report sections by Indah Sari et al (2021), directive speech acts in a socialization by Kholifah et al (2022), and directive speech acts in a film by Pradnyani et al (2022).

The purpose of this study is to discuss the use of directive speech act functions contained in the editorial narrative of The Jakarta Post. The Jakarta Post is a newspaper or mass media that has two types of formats, both print and digital. The content of the newspaper itself includes discussing various genres of news from politics, economy, social, culture, to entertainment in English with news content not only from within the country but also including issues that are developing abroad.

The novelty of this research lies in its focus on the use of directive speech act functions in editorial narratives of the English-language mass media, The Jakarta Post. In contrast to previous studies that examine directive speech acts in presidential speeches (Sari et al., 2020), newspaper rubrics (Indah Sari et al., 2021), or social media (Ramadhani et al., 2019), this study explores how directive speech acts are used in the context of editorial narratives of international mass media. The Jakarta Post, as a newspaper that presents news from home and abroad in English, provides a unique context to see how the media express opinions and influence readers through directive speech acts.

LITERATURE REVIEW

Directive Speech Acts

Directive speech act is an utterance that contains an order that contains the desire of the speaker to the interlocutor to be willing to do the intention as the speaker commands. Directive speech act is one of the five illocutionary speech acts whose utterances have the intention to make people do something (Searle, 1979:13). Directive speech act is a situation in which the speaker tries to make the interlocutor do an action or avoid doing something through speech (Kreidler, 1998: 189). There is an important role of directive speech acts, which is to know a purpose and meaning of what the speaker wants to convey. Directive speech acts also have a role to know the right action to convey wishes to the interlocutor.

There are varieties or variations of directive speech acts. Based on the classification proposed by Prayitno (2011), directive speech acts are defined through form and function. Through his statement, the form of directive speech acts includes request form, command form, invitation form, prohibition form, advice form, and criticism form. While the function of directive speech acts more specifically consists of requests (the function of asking, hoping, pleading, & offering), orders (the function of commanding, ordering, instructing, requiring, forcing, borrowing, & inviting), invitations (the function of inviting, encouraging, seducing, support, urge, demand, challenge, charge, & target), prohibition (the function of forbidding & preventing), advice (the function of advising, advocating, suggesting, directing, appealing, calling out, & reminding), and criticism (the function of reprimanding, insinuating, cursing, denouncing, threatening, & getting angry).

Language Of Journalism

The word 'journalism', which in English is called *journalistics*, literally, is commonly interpreted as something that is *journalistic* or *journalistic* in character, something that is linked to the particulars of journalists or journalists (Rahardi, 2011: 5). Furthermore, in practice, journalism is an activity related to reporting or disseminating information in the form of news, and if you want to become a journalist, besides being required to be creative, you are also required to be able to master vocabulary in language and understand the language variety itself (Waridah, 2018). *Journalistic language variety* must be adapted to grammatical norms which, among others, consist of correct sentence structures and appropriate word selection, even the type of *journalistic language* is included in the standard type of language. *Journalistic variety* is a language that is concise in its narrative, dense in content, and simple in form (Poerwadinata, 1980). On the other hand, Rahardi (2010:7) also reveals that the characteristics of *journalistic language* include communicative, specific, word-saving, clear meaning, and not redundant or clichéd.

Editorial Narration

An editorial narrative is a type of writing or part of a mass media publication that reflects the opinion or attitude of the editorial team on a particular issue. An editorial narrative differs from a news report in that it must be objective and fact-based, whereas an editorial narrative contains analysis, interpretation and opinion from the editorial team. Editorials are often written to direct views or influence public opinion on important current issues. There are a number of characteristics of editorial narratives, including subjective, fact-based, persuasive, clear structure, and the use of formal and firm language. The functions of editorial narratives are to voice opinions, encourage discussion, influence public opinion, provide perspective, and encourage change.

RESEARCH METHODOLOGY

This type of research uses a qualitative descriptive framework with the object of research focused on pragmatic units. *The* data of this research is sourced from the editorial narratives of The Jakarta Post September-October 2023 edition. In collecting data, the researcher adopted the technique popularized by Mahsun (2005), namely the listening technique, while in data analysis, the contextual method proposed by Rahardi (2005) was used. Furthermore, the technique used by researchers to obtain research data is the listening technique. *The* researcher used this technique by listening to the editorials of The Jakarta Post mass media in the September - October 2023 edition which were then classified into a table. The research data was obtained by accessing the official mass media website found at <https://www.thejakartapost.com>. The edition was chosen as a source of research data because it contains various aspects of the problems discussed, such as politics, economy, social, culture, health, government, and religion.

At the data analysis stage, the contextual method was used. Contextual method is an analysis technique applied to data by basing, taking into account, and linking the identity of

existing contexts (Rahardi, 2005). The researcher's understanding of the speech in the editorial is through the use of pragmatic rules that focus on the context of a speech. There are several stages in analyzing the data including 1) Classifying the data into a table containing editorial edition date, editorial title, directive speech, context, sentence mode, and speech function, 2) Grouping data in the form of directive speech act functions contained in editorial narratives of The Jakarta Post mass media by adopting Prayitno's theory (2011), and 3) Describing the functions of directive speech acts accompanied by the context of the sentence that follows.

FINDINGS AND DISCUSSIONS

Functions of Directive Speech Acts in Editorial Narratives of The Jakarta Post

Table: 1 Function of Directive Speech Acts

Function	Percentage
Reminder	27,8%
Request	25,7%
Suggest	25,7%
Sue	17,5%
Order	2%
Recommend	1%
Total	100%

Based on the data in the table that shows the frequency of the use of directive speech act functions in the editorial narratives of The Jakarta Post, there is a certain dominance in the use of some functions compared to others. The most dominating directive speech act function is the reminding function. This function is used to remind readers about important relevant issues, and often aims to make the audience aware of the actions or consequences of an event. This shows that editorial narratives tend to use a less forceful approach, but it is strong enough to warn readers. In addition, the functions of requesting and suggesting are also widely used. The request function often comes in the form of a plea or invitation to the reader to consider a certain action, while the suggest function is used to provide options or ideas to the reader about the ideal action in response to an issue. Both functions tend to be politeness-oriented, giving the reader space to consider the action without seeming pushy. On the other hand, the least used directive speech act functions are ordering and recommending. The ordering function is used less frequently, because in the context of editorial narratives, direct commands are considered too strong or do not fit the style of editorial narratives that are more informative and persuasive. While recommending only appears once, because recommendations are specific and editorial narratives more often use the function of suggesting which is more open and flexible.

DISCUSSION

Functions of Directive Speech Acts in Editorial Narratives of The Jakarta Post

Function of Indirect Directive Speech

Declarative Sentence with the Function of Reminding

Broadly speaking, the purpose of a declarative sentence with the function of 'reminding' is that the speaker wants to convey information that the speech partner needs to remember, often related to actions that need to be done or avoided. Other purposes of declarative sentences with the function of 'reminding' are to prevent negligence, anticipate certain situations, encourage action, and maintain vigilance. Some of the various verbs that can be used with the 'remind' function include *could*, *would*, *might*, and *can*. Below is one example of data containing declarative sentences with the function of 'remind':

- (1) *'This **could easily** have happened when Tokopedia and other e-commerce platforms started disrupting the conventional business model, especially when consumers shifted en masse to online shopping during the pandemic.'*

(The Jakarta Post, Editorial, 25 September, 2023)

Context: 'The speaker reminds the speaker's counterpart (the Government of Indonesia) that conventional businesses may lose their market share when a number of e-commerce platforms become involved in the business ecosystem. So government intervention is needed to provide the best solution so that both can go hand in hand.'

In the sentence, the speaker uses the modal verb *could* 'can easily' which has the function of 'remind'. The verb *could* in English expresses a possibility based on certain situations or conditions, either in the past or present. According to Coates (1983), *could* indicates a relatively strong potential, but it depends on the context. In the context of reminders, *could* is often used to soften the risk or possibility. Speakers do not use the verb *might* because *might* expresses a weaker possibility than *could* and is often used when speakers want to communicate greater uncertainty (Palmer, 2001). While in the context of the sentence, the decline in income through the economic sector in various countries including Indonesia, encourages innovation to be carried out to even the smallest parties, namely traders. The innovation was implemented by creating e-commerce or digital stores on various social media platforms such as TikTok. When the pandemic was over, these activities did not stop, but slowly took over the role of conventional businesses. Referring to the problems created, the speaker reminds speech partners (the Indonesian Government) if the market share of conventional business models can be disrupted by the presence of e-commerce. Therefore, it is necessary to think of the best solution so that both can live together in the same ecosystem.

Declarative Sentence with the Function of Requesting

The main purpose of a declarative sentence with the function of 'asking' is that the speaker has the hope that the speech partner will make the request made by the speaker. Speakers use declarative sentences to express their wishes without using direct command sentences, so they sound more polite and refined. Other purposes of declarative sentences with the function of 'asking' are to avoid misunderstandings, build good relationships, facilitate effective communication, and create agreement or consent. Alternative varieties of verbs that can be used in the 'ask' function are *must*, *ought to*, *could*, and *have to*. The following are examples of declarative sentence data with the function of 'request':

- (2) *'The government **should improve** rehabilitation facilities and set standards for rehabilitation programs because many state-sponsored rehabilitation programs are ineffective due to inadequate facilities and a lack of human resources.'*

(The Jakarta Post, Editorial, 27 September, 2023)

Context: 'The speaker asks the speech partner (the Indonesian Government) to create solutions for drug addicts so that the results are effective, including by making a number of improvements to rehabilitation facilities and implementing clear standards related to the rehabilitation program for drug addicts'.

The sentence contains the use of the verb *should* by the speaker. Huddleston and Pullum (2002) mention that *should* tends to express an obligation that one is expected to perform, but without the impression of direct coercion. Often *should* is considered a strong form of suggestion or advice, especially in formal contexts such as editorial narratives. In this case, *should* is more likely to be used than *must*. Palmer (2001) explains that *must* indicates an absolute obligation or inevitable certainty compared to *should*. In addition, based on data (2), the context of the sentence is an issue related to drug addicts who have not received proper attention from the government. Evidence of this is indicated by a number of rehabilitations within the scope of available facilities and programs that are said to be inadequate when said to be in accordance with standards. Therefore, the speaker asks the speech partner (the Indonesian government) to implement a solution through improving a number of rehabilitation facilities throughout Indonesia and establishing clear standards of rehabilitation programs for drug addicts.

Declarative Sentences with the Function of Suggesting

Declarative sentences with the function 'suggest' have the intention that the speaker gives advice, recommendations, or encouragement to speech partners regarding actions that should be taken. Speakers want to encourage speech partners to take actions that are considered beneficial or beneficial to the wider community. This function is used to influence speech partners to consider or do something, but in a more subtle and non-coercive way. Speakers do not demand or require certain actions, but rather provide views or options that

are expected to be considered by speech partners. Other alternative verbs that can be used are must, ought to, could, and might. The following is an example of declarative sentence data with the function of 'suggesting':

- (3) *'Given the severity of Jakarta's traffic, the government **should realize** that a single LRT project will not make a difference.'*

(The Jakarta Post, Editorial, 2 September, 2023)

Context: The speaker suggests the speech partner (the government) to build more LRT projects in Jakarta and its surrounding areas, so that traffic problems can be resolved more effectively.

Sentence (3) shows a declarative sentence with the function 'suggest' with the presence of the verb *should* 'should'. *Should* is a modal used to give a strong suggestion or recommendation, but still gives flexibility to the speech partner to choose the action (Huddleston and Pullum, 2002). Speakers do not use the verb *could* because when compared to *should*, *could* is much weaker in terms of giving encouragement to speech partners. *Could* is more hypothetical and signifies a non-binding possibility (Coates, 1983). Judging from the context of sentence (3), speakers suggest that the government not only rely on one LRT project to solve traffic problems in Jakarta, but consider building more similar projects. This suggestion is conveyed indirectly through the mention of the weakness of a single project and the implication that additional measures are needed. The speaker expects the government to realize and act to expand the construction of transportation projects to effectively solve traffic problems. Although there is no coercion, the suggestion contains encouragement for the government to consider a wider range of options to improve the situation.

Declarative Sentences with Demanding Function

In a declarative sentence with the function of 'demanding', where the speaker requests or urges the listener to do something firmly, with the expectation that the speech partner will immediately fulfill these demands. The speaker uses this sentence to convey demands based on obligations, rights, or regulations that must be fulfilled by the speech partner. Other purposes of declarative sentences with the function of 'demanding' are to convey demands firmly, clarify responsibilities, enforce compliance, and expect concrete actions. Other verb variants that can be used include should, have to, and ought to. Below is the data coverage of declarative sentences with the function of 'demanding':

- (4) *'But in order to do that, **the state must** first right one of its biggest wrongs, which was to deny the victims of the communist purge the truth by deliberately and institutionally erasing the history of violence and discrimination against them.'*

(The Jakarta Post, Editorial, 4 September, 2023)

Context: The speaker demands that the counterpart (the state or government) correct their mistakes related to the communist purge in the past, so that the victims' sense of justice can be given and historical research related to the event can be conducted again with more specificity.

Based on the data analysis, the sentence function contains the meaning of 'demanding'. This feature can be characterized by the main verb *must* in the sentence. The verb *must* expresses an obligation that is stronger and more binding than other modals. It is usually used to show absolute necessity. *Must* often indicates that the expected action is not just an option or suggestion, but something that cannot be avoided (Palmer, 2001). In the sentence, the verb *must* is used more by the speaker than the verb *have to*. Swan (2005) argues that *have to* is used to indicate practical needs in everyday situations, while *must* is more formal and refers to more principle obligations. Apart from some of the explanations above, the function of suggesting also arises from the context of the sentence that binds. In the sentence, the speaker uses the function of demand by conveying demands to the state or government to correct the big mistakes they have made, related to the elimination of the history of violence and discrimination against victims of communist purges. Speakers urge the government to admit this mistake and reveal the truth that has long been covered up, so that justice for the victims can be fulfilled.

Declarative Sentences with the Function of Ordering

The meaning of the declarative sentence function 'order' is basically that the speaker gives a message to the speech partner to do what the speaker wants. This sentence implies the expectation that the recipient of the message will take steps to process and fulfill the request. The function of 'ordering' or giving a message is not only found in imperative sentences, but also in declarative sentences. Other verb variants that can be used are *think*, *hope*, *know*, and *expect*. Below are examples of data from declarative sentences with the function 'order':

(5) *'But seeing neighboring Malaysia end the death penalty for certain crimes, we believe that change will also happen in Indonesia.'*

(The Jakarta Post, Editorial, 14 October, 2023)

Context: 'The speaker gives a message to the speech partner (Community) to believe that one day the death penalty in each specific case imposed can be abolished, this reflects on neighboring countries that have abolished the death penalty in their laws.'

Furthermore, in sentence (5), the function of 'ordering' is shown through the use of the verb *believe* 'believe'. The verb *believe* indicates that the speaker has a fairly firm belief about the event or idea expressed, although it is not entirely certain (Coates, 1983). There is another alternative through the use of the verb *hope*. Leech (2014) mentions that *hope* is used to convey optimism, but with the implication that the expected outcome might not happen.

Thus, *hope* shows the speaker's desire or expectation, but with a lower level of certainty than *believe*. Based on the example data above, the speaker indirectly conveys advice to the public to believe that changes related to the death penalty in Indonesia will occur, as has happened in Malaysia. Through references to neighboring countries, speakers try to convince listeners that the abolition of the death penalty is possible and can be pursued in Indonesia. The function of ordering in this context, delivered in a subtle and non-forcing manner, gives confidence to the public that change can occur with examples from other countries that have successfully abolished the death penalty for certain types of crimes.

Declarative Sentences with the Function of Recommending

Broadly speaking, the purpose of a declarative sentence with the function of 'recommending' is that the speaker gives a recommendation or proposal that is considered beneficial to the listener. Although there is a push from the speaker, this recommendation is conveyed in a more neutral and optional way, so the listener is free to follow or ignore the recommendation. Recommendations aim to give confidence to speech partners that the suggested choice is good or right, so they feel more confident in making decisions. Similar verbs that can be used include endorse, approve, and encourage. Below are some examples of data containing declarative sentences with the function of 'demand':

- (6) *'We support the emissions testing drive as an important part of efforts to solve the long-standing pollution problem.'*

(The Jakarta Post, Editorial, 9 September, 2023)

Context: The speaker recommends the speech partner (the people of Jakarta) that the government's steps in conducting emission tests should continue to be supported so that the air pollution problem can be resolved immediately.

The declarative sentence (6) contains the function of 'recommending', as seen from the use of the verb *we support* 'we support' at the beginning of the sentence. The verb support expresses broad agreement with an idea, policy or action, without necessarily showing a deep critical evaluation (Huddleston and Pullum, 2002). Support is often used in the context of social persuasion where speakers invite speech partners to participate passively or actively. The speaker recommends the people of Jakarta to support the government's move to conduct vehicle emission testing as an important effort to tackle the long-standing air pollution problem. This recommending function is shown through the speaker's encouragement to the public to support the initiative, implying that public support for emission testing is a wise and beneficial step towards solving the pollution problem. This recommendation is not delivered in a coercive way, but rather gives direction so that people see the importance of the measure and support it as an effective solution.

CONCLUSION

Based on the research that has been done, it is concluded that in the editorial narrative of The Jakarta Post, with a qualitative descriptive approach. The results show that the directive speech acts in this editorial narrative consist of direct and indirect directive speech acts. Based on the analysis and discussion of directive speech acts in the editorial narratives of The Jakarta Post, it is found that the functions used in indirect directive speech acts are diverse, with the function of reminding as the most dominant, followed by requesting and suggesting. The function of demanding is also significant, although lower, while the functions of ordering and recommending are rarely used. The dominance of reminding and requesting functions reflects a more persuasive and polite approach in conveying the message to the reader, while demanding is more often used when the speaker wants to emphasize the need for immediate action or the handling of an important issue. The suggest function is widely used to give advice without being pushy, and although the order and recommend functions are rare, they are still important in certain editorial contexts that require direction or support. Overall, the use of various functions of directive speech acts in The Jakarta Post's editorial narratives reflects complex and customized communication strategies to achieve their persuasive goals. The forms of approach used, ranging from reminding and requesting, to demanding and suggesting, allow editorials to influence readers in a way that suits the context and needs of the message to be conveyed.

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