

CHAPTER I INTRODUCTION

A. Background of the Study

Expressing feeling is one of the human activities. People can express their feeling through many ways, for example through language that they use when they communicate to each other, whether it is oral or written. When people do oral communication, the expression of their feelings can be seen from their conversations. A hearer can get the expression of a speaker from their speech acts; whether they are happy, sad, disappointed, or other kinds of feeling.

Yule (1996) defines speech acts as actions performed via utterances and they are commonly given more specific names, such as apology, complaint, compliment, invitation, promise, or request. The different kinds of speech act convey the speaker's different intention in producing an utterance. It is acceptable that some speakers sometimes express their negative feelings to their hearers, which Trosborg (1995) named as expressing complaints.

In expressing complaints, someone shows his or her disapproval to the hearer. The utterances of complaints also vary from the most indirect to the most direct one according to the speaker's intentions. As a result, the hearer may also give a response or an answer to apologize, deny, or promise to fix what he or she has done. As stated by Trosborg (1995), a complaint is one of the speech acts that belongs to the category of the expressive functions. This category includes moral judgments, which express the speaker's approval, as well as disapproval, of the behavior mentioned in the judgments. Those judgements are because human

beings are never satisfied with everything that has been done by others. Therefore, it is obvious that there are several complaint strategies to avoid personal conflicts in communication. Those strategies are no explicit reproach, expression of annoyance or disapproval, accusation, and blame. Three of them, no explicit reproach, expression of annoyance or disapproval, and accusation belong to indirect complaint, while blame belongs to indirect one.

The speech act of complaint is very interesting to be analyzed. There are many reasons for selecting the speech act of complaint as the topic of this study. The basic reason is that a speech act of complaint can be found in daily conversations, such as in public services like supermarket, bus station, and others public services. When people hear the term “complaint”, they will automatically think about complaints for services in public. For example, a consumer will complain to the seller if the consumer did not get an excellent service in a restaurant. The above case is also a complaint, but complaint in this research is not about making a complaint that is related to the satisfaction of services, especially in a public service. It is more concern the conversation between two or more people in daily conversations.

In this research, the researcher uses pragmatic approach because not only does the researcher analyze the script of the movie, but also the context of the conversation. Yule (1996) states that pragmatics allows people to do analysis to understand people’s intended meanings, their assumptions, their purposes or goals, and the kinds of actions that they perform when they speak. Through pragmatics people are allowed to study how to get what is communicated more

than what is said by understanding the meaning based on a particular situation and context.

Furthermore, the phenomenon of expressing complaints can be seen in every real-life and also visual reconstruction such as in movies, theater, etc. A movie as a manifestation of human life can reflect the use of speech act of complaint and a movie can also be said as the reflection of society. Although it is not a real story, the utterances in a movie are produced naturally. As stated by Rose (2001), language in a movie appears to be the most representative in actual language use because here language represents the ways people actually talk. Therefore, the researcher uses a movie entitled *Confessions of a Shopaholic* as the object of the research to explore the usage of complaining acts because there are many speech acts of complaint that can be analyzed and the data of the research itself.

Confessions of a Shopaholic tells about the life of Rebecca as the main character who always does something unreasonable and has been addicted to shopping, which finally makes her bankrupt. Rebecca sometimes complains about her life. However, in the movie she is not the only one who loves to complain. People around her also show their disagreement to her action by complaining. For example, one day, Rebecca's friend, Suze complains her about her attitude in which she always spends her money to buy a lot of things which are not really important, like expensive clothes, shoes, and many other things. Suze thinks that it is not in line with her profession, in which she has to give advices to people about

how to handle money through her writing in *Saving Magazine*, so she complains to Rebecca. This event can be seen from the quotation below.

Suze : You took a job at Saving Magazine? You?
 Rebecca : I know it sounds bad, but it is in fact.
 Suze : **Oh God.... Ironic, Ironic that Rebecca Bloomwood is advising people on how to handle money. You really are thoughtless.**

(Cp/S.12/13/D/Blame)

Basically, the utterances of complaining acts vary according to their topics, degree, and responses. The characters apply different utterances in interactions to express their negative feeling towards others. This fact makes the movie worth to be analyzed further.

B. Identification of the Problems

When someone uses language to communicate, he or she does not only intend to say something but more than that, he or she may inform others about something, ask for favors, make promises, insult, provoke, command, complain, etc. Those actions refer to speech acts. In *Confessions of a Shopaholic*, the characters use explicit meaning. To understand a situational context, both the hearers and the audiences have to consider and make interferences about what have been said by the characters in order to gain at the correct interpretation. The situational context can affect the linguistic choices of speakers.

Besides, the movie is full of expressive speech acts. The most outstanding expressive speech act that occurs in this movie is the complaint speech act. The occurrences of the speech acts are closely related to the context, and also the characterization of the movie characters. For example, the main character,

Rebecca (Becky) is a shopaholic who always spends a lot of money to buy unimportant things. This situation makes many people, who live around her always complains her. Another problem that can be found from the movie is related to the use of language by the men and women characters. Because most of the characters found in the movie are women, there are many women language features in the movie which can be analyzed.

Another problem is the use of uncommon vocabularies. The main character in the movie sometimes uses several uncommon words that represent Finland language (Finnish). Those words sometimes make the hearers and the audiences have to face difficulties in understanding the statements that she tries to say and in grabbing the exact meaning of those statements.

The next problem is related to the vocabularies found in the movie. There are many fashion vocabularies or terms uttered by the characters, especially by the main character, because the theme of the movie itself is related to fashion. Those vocabularies can make the audiences confuse if they are not familiar with them.

The speech act of complaint is the most interesting problem to be discussed, especially if it is analyzed by using a pragmatic analysis. This approach is applied in this study since it can be used as a problem solving for both complainee (a person who is complained by a complainer) and the audiences.

C. Limitation of the Problems

There were many aspects of linguistic phenomena that can be found in the movie. In the research entitled *A Pragmatic Analysis of Complaints Used by*

Characters in Confessions of a Shopaholic Movie, the researcher only concerns analyzing the speech act of complaints. She focuses to analyze the kinds of speech act strategies, complaint functions, and how the speakers or complainers use the expression of complaints by analyzing main character's and some characters' utterances found in the movie.

D. Formulation of the Problems

Based on the limitation of the problems, the researcher formulates the problems as follows.

1. How are complaints expressed in *Confessions of a Shopaholic*?
2. What are the functions of the complaint expressions uttered by the characters in *Confessions of a Shopaholic*?
3. What kinds of complaining strategies are employed by the characters in *Confessions of a Shopaholic*?

E. Objectives of the Study

Then, based on the limitation of the problems and the formulation of the problems, the objectives of the research are:

1. to identify the ways the complainers use their expression of complaints, whether it is direct or indirect, by the characters in *Confessions of a Shopaholic*;
2. to find the functions of the complaint expressions uttered by the characters in *Confessions of a Shopaholic*; and

3. to discover the kinds of complaining strategies employed by the characters in *Confessions of a Shopaholic*.

F. Significance of the Study

This study confers theoretically and practically significance. Theoretically, it is expected that the final result of this research is useful:

1. for enriching the research in linguistic field, especially in pragmatics study, and particularly in terms of speech act, and
2. as bibliographical variation to the readers in order to give more knowledge in relation to language and complaint action: how complaint can be done by delivering complaint which use some strategies of complaint.

Practically, this research is expected to bring some benefits.

1. It is an authentic source of study in pragmatic;
2. It can contribute a new perspective to the readers by giving some knowledge, on the concepts of pragmatics, especially speech act of complaints; and
3. For other researchers who are interested in pragmatics, it can be used as a bibliography resource to the next relevant research.