

Pragmatic Analysis in Speech Acts (*bahasa ogan*) used between Buyers and *Wanita Bakul* in Batu putih Village

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Abstract

This research aims to discover the types of locutionary, illocutionary, and perlocutionary speech acts used by buyers and *Wanita Bakul* in Batuputih village. The method used in this research is qualitative with descriptive type. The data collection techniques used are recording techniques and listening and recording techniques. The data source in this research was obtained from buyers and *Wanita Bakul* in Batuputih village, who engaged in speech act interactions using oganese language in buying and selling transactions. The researchers used proficient free involved listening, recording, and *Wanita Bakul* note-taking techniques to collect the data required in this research. The results show that the speech acts used in buying and selling interactions in Batuputih village, total number of speech acts was 84, locutionary act 9, illocutionary act 25 and perlocutionary act 29. The perlocutionary act is the most dominant speech act between buyers and *Wanita Bakul* interactions in Batuputih village.

Keywords: *pragmatics, speech acts, buyers, wanita bakul*

INTRODUCTION

The market is a place to learn to communicate, not just speak verbally, but also read body language and see situations and conditions when speaking. Intercultural communication can occur in all areas are included in transactions and interactions between buyers and sellers and between traders in the market. The market is the

cornerstone of the people's economy, allowing people to meet people from various backgrounds face to face. Like markets in general, traditional market in Batutputih village is a meeting place for sellers and buyers, a place to bargain for goods, a place to interact with each other between traders and buyers, and become a place to meet face-to-face directly. The market as a means of communication is a tool or media used to support communication activities or processes between communicators or transmitters messages with the communicant or recipient of the language.

This is in line with the opinion (Setiawati & Alber, 2023) language is a crucial element in communication because serves as the main foundation for interacting with fellow humans. Pragmatics is the science that studies or examines the relationship between language and the context of speech or speech acts, which is the basis for an understanding of language. It also studies the ability of language users to connect and harmonize sentences or speech contexts appropriately. Levinson (in Tarigan, 2015, p.33). Apart from that, Dowty (Tarigan, 2015,) also stated that, "Pragmatics is a science that examines direct and indirect speech activities or speech acts, prepositions, implicatures, conventional and conversational, and the like." Pragmatic is the study of pragmatic language use and how individuals utilize it to the fullest extent possible as a communication tool.

A speech act is a piece of speech that produces or is produced as part of social interaction. Where speech acts are divided into 3 types, namely, illocutionary, locutionary and perlocutionary. A process cannot be separated from speech acts or speech events. Speech acts in pragmatic linguistics refer to actions that influence a speaker through his speech in a conversation. According to Searle (Hermaji, 2021), directive speech acts as a type of speech carried out by speakers to order the speech partner to perform an action according to what the speaker expresses. In the context of buying and selling transactions in the market, speech acts play an important role in determining the interaction between sellers and buyers.

According to his research, there are three sorts of speech acts: locutionary, illocutionary, and perlocutionary. The speaker and the interlocutor are

usually helped by the circumstances surrounding the speech environment. The function of pragmatic understanding is essential to support understanding the intent of a speaker's and interlocutor's utterances in everyday life. All buyers and wanita bakul need to understand this when communicating in any context. The speech act carried out in this example provides an explanation that, when uttering the speech, the speaker acts on something. The action taken by the speaker is to apologize. The act of begging is a physical act like hitting and shaking head. Chaer explain (2014), "Speech acts are formulated into three different types of actions, namely locutionary speech acts, illocutionary acts and perlocutionary acts."

According to Danandjaja (2018) *Wanita Bakul* are a separate folk. A group of individuals who can be identified from other groups by their physical, social, and cultural traits is called a folk group. These physically distinguishing traits can include things like having the same skin tone, speaking the same language, having the same educational background, leading the same lifestyle, and practicing the same religion. The fact that they have a custom, or more specifically, a culture, which they have passed down through at least two generations, is more significant. Besides that, it is more important that they are aware of their group identity. There are *Wanita Bakul* in Batu Putih village who sell clothes, vegetables, fried foods, basic necessities, fruit, chicken, fish and other things related to the daily living needs of the surrounding community. The *Bakul* is one part of the trading process, namely as an intermediary to convey goods to consumers. Thus, the *Bakul* is also one of the bases for economic trade, because it is through this basket that the market economy can run smoothly, in the sense that through this basket there will be a reciprocal relationship, as well as interdependence between the two parties. Context greatly influences the results of interaction discussions. If someone is not involved in the communication context, it will not produce the appropriate meaning expected by the interlocutor. Buyers use Ogan language which of course is also understood by sellers in market situations where everyone uses Ogan language in transactions

Wanita Bakul and buyers are native Ogan Komering Ulu people whose first language is Ogan. Ogan language itself is the main language spoken in Ogan Komering Ulu Regency, the only Ogan tribe-majority area in South Sumatra. In Ogan Komering Ulu, Ogan language is spread evenly throughout all sub-districts, Ogan language is generally spoken both in daily activities in the family and community as a lingua franca in Ogan Komering Ulu, in Ogan traditional events, trade matters and religious preaching. The Ogan language has a large number of speakers, even in Ogan Komering Ulu Regency it still remains the main spoken language for its people, both Jati speakers (Ogan tribe) and immigrants.

The several studies that are considered similar to this study are as follows. The first previous research was conducted by Fitriana Kartika Sari, Yatim Nur Cahyono in 2022 with the research title *Kajian Tindak Tutur Ilokusi pada Interaksi Jual Beli di Pasar Tradisional Pulung*. The results of previous research show that the speech acts used in buying and selling interactions at the Pulung traditional market include assertive speech acts (mentioning, showing, informing and stating); directive speech acts (inviting, requesting, demanding, suggesting, and challenging); expressive speech acts (saying thank you, blaming and flattering); commissive speech acts (swearing and promising) and declarative speech acts (deciding, canceling, prohibiting, and granting). The most dominant speech acts found in buying and selling interactions at the Pulung traditional market are directive speech acts.

The second study was conducted by Burhanudin Rais and Sulis Triyono in 2019. They analyze Speech Acts on The Video of Prabowo Vs Jokowi - Epic Rap Battles Of Presidency. The data is gained from the utterance that spoken by each character in the video of Prabowo Vs Jokowi - Epic Rap Battles of Presidency. The results of the study showed that 83 illocutionary acts were found in the video of Prabowo Vs Jokowi – Epic Rap Battles of Presidency. The most frequently found was assertive with a total of 41 or 49%, and the lowest was commissive with a total of 1 or 1%. Directive, expressive, and declarative have frequently been found for 14 or 17%, 17 or 20%, and 11 or 13%.

Nurzabera conducts the third study in 2024. The purpose of this research is to describe the directive speech acts of the seller's order in the conversation of buying and selling transactions in the traditional market of Bintan Center Tanjungpinang. The method

used in this research is qualitative with descriptive type. The data collection techniques used are recording techniques and listening and recording techniques. Data analysis techniques in this study used data reduction techniques, data presentation, and conclusion drawing. The results of the research obtained from the seller's directive speech acts in the conversation of buying and selling transactions in the Tanjungpinang Bintan Center traditional market are there are directive speech acts of the seller of the types of orders, requests and suggestions.

In this study, researchers prefer the market as the object of research. The selection of the market as the location of the study is important because the market not only presents the main context of economic transactions but also becomes an arena where the diversity of personalities and social involvement is revealed. By observing the communication skills of sellers, negotiations, and adjustments to strategies in interactions with buyers, this study can provide a deeper understanding of the complexity of speech acts in the context of the market. In addition, the market reflects society's cultural and social aspects, which can provide additional insight into the factors that influence communication in a diverse society's buying and selling process. Language is a tool used to carry out this transaction during the buying and selling process. In this case, the conversation that occurs between the seller and the buyer is very important, namely to communicate the intentions and goals of both parties. The seller's directive speech acts are crucial in carrying out buying and selling transactions. The community uses the Ogan language in every transaction, communication, and interaction. The speech acts used are diverse and the majority of the speech used is the Ogan language so that it is easier to analyze the intent of the speech. Sellers and buyers interact in the form of bargaining for goods by implementing speech strategies to achieve their respective goals.

The forms of speech acts uttered in interactions between buyers and *Wanita Bakul* in Batuputih village are often expressed in sentence modes and their meanings are in the form of complaints, ridicule, promises and praise, thank you, seduction and so on.

Consider the following example :

Buyer: "*Segar nian sayur ini ehh..*"
Seller : "*au mokaseh*". *Cuma sayuran itulah!*
Buyer : "*behape regenye?*" *murahla! beli sini kian*
Seller: "*Iyo, ambekla*" *hargo cak biaso cuma duo ribu*

The speech of "Segar nian sayur ini ehh.." is a form of locutionary speech act because the speaker expresses a compliment in this speech. Saying, "*Segar nian sayur ini ehh.* ", the speaker means to express that the vegetable is very fresh. Saying, "*behape regenye?*"! "*murahla! Beli sini kian*" is an illocutionary speech act that expresses that the buyer is persuading the seller to give the usual price. The words "*Iyo, ambekla*" *hargo cak biaso cuma duo ribu,*" this utterance is a perlocutionary act that the buyer has succeeded in seducing the seller. Speech acts such as in the dialogue between the seller and the buyer above illustrate that the speech act expressed is in sentence mode to influence the person being said to take action on the information they receive. Theoretically, this research is expected to be able to describe the use of language and situations clearly, language between buyers and *Wanita Bakul* in Batu Putih village in trading.

The formulation of the problem in this research is what form of locutionary, illocutionary and perlocutionary speech acts are used between buyers and *Wanita Bakul* in Batuputih village?. The aim of the research is to find out and describe types of locutionary, illocutionary, and perlocutionary speech acts used by buyers and *Wanita Bakul* in Batuputih village.

This research contains theoretical and practical benefits. As for the benefits theoretically, this research is expected to contribute to expanding understanding and enriching insight in the development of theoretical concepts in linguistics, especially in the realm of pragmatics. In this case, this research can be used for theoretical comparison about speech acts. Practical benefits (1). For readers, this research is expected useful for recognizing and knowing more about the types of speech acts and the function of speech acts. (2) For the community, the benefits obtained by the community is an increase in understanding and knowledge about how to communicate and choices language used by sellers and buyers in traditional markets. (3) For other researchers, it is hoped that the

results of this research can be used as a comparison for other studies in the fields of communication and pragmatics in the future.

RESEARCH METHOD

This research uses a qualitative approach, chosen to detail the results of the collection data by researchers. The choice of a qualitative design was made because of its capability provides a very detailed description of an individual, language situation, symptom, or certain groups. This design is focused on in-depth description and understanding contextual, allowing researchers to explore the qualitative aspects of the phenomenon being studied.

This research consisted of buyers and *Wanita Bakul* in Batuputih Village. They are as the participants of this research. Their names are CW, BN, L, CN, S, SS, E, and N. A data source is a place from which information or data is obtained study. The data source in this research comes from oral sources. Researchers get data obtained from conversations between sellers and buyers at the traditional market in Batuputih village.

In this research the researcher used the Agih method. According to Sudaryanto (2015) method agih is a method that used in data analysis research with part of the language in question as determination tool. Determinant tool in the framework of the agih method, clear, always an or part elements of the target object language research itself. The author used proficient free-involved listening, recording, and note-taking techniques to collect the data needed in this research.

The researcher listened to the dialogue between the informants by identifying, classifying, interpreting, and concluding. This technique was used to listen to the speech that occurred between buyers and *Wanita Bakul* in Batuputih village. Researchers recorded speech acts between buyers and *Wanita Bakul* who were carrying out transactions using a recording camera for 3 sessions, and then wrote down the recording results and identified types of speech. The technique for analyzing data from free, involved note-taking is carried out using the following

steps: 1) Identify the types of speech acts that occur between buyers and *Wanita Bakul* 2) Classify the types of speech acts that occur between buyers and *Wanita Bakul* 3) Interpret the types of speech acts between buyers and *Wanita Bakul* 4) Conclude the types of speech acts between buyers and *Wanita Bakul*. The technique for analyzing recorded data is carried out using the following steps: 1) Change the recorded data according to the recorded data into written text. 2) Translating recorded data into Indonesian, that is, data heard or written in Ogan language is converted into Indonesian. 3) Identify the types of speech acts between buyers and *Wanita Bakul*. 4) Classify the types of speech acts between buyers and *Wanita Bakul* into written text. 5) Interpret the types of speech acts between buyers and *Wanita Bakul*. The final stage is presenting the results of data analysis. In this case, after the researcher analyzes and describes the data obtained, the researcher draws conclusions to summarize the main findings of the research, present the main results, and provide answers to the research questions or objectives. The seller and the buyer must understand the meaning of the discussions carried out in negotiation activities

RESULTS & DISCUSSION

The method used to conduct this study was descriptive qualitative. This approach is utilized to examine, explain, and discuss the phenomena that is underlying the data. This research was carried out in Batuputih Village by recording the transactions between buyers and *wanita bakul* when they were selling using a camera recorder. The subject of this research was a *wanita Bakul* with several buyers. In this recording process, the conversation between the buyers and the *wanita bakul* was obtained from storage in 3 CD rooms.

Data collection was carried out by recording all conversations between *Wanita Bakul* and buyers. So the discourses that have been studied total 8 situations. The following was the data from recorded interactions between buyers and *Wanita Bakul* in Batuputih Village.

**Tabel 1. Recapitulation of Speech Act Analysis between Buyers and
*Wanita Bakul***

Speech Act Interaction	Number of Speech Acts	Locutionary Act	Illocutionary Act	Perlocutionary Act
Situation 1	14	2	3	3
Situation 2	9	1	2	3
Situation 3	24	3	4	6
Situation 4	5	1	1	3
Situation 5	5	-	3	2
Situation 6	5	-	2	3
Situation 7	7	1	3	3
Situation 8	15	2	6	6
total	84	9	25	29

According to data above, all of the types of speech acts are found in the cam recorder. There are 84 number of speech acts. Locutionary Act found that in all situations were 9, Illocutionary acts that are found 25, and perlocutionary acts were 29. The interactions between buyers and *Wanita Bakul* in Batuputih Village that occurred

In the interaction between buyers and *Wanita Bakul* in Batuputih Village that occurred in situation 1 amounted to 5 speech acts (10 dialogues), there was one illocutionary speech act and three perlocutionary speech acts. In situation 2 consists of 5 speech acts and 10 dialogues, there were three illocutionary speech acts and two perlocutionary speech acts. In session 3, the interactions between buyers and *Wanita Bakul* in Batuputih Village that occurred in situation 1 amounted to 5 speech acts and 10 dialogues. There were two illocutionary speech acts and three perlocutionary speech acts. In session 2 there were 7 speech acts and 14 dialogues, there were 2 locutionary speech acts, 3 illocutionary speech acts and 3

perlocutionary speech acts. Session 3 consists of 15 speech acts consisting of 29 dialogues. There were 2 locutionary speech acts, 6 illocutionary speech acts, and 6 perlocutionary speech acts.

The speech acts that occurred between buyers and *Wanita Bakul* in Batuputih Village in this research were bargaining interactions between buyers and *Wanita Bakul*. Bargaining occurs because the *Wanita Bakul*'s merchandise has a high price and the buyer wants to buy the *Wanita Bakul*'s merchandise at the price desired by the buyer. Apart from the bargaining interaction, there was also an interaction between the buyer and the *Wanita Bakul*, namely the interaction that the *Wanita Bakul* has to admit whether the quality of the goods sold by the *Wanita Bakul* is really good or not.

Wanita Bakul in Batuputih Village are sometimes very annoyed when buyers want to delay payment for their groceries because they don't have the money, sometimes buyers can't see the condition of the *Wanita Bakul*. Many of the merchandise sold by the *Wanita Bakul* have not yet been finished, but the buyers are already willing to borrow money even though it is still very early in the morning. Suppose the *Wanita Bakul* will not allow the buyer to borrow in the morning. In that case, if there are still buyers who want to borrow, *Wanita Bakul* will express it with a sentence like this "*Noh maseh pagi ahi nih ngan lah nak ngutang, ndak aku, lahi rejekiku.*" When we hear the word "*Noh*" it's normal for us, but for buyers in Batuputih Village the word "*Noh*" is very harsh to hear, sometimes buyers are offended by it. *Wanita Bakul* permits paying debts in Batuputih Village during the day. Payments are usually made at the end of the week or on Sundays because buyers usually wait for the results of selling rubber. But on the other hand, if the buyer can seduce the *Wanita Bakul*, the *Wanita Bakul* will not mind if the buyer asks the *Wanita Bakul* for a bonus. Even though the bonus is not much, for example Rp. 1000 chili, this will certainly make the buyer very happy.

Buyers in Batuputih Village sometimes irritate *Wanita Bakul* because buyers often mock the goods the *Wanita Bakul* sells. There are also *Wanita Bakul* in

Batuputih Village who sell cakes, sometimes the cakes sold by *Wanita Bakul* do not match the wishes of buyers in Batuputih Village. The sentence. "*Ah kecil-kecil alu bik kue kamu ni, urung aku belinye.*" In buying and selling interactions, buyers often conveyed this expression to *Wanita Bakul* in Batuputih Village. Because the *Wanita Bakul* was irritated and irritated with the buyer, the *Wanita Bakul* responded to this sentence, like this sentence "*Au gisok ye bibik besakkan kuenye.*" This sentence conveyed by the *Wanita Bakul* to the buyer will make the buyer understand that the *Wanita Bakul* is annoyed with the buyer.

Wanita Bakul tend to influence buyers to buy their wares. *Wanita Bakul* influences the buyer by revealing that there is only a little left of the item or only one more left. Because they are interested in the merchandise, buyers want to buy it. Buyers think that if they don't buy them, the *Wanita Bakul*'s merchandise will be sold to other buyers. The language used by *Wanita Bakul* if they want to influence buyers is like this, "*Ambeklah tinggal sikok tu lah agi itu, manis pule itu lemak dihebus.*" *Wanita Bakul* who sell vegetables will use this language. A *bakul* woman who sells fried food will use language like this, "*Ngambek banyak kian ye mumpung agi pagi mpai pule ku goreng itu, amen lah siang dingin kele dekde angat lagi.*" The language used by the *Wanita Bakul* is to influence the buyers to be interested in buying the food she sells.

Buyers sometimes seduce or persuade *Wanita Bakul* to give the buyer's desired price. Buyers also persuade *Wanita Bakul* to give bonuses, even if only a small amount. *Wanita Bakul* do not hesitate to provide the price desired by buyers if the price is still profitable for *Wanita Bakul*. *Wanita Bakul* are friendly to buyers because the service provided by *Wanita Bakul* suits the buyers. So buyers will always come to the *Wanita Bakul*'s trading place to buy her merchandise. If the price obtained by the buyer is as desired, usually the buyer will make the *Wanita Bakul* a regular place for shopping, even if the buyer's money is low, the *Wanita Bakul* will not hesitate to let the buyer borrow money from the *Wanita Bakul*. Things that are often expressed in speech acts between buyers and

Wanita Bakul in Batuputih Village are expressions or meanings in the form of ridicule, praise, reduction, sometimes also complaints such as the words "*ilok nian ape?*" Buyers often ask whether the quality of the *Wanita Bakul's* merchandise is good enough or also with the words "just leave it alone", the *Wanita Bakul* entices buyers to buy her wares. The speech acts used by buyers and *Wanita Bakul* often use perlocutionary speech acts because *Wanita Bakul* always try to influence their buyers.

Based on the results of the discussion of speech acts between buyers and *Wanita Bakul* in Batuputih Village, things revealed in the interactions between buyers and *Wanita Bakul* are that buyers sometimes haggle over prices, *Wanita Bakul* always attract buyers by influencing the buyers. If the price is right, then the buyer will continue shopping at *Wanita Bakul's* place.

CONCLUSION

This research was carried out in Batuputih Village, and the research objects were *Wanita Bakul*, which was named CW, BN, L, CN, S, SS, E, and N. A . The recording results consisted of 3 sessions, namely session 1 had 3 discourses, session 2 had 2 discourses and session 3 had 3 discourses. So the discourses that have been studied total 8 discourses. The interactions between buyers and *Wanita Bakul* in Batuputih Village that occurred in discourse 1 amounted to 14 speech acts (38 dialogues). Of the 14 speech acts, there are two locutionary speech acts, three illocutionary speech acts, and 3 perlocutionary speech acts. Discourse 2 consists of 9 speech acts (18 dialogues), one locutionary speech act, two illocutionary speech acts, and 3 perlocutionary speech acts. Discourse 3 consists of 24 speech acts (47 dialogues) consisting of three locutionary speech acts, four illocutionary speech acts, and six perlocutionary speech acts. By conducting this research, it is hoped that traders will interact and communicate with each other to continue to look after harmony in the traditional market environment by maintaining speech and behavior towards other traders.

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