

DIRECTIVE SPEECH ACT IN THE FILM "SUPER IRIT FAMILY" DIRECTED BY DANIAL RIFKI

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ABSTRACT

This study aims to identify and describe the form and function of directive speech in the film *Keluarga Super Irit* by director Danial Rifki, as well as reveal the influence of gender on the communication patterns of the characters in the film. The method used in this study is descriptive qualitative with a content analysis approach. The source of data in this study is the film *Keluarga Super Irit* which lasts 116 minutes, with data in the form of speech that contains elements of directive speech and gender perspectives. The data collection technique is carried out through documentation, listening, and recording techniques. The data analysis refers to the theory of directive speech form Ibrahim (1993) and the sociopragmatic theory of gender Prayitno (2017). The results of the study showed that there were 87 data on directive speech actions divided into six forms, namely: command (31 data), question (18 data), request (16 data), advice (14 data), prohibition (5 data), and granting permission (3 data). The dominance of the act of speaking commands shows that instruction is the main driver of the narrative in the film. From a gender perspective, a contrasting pattern was found between male and female speakers. Female speakers dominated the categories of differences in the form of language use (18 data), language attitudes (15 data), and the nature and manner of language (11 data), which reflected the use of specific, meticulous, and expressive diction to maintain domestic harmony. In contrast, male speakers showed strong dominance in the aspect of differences in language attitudes (26 data) that represented rational, assertive, and authoritative communication styles. This study concludes that the act of directive speech in the film is a means of representation of gender ideology, where men tend to prioritize the efficiency of actions, while women focus more on maintaining emotional relationships and family stability.

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INTRODUCTION

The success of verbal interaction is not only determined by the internal structure of language, but also by the external factors that surround it. Therefore, pragmatic is interpreted as the study of the meaning of language that is

tioned to the context or situation of its use. The main focus is to ensure effective communication between the speaker and the speech partner so that the message intent is conveyed appropriately. In line with the statement, (Duncan, 2014); Faradila Isnaini et al., (2023); Rachel & Alber, (2023); Rahardi, (2003); Yule, (2006) Pragmatics is a branch of linguistics that studies how the meaning of speech is determined by context and situation (external structure of language). Meanwhile, Ekaputeri et al., (2025); N. A. Ningsih & Alber, (2023); Rahardi, (2018) Situation or context is a key element that determines the original meaning of a speech. Through the background of shared knowledge and non-linguistic aspects, the context ensures that the message is conveyed accurately and the communication runs smoothly. Thus, pragmatics can be understood as the study of linguistics that examines the intent of speakers and listeners' interpretations based on the context or situation of language use.

The relationship between meaning and situation is clearly reflected in the study of speech actions. In line with the statement, Helda & Fatmawati, (2023); Ningsih et al., (2021); Yule, (2006) Speech in an interaction is a form of social action whose meaning is determined through an in-depth evaluation of the situational context behind it. As mentioned Chaer & Agustina, (2014) Austin divides speech into three main categories, namely locution as a statement of literal meaning, illocution as a representation of hidden intentions, and perlocution that refers to the impact of speech on speech partners. Among the three categories, the act of illocution is a crucial aspect to be explored. This is because the act of illocution includes various strategic functions that Searle classified into five main types, namely assertive, directive, commissive, declarative, and expressive (Rahardi, 2003). Understanding this classification allows each speech not only to be interpreted textually through its context, but to be understood as a real effort by the speaker in achieving certain communication goals.

The achievement of these communication goals often relies on the use of directive speech actions to direct the actions of speech partners. In line with the statement, Anjarini & Ningsih (2024); Nur et al., (2025); Sukma & Ningsih, (2025) Directive speech is a type of speech that functions as an instrument to influence or encourage speech partners to take a concrete action that is in line with the speaker's intentions, such as giving orders, begging, prohibiting, or giving advice. Thus, directive speech acts become a strategic means for speakers to realize their desires through real action responses from speech partners in an interaction.

The various intentions of these speakers can theoretically be grouped into several specific classifications of forms and functions. Consistent with this statement, Ibrahim (1993) Directive speech is a form of expression of the speaker's desire for the interlocutor to realize certain actions in accordance with the purpose of the speech, 1) Requestives, namely requesting, begging, pleading, pressing, inviting, praying, inviting, and encouraging. 2) Questions, namely asking, inquiring, and interrogating. 3) Commands (*requestment*), Namely commanding, willing, commanding, demanding, dictating, directing, instructing, regulating, and requiring. 4) Prohibition (*prohibitions*), namely prohibiting and restricting. 5) Granting of permits (*permissives*), i.e. approving, allowing, authorizing, granting, granting, allowing, allowing, letting go, forgiving, and allowing. 6) Advice (*advisories*), namely advising, warning, counseling, suggesting, requiring, and encouraging.

However, the study of the form and function of the directive cannot be separated from the social aspect of its speakers. The study related to pragmatics and social aspects is known as sociopragmatic (Prayitno, 2017). In line with the statement, Leech (1993) Sociopragmatics is present as a field that bridges the relationship between the meaning of speech and social factors that influence the choice of a person's speech strategy. One of the most significant social identities influencing such communication patterns is gender. In line with the statement, Wardhaugh in Saleh (2017), gender roles shape the way a person expresses their wishes, men tend to be more assertive and straightforward, while women often choose a more subtle strategy to maintain the harmony of relationships. Thus, it forms everyone in conveying directive speech to others.

The categories of differences in language use are reviewed from a gender perspective according to Prayitno (2017) includes 1) Common Differences in Language Usage. 2) Differences in the form of language use. 3) Differences in Traits and Ways of Speaking, 4) Differences in Language Ideologies. 5) Differences in Language Attitudes. 6) Differences in Access and Participation. Through the merging of these two theoretical foundations,

researchers can reveal how gender characteristics affect the selection of the form and function of directive speech in the film.

To see the relationship between speech and gender operate concretely, media that are able to represent social life in its entirety are needed, one of which is film. In line with the statement, Nugraha & Eriend (2024) Film is one of the communication media in conveying messages through a combination of language and visual displays that present linguistic phenomena comprehensively through audiovisual displays packaged through cinematography and a narrative, and film is a work of art or communication media that can convey a message in the form of information and education. Thus, film as a miniature of social reality is very valid for dissecting the relationship between language, speech function, and gender roles.

In this case, the film "Super Irit Family" is a very relevant object to be studied pragmatically and sociopragmatically, because based on these considerations, the film *Super Irit Family* by director Danial Rifki is a very relevant object to be studied pragmatically and sociopragmatically. The film, which is adapted from a popular comic from South Korea by Yim Chang-ho, features unique interactions between family members in dealing with economic problems. These dynamics are visually and narratively packaged in a duration of 1 hour and 56 minutes or the equivalent of 116 minutes, which from its release on June 12, 2025 in theaters until its presence on the Netflix streaming platform on October 16, 2025, has attracted the attention of the Indonesian people

Judging from the linguistic aspect, the dialogue of the characters in this film is very rich in the use of directive speech, especially related to orders, requests, and advice in an effort to make expenditure efficient. The uniqueness of this film lies in the diversity of male and female characters, such as father, mother, and child figures which automatically trigger differences in speaking strategies based on their respective gender roles. Danial Rifki's expertise in concocting a scenario that is full of strategic functions further strengthens the researcher's reason to make the film the main source of data. Through this analysis, the researcher aims to reveal how the form and function of directive speech acts are used to build comedy dynamics while proving the influence of gender factors on communication patterns in the domestic sphere.

The study of this directive speech act is not new, considering that there are several relevant studies that have been conducted previously, one of which is in research Haslinda et al., (2025) entitled "*Directed Speech in a Phone Movie That Never Rings*". The results of the study describe various forms of directive speech such as requests, commands, questions, prohibitions, encouragements, and advice using Searle's theory. This research has similarities with the researcher's research in terms of the use of qualitative approaches and film media as the object of study. However, the difference lies in the main theory used by Haslinda et al. referring to Searle's theory, while this study uses the theory Ibrahim (1993) that is collaborated with the theory Prayitno (2017) to dissect the use of language based on gender. In addition, significant differences were also found in the data analysis techniques which included the coding stage and the systematic preparation of draft reports.

Relevant research was further conducted by Wahyuni & Fatmawati (2024) entitled "*Directed Speech in the Dialogue of the Paradise Film That Is Not Missed by 3 Director Pritagita Arianegara*". The findings in the study showed that there were 96 data on directive speech actions dominated by the ruling category. The similarity of the research with this study is the focus of the study on directive speech in film media. The fundamental difference lies in the source of the data and the classification of the theory used. Wahyuni and Fatmawati used Searle's theory which resulted in the category of ordering and recommending, while this study examined films "*Super Economical Family*" which was edited by Danial Rifki using a theoretical classification Ibrahim, (1993) The more specific ones include six main forms (*requestment, requestives, questions, permissives, advisories, and prohibitives*). In contrast to the previous study, this study focuses on the relationship between directive speech actions and gender variables referring to the theory Prayitno (2017) to provide a more specific picture in the context of the film.

This study aims to analyze the form and function of directive speech in the film *Keluarga Super Irit* by director Danial Rifki, as well as reveal the influence of gender on the communication patterns of the characters when facing economic challenges. The urgency of this research is based on the findings of a dialogue that contains savings instructions with various directive speech strategies. Practically, this research is expected to broaden the audience's

insight into moral messages in film and become a reference for students in deepening pragmatic studies, especially in the analysis of social interactions influenced by gender identity.

METHOD

This study uses a qualitative approach with a content analysis method (*content analysis*). As mentioned Sugiyono (2020), the qualitative approach is a research method based on the philosophy of postpositivism or interpretive, which is used to research on the condition of natural objects. In this case, the researcher acts as a key instrument that is directly involved in identifying, interpreting, and analyzing in depth the speech of figures that contain elements of directive speech actions. The data in this study is in the form of all character speeches that are indicated to contain directive speech acts, as well as gender aspects in films *Super Frugal Family* director Danial Rifki. The data source is obtained from the film *Super Frugal Family* 1 hour 56 minutes or equivalent to 116 minutes adapted from a South Korean comic titled *Saving Family*. The characters in this film are 13 people starring Dwi Sasono, Widi Mulia, Dru Prawiro Sasono, Widuri Puteri Sasono, and Den Bagus Satrio Sasono. In addition, there are many other stars who play, including Indro Warkop, Onadio Leonardo, Coki Pardede, and Oki Rengga. This object was chosen because it is rich in the use of directive speech and contains moral messages that are relevant to the life of the Indonesian people.

The data collection techniques used include documentation techniques, listening techniques, and recording techniques. The documentation technique is carried out by downloading the film video from the YouTube platform on November 12, 2025. Furthermore, the listening technique was carried out to observe the actor's use of language carefully, followed by a recording technique to transform spoken language into written form (transcript). The data analysis technique in this study follows the procedure presented Bungin (2015), which includes: (1) Coding (*Coding*), namely marking the identified data containing directive speech and gender perspectives. (2) Data Classification, which is grouping data based on the category of theoretical directive speech Ibrahim (1993) (requests, questions, orders, prohibitions, permissions, and advice) and the use of gender-based language according to theory Prayitno, (2017). (3) Data Analysis, which is interpreting the meaning of data using pragmatic discourse analysis techniques; and (4) Preparation of Draft Report, as the final stage of description of research results. To ensure the validity of the data, testing is carried out using theory Sugiyono (2020), which includes credibility, transferability, dependability, and confirmability. The credibility test was carried out through the extension of observations, increased diligence, and triangulation of theories. In addition, the transferability aspect is carried out with a detailed description of the research background, dependability through an audit by the supervisor, and confirmability to ensure that the research results are objective and based on field facts without the researcher's imagination.

RESULTS AND DISCUSSION

RESULTS

Based on the analysis of speech data from the film "Keluarga Super Irit" directed by Danial Rifki, using Ibrahim's theory which divides speech actions into six forms, including command directive speech, request directive speech, permission directive speech, question directive speech, advice directive speech, and prohibition directive speech, and Prayitno's theory of gender which includes 1) General Differences in Language Use. 2) Differences in the form of language use. 3) Differences in Traits and Ways of Speaking, 4) Differences in Language Ideologies. 5) Differences in Language Attitudes. 6) Differences in Access and Participation. A total of 87 data were found to be used in Table 1.1 and Table 1.2.

Table 1.1 Classification Results of the Form and Function of Directive Speech in the Super Economical Family Film Director Danial Rifki.

Yes	Forms and Functions of Directive Speech	Female Speakers (PP)	Gender Male Speakers (PL)	Quantity
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1	Request	(7), (10), (18), (19), (20), (35), (36), (81)	(17), (38), (39), (40), (58), (64), (79), (80), (42)	17
2	Questions	(9), (11), (24), (30), (31), (33), (44), (55), (67), (71)	(2), (6), (15), (16), (28), (29), (41), (62), (51)	19
3	Commands	(3), (4), (8), (12), (13), (14), (26), (27), (34), (45), (47), (48), (53), (54), (63), (70), (78), (82), (86)	(25), (37), (43), (49), (52), (56), (57), (76), (83), (85), (87)	30
4	Prohibition	(46), (73), (77)	(32)	4
5	Granting of Permits	(72)	(75), (84)	3
6	Advice	(1), (5), (66)	(21), (22), (23), (50), (58), (60), (61), (65), (68), (69), (74)	14
Quantity		44	43	87

Table 1.2 Results of Classification of Language Use in Gender Perspective based on the Form and Function of Directive Speech in the Super Economical Family Film Director Danial Rifki.

No	The Use of Language in a Gender Perspective	Gender		Quantity
		Female Speakers (PP)	Male Speakers (PL)	
1	Common Differences in Language Use	-	-	-
2	Differences in the Forms of Language Use	(1), (9), (14), (19), (24), (26), (30), (33), (44), (53), (54), (55), (63), (66), (70), (71), (78), (86)	(6), (16), (17), (22), (32), (38), (40), (42), (62), (64), (80)	29
3	Differences in Traits and Ways of Language	(4), (5), (7), (10), (12), (13), (27), (47), (48), (67), (73)	(65)	12
4	Differences in Language Ideologies		(57), (85)	2
5	Differences in Language Attitudes	(3), (8), (11), (18), (20), (31), (34), (35), (36), (45), (46), (72), (77), (81), (82)	(15), (21), (23), (25), (28), (29), (37), (39), (41), (43), (49), (50), (51), (52), (56), (59), (60), (61), (68), (69), (74), (76), (79), (83), (84), (87)	41

6	Differences in Access and Participation	(2), (58), (75)	3
Quantity		44	43
			87

The six forms of speech are variously spread in the dialogue between the characters of the film Super Irit Family. The most dominant form is command, followed by question, request, advice, prohibition, and granting permission. The use of language is reviewed from a gender perspective, the most dominant is Differences in Language Attitudes. Each of these categories is then further analyzed based on the theory of directive speech actions Ibrahim (1993), meanwhile to further analyze gender using the theory (Prayitno, 2017) as follows:

Request Form Directive Speech

This speech act aims to direct the speech opponent to take actions in accordance with the wishes or intentions conveyed by the speaker. The act of requesting speech in directive speech in the film Suoer Irit Family directed by Danial Rifki found data on 16 speeches classified into three functions including invite, request, and beg. The representation of the data along with an explanation of the use of these functions is described as follows.

Directive Speech Actions form Requests with the function of Invite

Data (7)

Context : Displaying the atmosphere of the night, there are Billy, Sally, and Mrs. Linda who are at the dining table for dinner together while waiting for Mr. Tonny as the father or head of the family to come home. While waiting, Mrs. Linda poured lemonade water into each glass. The dishes available at the dining table are quite simple, such as omelets, sautéed cabbage, rice, and bananas. Seeing that her son had not gathered at the dinner table, Mrs. Linda immediately called her son, Ken, to immediately go to the dining table while waiting for his father.

Mrs. Linda : *Come on, Ken, let's go out first, let's eat first!* KSI/MJ.9.59/2025

Kenny : Yes, Mrs. (Kenny)

Based on Data (7), Mrs. Linda's speech included the act of directing the request with the function of invite, because Mrs. Linda directly invited her child to go out and eat first which was marked by the diction "Come on" and the diction "dong" and "lah" as a persuasive effort so that Ken (Mt) accepted Mrs. Linda's (Pt). In line with the statement Ibrahim (1993) A request form is a speech act that expresses the speaker's expectations for the speaker to perform a certain action for the fulfillment of the speaker's needs or goals. Meanwhile, Sumanto (2021) The function of inviting is to ask others to follow the good or truth they believe in by motivating, persuasion, and providing convincing reasons.

Viewed from a gender perspective, the use of language elements shows a difference in attitudes towards speaking, because the strategy of female speakers (Mrs. Linda) in refining rigid instructions into warm invitations. This is in line with the opinion Prayitno (2017) that differences in women's attitudes tend to be expressive, gentle, and sensitive to prioritize the feelings of speaking partners. Female ahwa tends to have expressive, soft, and sensitive traits so that they prioritize the feelings of speaking partners. This trait is reflected in the selection of a polite speech strategy that aims to maintain social harmony while carrying out educational functions in the household environment. Thus, it can be concluded that female speakers have characteristics that tend to prioritize emotional aspects in each speech so that desires can be fulfilled without ignoring the ethics of communication in the family.

Dates (17)

Context : At 25.30, the background shows Pak Tonny who is looking for a house. He found a simple brochure that read 'Bird House for Rent' which only listed the address and phone number without supporting pictures. Upon arriving at the location, Mr. Tonny was surprised because the building actually said 'Koding Warnet' on the roof and was made of zinc material. Although he hesitated, he decided to enter and found the typical interior atmosphere of an internet rental filled with brochures, computers, and lighting. In the corner of the room, he met a man named Rojak

who was busy in front of the computer using *headset* and mouse. Mr. Tonny then greeted and conveyed the purpose of his arrival.

Rojak : "*Come on, let's go, sir!*" (Rojak invites Mr. Tonny) *KSI/MJ.25.30/2025*.

Suit Tonny : "Thank you." (follow Rojak up)

Based on Data (17) including the directive action form of request with the function of invite, because Rojak directly invited Mr. Toni to take a look directly at the lease above. The use of the invite function can be seen in speech quotes *Come on, let's go, sir!*, which Mr. Tonny responded to with a quote saying "Thank you", which indicated that he accepted Rojak's request to see how the house was doing. In line with the statement, In line with the statement Ibrahim, (1993) A request form is a speech act that expresses the speaker's expectations for the speaker to perform a certain action for the fulfillment of the speaker's needs or goals. Meanwhile, Sumanto (2021) The function of inviting is to ask others to follow the good or truth they believe in by motivating, persuasion, and providing convincing reasons. Thus, data 24 includes a directive speech act in the form of a request with an invitation function, because Rojak directly invited Mr. Tonny, who was approved by Mr. Tonny, to look upstairs (the house on the second floor).

Viewed from a gender perspective, the speech quotes are spoken by male speakers, namely Rojak, which refers to the difference in the form of language use in the gender perspective which is marked in the speech of sentences "*Come on, let's go, sir!*". This is because male speakers tend to be more spontaneous and do not question the feasibility of their choice in making language decisions, which can be seen from the use of straightforward and direct invitations to take immediate action. In line with the statement, Prayitno (2017) stating that the difference in the form of language use shows that men are more spontaneous and do not question the feasibility of their choice in language, while women tend to be more considerate and anticipatory in maintaining the acceptance of messages. Thus, it can be concluded that male speakers use the function of inviting with a short and spontaneous construction of language, which reflects the characteristics of male gender that prioritize efficiency and continuity of action in interaction.

Speech Directive, form Request with Request function

Data (19)

Context : At 29.08 minutes, it can be seen that the Sukaharta family is at the location of the 'Bird House' or 'Koding Internet Café'. The condition of the building seems to have been uninhabited for a long time, marked by cobwebs, damaged ceilings, and dust throughout the room. Even though the condition of the house was concerning and required a large cleaning effort, Mr. Tonny still tried to convince his wife and children. After the family agreed, Rojak (the housekeeper) and Engkong (the owner of the house) appeared. Mrs. Linda then expressed their willingness to rent the house for one year while handing over the rent in a chocolate envelope.

Mrs. Linda : "There was a broken ceiling, Kong, "*A lot of renovations can be done!*"
KSI/MT.29.08/2025.

São Paulo : "Here!" (give money)

Mrs. Linda "Thank you, Ngkong!"

Based on data (19), including the act of directive speech in the form of a request with the function of requesting, because it can be seen that the quotation of Mrs. Linda's speech asking for a discount through speech, "... "*A lot of renovations can be done!*", Mrs. Linda directly asked for a reduction in the rental fee on the grounds that the condition of the ceiling of the house was damaged. The funds from the discount are planned to be used for renovation of their houses. This request was immediately fulfilled by Engkong (Mt) who responded with the words, "*Here!*", while handing over money. These actions show the success of the directive function because the speech partner performs the actions according to the speaker's wishes. In line with the statement, Fatmawati & Ningsih, (2025) The act of directive speech with the function of asking occurs when the speaker expresses speech with the aim of making the listener perform an action, either of his own volition or because of certain needs.

Viewed from a gender perspective, Mrs. Linda's speech reflects the different forms of language use. Female speakers tend to use specific diction and "broken ceiling" details as a logical reason before making a request. In line with opinion Prayitno (2017) Women have the characteristics of language that is more meticulous, considerate, and

anticipatory in maintaining the acceptance of messages so that they do not seem coercive. Thus, it can be concluded that female speakers use concrete reasoning strategies to reflect on accuracy and prudence in communicating.

Speech Action: Request form with the function of Request

Data (64)

Context : At 01:09:16, it can be seen that the Sukaharta family and Opa Hans are gathered in a simple dining room. They sat around a low table measuring around 50 cm which served an unpretentious menu of rice, sautéed chicory, and water. In between meals, the atmosphere turned warm when Kenny and Mrs. Linda brought flour-wrapped fried beans decorated with white candles while singing a birthday song for Opa Hans. After the meal session ended and the cutlery was moved to the edge of the room, Kenny tried to take over the attention of the rest of the family. He prepares to present a drama show using a miniature screen he makes.

Kenny : *"Please pay attention to everyone!" KSI/MHN.01.09.16/2025*

Grandpa Hans : "Shoot!" (pointing his index finger to his lips so that everyone was quiet and listened to Kenny).

Based on Data (64) including the directive act of making a request with the function of begging, because Kenny directly asked Dad, Mom, Sally, Billy and Oppa Hans to pay attention to what he was going to convey or display. The function of pleading is marked by a speech quote *"Please pay attention to everyone!"*, which is focused on diction *"Please"* in the sense of asking respectfully. In line with the statement, Ibrahim (1993) A request form is a speech act that expresses the speaker's expectations for the speaker to perform a certain action for the fulfillment of the speaker's needs or goals. Meanwhile, Alkatiri et al., (2021) The function of pleading is a speech intended to politely ask the interlocutor to perform an action according to the speaker's wishes.

Viewed from a gender perspective, Kenny's speech is, *"Please pay attention to everyone!"* reflects the different forms of language use reviewed in terms of language decision-making. This is because it can be seen from the way Kenny conveyed the request for attention straightforwardly and directly used command sentences wrapped in exclamations *"Please pay attention to everyone!"*. In line with this statement, Prayitno (2017) The difference in language forms of male speakers tends to be more spontaneous and less questionable of their choice of language to achieve action efficiency. This characteristic shows that in conveying directive intentions (asking for attention), men prioritize the continuity of action and the effectiveness of the message so that the audience immediately focuses on what he will convey.

Question Directing Speech

Questioning *is* defined as the speaker's attempt to obtain specific information from the speech partner through interrogative construction. The act of asking questions in directive speech in the film *Suor Irit Family*, directed by Danial Rifki, found data on 18 speeches that were classified into two functions, including asking questions and interrogating. The representation of the data along with an explanation of the use of these functions is described as follows.

Directive Speech Actions in the form of Questions with the Question function

Data (2)

Context :P There is a duet 02.00 featuring the background of Mr. Tonny who is in the office while eating food provided by his wife, Mrs. Linda. In addition to eating, at that time Mr. Tonny turned out to be picking up the phone from his wife, his wife reminded that next week it was time to pay the rent, because Mrs. Linda felt sorry for Maya (her friend) if they were late paying the rent, then Maya was terrorized by the landlord. In the middle of their conversation, suddenly Mr. Tony's boss called Mr. Tonny.

Forest : "Ton, *Can you talk for a while?" KSI/BT.02.00/2025.*

Suit Tonny : "Oh, ready sir. Long chats are also possible."

Based on (2) Printed sentence speech includes directive speech actions in the form of questions with the function of asking questions, which are marked with the quotation *"Can you talk for a minute?"* who indicated the

question and asked for Mr. Tonny's willingness to have a short conversation. In line with the statement, Rachel & Alber (2023) The form of question is a form of speech in which the speaker asks a question with the aim of obtaining certain information from the interlocutor. Thus, this form of directive runs effectively through a response from Mr. Tonny who says "Oh, ready, Sir" as a form of obedience to the superiors.

Viewed from a gender perspective, the speech was spoken by a male speaker, namely Bos Pak Tonny, who referred to the difference in access and participation in the gender perspective. This difference in access affects speech behavior in the work environment, where men occupy more structural positions associated with rationality aspects. Use of sentences "*Ton, can you talk for a minute?*" reflects the position of the speaker (Bos) who has access to power to initiate or control interactions in official and semi-official forums in the office. This is in line with the statement Prayitno (2017) that structural positions become a framework to see how gender affects the way officials communicate, where men tend to use the authority of their positions to speak straightforward and authoritatively. Thus, it can be concluded that this speech not only shows gender identity, but also reflects the dominance of male access in the position structure that influences direct communication styles and is oriented towards rationality resilience.

Directed Speech Actions in the form of Questions with Interrogation function

Data (28)

Context : At 43:30, the night atmosphere shows Cipto sneaking around using a flashlight in the stairwell area leading to the second floor of Mr. Toni's house. Because the area was dark and quiet, Cipto's movements looked suspicious. In the middle of the action, a security officer (Security Guard) caught and immediately pointed a flashlight at Cipto. The officer stopped Cipto's steps and interrogated him on the spot because he suspected that Cipto was a thief who wanted to break into the house.

Security Guard : "*Hei, lu maling ye?*" KSI/MGSI.43.30/2025

Stuart : "No, sir."

Security Guard : "*Ngaku deh lu, lu ammaling, kan!*"

Stuart : "No, sir."

Security Guard : "*What are you doing here?*"

Stuart : "I'm not a thief, sir. I just want to find someone who owns a house."

Security Guard : "You lied!"

Stuart : "Sir, wait sir, I take a breath, sir. This is Mr. Toni Sukaharta's house, right?"

Based on Data (28) including the act of directing the form of questions with the function of asking questions, because the security guard directly interfered with Cipto, in order to ensure his purpose, considering that Cipto's presence and movements at the location were very suspicious, especially because it was carried out at night. In line with the statement, Rachel & Alber, (2023) The form of question is a form of speech in which the speaker asks a question with the aim of obtaining certain information from the interlocutor. Meanwhile, Stuart (2008) The interrogation function is a function that obtains important information or data from the speech partner and is most predominantly used in the context of investigation or clarification

Viewed from a gender perspective, Rojak's series of speeches are interrogative, such as "*You are a thief, aren't you?*" and "*Do you know? Who are you?*", reflecting differences in male language attitudes. In line with the statement, Prayitno (2017) Male speakers tend to show bold, assertive, and authoritative traits in interaction. In this context, Rojak uses a harsh and confrontational speech strategy as a form of dominance to pressure speech partners. This masculine characteristic can be seen from straightforward word selection and intimidating speech style without considering the subtlety of speech. In addition, Rojak's attitude reflects the rationality side of men who focus on completing their duties as security guards to maintain security, so he prioritizes firmness rather than efforts to maintain harmony in relationships when facing situations that are considered suspicious.

Speech Actions Directive Form Order

Command directive speech is a form of speech that aims to direct the speech partner to realize the actions desired by the speaker. The act of speaking commands in directive speech in the film Suoer Irit Family, directed by

Danial Rifki, found data on 31 speeches which are classified into two functions, including ruling and willing. The representation of the data along with an explanation of the use of these functions is described as follows.

Directive Speech in the form of an Order with the function of Ruling

Data (3)

Context : The setting shows Mrs. Linda and Kenny in a crowded market. In the middle of trading activities, Mrs. Linda seems to be picking fish, while Kenny is busy reading the books that he always brings. After finding a suitable fish, Mrs. Linda decided to buy it. When the seller put the fish on the scale, Mrs. Linda reprimanded and ordered the fish seller to clean the fish she bought thoroughly, including removing the bones, head, and offal, so that only the meat was left.

Mrs. Linda :E, *It's a clean kilo, no bones, no head, no offal, the flesh is bad.!* KSI/MTR.03.10/2025.
Fishmonger "Yes, ma'am. Yes

Based on (3) including the act of directive speech in the form of an order with a command fungsi, because Mrs. Linda arranges the fishmonger not to include heads, bones, offal, aka only meat. The function is marked by the quotation of the speech "E, *It's a clean kilo, no bones, no head, no offal, the flesh is bad.!*". The form of approval from the fishmonger as the speech partner is marked by a speech quote "*Yes, ma'am. Yes*", which signifies the approval of what Mrs. Linda commands. In line with the statement, Ibrahim (1993) Directive speech act in the form of an order is speech that aims to make the speech partner do something in accordance with the speaker's will directly and firmly. Meanwhile, Alkatiri et al., (2021) The function of commanding involves speech that conveys commands to the interlocutor to carry out something according to the will of the speaker. Thus, it can be concluded that the quote includes a directive speech in the form of an order with a commanding function, because Mrs. Linda directly ordered the fishmonger to clean the fish she bought.

Viewed from a gender perspective, the speech refers to the difference in the form of language use, as well as the difference in language attitudes which are characterized by specific and careful diction in each speech, which is characterized by the use of the expressive elements "E" and "doang". In line with the statement, Prayitno (2017) The difference in the form of language use can be seen from women who have more detailed and considerate diction to maintain the acceptance of messages, in contrast to men who tend to use general and spontaneous terms. Meanwhile, differences in women's language attitudes tend to be more expressive, soft, and sensitive in speaking to ensure that their intentions are conveyed correctly. Thus, it can be concluded that female speakers show precision in detailing objects (shapes) and show firm emotions (attitudes) to ensure that their commands are fulfilled accurately by the speaking partner.

Data (13)

Context : At 19.12, it shows the atmosphere of the night, where the Sukaharta family is at the dining table accompanied by a dish in the form of a bowl of rice and 1 plate of thin and wide breast eggs cut into six parts, and equipped with five cups of warm tea with only faded colors (one bag of tea bags for five glasses). Showing Mr. Tonny and Mrs. Linda's faces full of sadness, as Mr. Tonny's salary was cut by more than half.

Mrs. Linda : There is something you want to convey to you. *Listen!*
KSI/MTH.19.12/2025.

Sally, Billy, dan Kenny : (nodding and listening)

Based on data (13), including the act of directive speech in the form of an order with a commanding function, because Mrs. Linda directly commands her children to listen to what Mr. Tonny (her husband) will convey. The use of the command function is marked by the utterance "*... Listen up!*", which indicates commands, and is responded to with nonverbal gestures (nods and listening). In line with the statement, Ibrahim (1993) Directive speech act in the form of an order is speech that aims to make the speech partner do something in accordance with the speaker's will directly and firmly. Meanwhile, Alkatiri et al., (2021) The function of commanding involves speech that conveys commands to the interlocutor to carry out something according to the will of the speaker. Thus, it can be concluded

that the quote includes a directive speech act in the form of an order with a commanding function, because Mrs. Linda directly ordered her children to listen to Mr. Tonny's delivery.

Viewed from a gender perspective, the speech was spoken by a female speaker, namely Mrs. Linda, who referred to the difference in the form of language use in the gender perspective which was marked in the speech of sentences *"There is something to convey to you. Listen!"*. This is because female speakers show the characteristics of careful and anticipatory diction by providing introductory sentences first to maintain the acceptance of the message before delivering the core command. In line with the statement, Prayitno (2017) stated that the difference in the form of language use shows that women are more considerate and anticipatory in communicating, in contrast to men who tend to be spontaneous. Thus, it can be concluded that female speakers use the function of ruling with an orderly and considerate style of language, which reflects the gender characteristics of women who prioritize precision in maintaining harmony of interactions.

- a. Speech Directive, form of Order with the function of Will
 Data (78)

Context : In the duration of 1.33.36 shows the night setting, where the Sukaharta family is gathering in the family room to discuss a very important matter, namely their child's savings. Where, during the covid-19 pandemic, Mr. Tonny and Mrs. Linda invested 80 million in crypto capital. However, it did not last long, the shares declined, resulting in their balance only remaining at 20 million. Meanwhile, the 80 million is savings for his future child which Mr. Tonny saves from his salary, as well as Billi and Sally's money from selling garbage and marchandische.

- Billy : Okay, this is really hard, it's really here that Billy has to sacrifice for the sake of his family. To be successful, you don't have to go to college
- Mrs. Linda : "Oh, how is your mother, bill, thank you so much for making such sacrifices. *But you have to go to college anyway!" KSI/MHI.1.33.36/2025.*
- Billy "Yes, college is important."

Based on data (78), including directive speech in the form of an order with a will function, because Mrs. Linda directly wanted Billy to continue his studies, even though the circumstances in the future were not possible, but Billy had to stay in college. The use of the will function is marked in the speech quote *".... But anyway, you have to stay in college!"*, emphasis on diction *"should"*, by indicating the obligation for Billy to go to college. In line with the statement, Ibrahim (1993) Directive speech act in the form of an order is speech that aims to make the speech partner do something in accordance with the speaker's will directly and firmly. Meanwhile, Corn (2021) his personal desire or expectations for the speech partner with the intention that the interlocutor is willing to realize what the speaker wants through a real action that is in harmony with the speaker's goals.

Viewed from a gender perspective, the quote was spoken by a female speaker, namely Bu Linda, who referred to the difference in the form of language use in the gender perspective marked in the speech of sentences *"Oh, how is your mother, bill, thank you so much for making such sacrifices. But you have to go to college anyway!"*. This is because female speakers show more specific, meticulous, and considerate diction characteristics in maintaining the acceptance of the message through expressions of appreciation before conveying their wishes. In line with the statement, Prayitno (2017) stated that the difference in the form of language use in the gender perspective can be seen from women who have more careful diction and show a more considerate and anticipatory attitude than men who tend to be spontaneous. Thus, it can be concluded that female speakers use the function of wanting with an expressive and anticipatory language style, which reflects the gender characteristics of women who prioritize harmony and sensitivity in speaking.

Speech Directives form a Prohibition

This act of speech functions as an instrument to limit or prevent speech partners from taking certain actions (*proscribing*). The goal is to ensure that the opponent does not realize actions that have the potential to cause negative consequences. The act of prohibiting speech in directive speech in the film *Keluarga Suoer Irit* directed by Danial

Rifki was found to have data as many as 5 speeches that were classified into one function, namely prohibition. The representation of the data along with an explanation of the use of these functions is described as follows.

Speech Directive, form of Prohibition with the function of Prohibition.

Data (46)

Context : At the duration of 55.57, set in the afternoon, at that time Mrs. Linda, Mr. Tonny, Sally, Billy, Kenny, and Cipto were gathering on the terrace of the house overlooking the TV. Cipto is known as the coolest uncle, the economical level is 3%. In the middle of their conversation, Mrs. Linda asked her sister (Cipto), after being at Mrs. Linda's house, where Cipto was going after that. As is known, Cipto always moves apartments with his friends. In addition, it should be noted that Cipto often fights with his mother because of Cipto's behavior which always makes his mother bleed.

Mrs. Linda : "*Don't Meet Mom!*" KSI/MLG.55.57/2025.

Stuart : "(nodding while looking at Mrs. Linda (CIPTO))"

Based on data (46), The speech quote includes a directive speech act in the form of prohibition with a prohibition function, because Mrs. Linda directly forbade her sister from fighting or fighting when she met her mother. The speech is marked with a quote from the sentence "*Don't Meet Mom!*" emphasis on diction "*don't*", directly aimed at preventing quarrels between Cipto and his mother in order to maintain family harmony. Mrs. Linda's speech was received by Cipto with a nodding gesture while looking at her brother. In line with the statement, Ibrahim, (1993) This prohibitive speech aims to regulate or direct the actions of the opponent to stop an act, which is emphasized by the Nurlita & Alber, (2025) Prohibiting is a function that aims to regulate, control, or limit the actions of the opponent so that they do not commit a certain act.

Viewed from a gender perspective, the speech was spoken by a female speaker, namely Mrs. Linda, which referred to the difference in language attitudes, which was marked in speech quotes "*Don't fight with Mom!*". This is because female speakers show emotional sensitivity and high concern for the harmony of relationships between family members (mama and sister), where the prohibition appears as a form of expressive expression of feelings to prevent conflict. In line with the statement, Prayitno (2017) stated that the difference in language attitudes between women and men is influenced by inherent characteristics, where women are considered more expressive, soft, and sensitive in speaking than men who are considered more rational. Thus, it can be concluded that female speakers use the function of prohibition as a strategy to manage emotional situations in the family environment, which reflects the gender characteristics of women who prioritize aspects of feelings and social harmony.

Consent Decree

The act of *permissive* speech aims to express the consent of the speaker which provides flexibility for speech partners. This is based on a strong reason so that the speaking partner feels free and confident to realize certain actions in accordance with the authority given by the speaker. The act of giving permission in directive speech in the film *Super Irit Family* directed by Danial Rifki was found to have data on 3 speeches that were classified into one function, namely forgiving. The representation of the data along with an explanation of the use of these functions is described as follows.

Directive Speech Acts form of Granting Permission with the function of Forgiving

Data (84)

Context : In the duration of 1.42.05 shows the setting where the Sukaharta family came to Engkong's residence as the owner of the house he was occupying at that time. Their arrival was to extend the house rent. As is known, Mrs. Linda had felt arrogant, because previously she planned to move to her old house, she also mentioned that the house she currently rented (Engkong's) was not suitable for them, many needed to be renovated by the Sukaharta family, so Mrs. Linda felt that it only benefited Engkong. After feeling that he had failed to move to his old house, he also made up his mind to settle in the house he currently lives in (Engkong's). Unfortunately, the house he

currently occupies will be sold by Engkong to H. Jaul. Without thinking long, they and their family went to Engkong's residence to convey the purpose and purpose of their arrival.

Mrs. Linda "I'm sorry, Chloe!"

São Paulo : "*Sorry Cave!*" *KSI/MFK.1.42.05/2025.*

Mrs. Linda : "Thank you very much, Ngkong!"

Based on (84) The quotation of the italicized speech included a directive speech act in the form of granting permission with a forgiving function, because Engkong directly forgave Mrs. Linda's mistake who had said that the house she lived in was not feasible and Engkong only took profits if the house was renovated by the Sukaharta family. The statement is marked with a speech quote "*Sorry Cave!*", which indicates that Engkong accepted Mrs. Linda's apology. In line with the statement, Rachel & Alber (2023) The form of granting permission refers to speech expressly giving consent or power of attorney to the interlocutor to execute an act. Through this statement, the speaker removes existing obstacles or prohibitions, so that the speaking partner has the legality to start or continue certain activities according to the agreed will. Meanwhile, Nadar (2009) Directiveal speech acts with a forgiving function function to express acceptance and remove mistakes made by speech partners.

Viewed from a gender perspective, the speech is spoken by a male speaker, namely Engkong, which refers to the difference in language attitudes marked in the speech of sentences "*Poor Cave!*". This is because male speakers tend to show a firm, straightforward, and authoritative attitude in making decisions, where the apology is delivered directly without much emotional praise as a form of rational problem solving. In line with the statement, Prayitno (2017) It states that the difference in language attitudes between men and women is influenced by inherent characteristics, where men are considered more rational, courageous, and authoritative in speaking than women who are considered more expressive and emotional. Thus, it can be concluded that male speakers use the function of forgiveness as a form of authority and assertiveness to end conflicts, which reflects male gender characteristics that prioritize aspects of rationality and authority in social interactions.

Advice Directive Speech

Speech acts of advice are a category of educational forms or moral instructions delivered by speakers to provide guidance for speech partners. This speech serves as a positive reference so that speech partners can make decisions or actions that are in line with good values. The act of advising speech in directive speech in the film Super Irit Family director Danial Rifki found data on 14 speeches classified into four functions including, warning, proposing, advising, and suggesting. The representation of the data along with an explanation of the use of these functions is described as follows.

Directive Speech in the form of Advice with a warning function

Dates (1)

Context : At 01.52, showing the setting, in the safe Mr. Tonny is in the office, which shows 12.15. At that time, the office was at rest, leaving only Mr. Tonny alone at his desk. Meanwhile, other employees went to the canteen for lunch. Seeing that the time had shown a prone time with sleepy conditions, Mr. Tonny immediately brewed coffee. However, before tearing the plastic coffee packaging, he saw a trash can that was still filled with sachet coffee that was still intact, so he took the coffee and immediately brewed it. After he brewed coffee, shortly afterwards his wife called.

Mrs. Linda : "*Mas, remember to pay the rent next week!* It's a pity that if it's late again, every day it is terrorized by the same people who have a house, he said." *KSI/MGT.01.52/2025.*

Suit Tonny "Yes, Lin."

Based on date (1), Quotations of speech that are italicized are classified as directive speech acts in the form of advice with a warning function, because Mrs. Linda as Mr. Tonny's wife warned Mr. Tonny to pay the house rent next week. The warning function is characterized by speech quotes "*Mas, remember to pay the rent next week....*", which is emphasized on the diction of "remember", which Mr. Tonny approves of which is funded by the speech quote "Yes, Lin", which expresses approval. In line with the statement, Ibrahim (1993) The form of advice is an act of speech that

is not coercive but directs the opponent for his good. Meanwhile, Prafita & Sinaga (2025) Explained that the warning function aims to make the speech partner always pay attention to the things that must be carried out.

Viewed from a gender perspective, the speech was spoken by a female speaker, namely Bu Linda, who referred to the difference in the form of language used marked in speech quotes *"Mas, remember to pay the rent next week! It's a pity that if it's late again, every day it is terrorized by the same people who have a house, he said."* This is because female speakers show thoroughness and deep consideration in conveying messages, where they not only give warnings, but include specific and detailed reasons about the psychological condition of others (pity Maya) and the situation that follows (terror). In line with the statement, Prayitno (2017) stated that the difference in the form of language use in the gender perspective can be seen from women who have more specific and careful diction, and show a more considerate and anticipatory attitude in maintaining the acceptance of the message. Thus, it can be concluded that female speakers use the function of warning by inserting emotional contextual details as a strategy to ensure that the message is taken seriously and executed by the speaking partner.

Directive Speech in the form of Advice with the function of Proposing

Data (22)

Context : At 30:08, the atmosphere in the morning before noon shows the Sukaharta family holding a second-hand bazaar in front of their house. The decision to sell this furniture was taken to minimize luggage and reduce transportation costs to move from house to house so that there is no need to rent an open-top car (*Pick-up*). Various household inventories such as fans, beds, sleeping lamps, suitcases, tables, and televisions were offered to local residents who came in droves. Billy and Sally also help their parents in offering these items with a pricing strategy that attracts the attention of buyers.

Suit Tonny : *"Yesterday he said that the home TV accidentally slammed into his wife. It's a TV for sale!" KSI/MSLKN.30.08/2025*

Buyer : "Wow, that's good!"

Based on Data (22), including directive speech in the form of advice with the function of proposing, because Mr. Tonny directly proposed furniture in the form of his television to the buyer. The use of the propose function is marked in the speech quotation *"..... At the same time, there is a TV for sale cheaply!"*, aims to influence the speaking partner from what is proposed so that the speaking partner makes a decision to buy. In line with the statement, Ibrahim (1993) The form of advice is an act of speech that is not coercive but directs the opponent for his good. Meanwhile, Ibrahim (1993) The function of proposing in directive speech is the speaker's effort to convey certain ideas or opinions to the speech partner in order to get consideration or approval.

Viewed from a gender perspective, Mr. Tonny's speech is, *"Yesterday he said that the home TV accidentally slammed his wife. It's a TV for sale!"*, reflects the differences in language attitudes that are characteristic of male speakers. In line with the statement, Prayitno (2017) Male speakers tend to show rational, courageous, and authoritative nature in speaking. This can be seen from the way Mr. Tonny gave suggestions (advice) to buy a TV by prioritizing the logic of profit, namely the existence of cheap goods at the right time. This strategy shows the characteristics of men who prioritize rationality and practical solutions to a problem. In addition, the speech style that is directly at the core of the offer shows the confidence and authority of a male speaker in influencing the decisions of others without using emotional or convoluted language.

Directive Speech in the form of Advice with the function of Advisory

Data (65)

Context : At 01:10:14, a warm atmosphere enveloped the family of Sukaharta and Opa Hans who were gathering in a simple dining room after celebrating their birthday. After the dinner session and the candle-blowing tradition of the fried bean dish was over, Kenny took over the spotlight by presenting a puppet theater performance of his creation. The drama is titled "Semut-Semut Suka Harta", a drama adapted from the fable of ants and grasshoppers to reflect on his family life. Through this narrative, Kenny depicts a negligent locust character and a generous ant figure, in order to convey a moral message about sincerity in the midst of difficult times.

Kenny : "He actually shares what he has. Not because he had a lot of food, but because he knew *Happiness is not about how much we have, but how sincerely we share and help each other in the midst of a snowstorm.*" 1.10.14 KSI/MNSHT.01.10.14/2025.

Grandpa Hans : (Nodding and smiling emotionally)

Sally, Billy from This Linda : (applauded)

Based on data (65), including directive speech in the form of advice with an advisory function, because Kenny indirectly conveys advice, although using the analogy of "ants". The use of the advisory function is contained in the speech quote "..... *Happiness is not about how much we have, but how sincerely we share and help each other in the midst of a snowstorm*" which aims to encourage his family to emulate this behavior in dealing with their economic crisis. In line with the statement, Ibrahim (1993) The form of advice is an act of speech that is not coercive but directs the opponent for his good. Meanwhile, Anjarini & Ningsih (2024) The function of advising is the speech delivered by the speaker to the interlocutor, with the aim of providing advice or advice related to mistakes made by the interlocutor in a situation.

Viewed from a gender perspective, Kenny's speech about the philosophy of sharing, "... *happiness is not about how much we have, but how sincerely we share with each other.*" reflect differences in the nature and way of language that has an educational function. In line with the statement, Prayitno (2017) The use of language in specific contexts is often used as a means to educate and convey profound moral messages. Although Kenny is a male speaker, in the context of storytelling (literacy), he adopts a way of speaking emotionally charged to touch the hearts of his listeners. This shows that language is used as a tool to manage social interaction and solve moral problems. The attitude of the audience who responded with "nodding and smiling with emotion" proved that Kenny's choice of words succeeded in achieving his educational goal, which was to create a deep understanding of the message without having to use coercive commands.

a. Directive Speech in the form of Advice with the function of Suggest

Data (68)

Context : In the duration of 1.16.31 shows the setting of Mr. Tonny being in a Caffe not far from his office. At that time, he met his old friend who had both worked in the office, but Bram chose to resign because the salary cut was much more than the salary he received. When we met, Mr. Tonny told what he was currently experiencing in the office, he told that he got an additional job, but not a salary, only a bonus if what he did was successful. Bram really regretted that Mr. Tonny's position was very down, plus the cost of living was not fully covered by the salary he had earned so far.

Bram : "*Resign, sir!* The office is about to go bankrupt, employees are also laid off, goods in the warehouse are sold, the air conditioning of the meeting room is also replaced with a fan of the boarding house." KSI/MYN.1.16.31/2025.

Suit Tonny : (nod, which indicates agreeing with what Bram said).

Based on data (68), The quotations of speech in italics include directive speech actions in the form of advice with the function of suggesting, because Bram directly advised Mr. Tonny to immediately resign from the office he was in. Bram also mentioned that the office would go bankrupt, because the existing facilities were not like before (declining), so Bram advised Mr. Tonny to resign. The statement is marked with a speech quote "*Resign, sir!*". The suggestion was accepted by Mr. Tonny with a small nod indicating that he agreed with what Bram said. In line with the statement, Ibrahim (1993) The form of advice is an act of speech that is not coercive but directs the opponent for his good. Meanwhile, Orange (2021) The function of suggesting is a form of speech that contains the delivery of ideas, proposals, or recommendations from the speaker to the speech partner with the aim of giving consideration to do a certain act. With this speech, the speaker tries to provide a solution or solution without being forceful, so that the speech partner has the option to follow the direction in order to achieve the goals expected by the speaker.

Viewed from a gender perspective, the speech is spoken by a male speaker, namely Bram, which refers to the difference in language attitudes, which is marked by the speech of sentences "*Resign, sir! The office is about to go*

bankrupt, employees are also laid off, goods in the warehouse are sold, the air conditioning of the meeting room is also replaced with a fan of the boarding house." This is because male speakers show rational and straightforward characteristics in giving considerations, where the advice is based on the analysis of facts in the field (office conditions) to provide the most logical solution for speech partners. In line with the statement, Prayitno (2017) stated that the difference in language attitudes between men and women is influenced by trait characteristics where men are considered more rational, courageous, and authoritative in speaking than women who are considered more expressive and emotional. Thus, it can be concluded that male speakers use the suggest function as a strategy to provide practical solutions based on objective and rational thinking to help speech partners make the right decisions in the work environment.

DISCUSSION

The results of the study showed that the film *Super Irit Family* by director Danial Rifki contained six types of directive speech acts with a total of 87 data. The act of directive speech in the form of command is the most dominant type of speech with a frequency of 31 data that includes the functions of commanding and willing. The next position was found in the form of questions as many as 18 data with the function of asking and interrogating, followed by the form of request as many as 16 data which included the functions of invite, request, and apply. As for directive speech actions in the form of advice, 14 data were found which included the functions of warning, proposing, advising, and suggesting. Meanwhile, the lowest frequency was found in the form of prohibition as many as 5 data with a prohibition function, and a form of granting permission as many as 3 data with a forgiving function.

The findings regarding the six forms of speech are in line with the results of several previous researches. One of them is research Rachel & Alber (2023) in movies *Broken Wings* by Rudi Soedjarwo who also identified six similar forms of directive speech. Although there is a difference in the total data, namely 53 data in the film *Broken Wings* Compared to 87 data in this study, both have similarities in the dominant data that places the command form as the highest frequency. The same thing was also found in the study Asril & Ramadhan (2023) on the film *Stealing Raden Saleh* which shows that the form of command is the dominant directive speech act, namely as many as 10 out of a total of 39 speech data. This equation indicates that in the film's narrative, the use of commands remains the main instrument of the characters in moving the storyline. Furthermore, the research conducted Anggraeni et al., (2026) in movies *Later we will tell you about today (NKCTHI)* Angga Dwimas Sasongko's work strengthens this finding by identifying six types of directive speech actions with a total of 40 data. The most dominant data in the study Anggraeni et al., (2026) is a directive speech in the form of an order which totals 19 speeches with the function of commanding 15 speeches and the function of commanding 4 speeches. These similarities indicate that in film narratives, especially those with the theme of social and family dynamics, the use of the form of command remains the main instrument of the characters in moving the storyline, asserting authority, and creating conflict resolution. The consistency of the findings in various film titles proves that directive speech has a crucial role in building strong and functional interactions between characters in a cinematic work.

Further, the integration of theory Prayitno (2017) In this study, it is revealed that there is a close relationship between the act of directive speech and the gender identity of the figures. Based on the findings, female speakers tend to dominate in the category of differences in the form of language use as many as 18 data, differences in language attitudes as many as 15 data, and differences in traits and ways of language as many as 11 data. Female speakers such as Mrs. Linda tend to use specific and anticipatory diction to maintain the acceptance of messages in domestic situations. On the other hand, male speakers showed strong dominance in the aspect of differences in language attitudes as many as 26 data. This represents the tendency of men to use rational and firm language styles to show authority, while women prioritize expressive attitudes in order to maintain harmony in family relationships.

The difference in access and participation is also reflected through the role of figures. Although limited, male speakers in certain positions still represent authority through interrogation functions, while female speakers show dominant participation in the educational realm through advice and prohibition. Ideologically, the directive speech in this film illustrates that men tend to prioritize the efficiency of actions, while women emphasize emotional closeness.

Thus, the use of directive speech in the film *Super Irit Family* is the result of a dynamic interaction between practical communication needs and gender characteristics inherent in each character.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that there are six forms of directive speech in the film *Super Irit Family*, namely commands, questions, requests, advice, prohibitions, and granting permissions, with the act of command speech being the most dominant form. This indicates that the use of instruction and the fulfillment of wishes are the main communicative instruments that drive the narrative of the story, as well as confirming the relevance of these findings with previous studies on directive patterns in film media. In addition, this study proves that there is a significant correlation between gender identity and speech preferences, where female speakers tend to use specific diction and expressive-sensitive approaches to maintain relationship harmony, while male speakers emphasize straightforward, rational, and authoritative language styles. The difference in access and participation reflects that the directive speech act in this film does not only function as a practical communication tool, but also as a means of representing gender ideology in constructing actions and emotional management in the domestic and social spheres.

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