

An Analysis of Requesting Strategies in *Aladdin* (2019) Movie

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Abstract

This study aims to analyze the strategies of making requests uttered by the characters in Aladdin (2019) using Trosborg's (1995) theory. The method used in this study is descriptive-qualitative research. The data is taken from the utterances in the dialogue uttered by the characters that contain strategies for making requests. The result shows that all of the strategies of requests were found in this study. They are hints, questioning the hearer's ability and willingness, suggestory formulae, statements of the speaker's wishes and desires, statements of the speaker's needs and demands, statements of obligation, performative, and imperative. The most dominant strategy that is widely used is the imperative. This strategy appears 19 times (39.58%) from a total of 48 data requests. To sum up, the imperative strategy helps the characters to convey the request in an obvious and direct way. Thus, it is more effective, efficient, and concise to be used by the characters who have higher positions and power.

Keywords: *Aladdin (2019), Context, Pragmatics, Request Strategies, Trosborg*

A. Introduction

Communication is a two-way relationship between the speaker and the hearer. It is one of the ways that people can express or convey their ideas and feelings (Ocky et al., 2022). In communicating, the speaker must be able to convey the intention clearly so that the hearer can understand what is being discussed. For example, when someone wants to convey a request to their interlocutor. It is an act where someone asks the hearer to do something. Trosborg (1995) defines that request as an illocutionary act whereby a speaker (requester) conveys to a hearer (requestee) that he or she wants the requestee to perform an act that is for the benefit of the speaker. In brief, the speaker asks the hearer to convey a request, command, order, or suggestion to get an object, or information, or perform a particular action.

In some cases, it is not easy to convey a request to someone. There is a condition where the speaker tends to convey their utterance meaning explicitly so people need to be able to interpret it (Saboe et al., 2022). Some things influence this condition, and one of them is the disagreement of the context. Context can help someone determine the

meaning of what their interlocutors are saying. Since not all requests are delivered directly and clearly, the hearer needs to understand the context that the speaker is referring to. This is why when someone makes a request, it can be tricky. However, this can be overcome if the speaker can use the right strategy in conveying their request. The use of the right strategy can affect the fulfillment of the speaker's request by the hearer.

Based on the above phenomenon, the researcher is interested in analyzing request strategies in a study entitled "An Analysis of Requesting Strategies in Aladdin (2019) Movie". This movie was chosen because it is famous for the Genie character who grants his master three wishes. The researcher believes that there will be many expressions of request strategies uttered by the characters that can be analyzed. In analyzing this research, the researcher uses Trosborg's theory in examining the utterances indicating request strategies.

Pragmatics

Pragmatics is a study that deals with the utterance meaning in context. According to Levinson (1983: 21), pragmatics is the study of the relationship between language and context which is fundamental to language understanding. The term of language understanding entails much more than simply knowing the meaning of the words uttered. It also entails drawing inferences that connect what is said to what is mutually assumed. Meanwhile, Leech (1983) defines pragmatics as the study of meaning in a speech situation, which means that language is employed. The term of language understanding entails much more than simply knowing the meaning of the words uttered. It also entails drawing inferences that connect what is said to what is mutually assumed. Meanwhile, leech defines pragmatics as the study of meaning in a speech situation, which means that the language is employed. means that the language is employed.

In analyzing a request, especially to find out the meaning in the utterance that is not explicitly mentioned, having an understanding of pragmatics is important. When it comes to meaning in context, pragmatics helps the hearer understand the speaker's intention so that they can interpret the implicit meaning that is not directly conveyed. As stated by Nurhalizah et al (2022), pragmatics helps to recognize what is meant by the speaker of his or her utterance by knowing the context of the utterance. Pragmatics helps to recognize what is meant by the speaker of his or her utterance by knowing the context of the utterance.

Requesting Speech Act

A speech act is a study that discusses actions that are performed via utterances (1996). Generally, this study has five types of function categories, one of which is the directive act. A directive act is an act that is used by the speaker to ask the interlocutor to do something. One of the examples of this type is request. A request is part of a directive speech act where a person asks for something from another to fulfill their desire. There are some theories of request. Tsui (1994) defines requests as submissives that have been referred to, in the speech act literature, such as request, invite, offer, and ask

for permission. Meanwhile, according to Searle (1969), it is an attempt where the speaker wants to get the listener to do something he or she wants.

There is a condition where the speaker fails to get what he or she wants when conveying a request. Basically, the speaker needs to apply a strategy when making a request so it would not cause misunderstanding since when making a request the speaker violates the recipients' freedom from imposition (Prihatin & Aflahatun, 2020). Thus, the speaker must consider the proper strategy in making a request, because when the request strategy is inappropriate the request may not be granted (Febriani & Hanidar, 2019).

In conducting this study, the researcher is going to use Trosborg's theory in analyzing strategies for making requests. There are eight strategies proposed here, they are hints, questioning the hearer's ability and willingness, suggestory formulae, statement of the speaker's wishes and desires, statement of the speaker's needs and demands, statement of obligation, performative, and imperative.

According to Trosborg (1995), eight strategies can be used as a way of making requests as explained below:

1. **Hints**

In this strategy, the speaker does not convey their request obviously. They tend to hide their request and imply it in the form of a question or describe an undesired state of affairs. Trosborg divides the hinting strategy into two types, they are mild hints (the speaker's wish cannot be mentioned partially) and strong hints (the speaker's wish can be partially mentioned). This strategy might be intricate when it is used since the hearer must be able to interpret the speaker's request by her/himself. must be able to interpret the speaker's request by her/himself.

2. **Questioning the Hearer's Ability and Willingness**

Here, the speaker conveys their request by questioning the hearer's willingness and ability to perform a particular action. This strategy is usually characterized by the use of modal verbs such as can, could, will, and would. When the speaker uses this strategy, he or she believes that the hearer has the capability to grant the request. However, the hearer has the authority to refuse or accept the request even though he or she is capable.

3. **Suggestory Formulae**

It is a strategy where the speaker utters the request by suggesting the hearer. In using this strategy, the speaker usually will give their point of view to influence the hearer's decision or action in doing something. This strategy is usually used to prevent losing face if the request is declined. Thus, the speaker conveys their request in a suggestion rather than directly demanding the hearer to comply.

4. **Statement of the speaker's wishes and desires**

In this strategy, the speaker's wish is above the hearer's. However, this is used without emphasizing the request urgency. Thus, by using this strategy, the speaker can convey the request more politely and positively since the request is made in the form of a wish.

5. **Statement of the speaker's needs and demands**

A request that is delivered by using this strategy is very direct and demanding. The speaker will make the request become the focal center of the encounter. Thus, this strategy sounds stronger and less polite when it is used.

6. **Statement of obligation**

When the speaker uses this strategy, he or she emphasizes their authority and makes the hearer obliged to fulfill the demand. This strategy is characterized by auxiliary verbs such as have, must, and should.

7. **Performative**

According to Trosborg, performative conveys requestive intent as order, command, request, ask, demand, etc. This strategy is usually authoritative and very direct since the one who uses this strategy tends to have a higher position than the interlocutor. Thus, the hearer is obligated to comply with what the speaker wants.

8. **Imperative**

An imperative strategy is a grammatical form that is directly uttered as an order. The speaker who uses this strategy is usually a person who has authority and power over the interlocutor. For example, order from a parent to a child, an employer to an employee, a teacher to a student, and so on. Thus, when the speaker performs this strategy, the request is obliged to be fulfilled by the hearer. In certain situations, this strategy usually takes the form of elliptical phrases in which the speaker only mentions the desired action.

Context

Context plays an important role in communication to interpret what is being discussed. It can help someone to determine the meaning of what is said. According to Leech (1983), context is any background knowledge assumed to be shared by the speaker and the hearer which contributes to the hearer's interpretation of what the speaker means by given utterance. In this study, the researcher uses Holmes's theory of situational context. According to Holmes (2013: 9), there are some social factors important in describing and analyzing kinds of interaction, they are: factors which important in describing and analyzing kinds of interaction, they are:

1. **The participant**, this aspect is related to who is speaking and who they are speaking to.
2. **The setting** or social context of the interaction
3. **The topic** is related to what is being talked about
4. **The function** is related to why they are speaking.

B. Method

In conducting this research, the researcher applies a qualitative-descriptive method. According to Creswell, qualitative research is an approach to exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Creswell & David Creswell, 2018). Meanwhile, Bhandari (2023) states that qualitative research involves collecting and analyzing non-numerical data such as text, video, or audio to understand concepts, opinions, and experiences. Thus, the result of this research

is explained descriptively. Moleong (cited in Rosyidi et al., 2019) descriptive research as an understanding of the phenomena of the research subject by describing it in the form of words or writing. Thus, this method is applied to get a deeper understanding since the result contains a description of the context and an explanation of the strategy used.

The researcher has collected data that indicate the use of request strategies. Data according to Kristanto (cited in Deni et al., 2023) is a description of things and events that face. It can be in numerous forms as text, statistics, videos, and photos as long as it has informational value. Furthermore, there is also a source of data which refers to the subject from which the data are obtained (Sulasi, 2009). In this research, the data is taken from the utterances that indicate the use of request strategies. Meanwhile, the source of data is taken from the Aladdin 2019 movie. Here the researcher also applied the technique of collecting the data by doing observation as watching the movie several times to observe the request strategies, checking the accuracy of the utterances by using the script of Aladdin's (2019) movie, and then listing the utterances that indicate request strategies. In analyzing the data, there are some steps the researcher does such as identifying and classifying the data into several types of request strategies, giving a code to the data by writing a word to represent each strategy, involving detailed context of the data, and describing the result.

C. Findings and Discussion

In this section, the researcher provides the analysis result based on problem of the study. This section is divided into two part, they are findings and discussion.

Findings

In conducting this research analysis, the researcher found out that all strategies as proposed by Trosborg are employed by the characters in Aladdin (2019). Those strategies are hints, questioning the hearer's ability and willingness, suggestory formulae, statements of the speaker's wishes and desires, statements of the speaker's needs and demands, statements of obligation, performatives, and imperatives. The result can be seen as follows:

Table 1 Strategies of Request in Aladdin (2019) Movie

No	Strategy of Request	Total	%
1	Hint	1	2.08
2	Questioning Hearer's Willingness and Ability	10	20.83
3	Suggestory Formulae	2	4.17
4	Statement of Speaker's Wishes and Desires	8	16.67
5	Statement of Speaker's Needs and Demands	3	6.25
6	Statement of Obligation	4	8.33
7	Performative	1	2.08
8	Imperative	19	39.58
Total		48	100

The table above shows, that there are 48 data found from the Aladdin (2019) movie. It shows that the characters in this movie mostly use the imperative form as the strategy in making request. This strategy is used 19 times with a percentage (39.58%). The frequent use of this this strategy is based on two things. Those are the position or power that possessed by the characters and the urgency of the situation. This strategy is chosen because it is direct and to the point on what the speaker wants. Thus, the hearer is easier to understand the speaker’s intent.

Discussion

1. Hint

8/IR/Hi	Jasmine: Do you bring my bracelet? Aladdin: Sure.
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The participants are Jasmine and Aladdin who just met each other for the first time. They are in the marketplace after hearing the arrival of Prince Anders. Jasmine looks very nervous and worried when she hears about Prince Anders. She remembers that she has to go back to the palace. But before that, she wants to ask for her bracelet back which has been saved by Aladdin from the merchant who took it by force.

Based on Jasmine’s utterance, when she asks “**Do you bring my bracelet?**”. It is not merely a question. The question above implies that Jasmine asks for her bracelet back which is a request. She conveys it implicitly by using a question which is a hint strategy in making the request. This strategy was chosen because the two had just met each other so it would not sound demanding. In addition, there is the same context understanding that Aladdin saves Jasmine’s bracelet and intends to help her. Therefore, Jasmine implies her request in a question that leads to the real meaning. By the same contextual understanding, the question can be understood by Aladdin as a request. It can be seen as Aladdin answers “**Sure**”.

2. Questioning the hearer’s ability and willingness

21/HO/Wi	Jafar: Prince Ali, may I have a word privately? This doesn’t concern your servant. Aladdin: (turned to Genie). Genie: Well, be over there minding my business.
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The participants are Jafar, Aladdin, and Genie who are going to attend the harvest party. Jafar is seen deliberately blocking Aladdin on the way to the hall. He looks very serious and only wants to talk one-on-one with Aladdin, so he asks Genie to leave. The purpose of his desire to meet Aladdin is to control him under the pretext of inviting him to work together.

In his attempt to talk privately with Aladdin, Jafar implies his desire by asking Prince Ali’s willingness. The utterance “**Prince Ali, may I have a word privately?**” is signaling a request since Jafar implies his desire. The use of the word ‘**May**’ also characterizes this strategy which refers to a permission for willingness. This strategy is chosen because the relationship between the two is not close so Jafar realizes that Prince Ali holds the power in fulfilling his wish.

3. Suggestory formulae

3/HO/Sf	Lian: What’s so special about the lamp? Father: This is a magic lamp. Omar: Maybe if you sing, it’s better when you sing. Father: No, no singing.
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Lian and Omar are having a small talk with their father on their boat. They are talking about magic lamps. When their father is going to tell them about that, Omar then gives his opinion so that his father can sing.

Based on the context above, Omar indirectly utters a request by suggesting his father. In the phrase “**Maybe if you sing, it’s better when you sing**”, Omar gives his opinion for his father to tell the story by singing. He also gives supporting reasons by saying “**It’s better when you sing**”. It can be inferred that his father often does the same thing. That is why Omar suggests his father do so.

4. Statement of the speaker’s wishes and desires

40/SB/Ws	Jafar: Genie, I wish to become the most powerful sorcerer there is. Genie: As you wish master.
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The participants are Jafar and Genie. At the time, Jafar is the new master of Genie so Genie must obey Jafar’s orders. At the time, Jafar manages to control everyone under his control and intends to seize the Sultan’s throne. In his intention, Jafar asks Genie to turn him into the most powerful sorcerer there is.

In the bolded sentence above, Jafar implies his desire in a wish statement by saying “**I wish to become the most powerful sorcerer there is**”. In this context, Jafar’s wish is the focal point, and as the speaker he needs the hearer, Genie, to agree with his wish. In addition, seeing Jafar’s position which is technically higher than Genie, that is as his master, it will be difficult to refuse the request.

5. Statement of the speaker’s needs and demands

24/SB/Nd	Aladdin: If I just had a few more minutes with her, I know I could... You need to get me over there. Genie: Is that an official wish? Aladdin: No, it’s a favor for a friend
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Aladdin and Genie are in their room after presenting themselves to the Sultan and Jasmine. Here, Aladdin is thinking of a way to meet Jasmine to explain the misunderstanding he made. Thus, he asks Genie to help him meet Jasmine.

Here, Aladdin expresses his request by stating his need. The phrase “**You need**” is characterized as a need strategy that sounds more demanding and direct. Based on the context, this strategy is chosen because Aladdin considers this request to be important in an emergency. In addition, he feels that he has an equal position with Genie because they are friends, and Aladdin is not reluctant to express his needs. This can be seen when he states “**It’s a favor for a friend**”. Therefore, he believes Genie will not refuse his requests.

6. Statement of obligation

33/DR/So	Aladdin: We have to stop Jafar. Genie: That's not gonna be easy. The Sultan trusts him completely. He has everybody fooled Aladdin: Maybe not everyone
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The participants are Aladdin and Genie. This scene takes place in their room. They are talking about the plans for Jafar's crime by informing the Sultan. This happens after Jafar tries to kill Aladdin by throwing him into the sea.

Based on the context above, when Aladdin says "**We have to stop Jafar**", that utterance becomes a request. It is because the situation is getting urgent since they already know Jafar's plan to usurp the Sultan's throne. By saying "**we**", Aladdin realizes that he cannot do it alone, so in that utterance, he urges Genie to help him do something which is to stop Jafar. This is indicated by the use of the word "**have to**" in his utterance which refers to an obligation.

7. Performative

48/DR/Pf	Jasmine: Stop thief! Your Sultan commands it. Aladdin: Sultan? Does that mean I'm in trouble? Jasmine: Only because you got caught.
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The participants are Jasmine and Aladdin. This scene takes place in front of the palace gate when Aladdin is going to leave. Here, Jasmine wants to prevent Aladdin from leaving the palace. The reason is she wants Aladdin to stay with her. Since Jasmine is set to be the next Sultan, she can choose her life partner.

In the bold utterance above, Jasmine uses the performative verb "**command**" in expressing her request. Moreover, in her attempt to stop Aladdin, she also uses her authority and position as the new Sultan. It can be seen when he says "**Your Sultan**". By using this strategy, it will certainly be difficult for Aladdin to refuse Jasmine's orders.

8. Imperative

35/DR/Im	Jafar: Something very strange about him. Keep a close eye on Prince Ali. Hakim: (Nodded)
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The participants are Jafar and Hakim. The scene takes place in the courtyard where the party is being held. They are both seen watching Aladdin from a distance. Jafar feels there is something strange about Aladdin, so he asks Hakim to spy on Aladdin's movement.

Here, Jafar conveys his request by using an imperative strategy. It can be seen from the grammatical form that directly refers to an order, that is "**Keep a close eye on Prince**". Since Jafar has a higher position than Hakim, which is the vizier to the Sultan, his order becomes obliged to be carried out. In other words, Jafar has the authority to give a command.

D. Conclusion

In conclusion, the characters in the Aladdin (2019) movie employ all the strategies of making requests as proposed by Trosborg. All of these strategies are conveyed appropriately either directly or indirectly. The choice of the strategies used is influenced by the position and authority possessed by the characters. In this movie, some characters have a higher position than the interlocutor, for example the Sultan and the Vizier, the Sultan and the Princess, the Princess and Aladdin, Aladdin and Genie. The one who has a higher position and power will certainly tend to use a strategy that is effective and to the point. In addition, there is other factor as the occurrence of emergencies that also influenced the use of strategies chosen. There are scenes of urgent situations that influence the speaker to choose a strategy that can make the hearer take direct and quick action to fulfill the speaker's request right away.

Thus, based on these two factors, the result shows that the imperative strategy is the most widely used by the characters. This strategy is used 19 times (39.58%) from a total of 48 data. The researcher concludes that this strategy is chosen because provides an obvious and direct way to deliver the request. The grammatical form of imperative in elliptical phrases makes the request to be more concise and efficient since only the desired action is mentioned. Thus, it is easy to understand well by the hearer about what to do and be instructed. Moreover, the strategy for making a request is very important to consider. It is because the right selection will affect whether or not the request is fulfilled. In this analysis, almost all of the speaker's requests are fulfilled by the hearer. However, not all responses from the hearer are delivered verbally. Some requests are fulfilled by the hearer with gestures such as nods or direct action.

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