

Illocutionary Acts in “Modern Villainess: It's Not Easy Building a Corporate Empire Before the Crash Vol. 5”, A Study of Assertive and Directive Speech Acts in Corporate and Power Dynamics

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ABSTRACT

This research explores the use of illocutionary acts in the light novel *Modern Villainess: It's Not Easy Building a Corporate Empire Before the Crash Vol. 5*. The study identifies five types of illocutionary acts—assertives, directives, commissives, expressives, and declarations—in critical conversations. Through qualitative analysis, the research revealed that among such varieties, assertives and directives dominate interactions, especially within business negotiations and personal power struggles. Each speech act represents the character dynamics and plot development of the story. The most frequent speech acts are directives and assertives. These include commands within a corporate context and utterances stating authority over the matter. From this, one should be able to derive how language is used to influence and shape relationships in the story.

Keywords: Illocutionary Acts, Assertives, Directives, Fictional Dialogue, Power Dynamics

Penelitian ini mengkaji penggunaan tindak ilokusi dalam light novel "Modern Villainess: It's Not Easy Building a Corporate Empire Before the Crash Vol. 5". Studi ini mengidentifikasi lima jenis tindak ilokusi—asertif, direktif, komisif, ekspresif, dan deklaratif—dalam percakapan-percakapan kunci. Melalui analisis kualitatif, penelitian ini mengungkapkan bahwa di antara berbagai jenis tersebut, asertif dan direktif mendominasi interaksi, terutama dalam negosiasi bisnis dan pertarungan kekuasaan pribadi. Setiap tindak tutur mencerminkan dinamika karakter dan perkembangan alur cerita. Tindak tutur yang paling sering muncul adalah direktif dan asertif. Termasuk di dalamnya adalah perintah dalam konteks korporat dan ujaran yang menyatakan otoritas atas suatu masalah. Dari sini, seseorang dapat menyimpulkan bagaimana bahasa digunakan untuk mempengaruhi dan membentuk hubungan dalam cerita.

Kata Kunci: Tindak Ilokusi, Asertif, Direktif, Dialog Fiksi, Dinamika Kekuasaan

PENDAHULUAN / INTRODUCTION

Illocutionary acts have always remained an integral feature in communication as they denote a speaker's intention behind the utterance of a given text. These acts remain central to real-world communication and are equally critical in shaping the narratives in fiction. This paper looks at the application of illocutionary theory in the context of the light novel *Modern Villainess: It's Not Easy Building a Corporate Empire Before the Crash Vol. 5*. Drawing from the original structure from J.L. Austin and further work by John

Searle, the theory of illocutionary acts identifies five broad classes of functions of speech: assertives, directives, commissives, expressives, and declarations. Each one of these speech acts then assumes a different communicative force, which reflects the intention of the speaker and often guides the action of the receiver.

Previous illocutionary theory has been applied to such contexts as political discourse, corporate meetings, and interpersonal communication, and it shows how speech acts can establish dominance, establish consensus, and develop rapport. However, few studies have been conducted with regard to the application of this theory in fiction, much more so within such complex narratives as in light novels. By speech acts in fictional narratives, the intention of characters can be manifested, and speech acts serve as plot devices to further the development of the plot and deepen the relationships among characters. In this way, speech acts in literature might serve a dual function: representing the internal world of the characters while simultaneously advancing the narrative.

The focal point of the paper will be on the use of illocutionary acts in *Modern Villainess: It's Not Easy Building a Corporate Empire Before the Crash Vol. 5*, a story adapted into a fictional world of corporate power, strategy, and relationship interplay. Speech acts will, therefore, play a very important role in the light novel in depicting business negotiations, power struggles, and development of relationships between characters such as Tachibana Ryuuji and Keikain Runa. The assertives and directives, therefore, stand at the center in shaping the dynamics between characters, especially in making corporate decisions and asserting authority.

Based on a close reading of some key dialogues, this paper seeks to provide a better idea of illocutionary acts as hand tools in making claims of authority and giving commands, and also in making strategic promises. In fact, such an approach allows one to discern how these acts are employed to convey expression of control, influence decisions, and generate the emotional texture underlying this novel. This also will serve to generalize the methodologies by which speech occurs in literature to show and control social relationships; this provides a new perspective in which to approach the interactions of characters in a fictional setting.

The aim of this paper, therefore, is to investigate the occurrence and significance of assertives and directives illocutionary acts in the dialogues pertaining to business strategies, power hierarchies, and personal relationships in the novel. This will carry out the function of showing how language is used as a narrative device to not only shape interactions but also develop plot and character arcs.

METODE / METHOD

This research uses a qualitative content analysis approach, focusing on dialogues from *Modern Villainess: It's Not Easy Building a Corporate Empire Before the Crash Vol. 5*. The key conversations analyzed are drawn from interactions that involve business strategies, personal confrontations, and corporate decision-making.

The methodology follows these steps:

Selection of Dialogues: Key conversations involving the main characters (Tachibana Ryuuji, Runa, and others) are selected. These dialogues are pivotal in the narrative, especially those related to business negotiations, power dynamics, and personal relationships.

Categorization of Speech Acts: Using Searle's Illocutionary Acts Theory, the dialogues are categorized into five types: assertives, directives, commissives, expressives, and declarations.

Analysis of Context: Each speech act is analyzed in its narrative context to understand how it contributes to the overall development of character relationships and the unfolding of business strategies within the plot.

Interpretation: The findings are interpreted to reveal the balance between language, power, and influence within the novel, particularly how speech acts reflect corporate maneuvering and character development.

HASIL DAN PEMBAHASAN / RESULT AND DISCUSSION

The analysis reveals that assertives and directives are the most frequently used illocutionary acts in the novel. These two types dominate the conversations, particularly those related to corporate decision-making and power assertions.

Assertives (Asertif)

Assertives are frequently used to express opinions, state facts, and assert authority. Characters use assertives to control conversations and solidify their positions within the business hierarchy. In scenes where characters discuss business deals or corporate strategies, assertives are used to make definitive statements about the situation.

AS 1: "The main family couldn't manage everything Runa built." (p. 2)

Tachibana's statement about the main family's inability to manage Runa's empire highlights his understanding of the situation and positions him as an authoritative voice.

AS 2: "Everything in this world requires a bit of compromise." (p. 10)

This assertive reflects Tachibana's worldview, showcasing how compromise plays a role in business.

These assertives often serve to reframe the narrative, placing emphasis on the character's control over facts and decisions.

Directives (Direktif)

Directives are used to influence the actions of other characters, particularly in high-stakes business situations where decisions must be made swiftly. Characters like Tachibana Ryuuji often use directives to delegate tasks or issue commands, reinforcing the power hierarchy within the corporate setting.

DI 1: "We will temporarily manage my lady as a stopgap measure until she reaches adulthood." (p. 7)

This directive reflects how decisions are made within the family structure, with Tachibana taking control over Runa's management.

DI 2: "Tell her to cancel it." (p. 137)

A direct command to cancel an event, showcasing Tachibana's ability to issue quick decisions.

Directives in the novel often underscore the hierarchical nature of the business world, where orders must be followed, and those in control dictate the actions of others.

Commissives (Komisif)

Commissives are less frequent but highly impactful, often related to promises and commitments that shape future actions. The commissives are significant in scenes where long-term decisions are made, particularly when characters make vows related to their corporate or personal futures.

CO 1: "I promise to protect my lady." (p. 11)

Tachibana's promise to protect Runa reveals his commitment to her safety, a key theme throughout the novel.

Commissives reflect the emotional and strategic alliances made between characters, particularly in the business and familial relationships depicted.

Expressives (Ekspresif)

Expressives are used to show characters' emotions, which often surface during moments of personal reflection or conflict. Although less prominent, they add an emotional dimension to the interactions, highlighting the psychological underpinnings of decisions.

EX 1: "Are you happy with the way things turned out, Tachibana-kun?" (p. 10)

This expressive reveals Keikain's concern for Tachibana's emotional well-being following a significant decision.

Expressives help to humanize the characters, adding depth to their relationships and showing that beneath the corporate façade, there are personal stakes involved.

Declarations (Deklaratif)

Declarations are rare but pivotal, marking significant shifts in the power dynamics or formalizing corporate decisions.

DE 1: "I've decided to take responsibility and give up my seat." (p. 137)

This declaration signifies a transfer of power, marking a turning point in the corporate structure.

Declarations often serve as climactic moments in the novel, as they formalize decisions that have long-term consequences on the business and personal relationships of the characters.

Modern Villainess: It's Not Easy Building a Corporate Empire Before the Crash Vol. 5 is well-laden with illocutionary acts, especially assertive and directive speech acts that grasp hold of the story. The characters indeed make use of them extensively in shaping up business negotiation, power struggle, and even personal relationship issues. By their use of assertives and directives, the characters are capable of shaping outcomes and solidifying their positions within corporate and familial hierarchies.

Discussion

The characters use assertive speech acts to state facts, release observations, or voice opinions in a manner that metaphorically takes over the power of conversations. For instance, when it says, "The main family couldn't manage everything Runa built" ; Tachibana Ryuuji is not merely making an observation but appropriating ownership of the fact. In this way, such assertives reveal information and experience, therefore allowing the characters to take on influential decision-maker functions. Similarly, proverbs such as "Everything in this world requires a bit of compromise" (p. 10) disclose characters' practical attitudes and reinforce their statuses in discussions, particularly in business contexts.

In addition to assertives, directives are employed to give commands and instructions, which also reinforce the structures of power between the characters. Tachibana's directive, "We will temporarily manage my lady as a stopgap measure until she reaches adulthood" (p. 7), adds meaning to how the characters used directives to take immediate action and control other people. One cannot imagine high-pressure situations where immediate decisions are required to continue leading one's life with authority and control using directives. Thus, the directive "Tell her to cancel it" (p. 137) demonstrates how characters in positions of authority can get other people to do things for them; it really reveals the potential of language to shape and mold the action of the novel.

Taken together, assertives and directives form the basis of the interaction between the characters in the novel. The assertives establish the authority and deliver a clue as to how the speaker perceives a situation; the directives enable them to affect events and control people. This conjunction suggests something about the Keikain family business's hierarchical nature and the way in which language is used throughout the story to negotiate power and control. The action is driven by the speech acts of the characters, defining relationships through use of language, and thus establishing the mere functionality of language both personally and professionally within the story.

SIMPULAN / CONCLUSION

The discussion here has elaborated on the various uses of assertive and directive illocutionary acts in determining the storyline of *Modern Villainess: It's Not Easy Building a Corporate Empire Before the Crash Vol. 5*. The speech acts represented in the interactions between the characters, especially in contexts involving business negotiations, power dynamics, and personal relationships, are bound to be dominated by them. By uttering assertives frequently, the characters express their authority, state their opinions, and control the flow of the conversation, thus reinforcing their positions in both the corporate and familial hierarchies. Whereas directives are used to command actions; characters influence others about what decisions to make or what actions to take - a means of securing their control over the important outcomes.

The interaction between the assertives and directives shows that the characters use language strategically to assume dominance, have their way in decision-making, and then maintain their lead in the story. Amongst other characters, Tachibana Ryuuji and Keikain Runa make use of these speech acts in an effort to influence corporate power and personal

relationships, having this interaction as a tool toward their end. The assertive acts create the authority, while the directives ensure that commands are followed through; thus, the situation of language being the fulcrum in developing the plot.

This discourse therefore brings forth the fact that illocutionary acts contained in fiction, especially in corporate settings, mirror the power structures hidden between characters and their relationships. The analysis of this light novel based on illocutionary theory contributes to an understanding of how language serves in literature not only as a means of communication but also as a narrative device. Such a study could be done in other works of fiction to further explore how speech acts shape narrative and character development.

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