

Illocutionary Acts Analysis Reflecting Moral Values in the Animated Series *Sofia The First*

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ABSTRACT

Background: This study examines the use of illocutionary acts in the animated series *Sofia the First*, focusing on the most dominant types of speech acts and the moral values reflected through the utterances. Language in animated series functions not only as a means of communication, but also as a medium to convey certain messages to the audience through the characters' speech. **Objective:** Therefore, this study aims to identify the dominant types of illocutionary acts used by the main character, Sofia, and to analyse the moral values reflected through these speech acts. **Method:** This study employs a qualitative approach with a discourse analysis research design. The data consist of 274 utterances produced by Sofia in three episodes: The Big Sleepover, Let the Good Times Troll, and Blue Ribbon Bunny. The analysis of illocutionary speech acts is based on Searle's (1979) theory, while the analysis of moral values refers to the framework proposed by Linda and Eyre (1993). **Results:** The findings show that directive speech acts are the most dominant type (38.3%), followed by representative (35%), expressive (21.2%), and commissive (5.5%), while declarative speech acts were not found. Directive speech acts reflect moral values categorized under the Value of Giving, including unselfishness, sensitivity, justice, and kindness. **Conclusion:** These findings indicate that speech acts in animated series are not merely pragmatic, but also contribute to educational purposes in conveying moral messages and supporting character development in children.

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INTRODUCTION

Animated series, one type of television programs made with animation techniques, have long been a popular form of entertainment enjoyed by audiences of all ages. Although many animated series are primarily created for children, a significant number of adults also enjoy watching them for various reasons. A study on animated sitcoms, which are a form of animated series, revealed that adult viewers watch them not only for enjoyment but also as a way to engage with social criticism while seeking entertainment and relaxation (Zsila et al., 2020). These findings indicate that animated series function not only as entertainment but also as a medium for conveying messages to the audience, whether in the form of social commentary or moral lessons reflected through the characters' actions. Those messages are sometimes conveyed explicitly, yet often implied through dialogue, situations, and storylines. Therefore, understanding how they communicate becomes crucial to grasp the intended meaning of the story. In this regard, speech act theory provides a

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valuable framework to uncover the implicit meanings and intentions behind the characters' utterances.

Austin (1962:94), as cited in (Fitria, 2015), speech acts refer to actions performed through the process of communication, each with specific function in interaction. They extend beyond mere meaning to perform the actions through words. The focus lies on the functional and communicative value of language, seen in acts such as greeting, inviting, offering, commanding, promising, requesting, warning, and so on (Flowerdew, 2013). In his theory, Austin (1962) classified speech acts into three types: locutionary acts; illocutionary acts; and perlocutionary acts. Of these three types, Searle (1969) as cited in Fauzi and Putri (2025), further developed speech act theory by highlighting the role of illocutionary acts in representing the speaker's intention rather than literal meaning. As a result, illocutionary acts become the most frequently used type of speech act both in everyday conversation and media-based communication (Mustopa, 2021; Perdani, 2023; Suryani, 2021). Illocutionary acts are then classified into five categories: representative, directive, commissive, declarative, and expressive (Searle, 1979). This classification not only highlights linguistic differences but also touches on deeper psychological and social values (Pipit & Hafifah, 2025), showing how language performs functions beyond information exchange. In animated series, what characters say often reflects to real-life conversations, feelings, and lessons through the dialogue. They carry hidden meanings that express the intentions, attitudes, and values of the characters' speaking. Therefore, this study applies speech act theory with a focus on illocutionary acts to find out the implied meanings in the characters' utterances. These implied meanings frequently reflect moral values, which makes illocutionary analysis becomes a good foundation for the discussion on moral values through the characters' utterances.

Moral values, which are included in the basic needs of every human being, refer to criteria that guide humans distinguishing between good and bad in their lives. These values are formed based on what individuals or groups consider it positive, helping people determine the right course of action and shaping their character in everyday life (Rahmah, 2024). Animated series, in addition to serving as entertainment for children and adults, also convey moral values through their storylines. In their presentation, many moral values are conveyed through dialogues between characters containing the implied meanings behind each character's speech. One of the most popular animated series is "Sofia the First", where the main character, Sofia, often shows positive behaviour through her choice of language and speech. This can be seen in various episodes, where she is thanking, giving compliments, encouraging her friends, or expressing her empathy. That's why analysing illocutionary acts is key in revealing the meaning and function of each utterance delivered by the characters, as well as showing how the use of language in animated series can convey moral values to its audience. Furthermore, Linda and Eyre's (1993) concept of moral values is relevant to understanding how these utterances convey positive messages. They categorize moral values into two groups: "Value of Being", which includes honesty, courage, peaceability, self-reliance and potential, self-discipline and moderation, fidelity and chastity; then "Value of Giving", which consists of respect and dependability, love, unselfishness and sensitivity, kindness and friendliness, justice and mercy. These categories help explain how the moral messages in Sofia the First are reflected through the characters' language choices and their illocutionary acts.

Several previous studies have examined speech acts, especially illocutionary acts, in animated films of various genres such as adventure (Perdani, 2023; Zakiyah & Rosyidah, 2020), action (Sihombing et al., 2021), fantasy (Fauzi & Putri, 2025), and comedy (Arshanti & Swarniti, 2023; Jayantri & Marantika, 2022). Other studies show that illocutionary acts also play a role in character building through the speech of the characters (Pipit & Hafifah, 2025). Here, it is found that most of these studies focus on animated films, and only few data used animated series, which have more diverse and continuous interactions since they span over several episodes. In addition, there are studies that examine moral values in animated films (Faroza & Wati, 2023; Kaka & Winarta, 2023). Yet, these

studies generally analyse moral values from the storyline or character behaviour, not through illocutionary acts. On the other hand, several studies have also attempted to link speech acts with moral values in textbooks (Arwanto et al., 2023), novels (Arifin, 2021), or comics (Rahayu et al., 2024). However, almost no research links the dominant type of illocutionary act with moral values that emerge in the context of animated series. Therefore, this study aims to fill this gap by not only identifying the dominant types of illocutionary acts but also interpreting the meanings and moral values conveyed through the characters' utterances in an animated series.

This study examines the speech of Sofia, the main character in the animated series "Sofia the First," to address the research gap. This series was chosen since it contains numerous conversations that are both entertaining and morally instructive (Diva, 2015). The main character of this series, Princess Sofia, is portrayed as a kind and compassionate individual who easily make friends, even with those whom others tend to avoid. She demonstrates strong loyalty and consistently to fulfil her commitments, even she often prioritizing others' needs above her own. Moreover, she exhibits affection and empathy throughout the series. Through the characters' dialogues, Sofia the First consistently conveys moral lessons and positive character values. Each episode emphasizes meaningful social interactions, which enrich Sofia's speech with various illocutionary acts. Her utterances embody different communicative intentions, such as motivating others, showing empathy, or offering guidance. As a result, examining illocutionary acts in Sofia's speech provides valuable insights regarding how moral principles are implicitly expressed through language in animated series. In line with this context, this study aims to identify and classify the various illocutionary acts through the Sofia's utterances as the main character, then interpret the moral lessons or meanings underlying those acts.

METHOD

This study employed a qualitative approach to explore the use of illocutionary speech acts and moral values in the utterances of the main character in the animated series Sofia the First. The research design employed was discourse analysis, which focuses on examining how language is used to construct meaning within its social context. The analysis was conducted using Searle's (1979) theory of illocutionary speech acts to classify the types of speech acts, and Linda and Eyre's (1993) theory of moral values to identify the moral values reflected in the dominant speech act. A qualitative method was applied to analyse the data by interpreting each utterance in relation to its context, intention, and communicative function within the interaction. Through this approach, the study examined how Sofia's utterances function as social actions and how language is used not only to communicate meaning but also to convey moral values. This combination of discourse analysis and qualitative interpretation enabled an in-depth understanding of meaning construction and the roles performed by language in children's animated media.

The first season of the animated series Sofia the First provided as sources of the data for this study, which focused on three episodes: "The Big Sleepover," "Let the Good Times Troll," and "Blue Ribbon Bunny." These three episodes were chosen because of their similar themes, which portray how Sofia maintains and respects her friendships with everyone, regardless of their differences. The videos for each episode can be accessed on the official Disney Junior YouTube channel at the following link: Sofia the First S1 E2 "[The Big Sleepover](#)"; Sofia the First S1 E3 "[Let the Good Times Troll](#)"; and Sofia the First S1 E7 "[Blue Ribbon Bunny](#)". Data collection was carried out from the main character, which was Sofia's utterances, taken from the dialogue transcripts for each episode. Those transcripts are available on the Sofia the First Wiki website at <https://sofia.fandom.com/wiki/>. These data were then examined to identify which of Sofia's utterances contained illocutionary acts by classifying them into the types proposed in Searle's (1979) theory. After that, the data was analysed using Searle's (1979) classification of illocutionary acts to determine the most dominant type and moral meaning carried through the type.

Data analysis for this study was conducted in several stages. First, three episodes of Sofia the First were watched and used as data sources: "The Big Sleepover," "Let the Good Times Troll," and "Blue Ribbon Bunny." The purpose of this stage was to understand the context of the situation, expressions, and meaning of the main character's statements. Second, the transcripts of each episode were read and analysed to identify all of Sofia's utterances. Third, each of Sofia's utterances were analysed by watching the relevant video to understand its communicative intention based on the visual and situational context. The utterances were then categorized based on five categories of illocutionary acts: Directive; expressive; commissive; representative; and declarative (Searle, 1979). Once identified, the frequency of each type of illocutionary act was calculated to find the most dominant type. In the final stage, the most dominant type of illocutionary act was interpreted in relation to moral values using Linda and Eyre's (1993) moral value framework.

RESULTS AND DISCUSSION

Based on the results of data analysis, 274 utterances containing illocutionary acts were found in the three episodes of Sofia the First, namely "The Big Sleepover," "Let the Good Times Troll," and "Blue Ribbon Bunny." The results showed that Sofia used four types of illocutionary acts. Directive was the most dominant type with 105 utterances (38.8%), followed by representative with 96 utterances (35%), expressive with 58 utterances (21.2%), and commissive with 15 utterances (5.5%). Declarative illocutionary acts were not found because Sofia did not produce utterances that functioned to declare or change social status, rules, or situations in the episodes. The overall distribution of the illocutionary acts is presented in the Table 1.

Table 1. Types of Illocutionary Acts in Sofia's Utterances

No	Types	Frequency	Percentage
1.	Directive	105	38.3%
2.	Representative	96	35%
3.	Expressive	58	21.2%

Directive Acts in Sofia the First

Directive acts were the most dominant type found in the three episodes of Sofia the First that were analysed. In this study, directive illocutionary acts refer to Sofia's utterances that aim to persuade, request, command, advise, or encourage other characters to perform an action. The examples of directive acts found in the data are presented in the following Table 2.

Based on this data, the evidence showed that Sofia used directive acts as a strategy to persuade, make requests, and encourage her interlocutor to do something. For example, in the sentence "... I want you both to fit in with the princesses." In the episode "The Big Sleepover," Sofia persuaded her friends to adjust their behaviour when attending the princesses' sleepover party. Similarly, in the episode "Let the Good Times Troll," Sofia says, "... But first, you have to help me show everyone that they don't need to be afraid of the trolls," asked James to help her change people's perceptions of trolls. In addition, in the episode "Blue Ribbon Bunny," especially in the line "...and I was hoping you might enter it with me," Sofia tried to invite her pet, Clover, to join the pet contest with her. This showed that directive acts allowed Sofia to direct the behaviour of others, guide them to adapt to social situations, and encourage cooperation in achieving certain goals.

Table 2. Directive Acts in Sofia's Utterances

Episode	Utterances	Context	Meaning
"The Big Sleepover"	<i>"Yeah. That's the thing. I want you both to fit in with the princesses. And you want to fit in with them too, right?"</i>	Sofia said this to Ruby and Jade after they accidentally caused trouble at the princesses' sleepover party, which made the other princesses feel uncomfortable.	Sofia persuaded her friends to adjust their attitudes to fit in with the princesses so that they would be accepted at the princesses' sleepover party.
"Let the Good Times Troll"	<i>"You can have this one. But first, you have to help me show everyone that they don't need to be afraid of the trolls."</i>	After meeting the trolls, Sofia spoke to James, expressing her intention to help show everyone that the trolls did not need to be feared.	Sofia requested to James to help her show everyone that they did not need to be afraid of the trolls.
"Blue Ribbon Bunny"	<i>"So, guess what? They're having a pet contest at the village fair tomorrow, and I was hoping you might enter it with me."</i>	Knowing that there would be a pet contest at the village fair, Sofia approached Clover to invite him to participate in the contest.	Sofia encouraged Clover to participate in the pet contest at the village fair with her.

Representative Acts in Sofia's Utterances

Representative acts were one of the dominant types after directive acts found in these three episodes. This act refers to Sofia's utterances that serve to state facts, reassurance, information, opinions, or beliefs about something to her interlocutor. The examples of representative acts found in the data that were presented in Table 3.

Table 3. Representative Acts in Sofia's Utterances

Episode	Utterances	Context	Meaning
"The Big Sleepover"	<i>"Amber, I know you're going to love them. We used to have the best sleepovers."</i>	Amber's curiosity turned into shock when she knew that Sofia would bring her village friends, joining the sleepover party with other princesses.	Sofia assured to Amber that she would like Sofia's friends, and the sleepover would be enjoyable, just like Sofia's own pleasant experiences with her friends in the past.
"Let the Good Times Troll"	<i>"It was all a big misunderstanding. Trolls never attacked the castle. They just wanted to see stars, and they were only banging their clubs to make music. Like this. See? It's music!"</i>	After meeting the trolls, Sofia went to James and asked him to help her change the bad way people thought about the trolls. James then started to question the stories King Gideon had told him about the trolls.	Sofia clarified the true intentions about the trolls. She told to James that it was just a misunderstanding. She informed James about the reality of the situation.
"Blue Ribbon Bunny"	<i>"I thought I needed an extra-special pet to win it. But I forgot what makes you more special than any other bunny."</i>	Sofia realized her mistake and immediately returned to the palace to see Clover. She expressed her regret for choosing another pet to enter the competition.	Sofia confessed to Clover about her regret for initially choosing a different pet to enter the contest.

Based on the data, it showed the evidence that Sofia often used representative acts to persuade, inform, clarify, and acknowledge something to her interlocutor. In the episode, "The Big Sleepover," she persuaded Amber with the sentence, *"Amber, I know you're going to love them. We used to have*

the best sleepovers," so that Amber would accept the presence of her friends from the village (Ruby and Jade) at the sleepover party. Furthermore, in the sentence, "...*Trolls never attacked the castle. They just wanted to see stars, and they were only banging their clubs to make music.*" In the episode "Let the Good Times Troll," Sofia clarified to James the truth about trolls, which has been misunderstood by people. Then, in the episode "Blue Ribbon Bunny," Sofia went to Clover and confessed her mistake and regret, by saying, "*I thought I needed an extra-special pet to win it. But I forgot what makes you more special than any other bunny.*" This data showed that representative illocutionary acts allowed Sofia to build understanding in an explanation and reinforce the facts or beliefs that are relevant to the social or emotional context around her.

Expressive Acts in Sofia's Utterances

Expressive acts refer to intention when the speaker expresses their feelings or attitudes towards a situation (Flowerdew, 2013). These acts referred to Sofia's utterances that serve to express her feelings, emotions, or attitudes towards a situation to her interlocutor, such as expressions of praise, gratitude, apology, greet, and so on. The examples of Expressive acts found in the data that would be presented in the following table.

Table 4. Expressive Acts in Sofia's Utterances

Episode	Utterances	Context	Meaning
"The Big Sleepover"	" <i>Oh! It was awful!</i> "	Sofia expressed her concerns to James after her friends, Jade and Ruby, did something that looked bad and destructive by other girls such as Amber, Hildegard, and Clio, which made Sofia feel depressed.	Sofia complained and expressed her disappointment and concern about the unpleasant situation caused by her friends' behaviour, which disrupted the party.
"Let the Good Times Troll"	" <i>It's all right. Thanks for fixing my kite.</i> "	Sofia went to the cave and met the trolls to thank them for fixing and returning her kite.	Sofia expressed her gratitude and appreciation toward the trolls after they fixed and returned her kite.
"Blue Ribbon Bunny"	" <i>I'm sorry.</i> "	Sofia returned to the palace to meet Clover and apologized to him for choosing another pet to enter the contest.	Sofia expressed her regret and apologized to Clover for the decision to choose another pet to enter the contest.

Those three data showed that, in her speech, Sofia used several expressive acts such as expressing gratitude, apologizing, praising, or even complaining to express her feelings. In the episode "The Big Sleepover," in the sentence "*Oh! It was awful!*", Sofia expressed her complaints and disappointment toward a situation that did not go as she had expected. In another episode, "Let the Good Times Troll," in the sentence, "*It's all right. Thanks for fixing my kite,*" she expressed her gratitude to the trolls for fixing her kite. Finally, in the episode "Blue Ribbon Bunny," in the sentence "*I'm sorry,*" Sofia often expressed her guilt by apologizing. This evidence showed that by using expressive acts, Sofia was able to connect her emotional feelings directly to her interlocutors, show empathy, and maintain harmony in her interactions with other characters.

Commissive Acts in Sofia's Utterances

Based on the results of the data analysis, one type of illocutionary act used by Sofia was the Commissive act. This illocutionary act referred to utterances that bound the speaker to perform an action in the future. In her speech, Sofia used several statements that showed commitment, such as

making promises, stating specific plans, and so on. The examples of Commissive acts found in the data were presented in the following table.

Table 5. Commissive Acts in Sofia's Utterances

Episode	Utterances	Context	Meaning
"The Big Sleepover"	<i>"They're going to make this the best party ever, I promise."</i>	Amber disagreed with Sofia for inviting her village friends to a sleepover party because she was worried it would affect to Sofia's social image; however, Sofia defended her friends and promised the party would still be fun.	Sofia promised that her village friends would make the sleepover party fun, showing her commitment to what would happen in the future.
"Let the Good Times Troll"	<i>"I'm gonna go thank him."</i>	Sofia was awakened by her kite hitting the window in her bedroom. She was sure it was the Trolls who had fixed and returned the kite after it fell near the cave where the trolls lived.	Sofia planned to go see the troll to thank him for helping her fixing and returning her kite.
"Blue Ribbon Bunny"	<i>"Well, when we get back to the castle, I'll have the chefs make you the biggest feast ever."</i>	Sofia and Clover rode in the parade car at the village fair because they had won this year's pet contest.	Sofia promised to Clover that she would ask the chefs at the palace to prepare the biggest feast as a part of appreciation to Clover.

In her speech, Sofia was seen for several times using commissive acts to state her commitments, plans, or promises to do something in the future. Based on these three pieces of data, Sofia made promises to convince her interlocutors. For example, in the sentence, *"They're going to make this the best party ever, I promise,"* from the episode "The Big Sleepover," Sofia promised that the party would still be enjoyable. In addition, Sofia also expressed her plan and commitment to meet her interlocutor, the troll, to thank him, as shown in the sentence, *"I'm gonna go thank him,"* from the episode "Let the Good Times Troll." Furthermore, in the episode "Blue Ribbon Bunny," Sofia expressed her promise to give a reward to her pet, Clover, for winning the pet contest. This was shown in her utterance, *"Well, when we get back to the castle, I'll have the chefs make you the biggest feast ever."* This evidence showed that using commissive speech acts allowed Sofia expressing her commitments, promises, and plans for future actions in order to convince her interlocutors, build trust, and show responsibility for what she said, so that social relationships with other characters were established in a positive and mutually supportive manner.

Moral Values Reflected through the Directive Acts

Based on the findings, directive acts were the most dominant illocutionary acts found in the three episodes of Sofia the First. Therefore, this section discusses the moral values reflected through these acts. In this study, moral values are defined as basic values of good behaviour shown through characters' actions and speech that guide individuals in social life (Linda & Eyre, 1993). By using directive acts, Sofia not only guided others to do actions but also conveyed moral values that could be taken as role model in daily life. The examples of these moral values are presented in the following table.

Based on the table, the moral values reflected through Sofia's directive acts fell under the category of Value of Giving according to Linda and Eyre (1993). Through her directive utterances, Sofia not only directed or invited her interlocutors to do something, but also showed concern for others, fairness, and empathy in social interactions. In the episode "The Big Sleepover," Sofia's directive acts

reflected the values of unselfishness and sensitivity. Through her statement, "I want you both to fit in with the princesses," Sofia not only persuaded her friends to adjust themselves, but also showed concern for the feelings of her village friends and the princesses. This action showed that Sofia strived to maintain harmony and avoid conflict, so that all parties could feel accepted and comfortable in the situation.

Table 6. Moral Values Reflected through the Directive Acts

Episode	Utterances	Context	Moral Value
"The Big Sleepover"	" <i>Yeah. That's the thing. I want you both to fit in with the princesses. And you want to fit in with them too, right?</i> "	Sofia said this to Ruby and Jade after they accidentally caused trouble at the princesses' sleepover party, which made the other princesses feel uncomfortable.	Value of Giving (<i>Unselfishness and Sensitivity</i>)
"Let the Good Times Troll"	" <i>You can have this one. But first, you have to help me show everyone that they don't need to be afraid of the trolls.</i> "	After meeting the trolls, Sofia spoke to James, expressing her intention to help show everyone that the trolls did not need to be feared.	Value of Giving (<i>Justice and Mercy</i>)
"Blue Ribbon Bunny"	" <i>So, guess what? They're having a pet contest at the village fair tomorrow, and I was hoping you might enter it with me.</i> "	Knowing that there would be a pet contest at the village fair, Sofia approached Clover to invite him to participate in the contest.	Value of Giving (<i>Kindness and Friendliness</i>)

Furthermore, in the episode "Let the Good Times Troll," Sofia asked James to help her change people's negative perceptions of trolls. This request reflected the values of justice and mercy, especially towards the trolls. Sofia sought justice for the trolls, who had been treated unfairly and feared by society. By attempting to change these perceptions and asking for James' help, Sofia invited him to work together in showing empathy, aiming to replace prejudice with truth and ensure that the trolls received fair treatment.

Meanwhile, in the episode "Blue Ribbon Bunny," the directive acts used by Sofia reflected the values of kindness and friendliness. Through the statement, "*So, guess what? They're having a pet contest at the village fair tomorrow, and I was hoping you might enter it with me,*" Sofia invited Clover to participate in an activity together in a warm and friendly manner. This invitation showed Sofia's concern for Clover's feelings, as well as her desire to involve her friend in a positive and enjoyable experience. The value of kindness was reflected in Sofia's attitude of caring for and respecting Clover as her friend, while the value of friendliness was seen in her open, friendly, and non-coercive way of communicating. Thus, the directive act in this episode not only served as an invitation, but also functioned to strengthen positive social relationships.

Some results of previous studies are found related to this research. A study conducted by Sihombing et al. (2021), found that the types of illocutionary speech acts used in the animated movie "Incredibles 2" consisted of directive, representative, expressive, commissive, and declarative acts. The study showed that directive speech acts were the most dominant type (32%), followed by representative (28%), expressive (28%), commissive (8%), and declarative (4%). Moreover, Sari (2020), in her study, showed that four types of illocutionary speech acts were found in the animated movie "SpongeBob SquarePants", which were directive, representative, expressive, and commissive. The most frequently used illocutionary speech act was directive (44.36%), while expressive speech acts were the least frequently used (13.15%). These findings indicate that both in animated movies and

animated series, the main characters tend to use directive speech acts more frequently than other types. This suggests that directive speech acts are commonly used to invite, persuade, guide, and influence other characters to do actions. In children's and family-oriented animation, directive speech acts help demonstrate appropriate ways of guiding and influencing others through language.

However, unlike previous studies that mainly focused on the classification of illocutionary acts, this study also links the use of the most dominant type of illocutionary acts used with moral values. The findings reveal that Sofia's directive speech acts reflect the Value of Giving based on Linda and Eyre's (1993) theory, such as kindness, justice, and unselfishness. By persuading or encouraging other characters in a polite way, Sofia not only directs other characters to do actions but also promotes empathy and respect for others. These findings indicate that speech acts in *Sofia the First* serve an educational function, particularly in shaping children's character and moral values. By connecting speech acts with moral values, this study offers an additional perspective that language in children's animated films functions not only pragmatically, but also as a medium for conveying character education.

CONCLUSION

This study aims to identify the most dominant type of illocutionary speech act used in Sofia's utterances as the main character in the animated series *Sofia the First*, as well as the moral values reflected in that dominant type. A total of 274 utterances were found across three episodes of the series. The findings show that directive speech acts are the most dominant type used by Sofia, accounting for 38.3%, followed by representative (35%), expressive (21.2%), and commissive (5.5%). The results indicate that Sofia frequently uses language to guide, persuade, and influence other characters in various social situations. In addition, several moral values were identified within the dominant directive speech acts, particularly those are categorized under the *Value of Giving*, such as "unselfishness and sensitivity", "justice and mercy", and "kindness and friendliness". These findings suggest that speech acts in children's animated series serve both pragmatic and educational purposes, particularly in shaping children's character. Overall, this study contributes to the field of pragmatics by linking the analysis of illocutionary speech acts with moral values in children's animated media. Future studies may examine different animated films or series, involve other characters, or apply different theoretical perspectives to gain a broader understanding of the role of language in children's media.

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CONFLICT OF INTEREST

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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