

Affective Meaning in *The Kissing Booth* Movie Script

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Abstract

This study aims to analyze “The Kissing Booth movie script” in terms of semantic study. The research question of this study is “How is Affective meaning used in The Kissing Booth Movie Script by Beth Reekles?. The objective of this study is to describe the effective meaning used in ‘*The Kissing Booth*’ Movie Script by Beth Reekles. The source of data is taken from the movie script by Beth Reekles. This study uses the descriptive qualitative method. The data are collected by searching and downloading, watching the movie, reading the script, classifying and coding the data. Based on the analysis the writer finds affective meaning such as positive and negative affective meaning. Positive affective meaning consist of three data that was (happy data 1 and 2, flattered data 3) and negative affective meaning consist of 12 data that are (angry data 4, 6, 9, 11, 12, shocked data 8 and 13, disappointed data 7 and 14, unhappy data 10, sad data15). The most dominant implication in the movie script objects is the emotion of negative affective meaning. The use of affective meaning depends on the context of the situation that occurs when the utterances stated.

Keywords: *affective, implication, meaning, movie script, the kissing booth*

INTRODUCTION

Language is a symbol system that is meaningful and articulates sound. According to Wardhaugh (1997) language is a symbol of human behavior and reactions to communicate with others. Symbols here, which are pronounced, written, or signed by hand. Because language is basically a tool for speaking, it makes sense to assume that structure is informed by the structure of our experience and our cultural experience model. People use it for communication in conveying ideas, feelings, and messages.

In language there are emotions called expressive language. Expressive language is the use of words, sentences, movements and writing to convey responses and messages to others. Expressive language skills include being able to label objects in the environment, describe actions and events, unite words in sentences, and use grammar correctly. The speaker's feelings

are expressed by these actions such as apologizing, praising, congratulating, and regretting. According to Yule (1996: 53) said "that expressive speech acts express what is felt by the speaker. They can be caused by something done by the speaker or listener, but it is about the experience of the speaker.

In linguistics, meaning is information or concepts that the sender wishes to convey, or is conveyed in communication with the recipient. Leech (1991) says "the purpose of semantics is to explain and describe meaning in natural language. To make our starting point in everyday use more explicit, we can even say that the purpose of semantics is to explain what underlies the use of the word mean are related terms (meaning, nonsense, meaning, ambiguous, antonyms, synonyms, etc.). According to Leech there are only seven types of meaning. Meaning plays an important role in understanding what is communicated. As such, there are seven types of meaning and they contribute a lot to the semantic field. The study of meaning is a new field of the century. In the future, this field of study will advance and will be more valuable in the analysis of meaning in the linguistic field. In general, these are classified into seven types of meanings where five of them are identified as associative meanings. The seven types of meanings are conceptual meanings, thematic meanings, and associative meanings: connotative meanings, stylistic meanings, affective meanings, reflected meanings, and collocated meanings (Leech, 1974: 21).

The affective meaning is related to the speaker's personal feelings or attitudes in a way that is comparable to the affective social meaning can only be associated with conceptual representation. According to Leech (1991: 15) *affective meaning* is how language reflects the personal feelings of the speakers, including the attitude to the listener, or attitude to something that they are talking about. According to Leech (2003: 27-28) states that affective meaning is often explicitly conveyed despite the conceptual or connotative content of the words used. And more than that, he said "that affective meaning is often explicitly conveyed through the conceptual or connotative content of the word used".

Affective meaning has two expressive meanings, which are positive and negative affective meaning. According to Larson (1984: 143) negative meaning is something that refuses or

denies, a person or a thing that is not positive, or the opposite of a positive electrical charge. And positive meaning refers to words with good meanings that can influence the subject to the speaker through a process. There are many affective meanings we can see in the daily activity of our conversation, for example in media such as movies. Nowadays, almost in every movie, it can be found the affective meaning in it, affective meaning is the important substance in every movie make the audience of the movie bring emotional or to express our emotion in the story of the movie.

In this study, the writer decided to use "The Kissing Booth" movie script. The movie script illustrates that the affective meaning is mainly in the positive affective meaning and negative affective meaning. Tells the story of a girl who falls in love with her best friend's sister to break the promise of friendship between them. The Kissing Booth is a romantic comedy genre movie that aired in 2018. This movie is the work of director Vince Marcello. Apart from acting as director Vince also acted as a joint producer with Michele Weisler and acted as a writer with Beth Reekles. This movie is an adaptation of a novel by Beth Reekles. The movie was first shown on May 11, 2018 and simultaneously aired in five countries: the United States, Singapore, Germany, Spain and also France. The actresses and actors who starred in the movie The Kissing Booth are Joey King, Chloe Williams, Joel Courtney, Carson White, Stephen Jennings, Jacob Elordi and also Hilto Pelser.

The writer chose this title because in previous studies, no affective meaning was found in the movie *The Kissing Booth* by previous researchers, and there are many affective meanings that are not revealed in this movie. From the previous study by the writer, the writer found two previous studies. First, a thesis written by Yolanda, entitled "*Analysis of Affective Meaning in T.S Eliot Poetry*", the similarity of the previous study and the present study is on the theory, both of the study is using an affective meaning theory by Geoffrey Leech. And second, a thesis written by Lilik Istiqomah, entitled "*The Strategy of Slang Word Translation in 'The Kissing Booth' movie*".

The similarity of the previous study and the present study is on the theory, while the differences of them is in the object, the present writer as a researcher wants to explore or examine all that is contained in affective meaning in this movie. So, the writer wants to reveal

further or explore the use of affective meaning in the movie. Affective meaning is related to meaning in movies, where the meaning here is an idea or concept that is transferred from the speaker's mind to the listener's mind to respond to them as in the form of one language or another (Lyons, 1968: 136).

RESEARCH METHOD

This study was conducted by a qualitative descriptive method. The writer applied the method of qualitative descriptive in this study because describing the result of findings and to analyze data as well. In this study, the qualitative method was used to facilitate the data that was analyzed and to respond to the research question about how affective meaning is used in “The Kissing Booth” movie script.

From the description above, the writer stated that the qualitative descriptive method is the way of research that seeks to answer the research question and the descriptive approach is needed to describe or to make interpretation of the research findings. When In the collecting data, the writer used several steps, as follows:

1. General step of collecting data such as searching and downloading the movie and movie script of The Kissing Booth on the internet. Reading the script intensively, and then watching the movie until I understand and get the meaning of the movie, and previewing, after reading and understanding the text of the movie script by way of highlighting the parts of the script containing affective meaning.
2. Screenshot the movie is needed to know if the utterances contain positive or negative affective meaning.
3. Coding the data to classify the sentence affective meaning based on positive and negative affective meaning. The writer used numbers for data coding, such as number 1 for positive affective meaning and number 2 for negative affective meaning and bold the sentence.

FINDINGS AND DISCUSSION

The writer provides the explanation of the finding of the study comprehensively. The data is presented in the matrix then the writer describes and explains the personal feeling used

affective meaning by Geoffrey Leech theory that focuses on positive and negative affective meaning.

Positive Affective Meaning

In this section the writer used number for coding the data and used number 1 for data positive affective meaning. There are so many perspectives in the positive affective meaning, not only happy, but also other positive affective meaning such as surprised and flattered.

Data 1 (P. 90)



Picture 1. Lee and Elle got the idea for the carnival event (0:14:04)

- Lee : What are you doing anyway?
Elle : I am trying to find a good idea for our carnival fundraiser. Somebody has to. Come on.
Lee : What about the strength game, the one with the sledgehammer and the bell?
Elle : Yeah, the chess team picked that one. I know.
Lee : What about... Ooh! What about a dunking booth?
Elle : Swimming team picked it. Damn it! I know, dude! Who saw that one coming?
Lee : Okay, do you think Mia would like this one? Because I think it makes my eyes pop, and I really want to kiss her on Friday.
Elle : Come on! Today was the first time the OMGs ever spoke to me. Do you really think Mia knows who you are?
Lee : Baby steps, Elle. Baby steps.
Elle : Lee, come on. She's a varsity cheerleader. Basically, the only way she'd ever make out with you is if you paid for it.
Elle Lee: **Kissing booth! Kissing booth!**¹
Elle : **Oh, that is the perfect carnival fundraiser!**
Lee : **Yes! Oh, also, I love the irony. The girl who's never been kissed does a kissing booth? What?**¹
Elle : **Yes, irony is a cruel mistress indeed.**
Lee : Okay, well, now all we need is the student council to approve it.
Elle : Yes. Don't worry. Leave that to me.

In the conversation between Lee and Elle in this scene discussing Elle who tried to find their carnival fund ideas, and Lee who was adjusting clothes that were suitable for him on the night

of the carnival and asked Elle's opinion while giving advice for carnival fund activities. However, all the ideas that Lee gave already existed. And in the midst of their ideas Lee tried to discuss the matter of wanting to kiss Mia who was a popular girl in school and many liked it and Elle responded by saying "Come on! Today was the first time the OMGs ever spoke to me. Do you really think Mia knows who you are?" Lee confidently answered "Baby steps, Elle. Baby steps." Elle then said "Lee, come on. She's a varsity cheerleader. Basically, the only way she'd ever make it out with you is if you paid for it." The words issued by Elle instantly made them both have bright ideas for their carnival fund activities and they both had the same thoughts about their activities and they immediately said "Kissing booth!" and they are both their ideas that are a very perfect activity.

From this data the writer concludes that the type of meaning contained in the sentence above is positive affective meaning because in the sentence above Elle and Lee feel happy to have found an extraordinary idea in order to get their carnival funds later.

Negative Affective Meaning

In this section the writer used number for coding the data and used number 2 for data negative affective meaning

Data 2 (P. 89)



Picture 2, Elle felt offended when Lee said something about Elle that was privacy or confidential (00:05:43)

Noah : Lee, you seen my athletic cup?
Lee : Yes, ass hat. I needed it for all those varsity sports. I'm constantly playing, you know?
Noah : Hey, Shelly.

- Elle : (He knows I hate being called shelly). Yes, Noah? (I know he hates being called Noah).
Noah : When did you get the boobs?
Lee : When you were at football camp learning to be a better douche. It was almost like she was on human growth hormones or something.
Elle : **Lee! Rule Number Two, please!**

The sentence above is a conversation between Lee and Elle where they are both friends from childhood. They were in a swimming pool in the yard of Lee's house, and were talking about activities they would do at the end of the school year. And at that very moment, came Noah, who was Lee's older brother, who came to ask if Lee had seen the Athlete's trophy, then Lee answered, "bluntly, Dad, Stupid! He resumed his statement by saying "I needed it for all those varsity sports. I'm constantly playing, you know?" then Elle laughed at Lee's answer. Noah just smiled sideways and greeted Elle who was sitting in the pool chair using the tank top by saying "Hey Shelly?" Noah knows Elle doesn't like to be called Shelly, so Elle replies back by saying "Yes Noah? And Elle also knows that she hates being called Noah.

Then suddenly Noah asks Elle that " When did you get the boobs? The question made Elle awkward and Lee said "When you were at a football camp learning to be a better douche. It was almost like he was on human growth hormones or something. Lee's answer made Elle angry and said" Lee! Rule Number Two, please! Elle shouted at Lee to obey rule number 2 of their friendship because as long as they are friends, they have made an agreement that must be kept. Based on data above the writer concludes that the data contains negative affective meaning because when Noah asked when Elle had breasts, it made Elle feel awkward and it was added by Lee's blunt reply which made Elle angry and that was clearly seen from the expression and intonation or stressing that Elle used when shouting at Lee and felt that Lee began to violate rule number 2 of their friendship that is never share secrets with anyone else. Elle also intends to stop Lee's conversation. So, the writer concluded that the first data is angry.

Data 3 (P. 90)



Picture 3, Elle was waiting for Tuppen to go on a date together but never came and Elle began to feel sad (0:18:05)

- Lee : Have a good time!
Elle : **(But not too good of a time!). God! What is wrong with me? Is my butt too big? Am I some sort of freak or something?**
Lee : No! You're awesome, all right? Tuppen is just a dick.
Elle : **I don't know why I told you to go out with him. Maybe because he's the only guy that's ever asked me out.²**
Lee : Stop it, all right? Tuppen isn't worth it. You're way too good for him. Plus I heard he's got like, three nipples. Just saying.
Elle : Thanks for doing this for me.
Lee : Are you kidding me? I live for this shit.
Elle : **Alright. Hit the road.**
Lee : You had your shot.

In this scene Elle has promised to date Tuppen, because Tuppen has apologized to Elle and wants to invite Elle out on a date. Elle agreed to go on a date with Tuppen because Elle felt Tuppen wasn't a bad guy and had sincerely apologized to Elle. And for the first time Elle is dating. Elle imagined their date would be a romantic and pleasant date. However, everything Elle thought of did not match her expectations. Elle waited for Tuppen for hours and Elle began to feel tired of waiting for Tuppen, until Elle met Lee where they used to dance.

Then Elle asked Lee what was wrong with him until Tuppen did not come to see him with a frowning face and was disappointed and continued his question by saying "Is my butt too big? Am I some sort of freak or something?" Lee tried to harden Elle, by saying "No! You're awesome, all right? Tuppen is just a dick." Elle was still so confused why Tuppen did that to

her and Elle answered Lee's words by saying "I don't know why I told you to go out with him. Maybe because he's the only guy that's ever asked me out." Lee continued to make sure that Tuppen was not the right man for him and emphasized to Elle to stop blaming herself and said "Stop it, all right? Tuppen isn't worth it. You're way too good for him. Plus I heard he's got like three nipples. Just saying" and Elle thanked Lee for being there for him. Based on the conversation above, it shows that the data contains negative affective meaning that Tuppen invited Elle out on a date however, Tuppen did not come during their date night and that made Elle disappointed because she waited for Tuppen for hours but didn't come and made Elle blame everything on herself. The disappointment was also reflected in the expression on Elle's face and the sentence Elle said when venting to Lee. So, the writer concluded this data was disappointing.

CONCLUSIONS

Based on the findings and discussion in Chapter IV there are 15 data of the affective meaning obtained affective meanings such as angry (data 4, 6, 9, 11, 12), shocked (data 8), happy (data 1 and 2), disappointed (data 7 and 14), flattered (data 3), unhappy (data 10), sad (data 15). There are two categories of affective meaning by Geoffrey Leech, the first positive affective meaning and the second, negative affective meaning. Based on the data above, the dominant in movie script objects is the fear of negative affective meaning. This is a character who has to face several problems that make him afraid. Affective meanings in the Kissing Booth movie script are seen in context, attitudes, and emotion.

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