

**DIRECTIVE SPEECH ACTS IN BEAUTY AND THE BEAST MOVIE
PRAGMATIC ANALYSIS**



A THESIS

*Submitted to the English Department in Faculty of Cultural Sciences of Hasanuddin
University as a Partial Fulfillment of the Requirements to Obtain Sarjana Degree in
English Literature*

Written by

NUR AFIAH

F041181025

**ENGLISH DEPARTMENT
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HASANUDDIN UNIVERSITY**

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**ENGLISH LITERATURE STUDY PROGRAM
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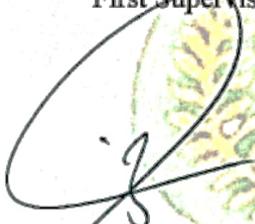
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Makassar, April 5th, 2022

Approved by

First Supervisor,

Second Supervisor,


Prof. Dr. Fathu Rahman, M.Hum.
NIP. 196012311987031025


Dra. Marleny Rajuni, M.Ed.
NIP. 196004091987032001

Approved by the Execution of Thesis Examination by
The Thesis Organizing Committees

On Behalf of Dean
Head of English Department


Dra. Nasmilah, M.Hum., Ph.D.
NIP. 196311031988112001

THESIS

DIRECTIVE SPEECH ACTS IN BEAUTY AND THE BEAST MOVIE

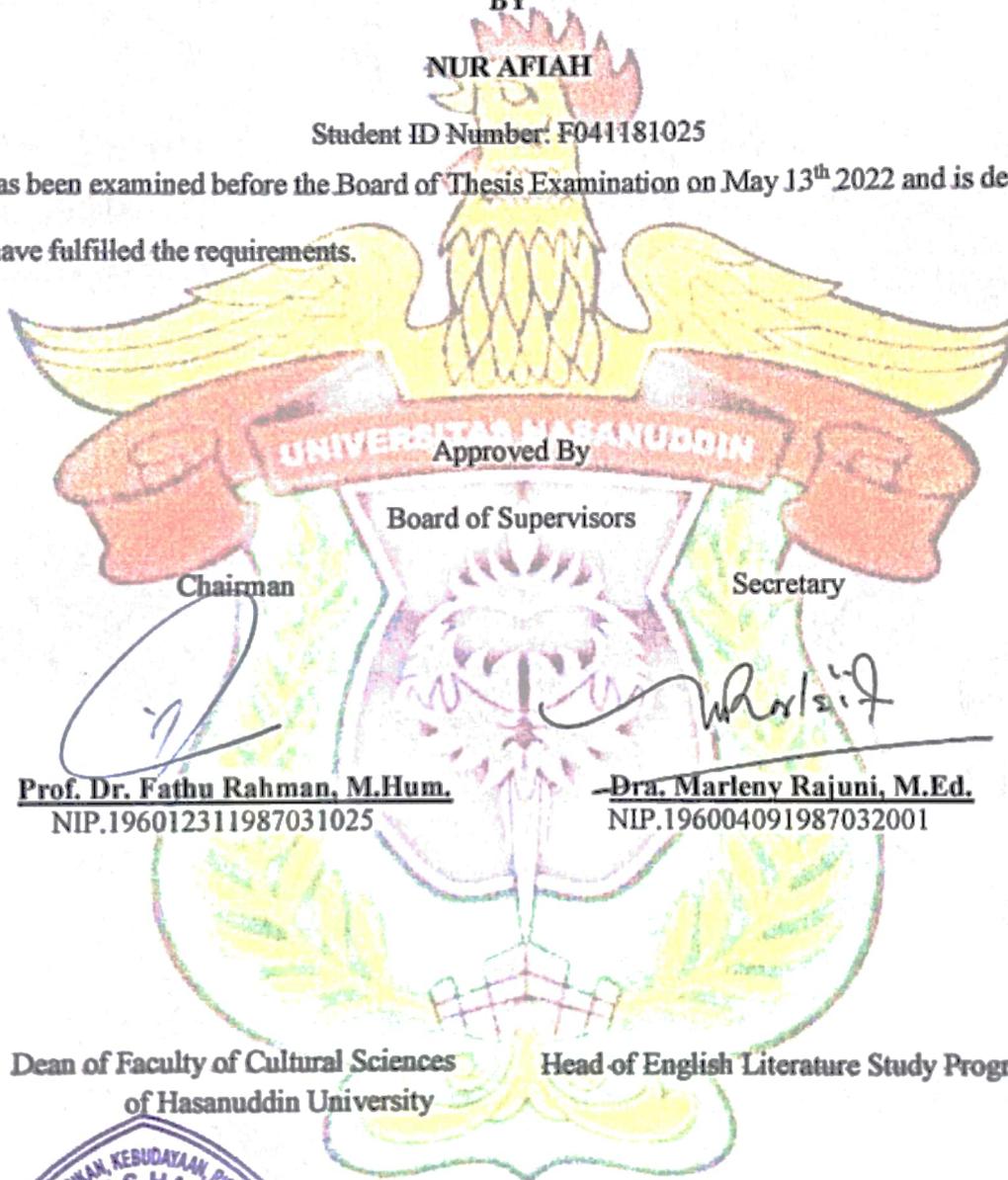
PRAGMATIC ANALYSIS

BY

NUR AFIAH

Student ID Number: F041181025

It has been examined before the Board of Thesis Examination on May 13th 2022 and is declare to have fulfilled the requirements.



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Board of Supervisors

Chairman

Secretary


Prof. Dr. Fathu Rahman, M.Hum.
NIP.196012311987031025

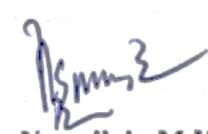

Dra. Marleny Rajuni, M.Ed.
NIP.196004091987032001

Dean of Faculty of Cultural Sciences
of Hasanuddin University

Head of English Literature Study Program




Prof. Dr. Akim Duli, M.A.
NIP.196407161991031010


Dra. Nasmilah, M.Hum, Ph.D
NIP. 196311031988112001

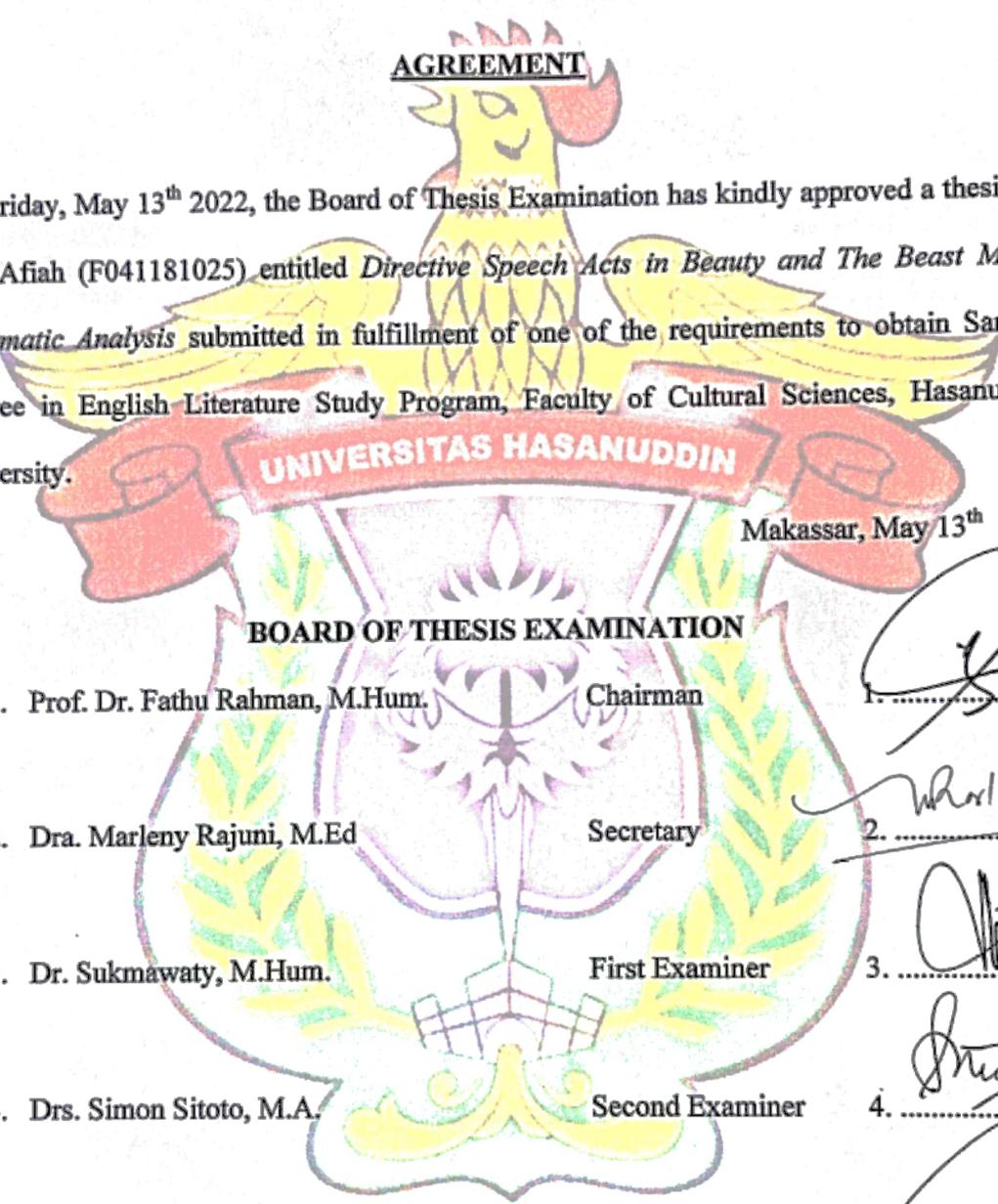
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AGREEMENT

On Friday, May 13th 2022, the Board of Thesis Examination has kindly approved a thesis by Nur Afiah (F041181025) entitled *Directive Speech Acts in Beauty and The Beast Movie Pragmatic Analysis* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, May 13th 2022

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DECLARATION

The thesis by Nur Afiah (F041181025) entitled *Directive Speech Acts in Beauty and The Beast Movie Pragmatic Analysis* has been revised as advised during the examination on Friday, May 13th 2022 and is approved by the Board of Undergraduate Thesis Examiners:

1. Dr. Sukmawaty, M.Hum

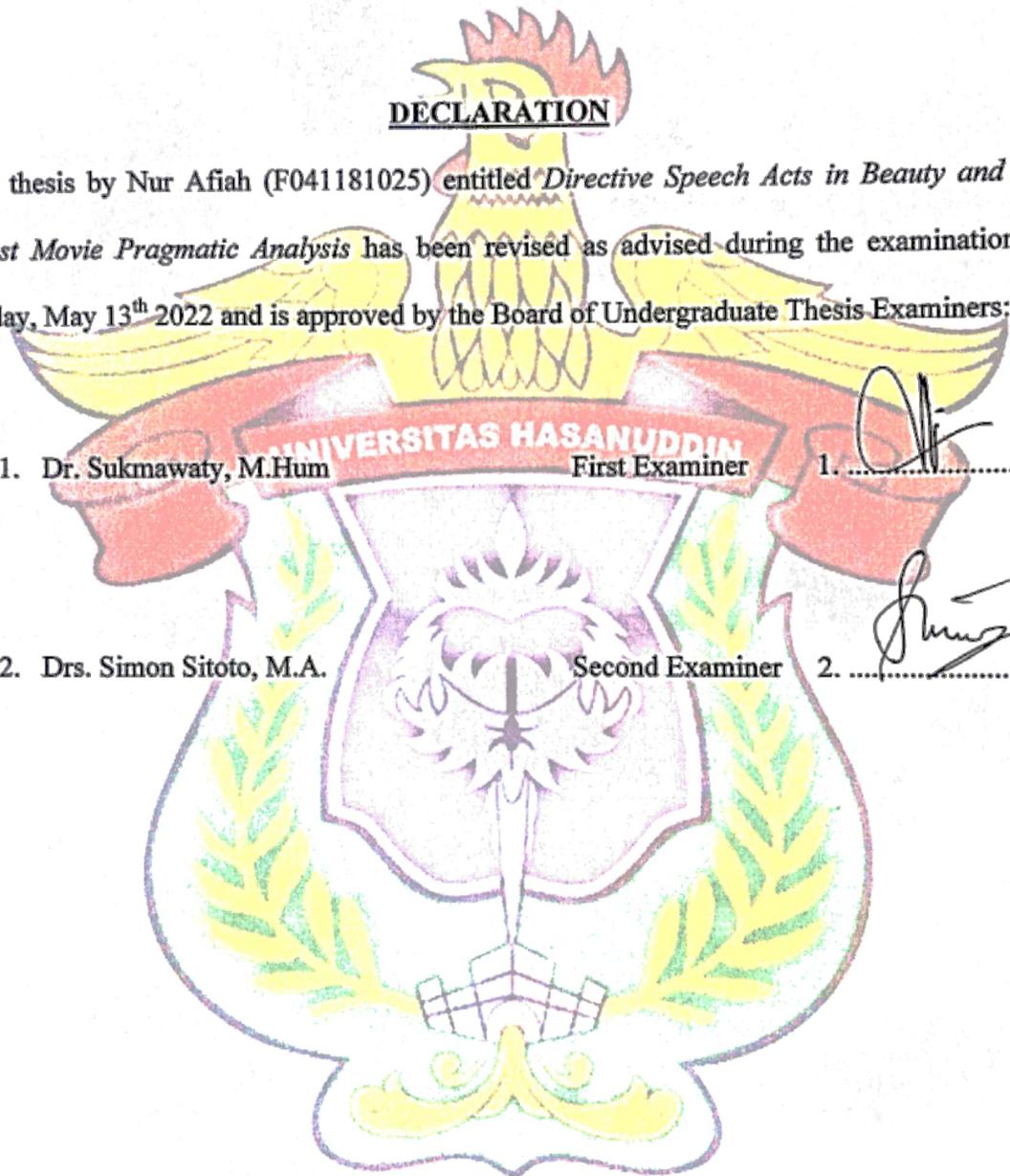
First Examiner

1. 

2. Drs. Simon Sitoto, M.A.

Second Examiner

2. 



STATEMENT LETTER

The undersigned,

Name : Nur Afiah

ID : F041181025

Title of the Thesis : Directive Speech Acts in Beauty and The Beast Movie, Pragmatic
Analysis

Department/Faculty : English Literature Study Program/Cultural Sciences

Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas except the quotation and references.

Makassar, May 13th 2022



Nur Afiah

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May Almighty God bless all the help and support that the writer receives from these various parties. The researcher recognize that this thesis is far from perfection. Therefore, all critics and suggestion are welcome to improve this thesis. The researcher hopes that this thesis will be useful for future researchers who want to research similar topics.

Makassar, May 13th 2022

The Writer

Nur Afiah

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ABSTRACT

NUR AFIAH. *Directive Speech Acts in Beauty and the Beast Movie*

(*Pragmatic Analysis*). (Supervised by **Fathu Rahman** and **Marleiny Radjuni**)

This study aims to describe the types of directive speech acts performed by Belle in “Beauty and The Beast Movie” and to reveal the reason of why directive speech acts occur by Belle.

In this research, the writer used a descriptive qualitative research method. The writer collected the data by watching the movie and wrote the utterances of Belle that contain directive speech acts. After the data were collected, the writer analyzed the data based on John Searle’s theory.

The result of this study shows that there are 56 directive speech acts performed by Belle in Beauty and the Beast movie. These directive speech acts are divided into five types, namely request (8), command (10), suggestion (2), advice (5) and asking (31). The use of directive speech acts is influenced by the situation in communication, especially in conversation.

Keywords: Pragmatics, Speech Acts, Directive Speech Acts

ABSTRAK

NUR AFIAH. “Penggunaan Tuturan Direktif dalam Film *Beauty and the Beast* (Analisis Pragmatik). (Dibimbing oleh **Fathu Rahman** dan **Marleiny Radjuni**).

Penelitian ini bertujuan untuk mendeskripsikan jenis-jenis tindak tutur direktif yang diucapkan oleh Belle dalam “Film *Beauty and the Beast*” dan untuk mengungkap alasan mengapa tindak tutur direktif tersebut diucapkan oleh Belle.

Dalam penelitian ini, penulis menggunakan metode penelitian deskriptif kualitatif. Penulis mengumpulkan data dengan menonton film dan menulis tuturan Belle yang mengandung tindak tutur direktif. Setelah data terkumpul, penulis menganalisis data berdasarkan teori John Searle.

Hasil penelitian ini menunjukkan bahwa terdapat 56 tindak tutur direktif yang diucapkan oleh Belle dalam film *Beauty and the Beast*. Tindak tutur direktif ini dibagi menjadi lima jenis, yaitu permintaan (8), perintah (10), saran (2), nasihat (5) dan pertanyaan (31). Penggunaan tindak tutur direktif dipengaruhi oleh situasi dalam komunikasi khususnya dalam percakapan.

Kata Kunci: Pragmatik, Tindak Tutur, Tuturan Direktif.

CHAPTER 1

INTRODUCTION

A. Background of the Study

Communication is one of the important roles in our life, where the speaker delivers a message to the listener to respond and understand what they are talking about. However, in some situations, the speaker or listener can not understand the message conveyed because of differences in cultural backgrounds and their view on something. Communication events that occur can be used as a place or medium to express ideas, thoughts, intentions and realities. In communication, there are speech acts that must be expressed in the conversation. The speech act is the whole component of languages and nonlanguages that covers the deeds of whole languages, involving participants in speech, topic, form of speech and context of the commission.

In fact, speech acts are an individual psychological symptom where their continuity is determined by the speaker's ability to face certain situations by paying attention to the meaning and meaning of the speech. Speech events that occur will be different in each speech situation, depending on who the speaker is, the interlocutor, the time of speech, the topic of speech, and the conditions in which the speech takes place.

Searle states that speech acts are divided into 3 types, namely locutionary acts, illocutionary acts and perlocutionary acts. Locutionary acts is the act of

speaking with words, phrases and sentences according to the meanings contained by those words, phrases and sentences. Then, illocutionary acts is the act of doing something with a specific purpose and function and usually said as the act of doing something. Last, perlocutionary acts is the act of growing the effect on the speech partner and can be said as the act of affecting someone. In illocutionary acts there are five categories, namely representative, directive, expressive, commissive, and declarative.

Due to limited space and time, the writer only focuses on directive speech acts where directive speech acts are usually used in a movie. Directive speech acts is a speech used to make someone do something that is related to the utterance given by the speaker and the context of the speech that occurs. There are several types of actions that can occur through directive speech acts, such as suggesting, requesting, asking, advising, commanding and so on.

The writer takes a movie as the main data which is going to be analyzed. The writers chose a movie with the title "Beauty and the Beast" produced by David Hoberman and Todd Lieberman. This movie is based on the Disney animated movie with the same title in 1991 which is an adaptation of a fairy tale by Jeanne-Marie Leprince de Beaumont. In this movie, there are many utterances which have various speech acts. Therefore, the researcher is very interested in finding the directive speech acts of the utterances in that movie. In addition, the writer also has two reasons why do this research. First, the directive speech acts is

one of the speech acts that is very frequently used in utterances and in the movie "Beauty and the Beast" the writer predicts that there are many directive speech act in that movie. Second, the writer chose this topic based on her knowledge of speech acts and the writer wanted to increase and measure her knowledge of speech acts and hope it could be a benefit for the reader.

B. Identification of the Problem

Based on the topic, the writer found some identified problems, as follows:

- a. In speech acts, there are many types of speech acts that can occur. The writer find difficulty to classify them according to the correct roles.
- b. The use of directive speech acts can be classified into many kinds of subcategories and we find difficulty to identify that text.
- c. Perhaps, there are still some people who do not not understand the meaning of the dialogue in the movie, especially for the directive speech act and need more explanation.

C. Scope of the Study

From the explanation above, the writer limits the discussion in the analysis of directive speech act occurring by the main characters in the movie "Beauty and the Beast". The scope of this study are:

- a. Classify the types of directive speech acts that can occur by the main characters in the movie “Beauty and the Beast”.
- b. Find out the meaning of the dialogue in the movie, especially for the directive speech act and the writer will give some explanation about it.

D. Research Questions

This research intends to analyse directive speech acts in the movie “Beauty and the Beast”, using the questions below:

- a. What types of directive speech acts were performed by Belle in the movie “Beauty and the Beast”?
- b. Why do directive speech acts occur by Belle in the movie “Beauty and the Beast”?

E. Objective of the Study

Based on the questions above, this research has several objectives, they are:

- a. To describe the types of directive speech acts performed by Belle in the movie “Beauty and the Beast”.
- b. To reveal the reasons why directive speech acts occur by Belle in the movie “Beauty and the Beast”.

F. Significance of the Study

The writer expects from this research can give contributions both theoretically and practically, as follows:

a. Theoretical Significance

Based on the purpose of the study, the result of this research is to give some contribution to the development of the linguistic discipline. Beside that, this research can give more explanation and new insight about directive speech act in the movie manuscript. Also, this thesis can be used as a reference to the researcher who wants to discuss for the same object in the future.

b. Practical Significance

This research can be used as a reference in further research on directive speech act. For a researcher, is able to improve the researcher's ability to comprehend and understand the story of the movie itself. Also, for the reader it can be used as a reference to study directive speech and get more knowledge of the types and functions of directive speech act.

CHAPTER II

LITERATURE REVIEW

A. Previews Related Studies

In this research, the writer found out some research that has been done which is related to this study.

The first research by Aisyah Nur Cahyani from Hasanuddin University (2018) with her thesis for the Sarjana degree entitled: Directive Speech Acts in Spiderman: Homecoming Movie. Aisyah's thesis deals with describing the type of directive speech acts performed by Peter in “Spiderman: Homecoming” to disclose the dominant directive speech acts that performed by Peter, and to reveal the reasons why directive speech acts occur by Peter. Aisyah used a descriptive qualitative method and took 90 Peter’s utterances, which includes directive speech acts as the main data.

The second research by Friska Pandini from University of Muhammadiyah Sumatera Utara (2020) with her thesis for Sarjana degree entitled: Directive Speech Acts in Jumanji Movie. Friska's thesis shows that directive speech acts are one of the most important things in making communication. It contains not only meaningful information but also instructions for someone to do something. This research analyses directive speech acts. The aim of the study is to describe the kinds of directive speech acts and how speech act actualized in the Jumanji Movie. There

are five kinds of directive speech act from the Jumanji movie. They are request, command, suggestion, advice and asking.

The third research by Muhammad Alfiyan from Mataram University (2016) with his thesis for the Sarjana degree entitled: Action of Speech in President Jokowi's text. Alfiyan's thesis deals with all utterances in the speech text of President Ir. H. Joko Widodo in the speech text of the 2014 Bank Indonesia Annual Meeting, National Working Meeting of the Nasdem Party is locutionary acts.

Last research by Erwin Bala from Hasanuddin University (2011) with his thesis for the Sarjana degree entitled: Speech Acts in Edward Aibee's "The Zoo Story". Erwin's thesis deals with describing the classification of Direct and Indirect Illocutionary Acts in "The Zoo Story" drama, which describes the types of Illocutionary Acts that are performed by two characters in "The Zoo Story" drama and analyse the meaning and function of the characters that contain Direct and Indirect Illocutionary Acts in "The Zoo Story" drama.

Based on previous research above, the writer found out that her research is much different from the previous research and will have a different result. In this research, the writer focuses on Directive Speech Acts performed by Belle in the movie entitled "Beauty and the Beast".

B. Theoretical Background

This part will explain the theories related to this research.

a. Pragmatics

Pragmatics is one of the fields of linguistics which examines the relationship between language and the context of speech. Pragmatics also examines the structure of language externally, namely how language units are used in the communication process. Usually, when people say something, it has a different meaning from what they literally say. Although language is used as a means of communication, usually the listener cannot properly grasp the meaning of what the speaker is saying.

There are several experts who express their opinion on the notion of pragmatics. First, according to Mey (2005) (in Rahardi, 2005:12) it means that “Pragmatics is a study of the conditions of language use which are determined based on the context of society”. In line with that, Levinson (1983:5) states that “Pragmatics is the study of language use and the relationship between language and context uses the basic for explaining language understanding”. Similar to the opinion above, Tarigan (1985:34) defines that “Pragmatics is a general study of how to influence a person’s way of interpreting a sentence”. Then, Leech (1993:1) states that someone can not really understand the nature of language if he did not understand pragmatics, that is show language is used in communication and shows that pragmatics can not be separated from the use of language.

From several explanations about pragmatics, it can be concluded that pragmatics is a branch of linguistics that studies the relationship between language, speakers, listeners and the context of speech. Pragmatics also learn about how the listener understands a spoken sentence so that it can be understood properly.

b. Speech Acts

Speech act is something expressed by an individual that not only presents information but also performs an action as well. According to Austin (1962), “Actually, when someone says something, he also does something. When somebody uses the verb promise in ‘I promise I will come to your house’, he does not only say the words but also do the action (promise)”. Meanwhile, Searle (1969) published a book on *Speech Acts: An Essay in the Philosophy of Language*. Searle stated that communication is not just a symbol, word or sentence, but it is more accurately said to be a result or product of a symbol, word or sentence that is the performance of speech acts. Searle, (in Rohmadi 2004:30) stated that there are three types of speech acts, namely locutionary act, illocutionary act and perlocutionary act.

Furthermore, Searle classifies illocutionary acts into five types of speech, they are:

- a) Assertives, is the kind of speech that binds the speaker to the truth of the proposition expressed. These speech acts include stating, suggesting, boasting, complaining and claiming.

- b) Directives, is the kind of speech that speaker use to get someone else to do something. These speech act include requesting, questioning, commanding, ordering and suggesting.
- c) Commisives, is the kind of speech where the utterances implicate the speaker to some future course of action. This includes offering, promising, threatening, refusal and pledges.
- d) Expressive, is the kind of speech where the utterances express a psychological state. These speech act include thanking, apologizing, welcoming, and congratulating.
- e) Declarations, is the kind of speech that the utterances have an immediate effect on changes in the institutional state of affairs and which tend to rely on elaborate extralinguistic institutions. These speech act include excommunicating, declaring war, christening, firing from employment.

c. Context

Context is the condition when a situation or event occurs. Context in language use is a communicative situation that affects language use, language variations, and discourse summaries. Context is part of a description or sentence that can support or add clarity to the meaning of a situation that has to do with an event. The existence of context in the study of pragmatics is very important. According to Mulyana (2005:21), context is a situation or setting where communication occurs. Context can be considered as the cause and reason for the occurrence of a conversation or dialogue.

Everything related to speech, whether related to meaning, intent, as well as information, depends on the context and background of the speech event. Context is an element of his existence and it is very supportive communication. Context is needed by the speaker and the interlocutor. In this case, most in need of understanding context is the opposite of using knowing the context of the current conversation.

Context is things or elements whose existence is very supporting communication, good for speaker and listener. Macrostructurally, context is context, cultural situations and context. Situation context is the immediate environment where the text really works. The context used to explain the reasons for certain things spoken or written at an opportunity. Someone doing certainly things on an occasion and give it meaning and value, circumstances as it is called culture. Cultural context is a system of values and norms that represent a belief in a culture.

d. Directive Speech Acts

Directive speech is a form of speech act that makes the listener do something based on what is said by the speaker. According to Searle (1960), directive speech is a speech addressed to the listener to make someone do something. This type of speech act shows the hope or desire of the speaker for the listener to do something. In its use, the speaker has the purpose of obtaining some action regarding the future, thus making the world according to his words through his listener.

According to Hurford (1987), directive speech acts have two types, namely direct directive and indirect directive. Direct directives are utterances spoken by the speaker to the listener where the intent of the utterance is spoken directly. While the indirect directive is an utterance that is spoken by the speaker to the listener whose intent is conveyed indirectly.

Directive speech act is usually used in a movie. Movie is one of human product literature terms. It can express someone's thought, feeling and meaning. In general, every movie has a different script and a specific purpose of the movie. In the movie, there are so many utterances which have different meanings from each other. Furthermore, we have to know what their conversational purposes are and understanding the meaning of conversation is needed in order to avoid misunderstanding.

According to Searle (1960), there are several types of Directive Speech Act, they are:

- a) Request, is a type of directive speech which shows that the speaker wants the listener to do an action.
- b) Command, is a type of directive speech to do something by using commands. In this case, when a person or speaker gives a command to the listener, then the listener has an obligation to do or not to carry out the command.

- c) Suggestion, is a type of directive speech which gives an idea or plan put forward for consideration. Suggestion is something that implies or indicates a certain fact or situation when no other one has an idea but one of them from they must think hard to find the idea.
- d) Advice, is a type of directive speech which offers advice about the best course of action to someone. If there is a mistake like usual one of them must give advice.
- e) Asking, is a type of directive speech which says something in order to obtain an answer or some information.

e. Indirective Speech Acts

Indirective speech act is a form of speech that tells someone to do something but uses another word to say that speech. Searle stated that an indirective speech is one that is “performed by means of another” (Searle quoted in Thomas, 1995, p.93). It means that there is an indirect relationship between the form or structure and the function of the utterance. For example, when someone says “it’s cold outside”, it is the direct speech act of this utterance and to inform the hearer about the real conditions outside, but the indirect speech act of this utterance is to request or to give command to someone to close the door, so the cold will not affect the speaker.

When people speak every day, of course they will use different ways to express what is on their minds. Sometimes, when they request something or produce

an utterance, they do not use a command expression or the purpose of what they say to each other and to the other is not clear. Besides, in the real world, this phenomenon also occurs in literary works like movies. Indirect speech acts are commonly used to reject proposals and to make requests. For example, if a speaker asks, "Would you like to meet me for coffee?" and the hearer replies, "I have a task right now." The second speaker has used an indirect speech act to reject the proposal. This is indirect because the literal meaning of "I have a task right now" does not entail any sort of rejection.

f. Synopsis of The Movie

Beauty and the Beast is the one movie whose author is Stephen Chbosky and Evan Spiliotopoulos and the director is Bill Condon. The movie begins in France during the Rococo era, when a witch disguised as a beggar arrives at a party and offers a rose to the host prince in exchange for shelter. After being rejected by the prince, she cursed him into an ugly creature and his servants became household furniture, and erased the entire contents of the palace from the memory of their loved ones. She gave the prince the bewitched rose and warned him that if he could not learn to love someone and be loved back before the last petal falls, he and his servants would not be able to be human again forever. Several years later, in the village of Villeneuve, Belle dreams of adventure and rejects the seduction of Gaston, an arrogant ex-soldier. Belle's father, Maurice, gets lost in the forest and ends up seeking refuge in Beast's castle, but Beast takes him captive for picking roses without

permission. Belle goes looking for her father and finds him trapped in the castle prison. Beast agrees to have Belle replace Maurice. Belle befriends the servants of the castle who treat her to a delicious dinner. As she wandered into the forbidden west wing and found a rose, an enraged Beast threw her out of the castle. When she arrived in the forest, she was cornered by a pack of wolves. Beast arrived just in time to save her and was wounded. Belle took care of him until he recovered and eventually Belle began to Beast bestfriend. Beast shows Belle a gift from the witch, a book that can take the readers anywhere. Belle used it to visit her childhood home in Paris, where she found the mask doctors used during the outbreak. She realizes that her father was forced to take her away from her dying mother to prevent her from catching the plague.

In Villeneuve, Gaston agrees to help Maurice save Belle in the hope that Belle will marry him. When Maurice finds out his intentions and rejects him, Gaston leaves him in the middle of the forest for the wolves to eat. Maurice is helped by a beggar, Agathe, but when he tells the villagers what happened, Gaston convinces them to send him to a mental hospital. After dancing with the Beast, Belle learns about her father's condition through a magic mirror. Beast frees her so she can save Maurice, and gives his mirror to Belle so she can always remember it. In Villeneuve, Belle proves Maurice's sanity by showing the Beast in a mirror to the villagers. Realizing that Belle loves Beast, Gaston locks hers up with her father and sends the villagers to the castle to kill Beast. Maurice and Belle escape and Belle immediately rushes back

to the castle. As the battle progresses, Gaston leaves Le Fou, who eventually turns to the castle's servants to fight the villagers. Gaston attacks the Beast who is too sad to fight back, but finally gets his will again after seeing that Belle has returned. He decides to release Gaston before reuniting with Belle. Unexpectedly, Gaston shoots Beast from a bridge which then collapsed and killed him. The beast died just as the last petals fell and the servants turned into inanimate objects. When Belle expresses her love for the Beast, Agathe reveals herself as a witch and cancels the curse, reviving the Beast and his servants to their original forms and restoring the memories of the villagers. The prince and Belle throw a celebratory party, where they dance happily.