ABSTRAK

Wulandari,   Ivo Ariesty. 2011. An Analysis of Illocutionary Acts in some Advertisements Broadcasted at Radio Station in Padang. Makalah: Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa Sastra dan Seni. Universitas Negeri Padang.

Makalah ini membahas tindak ilokusi yang terdapat di setiap tuturan dalam iklan di suatu radio. Karena iklan merupakan peranan penting dalam memasarkan suatu produk. Oleh karena itu, iklan disusun semenarik mungkin untuk menarik perhatian konsumen. Penulisan makalah ini bertujuan untuk menjelaskan jenis illocutionary act yang digunakan dalam data di sebuah iklan diradio. Data tersebut dianalisis menggunakan teori yang dikemukakan oleh Searle tentang jenis-jenis *illocutionary act*, yaitu (*declarative, representative, expressive, directive and commissive*). Penelitian ini termasuk pada kategori kajian pragmatik dan menggunakan metode deskriptif. Hasil data penelitian ini berjumlah 10 teks iklan yang ditulis dengan cara mendengarkan Radio Sushi FM Padang. Berdasarkan analisis data tersebut, penulis menemukan berbagai macam jenis *illocutionary act* pada ujaran dalam iklan radio. Yang mana ujaran tersebut lebih sering muncul jenis *expressive* sebanyak 39 kali (44,83%), karena *expressive* menyatakan suatu ungkapan perasaan dari pembicara (*speaker*). Sementara *directive* muncul sebanyak 26 kali (29,89%), *directive* merupakan inti dari suatu iklan karena didalamnya terdapat solusi dari masalah yang diujarkan sebelumnya, yang berarti ajakan untuk membeli produk yang diiklankan, sedangkan *representative* muncul sebanyak 14 kali (16,09%), *declarative* muncul sebanyak 5 kali (5,75%) dan *commissive* muncul sebanyak 3 kali (3,45%) hanya sebagai pelengkap dari sebuah data dalam iklan diradio.

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Advertisement is one of the common ways to promote a product to the customers. so that the customers will be interested in buying the products, for example the advertisement of "*sosis so nice*" which promotes the product by using the word "*orang pintar makan so nice*" in their advertisement to get the interest of the customers. By making this advertisement, the advertisers expect that the costumers want to buy the product because the word used in the advertisement is interesting and different from other advertisements and the costumers will think by using this product their prestige will increase. Thus, advertisement can be a mean to persuade the customer.

However, is it not an easy job to influence other people through advertisement because everyone his/her own taste. It needs creativity to create a good and persuasive advertisement in order to get people's attention and they will not waste money for publishing it. Advertisement can succeed the firm or producers in promoting their product and bad advertisement can make the firm fail to promote their products. So advertisement is one of important factor's to make the product known by the people.

One of the characteristics of an advertisement is using persuasive massage. Persing (1981:330) says, "The successful persuasive message somehow establishes benefit to the receiver." From his idea, the good

advertisement must contain the quality of product and the importance of using product. The advertisement can conduct its purpose explicitly and implicitly. In order to conduct the purpose, most of advertisements use a language. The languages used in the advertisements refer to speech act which can be offering product, giving order or making promise. Thus the languages such as offering product, giving orders or making promise are part of speech act.

Austin (in Renkema, 1993:22) divides speech act into three kinds, locution is the basic act of utterance, or the basic act of producing a meaningful linguistic expression, illocution the act of what the speaker intends to communicate to the addressee and perlocution is the act of interpreting of what the speaker says. In addition, Bach and Harnish (1979) divide illocution or illocutionary act into four categories: constative (such as to inform, to announce,to report, ect), directive (such as to advise, to forbid, to order, etc) and commissive (such as to apologize, to greet, to congratulate, etc). Each utterance has one or more categories of illocutionary act.

The same case happens in advertisements. Most advertisements which are constructed two or more utterances usually found in media such as news paper, magazine, TV or Radio. For example is the advertisement broadcasted on radio, which is usually in the form of conversation. The conversation may involve two or more speakers. They speak interactively about a particular topic of advertisement in order to attract the listeners to buy their product. It makes the advertisement interesting to be analyzed into the categories of illocutionary act because each utterance has different purpose, such as to introduce the

product, to order the people to buy the product, to inform the customers about the quality of the product, etc. one example of advertisement in radio is about the contact lens' advertisement from Padang Eyes Center. The utterances in that advertisement are "*Buy 2, get 1 free*''. These utterances can be analyzed based on the categories of illocutionary act in order to know the purpose of the utterance. In the case, the utterances "Buy 2, get 1 free" in the contact lens' advertisement show that the advertisement is offering the products to the costumers. So that, these utterances can be classified into comissive.

Since most advertisements in radio station are in conversation form, it is possible that the utterances used in these advertisements contain illocutionary acts. Moreover by knowing the categories of illocutionary acts used in each utterance or conversation in the advertisement at radio station, it will be easier to understand the purpose of the advertisement as whole. For example, if the advertisers want to offer the product, they use commissive and support the utterance, they use constative and also directive text to order the costumers to buy the product. Base on the description above, the researcher is interested to conduct a research about An Analysis of Illocutionary Act Used in Advertisement Broadcasted at Radio Station in Padang. The researcher analyzed the utterances or conversations in advertisements at radio station based on the contexts and then find out the categories of illocutionary act in the utterances or conversation advertisements.

1.2 Limitation of the Problem

This paper was limited into pragmatic study. It means that this paper focused on the speech act- especially; illocutionary- advertisements' utterances used in advertisement at radio station.

1.3 Purpose of the Paper

Considering the formulation of the problem mentioned above, this paper is aimed at finding types of illocutionary acts used in advertisements' utterances at radio station.

1.4 Techniques of Data Collection

The data were collected through some steps as follows:

1. Collecting some advertisements by listening to the radio every week.

2. Saving the utterances advertisements in the tape recording.

3. Transcribing the spoken data into written ones.

1.5 Techniques of Data Analysis

The data were analyzed as follows:

1. Classifying and analyzing the advertisement text based on the types and model of analysis proposed by Searle (1976).

2. Tabulating and counting the occurrence of types of illocutionary acts.

3. Drawing conclusion about this study.

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 Pragmatics: A Brief Theoretical Review

In relation to the scope of linguistic studies, pragmatics belongs to macrolinguistics. Pragmatics is one of the fileds in linguistics that studies about meaning. The meaning studied in pragmatics is influenced by contexts. This is in line with Brown and Yule (1983:2) who state that pragmatics is the discussion of linguistics that involves the considerations of contexts. In other words, it can be said that, in pragmatics, the meaning of a particular expression is various depending on its context.

In addition, Levinson (1983:9) states that pragmatics is the study of relationship between language and context. Language and context are two different things that cannot be separated each other. Language is used in context and context will affect the meaning of language or utterance used by a speaker. It means that the meaning of an utterance will be different if it is used in different context or situation. As a result, the hearer may have various interpretations about the utterance mentioned under different context.

In pragmatics, the meaning is not found only from the internal structure of a language, but also from other external factors, such as contexts, that give contribution to the meaning. According to Parker (1986: 11), pragmatics is study of how language is used in communication that involves many factors

including participants, settings and topics. This means that pragmatics has an important role in the use of language as a means of communication.

Furthermore, according to Mey (1993:4) pragmatics tells us it is all right to use language in various, unconventional ways, as long as we know, as language users, what we are doing. This indicates that pragmatics studies meanings in such a flexible way. The meaning can be derived from any context that is involved in the context of communication.

Similarly, Atkinson, Kilby and Roca in Grundy (1995:5) say that pragmatics is the distinction between what a speaker's word literally means and what the speaker might mean by his word. This suggests that meanings can be both literal and nonliteral meanings.

In almost similar but more complete definition, Yule (1996:4) says that pragmatics is the study of the relationships between linguistic forms and the users of those forms. Pragmatics is the study of meaning which has relationship between speaker and listener in communication. Then Yule adds that pragmatics concerns with four things. First, pragmatics is the study of speaker meaning, tend to the meaning as communicated by the speaker and interprets by the hearer. Second, pragmatics is the study of contextual meaning. It requires consideration of how speaker organize what they want to say in accordance whom they are talking to, where, when and what circumstances. Third, pragmatics is the study of how more gets communication than is said. It means that, an utterance may have meaning depending on the consideration of the speaker's intention and the context. At last, pragmatics is the study of the

expression of relative distance. It is related to the closeness between the speaker and the hearer physically, socially, and conceptually.

Furthermore, Levison (1997: 21) defines pragmatics as the study of relations between language and context that are basic to an account of language understanding. This means that context should be able to ease the process of understanding the meaning.

Kreidler (1998:16) says that pragmatics is another branch of linguistics that is concerned with meaning. This statement leads us to question the difference between semantics and pragmatics, as semantics is also the study about meaning. Kreidler (1998:16-17) mentioned the similarities and differences between them. He said that both pragmatics and semantics are concerned with people's ability to use language meaningfully. While semantics is mainly concerned with a speaker's competence to use the language system in producing meaningful utterances and comprehending utterances produced by others, the chief focus of pragmatics is a person's ability to derive meanings from specific kinds of speech situations to recognize what the speaker is referring to, to relate new information to what has gone before, to interpret what is said from background knowledge about the speaker and the topic of discourse, and to infer information that the speaker takes for granted and does not bother to say.

In conclusion, pragmatics is a branch of linguistics that studies about understanding meanings which are derived from the context of situation.

Meanings are not only taken from the language used, but they are also taken from any contexts in which the language is used.

2.2 The Concept of Speech Act

Speech act can be simply defined as how a language is used to meet our needs in a speech occasion. This is similar to what was said by Austin (1962): "we use language to inform, to request, to query; how language is used to accomplish various ends in the world is the domain of pragmatics". He further said that these language usages are commonly called speech acts.

In relation to the usages of language, Austin (1962), Searle (1969) and Yule (1996) say that on any occasion, the action performed by producing an utterance will consist of three related acts as follows:

1. Locutionary act, such which is roughly equivalent to uttering a certain sentence with a certain sense and reference, which again is roughly equivalent to 'meaning' in the traditional sense.

2. Illocutionary acts that is utterances that have a certain 'force' or the act which is committed by producing an utterance, such as informing, ordering, warning, undertaking, etc. so, by uttering a promise, a promise is made and by uttering a threat, a threat is made.

3. Perlocutionary acts is the production of an effect through locution and illocution, that is what we bring about or achieve by saying something, such as convincing, persuading and even say, surprising or misleading.

An example to describe those acts is the statement "it is a hot in here''. The locution of the statement is the production of the utterance then, the statement depend on the situation when the statement spoken, the illocution so that, it could be a request, an order or a complaint to the addressee. The perlocution of the statement could be a door or window is opened or that the addressee replies that he is not a servant (Renkema, 1993)

(Bach and Harnish,1979) argue that before somebody communicates, he has something in mind, he has an intention and his belief is that the hearer should recognize this intention. They see linguistic communication as an inferential process, and "the inference the hearer makes and takes himself to be intended to make" depends on what the speaker says on the "mutual contextual beliefs "(MCBs), the important contextual information the participants share together. The hearer relies on MCBS to determine the meaning of what is uttered and also the force and content of the speaker's illocutionary act.

Furthermore, speech act can also be interpreted as an act that is performed by the speaker. In this case, the speaker does not only utter something but also performs act. It can be uttered by using many kinds of expression. Halion (2003) says that speech act can be investigated under three different headings: (i) as meaning speech, (ii) as speech with a certain conventional force, and (iii) as speech with a certain non-conventional effect. He further explained that the first heading can be regarded as the speech act's constative dimension while the second and the third can be regarded as together constituting its performative dimension.

From the explanation above, it can be concluded that speech act is the act performed by somebody before they communicate. In every speech act, we can distinguish three acts. What is said, the utterance, can be called the locutionary act. What the speaker intends to communicate to the addressee is the illocutionary act. The message that the addressee gets, his interpretation of what the speaker says, is the perlocutionary act. The communication will be successful if the illocution and the perlocution are a like or nearly a like. In other words, the communication much depends on the ability of the interlocutor to grasp the speaker's intention.

2.3 Types of Illocutionary Acts

In this section, types of illocutionary acts proposed by different experts are presented. Austin (1962) proposes seven kinds of illocutionary acts: *assertive, performative, verdictive, expressive, directive, commissive, and phatic.*

Austin proposes seven kinds of illocutionary acts as follows:

1. Assertive is an expression in which speakers and writers use language to tell what they know or believe: assertive language is concerned with facts. The purpose of using assertive is basically to inform.

2. Performative is an expression that brings about the state of affairs such as bids, blessings, firings, baptisms, arrests, marrying, declaring a mistrial.

3. Verdictive is a speech act in which the speaker makes an assessment or judgement about the acts of another, usually the addressee. These include ranking, assessing, appraising, condoning.

4. Expressive is an utterance that springs from or failure to act the previous actions of the speaker, or perhaps the present result of those actions or failures. Expressive utterances are thus retrospective and speaker, involved. Acknowledging, admitting, confessing, denying, and apologizing are examples of expressive.

5. directive which is an act in which the speaker tries to get the addressee to perform some act or refrain from performing an act. Thus, a directive utterance has the pronoun *you* as actor, whether that word is actually present in the utterance or not. A directive utterance is prospective; one cannot tell other people to do something in the past. Like other kinds of utterances, a directive utterance presupposes certain condition in the addressee and in the context of situation. Three kinds of directive utterances can be recognized: commands, requests, and suggestions.

6. commissive, is an act that shows how a speaker commits to a course of action. This includes promises, pledges, threats, and vows. The last type is phatic utterance, which is an act to establish rapport between members of the same society.

7. Phatic language has a less obvious function than the six types discussed above. Phatic utterances include greetings, farewells, polite formulas such as "Thank you", "you're welcome", "excuse me".

Bach and Harnish (1979) have outlined taxonomy of illocutionary acts. They have communicative and non-communicative illocutionary acts. The non-communicative illocutionary acts are also referred to as the conventional acts; the affective and the verdictives. These affect institutional states of affairs-thus they are conventional. they argue that conventions "are actions which, if done in certain situations count as doing something else". Bach and Harnish propose four categories of communicative illocutionary acts; Constatives, Directives, Commisives and Acknowledgements. Constative is the statements which describe something outside the text and can therefore be judged true and false. Directive is the statements attempt to make the other person's action fit the proposional content. Commisive is statements which commit the speaker to a course of action as describe by the propositional content. Acknowledgement is the statements that express the "sincerity condition" of the speech act.

Searle (1976) supported by Yule (1996) and Nyota and Mutasa (2008) classified illocutionary acts into five types: declaratives, representatives, expressives, directives, and commissives. Declaratives are those kinds of speech acts that change the world via their utterance. In using declaratives, the speaker has to have a special institutional role, in a specific context, in order to perform a declaration appropriately; e.g. Priest: I now pronounce you husband and wife.

Representatives are those kinds of speech acts that state what the speaker believes to be the case or not. Statements of fact, assertions, conclusions, and descriptions are all examples of the speaker representing

the world as he or she believes it is. In the utterance "The earth is flat", for example, a speaker shows the fact what he/she believes in the shape of the earth, that is it is flat.

Expressives are those kinds of speech acts that state what the speaker feels. They express psychological states and can be statements of pleasure, pain, likes, dislikes, joy, or sorrow. In the utterance "Congratulations!", for example, a speaker express a statement of pleasure to what have been achieved by his/her interlocutor.

Directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. They are commands, orders, requests, suggestions. They can be positive or negative. The utterance "Could you pass me the sugar, please" is an example of positive directive in which the speaker asks someone else to do an action, that is passing him/her the sugar. While the utterance "Don't switch on the phone" is an example of negative directive in which the speaker asks someone else not to do an action, that is not switching on the phone.

Commissives are those kinds of speech acts that speakers use to commit themselves to some future action. They express what the speaker intends. They are promises, threats, refusals, pledges, and they can be performed by the speaker alone, or by the speaker as a member of a group. The utterance "I'll lend you my pen" is an example of commissive in which the speaker promises the interlocutor to lend him/her a pen.

Based on the theories and the explanation before, the researcher used the types of illocutionary acts proposed by Searle (1976) in analyzing the data in this paper. The types of illocutionary acts proposed by Searle (1976) are Declarative,representative, expressive,directive and commissives.

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2.4 An Overview of Advertisement

Advertisement is the act of advertising something to the public. Advertisement has purposes to promote a product, idea, or organization on the market with the aim to give information and persuade people with the advantage of the product and then to induce them to take any action. It is the activity of attracting public attention to a product or business. This is supported by Bovee and Arens (1982) who say that advertisement is the non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas through various media.

In making advertisement, language plays the most important role to its success. A good advertisement will contain good, clear, simple and understandable language so the purpose of the advertisement can be understood by the customers as the target of advertisement. According to Kotler (1984:366), there are three kinds of advertisement: (i) Informative Advertisement, which informs the market a new product or suggests a new use of certain product as well as gives information about price changing; (ii) Persuasive Advertisement, which persuades the buyer to buy certain brands, and through which it is expected that buyer will buy product as soon as possible; and (iii) Reminder

advertisement, which reminds the consumer about the product that may be highly needed in a short time and the place where to buy the product. These kinds of advertisement above have different specification purpose and it can be recognized by the categories of illocutionary acts used in the utterances.

In relation to the reason why advertisement is made, Manohar (2008) mentions three reasons of advertising. First, it is used to increase the sales of the product or service. Second, it is used to create and maintain a brand image. Third, it is used as a device to introduce a new product or service. Fourth, it is used to communicate a change in the existing product line. Finally, it is used to increase the buzz-value of the brand or the company. This idea supports what have been mentioned by Granat (2003) who says that the main function of the advertiement itself is to raise the purpose of communication and to get the image of the product. Language that is used in advertisement is much different from the one used in scientific writings because the language which is useed is intended to persuade the readers to buy their products.

Furthermore, Manohar (2008) lists two kinds of advertisement: broadcast advertisement and print advertisement. Broadcast advertisemnt uses electronic media including television, radio, and internet. The advertisement on television is shown during a television program, the advertisement on radio occurs between the switch of the program, and the advertisement in the internet often relates to the subject discussed in a website. Another kind of advertisement, print advertisement, is advertising the products via magazines, brochures, and newspapers. It allows the marketer's message to reach their target audience on

the page. The popularity of the media used by the print advertisement also determines the effectiveness of the messages or ideas delivered.

In conclusion, advertisement is an act of how to make a certain product known by public. It is used to promote the product in terms of its quality, benefit, price, etc. A good advertisement can give positive effect to the popularity of the product, but it can be harmful when it is not well constructed because the message that is delivered cannot be well understood by the public.

CHAPTER 3

DATA DESCRIPTION, DATA ANALYSIS, FINDING AND DISCUSSION

3.1 Data Description and Data Analysis

In this paper, the data are the radio advertisements which are broadcasted in the radio. All of the contents of the advertisement are analyzed based on speech act theory. The source of data are Sushi FM Radio Station which is located in Padang. It becomes the source of data as it broadcasts the radio advertisements that become the data of this paper. 10 advertisements were taken as the data of this paper.

After collecting the data, the researcher found several types of illocutionary act used in each advertisement. Then, The data were analyzed by using Searle (1976) analysis model which was cited in Nyota and Mutasa (2008).

Data 1

Boss   : Ujang.. Ujang
         Ujang ... Ujang (Directive)
Ujang   : Ya Pak.
         Yes, Sir. (Declarative)
Pak   : Jangan pake semen itu! Wah, pantas saja banyak pelanggan yang kecewa, kita kan sudah pakai semen dari PT Semen padang.
         "Don't use that cement! (Expressive)"
         "Oh, many customers deserve to be disappointed!(Expressive)"
         "We have been using cement from PT Semen Padang. (Directive)"
Ujang   : Tapi katanya, semen yang ini bagus, Pak.
         "But it is said this cement is good, Sir. (Expressive)"
Pak   : Ah kau! Semen Padang itu sudah teruji mutu dan kekuatannya, selain itu PT semen padang sudah memenuhi standar SNI dan sudah digunakan secara luas dimasyarakatdan diproyek-proyek, kamu dengar gak Ujang?

> *"You're kidding!(Expressive)"*
> *"Semen Padang's quality and strength has been examined (representative)"*
> *"besides, Semen Padang has met the demand of Indonesian National Standard and has been extensively used in society and factories, Don't you listen, Ujang? (Directive)"*

Ujang   : Ya pak, ya pak
> *"Yes, Sir. (Expressive)"*

Writers and speakers normally have a main illocution from a major speech act, which the other utterances in their work are supposed to perform. The overriding goal of the conversation is to show the quality and strength of Semen Padang cement compared to other cements, which therefore, attracts the listeners of the radio to buy cement produced by PT Semen Padang. It is also promoting the extensive use of Semen Padang's cement all over Indonesia both for individuals or companies. This makes it a directive becuase PT Semen Padang asks the listeners to buy its cement. This directive is apparent from the way the boss (the speaker) gives the explanation to Ujang about the quality of Semen Padang and it has been standardized by saying "*Semen Padang's quality and strength have been examined; besides, Semen Padang has met the demand of Indonesian National Standard*". The locution is clearly representative as it shows what the speaker (the boss) believes on the quality of Semen Padang. However, as it intends to attract the buyers to buy its product, this belongs to directive.

Data 2

A   : huk..huk..huk, aduh ambo batuk, flue. Deh badan damam lo ha, hiduang tasumbek. Aduahh..
> *"Awk..awk..awk.. Ugh.. I have a cough and flu. Goodness! I have a fever and nose blockage too. Oh my God! (Expressive)"*

B   : Ondeh kok mangaluah taruih, ubeknyo tu harus jaleh. Minum Maxtril BDF Maxtril BDF

"Why do you always complain?(expressive) You should have a right medicine. Drink Maxtril BDF. Maxtril BDF (Directive)"

C   : Capek taraso lega, raso jadi sanang.
          "You'll be alright soon, you'll feel better. (Commissive)"
D   : Sesuai tu mah
          "That's perfect. (Commissive)"
C   : Sanang yo?
          "Do you feel better? (Expressive)"
D   : Iyo, yo. Jadi lamak rasonyo, kalo flue, damam, hiduang tasumbek minum Maxtril BDF capek taraso lega.
          "Yes. I feel better, if you have flu, fever, blockage nose, drink Maxtril BDF and ypo'll be alright. (Directive)"

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A showed how painful he is becuase of suffering some illnesses. This is categorized as expressive. However, speaker B, speaker C, and speaker D show how Maxtril BDF can solve the problem faced by speaker A, which therefore, attracts the radio listeners to buy this product. It also highlights the strength of the medicine that can cure various kinds of illness. This makes the illocutionary act of this conversation directive; in the way it asks the listeners to buy and consume Maxtril BDF. This directive is apparent from the way speaker B, C, and D simulataneously give possible benefits of consuming Maxtril BDF. Speaker B says, *"You should have a right medicine. Drink Maxtril BDF"*. This means that he orders the listeners to drink Maxtril BDF. Meanwhile, speaker C and D perform commissive acts by saying *"You'll be alright soon, you'll feel better"* and "That's perfect!" The speakers promise that by drinking BDF the health problem such as flu, fever, and blockage nose can be cured by drinking Maxtril BDF.

Data 3

One   : Ondeh buk pusiang ambo tahun ajaran baru alah tibo, sorang masuak SD, sorang lai masuak SMA. Deh gadang bana dananyo.
"Oh Lady, I am confused because the new academic year will come, one of my children will enter elementary school, and another will enter senior high school. How big the finance I need! (Expressive)"

Ibu   : Samo awak one, usaho ambo kurang dana pulo. Sejak patang pusiang ambo cari dana kama.
"So do I, my business also needs some support. Since yesterday, I've been looking for the fund. (Expressive)"

Apak   : Ondeh ado one samo ibu mah, karuik kaniang pagi-pagi mah.
"Oh ladies, why do you look so confused? (Expressive)"

One   : Ba'a dak bakaruik kaniang ko, paralu pitih bana ko ha
"I'm really confused! I really need money. (Expressive)"

Apak   : Tu lah dak batanyo ka ambo, jam 8 tadi ambo baru dari atlas motor pinjam dana, jam 9 lah tabaok pitih dek ambo.
"Why didn't you ask me, at 8 this morning I just returned from Atlas Motor to borrow some money. And at 9, I could get the money. (Directive)"

One   : Capek mah, ba'a caronyo?
"How fast? How did you do it? (Expressive)"

Apak   : Murahnyo, baok se STNK samo BPKB Honda ke pinjaman dana atlas motor, sabantanyo tabaok pitih langsuang.
"It's easy. Just bring the certificate of your bike's serial number and the certificate of vehicle ownership to Atlas Motor, and you can immediately get the money. (Directive)"

Ibu   : Ondeh untuang ado tampek pinjam dana cepat di atlas motor tampeknyo.
"It's really fortunate to get the place for quickly borrowing money, that is in Atlas Motor. (Directive)"

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A (One) showed how confused she is becuase needs a lot of money for her children's education. Speaker B (Ibu) also has the financial problem to run support her business. The act the speakers used is categorized as expressive. Speaker C (Apak) came to join the two ladies and searched for the causes that make them look so confused. This is also categorized as expressive. Then he told the ladies that he also had the same

problem before he got the loan from Atlas Motor. This attracts the two ladies to come to Atlas Motor when they want to borrow moeny. He also explained the easy and quick process of borrowing money from Atlas Motor. This makes the illocutionary act of this conversation directive; in the way it persuades the radio listeners to borrow money from Atlas Motor. This directive is apparent when speaker C says "...*at 8 this morning I just returned from Atlas Motor to borrow some money. And at 9, I could get the money*". This statement shows the speaker's belief about the quick process of borrowing money from Atlas Motor. He also explains the easy process of borrowing money by saying "*It's easy. Just bring the certificate of your bike's serial number and the certificate of vehicle ownership to Atlas Motor, and you can immediately get the money*". These two statements explain the quick and easy process of borrowing money which intend to attract the listeners to do it in Atlas Motor. As the intended meaning is to attract the listener, these statements belong to directive. The illocutionary act of this conversation is directive is supported by the last statement from speaker B (Ibu) who declares the best place of borrowing money by saying "*It's really fortunate to get the place for quickly borrowing money, that is in Atlas Motor.*"

Data 4

A   : Ribet banget klo nyetak foto nunggunya gak ketolongan lamanya, ngantri lagi!
        "*It's really difficult to print out photos, too long waiting and standing in a long line! (Expressive)*"
B   : Haha... sadis banget, cetak foto dimana sich segitu lamanya dan pake antri segala?
        "*Ha..ha.. how complicated!(expressive). Where did you print out your photos, long waiting and standing in a long line? (Expressive)*"
A   : Ah ga usah tau, solusinya donk sis
        "*You don't need to know it, just a solution please! (Expressive)*"

B : Klo masalah itu gampang, yuk kita ke Queen Digital Foto dan Lab, loe nyetak foto dari semua media apapun lebih kurang 10 menit siap deh, dengan hasil yang keren banget dan gak pake antri.
"It's an easy problem. Let's go to Queen Digital Photo and Lab, you can print out photos from any media in less than 10 minutes with a good result and no queue. (Directive)"

A : Busyet cepat banget, kok bisa?
"Fabulous! How fast! How can it be? (Expressive)"

B : Iya donk, karena queen digital foto memakai mesin cetak foto yang terbaru dan paling canggih.
"Of course, because Queen Digital Photo use the newest and the most sophisticated printing machine. (Directive)"

A : Keren banget, kemon kesana.
"It's cool! Let's go there. (Directive)"

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A expressed his problem related to printing out his photos. This makes his statement expressive. Speaker B also performed expressive in different manner as he wanted to know the place where speaker A got the problem of printing out photos. Then speaker B performed representative by telling speaker A the fact that the best place to print out photos is at Queen Digital Foto and Lab which, therefore, attracts speaker A to print out photos in that place. He also highlited the quality and other services that can be found in Queen Digital Foto and Lab. This makes the illocutionary act of this conversation directive; in the way it persuades the listeners to print out photos at Queen Digital Foto and Lab. This directive is noticable when speaker B says "...*Let's go to Queen Digital Photo and Lab, you can print out photos from any media in less than 10 minutes with a good result and no queue*". Another statement that shows the illocutionary act of this conversation is directive can be seen when speaker B gives explanation about the quality of photos at Queen

Digital Foto and Lab by saying "...*because Queen Digital Photo use the newest and the most sophisticated printing machine*."

Data 5

Ika   : Ya ampun rani cantik banget loe sich sekarang, mulus banget deh tu muka, pake apa sich Ran?
           "Oh my God! Rani, you're really beautiful now! Your face is very flawless, what do you use? (Expressive)"
Rani   : Wah, biasa aja, gak pake apa-apa kok, ini muka Cuma pake bedak fanbo.
           "Really?(Expressive) I don't use anything, this face only uses Fanbo powder. (Representative)"
Ika   : Fanbo? Fanbo yang mana?
           "Fanbo? Which Fanbo? (Expressive)"
Rani   : Aku pake bedak fanbo yang two way cake, percampuran antara bedak dan alas bedaknya, ini mengandung ekstra mulberry, juga dapat mencerahkan warna kulit.
           "I use "two way cake" Fanbo (Representative), the mixture of powder and talcum that contains mulberry, it can also shine the skin colour. (Directive)"
Ika   : Wuih, bagus banget loh hasilnya ran, klo mau cantik gak perlu mahal juga ya.
           "Wow, the result is very beautiful, Ran.(Expressive) If you want to get beuaty is not necessarily expensive, isn't it? (Directive)"

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A (Ika) expressed her admire towards speaker B's (Rani's) beauty. Speaker B responded by explaining the fact that makes her look more beautiful is using Fanbo powder. She also highlited the contents and the benefits of Panbo powder, which intended to attarct speaker A to use that powder. This makes the illocutionary act of this conversation directive; in the way it persuades the listeners to use Panbo powder to become more beautiful. This directive is noticable when speaker A showed her agreement with speaker B by saying "*Wow, the result is very beautiful, Ran. To*

get beuaty is not necessarily expensive, isn't it?". This statement contains

directive as it asks everybody to use Panbo powder to became beautiful; besides,

using Panbo powder does not cost much.

Data 6

Dino   : Pagi pak diki,mau kemana pak?
           "Good morning Mr. Diki, where do you want to go, sir? (Expressive)"
Diki   : Mau ke kantor pajak pak dino,mau bayar pajak
           "To the tax office, Dino. To pay the tax. (Representative)"
Dino   : Wah.. ini baru warga Negara yang baik, rajin bayar pajak
           Wow! You're a very good citizen, always pay the tax. (Expressive)
Diki   : Bisa aja pak dino, lagian bulan oktober ini bakalan ada sensus pajak yang mendatangi toko-toko,kantor /perumahan untuk melakukan sensus
           "You must be kidding, Mr. Dino.(Expressive) Besides, in this October there will be a tax sencus coming to stores/houses to take a census. (Directive)"
Dino   : Oh, ya pak?
           "Really? (Expressive)"
Diki   : Ya pak dino, jadi sudah kewajiban kita bersama untuk mengajak keluarga, teman dan wajib pajak lainnya untuk rutin membayar pajak, karena itu untuk kepentingan kita bersama pak Dino.
           "Yes, Mr. Dino. So, it's our responsibility to encourage our family, friends and other tax responsibility to pay the tax regularly because it is for our interest together, Mr. Dino. (Directive)"

There are some types of illocutionary acts performed in this data. In the

beginning of the conversation, speaker A (Dino) only said hello to speaker B

(Diki) which can be categorized as expressive. Speaker B responded by

explaining the fact that he wanted to go to the tax office which intends to

introduce the topic of the conversation. Dino, then, expresessed his admire to

Diki who likes paying taz. The next statements from the speakers (A and B)

emphasized the importance of paying tax and the advantages of taxes for public

which, therefore, persuaded the listeners to pay the tax regularly. This makes the

illocutionary act of this conversation directive; in the way it persuades the

listeners to be punctual in paying the tax. This directive is clearly seen when speaker B gives the fact of why all of citizens must pay the tax by saying showed her agreement with speaker B by saying "...*it's our responsibility to encourage our family, friends and other tax responsibility to pay the tax regularly because it is for our interest together...*". This statement also asks the listeners to be active in socializing the tax to other people.

Data 7

A : Hayo coba tebak jawaban aku, nich lo tebakannya.. pencet-pencet apa yang bikin untung?
"Try to guess the answer, here is the puzzle (Expressive). What kind of pressing gives a profit? (Directive)"

B : Dih, dipencet kok untung? Bukannya malah bikin sakit?
"Being pressed is profitable? Daesn't it give a pain? (Expressive)"

C : Aku tau, pencet-pencet untuk sms banking BRI
"I know, pressing for BRI Banking SMS. (Declarative)"

A : Seratus, sudah pake sms BRI ya?
"A hundred, you've used BRI SMS, haven't you? (Expressive)"

C : Iya donk, kan ada pencet-pencet untung sms banking BRI untuk nasabah BRI simpedas yang mendaftar dan mengaktifkan sms banking BRI. Hadiahnya 18 honda vario techno, 18 tv lcd 26 inci, 18 Hp nokia C3. Masih banyak lagi loh untuk transaksi terbanyak ada hadiah tabungan BRI simpedas masing-masing sebesar Rp. 5.000.000 untung kan.
"Sure, there is a profitable pressing of BRI Banking SMS for any Simpedes' customers who have registered and activated BRI Banking SMS. The prizes are 18 Honda Vario Techno, 18 LCD TV 26 inch, 18 Nokia C3 HP. There are still a lot of prizes, for the most frequent transaction will be awarded a BRI Simpedes account as much as Rp. 5.000.000. isn't it profitable? (Directive)"

B : Ini baru pencet-pencet untung
"This is a real profitable pressing! (Expressive)"

A : Makanya segera daftar dan aktifkan sms banking BRI mu di ATM BRI dan kantor bank BRI terdekat. Lalu gunakan untuk cek saldo dab beli pulsa
"So, immediately register and activate your BRI Bankins SMS at BRI ATM and the nearest BRI office. Then use it to check your account and buy pulse. (Directive)"

B : Mulai kapan nich?
"When is the period? (Expressive)"

A : Mulai bulan juli-desember 2011
    "From July to Desember 2011 (Directive)"

    There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A asked speaker B and speaker C to guess his puzzle. Speaker C could guess the puzzle by "BRI Banking SMS" whic means that is what he called kind of pressing. He gave more facts about BRI Banking SMS especially the prizes that will be rewarded for everybody who saves their money in BRI. This attracts the listeners to open an account in BRI, not in another bank. Meanwhile, speaker A gives the fact related to the benefits that are offered by BRI Banking SMS. This makes the illocutionary act of this conversation directive; in the way it persuades the listeners to register and activate BRI Banking SMS . This directive is clearly seen when speaker C explains about the prizes by saying *"...18 Honda Vario Techno, 18 LCD TV 26 inch, 18 Nokia C3 HP..."* This is supported by speaker A who explained the benefits which are offered by BRI Banking SMS. He said, *"...Then use it to check your account and buy pulse"*. The imperative statement used by the speaker intended to give explanation about the advantages of activating BRI Banking SMS. The last statement is directive because it asks listeners to register and activate their BRI Banking SMS in that period *"From Julai to Desember 2011"*.

Data 8

Sinta : Eh.. ada tante Sandra, lagi ngapain tante?
   "Eh.. aunt Sandra, what are you doing? (Expressive)"
Sandara : hi, Sinta, ini lagi belanja pangan buat kebutuhan sehari-hari
   "Hi Sinta, I'm buying foods for daily needs. (Representative)"

Sinta   : O.. tapi tante harus hati-hati loch, kalo mau beli bahan pangan di pasar tradisional atau pasar swalayan tante

"Oh, but you've got to be careful, if shopping for foods, just go to traditional market or supermarket, Aunt. (Directive)"

Sandra : Manknya kenapa? Kan biasanya kalo beli bahan juga di pasar

"Why? I used to buy foods in the market. (Expressive)"

Sinta   : Nah mending tante dengar ini deh

"Buat anda belanja pangan segar, pangan olahan dan pangan siap saji di pasar tradisional dan swalayan dapatkan strategi belanjanya. Jadwalkan waktu belanja, terutama pangan segar. Pilih pangan yang bersih, cermati produk pangan yang dijual, pisahkan pangan segar dan pangan olahan dan pangan siap saji di tempat yang berbeda, tangani pangan dengan benar dirumah, cuci dengan air mengalir dengan bersih,simpan daging ikan dan unggas di suhu yang beku. Dapatkan tips memilih pangan yang bersih di pasar tardisional yang aman".

Nah, it's better for you to listen to this:

"If shopping for fresh food, prepared food and served food in a tradional market and supermarket, please get shopping strategies. Schedule the time for shopping, especially for fresh food. Choose the clean food, pay attention to the food product on sale, put the fresh food, the prepared food, and the served food in a separated place, handle the food at home properly, wash with clean water, store fish and chicken in a freeze temperature. Get tips of choosing clean food in a safe traditional market." (Directive)"

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A (Sinta) only said hello and expressed her curiousity about what speaker B (Sandra) was shopping for. Sinta, then, asked Sandra to do shopping for food in the traditional market or supermarket. This, therefore, persuades the listener to do shopping in those markets instead of modern markets. This makes the illocutionary act of this conversation directive; in the way it persuades the listeners to do shopping for foods in the traditional market or supermarket. This directive is apparent when Sinta said, " ... *but you've got to be careful, if shopping for foods, just go to traditional market or supermarket, Aunt.* " Sinta further gave tips of shopping in the traditional

market. This tip is really important to guide the listeners to do shopping in the traditional market or supermarket.

Data 9

A	: Buk,buk adi,buk adi
	"Mrs Adi.. Mrs. Adi (Declarative)"
B	: Ya, kenapa?
	"Yes, why? (Expressive)"
A	: Jangan buang sampah kedalam sungai buk, bahaya buk
	"Don't throw rubbish into the river, it;s dangerous! (Directive)"
B	: Hmm
	"Hmm (Expressive)"
A	: Bisa mengakibatkan banjir
	"It can cause flood. (Representative)"
B	: Habis dirumah saya tidak ada pembuangan sampah, yang penting rumah saya bersih pak
	"But there is no place for throwing rubbish in my house, I want to keep my house clean. (Representative)"
A	: Aduh buk, bersih itu bukan dirumah saja, tapi lingkungan harus bersih. Bayangin kalau semua orang seperti ibu,bisa rusak lingkungan kita. Lagian ibu belum tau ya, himbauan dari walikota untuk slalu memelihara dan meningkatkan K3. Makanya setiap rumah,kantor harus menyediakan tempat sampah.
	"Oh Ma'am,(Expressive). staying clean not only at home but also in the environment.(Representative) Imagine if everybody is like you, how damaged our environment will be! Besides, don't you know our major's appeal to always keep and improve K3, so that why every home, office must provide a dust bin. (Directive)"

There are some types of illocutionary acts performed in this data. The main illocutionary act in this conversation is directive; in the way it persuades the listeners to keep their house and environment clean. This directive is very clear when speaker A says, "*...staying clean not only at home but also in the environment. Imagine if everybody is like you, how damaged our environment will be! ...*". This shows the effect of ignoring the cleanliness of the environment.

It is true that we live in our homes, but our homes are situated in a particular environment. So, both of our homes and our environment must be kept clean.

Data 10

A : Wah kapan lagi nich bisa pergi ke Bangkok
    "Wow! This is a real chance to be able to go to Bangkok. (Expressive)"
B : Kok bisa bro?
    "How come, bro? (Expressive)"
A : Ya bisa donk, gw kan ada mobil Mitsubishi fajero sport
    "Sure I can. I have a Mitsubishi Fajero Sport. (Expressive)"
B : Ih… apa hubungannya kali
    "So, how is it related? (Expressive)"
A : Eee, gak tau lw ya? Jadi Mitsubishi sama PT suka fajar mengadakan program Surprise champion super 2011. Jadi bagi pengendara Mitsubishi itu mempunyai kesempatan grand prize paket ke Bangkok.
    "Gee, you don't know, do you? (Expressive) Mitsubishi and PT Suka Fajar arrange a program "Surprise champion Super 20011". So, Mitsubishi riders are given opportunity to get a grand prize package to Bangkok. (Directive)"
B : Wuih.. seru banget bro,gimana caranya frend?
    "Wow.. very cool, bro. What's the procedure, friend? (Expressive)"
A : Gampang, gampang banget kok, jadi buat lw yang perawatan mobil Mitsubishi di PT Suka Fajar itu bakalan dapat kupon dan di undi dibulan Februari 2012 dan 40 pemenangnya bakal tour ke Bangkok. Serukan?
    "It's easy, very easy. If your car maintenance is in Mitsubishi Suka Fajar, you'll get a cupon which will be drawn on February 2012, and the 40 winners will get a tour to Bangkok. Isn't is fantastic? (Directive)"
B : Wah seru banget. Kayaknya fajero sport gw harus di servis dulu di PT Suka Fajar
    "Very fantastic! It seems that my Fajero Sport should be taken care at PT Suka Fajar. (Directive)"

A : Hahaha… harapin jalan ke Bangkok lw ya..
    "Hahaha.... you wish to go to Bangkok, don't you? (Expressive)"

There are some types of illocutionary acts performed in this data. In the beginning of the conversation, speaker A showed his happiness that he will certainly be able to visit Bangkok because he has Mitsubishi Fajero Sport.

Speaker B, then, expressed his curiousity of why speaker A could go to Bangkok because he also had Mitsubishi Fajero Sport. Speaker B explains the way how to get the opportunity by saying "...*If your car maintenance is in Mitsubishi Suka Fajar, you'll get a cupon which will be drawn on February 2012, and the 40 winners will get a tour to Bangkok*...". This explanation is intended to persuade the listeners to do their Mitsubishi cars maintenance in PT Suka Fajar. This makes the illocutionary act of this conversation directive.

3.2 Finding and Discussion

After doing the analysis on 10 radio advertisement broadcasted at Sushi FM Padang, the writer found that all of types of illocutionary acts proposed by Searle (1976) are used in the advertisements with different frequency. The following table shows the finding containing the frequency of using types of illocutionary acts in the advertisement.

Table 1
The Use of Types of Illocutionary Acts in the Advertisement
Broadcasted at Sushi FM Padang

No	Types of Illocutionary Acts	Frequency	Percentage
1	Expressive	39	44.83%
2	Directive	26	29.89%
3	Representative	14	16.09%
4	Declarative	5	5.75%
5	Commissive	3	3.45%
	Total	87	100%

The table shows that expressive is the type of illocutionary acts that most frequently appears in the radio advertisements broadcasted in Sushi FM Padang. It is found that it was used 39 times (44.83%) in the advertisements. Nevertheless, it does not mean that expressive is the main type of illocutionar acts used in the advertisement. Often, expressive is used in the beginning of the advertisement that functions to catch the listener's attention. The expressives found in these advertisements usually contain the expressions of problems that will be solved by the product which is advertised in each advertisement. This is also aimed at showing up how a particular product can be a solution for various problems.

Directive come in the second place with a frequency as much as 26 times (29.89%). Eventhough it appears less frequently than expressive, directive becomes the main type of illocutionary acts used in the radio advertisements. It is considered as the main type as it contains complete information about the product being advertised. Qualities, strength, and benefits are some information that attract the listeners to buy the product. In the data analysis, directive can be realized in the form of statements, questions, and commands.

Representative, declarative, and commissive are the other types of illocutionary acts used in these advertisements. They are used not as many as expressive and directive are used. This means that they do not play very important role in constructing an advertisement. Representative is used 14 times (16.09%) because it is only used to give the facts about something. Eventhough most of the locutions (utterances) in the advertisements are representative such

as giving the strength or the quality of a product these facts function to attract or to persuade the listeners to buy the product. This means that the illocutionary act is directive.

CHAPTER 4

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Based on the data analysis, it has found some illocutionary act in advertisement at radio station. In advertisement, the researcher found illocutionary act the main is expressive. The expressive is used in the beginning of the advertisement that functions to catch the listener's attention. They express psychological states and can be statements of pleasure, pain, likes, dislikes, joy, or sorrow. Furthermore the researcher found directive. Eventhough it appears less frequently than expressive, directive becomes the main type of illocutionary acts used in the radio advertisements because directives are those kinds of speech acts that speakers use to get someone else to do something. They express what the speaker wants. It is considered as the main type as it contains complete information about the product being advertised. Qualities, strength, and benefits are some information that attract the listeners to buy the product. In the data analysis, directive can be realized in the form of statements, questions, and commands.

In addition, the researcher also found representative, declarative and commisseve in the advertisement at radio station. There are used not as many as expressive and directive are used. This means that they do not play very important role in constructing an advertisement.

4.2 Suggestions

This paper has analyzed the categories of illocutionary acts in the broadcasted advertisement in radio one unity in reach the main purpose of the advertisement that is aimed at finding types of illocutionary acts used in the utterance used in the advertisements at radio station. First, the researcher suggest the advertisers (speaker) to make better advertisement that contain many variation of illocutionary acts but still in a simple way so the listener (customer) can remember the advertisement easily. Second, the researcher suggests the listener (customer) to know more about the context of utterance of the advertisement, so they can understand the purpose of one advertisement to avoid misinterpretation that make them lose in buying something. Finally, the researcher hopes that this research can be useful for the readers and can be preliminary study for further research about advertisement in the future.

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