AN ANALYSIS OF ILLOCUTIONARY ACT USED
IN ADVERTISEMENTS BROADCASTED AT RADIO STATION
IN *PADANG*

PAPER

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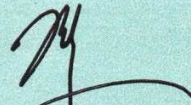Fakultas : Bahasa dan Seni

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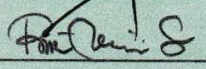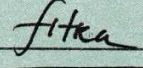## *AN ANALYSIS OF ILLOCUTIONARY ACT USED IN ADVERTISEMENT*

BROADCASTED AT RADIO STATION IN PADANG

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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.

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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.