

**REALIZATION OF DIRECTIVE ACTS IN TRAFFIC NOTICES
IN PADANG**

THESIS

*Submitted as a Partial Fulfillment of the Requirements
to Obtain Strata One (S1) Degree*



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Realization of Directive Acts in Traffic Notices in Padang



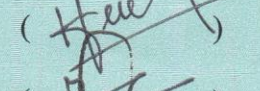


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Tanda Tangan

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ABSTRAK

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Penelitian ini bertujuan untuk mengetahui jenis-jenis realisasi dan bentuk struktur kalimat pada ungkapan tanda-tanda lalu lintas (Traffic Notices) yang ada di jalan-jalan utama kota Padang. Realisasi ini pada umumnya haruslah berbentuk direktif karena pada dasarnya tanda-tanda peringatan lalu lintas bertujuan agar si pembaca menuruti apa yang dipesankan di dalamnya.

Metode yang digunakan dalam penelitian ini adalah deskriptif. Data dari penelitian ini adalah ungkapan yang ada pada tanda peringatan lalu lintas yang ada di Kota Padang. Tanda peringatan lalu lintas yang ditemukan di kota Padang adalah sebanyak 104 data. Temuan penelitian menunjukkan bahwa realisasi tindak direktif ditemukan sebanyak 49 data (47,1%) dalam bentuk perintah, 53 (51 %) pernyataan, dan 2 data (1,9%) berupa pertanyaan. Hasil analisis ini menunjukkan bahwa sebagian besar tanda peringatan lalu lintas dibuat dalam bentuk perintah (command). Selanjutnya untuk struktur bahasa (form) dari ungkapan tanda-tanda lalu lintas di kota Padang tersebut menunjukkan bahwa 19 data (18,27%) dalam bentuk frasa, 75 (72,11%) klausa, dan 10 data (9,62%) berupa telegrafik.

Dengan demikian ditemukan bahwa pengungkapan aturan lalu lintas pada tanda-tanda lalu lintas di kota Padang masih cenderung dalam bentuk kalimat. Dari hasil analisis dapat disimpulkan bahwa realisasi dalam bentuk perintah merupakan hal yang tepat karena *notice* merupakan tindak direktif. Sebagai tambahan, struktur ungkapan dalam bentuk klausa menunjukkan bahwa kejelasan dan kelengkapan struktur bahasa masih sangat diperlukan untuk mudah memahami pesan yang ada di ungkapan tanda-tanda lalu lintas di Kota Padang.

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TABLE OF CONTENTS

HALAMAN PERSETUJUAN SKRIPSI

HALAMAN PENGESAHAN SKRIPSI

ABSTRAK

ACKNOWLEDGEMENTS.....

TABLE OF CONTENTS.....

LIST OF TABLES

CHAPTER I INTRODUCTION

A. Background of the Research	1
B. Identification of the Problem	4
C. Limitation of the Problem	5
D. Formulation of the Problem	6
E. Research Questions	6
F. Purposes of the Research	6
G. Significance of the Research.....	6
H. Definition of the Key Terms	7

CHAPTER II REVIEW OF RELATED LITERATURE

A. The Concept of Speech Acts	8
1. Illocutionary Acts.....	11
2. Types of Illocutionary Acts.....	12
3. Directives	16
4. Types and Forms of Directives	19
B. Traffic Notices	22
C. Grammatical Structure and Realization of Notice	25
D. Review of Previous Studies	30
E. Conceptual Framework	31

CHAPTER III RESEARCH QUESTION

A. Types of the Research	33
B. Source of the Data.....	34
C. Instruments of the Research	34
D. Technique of Collecting Data	34
E. Technique of Data Analysis	35

CHAPTER IV DATA DESCRIPTION, ANALYSIS, FINDINGS, AND DISCUSSION

A. Data Description and Analysis	36
B. Findings.....	50
C. Discussion	52

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion	56
B. Suggestion	57

BIBLIOGRAPHY	58
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APPENDIX	61
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LIST OF TABLES

Table 1	Types of directive act by Tripp (1979:3).....	21
Table 2	The form of expression in Traffic Notices	28
Table 3	The realization of expression.....	29
Table 4	Realization of expression in traffic notices in Padang	50
Table 5	Types of directive acts in traffic notices in Padang.....	50
Table 6	The form of traffic notices in Padang.....	51

CHAPTER I

INTRODUCTION

A. Background of the Research

Nowadays, the mode of communication in written form is often used by many people, not only via letters but written messages are now many used in advertising, notices and so on. There are a large number of advertisements that can be found in written form. They are pamphlet, notice, billboard, etc. These kinds of written announcement are still used by many people and institution to deliver message today. There are also many government institutions and others which use written advertisement to promote their messages and products. The advertisements are about education, school, safety driving, taxation, commercial products and so on. Commonly, the advertisements are published to make people aware about such the things above.

Police department is one of the institutions which use written ads to inform information to traffic users. Many traffic policies are promoted through written ads rather than television and radio. In Padang, especially, there are many message delivered by police through billboard, they are called notice.

Notice, according to Wikipedia, is the legal concept describing a requirement that a party be aware of legal process affecting their rights, obligations and duties. Notice is also as announcement that contains information about an event. In addition, notice can function as advertisement as well. Notice appears in three shapes, they are sign, words and combination of sign and words. This kind of written communication is used along roads because most drivers,

riders and pedestrians will see the notice directly on the roads. When they are using roads and public facilities, they can see the notice on billboards easily and they can directly apply what is said on the notice.

Notice has some communicative functions such as sign, text and discourse. Notice as sign can be found in many places. Sign is a mark of something, such as traffic mark, public place mark, laboratory mark, product mark, and so on. Sign appears generally in the shape of picture. They can mean warning, instruction, etc. As a text, notice contains expression that people can read and catch the idea inside it. The example of notice as a text can be found in many places as well.

Notice is interesting to be studied because, today there are many traffic notices used along crowded roads in Padang. The increasing of the amount of traffic notices was caused by the increasing of the amount of vehicles. A large number of motorcycles, cars, and public transportation pass the roads every day. The roads become crowded, so it needs some regulations to avoid traffic jam and accident. Traffic notice contains the regulation and messages about safety traffic for all traffic users. These are for drivers, riders, bikers even for pedestrians.

Sometimes, what is stated in the notice is not the policy but message such as command, suggestion and warning, for example is *Hati-hati! Kendaraan proyek keluar/masuk* (Be careful!! There is a work). This is one kind of warning notice in Padang which is made by the institution whose doing construction in the area. Another example which is made by police is *Zebracross bukan tempat berhenti...!!!* (Crossroad is not for parking!!!). Some of the examples above are the notices in the roads of Padang.

However, not all traffic users obey the rules or the traffic policy. Most of them tend to break the policy. Police suggestions and warnings are also ignored by many traffic users. They will do what is suggested if there is a policeman near them or they are in the traffic discipline area. Meanwhile, obeying this notice is for the safety of the traffic users.

There are probably some factors which cause the traffic users not to obey the notice. The first factor is probably because the traffic users do not understand the intended meaning or the purpose of the message in the notice, for example, the notice says, "*Helm bukanlah hiasan sepeda motor*" (Helmet is not for accessories). The intended meaning of the notice is to instruct the riders to always put on their helmet whenever they go riding. This notice is aimed to save them during their trip but many of traffic users do not use helmet. The second factor is that the expression in the notice is too small or too long that makes the drivers difficultly read the notice. As the result, they cannot catch the idea of the expression. Finally, the drivers do not obey the message in the notice. The third factor can be the attitude of the traffic users toward the notice. It means, they understand what the intended meaning of the message but they do not want to do as what the notice asks.

Therefore, in this research, the possible thing to be discussed is the understanding of the traffic users about the notice. Understanding and comprehending about something are very important to decide whether we do the thing or not. Therefore, knowing about traffic notice is important for the traffic users whether they obey the notice or not. Also, the form of the notice can be

studied in the relationship with the ability of the drivers or traffic users in reading the notice. The form of expression, whether it is phrase, clause, sentence or telegraphic, can influence the traffic users to catch the message inside the notice.

As we discuss before that language in written form is more precise than spoken form but there are still a large number of traffic users do not obey the rules in the notice. There is probably something wrong from the notice. The size of the letters in the notice can be too small or the sentences are too long. These make traffic users which are mostly drivers and riders are difficult to read the notice well.

Based on the reason above, the researcher is interested to find the problem in the language of the notice, especially from the form and the realization of the expression of the traffic notices. The form of the notice should be effective and should be easily understood. Therefore, the form of the notice must be simple and interesting. In addition, redaction, form and the meaning of the message can be the reason why the advertisements that exists are not obeyed by people on the road. O'Grady (1996) emphasized that word structure and the components of morphemes will contribute to identify the meaning and the purpose of the sentences or utterances. It means that form of the expression we use for notice is very influencing for the traffic users.

B. Identification of the Problem

Notice can be studied in various linguistics aspects such as discourse analysis, sociolinguistics and pragmatics. In discourse analysis, the study about notice can be about the construction of the notices itself. How the language in the

notice can be analyzed related to the discourse of the people of a certain place. How the language in the notice is constructed based on the common language and cultural context of the people at a certain place.

Studying notice in relation with sociolinguistics can be about how the language is formed based on social factors, for example is the differences between men and women in understanding the language in the notice. This can be classified as sociolinguistics field about language and gender.

Finally, pragmatically, study about notice can be about the speech acts analysis in the traffic notices. How the language is uttered, the intended meaning and the action which is concerning about the expression can be the object of pragmatics study about the notices.

In this present research, the problem is seen from the pragmatics point of view, especially in speech acts analysis. Notice as one of functional text has intended meaning inside. The intended meaning will determine how the utterance is. Utterance is the realization from what the speaker wants to say which can be also named as locution. Beside the realization, the researcher will also study about the form of the locution.

C. Limitation of the Problem

Based on the background of the problem, this research is limited on pragmatics field, especially in speech act. This research studied about the realization and the form of directives in notices that contain expressions about traffic along the roads in Padang.

D. Formulation of the Problem

Based on the background and limitation of problem, the formulation of the problem in this research is “What are the realization and the form of directive act in traffic notices along the road in Padang?”

E. Research Questions

The research questions are:

1. What are the realizations of directives acts in traffic notices along the roads in Padang?
2. What are the forms of traffic notices along the roads in Padang?

F. Purpose of the Research

This research is aimed at:

1. Identifying the realizations (statement, question, or command) of directives acts in traffic notices along the roads in Padang.
2. Identifying the forms (phrase, clause, or telegraphic) of traffic notices along the roads in Padang.

G. Significance of the Research

Theoretically, this research gives contribution for linguistics science and development. This research provides a reference and a discovery about linguistics phenomenon in written form especially through notice. Also, this research can be a reference for next research which is related to this subject especially for speech acts analysis in written text. How the redaction and the words used contribute in effectiveness of the message. Practically, this research gives information about the

good and effective forms of notices, especially traffic notice. In hope, by knowing the right criterion, the police institution can make effective notices for traffic users. In addition, the traffic users can also recognize and understand the notice. In hope, traffic users can save their travelling.

H. Definition of The Key Term

To avoid misunderstanding and confusedness during reading this research, the followings are some key terms:

1. Notice : A kind of expression which is placed in certain places to give information about something and usually in interesting or uncommon words.
2. Traffic notice : Notice that contains traffic information and rules which is usually placed along roads.
3. Illocutionary acts : What people think and intend through utterances in their minds.
4. Directives : Acts that have the intention of getting the hearer to do something.
5. Realization : Expressions of notices that can appear in form of statement, question or command.
6. Form : The grammatical structure of the expressions such as phrase, clause or telegraphic.
7. Telegraphic : A kind of expression which is very simple and sometime it has no rule of good grammar but people can understand it.