

**SPEECH ACTS ANALYSIS ON ADVERTISEMENTS
IN BAZAR MAGAZINE**

PAPER

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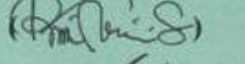

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ABSTRAK

Oktavia, Rini. 2011. "Speech Acts Analysis on Advertisements in Bazaar Magazine". *Makalah*. Jurusan Bahasa dan sastra Inggris. Universitas Negeri Padang.

Dalam berkomunikasi pembicara tidak hanya menggunakan bahasa untuk menyampaikan maksudnya, tetapi juga menghadirkan tindak-tanduk dibalik tuturan mereka tersebut, contohnya, sebuah permintaan mengespresikan permohonan maaf menyampaikan tindakpenyeselan. Tindak-tanduk yang dihadirkan ini dalam ilmu pragmatics dikenal sebagai tindak tutur (speech acts). sekarang, tindak tutur tidak hanya digunakan dalam komunikasi sehari-hari, tetapi juga diaplikasikan didalam bahasa periklanan.

Metode yang digunakan dalam makalah ini adalah metode deskriptif dengan objek penelitian adalah tindak tutur dalam majalah Bazaar. Agar lebih spesifik lagi, maka makalah ini difokuskan padatipe-tipe tindak tutur dalam periklanan didalam majalah Bazaar. Data yang terkumpul berjumlah 30 iklan yang diambil dalam 5 edisi majalah yang berbeda. Tujuan dari makalah ini untuk menemukan tipe-tipe tindak tutur apa saja yang diaplikasikan dalam pemuatan iklan majalah tersebut. Untuk menemukan hasilnya, iklan-iklan dianalisa dengan menggunakan teori Yule (1996).

Berdasarkan analisa diatas dari lima macam tipe speech acts yang dikemukakan oleh Yule (1996) ditemukan kelima macam tipe tersebut. Mereka adalah directive, representative, declarative, commissive dan expressive.

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CHAPTER I

INTRODUCTION

A. Background of the Problem

People need to interact with others in daily. Interaction can be processed without communication exists in it. When two or more people are communicating each other, they surely use a language. By using a language communication system, it is possible for human to share their feeling, to get knowledge plays a great important role as tool of human communication for interacting among people in society.

Nowadays, the use of language has developed and become wider through the growth of technology. In years ago, language was used in direct communication only, such as daily conversation, but in this modern era, the application of language becomes various like in printed and electronic media, for instance, magazine, news paper, radio, television, and the latest is internet. In the magazine, the language can be used for getting knowledge, delivering information and news, and moreover for promoting products that known as “advertisements”.

A magazine is one medium which is in the present time become popular being used by the advertiser to promote and show their product, brands, and service. The choice and use of simple language in advertisements in magazine process such as offering and making promises are parts of speech acts. Austin in Schiffirin (1994:55) says that speech acts is a kind of utterances

an act that is performed by speaker. Particularly, it means that by saying something to offer products, give services, make promises, etc, the advertiser, as the speakers, expresses and performs a certain act.

In delivering action, the advertiser thinks action is already caught by the reader. But, in fact, the reader gets difficulties in catching the action. It is not simple case to catch the action which performs via words, even if the action is not stated directly in the advertiser's sentences. Reader has to look for word's meaning in order to avoid misinterpretation in getting what the advertiser's act. This will be deal with speech acts.

Moreover, the actions performed via words by the advertiser have many functions. The function can be as invitation, promote, offer, promise, request and so on trough understanding the speech act theory, it is very useful for readers to know what functions of action which exist in every magazine advertisement.

Based on that phenomenon, it is possible to catch up the advertisement in the magazine; a word may perform something that should be done, which include into types of speech acts. Further, each type of speech acts also has different function. That is why this paper tried to discuss the types of speech acts in advertisement found in magazine. This paper discussed about advertisements in Bazaar magazine. This magazine was selected because the language used in this magazine is English, speech acts can be found on the advertisements in this magazine, and advertisements can be found much more than other magazines that had been read by writer.

B. Limitation of the Problem

Based on the identification above, this paper was limited to the analysis of speech acts in advertisements of *Bazaar* magazine. This paper used the theory of types of speech acts proposed by Yule. They are declarative, representative, expressive, directive, commissives and assertives.

C. Formulation of the Problem

Based on the background and limitation of the problem, the problem of this paper was formulated as “what are the speech acts found in *Bazaar* magazine advertisement?”

D. Purpose of the paper

The purpose of this paper is to find the types of speech acts in advertisements of *Bazaar* magazine.

E. Techniques of Collecting Data

The data was collected by using three steps. They are:

1. Collecting

The data which have been identified were collected by choosing the utterances in *Bazaar* advertisements as long as they written in English.

2. Identifying

The first thing to do in this step was reading *Bazaar* Magazine edition in general then identifying the advertisement which has speech acts and written in English.

F. Techniques of Data Analysis

There are some techniques in analyzing the data of this paper. They are as follow:

1. Classifying the advertisements based on the types of speech acts whether they are information, suggestion or ordering, etc. The types can be seen from the words which are used and also the context of the pictures.
2. Making the speech acts analysis of the advertisements. The data was analyzed the types of speech acts by using the theory from Yule about speech act.
3. Finding the types of speech acts.
4. Concluding and summarizing the findings. This step is the last part of the paper. The speech acts and the analysis was the conclusion of the paper. The result of the analysis was reported and was explained based on the previous steps.

CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

This paper is focused on the written language because this paper analyzed words by words and sentence by sentence in the magazine advertisement, Bazar Magazine. By doing this research, it was found the types of speech acts in the magazine advertisement. The five types of speech acts that proposed by Yule can be found in this research. They are declarative, representative, commissives, directive and expressive.

From the analysis in the previous chapter, it can be concluded that advertisers in giving an idea which had purpose to influence the readers do not always using directive speech acts. Even though the real purpose is to ask the reader to buy the product, they give the different idea to influence the reader by using declarative speech acts, representative speech acts by giving some description about the products, directive itself, commissives by offering their product and also to say their feeling that called as expressive.

B. Suggestion

In this paper, there were only focused on types of speech acts found in Bazaar magazine that had been analyzed. The occurrences of this paper are hope to improve knowledge of the reader about speech acts are used by the advertiser to influence reader's interpretation. Therefore, as suggestion, expect

that the future will be interested to analyze about this types of speech acts more detail.

Finally, it also suggested for future researcher to analyze the other topic which has related to speech acts such as speech event, direct or indirect speech act, and performative acts.

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