

**TYPES OF ILLOCUTIONARY ACTS IN THE SLOGANS OF  
TOURISM DESTINATION ADVERTISEMENTS**

**PAPER**

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



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2012**

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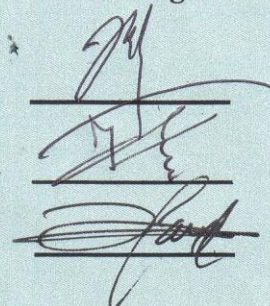
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Three handwritten signatures are shown, each written over a horizontal line. The first signature is at the top, the second in the middle, and the third at the bottom.

## ABSTRAK

**Shinta Agusta. 2007** “*Types of Illocutionary acts in Slogan of Tourism Destination Advertisements*”. Makalah. Padang. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

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Makalah ini mendeskripsikan tipe-tipe tindak tutur ilokusi (*the types of illocutionary acts*) yang ditemukan pada slogan iklan tempat-tempat wisata yang bersumber dari internet. Penulis menganalisis bentuk-bentuk ilokusi yang banyak digunakan pada iklan pariwisata. Data dikumpulkan dengan mengunduh iklan tempat-tempat wisata di internet. Teori yang digunakan adalah teori tindak ilokusi (*the types of illocutionary acts*) yang dihubungkan dengan karakteristik ilokusi itu sendiri. Analisis data dipresentasikan secara deskriptif.

Penulis menunjukkan bahwa tipe tindak tutur yang banyak digunakan dalam iklan tempat-tempat wisata adalah tipe deklaratif. Penulis menyimpulkan bahwa pembuat iklan menyampaikan ide mereka dengan menggunakan kata-kata lain sebagai pengganti nama lokasi dengan julukan tertentu. Agar pengunjung atau peminat yang membaca iklan tersebut tertarik dengan kata-kata yang tercantum diiklan tersebut. Mereka menggunakan kata-kata yang bervariasi seperti mendeskripsikan, menjanjikan, dan ada pula yang melanturkannya melalui sugesti. Walaupun caranya berbeda tetapi tetap mengandung unsur yang sama yaitu untuk promosi. Tipe-tipe diatas termasuk representatif,expresif,direktif dan komisif.

## ACKNOWLEDGEMENTS

*Alhamdulillahirabbil'alamin*, in the name of Allah SWT, the most gracious and compassionate, who gives the writer strength, ability, blessing, good health and inspiration in accomplishing her Paper. Just because His will and mercy, the researcher would be as she is today. *Salawat* and *salam* are also sent to Prophet Muhammad SAW as the leader of Muslim people.

The writer also would like to express her deep thankfulness to Rusdi Noor Rosa .S.S,M.Hum as the advisors, Prof. Dr.Jufrizal, M.Hum, and Havid Ardi, S.Pd, M.Hum as examiners who had sincerely provided time to give so many corrections and suggestions on her Paper, and share their knowledge during conducting her Paper.

The most special gratitude is also addressed to her parents Edison (Alm) and Gusti Olinda for their great love, support, and prayer. With their endless love, the researcher gets so many good things in her life. Then, the gratefulness is also for her sisters Shandria Agusta and brothers Muhammad Irfan who have given their support in accomplishing her Paper. Finally, she wants to say a billion of thank to all her beloved friends (Warga PONSUR K3&4 n LiVi) and also To SiBabe, who has accompanied and supported the researcher in accomplishing her Paper.

Padang, Juli 2012

The Researcher

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## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of the Study**

Advertisement is one of the common ways to promote the products to the customers so that they are interested in buying the products. Language of advertisement is not different from other common language used in daily life. In fact, language has attractive power to persuade everyone who reads or sees the advertisement. In our daily life, we usually see the advertisement in televisions, magazines, or newspapers. Most of products which are promoted in advertisement become familiar in the society. Moreover, these advertisements can motivate their consumers to buy or join with what they promote.

Advertisement is a tool of promoting certain products, goods and services to attract the consumer's interest. To make it more convincing, advertisers realize almost totally on the use of language. Commonly, advertisers often use the persuasive expression to persuade and to get attention of audience. By having a good persuasion, advertisers can persuade the consumers to agree with their opinion, idea, or information.

To make a good advertisement is not an easy job for advertisers because to influence the audience or the reader through advertisement, they need to be skillful in choosing the words. The advertisers should use interesting language to promote their products. According to Bolen (1981), someone who uses his or her good skill in using language in advertisement has a great opportunity to get the

interest of his target market. Thus, language as the tool of human communication plays an important role in advertisements.

One kind of advertisement is tourism destination advertisement. In presenting the advertisements of a tourism destination, the advertisers have to create an interesting slogan to invite or persuade visitor's attention. A slogan is a distinctive or identifying phrase often used in advertising or representing a product. Slogans also have meaning as an easily-remembered and frequently repeated phrase which is used in advertising. In the advertisements, the slogan is a specific statement or wording which describes briefly a product or service that is repeated so easily desired of public. Sentences should be creative and also up-to-date. It means that advertisers have to use interesting language or choice of words in their slogan of their advertisement that can attract the people's interest even though the words of the slogan are not related to the tourism destination offered. For example, to promote Belitung island to public, the slogan "The Island Beyond The Rainbow" is composed. The advertiser does not mention his intention in this slogan explicitly through the syntactic form, but implicitly the slogan can mean Belitung Island is a unique landscape, decorated with pearly white sand beaches, crystal clear water, and magnificent granite stone formations on its shallow shores. These are some of the best features of the Belitung island.

Chaer and Agustina (2004:68) defined Jargon as the language that is segmented and used only by particular social group. It has no secret as the characteristics. People who use Jargon are mostly in the same field or profession. Being informal speech, Jargon is the technical vocabulary of a particular

profession. Moreover, it may not be intended to exclude non group members from the conversation, but rather deals with technical peculiarities of a given field requiring a specialized vocabulary. Jargon is used in several fields, such as, sports, medicine, Nautical. Even the information technology and the internet create many overlapping jargons used by computer scientists, programmers, system architects, etc. to communicate. The proper usage of these words is a prerequisite for inclusion in these groups. Each field of science provides specific terms. Specific terms dealing with the specific field of science are called Jargon. Jargon is complex descriptive and value word, its meaning depends on the context, the opinion, and the judgments of the person using it.

Tourism destination is one of the major industries for many countries, attracting sometimes much-needed foreign exchange, and stimulating economic development in industries from hospitality, construction, property development, transportation, and retail. A tourist destination is a city, town, or other area that is dependent to a significant extent on the revenues accruing from tourism. It may contain one or more tourist attractions and possibly some “tourist traps”. So, many developing countries choose to promote tourism by making the ads using the slogan by uploading it on the internet. Through that way people who want to find the place to spend their vacations have various choices depending on their interest in the existing slogan in advertisements.

## **B. Limitation of the Problem**

This problem of this paper is limited to the analysis of types of illocutionary acts used in tourism destination advertisements in Indonesia.

## **C. Formulation of the Problem**

Related to the limitation of the problem mentioned above, the problem of this paper is formulated as follows: What are types of illocutionary act used in the slogans of tourism destination advertisement?

## **D. Purpose of the Paper**

This paper is aimed at analyzing types of illocutionary act which are in the tourism destination advertisement.

## **E. Technique of Collecting Data**

In collecting the data of this study, the writer followed these following steps:

1. Browsing internet and find the advertisements.

The data were taken from the written expressions of tourism destination advertisements that were downloaded from Website *<http://indonesia.travel/en/destination...I..>* in the internet.

2. Identifying slogans

The researcher chose some tourism destination advertisements as sample of research. The data were chosen based on the criteria of the types illocutionary act.

### 3. Printing the slogan

The slogans of the tourism destination that have been downloaded were printed out in order to be analyzed.

## **F. Techniques of Analyzing Data**

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

1. Classifying the advertisements based on the types of illocutionary acts whether they are information, suggestion or ordering, etc.

The types can be seen from the utterances and the context (such as pictures) that construct the advertisements.

2. Analyzing the types of illocutionary acts.

In the process of analyzing the data, the writer used the types of illocutionary act which are proposed by Searle (1976), Yule (1996), and Nyota and Mutasa (2008).

3. Writing conclusions.

After the data had been analyzed, the writer provided her final thought by summarizing the findings of the study and the helpful recommendation to the readers.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **A. The Basic Concept of Pragmatics**

Basically, pragmatics is the study of how to use language in communication. Pragmatics is also one of the fields 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.

Furthermore, in relation to the scope of linguistic studies, pragmatics belongs to macrolinguistics. Unlike semantics, 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, Levinson (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. The meaning is not constructed by itself, instead, it is certainly influenced by the context where and when it is delivered.*

Kreidler (1998:16) says that pragmatics is another branch of linguistics that is concerned with meaning. This statement leads us to question the difference(s) between semantics and pragmatics, as semantics is also the study about meaning. Kreidler (1998:16-17) mentions 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.

Another linguist, Campsall in Moore (2005) says that pragmatics is a systematic way of explaining language used in context. According to him, pragmatics seeks to explain aspects of meaning which cannot be found in the plain sense of words or structures.

Furthermore, Keith in Moore (2005) states that pragmatics is a way of investigating how sense can be made of certain text even when from a semantic view point, the text seems to be either incomplete or to have different meaning intended. Pragmatics allows us to investigate how this “meaning beyond the words’ can be understood without ambiguity. The extra meaning is there, not because we’re share certain contextual knowledge with the writer or speaker of the text.

Therefore, from those points of view the author can conclude that pragmatics can be seen as the study of language related to its 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. From those various definitions above, we can conclude a language with different context as the undetectable part of the pragmatics plays an important role in interpreting what the speaker wants to convey to his listener. In addition, it plays role in determining the function of language. Those differences enrich the language and make it unique.

## **B. The Basic 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: locutionary act, illocutionary act, and perlocutionary act. Locutionary act is the basic act of utterance, or the basic act of producing a meaningful linguistic expression, illocutionary act is the act of what the speaker intends to communicate to the addressee, and perlocutionary act is the act of interpreting of what the speaker says.

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 alike or nearly alike. In other words, the communication much depends on the ability of the interlocutor to grasp the speaker's intention.

### **C. The Basic Concept of Illocutionary Act**

The concept of an illocutionary act is central to the concept of a speech act. Although there are numerous opinions as to what 'illocutionary acts' actually are, there are some kinds of acts which are widely accepted as illocutionary, as for example promising, ordering someone, and bequeathing. Following the usage of, for example, John R. Searle, "speech act" is often meant to refer just to the same thing as the term illocutionary act, which John L. Austin had originally introduced in *How to Do Things with Words* (published posthumously in 1962).

According to Austin's preliminary informal description, the idea of an "illocutionary act" can be captured by emphasizing that "by saying something, we *do* something", as when someone orders someone else to go by saying "Go!", or when a minister joins two people in marriage saying, "I now pronounce you husband and wife." (Austin would eventually define the "illocutionary act" in a more exact manner.) An interesting type of illocutionary speech act is that

performed in the utterance of what Austin calls performatives, typical instances of which are "I nominate John to be President", "I sentence you to ten years' imprisonment", or "I promise to pay you back." In these typical, rather explicit cases of performative sentences, the action that the sentence describes (nominating, sentencing, promising) is performed by the utterance of the sentence itself.

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Yule (2000:48) said that illocutionary act is the act which is performed via communicative force of utterance. He said that we might utter to make a statement, an offer, an explanation for some others communicative purpose. Wijana (1996:32) says that if the speakers means exactly what they want and mean, it can be called as literal speech act but if the speakers do not mention what they say and what they intend to the hearers, it can be called non literal speech act. The writer will use the theory types of illocutionary act that is proposed by Frank Parker and Wijana to analyze the data the slogan of tourism destination advertisement.

As the writer states before that the purpose of this writing is to analyze the illocutionary act in the tourism destination advertisement. Relating to this writing

context can be related to illocutionary act as Fromkin (1998:160) mentions that illocutionary force of speech act depends on the context of utterance. According to Sheffrin(1994:365) “context is an abstract knowledge of text and allows us to identify different types of speech act at both general level (e.g. directive, comisive) and specific level (e.g. question, offer)”. The writer can see that context is important thing to know the meaning of the utterance. The meaning will change in different context. Lubis divides the use of context in language into:

1. Physical context is where the language used an object discussed in that utterance.
2. Epistemic context is some background knowledge known by speaker and listener. The knowledge that speaker has in common.
3. Linguistics context is certain sentences or utterance precede other sentences or utterance in speech even that can influence the meaning of threat utterance.
4. Social context. It includes social relation and setting of both speaker and listener.

#### **D. 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. 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. Performative is an expression that brings about the

state of affairs such as bids, blessings, firings, baptisms, arrests, marrying, declaring a mistrial. 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. 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.

Another type of illocutionary act proposed by Austin (1962) is 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. Next, 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. 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 propositional content. Commissive 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; Examples:

1. Priest; I now pronounce you husband and wife.
2. Referee: you’re out.
3. Jury foreman; we find the defendant guilty.

In using declaration, the speaker changes the world via words.

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. Examples:

1. The earth is flat.
2. Chomsky didn't write about peanuts.
3. It was a warm sunny day

In using a representative, the speaker makes words fit the world (of belief). 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. Examples:

1. I'm really sorry!
2. Congratulation!
3. Oh, yes, great, mmmm,,ssahh!

In using an expressive, the speaker makes the words fit (of feeling).

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. that directive utterance are those in which the speaker tries to get the hearer to perform some act or retain from performing an act. A directive utterance is prospective; one can tell other people to do something in the past. Like other kinds of utterance in pupose certain condition in the heare and in the context of situation. 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. Other Examples:

1. Gimme a cup of coffee. Make it black.
2. Could you lend me a pen, please?
3. Don’t touch that.

In using directives, the speaker attempts to make the world fit the words (via the hearer).

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. Other Examples:

1. I’ll be back.
2. I’m going to get it right next time.
3. We will not do that.

In using commissive, the speaker undertakes to make the world fit the words (via the speaker).

In this study, the type of illocutionary acts proposed by Searle (1976) supported by Yule (1996) and Nyota and Mutasa (2008) will be used in the process of analyzing data. This type is selected because it accomodates a clear classification of illocutionary acts and a complete guidance of classifying types of illocutionary acts.

### **E. The Basic Concept of Slogan**

Ammer in Baumann and Kame'enui (2004: 196) defines a slogan as a type of catchphrase that is used to promote a person, group, or product. It is also can be found in public service announcement. It is clear that slogan is conducted as simple as possible by combining words—phrases, so that the phrases can be easier to remember. Still in Ammer in Bauman and Kame'enui (2004: 197) says that slogan is also used as a tool which is consist of smart and creative phrases and expressions as a form of recognition for the brand, organization, campaign theme, etc. The purpose is to deliver the message of the phrases. Thus, each word plays an important role in the slogan that can give impact to the reader or consumer.

Ismiati (2000: 230) says that slogan plays an important role in advertisement to embed the product advertised to the consumer's thought. The function of slogan and tagline has been known, so the slogans still keep on public's mind. According to this theory, the existence of slogan and tagline on the advertisement is very helpful for the public to remember it because it is expressed with a simple short phrase. However, conducting the slogans is rather difficult because the content of the phrases should be able to present brand and product including function, character, and personality of both, and of course it is able to vend. The phrase of the slogan is conducted creatively, so the intention of the advertiser is accepted well.

According to Handayani (2005:13), the function of slogan is as message reminder of advertisement, so it should be relevant with the idea of the advertisement. Therefore, it will make the consumers remember and know the

brand and the product well. However, it is not guaranteed that slogan can make the products are sold because in fact there are so many popular slogans but cannot sell anything.

Slogan memorizing process is influenced by the frequency of advertisement presentation. As often as it is displayed on electronic or printed media, as easy as it is remembered by the consumers. Besides, one thing needs to be considered in making slogan is it should be communicative. It does not matter to whom it is promoted, Handayani (2005: 14). She also adds that creating slogan or tagline relates to era development, no matter what the products are. That is why it is possible to use certain language and words that are in vogue in a society. Commonly, it is created for a long time, though it is possible that the slogan needs to change because of the age. Many things should be considered in creating slogan or tagline. All of these are stated for one thing that is to give positive impact toward the products, services, and the image of a company in society. So, it can persuade the consumers to try and believe with what they advertised. Although, they have to be able to give something new and fulfill market needs.

According to Foster (2001), there are some characteristics needs to be concerned. They are first memorable. It has to do with the ability the slogan has to be recalled unaided. It is based on the brand heritage and how much the line has been used over the years. Besides, the more the slogan resonates with the big idea, the more memorable it will be. There are also several techniques to make slogan memorable, alliteration, coined words, and also puns. Then, Foster (2001) adds that the slogan should recall the brand name. One of the best techniques for

bringing the brand name is to make the strap line rhyme with it. Next, the slogan should include a key benefit. It means that the slogan has to have an opportunity to implant a key benefit in it. Besides, it also should differentiate the brand. It means that the slogan should depict a characteristic about the brand that sets it apart from its competitors.

Slogan also should be neat. It means that the advertisers conduct the slogan by using the word neat in teenager sense. A neat helps the slogan move the brand up a point in the punter's perception. After that, the slogan should help in ordering the product. Moreover, the slogan should not prompt a sarcastic or negative response, pretentious, complicated. The slogan is also in trends and people like it, Foster (2001).

In short, slogans are an essential point in advertising. It is used creatively and interestingly through the choice of words that will be easy to remember and influence people's point of view. The message brought in the slogans will influence the consumer or not depends on the words used in the slogans. In other words, success or not the advertisement depends on the way the advertiser conduct the slogans.

## **F. The 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 advertisement

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 used is intended to persuade the readers to buy their products.

Furthermore, Manohar (2008) lists two kinds of advertisement: broadcast advertisement and print advertisement. Broadcast advertisement 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 IV**

### **CONCLUSIONS AND SUGGESTIONS**

#### **A. Conclusions**

From this study, the writer can conclude that there are four types of illocutionary acts used in the slogan of tourism destination advertisement in Indonesia. These acts are intended purpose of the advertiser while promoting some places that they want to deliver to the visitors. The advertiser uses several kinds of illocutionary act in the slogan of tourism destination advertisement. They are declarative, representative, directive and commissive act.

Generally, it can be concluded that four types of illocutionary act have different ways to persuade visitor to come to a tourism resort based on the context of the advertisements. The most frequent type of illocutionary act used in the slogan of tourism destination advertisement is declarative with total 34 slogan or 35,6%. This means that people tend to give a certain name in promoting a particular tourism resort. In the second place, representative, persuades the visitors by giving explanation about quality and goodness of the place with 30 slogans or 31,6%. Directive is in third place. It persuades visitors by means of making suggestions to promote the place with total 24 slogans or 25,4%. The advertiser take suggestion in slogans to make the visitor challenged to try and to do something. The least frequent type is commissive which persuades visitors to come by means of giving promise is only used in 7 slogans or 7,4%.

## **B. Suggestions**

In this paper, there were only focused on types of speech acts found in Slogan Tourism destination advertisement that 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. Tourism destination advertisement is the best way of knowing interesting tourism resorts in Indonesia. So, if someone wants to visit tourism resorts, he/she should have read the tourism destination advertisement.

Finally, it also suggested for future researcher to analyze the other topic which has related to speech acts. For further researches, it is suggested to use other sources of data because different source of data may result in different dominant type of illocutionary acts. All of these matters are only for one reason that is to persuade people or consumer to buy the products, and also to influence public's mind. The advertisers always try to create the slogans as attractive, creative, and simple as possible through the choice of words. That is the power to convince other, so their product has their own fascination.

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