

**TYPES AND MEANINGS OF DIRECTIVE ACTS AS FOUND IN THE  
TOURISM ADVERTISEMENTS ABOUT WEST SUMATRA**

*Submitted as a Partial Fulfilment of the Requirements for  
Strata One (S1) Degree*

**THESIS**



**By:**

**POPPY ERZAM AMELIA  
67329/2005**

**Advisors:**

**Dr. Kusni, M.Pd.  
Drs. Amri Isyam, M. Pd.**

**ENGLISH DEPARTMENT  
FACULTY OF LANGUAGES AND ARTS  
STATE UNIVERSITY OF PADANG  
2011**

**HALAMAN PERSETUJUAN SKRIPSI**

**TYPES AND MEANINGS OF DIRECTIVE ACTS AS FOUND IN THE  
TOURISM ADVERTISEMENTS ABOUT WEST SUMATRA**

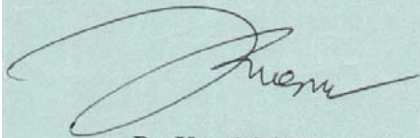
**Nama** : Poppy Erzam Amelia  
**NIM / BP** : 67329 / 2005  
**Jurusan** : Bahasa dan Sastra Inggris  
**Fakultas** : Bahasa Sastra dan Seni

**Padang, Juni 2011**

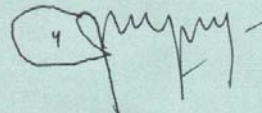
**Disetujui oleh**

**Pembimbing I**

**Pembimbing II**



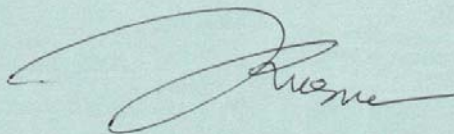
**Dr. Kusni, M.Pd.**  
**NIP. 19620909.198803.1.004**



**Drs. Amri Isyam, M.Pd.**  
**NIP. 19490912.197503.1.002**

**Diketahui,**

**Ketua Jurusan Bahasa dan Sastra Inggris**



**Dr. Kusni, M.Pd.**  
**NIP. 19620909.198803.1.004**

**HALAMAN PENGESAHAN LULUS UJIAN SKRIPSI**

**Dinyatakan Lulus Setelah Dipertahankan di Depan Tim Penguji Skripsi  
Jurusan Bahasa dan Sastra Inggris  
Fakultas Bahasa Sastra dan Seni  
Universitas Negeri Padang**

**TYPES AND MEANINGS OF DIRECTIVE ACTS AS FOUND IN THE  
TOURISM ADVERTISEMENTS ABOUT WEST SUMATRA**

**Nama : Poppy Erzam Amelia  
NIM / BP : 67329/ 2005  
Jurusan : Bahasa dan Sastra Inggris  
Fakultas : Bahasa Sastra dan Seni**

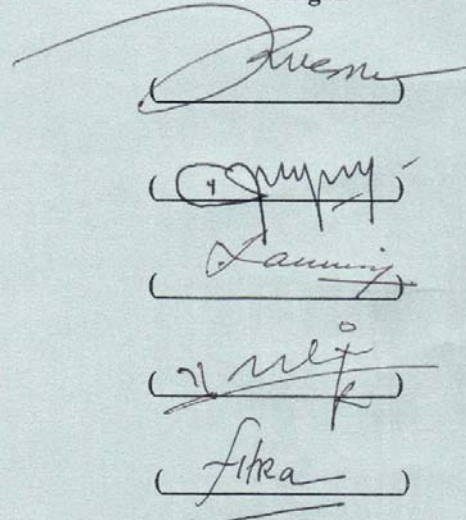
**Padang, Juni 2011**

**Tim Penguji**

**Nama**

**TandaTangan**

- 1. Ketua : Dr. Kusni, M.Pd.**
- 2. Sekretaris: Drs. Amri Isyam, M.Pd.**
- 3. Anggota : Drs. Saunir, M.Pd.**
- 4. Anggota : Yuli Tiarina, S.Pd.**
- 5. Anggota : Fitrawati, S.S., M.Pd.**



The block contains five handwritten signatures, each enclosed in a hand-drawn rectangular box. The signatures are written in black ink on a light blue background. The first signature is the most elaborate, with a large loop at the top. The second signature is more compact and stylized. The third signature is written in a cursive script. The fourth signature is also cursive and includes a small circle above the main body of the signature. The fifth signature is the simplest, consisting of a few clear, bold strokes.

## ABSTRAK

**Amelia, Poppy Erzam. 2011. "Types and Meanings of Directive Acts As Found in the Tourism Advertisements of West Sumatra". Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.**

Penelitian ini bertujuan untuk mengidentifikasi dan menemukan tipe tindak tutur direktif mana yang sering digunakan oleh pembuat iklan dalam iklan pariwisata. Adapun tipe tindak tutur direktif yaitu perintah (**commanding**), permintaan (**requesting**), pertanyaan (**questioning**) dan saran (**advising**) yang sesuai dengan konsep Kreidler (1998). Disamping itu, penelitian ini juga bertujuan untuk melihat bagaimana suatu ucapan dapat mempengaruhi pendengar untuk melakukan suatu tindakan sesuai dengan apa yang dimaksudkan oleh pembicara.

Penelitian ini menggunakan metode deskriptif. Penelitian ini difokuskan pada iklan pariwisata yang ada di Sumatra barat dalam bentuk brosur dan booklet. Sumber data adalah kalimat iklan pariwisata. Data penelitian didapat dengan cara mengutip dan menandai kalimat yang disampaikan oleh pembuat iklan dalam iklan pariwisata. Kemudian data tersebut dianalisis berdasarkan tipe tindak tutur direktif dan juga maknanya.

Dari hasil penelitian telah ditemukan dua dari empat tipe tindak tutur direktif yang digunakan oleh pembuat iklan untuk mempengaruhi aksi pembaca yaitu **commanding** (20,37%) dan **advising** (79,62%). Sedangkan tipe **requesting** and **questioning** tidak ditemukan.

## ACKNOWLEDGMENTS

*Alhamdulillah*, praise to Allah, the Almighty God who has given me knowledge, patience, and great chance in finishing this thesis. Then, Salawat Salam is sent to beloved prophet Muhammad SAW.

I would like to express my sincere gratitude to my advisors Dr. Kusni, M.Pd., and Drs. Amri Isyam, M.Pd. who had given a great deal of time, guidance, valuable advice and support in the completion of this thesis. And I would like to say my special thankfulness to the examiner Drs. Saunir, M.Pd., Yuli Tiarina, S.Pd. M.Pd., and Fitrawati, S.S. M.Pd. who have given input for this thesis.

I also give gratitude to my academic advisor Drs. Amri Isyam, M.Pd. who always guided me during the academic year. Then, I would like to express my deep appreciation to the chairman and the secretary of English department Dr. Kusni, M.Pd., and Dra. An Fauzia Rozani Syafei, M.A. and lots of thank is also due to all lecturers of the English department of UNP, who have given much contribution during my academic administration.

I would like to address my special thankfulness to my beloved parents, Zamzami and Erni Tanjung, my beloved brother and sister, and all of my families for prays, cares, and love to me. Finally, I would like to say thanks for all of my friends for the time, supports and comments in completing my thesis.

Padang, May 2011

Poppy Erzam Amelia

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Problem**

Language is a tool of communication. It means that language has important role in transferring information. People need to interact with others in their daily life. Interaction cannot be processed without communication exists in it. When two or more people communicate each other, they mostly use a language. By using a language in communication system, it is possible for human to share their feeling, to explore the ideas and even to get knowledge and information. People are able to deliver information or they can communicate each other by using language as media that allows them to produce and understand the message transferred. When communicate the speaker must speaks clearly to make the hearer understand what the speaker means in order to avoid misunderstanding in communication.

People have some ways in transferring information whether it is direct or indirect. Sometimes the information conveys their feeling about something. It is important to determine how they use words in certain situation, especially in advertisements. An advertisement is one of the common ways to promote the producer's products to the customer so the customers are interested in buying their products. The advertiser should choose special language to entice the consumers interested in the product and purchase it. The language that is used in the

advertisement expected the consumers will change their mind and behavior toward the products and buy them.

When language is used in the advertisement to influence the consumers to do something or an act, it deals with speech acts. Schiffrin (1994:49) states that speech acts focuses on the relationship between the meaning and action with the language. People do not only use language for making statement, but there are all sorts of other things people can do with language. They can announce something, to give warning, to give apology, to make request and so on. One of categorization of speech act is directive act. According to Yuan (2007:107), directives are those kinds of speech acts that represent attempts by the speaker to get the addressee to do something. They express the speaker's desire or wish for the addressee to do something. The role of directive act is to get someone else to act something as the effect of speaker's utterance. The speakers and the hearers in communication usually use command, request and suggestion as the effect of their utterance in order to influence each other.

From the explanation above it is important to study and understand directive acts because not all of the hearer can understand and realize what the speakers' mean, this also happens in written text such as tourism advertisements. There can be misunderstanding and misinterpreting if the hearers cannot understand what the writer meant briefly. For example "Lover of adventure will not be disappointed by a trip to the regency of the Mentawai Island". From the sentence above the advertisers try to take reader's attention. The sentence is directly purpose to the 'lover of adventure' or the people who are fond of

adventure and to make sure that they will not be disappointed to have a trip to Mentawai. So, one way to understand the meaning of what the speaker or the writer say is by analyzing types and meanings of directive acts. There are some topics that can be studied from speech acts of directive such as type, function, kind and meaning. However, types and meanings of directive acts intend to be studied because by knowing the types, it can help the hearer to get the meaning of an utterance in communication.

Tourism advertisement is chosen as the object of the study because tourism advertisement is a kind of information which is considered as the strategies in promoting, introducing, and developing the commodities in the specific area to the global people. As people of Padang know that this city recently faces a disaster that is an earthquake; as a result; the number of visitors have decreased, so tourism advertisement is one of the way to attract the visitors to come back again to visit this city. The tourism advertisements contains of data and information about the beauty of nature landscape along with various culture like the customs, handicrafts, foods, arts, history places, architectural and also the facilities for tour. Besides, this research wants to look on how the advertiser sets up the sentences in the tourism advertisements in order to provoke readers' attention.

## **1.2 Identification of the Problem**

There are many aspects that can be analyzed in the field of pragmatics. One of them is speech acts. Making a statement may be one of the speech acts



use, but there are all sorts of other things we can do with words. It can be made to be request, order, promises, apologies, thanks and so on.

One of the speech acts is directives. This type of speech acts is among the most commonly used in the tourism advertisements. The use of directive acts can vary in terms of their context.

### **1.3 Limitation of the Problem**

Based on the identification above, this research is limited on the discussion on types and meanings of directive acts in the tourism advertisements. The types of directive acts in communication can be found in the form of requesting, questioning, commanding and advising based on Kreidler's ((1998:189).. The meaning interpretation based on the context that influences the utterance in the tourism advertisements. The data were taken from Dinas Kebudayaan dan Pariwisata in the form of brochures and booklets. There were 24 advertisements consist of brochures and booklets.

### **1.4 Formulation of the Problem**

The problem of the study is formulated as: “What are the types and the meanings of directive acts as found in the tourism advertisements of West Sumatra”?

### **1.5 Research Question**

The problem of the study is elaborated into the following research questions:

1. What are the types of directive acts found in the tourism advertisements?
2. What are the meanings of directive acts found in the tourism advertisements?

### **1.6 Purpose of the Research**

Based on the research questions above, this study has two purposes, they are as follows:

1. To find out the types of directive acts as found in the tourism advertisements.
2. To find out the meanings of directive acts as found in tourism advertisements.

### **1.7 Significance of the Research**

Theoretically, the result of this study can be an intellectual contribution to the development of linguistics, especially to the study of directive acts. By knowing types and meanings of directive acts, this research hopefully can give some knowledge about directive acts in linguistics study and especially for the readers.

Practically, the result of this study is expected to provide information for those who have great curiosity in analyze of directive acts, especially the students of English, so that they may acknowledge the directive use in different setting, such as in the tourism advertisements.

### **1.8 Definition of Key Terms**

1. Speech act is an act that a speaker perform when making an utterance.
2. Directive is an act which attempt to make hearer to do what the speaker wants.
3. Tourism advertisement is a public promotion of some product or service for the tourists. It contains of data and information about the beauty of nature landscape, customs, handicrafts, culinary, arts, history places, etc. In this study, the tourism advertisements are focused on the sentences in English.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Speech Acts**

In daily conversation, the people often do speech act. However, sometimes they do not realize when they do it. Some utterances that are produced by the speaker can be classified as an action. It can be seen when producing an utterance; a speaker can influence the hearer. The speaker tries to influence or persuade the hearer to do what he or she intends in his or her speaking. It means that when the speaker tries to influence the hearer to do what he or she intends in his or her speaking is called speech act.

Speech acts are acts of communication. To communicate is to express a certain attitude being expressed. For example, a statement expresses a belief, a request expresses a desire, and an apology expresses regret. As an act of communication, a speech act succeeds if the audience identified, in accordance with the speaker's intention, the attitude being expressed.

According to Yule (1996:47) speech act is an action which performs through an utterance, like complaint, apology, compliment, request and promise. Related to this, Loss (2004) says that speech act is an act that a speaker perform when making an utterance. It can be concluded that speech act is the action that use by the speaker to perform something to the listener through an utterance. A speaker will be successful in communication when the hearer understands what the speaker says and the desire hold toward the propositional context of utterance.

By doing speech act the speaker can express apologize, ask a question, make a request, say thanks, give advice and others.

Crane, et al (1981:150) divides three kinds of speech act. They are: Locutionary act, Illocutionary act, and Perlocutionary act. Locutionary act is the actual uttering of a sentence with a particular meaning. For example: "Clean the blackboard"! Along with its particular meaning is a locutionary act. Illocutionary is the intent that the speaker has in uttering the sentence. For example: "Clean the blackboard"! The request or order to 'clean the blackboard' that the speaker making is an illocutionary act. Perlocutionary act is the result achieved in uttering the sentence. For example: "Clean the blackboard"! The result of someone's actually clean the blackboard is called perlocutionary act.

To differentiate between those three kinds of speech acts can examine the following sentence "Could you take out the garbage"? In a given context, this utterance is a locutionary act. In Illocutionary act, this sentence is not only as an interrogative sentence for asking something but this utterance has a certain message and purpose. By the context the speaker needs someone to put the garbage outside her house. However, she is doing a request to her brother in order to get a help by uttering "Could you take out the garbage"? Furthermore, this utterance is perlocutionary act because it needs an action as reaction of the utterance.

Searle (In Levinson 1983:240) has classified speech act into five basic kinds of action that performs in speaking. They are: Representative, Directive, Commissive, Expressive and Declarative. Representative is commit the speaker to

the truth of the express proposition; for example, assertions, report, indicate and conclude. Directive is attempt by the speaker to get the addressee and stress on the purpose of influencing and directing the attitude and behavior of others; for example, command, question, request and suggest. Commissive is commit the speaker to some action; for example, promises, threats, and offers. Expressive is express a psychological state; for example, apology, thanks and praise. Declarative is affect immediate change in the institutional; for example, declare something, excommunicate, cancel, prohibit.

Based on explanation above can be concluded that speech act is an action that is performed by speaker in using of utterance to communicate.

## **2.2 Concepts of Directive Acts**

Directive is a kind of speech act that the speaker tries to get the hearer to do something. It means that the hearer does what the speaker wants. Searle (1979) defines directive as attempt by the speaker to get the hearer to do something, for example: command, offer, invite, ask, order, request, permit, dare or challenge. As stated by Cutting (2002:17) directives cover acts in which the words are aimed at making the hearer to do something, such as commanding, requesting, inviting, forbidding and suggesting.

In addition, Kreidler (1998:189-191) says that directive utterances are those in which the speaker tries to get the hearer to perform some act or refrain from performing an act. A directive utterance is prospective: one can't tell other people to do something in the past. Like other kinds of utterance, a directive

utterance presupposes certain condition in the hearer and in the context of situation.

Moreover, Finnegan (2004:296-299) formulates directive intends to get the addressee to carry out an action such as commands, request, challenges, invitations, entreaties and dares. He also adds three conditions in order to make speech acts successful. The first one is preparatory: it requires that speaker and hearer are sane and responsible. The speaker believes that the hearer is able to do that and the addressee wishes to do that. The second one is sincerity condition: it requires that the speaker genuinely desires the hearer to do that. And the last is the essential condition that is the speaker intends by the utterance to get the hearer to do that. However, the intention of an utterance is not always achieved. Bach and Harnish (1978:5) ascertain that only if a hearer understands the illocutionary intent behind the utterances, then the illocutionary effects of communicating to the hearer is achieved.

### **2.3 Types of Directive Acts**

Directives can be issued by using several linguistic alternatives based on the context and relationship with the addressee. Bach and Harnish (1978:6) propose a different kind of directives.

#### **1. Requestives**

A requestive is kind of directive in which the speaker requests the hearer to do something. The verbs associated with this act are ask, beg, beseech, implore, insist, invite, petition, plead, pray, request, solicit, summon, supplicate, tell, endurge.

## 2. Question

A question is kind of directive in which the speaker questions the hearer about something. The verbs associated with this act are ask, inquire, interrogate, query, question and quiz.

## 3. Requirements

A requirement is kind of directive in which the speaker require hearer to do something. The verbs associated with this act are bid, charge, command, demand, dictate, direct, enjoin, instruct, order, prescribe and require.

## 4. Prohibitive

A prohibitive is type of directive in which the speakers prohibit the hearer to do something. The verbs associated with this act are enjoined, forbid, prohibit, proscribe and restrict.

## 5. Permissive

A permissive is kind of directive in which the speaker permits the hearer to do something. The verbs associated with this act are agreed to, allow, authorize, bless, consent to, dismiss, excuse, exempt, forgive, grant, license, pardon, release and sanction.

## 6. Advisories

The hearer expresses belief that there is a reason for hearer to do something. The verbs associated with this act are admonish, advice, caution, counsel, propose, recommend, suggest



Kreidler (1998:189) explains directive utterance is those in which the speaker tries to get the addressee to perform some acts that consists of requesting, questioning, commanding and advising. Requesting is an expression of what the speaker wants the addressee to do or refrain from doing. A request does not assume the speaker's control over the person addressed. Example: Could you close the window? Questioning has the function to ask information to someone. Example: What is your favorite color? Commanding is effective only if the speaker has some degrees of control over the action of the addressee (Kreidler, 1998:190). In the other, in conveying the command or order the speakers in authority (physical, psychological and institution) express a wish to word the hearer. Example: Turn the lights off! Advising or suggesting means to suggest someone to do something when the speaker really think it would be advantages for the addressee but not for the speaker herself. Example: It's better for us to stay at home tonight.

From the explanation above, it can be concluded that directive acts is an attempt by the speaker to get someone to do something. And the attention of directive acts is on the reader or the hearer.

## **2.4 Meaning of Directive Acts**

Meaning is an important thing in a communication. People talk in order to express meaning of their thoughts and they listen in order to discover the meaning of what other says. Without meaning the listener cannot understand what the speaker's meant. To know the meaning, it is important to know the context of the language.

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 utterances (Levinson 1983:34). To identify the function of language for better comprehension and understanding, it needs to consider the context of using that language.

To fully understand the meaning of sentence, the people must also understand the context. Because different context will create different meaning of a sentence and beyond the context the people can know and realize where, when and whom they speak to. Someone can figure out and understand what speaker says and through language someone can express his or her feeling, emotion, ideas and etc. Context in communication play an important role.

According to Leech (1983:38), context is any background knowledge assumed to be share by speaker and hearer with contributes to hearers interpretation of what speaker means by a given utterances. Moreover Mey (1993:39) says that context is also more than a matter of reference and understands what things are about practically in speaking. Context can give the deeper utterance meaning. In addition, according to Yule (1996:21), context is the physical environment that easily recognized as having a powerful impact on how referring expression are to be interpreted.

There are some features of context which are relevant to the identification of a type of speech event as follows: Addressor and addressee, Topic, Setting, Channel, Code, and Message Form. Addressor is the speaker or writer who produces utterances. The addressee is the recipient of the utterance. They are also

called participants. Topic is what is being talked about. Topic does indeed role in the occurrence of an utterance. It is stored in the path of thinking through a process. Then the topic is realized in the term of utterance in an analysis. Setting is related to where the event is situated in place and time, and in the form of physical relations of the participants with respect to posture, gesture and facial expression. Channel is how contact between the participants in the event is being maintained by speech, writing, signing (Hymes in Brown and Yule, 1983:38). Channel is also called as medium of expression, without channel there is no language verbally or non verbally. Code is such as language, dialect, jargon and style of language. Principally, knowing the code helps its user, or even analyst understand the meaning. Message Form are such as chat, conversation, and monologue.

In order to make a conversation between speaker and listener far from misunderstanding and misinterpreting, it is important for the listener to know and understand the meaning of speaker's utterance. Nasr (1985:110) states that the listener must know three things in order to understand the meaning of an utterance. They are: 1) The listener has to know the meaning of the individual words in the utterance. 2) The listener has to know the meaning that comes from the grammatical instruments. 3) The listener has to know the context in which the utterance is made. In addition, Searle in Tarigan (1990:13) says meaning can be divided into two types; they are context free meaning (semantic meaning) and context dependent meaning (pragmatic meaning). Context free meaning means that the meaning can be seen from the lexical meaning or literal meaning of word

or utterance. On the other hand, context dependent meaning means that the meaning of word or utterance cannot be seen from the surface of form the utterance (literal meaning), but the meaning of an utterance can be seen from the context. So, when the speaker and listener have a conversation, they must work together to understand what they are talking about. It is to avoid misunderstanding in communication.

From the explanation above, it can be concluded that language and context are related each other. While language is used, context will give the meaning of the utterance that is used by a speaker. In addition, the meaning of an utterance depends on context, and an utterance will have different meaning in different context. Thus, the meaning of directive acts can be seen from the context or the situation where the conversation takes place.

## **2.5 Advertisement**

Advertisement is a kind of industry where the experience of someone play an important role in making decision toward the business they made based on creative idea with the object or life experience. According to Kottler (2006:526), advertisement is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor used to inform and persuade the selected market. Moreover, Granat (2003:3) says that the main function of advertisement is to raise the purpose of communication and to get the image of the product itself. But the advertisement is commonly related to inform the message as soon as possible.

Granat emphasizes that the focus on the advertisement is on the content of the message itself. To check out the content of the message of the advertisement is the important factor to give the impact to the advertiser and the people around him. The message has influence, not only toward the advertisement but also the people whom you want to communicate about the product, ideas, or your company business. Directly and simple messages which had a strong phrase will give positive impact to the consumer.

The purpose of advertisement is to get someone to remember something long enough for him or her to act and then it can say that the best advertising is based in emotion. In some cases, advertising is influenced not by the technique applied in the advertisement itself, but by the emotional context in which the advertisement appears. When they remember, they act. When it happens, inquiries increase (Bernbach, 2006)

Language in advertisement is important thing too because it is used to sell the product, service and idea. The language that is used in advertisement is very carefully chosen to have a special effect. The words will create image as well as convey information and often there more than one meaning to some expression.

Furthermore, Winardi (1992:11) says that advertising language has to be more communicative, objective, and realistic. A good and effective language of advertisement will provoke a good feeling to the customer. It will interest and impress them. Then it will increase a will of the customer to know the product advertised and buy it. When it happens it means that the directive acts plays a successful mission of communicating a product or service in the advertisement.

Advertisement can be found in various media and in various forms. In this research, the writer uses the form of advertisements such as brochures and booklets which are related to the tourism advertisements. According to Wikipedia (2009) brochure is a leaflet advertisement. Brochures may advertise locations, events, hotels, products, services, etc. They are usually succinct in language and eye-catching in design. Next, booklet is made of multiple sheets most often saddle stitched (stapled on the creased edge) or “perfect bound” like a paperback book and result in eight panels or more (dictionaryweb: 2008).

## **2.6 Relevant Studies**

A number of studies on directive acts have been done by some people. Wahyuni (2004) studied about “An Analysis of Directive Function of Language in the English Advertisement.” In her research, she found that the different characteristic for each type of directive function in the magazine advertisement, like commanding type that use direct command word, questioning type use the form of question that make people want to know about the product more, requesting type that use command sentence that is more polite and advising type that show the problem and give the advise about the problem. Besides, she also found two types of advertisements

Furthermore, Widya (2005) also did a research on directive entitled “An Analysis of Illocutionary Act of Directive as Found in Cool and Smart ( C n’ S) Magazines”. She did the research about functions and kinds of illocutionary act of directive in that magazine. In her research, she found literal and direct, non-

literal and direct, and literal and indirect illocutionary act of directive. She also found the function of illocutionary act of directive such as advising, requesting, commanding, and questioning.

In addition, Ningsih (2006) did the research titled “The Kinds of Directive Illocutionary Act as Found in Koto Panjang People Dialogue (Sijunjung).” She found directive function used in the daily conversation by people of Koto Panjang. She found that Koto Panjang people in daily conversation use command type of directive function and have function as command, request, ask and advise.

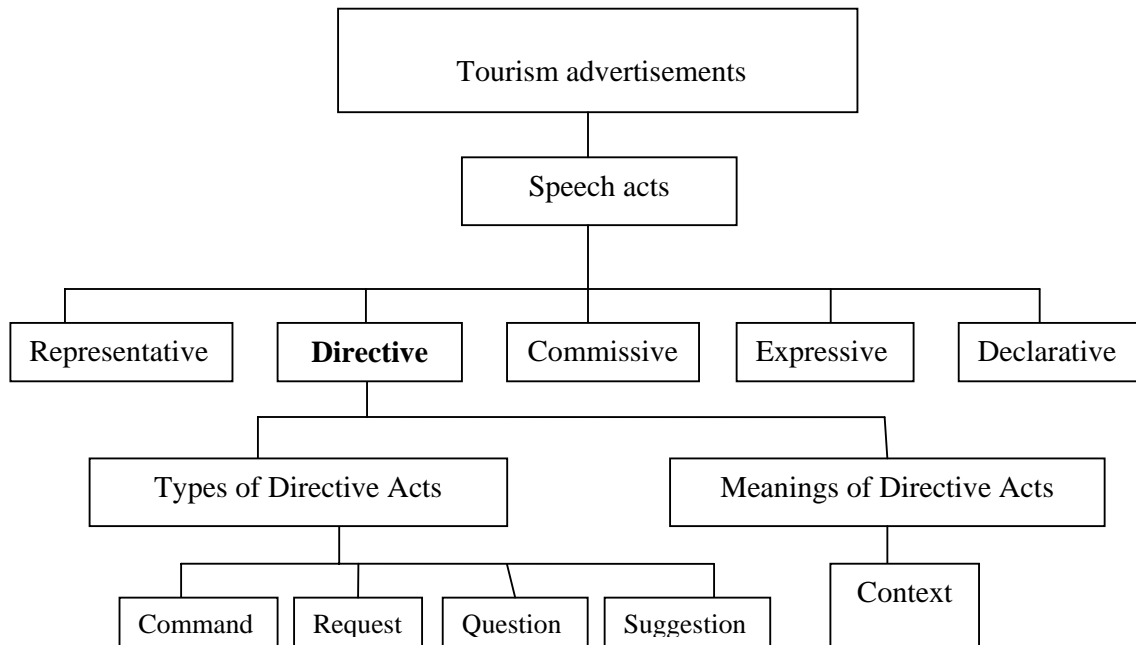
Indah (2007) also did research about “Types of Directive Speech Acts and Politeness Strategies Found in the Movies”. She found there are three types of directive speech acts, they are: command, request and suggestion. In her research, she also found the types of politeness strategy which is related to the use of directive speech acts, namely: bald on record, off record, positive politeness and negative politeness. Three of those movies occur bald on record. On the other hand, off record strategy are not really used in conversation of the movies.

Based on the relevant studies above, can conclude that all of the studies investigated about speech acts in different discourses. There is none of them discussed about types and meanings of directive acts of language found in the Tourism Advertisements. The types of directive acts in communication can be found in the form of requesting, questioning, commanding and advising. The data were taken from Dinas Kebudayaan dan Pariwisata in the form of brochures and booklets.

## **2.7 Conceptual Framework**

In analyzing the types of directive acts and the meanings of directive acts as found in the tourism advertisements, the writer formulated a scheme to explain how this research was done theoretically. This research is developed by pragmatics contains of speech acts into directive acts, the types of directive acts and the meanings of directive acts as found in the tourism advertisements. Types of directive acts consist of command, request, question and suggestion. And meanings of directives can be analyzed based on the context in the tourism advertisements. This study can be illustrated as follows:





## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusions**

From the result of the research it can be concluded that there were two types of directive acts that used by the advertisers in the tourism advertisements. They were advising and commanding types. Advising types is used to influence the hearer by giving idea or opinion about the object of the places or sites. And commanding types is used to get the hearer to do something based on speaker's believe, willingness and meaningful about the places or sites. There were fifty four sentences that found in the tourism advertisements. Advising type was the most commonly used in that advertisements, it is about 79,62%. And commanding type was quite commonly used, it is about 20,37%. From the descriptions above, it can be concluded that requesting and questioning as types of directive acts were not found in this research because none of the advertisements aimed to request and question something about the places or sites. On the other hand, the meanings of directive acts were found out based on the context in that advertisements.

#### **5.2 Suggestions**

This research analyzed about the types of directive acts that is used by the advertiser in the tourism advertisements. There are many types that can be studied from directive acts such as functions, kinds and forms. In this research, the writer only research about the types and meanings of directive acts in the tourism

advertisements. The research is not perfect yet, therefore the writer suggest others to conduct the relevant studies about directive acts in different topic. And the writer hopes this research can be reference in conducting the other researcher about directive acts. Besides, it is hoped that Dinas Kebudayaan dan Pariwisata of West Sumatra can be careful to create the tourism advertisements especially for the sentences of the advertisements. In fact, most of the sentences make the reader confuse and difficult to catch up the idea of the sentences. It is expected this research will make the staff of Dinas Kebudayaan dan Pariwisata of West Sumatra recheck the tourism advertisement before publish it.

## BIBLIOGRAPHY

- Bach, K and M. Harnish. 1978. *Speech Acts*. Available <http://online.sfsn.edu/kba/spchacts/htm>. Retrieved on March 17<sup>th</sup>, 2010.
- Bernbach. 2006. *Smash Communication: Emotion in Advertising*. Available at <http://www.smashcommunication.com/emotion.htm> Retrieve on April, 2010.
- Brown, G and G. Yule. 1983. *Discourse Analysis*. Cambridge: Cambridge University Press.
- Crane, L. Ben, et al. 1981. *An Introduction to Linguistics*. Boston Toronto: Little, Brown and Company.
- Cutting, Joan. 2002. *Pragmatics and Discourse*. New York: Routledge.
- Finnegan, Edward. 2004. *Language : Its Structure and Use 4<sup>th</sup> edition*. Boston: Thomson Wadsworth.
- Fromkin, Victoria and Robert Rodman. 1983. *An Introduction to Language*. New York: Hol, Rinehart and Winston, Inc.
- Granat, J. P. 2003. *Persuasive Advertising for Entrepreneurs and Small Business Owners*. Jakarta: PT. Raja Grafindo Persada.
- Indah, Lia Prima Sri. 2007. "Types of Directive Speech Acts and Politenes Strategy Found in Movies". State University of Padang.
- Keovilay, Bousavanh. 1993. *A Cross Cultural Study of Request in Lao and Australian English*. M.A (Tesol) Study Project Report. Canberra : Canberra University.
- Kreidler, Charles W. 1998. *Introducing English Semantic*. London: Routledge.
- Leech, Geoffrey. 1983. *Semantic: The Study of Meaning (2<sup>nd</sup> ed)*. Great Britain : The Clauser Press Ltd.
- Levinson, S. C. 1983. *Pragmatics*. Cambridge: Cambridge University Press.
- Loss, Eugene E. 2004. *Definitions of Pragmatics*. Retrieved on March 13, 2010. from <http://www.sil.org/whatispragmatics.htm>
- Matthews, Peter. 1997. *The Concise Oxford Dictionary of Linguistics*. Oxford: Oxford University Press.

- Mey, L. Jacob. 1993. *"Pragmatics: An Introduction"*. New York. Oxford University.
- Moleong, Lexy J. 2002. *"Metodologi Penelitian Kualitatif"* Bandung: PT. Remaja Rosdakarya.
- Nasr, Raja T. 1985. *The Essentials of Linguistic Science*. Singapore: Longman
- Nazir, M. 2005. *"Metode Penelitian"*. Bogor: Graia Indonesia.
- Ningsih, Ayu. 2006. "The Kinds of Directive Illocutionary Act as Found in Koto Panjang People Dialogue (Sijunjung)." Padang. Bung Hatta University.
- Schiffirin, Deborah. 1994. *Approaches to Discourse*. Oxford UK and Cambridge USA: Blackwell
- Searle, J. R. 1979. *Speech Acts: An Essay in the philosophy of Language*. Cambridge : Cambridge University Press.
- Searle, J. R and Vanderveken. 1999. "What is an illocutionary act?". available at: <http://sil.org/linguistics/glossaryoflinguisticterm.whatisanillocutionaryact.htm>. (Retrieved on December 8, 2009)
- Wahyuni, Ira. 2004. "An Analysis of Directive Function of Language in the English Advertisement." Padang. Bung Hatta University.
- Widya. 2005. "An Analysis of Illocutionary act of Directive as Found in Cool and Smart (C'n S) magazines". Unpublished Thesis. Padang: State University Of Bung Hatta
- Winardi. 1992. *Promotion and Advertisement*. Bandung: Mandar Maju Press.
- Yuan, Han. 2007. *Pragmatics*. New York. Oxford University Press.
- Yule, George. 1996. *Pragmatics*. Oxford: Oxford University Press.